

Leveraging e-WOM and green service quality to boost revisit intentions green hotels

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Abstract

Purpose: This study examines the effects of Green Service Quality (GSQ) and electronic word of mouth (e-wom) on tourist satisfaction and revisit intention in eco-friendly hotels, with tourist satisfaction as a mediating variable.

Methodology/approach: Using a quantitative approach, data were collected through a structured questionnaire distributed to individuals who had stayed at green hotels in Jakarta. Purposive sampling was applied, and data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).

Results/findings: The results show that both GSQ and e-WOM significantly influence Tourist Satisfaction and Revisit Intention. Tourist Satisfaction also mediates the relationship between GSQ and e-WOM with Revisit Intention. Among all variables, Tourist Satisfaction is the strongest predictor of revisit intention.

Conclusions: These findings highlight that high-quality green services and positive e-WOM enhance guest satisfaction and loyalty. Satisfied guests tend to return and recommend the hotel, strengthening its reputation and supporting long-term sustainability.

Limitations: However, the study has limitations, including reliance on self-reported data and a geographically limited sample. Other factors such as pricing or hotel branding were not considered.

Contribution: This research contributes to the green hospitality literature by confirming the mediating role of satisfaction and offering managerial insights on how sustainable practices and digital engagement can drive customer loyalty.

Keywords: *e-WOM, Green Hotels, Green Service Quality, Revisit Intention, Satisfaction*

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1. Introduction

The tourism sector is one of the sectors that contributes greatly to the national economy, as reflected in the value of tourism foreign exchange, the contribution of tourism's Gross Domestic Product (GDP), and the workforce in the tourism sector. The contribution of the tourism sector to Indonesia's GDP in 2023 is 4.1%, up 0.90% from the previous year. In addition, the tourism sector contributes 3.2% of total employment (Anggela, 2024).

After the pandemic, Indonesia's tourism sector has gradually begun to recover. According to BPS statistics, as many as 11,677.83 foreign tourists visited Indonesia. This figure increased by 98.30% from 2022, which was only 5,889.03. National tourists were recorded as having traveled throughout 2023 as many as 7,515.24, this figure increased by 112.26% from 2022, which was only 3,540.54. Overall, the Room Occupancy Rate (TPK) of hotels in Indonesia in 2023 reached an average of 43.16% or increased by 1.74 points compared to the TPK period in 2022 of 41.41% (Pusat Data dan Sistem Informasi Kemenparekraf/Baparekraf, (2024)).

Although many studies have identified factors that influence tourist loyalty, research that simultaneously integrates Green Service Quality and Electronic Word of Mouth (e-WOM) in the context of eco-friendly hotels in Indonesia is still limited. Most studies focus on conventional service quality dimensions or price factors without considering sustainability aspects. Additionally, most previous studies have been conducted in developed countries, making generalizations to developing countries, such as Indonesia, still questionable. Therefore, this study aims to address this gap by exploring how Green Service Quality and e-WOM influence tourist satisfaction and revisit intentions, particularly in Jakarta. The findings of this study are expected to provide practical contributions to hotel managers and tourism sector policymakers striving for sustainable transformation.

Climate change and sustainability issues are high on the social and economic agendas. The Sustainable Travel Report 2024 on traveler preferences for sustainable travel found that 75% of global travelers expressed a desire to travel more sustainably in the next 12 months. Specific intentions included reducing energy consumption (57%), using more sustainable modes of transport (54%) when traveling in the future, and feeling guilty about making less sustainable choices (43%) (Booking.com, 2024).

Personal motivations for those who want to travel more sustainably include 32% believing it is the right thing to do, 16% believing that travelling more sustainably will enhance their experience, 11% believing they will gain a more authentic experience of local culture, and 7% saying it will make their trip more enjoyable. However, recent research suggests that some travellers are unaware of the importance of being aware of their impact. Around 33% feel that the damage done to the environment is irreversible, and 34% feel that there is no point in being sustainable in destinations that do not prioritize sustainability. Additionally, 25% do not believe that climate change is as bad as it is made out to be, and 28% feel that the time they spend travelling is too valuable to put sustainability at the top of their decision-making list (Booking.com, 2024).

According to a survey conducted by Booking.com, 70% of travelers are more likely to book a hotel if they know it is environmentally friendly. The survey results in the Tourism and Creative Economy Outlook 2023/2024 from the Ministry of Tourism and Creative Economy of the Republic of Indonesia showed that around 56.76% of experts predicted sustainable tourism as a trends in 2023-2024. In addition, several hotels in Indonesia have received the ASEAN Green Hotel Award, indicating increasing attention to environmentally friendly practices in the hotel industry (Kemenparekraf/Baparekraf, 2023).

The BPS Report on Hotel and Other Accommodation Statistics in 2023 explains that international chain hotels have implemented environmentally friendly efforts by 95.58%, 3R by 89.30%, waste management by 87.21%, and utilized PDAM by 74.65%. Meanwhile, international non-chain hotels implemented environmentally friendly efforts by 71.74%, 3R by 40.34%, waste management by 40.26%, and utilized PDAM by 44.61%. In fact, the Sustainable Hospitality Alliance explains that hotels that prioritize sustainability can reduce their operational costs by up to 30%, and environmentally friendly buildings are at least 20% more resource-efficient (Sustainable Hospitality Alliance, (2023)).

The revisit intention of a destination is considered an important topic that leads to organizational expansion and survival in the industry, especially hospitality (Ćulić et al., 2021). Tourist satisfaction and revisit intention are two important factors in the recovery of economic activity in the hospitality industry. Previous studies have stated that, among other factors, tourist satisfaction and revisit intention are considered important elements to ensure the success of a hospitality business. One of the profitable managerial keys for the tourism industry is to increase visitors' revisit intention, which will also become a key factor in tourist loyalty and greatly influence long-term profits. In addition, repeat visits by tourists reflect the success of a company or destination (Soliman, 2021). Managers of tourist attractions have a strategic opportunity to enhance tourist satisfaction and foster return visit intentions (Sinatria & Sumadi, 2024).

2. Literature review

2.1. *Revisit Intention*

Revisit intention is defined as a visitor's behavioral intention to visit a destination or place again in the future (Satriawan, Abdillah, & Pangestuti, 2022). It is often considered the strongest indicator of destination loyalty. Measuring Revisit Intention is common because it is closely related to the concept of repeat tourism, which states that the sustainability and growth of a tourism destination depends (and should lead to) repeat visitors rather than first-time visitors (Meleddu, Paci, & Pulina, 2015; Van Dyk, Tkaczynski, & Slabbert, 2019). Recognizing this, many studies have investigated the factors that influence revisit intention and concluded that visitor satisfaction is one of the strongest factors influencing revisit intention (Humagain & Singleton, 2021; Lee, Jeong, & Qu, 2020; Pai, Liu, Kang, & Dai, 2020).

2.2. *Tourist Satisfaction*

Satisfaction is defined as a positive reaction that arises from a person's positive assessment of their experience of consuming something (Sharma & Nayak, 2018). Satisfaction is a measure of the emotions experienced by visitors/consumers and the cognitive evaluation of experiences resulting from either a specific experience or experiences in general (De Vos, 2019). This is generally measured either by asking visitors to rate a single statement about their trip or by asking visitors to rate several statements about their experience. Several studies (De Vos (2019) have shown that visitor satisfaction influences the choice of travel mode and location of residence (in the long term) or vice versa. Recognizing the importance of visitor satisfaction, many studies have investigated the factors that influence visitor satisfaction to find ways to improve it (Chen, van Lierop, & Ettema, 2022; Sukhov, Lättman, Olsson, Friman, & Fujii, 2021).

2.3. *Green Service Quality*

Green service quality plays a significant role in shaping revisit intention in the hospitality sector (Riva, Magrizos, Rubel, & Rizomyliotis, 2022). In an era of increasing environmental awareness, hotels that implement environmentally friendly practices not only attract guests but also build long-term loyalty among them. Guests who are satisfied with green service quality tend to have a deeply positive experience, which in turn strengthens their intention to return to the same hotel. This satisfaction is not only related to physical aspects such as cleanliness and comfort but also to the values held by the guest, such as sustainability and social responsibility. Studies have shown that green service quality has a direct effect on revisit intention, and satisfaction also acts as a mediator that strengthens this relationship (Riadi, Permadi, & Retnowati, 2023). Some components of green service quality include service location, promotion, logistics, purchasing, product development and design, after-sales activities, information systems, human resource management, and company policies. Compared with other conventional hotels, this green hospitality product is widely considered safer for the environment.

Consumer perceptions of which green features are most important and how attitudes toward various green features affect consumer behavioral intentions have been studied by (Jorgensen & Boilerehaug, 2004). The dimensions used focus on administration, environment, and food. Monteiro (2020) in their study aimed to improve quality in its application by building a relationship between the interests valued by hotel consumers and the ecological design in hotels that satisfy consumer desires. In addition, guests who are satisfied with green services tend to share their positive experiences with others, either through online reviews or personal recommendations (Salamatun Asakdiyah, Ridwan Hakiki, & Hetty Karunia Tunjungsari, 2023). Similar findings have been reported in other sectors, such as the public service domain, where innovation in technological, administrative, and organizational forms has been found to directly influence sustainability outcomes (Emeka, Kelvin, & George, 2025). Although this study focuses on the hospitality sector, the shared implication is that sustainability, whether environmental or institutional, is rooted in the ability to innovate, communicate value, and generate satisfaction among stakeholders.

2.4. *Electronic Word of Mouth*

Electronic word-of-mouth can attract more new guests and increase the return intentions of existing guests. In the digital age, positive reviews of a hotel's green practices can spread quickly and reach a

wider audience, reinforcing the hotel's positive image and attracting more environmentally conscious guests (Firdaus, 2024). Kotler and Armstrong (2020) explain that EWOM or viral marketing is a marketing strategy that utilizes the Internet to produce word-of-mouth effects to support marketing goals and efforts. Electronic word-of-mouth can be accessed by many people and organizations on the Internet. According to Ismagilova, Dwivedi, Slade, and Williams (2017), it is a dynamic and continuous process of exchanging information about a product, service, brand, or business between prospective, actual, or past customers. According to Weitzl, Weitzl, and Berg (2017), Electronic word of mouth is evaluating products with high transparency because buyers have an active role in assessing which influences other people's opinions before buying.

2.5 Research Framework

Based on the previous literature, a research framework related to the objectives of this study is proposed by considering two independent variables, specifically green service quality and e-WOM, the mediating variable, specifically satisfaction, and the dependent variable, specifically revisit intention.

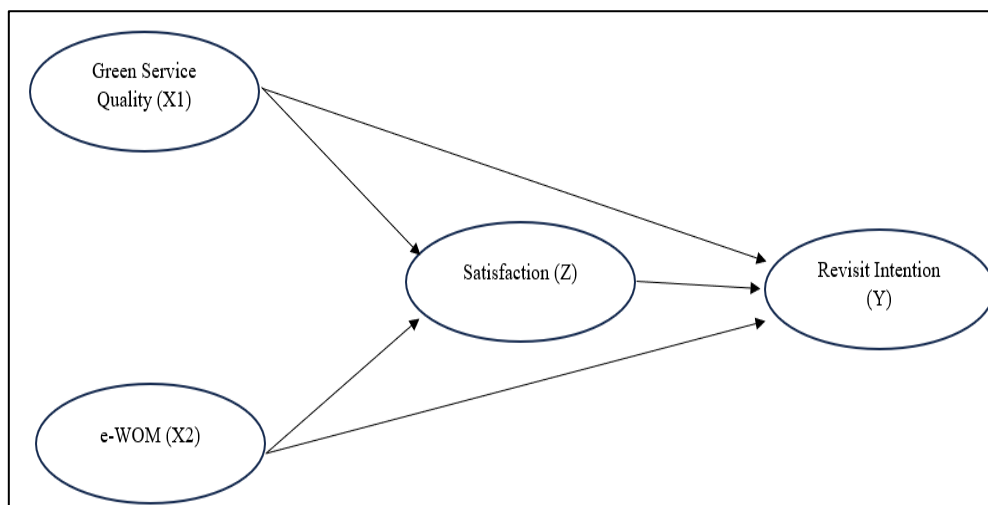


Figure 1. Research Framework

2.6 Research Hypotheses

Based on the theoretical basis and previous research, the hypothesis of this study is as follows:

1. H_1 : Green service quality has an effect on revisit intention
2. H_2 : e-WOM has an effect on revisit intention
3. H_3 : Green service quality has an effect on tourist satisfaction
4. H_4 : e-WOM has an effect on tourist satisfaction
5. H_5 : Satisfaction has an effect on revisit intention
6. H_6 : Green service quality has an effect on revisit intention mediated by tourists satisfaction
7. H_7 : e-WOM affects revisit intention, which is mediated by tourist satisfaction.

3. Research methodology

The quantitative method was chosen because it is suitable for testing causal relationships between variables using an objective statistical approach. This approach also allows for the testing of complex theoretical models, such as PLS-SEM, which was used in this study. Data were obtained through the distribution of online and offline questionnaires to individuals who had stayed at eco-friendly hotels in Jakarta between January and March 2025. A total of 100 respondents were obtained from data collected through purposive sampling. Data validity was maintained by filtering out incomplete responses and providing clear instructions for completing the questionnaire.

Data were analyzed using the officially licensed SmartPLS software (version 4.0). The first step was to conduct a descriptive analysis to examine the distribution of age, sex, education, and visit frequency. Next, validity and reliability tests were conducted using loading factor indicators, Cronbach's alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). The structural model was

analyzed using bootstrapping to test the significance of the relationships between the variables. Path diagrams and hypothesis testing were presented in numerical and visual forms using SMART-PLS.

4. Results and discussion

4.1 Profile of Respondents

Analysis of the characteristics of respondents is needed to get an overview of the profile of the research subject (Alyahia, Azazz, Fayyad, Elshaer, & Mohammad, 2024). Respondent characteristics included age, gender, education, occupation, and frequency of visiting green hotels.

Table 1. Demographic results of participants (N=100)

Features	Item	Frequency	Percentage
Age	Under 25 years old	20	0.20
	26 – 35 years old	45	0.45
	36 – 45 years old	25	0.25
	Above 45 years old	10	
	Total	100	
Gender	Man	46	0.46
	Woman	54	0.54
	Total	100	
Level of Education	Senior High School	10	0.10
	Diploma	10	0.10
	Bachelor	35	0.35
	Post Graduate	45	0.45
	Total	100	
Occupation	Employee	63	0.63
	Employer	5	0.05
	Student	30	0.30
	Retired	2	0.02
	Others	100	
Frequency of visiting green hotels	2-3 times	55	0.55
	More than 3 times	45	0.45
	Total	100	

Source: Research result, 2025

Based on this table, respondents in the age range of 26-35 years were the most numerous in this study, at around 45%. Gender characteristics show that 54% of the respondents were women. According to the last level of education, most of the respondents were postgraduates (45%), while the least were senior high school and diploma holders (10% each). 65% of respondents were employed, and only 2% were retired. Based on the frequency of visiting the green hotel 2-3 times 55%, and more than 3 times 45%.

4.2 Validity and reliability of measurements

Validity and reliability are two crucial aspects of research measurement. Validity refers to how accurately a measurement reflects the true value of what it is intended to measure, whereas reliability refers to the consistency of a measurement. A measurement can be reliable without being valid; however, a valid measurement is generally reliable.

Table 2. The validity and reliability tests

Variable	Indicator	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE
Revisit Intention	Y1	0.833	0.886	0.891	0.560
	Y2	0.826			
	Y3	0.727			

	Y4	0.654			
	Y5	0.768			
	Y6	0.751			
	Y7	0.644			
	Y8	0.764			
Tourist Satisfaction	Z1	0.731	0.856	0.866	0.637
	Z2	0.837			
	Z3	0.695			
	Z4	0.877			
	Z5	0.835			
Green Service Quality	X1.1	0.608	0.881	0.886	0.547
	X1.2	0.717			
	X1.3	0.779			
	X1.4	0.800			
	X1.5	0.772			
	X1.6	0.813			
	X1.7	0.746			
	X1.8	0.658			
e-WOM	X2.1	0.732	0.839	0.841	0.555
	X2.2	0.744			
	X2.3	0.754			
	X2.4	0.796			
	X2.5	0.697			
	X2.6	0.744			

Source: Research result, 2025

All constructs met the internal reliability test because the Cronbach's alpha of all variables was greater than 0.70, and the composite reliability (CR) of all variables was greater than 0.7. Based on the convergent validity test, the loading factor of all indicators and the average variance extracted (AVE) were greater than 0.5.

The accuracy of the model in this study was tested using the R-squared (R^2) and adjusted R-squared. Based on Table 3, the R^2 value of tourist satisfaction is 0.540 (moderate model), while the R^2 of intention to revisit is 0.728 (strong model). The adjusted R-squared of tourist satisfaction is 0.531 (moderate model), while the adjusted R-squared of intention to revisit is 0.719 (strong model).

Table 3. R-squared and adjusted R-squared

Variable	R^2	Adjusted R^2
Revisit Intention	0.728	0.719
Tourist Satisfaction	0.540	0.531

Source: Research result, 2025

The accuracy of the model in this study was tested using the R-squared (R^2) and adjusted R^2 . Based on Table 3, the R^2 value of tourist satisfaction is 0.540 (moderate model), while the R^2 of intention to revisit is 0.728 (strong model). The adjusted R-squared of tourist satisfaction is 0.531 (moderate model), while the adjusted R-squared of intention to revisit is 0.719 (strong model).

To test the causal relationship between constructs, SEM with partial least squares (PLS) is used, which is shown in Figure 2, and the causality relationship is shown in Table 4 below:

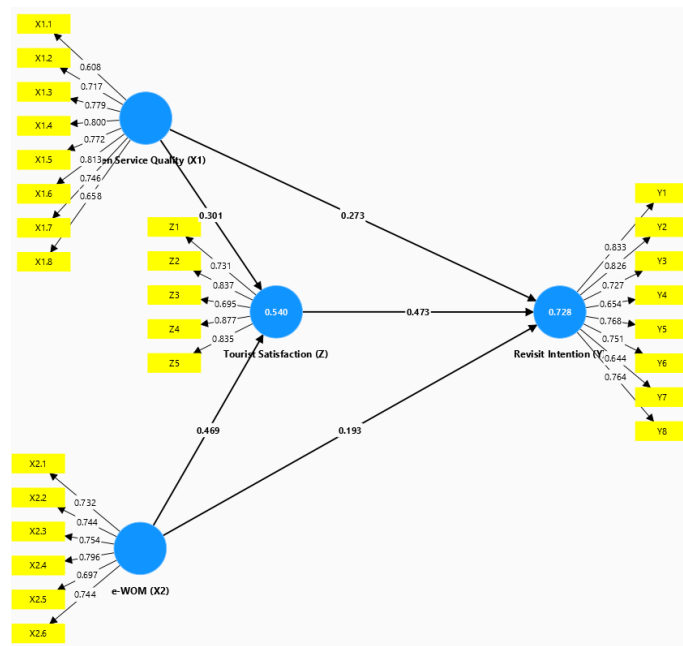


Figure 2. Construct and indicator relationship model
Source: Data Processed, (2025)

4.3 Hypothesis Testing

Hypothesis testing in Partial Least Squares Structural Equation Modeling (PLS-SEM) is a statistical process used to determine the strength and significance of the relationships between variables within a model.

Table 4. Hypothesis Testing Results

	Original Sample (O)	T Statistic ((O/STDEV))	P-Value	Results
Green Service Quality -> Revisit Intention	0.415	3.619	0.000	Supported
e-WOM -> Revisit Intention	0.415	3,567	0.000	Supported
Green Service Quality -> Tourist Satisfaction	0.301	2.313	0.021	Supported
e-WOM -> Tourist Satisfaction	0.469	3,504	0.000	Supported
Tourist Satisfaction -> Revisit Intention	0.473	5.436	0.000	Supported
Green Service Quality -> Tourist Satisfaction -> Revisit Intention	0.142	2,053	0.040	Supported
e-WOM -> Tourist Satisfaction -> Revisit Intention	0.222	3,070	0.002	Supported

Source: Research result, 2025

4.4 Discussion

The main results of this study indicate that all proposed hypotheses are statistically supported. An important finding is that tourist satisfaction is the strongest predictor of revisit intention and a significant mediator of the influence of GSQ and e-WOM on tourist loyalty.

1. The Influence of Green Service Quality on Revisit Intention

The results of this study indicate that Green Service Quality has a significant and positive effect on Revisit Intention, as evidenced by a p-value of 0.000 and an original sample estimate of 0.415. This statistically significant result suggests that the higher the quality of environmentally friendly services provided by a hotel, the more likely guests are to return. This finding is consistent with prior studies,

including the research conducted by Riva et al. (2022), which found that green service quality, comprising components such as efficient energy management, the use of eco-friendly materials, water conservation efforts, and proper waste disposal, has a substantial impact on enhancing customer satisfaction and loyalty. These sustainable practices not only reduce the environmental footprint but also contribute positively to the guest experience, thereby reinforcing the intention to revisit. Similarly, Riadi et al. (2023) emphasized that guests who are satisfied with green-oriented services tend to develop long-term behavioral loyalty, including intentions to revisit the hotel and recommend it to others. The alignment of personal values with a hotel's sustainability initiatives fosters a deeper emotional connection and trust, both of which are essential for repeat patronage. This study supports and extends the growing body of literature that views green service quality as a strategic asset. As noted by Monteiro (2020), the hospitality industry is witnessing a shift in consumer priorities, where environmental sustainability is no longer a niche expectation but a mainstream requirement. Guests are increasingly conscious of their ecological impact and inclined to support businesses that align with their personal environmental values.

In this context, green service quality transcends the traditional definition of service excellence, moving beyond physical comfort, cleanliness, and convenience to incorporate environmental responsibility as a key component of value delivery. Hotels that consistently implement sustainable practices not only fulfill the practical and emotional needs of environmentally conscious travelers but also secure a sustainable competitive advantage in a market that increasingly favors eco-conscious choices. Thus, the empirical evidence from this study reinforces the importance of hotel operators adopting and continuously improving their green service standards. Investments in sustainability not only benefit the environment but also yield tangible business outcomes, such as increased customer loyalty, positive word-of-mouth, and repeat visits.

2. The Influence of e-WOM on Revisit Intention

The results of this study reveal that electronic word-of-mouth (e-WOM) has a significant and positive influence on Revisit Intention, as indicated by a p-value of 0.000 and a path coefficient of 0.415. This finding confirms that positive reviews and experiences shared by previous guests on digital platforms can significantly impact the intention of other potential or returning guests to revisit a hotel. This result is in line with the study conducted by Weitzl et al. (2017), who found that e-WOM has a powerful impact on consumer decision-making, especially in sectors such as tourism and hospitality, where peer recommendations and shared experiences play a critical role in shaping perceptions and influencing booking decisions. In particular, positive e-WOM regarding a hotel's green practices can enhance the hotel's image as environmentally responsible and trustworthy, thus attracting not only loyal guests but also new customers who are environmentally aware.

In the current digital landscape, e-WOM is a highly effective marketing tool. Unlike traditional marketing strategies, which often rely on one-way communication, e-WOM fosters two-way consumer-to-consumer communication that is perceived as more credible, authentic, and relatable. Online reviews, blog posts, social media mentions, and travel forums allow potential guests to form opinions based on real-life experiences rather than promotional content alone.

Moreover, the amplification effect of digital communication allows e-WOM to reach a broader audience quickly and at a minimal cost. A single positive review can be shared, reposted, or commented on multiple times, exponentially increasing its reach. This provides hotels with a valuable opportunity to leverage customer satisfaction for brand advocacy, thereby expanding their market reach and strengthening customer loyalty. Hotels that consistently encourage and manage e-WOM by providing excellent service, responding to feedback, and promoting guest reviews can build a virtuous cycle of trust and engagement with their guests. This not only boosts the intention to revisit but also improves the overall brand reputation and competitive positioning in the hospitality industry.

3. The Influence of Green Service Quality on Tourist Satisfaction

The findings of this study reveal that Green Service Quality (GSQ) has a positive and significant effect on Tourist Satisfaction, as indicated by a p-value of 0.021 and a positive path coefficient. This result

demonstrates that the better the environmentally friendly service quality provided by a hotel, the higher the guests' satisfaction level. In an era where sustainability is a major concern for consumers, this relationship highlights the strategic importance of integrating green practices into hospitality service delivery. This finding is consistent with that of Riadi et al. (2023), who found that elements such as efficient energy use, proper waste management, water-saving initiatives, and the availability of sustainability-based facilities significantly contribute to a positive and satisfying guest experience. Guests perceive these practices not only as operational features but also as part of the hotel's ethical and environmental responsibility, enhancing emotional satisfaction.

Moreover, green service quality encompasses more than traditional dimensions, such as cleanliness, comfort, and hospitality. It includes intangible values related to sustainability and environmental ethics, which are increasingly recognized and appreciated by modern travelers. This view is supported by Riva et al. (2022) and Salamatus Asakdiyah et al. (2023), who argue that travelers are more inclined to support and express satisfaction toward hotels that reflect their environmental values and contribute to ecological well-being. In addition, Monteiro (2020) emphasized that high-quality green services not only improve the perception of the hotel but also contribute to more enjoyable and meaningful stay experiences. These experiences strengthen customer loyalty by building trust, satisfaction, and emotional connections. When guests feel that their values are respected and reflected in the services provided, their willingness to return and recommend the hotel to others increases.

Therefore, green service quality is a key determinant of satisfaction in the hospitality industry. It helps create a harmonious balance between service excellence and environmental stewardship, which is essential for achieving sustainable competitiveness in the modern tourism industry. Hotels that invest in green innovations and communicate their commitment to sustainability are more likely to gain the trust and loyalty of environmentally aware customers.

4. The Influence of e-WOM on Tourist Satisfaction

The results of this study indicate that electronic word-of-mouth (e-WOM) has a significant and positive effect on Tourist Satisfaction, as shown by a p-value of 0.000. This statistical significance confirms that online reviews and recommendations from previous guests meaningfully shape the perceptions and experiences of new or prospective guests, thus contributing to their overall satisfaction with hotel stays.

In the digital era, e-WOM functions as a powerful and credible source of information, especially in the hospitality and tourism industries, where services are intangible and decisions are highly influenced by social validation. Weitzl et al. (2017) emphasizes that the influence of e-WOM lies in its authenticity, relatability, and accessibility providing potential guests with insights that are perceived as more trustworthy than conventional advertisements. Positive reviews help shape realistic expectations and can elevate the actual service experience, thereby enhancing satisfaction. Moreover, (Ismagilova, 2017) point out that positive e-WOM related to sustainability and green practices has a particularly strong influence on guest satisfaction in the context of eco-conscious hospitality. When guests read online content that aligns with their values, such as environmental responsibility, ethical practices, and social impact, they are more likely to develop positive emotional responses even before directly experiencing the service. This aligns with the idea presented by Kotler and Armstrong (2020) that e-WOM acts as an emotional and cognitive bridge between potential consumers and service providers to build trust. In green hotel settings, reviews that highlight practices such as energy efficiency, water conservation, waste management, and eco-friendly amenities enhance the hotel's image and foster a sense of shared values between the guest and the brand. This emotional alignment contributes to satisfaction and fosters trust and loyalty.

Furthermore, satisfied guests are more likely to contribute positive e-WOM, creating a self-reinforcing cycle that benefits both the hotel's reputation and its long-term customer relationships. Hotels that strategically manage and encourage guest reviews, especially those emphasizing sustainability, can therefore leverage e-WOM as both a branding mechanism and a satisfaction driver.

5. The Influence of Tourist Satisfaction on Revisit Intention

The results of this study demonstrate that Tourist Satisfaction has a significant and positive effect on Revisit Intention, as indicated by a p-value of 0.000 and the highest path coefficient in the model (0.473). This finding confirms that tourists who are satisfied with their hotel stay are significantly more likely to return. In this context, satisfaction serves as both a cognitive evaluation and an emotional response to the overall experience, which in turn fosters behavioral loyalty. This result is aligned with the conclusions of Soliman (2021) and Lee et al. (2020), who asserted that customer satisfaction is one of the most robust predictors of revisit intention, especially in the tourism and hospitality industries. Satisfaction reflects the extent to which the actual service experience meets or exceeds expectations and is frequently used as a key indicator of customer loyalty and long-term relationship commitment in service-based businesses.

Moreover, Satriawan et al. (2022) found that guests with high satisfaction levels are more likely to return to the same hotel because of the positive impression and emotional attachment formed during their stay. This is particularly true when the experience includes not only functional satisfaction (comfort, cleanliness, service speed) but also value-based satisfaction, such as environmentally responsible practices, ethical conduct, and personalized services. In the context of green or eco-friendly hotels, the relationship between satisfaction and revisit intention is even more critical. Tourists who feel that a hotel aligns with their personal values regarding sustainability tend to develop a stronger sense of trust and affinity toward the brand. These positive emotions enhance satisfaction and reinforce guests' intentions to revisit and recommend the hotel.

Furthermore, a satisfying stay experience contributes to positive word-of-mouth and online reviews, which further supports the hotel's reputation and attracts new guests. As such, tourist satisfaction does not only leads to repeat visits and initiates a cycle of guest retention and brand advocacy, which is essential for achieving sustainable success in a highly competitive hospitality market.

6. The Influence of Green Service Quality on Revisit Intention Through Tourist Satisfaction

This study provides empirical evidence that Tourist Satisfaction serves as a mediating variable in the relationship between Green Service Quality (GSQ) and Revisit Intention. The path analysis results showed a significant indirect effect with a p-value of 0.040, indicating that the GSQ influences revisit intention not only directly but also indirectly through the formation of tourist satisfaction. In other words, guests who are satisfied with a hotel's green service quality are more inclined to return, highlighting the critical role of satisfaction as a psychological bridge between service experience and loyalty behavior. This finding aligns with established theories in tourism marketing and service management, which posit that customer satisfaction often functions as a key mediator between perceived service quality and behavioral intentions, such as repeat purchases or revisits (Lee et al., 2020; Soliman, 2021). Satisfaction is not merely an outcome variable; it is also a psychological mechanism that converts positive service encounters into long-term relational commitments.

In the specific context of green hotels, the mediating effect of customer satisfaction becomes particularly relevant. Green service quality, manifested through practices such as waste reduction, energy conservation, sustainable materials, and environmentally friendly amenities, contributes to both functional and emotional satisfaction. Guests who value sustainability are likely to perceive green service elements not only as operational efficiencies but also as expressions of shared ethical values. As a result, this emotional alignment fosters stronger satisfaction, which, in turn, strengthens the intention to revisit. Moreover, satisfied guests are more likely to engage in positive electronic word-of-mouth (e-WOM), thereby amplifying the hotel's reputation and attracting other environmentally conscious travellers. This reflects a virtuous cycle in which green service quality enhances satisfaction, which in turn fuels loyalty and advocacy.

Therefore, the mediating role of satisfaction represents a strategic leverage point for hotel managers. By focusing on improving green service elements and ensuring that guests are emotionally and ethically fulfilled during their stay, hotels can significantly boost their competitive edge in the sustainability-driven hospitality market.

7. The Influence of e-WOM on Revisit Intention Through Tourist Satisfaction

This study also highlights the significant mediating role of Tourist Satisfaction in the relationship between electronic word-of-mouth (e-WOM) and Revisit Intention. The results show that e-WOM not only exerts a direct effect on guests' intention to return but also indirectly influences the intention to revisit through increased satisfaction, with a p-value of 0.002 and an indirect effect coefficient of 0.142. This statistical evidence confirms the existence of a meaningful mediating pathway. When guests encounter positive online reviews from previous visitors, these reviews help shape their expectations and enhance their perceived experience of the hotel's services. If the actual experience meets or exceeds those expectations, particularly regarding sustainability and service quality, it leads to high levels of satisfaction. In turn, guests who are satisfied with their stay are much more likely to develop a strong intention to revisit and may even become brand advocates for the hotel.

This finding aligns with the theory proposed by Kotler and Armstrong (2020), who emphasized that e-WOM has the potential to create positive customer experiences by disseminating trustworthy and relatable information across social media platforms, blogs, and online review forums. According to them, e-WOM plays a crucial role in reinforcing the link between service performance and customer loyalty by affecting customers' perceived value and emotional response. This relationship becomes even more pronounced in the context of eco-friendly or green hotels. Positive e-WOM that highlights green practices, such as energy efficiency, water conservation, and eco-friendly materials, not only enhances the hotel's image but also resonates with environmentally conscious guests. These guests derive psychological satisfaction from supporting sustainable businesses, which in turn elevates their overall satisfaction with their stay and increases their intention to revisit.

Moreover, satisfied guests are more inclined to leave positive feedback, thereby contributing to a cyclical process of e-WOM generation and strengthening the hotel's reputation over time. Thus, the mediating role of satisfaction serves as a strategic lever for hotel managers seeking to improve both guest experience and long-term customer loyalty.

5. Conclusion

5.1 Conclusion

Based on the test results, it can be concluded that the quality of environmentally friendly services and e-WOM, either directly or indirectly through tourist satisfaction, significantly affects the intention to revisit. However, the generalization of these findings should be done with caution, given the limitations of the geographical scope and the quantitative approach used. This study reinforces the importance of integrating sustainable practices into hotel service management to encourage customer loyalty in the era of green tourism.

5.2 Limitation

This study had some limitations. First, it exclusively utilized quantitative data derived from self-administered questionnaires, which may be subject to response bias stemming from individual perceptions and subjectivities. Second, the research sample was geographically limited to tourists visiting eco-friendly hotels in Jakarta, thereby constraining the generalizability of the findings to broader contexts or different types of tourist destinations. Third, several potentially influential variables, such as pricing strategies, destination accessibility, and promotional efforts, were not incorporated into the proposed research model, even though they may significantly influence revisit intention.

Despite these limitations, the study's strength lies in its integration of two contemporary constructs, green service quality and electronic word-of-mouth (e-WOM), into a single analytical model, an approach that remains relatively underexplored in the context of developing countries. Nevertheless, the relatively small sample size and restricted research scope may limit the robustness of the conclusions. Furthermore, the omission of additional relevant variables, such as destination image, loyalty programs, and digital marketing initiatives, presents an opportunity for future research to expand and refine the model to enhance its explanatory power.

5.3 Suggestion

Future research should adopt a mixed-methods approach, combining quantitative surveys with in-depth interviews to gain a more comprehensive understanding of tourist behavior. Tourism managers and local governments are advised to enhance green service initiatives and encourage positive online reviews as part of their digital marketing strategies to improve the revisit rates.

Additionally, future studies could broaden the scope by involving diverse tourist populations and incorporating other relevant factors, such as destination image, loyalty programs, and digital promotions, to enrich the model and strengthen managerial implications.

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