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GREEN PRACTICES, GUEST SATISFACTION AND LOYALTY IN THE HOTEL INDUSTRY

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Abstract

This study examines the nexus between green activities and guests' satisfaction, repurchase intention, and willingness to promote the hotel through good word-of-mouth (WOM). The study was hinged on Engel-Kollat-Blackwell (EKB) theory which was used to explain marketing and decision-making processes of customers when purchasing. Structured questionnaire was used to elicit information from guests staying in 2, 3, and 4-star hotels in Osun state, Nigeria, and this was achieved based on the quantitative research technique and survey research design to compare the proposed hypotheses. The results revealed a positive association between green practices and customer satisfaction, which gives a numerical evidence to affirm the influence of environmental measures, both direct and mediated through satisfaction, on the repurchase intention and the Word of Mouth that emanated from the guests. Furthermore, the association between hotel "green practices" and customer satisfaction is moderated by trip purpose. To satisfy

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the customer demands and achieve positive intention to repurchase, emphasis was laid on how crucial it is for hotel businesses to adopt sustainable practices.
Keywords: Green practices, Satisfaction, Trip purpose, Willingness to repurchase, Word of Mouth

Introduction

With more money going into upscale lodging and an emphasis on regional cultural experiences, Nigeria's hotel industry is expanding quickly and becoming more diverse (Statista, 2025). According to projections, Nigeria's hotel industry is predicted to generate US$1.48 billion in revenue by 2025 and increase at an annual rate of 9.5% from 2025 to 2030, reaching a projected market volume of US$2.33 billion by that time. By 2030, it is anticipated that there will be 23.12 million consumers in the hotel sector. It is significant to note that by 2030, internet sales would account for the majority of Nigerian hotels' 81% rise in overall income.

The rising vacation industry's influence on the environment has become a critical concern in recent years (Legrand *et al*., 2016). Because hotels utilize a lot of resources, which harm the environment, the UN World Tourism Organization (UNWTO, 2014) estimates that tourism is responsible for around 5% of all polluting emissions on Earth (Manaktola and Jauhari, 2007). As a result, "green hotels," which are defined as lodgings that contribute to environmental protection by conserving energy and water and reducing solid waste (Green Hotel Association, 2014), have been viewed as a long-term trend and a crucial component of the vacation industry's success for more than a decade (Chan, 2013). World Travel and Tourism Council (WTTC, 2018) also ascertained that a green hotel adopts environmentally friendly and sustainable practices in its operations to minimize negative impact on the environment and promote conservation of natural resources.

Furthermore, more recent studies indicate that customers are interested in buying green goods and services because they are growing more conscious of environmental issues (Chan, 2013). Tourists prefer to stay at hotels that are taking steps to protect the environment in order to contribute to environmental sustainability (Kim *et al*., 2012). This is supported by the findings of a TripAdvisor survey that found 79% of interviewees opted to stay at hotels with environmentally-friendly practices (TripAdvisor, 2013).

Only a few articles have examined the effects of green practices used by this kind of tourism business on customer satisfaction, intention to return, and willingness to spread positive word-of-mouth, despite the fact that many studies have concentrated on

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analyzing customer satisfaction and loyalty. Additionally, the findings of this research are conflicting and unclear (Chen, 2015). Additionally, the purpose of the trip influences the demand for lodging, with tourists expecting more leisure and relaxation than business travelers (Ariffin and Maghzi, 2012).

In order to segment the guests and create tailored initiatives for each guest profile, hotel management should investigate whether the purpose of the trip may have a moderating effect on the link between environmental practices and customer satisfaction and loyalty. There are two goals this study aims to achieve. The first goal is to fill a research gap by putting forth and testing a model that offers a better understanding of how sustainable practices affect hotel guests' pleasure and loyalty. The second goal is to examine how the purpose of the trip affects the interactions between these variables. The findings will provide hotel managers with information to assist them in concentrating their efforts on the areas that will enable them to gain competitive edge and achieve more than one-time patronage.

Literature Review

Hotel star ratings

Hotel ratings, often referred to as hotel grading or hotel classification, are frequently used to categorize hotels according to their quality of service offerings (Star Ratings, 2025; Wilkinson, 2013). This is needed to inform prospective guests on basic services and facilities that can be expected.

Hotel star ratings, "typically from one to five stars, classify hotels by increasing levels of luxury, amenities, services, and facility quality" (Vine, 1981). A "one-star hotel offers basic, clean accommodations at an affordable price, while a 5-star hotel provides the highest level of luxury, personalized service, and extensive premium amenities like spas, fine dining, and concierge services" (Wilkinson, 2013). The "specific criteria for each star level can vary by region, but the general trend is that more stars equate to a more comfortable, comprehensive, and higher-quality experience" (Star Ratings, 2025). The summary of hotel star ratings is shown in Table 1.

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Table 1: Summary of hotel star ratings

Ratings	Nature of services		
	Accommodation	**Amenities**	**Services**
One-Star Hotels	Basic, clean, and no-frills One or double rooms	Limited facilities and essential comfort	Simple, with a focus on affordability
Two-Star Hotels	Modest and slightly more comfortable than 1-star options. Standard rooms as 1-star hotel	Enhanced with en-suite bathrooms, television and desk service	Basic services, including daily housekeeping.
Three-Star Hotels	More spacious and nicer furnishings than 2-star hotels. Single and double rooms	A more complete range of facilities, possibly including a restaurant and room service fitness center or conference rooms	Good quality services expected from a mid-range hotel, with WIFI connection
Four-Star Hotels	Well-appointed, comfortable, and larger rooms such as twin room, studio room in addition with 3-star hotel	Extensive range of services, including multiple dining options with dispense and public bar, a fitness center, and spa facilities. Concierge, conference room and banquet hall.	Upscale services with high-quality cuisine, laundry services, room service, entertainment with WIFI connection
Five-Star Hotels	Spacious, elegant, and luxurious. It has all the above listed rooms with different suites, triple room, villa or cabana depending on location and choice	A broad spectrum of premium amenities and services, such as full-service spas, multiple fine dining restaurants, different bars, banking services, saloon, concierge services, laundry services etc	The highest level of personalized service with top-notch facilities and comfort

Source: Authors' study (2025)

Green practices in hospitality

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Since environmental sustainability has been recognized as one of the biggest issues facing the service sector in general and the hotel sector in particular (Sloan *et al*., 2013; Hall *et al*., 2016), the green concept, which first surfaced in the 1990s, has gained more attention from both hotel owners and customers (Chen *et al*., 2009; Han and Kim, 2010). According to Kim (2005), green practices are "internal efforts or activities of a hotel to implement environmentally friendly practices towards the goal of becoming a green facility" in the framework of tourist literature. The UN World Tourism Organization (UNWTO, 2017), emphasizes green practices in hospitality and tourism with additional features such as useof eco-friendly construction materials, insulation and green roofs, local and organic products, paperless check-in/out. Digital keys and in room recycling bins

Hotels use a lot of energy, water, and nondurable items because of the nature of their services and operations, which seriously harm the environment daily (Yue, 2012; Chen and Tung, 2014). In order to limit the negative effects of their operations on natural and social environments, many hotel businesses have implemented a number of environmentally friendly practices, also known as "green," ecological, sustainable, eco-friendly, or environmentally responsible (Pizam, 2009). These practices include reducing solid waste and saving water and energy (Manaktola and Jauhari, 2007; Green Hotels Association, 2014), implementing product strategies that use organic or recycled products in their regular services and activities, and altering systems and behaviors to reuse and recycle company-generated waste and products (Claver-Cortés *et al*., 2007; Kim and Han, 2010; Han *et al*., 2010; Sloan *et al*, 2013; Jones *et al*, 2014).

Prior studies have demonstrated that corporate competitiveness may be significantly impacted by sustainable practices (Manaktola and Jauhari, 2007; Han *et al*., 2009). According to others, consumers are becoming more worried about issues linked to climate change, which is why they often engage in eco-friendly activities in their everyday lives and look for green goods and services to help the environment stay sustainable (Chan, 2013). According to some studies, travelers view some environmental features as "basic" (Robinot and Giannelloni, 2010) and are prepared to forgo some level of comfort and luxury to support lodging establishments that have implemented eco-friendly practices (Clark *et al*., 2003; Manaktola and Jauhari, 2007; Butler, 2008; Kim and Han, 2010), as well as to forgo some financial benefits (Stern, 2000).

Water and energy conservation are two sustainable practices that hotel firms have implemented that are highly valued by travelers (Can *et al*., 2014). Reusing and recycling, reducing the frequency of changing towels and bed linens, using public transportation, and buying locally produced goods are additional green practices that hotel guests favor

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(Cleveland *et al*., 2005; Kasimu *et al*., 2012; Kim *et al*., 2012; Wang, 2012; Chen and Tung, 2014; Chen, 2015). Accordingly, hotel companies stand to gain by promoting their environmental performance and providing comprehensive details about their eco-friendly initiatives (Tierney *et al*., 2011; Millar and Baloglu, 2011).

Similarly, Constantin *et al*. (2013) note that eco-certification has significantly influenced travelers' hotel preferences. According to Manaktola and Jauhari (2007), patrons' concern for the environment motivates them to support hotels that have included "eco-friendly" techniques into their everyday operations and enhances their likelihood of staying at such places (Han *et al*., 2009; Han *et al*., 2011; Chen, 2015). According to recent research, environmental initiatives play a significant role in hotel selection (Tzschentke, 2008; Kim *et al*., 2012).

However, according to other research, even while customers are aware of environmental concerns, they prefer traditional hotels and do not prioritize green activities when making their lodging decisions (Kasim, 2004; Millar *et al*., 2012). Furthermore, it has been suggested that guests frequently neither know nor accept the establishment's eco-certification (Fairweather *et al*., 2005; Furlow and Knott, 2009). In order to encourage hotel guests to engage in eco-friendly behavior, it is crucial to develop effective communication strategies when educating customers about environmental sustainability. Additionally, hotels are concerned with enhancing the credibility of messages that emphasize green practices (Kim and Kim, 2014).

Theoretical Review

Engel-Kollat-Blackwell (EKB) theory

Engel-Kollat-Blackwell (EKB) theory (1968; 1995) is the widely utilized in marketing and purchasing behaviour studies, it explained five customers' decision-making processes (Adeniran, Njoku and Stephens, 2023). These processes are sequential and are as follows:

1. Identification of problem;
2. Searching for information;
3. Evaluation of alternatives;
4. Purchase decision; and
5. Post-purchase evaluation

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According to Wolny and Charoensuksai (2014), this theory is mostly applicable to high-involvement products and services due to its schematic representation of consumer cognitive processes. Since air travel services and products represent high-involvement products, this model is preferred when studying travel consumer behaviour (Papathanassis and Knolle, 2011). Additionally, it is of high importance to study instances of changing consumer behaviours in response to satisfaction and monetary issues (Loxton *et al.*, 2020), hence, basic when developing marketing strategies.

However, there are conditions when the consumer does not pass through these entire processes and heuristics decisions are made (Nuraeni*et al.*, 2015). Different studies revealed that the process of decision-making regarding travel and hotel is a more complex one even than the one illustrated in EKB-model (Borhan *et al*., 2017; Nuraeni *et al*., 2015).

Elucidating on this theory helps to:

i. Appreciate the most significant variables that influence customers to embark on purchasing a star rating of a particular hotel, both deliberately and un-deliberately;

ii. Reveal the preferences of hotel customers vis-a-vis the hotel marketing dynamics.

Sirakaya and Woodside (2017) stated that the decision-making process is affected by internal, external, psychological variables, and non-psychological variables that should be determined especially within the hotel market to understand the pattern of consumer behaviour, most especially regarding the adoption of green practices.

Borhan*et al*. (2017) explain that there are some motivational factors covered in intentions that may influence behaviour. They further state that intention is the extent to which people are willing to engage in a particular behaviour. It can be noted that the stronger the intention, the more likely an individual will be willing to execute a particular behaviour. For instance, the stronger the customer's intention to patronize a particular hotel over time, the more committed that customer is to actively search for information regarding that hotel.

Consequently, the success of behavioural predictions does not only depend on the intention, but also on non-motivational factors such as the available resources and opportunities (such as technological exposure, time, money, etc.) which enhance the transformation of someone's intention into action over the behaviours. Factors influencing customers' behavioural intentions are usually of great significance as they may determine customers' propensity to remain with a particular hotel service provider or leave. This is dependent on how favourable or unfavourable the factors are. Zeithaml *et al.* (1996)

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grouped behavioural intentions into two categories: favourable and unfavourable behavioural intentions.

In the case of favourable behavioural intentions, the following are noticeable: customers often show a preference for one company over another; oftentimes, customers engage in positive word-of-mouth communication/observations; customers recommend a service provider to others; they increase their rate of spending on the company's products/services, and they are always willing to pay premium prices. These characteristics are signs that customers have a strong connection with the company. It can also be maintained that customer experiences may also influence behavioural intentions (Burton *et al.*, 2016). In a situation where the experience is positive, (Olorunniwo*et al.* (2018) revealed that customers would tend to reuse the service repeatedly.

In the case of unfavourable behavioural intentions, the following are noticeable: customers perceived the performance of the service as inferior; they complain about the company's products/services; they are likely to ignore the company, and they make shifts or spend less with the company. Complaining is usually the result of dissatisfaction which may result in a negative response. Practitioners found that customer complaint is a useful dimension to understanding the dynamics of marketplace dissatisfaction (Ross, 2016). Customer complaint studies and their consequences have been found critical in explaining and predicting consumers' loyalty and repurchase intentions (Borhan*et al.*, 2017). Repurchase intention is a form of behaviour which is positively or negatively influenced as a result of previous encounters about the service or product offerings.

EKB has been acknowledged as one of the most influential theories for understanding customer post-consumption behaviours in transportation, tourism, and hospitality (Bianchi, Milberg and Cúneo, 2017; Kim and Han, 2010), and the food industry (Shah-Alam and Mohamed-Sayuti, 2011). Multiple studies in the hotel industry have established the impact of guest post-consumption experience on intention (Jalilvand, Samiei, Dini and Manzari, 2012; Hsu, Cai and Li, 2010).

It is essential to note that within the Nigerian hotel industry, there are no studies conducted to have adopted EKB model with specification in the adoption of green practices; hence, this study is novel. On this note, this study was hinged on the Engel-Kollat-Blackwell theory because it explained the post-consumption behaviour of customers, which accommodates repurchase intention and satisfaction.

Empirical Review

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Green hospitality practices: patronage and satisfaction

Recent research has looked at how hotel companies' environmental policies affect customer satisfaction (Berezan *et al*., 2013; Gao and Mattila, 2014), loyalty as measured by hotel repurchases, and the intention to spread word-of-mouth (WOM) (Gao and Mattila, 2014; Chen, 2015). One of the ideas that has most recently sparked attention in the service sector in general and the hotel sector in particular is satisfaction, which has been seen as a key component of corporate success. Numerous cognitive and/or emotional methods have been used in the literature to define satisfaction. According to Chitty *et al*. (2007), the cognitive viewpoint suggests comparing the sacrifice (cost) and reward (benefits) that customers experience both during and after their service encounter.

According to Giese and Cote (2000), an emotional approach defines satisfaction as an emotive reaction of varying intensity that is concentrated on certain elements of acquisition and/or consumption that occur when the client evaluates the product and/or service. Accordingly, the whole emotional reaction following a service encounter is referred to as satisfaction (Oliver, 1980).Bamise, E.O (2022) is of the view that 'satisfaction is the consumption of something'. According to authors such as Pizam and Ellis (1999), "satisfaction with a hospitality experience is a total of satisfactions with the individual elements or attributes of all the products and services that make up the experience." This is especially true in the context of hotels, where the services provided to guests extend beyond simply providing lodging.

According to earlier research, green initiatives can boost guest satisfaction if they are perceived as providing high-quality service or if they are intended to lessen the negative environmental effects of everyday activities rather than save money, thus aiding society in the fight against climate change (Berezan *et al*., 2013; Gao and Mattila, 2014). In contrast, Robinot and Giannelloni (2010) contend that the extent to which hotel green practices contribute to guest satisfaction varies depending on the action; in this regard, even though environmentally friendly practices are generally regarded favorably, guests view the reuse of sheets and towels as a "basic" feature they anticipated from hotels, and their satisfaction was adversely affected when that feature was lacking.

Additionally, their research indicates that guests view the usage of clean, renewable energy sources as a "plus" feature that raises their degree of satisfaction. Customer loyalty, one of the most researched factors in the field of consumer behavior, is another goal for businesses in addition to satisfaction, particularly in competitive settings like the vacation sector. According to the literature, loyalty is a multifaceted concept that includes both behavioral and attitudinal elements. Whereas the attitudinal view is predicated on

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future behaviors, the behavioral perspective emphasizes previous experiences. The behavioral perspective is evidently adopted by some writers, such as Oliver (1997), who defines loyalty as the determination to make more purchases of a good or service in the future.

However, some authors believe that focusing only on behavior when defining loyalty makes it difficult to distinguish between loyal customers and those who regularly buy a product or service. For this reason, they include an attitude component that includes a positive attitude toward the supplier and the intention to recommend them to others (Zeithaml *et al*., 1996). According to Rauyruen and Miller (2007), customer satisfaction is thought to be a good predictor of loyalty, and loyalty and satisfaction are closely connected concepts. Similar to this, Lam *et al*. (2004) contend that pleased clients may be encouraged to make more purchases and spread the news about a service to others.

There have been conflicting reports on the link between the two factors in the hotel setting. As a result, although some authors believe that satisfaction increases the likelihood that guests will stay at the hotel (Chen, 2015) and spread positive word-of-mouth (Gao and Mattila, 2014), other research, like that done by Bajs (2015), shows that satisfaction has no bearing on travelers' intentions to make additional purchases in the future. Given the available data, it was proposed that:

H_1: Guest satisfaction is positively impacted by hotels' green measures.

H_2: Positive WOM is positively influenced by guest satisfaction.

H_3: Guests' repurchase intention is positively influenced by guest satisfaction.

Numerous studies have looked at how green activities affect travelers' intentions to make more purchases and spread good word-of-mouth (WOM), with differing findings. Accordingly, while some environmental practices, such as using low-energy light bulbs, soap and shampoo dispensers, and recycling policies, have a direct and positive impact on hotel repurchase and word-of-mouth intention (Gao and Mattila, 2014; Chen, 2015), other initiatives, such as buying organic and local products, only have a positive effect on guest satisfaction and not repurchase intention (Berezan *et al*., 2013). Therefore, it was proposed that:

H_4: Positive WOM is positively impacted by hotels' green policies.

H_5: Guests' willingness to repurchase is positively impacted by hotels' green measures.

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Trip Purpose

For this study, hotel customers are categorized into two categories: leisure and business. The literature has highlighted discrepancies between the two groups owing firstly to the nature of the trip (Ho and McKercher, 2012) and secondly to the fact that business travelers do not generally pay for their travels themselves (Lederman, 2007). While business travelers lack adequate choice over whether or not to travel to a specific area, leisure guests are also more susceptible to legislative and economic changes when making decisions (Kucukusta *et al*., 2014).

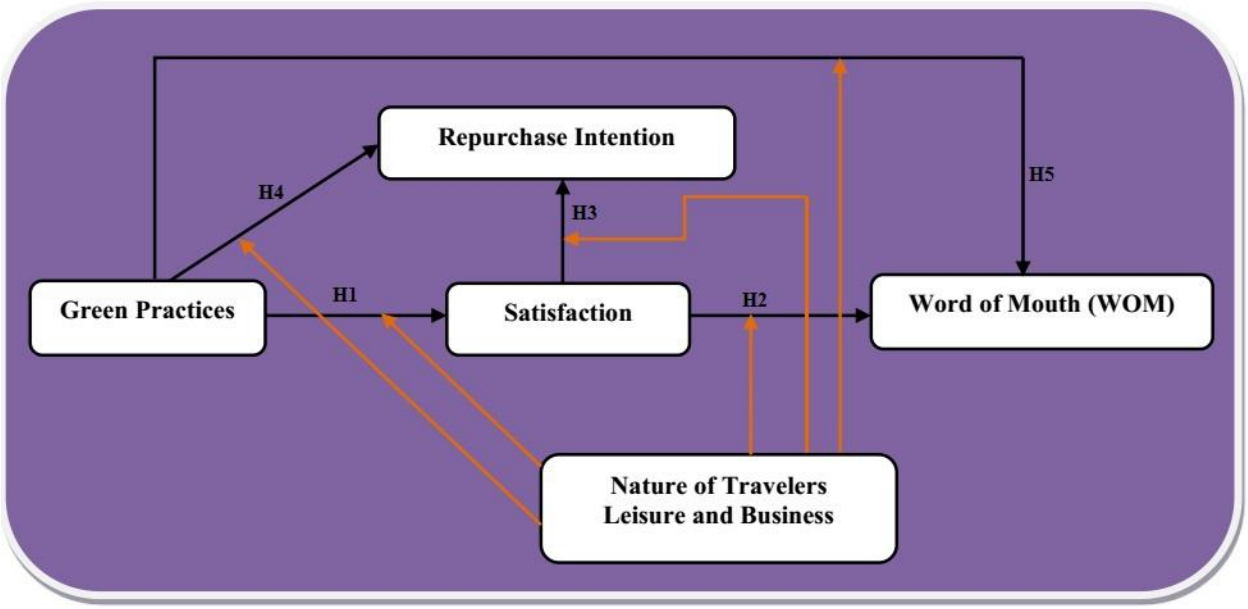

Figure 1: Research model

Hotel guests are showing a growing preference for eco-friendly goods and services as a result of their growing environmental concerns, as was previously indicated. Evaluations of business and leisure travelers' environmental views in relation to green hotels have produced conflicting findings. Accordingly, while some research indicates that leisure guests believe they are "more environmentally aware" (Crocker, 2008), other studies, such as Millar *et al*. (2012), contend that while business travelers are more focused on the environment in their daily lives than leisure travelers, there are no appreciable differences between the two groups when assessing a hotel's environmental initiatives.

Business travelers, on the other hand, use hotel services more frequently than leisure travelers, who either travel less or choose to stay somewhere else (such as a hostel, bed and breakfast, apartment, or campsite). It is also noted that customers who are more

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knowledgeable about green hotels and their policies are more likely to stay there (Bastic and Gojcic, 2012).

In brief, we feel there are variances amongst guests based on the reason for the journey, and therefore:

H_6: Leisure guests have better relationships with green practices, satisfaction, word-of-mouth, and repurchase intention than business guests.

The summary of empirical review is shown in Table 1.

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Table 1: Summary of empirical review

S/No	Author(s)	Year	Topic	Scope/Location	Method	Specific Findings
1	Chitty *et al.*	2007	Customer satisfaction and loyalty in service industries	Service industry context (including hospitality)	Structural equation modeling (SEM)	Satisfaction and loyalty are highly correlated, suggesting that green practices indirectly boost loyalty when they enhance satisfaction
2	Lederman	2007	Customer loyalty in service businesses	General service industries	Empirical quantitative study	Consistent service delivery and satisfaction are precursors of loyalty, reinforcing the idea that green practices, if consistently applied, contribute to stronger customer retention
3	Rauyruen & Miller	2007	Relationship quality and customer loyalty	Service industry	Empirical study using SEM	Trust, commitment, and satisfaction predict loyalty, suggesting that credible green practices foster relationship quality in hotels
4	Giese & Cote	2000	Defining and measuring customer satisfaction	General marketing and consumer behavior	Conceptual and empirical review	Satisfaction is multidimensional, providing a theoretical basis for studying how green initiatives affect both affective and cognitive satisfaction in hotels

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5	Oliver	1980	Expectancy-disconfirmation theory of satisfaction	Consumer behavior	Theoretical/conceptual model	Satisfaction arises when customer expectations are met or exceeded, which applies to hotel guests' evaluation of green practices.
6	Pizam & Ellis	1999	Conceptualization of tourist satisfaction	Hospitality and tourism	Literature review and conceptual framework	Satisfaction is a central driver of repeat patronage, reinforcing the importance of integrating green practices into service quality delivery
7	Robinot & Giannelloni	2010	Effects of environmental practices on customer satisfaction	French hotel industry	Quantitative survey	Showed that some green initiatives can be "dissatisfiers" if absent but not always "satisfiers" when present, suggesting mixed effects on loyalty
8	Oliver (1997)	2007	Customer loyalty framework.	Marketing and service industries.	Theoretical model with empirical grounding.	Proposed that loyalty evolves from satisfaction to commitment, a process relevant for assessing how eco-friendly practices drive long-term hotel loyalty.

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9	Zeithaml *et al.*	1999	Behavioral consequences of service quality.	Service industries.	Structural modeling of customer behavior	Demonstrated that high service quality leads to loyalty behaviors (e.g., repurchase, word of mouth), implying that green practices as part of service quality can strengthen loyalty
10	Lam *et al.*	2004	Customer loyalty in the service industry.	Asian service sector.	Quantitative survey.	Confirmed that satisfaction and perceived value drive loyalty, highlighting that green practices can add perceived value in the hotel context
11	Bašić & Gojčić	2012	Sustainable practices and competitiveness in the hotel industry.	Croatian hotel sector.	Survey-based empirical analysis	Service areas around transit stations were shaped by pedestrians accessibility and built environment factors affecting foot access in montreal
12	Ho & McKercher	2012	The impact of environmental practices on guest choice	Hong Kong hotel industry	Quantitative survey	While some tourists strongly consider environmental practices in hotel selection, others prioritize price and service quality, showing segmentation in guest responses to green initiatives

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13	Gao & Mattila	2014	Consumers' perceptions of green practices in the hospitality sector	U.S. lodging sector	Experimental survey with scenario-based design	Guests responded positively to credible green practices, but perceived green washing reduced trust and satisfaction
14	Kucukusta *et al*.	2016	Corporate social responsibility and environmental practices in hospitality	Hong Kong hotels	Survey and factor analysis	Guests viewed CSR and eco-friendly practices as value-adding, positively influencing satisfaction and the intention to revisit.
15	Crocker	2018	Green hotel initiatives and customer loyalty	U.S. hospitality industry	Case study and survey research	Authentic green initiatives enhanced brand image and loyalty, whereas superficial practices had little impact.
16	Miller *et al.*	2012	Sustainable tourism and consumer behavior	European tourism and hospitality sector	Large-scale survey across European countries	There is a growing trend of environmentally conscious travelers who prefer green hotels, suggesting that sustainability initiatives are increasingly linked to satisfaction and loyalty

Source: Author's compilation (2025)

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Methodology

A quantitative investigation was carried out using a structured questionnaire to look into the suggested possibilities. For a final sample of 487 valid questionnaires, the data were gathered in Ilesa and Osogbo, Osun State, Nigeria, through in-person surveys of Nigerian guests staying in two-, three-, and four-star hotels. Data were gathered between July 1st and August 15th, 2025, following a pre-test of the questionnaire with a small sample of hotel guests. The main characteristics of the study are shown in Table 2. Items that were suggested and modified from the review of several studies in the literature were used to measure each of the research variables.

Every questionnaire item was scored on a 5-point Likert scale, with 1 denoting "totally disagree" and 5 denoting "totally agree." A new item about the hotel's eco-certification, based on earlier research like Millar and Baloglu (2011) and Constantin *et al*. (2013), was added to the twenty-one items on green practices by Can *et al*. (2014). For these practices, respondents are asked to rank the significance of the hotel's green practices on a scale of 1 to 5. To gauge satisfaction, four items suggested by Williams and Soutar (2009) were employed. Lastly, four items, two for each variable, that were modified from the Kim *et al*. scale were used to gauge both repurchase intention and positive word-of-mouth intention.

Table 2:Summary of technical details

Key	Indices
Background	Customers of two, three, and four-star hotels
Geographical scope	Ilesa and Osogbo, situated in Osun State, Nigeria
Sample size	487 hotel guests (15 hotels); Participants between the ages of 18 years and above
Sample design	Face-to-face survey; Data collection period: 1stJuly and 15thAugust 2025.
Statistical techniques	Descriptive analysis, Confirmatory factor analysis, Structural equations model, Multigroup analysis
Statistical software	IBM SPSS version 23.0; IBM SPSS AMOS 24

A quota-sampling technique was employed to ensure that a representative sample of hotel guests was gathered, based on the age and educational attainment of tourists visiting Nigeria, according to the most recent report available from the Nigerian Ministry of Tourism (Aninver Development Partners, 2025). The descriptive statistics for the sample are shown in Table 3.

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Table 3: Sample descriptive statistics

Variables	Indices	Frequency	Percentage
Gender	Male	229	47.02
	Female	241	49.49
	Prefer not to disclose	17	3.49
	Total	**487**	**100**
Age	21-30	63	12.94
	31-50	133	27.31
	51-60	139	28.54
	61-70	113	23.2
	> 70	39	8.01
	Total	**487**	**100**
Education level	Primary education	13	2.67
	Secondary education	184	37.78
	Tertiary education	290	59.55
	Total	**487**	**100**
Monthly income level (Naira)	< 70,000	135	27.72
	70,001-100,000	162	33.27
	> 100,000	190	39.01
	Total	**487**	**100**
Occupation	Student	65	13.35
	Government employed	149	30.6
	Private employed	273	56.06
	Total	**487**	**100**

Results

There were two phases of the analysis. Confirmatory factor analysis was used to confirm the measuring tool first, and then the structural model was calculated. IBM SPSS AMOS 24 software was used to perform both analyses using the structural equations technique.

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Since all of the constructs' composed reliability and Cronbach's alpha coefficients are higher than the suggested threshold of 0.7 (Adeniran, 2025; Nunnally and Bernstein, 1994), and all of the items' standardised factor loads are statistically significant, the results in Table 4 mean scale reliability can be verified. The composite reliability index (CRI) and analysis of variance extracted (AVE) were used to evaluate scale convergent validity, and the results showed that the values were higher than the literature-established cutoffs (0.7 and 0.5, respectively) (Fornell and Larcker, 1981). These findings are confirmation of the model's convergent validity.

Two criteria were used to analyze discriminant validity: the confidence interval test and the test of variance extracted. The first test indicates discriminant validity if the AVE of the factors surpasses the square of the covariances (Adeniran *et al*., 2024; Fornell and Larcker, 1981). Calculating a confidence range for the covariance ± two standard errors for the correlation between two constructs is the second criterion. Discriminant validity may be verified if the interval excludes the value 1 (Anderson and Gerbing, 1988). The measurement model's discriminant validity is supported by the data in Table 5.

Table 4: Confirmatory factor analysis results

Construct	**Measurement items**	**Standardized factor loading**	**t-value**
Green Practices		**0.962**	**0.606**
	Pleasant landscape design	0.748	15.862*
	Architectural design of a hotel compatible with the natural environment	0.767	16.707*
	Using an electricity system that shuts down after leaving the room (energy-saving room keys)	0.819	18.242*
	Local and organic food consumption	0.745	15.771*
	Preference for non-packaged products	0.740	15.718*
	Use of energy-efficient lighting units	0.806	17.776*
	Provision of bulk soap and shampoo dispensers	0.718	15.026*
	Removal of individual bottles	0.754	16.062*
	Use of water-efficient showers, faucets, and flush tanks	0.740	15.603*
	Presence of a non-smoking area	0.753	16.006*
	Using recycling bins and creating an environmental recycling scheme	0.773	16.658*
	Notifying guests that the towels, pillowcases, and linens may be changed upon request	0.752	16.185*

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	Using renewable energy sources to generate power	0.784	17.043*
	Setting up activities and programs for children's environmental education	0.746	15.781*
	Urging guests to take public transit	0.804	17.724*
	Informing guests about water-saving in the rooms	0.830	18.666*
	Educating guests about the hotel's environmental policy, motivating them to take part in environmental initiatives, and taking into account their suggestions for environmental preservation	0.815	18.128*
	Having efforts in marketing and protection of cultural, historical, and natural resources around the hotel	0.858	19.713*
	Informing guests about the biological diversity around the hotel	0.747	19.726*
	Promoting the environmental protection efforts of the hotel in printed and visual media	0.746	19.671*
	The hotel is certified with a green certification	0.698	18.117*
Satisfaction		**0.847**	**0.741**
	Provisions were exactly what I needed	0.753	20.131*
	I was satisfied with my choice of hotel	0.807	22.212*
	It was a wise choice	0.847	24.041*
	It was a good experience	0.838	23.603*
Word of Mouth (WOM)		**0.986**	**0.861**
	I would recommend this hotel to other people	0.867	25.111*
	I would tell other people positive things about this hotel	0.883	26.051*
Repurchase Intention		**0.862**	**0.836**
	I consider this hotel to be my first choice compared to other hotels	0.848	24.134*
	I have a strong intention to visit this hotel again	0.876	26.232*

Goodness-of-Fit Statistics: χ^2: 1246.801; NFI:0.782; CFI:0.817; IFI:0.818; RMSEA: 0.07

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Note: CA= Cronbach's Alpha, CR=Composite reliability, AVE=Average variance extracted*p<0.05

Table 5:Discriminant validity

S/N	Variables	1	2	3	4
1	Green Practices	0.606	0.570	0.461	0.473
2	Satisfaction	[0.705; 0.817]	0.841	0.647	0.713
3	Word-of-Mouth	[0.620, 0.742]	[0.762; 0.838]	0.961	0.815
4	Repurchase Intention	[0.631; 0.741]	[0.816; 0.860]	[0.865; 0.911]	0.936

Note: Values for AVE are on the diagonal. Above are the squared correlations between constructs. Below are the confidence intervals (±two standard errors) around the correlation estimate between the two factors.

Table 6:Structural equations model results

Hypothesis	Standardized beta	t value	Decision
H_1: green practices → Satisfaction	0.752	14.001*	Supported
H_2: Satisfaction → WOM	0.726	13.611*	Supported
H_3: Satisfaction → Repurchase intention	0.765	14.734*	Supported
H_4: green practices → WOM	0.114	2.454*	Supported
H_5: green practices → Repurchase intention	0.105	2.217*	Supported
Goodness-of-Fit Statistic: χ^2 :1.318; NFI: 0.774 CFI: 0.782; IFI: 0.782; RMSEA: 0.076			

Note: * p <0.05

Table 7: Multigroup analysis results

Hypothesis	Dif.		χ^2	p-value
	Group 1 Leisure N=253	Group 2 Business N=234		
H_1: green practices → Satisfaction	0.738	0.802	13.815	0.000*
H_2: Satisfaction → WOM	0.762	0.728	0.520	0.457
H_3: Satisfaction → Repurchase intention	0.810	0.814	2.681	0.112
H_4: green practices → WOM	0.115	0.100	0.067	0.791
H_5: green practices → Repurchase intention	0.058	0.065	0.303	0.564

Note: Goodness-of-Fit Statistic: χ^2=2.567,NFI=0.771; CFI=0.903; RMSEA=0.063; *p<0.05

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The structural equations model was estimated in Figure 1 using the findings displayed in Table 6 after verifying the correctness of the model. Hypotheses H1, H_4, and H_5 are accepted since the data demonstrate that hotel green practices significantly and favorably affect guest satisfaction, as well as WOM and repurchase intention, respectively. The findings of a study on how customer satisfaction affects their future intentions support hypotheses H_2 and H_3 by demonstrating that the desire to pay, stay at the hotel again, and spread positive word-of-mouth (WOM) is positively and substantially correlated with satisfaction.

Furthermore, in accordance with hypothesis H6, we anticipated that the correlations between the constructs would change significantly based on whether the trip was taken for business or pleasure. The Chi-square difference test was used in a multigroup study to evaluate this hypothesis. The chi-square value of the limited model was compared to that of the unconstrained model for this test, which required that factor loads be equal in both sub-samples. The cause for the journey can be said to have a moderating influence if the difference is substantial.

The findings were displayed in Table 7. In contrast to Crocker's (2008) findings, the results only indicate significant variations in the strength of the association between green practices and satisfaction, with business guests showing a greater relationship than leisure guests ($p<0.05$). One explanation would be that business travelers are more concerned about the environment in their everyday lives than leisure travelers (Millar *et al*., 2012), and as a result, they are more pleased with the environmental features that hotels have implemented.

Conclusion

This study examined the moderating influence of the purpose of the trip in the relationships between green practices and customer satisfaction and loyalty in the hotel environment, adding to the existing literature on the subject. According to some earlier research (Berezan *et al*., 2013; Gao and Mattila, 2014), the results first support the idea that hotel environmental measures can improve guest satisfaction, resulting in a significant, positive relationship between green practices and customer satisfaction. This suggests that, contrary to Robinot and Giannelloni (2010), hotel environmentally friendly actions have a positive impact on guest satisfaction.

Second, this study has examined the relationship between hotels' eco-friendly practices and their guests' loyalty. Therefore, hotel managers should make more efforts to ensure high-quality service, actively educating guests about the benefits of their environmental

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actions, and making sure that the introduction of green practices does not negatively impact the customer experience.

The current study confirms that environmental practices are positively related to willingness to disseminate positive word-of-mouth (WOM) and hotel repurchase intention, which is consistent with some earlier research suggesting a positive relationship between hotel green practices and guest loyalty (Lee *et al*., 2011; Gao and Mattila, 2014). To put it another way, our findings confirm the significance of implementing eco-friendly practices to enhance the hotel stay and increase customer satisfaction, which will encourage them to recommend the establishment to others and return.

Thirdly, research demonstrates that guest's satisfaction and establishment loyalty have a good and substantial association. These findings are consistent with earlier research (Gao and Mattila, 2014), which demonstrates that happy customers may be encouraged to spread good word-of-mouth and stay at the hotel again in the future. Lastly, the purpose of the trip mitigates the magnitude of the relationship between "green practices" and customer satisfaction, since business travelers benefit more from hotel environmental initiatives than do guests.According to earlier research showing that environmentally conscious tourists are more likely to be educated (Leonidou *et al*., 2015) and have higher incomes (Leonidou *et al*., 2015) than the general tourist population, this result may be explained by the higher educational and income levels of business travelers.

In contrast, the association between green practices and guest loyalty does not seem to be significantly moderated by the reason for the trip.These findings are in line with those of Millar *et al*. (2012) in that there are no appreciable variations in patron loyalty or approval of the hotel's green initiatives based on the reasons why guests are going. Additionally, they argue that hotel managers may use environmentally friendly practices in any kind of hotel and that they do not necessarily need to differentiate between the two sorts of travelers when selling their products.

Implications and Recommendations

Several management implications can be inferred from these findings. Establishments should start using differentiation techniques to be competitive in the hotel business, which is becoming more and more competitive. Hotel management must be aware of the need to establish and further expand environmentally friendly practices in their facilities to boost customer satisfaction and subsequently to raise the possibility of them returning to stay at the hotel, and encourage good WOM.

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Because guests are becoming more responsible, marketing efforts should concentrate on both enhancing the quality of services and implementing eco-friendly techniques that may meet the social demands of clients. In order to promote their concern for environmental well-being, hotel firms must also aggressively display their dedication to the environment on their websites or through unofficial educational resources like pamphlets. Additionally, they must invest in technology that supports and enables referrals from happy clients, promoting the spread of favorable evaluations. All of the aforementioned would encourage favorable word-of-mouth, which would enhance the hotel's reputation and draw in new guests.

Limitations and areas for further study

Some limitations of the study are:

The restriction of the geographical scope of this study needs to be widened so the results can be compared with consumer perceptions in other geographical areas. The study could also be applied to other types of holiday establishments, like guesthouses or campsites, to check whether the same relationships are maintained between the variables. Finally, other relevant variables could be introduced in the model, like environmental activities carried out by customers in their daily lives, prior experience of green hotels, and the influence of tourists' personal characteristics on the studied variables in the proposed model.

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Author contributions: AOA: Conceptualization, Writing - original draft, Introduction, Method, Editing, Visualization; **EOB:** Conceptualization, Writing- Discussions, Editing; **AAG:** Writing, Empirical; Discussions; **FSO**: Editing, Visualization. The authors read and approved the final manuscript.

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