

THE ROLE OF GREEN SATISFACTION IN MEDIATING THE INFLUENCE OF GREEN IMAGE ON GREEN LOYALTY

(Study of Domestic Tourists Staying at Puri Wirata Dive Resort and Spa Amed)

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ABSTRACT

In a growing business world, awareness towards the importance of the environment as a major factor in marketing activities is increasing. Many businesses now not only see the environment as a social responsibility, but also as an important element in designing their marketing strategies. This phenomenon will encourage businesses to create products and services that not only benefit customers, but are also sustainable for the environment. This research was conducted at Puri Wirata Dive Resort and Spa Amed. This study looked at how green satisfaction, for domestic visitors staying at Puri Wirata Dive Resort and Spa Amed, mediates the effect of green image on green loyalty. The sample in this study were 110 respondents. Data collection was carried out by distributing questionnaires via Google form. The collected data were analyzed with classical assumption test, path analysis technique, Sobel test and VAF test. The study's findings show that, for domestic visitors staying at Puri Wirata Dive Resort and Spa Amed, green image has a positive and significant effect on green loyalty, green satisfaction has a positive and significant effect on green loyalty, and green satisfaction is able to partially mediate the effect of green image on green loyalty. The implications of this research can be used for Puri Wirata Dive Resort and Spa Amed to make policies to increase green loyalty by maximizing green image and green satisfaction.

Keywords: Green Image, Green Satisfaction, Green Loyalty

INTRODUCTION

Bali is a tourist destination with its stunning natural beauty, rich cultural heritage and high-quality tourism services, continuing to attract and inspire millions of tourists. As one of Indonesia's main tourism destinations, Bali not only provides an unforgettable holiday experience, but also promotes Indonesia's cultural diversity and natural beauty to the world. Table 1. namely domestic tourist visits to Bali in 2018-2023

Table 1. Domestic Tourist Visits to Bali 2019-2023

Year	2018	2019	2020	2021	2022	2023
Number of Tourists	9,757,991	10,545,039	4,596,157	4,301,592	8,052,974	9,877,911
Growth	11.70	8.07	-56.41	-6.41	87.21	22.66

Tourism does not only depend on tourist attractions alone, but also relies heavily on the availability of accommodation such as hotels as a place to stay for tourists. Puri Wirata Dive

Resort and Spa Amed is one of the hotels that is starting to take part in preserving the environment. This hotel is located on Jalan Raya Bunutan, Amed, Karangasem Regency. This hotel is starting to build its image as a hotel that cares about the environment, with various initiatives in environmentally friendly practices. Apart from its environmentally friendly image, this hotel provides spa services and offers a Professional Association of Diving Instructors (PADI) certified diving center, and the hotel's presence overlooking the sea on Amed Beach allows tourists to enjoy natural beauty.

Table 2. Data on Visitors Staying at Puri Wirata Dive Resort and Spa Amed 2018-2023

Year	2018	2019	2020	2021	2022	2023
Overnight Visitors (people)	1,924	1,987	335	121	1,525	973

Table 2 states that there is a decrease in the number of tourists staying at Puri Wirata Dive Resort and Spa Amed. This can be seen in 2019, namely 1,987 visitors staying overnight and an increase from the previous year, which was 1,924 people in 2018. However, in 2020-2021 there was a very significant decline, with 335 tourists staying overnight in 2020 and only reaching 121 people in 2021. In 2022 there was an increase to 1,525 people, but in 2023 there were more tourist visits. overnight stays decreased significantly to 973 people. Referring to the table, Puri Wirata Dive Resort and Spa Amed should be more serious in handling this problem, so that it can still compete with other hotels in terms of maintaining customer loyalty.

Customer commitment to uphold relationships with organizations or businesses that are environmentally conscious and to regularly repurchase or support specific items in the future is known as "green loyalty." This includes intention to repurchase, desire to recommend, showing tolerance for higher prices, and purchasing other products with (from) a company (Chang & Fong, 2010). Martinez (2015) explains that green loyalty is a consumer's commitment to repurchase or continue to use products that are environmentally friendly.

Brand image is closely related to customer loyalty, so brand image has an important role in the success of a company. This is also related to how a company's green image can increase customer loyalty. Chen (2010) defines green image as a set of brand perceptions or images in consumers' minds that are related to environmental commitment and concern for the environment. Green image is becoming more important for companies, especially amidst increasing consumer awareness and strict international regulations regarding environmental protection (Cavusoglu et al., 2020). According to Chang and Fong (2010), a company's "green image" is an impression that has emerged from interactions with customers, workers, and the general public regarding the company's dedication to and concern for the environment.

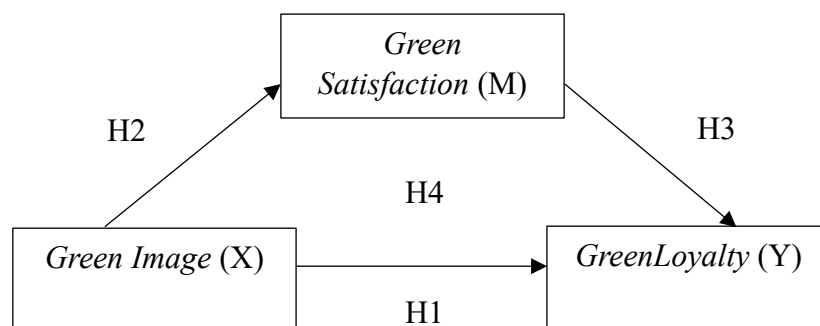
Customer loyalty is impacted not only by brand image but also by customer satisfaction. This is also related to this research regarding how satisfied customers are who care about and are committed to the environment (green satisfaction). Chen (2010) defines green satisfaction as the level of satisfaction related to enjoyable consumption to satisfy customers' desires for the environment, sustainable expectations, and environmentally friendly needs. Green satisfaction as customers who feel that consumption fulfills several needs, goals, desires regarding environmental concerns, and that fulfillment is enjoyable. This is the result of consumption whose performance meets or exceeds customer needs, environmental regulatory requirements, and sustainable societal expectations (Chang & Fong, 2010).

This research departs from the existence of a research gap. According to research by Yuwanti et al. (2023), client loyalty was positively and significantly impacted by green brand

image. These findings are consistent with a study by Firmansah et al. (2021), which found that consumers of Starbucks are more likely to be green loyal when their brand is perceived as being environmentally friendly. The Body Shop Surabaya's green customer loyalty was not impacted by its green corporate image, according to research by Ariyanto et al. (2015). With the phenomenon, research gap, and research that has been carried out, it is important to carry out research again, so that a clearer picture is obtained of how the role of green satisfaction mediates the influence of green image on green loyalty among visitors to Puri Wirata Dive Resort and Spa Amed.

The hierarchy of effects model theory is the theoretical foundation for this study. This strategy was articulated by Lavidge and Steiner (1961) in Martinez (2015), presuming that clients typically do not go from being apathetic individuals to persuading buyers in a single instant. Rather, buyers approach the process in stages, with the actual purchase serving as the last one.

Figure 2. Conceptual Framework



Research conducted by Dewi et al. (2023) found that green image results had a significant positive influence on green loyalty at Hotel Indigo Bali Seminyak Beach. Cavusoglu et al. (2020) observed similar results, indicating that green loyalty is significantly positively impacted by green image. Research by Bashir et al. (2020), who discovered the same outcomes that green picture had a strong beneficial influence on green loyalty also supports this theory.

H1: Green image has a positive and significant effect on green loyalty.

Research conducted by Gelderman et al. (2021) stated that green image has a significant positive influence on green satisfaction. The same results were found by research by Gasbarro & Bonera (2021) which stated that green image has a significant positive influence on customer satisfaction. This hypothesis is also supported by research by Wiyono (2015) which found the same results that green image has a significant positive effect on green satisfaction.

H2: Green image has a positive and significant effect on green satisfaction.

According to research by Gelderman et al. (2021), green loyalty is significantly positively impacted by green satisfaction. The same results were found by research by Cavusoglu et al. (2020) which states that green satisfaction has a significant positive influence on green loyalty. This hypothesis is also supported by research by Sun et al. (2021) who found the same results that green satisfaction had a significant positive effect on green loyalty.

H3: Green satisfaction has a positive and significant effect on green loyalty.

Research conducted by Solekah (2019) states that green satisfaction mediates green image on green loyalty. The same results were found by Astuti and Sukaatmadja (2018) who stated that green satisfaction mediates green image on green loyalty. This hypothesis is also supported by research by Pianroj (2012) which also states that green satisfaction mediates green image on customer loyalty.

H4: Green satisfaction mediates green image on green loyalty.

RESEARCH METHODS

The type of research carried out is associative research with a quantitative approach to determine roles green satisfaction mediating the influence of green image on green loyalty among visitors to Puri Wirata Dive Resort and Spa Amed. The population used in this study were visitors who had stayed at Puri Wirata Dive Resort and Spa Amed since 2022. The number of respondents in this study was 110 respondents with the criteria being domestic tourists, respondents aged at least 18 years and having completed high school education. equivalent, and respondents have stayed at Puri Wirata Dive Resort and Spa Amed since 2022.

The data collection method is by questionnaire and tested using validity and reliability tests. Data analysis techniques use the classic assumption test, path analysis test, Sobel test, and VAF test.

RESULTS AND DISCUSSION

Table 3 displays the characteristics of the respondents based on the research findings, which include gender, age, greatest degree of education, occupation, and income/pocket money each month. If we look at gender, men and boys have the same number of 50 percent. The dominant age is >41 years at 40.9 percent. Undergraduate degrees make up the majority of recent schooling (70.9 percent). When it comes to employment, private employees make up 39.1% of the workforce, while respondents with monthly incomes or pocket money of more than Rp. 5,000,000 to Rp. 8,000,000 account for 44.5 percent.

Table 3.
Respondent Characteristics

No.	Variable	Classification	Number of people)	Percentage (%)
1.	Gender	Man	55	50
		Woman	55	50
		Total	110	100
2.	Age	18-23 years old	13	11.8
		24-29 years old	22	20
		30-35 years old	23	20.9
		36-41 years old	7	6.4
		>41 years	45	40.9
		Total	110	100
3.	Last education	High School/Equivalent	15	13.6
		Diploma	7	6.4
		Bachelor	78	70.9
		Postgraduate	10	9.1
		Total	110	100
4.	Work	Student	13	11.8

	Private employees	43	39.1
	Government employees	20	18.2
	Self-employed	26	23.6
	Other	8	7.3
	Total	110	100
5.	Income/pocket money per month	≤Rp 1,000,000	0
		>Rp. 1,000,000 – Rp. 3,000,000	13
		>Rp. 3,000,000 – Rp. 5,000,000	28
		>Rp. 5,000,000 – Rp. 8,000,000	49
		>Rp 8,000,000	20
		Total	110

Source: Processed data, 2024

The validity test findings are displayed in Table 4, where all variables have a correlation coefficient for the total score of statement items over 0.30, indicating the validity of the research instrument's statement items.

Table 4.
Validity Test

No.	Variable	Instrument	Pearson Correlation	Information
1	Green Image(X)	X1	0.694	Valid
		X2	0.558	Valid
		X3	0.830	Valid
		X4	0.824	Valid
2	Green Loyalty(Y)	Y1	0.748	Valid
		Y2	0.805	Valid
		Y3	0.879	Valid
3	Green Satisfaction(M)	M1	0.673	Valid
		M2	0.875	Valid
		M3	0.740	Valid
		M4	0.763	Valid

Source: Processed data, 2024

According to Table 5, which displays the Cronbach's Alpha results, the reliability test for each variable—green image at 0.709, green loyalty at 0.717, and green pleasure at 0.753—has a value over 0.60, indicating that all of the instruments have satisfied the reliability standards.

Table 5.
Reliability Test

No.	Variable	Cronbach's Alpha	Information
1	Green Image(X)	0.709	Reliable
2	Green Loyalty(Y)	0.717	Reliable

Source: Processed data, 2024

Based on the data presented in Table 6, the green image variable with the highest average is statement "Puri Wirata Dive Resort and Spa can be trusted regarding its commitment to protecting the environment," receiving an average score of 4.35. This means that in general respondents consider that Puri Wirata Dive Resort and Spa can be trusted regarding its commitment to protecting the environment.

The statement with the lowest average result on the green image variable is the statement "Puri Wirata Dive Resort and Spa provides facilities made from environmentally friendly materials," obtaining an average value of 3.99 which is included in good criteria, but has the lowest average value with other statements. This means that in general respondents think that Puri Wirata Dive Resort and Spa provides facilities made from environmentally friendly materials, however, there are several respondents who think that Puri Wirata Dive Resort and Spa's environmentally friendly facilities are not optimal.

Table 6.
Description of Respondents' Answers to Green Image

No.	Statement	Frequency of Respondents' Answers (person)					Average	Criteria
		1	2	3	4	5		
1	Puri Wirata Dive Resort and Spa can be trusted regarding its commitment to protecting the environment.	0	0	9	54	47	4.35	Very good
2	Puri Wirata Dive Resort and Spa has a good reputation for the environment.	0	0	9	58	43	4.31	Very good
3	Puri Wirata Dive Resort and Spa has succeeded in maintaining the beauty of the underwater world through coral reef maintenance.	0	0	15	61	34	4.17	Good
4	Puri Wirata Dive Resort and Spa provides facilities made from environmentally friendly materials.	0	0	26	59	25	3.99	Good
Average						4.20	Good	

Source: Processed data, 2024

The green loyalty variable that has the greatest average, based on the data shown in Table 7, is "I have the desire to continue staying at Puri Wirata Dive Resort and Spa," with an average value of 4.40. This means that in general respondents have the desire to continue staying at Puri Wirata Dive Resort and Spa.

The statement with the lowest average result on the variable green loyalty is the statement "I don't mind the price offered by Puri Wirata Dive Resort and Spa," obtained the lowest average value of 3.89, including high criteria, but has the lowest average value compared to the other statements. This indicates that the costs set by Puri Wirata Dive Resort and Spa are reasonable given the caliber of the amenities and services offered. Nevertheless, a few of respondents have expressed disapproval of the resort's costs.

Table 7.
Description of Respondents' Answers to Green Loyalty

No.	Statement	Frequency of Respondents' Answers (person)					Average	Criteria
		1	2	3	4	5		
1	I have the desire to continue staying at Puri Wirata Dive Resort and Spa.	0	0	1	64	45	4.40	Very high
2	I recommend Puri Wirata Dive Resort and Spa to others.	0	0	7	69	34	4.25	Very high
3	I don't mind the prices offered by Puri Wirata Dive Resort and Spa.	0	0	40	42	28	3.89	Tall
Average							4.17	Tall

Source: Processed data, 2024

Based on the data presented in Table 8. variables green satisfaction with the highest average is the statement "I feel happy with the decision to choose Puri Wirata Dive Resort and Spa which cares for the environment," obtained an average score of 4.22, including very high criteria. This means that in general respondents felt happy staying at Puri Wirata Dive Resort and Spa.

The statement with the lowest average result on the green satisfaction variable is the statement "I feel that staying at Puri Wirata Dive Resort and Spa which cares for the environment is in line with my expectations," obtained the lowest average value of 3.87, including high criteria, but has the lowest average value compared to the other statements. This means that in general staying at Puri Wirata Dive Resort and Spa can meet consumer expectations, however there are some consumers whose expectations do not match the results obtained.

Table 8.
Description of Respondents' Answers to Green Satisfaction

No.	Statement	Frequency of Respondents' Answers (person)					Average	Criteria
		1	2	3	4	5		
1	I feel happy with the decision to choose Puri Wirata Dive Resort and Spa which cares for the environment.	0	0	16	54	40	4.22	Very high
2	I feel that staying at Puri Wirata Dive Resort and Spa is the right thing because it cares about the environment.	0	0	10	72	28	4.16	Tall
3	I had the pleasure of staying at Puri Wirata Dive Resort and Spa which cares for the environment.	0	0	18	70	22	4.04	Tall
4	I felt that staying at Puri Wirata Dive	0	2	35	48	25	3.87	Tall

Resort and Spa, which cares for the environment, met my expectations.

Average

4.07

Tall

Source: Processed data, 2024

Based on Table 9's normality test, which employs the One-Sample Kolmogorov-Smirnov Test. Asymptotic value. The data utilized in this study are normally distributed, as indicated by Sig. (2-tailed) Kolmogorov-Smirnov being greater than the alpha value of 0.05. Therefore, it can be said that the model satisfies the normality assumption.

Table 9.
Normality Test

Equality	Asymp. Sig. (2-tailed) Kolmogorov-SmirnovZ
Substructure 1	0.165
Substructure 2	0.200

Source: Processed data, 2024

It is evident from Table 10 that no independent variable has a tolerance value less than 0.10 or a VIF value greater than 10. As a result, there are no multicollinearity symptoms in the regression model.

Table 10.
Multicollinearity Test

Equality	Model	Tolerance	VIF
Substructure	Green Image	0.579	1,727
2	Green Satisfaction	0.579	1,727

Source: Processed data, 2024

Based on Table 11, it is demonstrated that the significance value for each model is higher than 0.05. demonstrates that there are no signs of heteroscedasticity in this research since the independent variable employed in it does not significantly affect the dependent variable, which is the absolute residual.

Table 11.
Heteroscedasticity Test

Equality	Model	Q	Sig.
Substructure1	Green Image	1,913	0.058
Substructure	Green Image	0.787	0.433
2	Green Satisfaction	-1,012	0.314

Source: Processed data, 2024

Based on the results of the path analysis of substructural equation 1 in Table 12, the structural equation formed can be formulated as follows.

$$M = \beta_2 X + e_1$$

$$M = 0.649 X + e_1$$

Table 12.
Results of Substructural Path Analysis 1

Model	Unstandardized Coefficients	Standardized Coefficients	Q	Sig.
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	B	Std. Error	Beta		
(Constant)	1,382	0.306		4,522	0,000
Green Image	0.640	0.072	0.649	8,861	0,000
R2: 0.421					

Using the findings from the examination of substructural equation 2 in Table 13, the structural equation that was created may be expressed in this way:

$$Y = \beta_1 X + \beta_3 M + e_2$$

$$Y = 0.443X + 0.325M + e_2$$

Table 13.
Results of Substructural Path Analysis 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,394	0.278		5,019	0,000
Green Image	0.385	0.079	0.443	4,873	0,000
Green Satisfaction	0.286	0.080	0.325	3,572	0.001
R2: 0.488					

Source: Processed data, 2024

When one variable affects another directly, there is no need for a mediating variable. Green loyalty is impacted by green image by 0.443. Green satisfaction is impacted by green image by 0.649. Green satisfaction has a 0.325 impact on green loyalty.

If there are other variables mediating the relationship between the two variables, then indirect impact arises. Using green satisfaction as a mediator, the relationship between green image and green loyalty is $0.649 \times 0.325 = 0.211$.

The total influence occurs if this is done by adding the direct influence of green image on green loyalty of 0.443 and the indirect influence of green image on green loyalty through green satisfaction of 0.211, the result is $0.443 + 0.211 = 0.654$.

Based on the calculations above, the calculations of direct influence, indirect influence and total influence can be summarized. The following is a detailed explanation in Table 14.

Table 14.
Direct Influence, Indirect Influence of Green Image (X), on Green Satisfaction (M) and Green Loyalty (Y)

Influence of variables	Direct influence	Indirect influence via M	Total Influence	Significant	Results
X→M	0.649		0.649	0,000	Significant
M→Y	0.325		0.325	0.001	Significant
X→Y	0.443	0.211	0.654	0,000	Significant

Source: Processed data, 2024

Mediation hypothesis testing can be done with the Sobel Test. The Sobel test is used to test the strength of the indirect influence of the green image variable (X) on green loyalty (Y) through the green satisfaction variable (M). Multiplying the path coefficient of X to M (a) by the path coefficient of M to Y (b) or ab yields the indirect effect of green image (X) on the green loyalty variable (Y) through the green satisfaction variable (M). The indirect standard error (indirect effect) magnitude is represented by the letters Sa and Sb, which represent the standard errors of coefficients a and b. The mediating variable is judged to be significantly mediating the association between the dependent and independent variables if the Z calculation value is larger than 1.96 (with a 95% confidence level). This suggests that Ho is rejected and Ha is accepted.

Ho: Green satisfaction does not mediate the effect of green image on green loyalty.

Ha: Green satisfaction mediates the influence of green image on green loyalty.

$$Z = \frac{ab}{\sqrt{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2}}$$

Information :

$$a = 0.649$$

$$Sa = 0.072$$

$$b = 0.325$$

$$SB = 0.080$$

$$Z = \frac{(0,649)(0,325)}{\sqrt{(0,325^2 0,072^2) + (0,649^2 0,080^2) + (0,072^2 0,080^2)}}$$

$$Z = \frac{0,211}{0,06}$$

$$Z = 3.68$$

The fourth hypothesis in this study was confirmed when the Sobel test results, which indicate that $Z = 3.68 > 1.96$, indicate that Ho is rejected and Ha is accepted. This indicates that the green satisfaction variable is a mediating variable that significantly influences the relationship between green image and green loyalty among guests at Puri Wirata Dive Resort and Amed Spa.

Variance Accounted For (VAF) is a measure of how much the mediating variable is able to absorb direct influence. The VAF test is a test used to calculate the correlation of the path coefficient value compared to the total path coefficient value. The formula for calculating the VAF value is as follows.

$$\begin{aligned} \text{VAF} &= \frac{\text{Indirect Influence}}{\text{Direct Influence} + \text{Indirect Influence}} \\ &= \frac{0,211}{0,443 + 0,211} \\ &= 32.26\% \end{aligned}$$

There are criteria for the form of mediation influence using the VAF value, namely:

- 1) If the VAF value is above 80%, it shows the role of mediation as full mediation.
- 2) If the VAF value is between 20% - 80%, it can be categorized as partially mediating.
- 3) If the VAF value is less than 20%, it shows almost no mediation effect.

The calculated value of 32.26 percent, which falls between 20 and 80 percent, according to the VAF test can be classified as partially mediating. This means that among guests of Puri Wirata Dive Resort and Spa Amed, green satisfaction partially mediates the influence of green image on green loyalty.

CONCLUSIONS AND SUGGESTIONS

Based on the results of data analysis and discussions presented in the previous chapters, several conclusions can be drawn, namely: Green images has a positive and significant effect on green loyalty among visitors to Puri Wirata Dive Resort and Spa Amed. Green image has a positive and significant effect on green satisfaction among visitors to Puri Wirata Dive Resort and Spa Amed. Green satisfaction has a positive and significant effect on green loyalty among visitors to Puri Wirata Dive Resort and Spa Amed. Green satisfaction is able to mediate the influence of green image on green loyalty, where green satisfaction partially mediates (partial mediation) the influence of green image on green loyalty. The study's findings raise a number of recommendations that Puri Wirata Dive Resort and Spa Amed may find concerning. Specifically, the research indicates that the resort's green image affects guests' green loyalty, therefore the hotel should take this into consideration. This is accomplished by expanding and enhancing the availability of amenities constructed as much as possible from ecologically friendly materials. According to research findings, green satisfaction at Puri Wirata Dive Resort and Spa Amed influences green loyalty. In order to make sure that what guests experience matches their expectations, it is intended that the hotel would pay attention to this by maintaining the highest level of environmental awareness while also increasing service. It is anticipated that the recommendations made for additional study will broaden its purview, extending beyond Puri Wirata Dive Resort and Spa Amed and beyond domestic travelers. In addition, it is advised to employ a variety of analytic methods, such as SEM PLS, to prevent future researchers from concentrating on a single method and to ensure a range of study outcomes.

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