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Article in *International Journal of Green Economics* · January 2017

DOI: 10.1504/IJGE.2017.10003675

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The influence of green practices by non-green hotels on customer satisfaction and loyalty in hotel and tourism industry

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Abstract: Environmental issues are one of the most pressing global concerns the world has currently to address and which has become most critical recently. Malaysia is having to determine its own response to contemporary problems such as water pollution, air pollution, waste disposal, climate change, global warming, deforestation and haze which have plagued Malaysia for some time. Green practices are an important aspect to be explored in the hotel industry. This study aims to measure the impact of green practices in non-green hotels on customer satisfaction and their loyalty. The structural model of the inter-relationships among green practices, customer satisfaction and customer loyalty is developed and executed using Structural Equation Modelling (SEM). The study found that Green Practices in the hotel industry have a significant effect on Customer Satisfaction and Loyalty. Furthermore, Customer Satisfaction mediates the relationship between Green Practice and Loyalty. Thus, hoteliers, of both a green and a non-green status, need to show concern and to participate in conserving the environment to survive in a competitive environment.

Keywords: green practices; customer satisfaction; customer loyalty; hotel industry; Malaysia.

Reference to this paper should be made as follows: Yusof, Y., Awang, Z., Jusoff, K. and Ibrahim, Y. (2017) 'The influence of green practices by non-green hotels on customer satisfaction and loyalty in hotel and tourism industry', *Int. J. Green Economics*, Vol. 11, No. 1, pp.1–14.

Biographical notes: Yusnita Yusof is currently a doctoral candidate in the field of Tourism Management at Universiti Sultan Zainal Abidin, Terengganu, Malaysia (UniSZA). Her research interest is on environmental management; sustainability; tourism and hospitality management; and consumer behaviour in hotel industry.

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1 Introduction

Malaysia, in recent times, has become one of the most visited countries in Southeast Asia. An increase of tourist arrivals (from both domestic and international visitors) has caused an increase in the quantity of accommodation that is available each year and places the hotel industry as one of the most competitive segments in the tourism industry. However, since tourism involves the interaction between humans and the environment, the increase in tourist arrivals and in tourism activities can be observed to have an impact on the environment (Siti Nabiha et al., 2011).

Environmental issues are global issues which affect the world over, including Malaysia and have become one of the most critical issues. The most significant aspects are global warming and pollution. Environmental problems such as water pollution, air