International Journal of Management, Economics and Accounting
Volume 1, Issue 2 December 2023
E-ISSN 3025-5627 (Online)
https://doi.org/10.61306/ijmea

Analysis Of Green Marketing Tourism Village-Based Tourism Green Satisfaction Towards Green Loyalty

Elfitra Desy Surya[1], Firman Ario[2]

Universitas Pembangunan Panca Budi

(Email : elfitradesy@dosenpancabudi.ac.id)

Abstract

This research was carried out in the village tourism Kota Pari Serdang Bedagai where this study was conducted to determine how the influence of the service marketing mix consists of Green Products (X1), Green Price (X2), Green Promotion (X3), Green Place (X4) and green satisfaction (Z) as mediated variable and green loyalty (Y). The population in this study was consumers with 240 samples taken. The research was conducted from October to December 2023. This study used quantitative data which was processed using SEM-PLS analysis model with Smart PLS 3.0. application. Data sources used primary data taken directly from respondents and secondary one was obtained from interviews with travelers visiting Kota Pari village. The results of the research show that green products, green prices, green promotions, and green places, have a positive and significant effect on green loyalty to visiting Kota Pari village. Meanwhile, green satisfaction in this research can mediate the influence of green products, green prices, green promotions, green places, and travelers visiting Kota Pari Village.

Keywords:

Green Products, Green Prices, Green Promotions, Green Places, Green Satisfaction, Green Loyalty

Introduction

As a result of mass tourism becoming an alternative tourism, tourist villages have the opportunity to be a part of the development of tourism. Tourist villages have a variety of products that can be offered to tourists, and the main product that can be offered is the daily life of the people in the village. Tourists will experience experiences that contain cultural characteristics, unique nature, and creative work in the village. In addition to changing the motivations of workers, the Organization for Economics.

The Indonesian Tourism Village has succeeded in becoming 3 potential superior products based on culture, nature, and creativity. As an implementation of holistic connectivity, the spirit of Indonesian tourist villages must be able to use the concept of "see, feel, and explore" as the basis of tourist villages. It became tourism as one of the main economic sectors in the village

because there is a government agency and a tourism agency from Serdang Bedagai Regency working on the tourist village to create a recreation area for tourists from other areas so that the local economy can grow. According to information from Disbudpar (Culture and Tourism Office) Serdang Bedagai Regency, there are 8 resort areas in Serdang Bedagai Regency, North Sumatra. One of them is Kota Pari Resort, which is located in the Pantai Cermin district.

As it grows, a Green Tourism Village (DWH) thinks about sustainability in three ways: 1) enhancing community well-being and social justice; 2) lowering economic risks and wasteful use of limited resources; and 3) providing a range of visitor activities. not hurting the earth but making it better. As part of Green Tourism Villages, managers of tourism villages must be able to mix tourism activities with activities that protect and enhance nature and culture, with the help of eco-friendly tourism practices. The growth of a green tourist village should be based on what the people who have a stake in the village want, need, and agree on. There needs to be a way to share growth ideas and persuade the larger community that village tourism can help the village grow. For the process of growing commitment to work, the ideas of discussion, agreement, and working together must be used. The problem is that getting the word out about this green tourism village needs a marketing plan that takes into account all of its environmental, social, and cultural elements. Green marketing tourism, also known as environmentally friendly tourism marketing, is a technique that can be used. There are, however, many problems with putting it into action because many ideas have changed in tourist towns so far.

To avoid the bad effects that could happen, we need to switch from the old idea of aggressive marketing to a greener idea of marketing, which has been called "green marketing" in earlier research. However, there aren't many real-world studies that look at how sustainability problems affect marketing strategies (Cronin, et al., 2011). This means that only marketers and policymakers know how green marketing is put into practice (Chabowski et al., 2011; Etzion, 2007). So, it's important to know how tourism marketers carefully think about how to use marketing ideas (Mwinuka, 2017).

LITERATURE REVIEW

Green Marketing Mix

The concept of green marketing is a program designed to achieve a company's strategic and financial goals in a way that minimizes negative impacts (or increases positive impacts) on the natural environment. This is consistent with the view that each element of a marketing program, namely product, price, distribution channels, and promotion, can be designed and implemented in a way that is more or less harmful to the natural environment (Dahlstrom 2011; Kotler 2011). According to Morrison (1989), the marketing mix consists of eight elements, which are known as models for tourism marketing. Meanwhile, based on the phenomenological approach taken by Booms and Bitner's (1981) marketing mix for tourism marketing includes product, price, promotion, and distribution channels, added by the opinion of McCarthy (1960);

people, processes, and physical evidence, added by Booms and Bitner (1981); partnerships, packaging and programming. Of the ten elements of the marketing mix above, the researcher only used three elements that were suitable for application to the research object, namely tourist villages.

Green Product

Using recycled and renewable materials for packaging is an example of a green product (Sivesan et al., 2013). A green product is also one that is made and handled in a way that doesn't harm the environment during production, distribution, or use (Pebrianti, 2012). Both natural and man-made goods don't hurt the environment for sale. Because of this, the agricultural goods in question aren't just about the main product. But this is also true for goods that help.

Green Price

The price that a business charges for its environmentally friendly goods is called its "green price." Hashem and Al-Rifai (2011) say that a "green price" is the price that a business sets based on its environmentally friendly policies. Normal prices, on the other hand, are not linked to goods and services that use the benefits of environmental management-based care (Putripeni, 2014; Zaky & Purnami, 2020). If agricultural products are created with the idea of agrotourism in mind, they can become secondary products that sell for the right price.

Green Promotion

Public relations, advertising, and environmental posters are all places where green marketing can be used (Hello & Momani, 2014). Green promotion is the act of getting people to buy environmentally friendly goods by educating them and trying to change their minds (Agustini, 2019; Yazdanifard & Mercy, 2011). Promoting green goods in a way that is better for the environment is called "green promotion." The idea of agrotourism can use green marketing as a way to get the word out. The goal is to make the business seem like a responsible and eco-friendly one to tourists who care about the earth.

Green Place

Green places are logistics management areas that can cut down on transportation pollution. Their main goal is to lower the carbon footprint (Shil, 2012). In a roundabout way, the idea of community-based agrotourism development uses natural areas in the right places to make tourism development areas better.

Green Satisfaction

Traditionally, customer satisfaction is considered a determinant of Long-term customer behavior Foxman, E.R.; Berger (1992) . Among "dissatisfied" customers, 91% are not willing to repurchase the product, and will only convey positive emotions to others Murga-Menoyo, M (2014). In other words, only satisfied customers will engage in repeat purchasing behavior and bring long-term benefits to the business world; therefore, increasing customer satisfaction is a key sustainability for most companies Ranaweera, C.; Prabhu, J (2003). Satisfaction has been widely used to measure the relationship between consumers and businesses, while higher satisfaction indicates a higher opportunity for customers to repurchase a product Cardozo, R.N (1965). Overall, satisfaction is defined as the emotional impact of a product on consumers after they evaluate the use of the product Wong, A. (2004). Consumer satisfaction can explain purchasing behavior as well as complaints or word of mouth influence; satisfaction of a product or service is thus an important determinant in customer relationships Sheu, J.B (2014). Goal satisfaction influences trust, and trust in turn influences commitment in a one-way causal relationship Geyskens, I.; Steenkamp, J.-B.E.; Kumar (2019).

Green Loyalty

The concept of green loyalty was put forward based on R.L. Oliver(1999). Green loyalty refers to the level of repurchase intention caused by a strong environmental attitude and ongoing commitment to a particular object (such as a product, service, company, brand or group) Y.S. Chen, C.H. Chang (2013). In addition, recent research shows that eco-loyalty is measured by consumers' repurchase intentions, and is based on considerations of the company's attitude and commitment to environmental sustainability. The literature often shows that the concepts of consumer loyalty and brand loyalty are mixed. Jacoby and Chestnut (2019) define brand loyalty as "a biased behavioral response, expressed over time, by several decision-making units, concerning one or more alternative brands from a series of brands, and is a function of psychological decision making D. Suhartanto, et al (2020), evaluation process" E.N. Berkowitz, J. Jacoby, R. Chestnut, (1968). When consumers feel that a brand provides the right product features, image, or level of quality at the right price, they will repeat purchases and generate loyalty. Oliver defines customer loyalty as a deep commitment to repurchase or subscribe to a selected product or service in the future R.L. Oliver (1999).

Methods

This research falls under the category of quantitative research because the data obtained from respondents are in the form of numbers processed using statistical analysis. The study is conducted at a tourist village, Pari City, Pantai Kunci Subdistrict, Serdang Bedagai Regency, in periodic December 2023. The method used in this study is a survey. According to Sugiyono (2016), the survey method is used to obtain data from specific natural (non-artificial) locations, but data processing is still performed. The technique in this survey method uses a questionnaire. Variables

in this study include the marketing mix consisting of 4 aspects: Green Product (X1), Green Price (X2), Green Promotion (X3), Green Place (X4) as independent variables, Green satisfaction (Z) as a mediating variable, and Green Loyalty (Y) as a dependent variable.

The population for this research is 1,200 travelers who visited and used Kota Pari Village in December 2023. The sample, as a part of the population, is taken due to the researcher's limitations in terms of time, energy, funds, and a very large population. or the sample size, according to Hair et al. (2014), several guidelines for determining the size of the SEM sample are as follows:

1. When estimating parameters using maximum likelihood estimation, the recommended sample size is between 100 and 200, with a minimum sample of 50.
2. Five to ten times the number of parameters in the model.
3. Equal to five to ten times the number of manifest variables (indicators) of all latent variables.

This study involves 24 indicators of latent variables, so, referring to the third rule, a minimum sample size of 5-10 times is needed. The author sets 185 respondents (5 times the indicators in the latent variable) as the research sample. The data is processed using the SEM-PLS analysis method with Smart PLS 3.0 software on a computer. In the analysis, PLS undergoes two evaluations: the measurement model for testing validity and reliability (outer model) and the structural model for quality testing or hypothesis testing to assess predictive models (inner model). R-Square (R2): Evaluate the predictive strength of the structural model by observing R-Squares for each exogenous variable. Classifications include strong, moderate, and weak models, corresponding to R2 values of 0.67, 0.33, and 0.19 (Chin et al., 1998, as cited in Ghazali & Latan, (2012).

Hypothesis Testing (Bootstrapping): Assesses the significance of variable interactions using a bootstrapping procedure. Suggested guidelines include 5,000 bootstrap samples, with

Results

Description of Respondent Data

The study involved 240 respondents at the Kota Pari Village. The majority of respondents were male (61%), with the dominant age group being between 20-40 years old (57%). The use of delivery services was mainly driven by online shop needs (45%), and the majority of respondents had a delivery frequency of 1-2 times per month (58%).

Validity test

1. Convergent Validity

The results of the convergent validity test are that all indicators have a loading factor of more than 0.7, which means that all indicators for each construct in this research are valid and meet convergent validity, which can be seen in the table

Table 3.1
Loading Factor

Variable	Indicator	Loading Factor	Description
Green Product	Gpd 1	0.944	Valid
Green Product	Gpd 2	0.740	Valid
Green Product	Gpd 3	0,780	Valid
Green Product	Gpd 4	0.949	Valid
Green Price	GPc 1	0.956	Valid
Green Price	GPc 2	0.923	Valid
Green Price	GPc 3	0.782	Valid
Green Price	GPc4	0.948	Valid
Green Promotion	GPr1	0.938	Valid
Green Promotion	GPr2	0.758	Valid
Green Promotion	GPr3	0.937	Valid
Green Promotion	GPr4	0.933	Valid
Green Place	Gpl1	0.937	Valid
Green Place	Gpl2	0.956	Valid
Green Place	Gpl3	0.952	Valid
Green Place	Gpl4	0.960	Valid
Green Satisfaction1	GSf1	0.963	Valid
Green Satisfaction2	GSf2	0.938	Valid
Green Satisfaction3	GSf3	0.934	Valid
Green Satisfaction4	GSf4	0.943	Valid
Green Loyalty	Gly1	0.929	Valid
Green Loyalty	Glly2	0.908	Valid
Green Loyalty	Gly3	0,909	Valid
Green Loyalty	Gly4	0.826	Valid

2. Discriminant Validity

In this study, based on the cross-loading calculation results, there is a correlation between the indicators and their constructs, as well as constructs from other blocks. It can be stated that there is a correlation between the constructs of the seven variables of service marketing mix, purchase decision, and customer trust. Consequently, it can be inferred that the constructs have adequate discriminant validity

Table 3.2
Discriminant Validity

Indikator	Green Product	Green Price	Green Promotion	Green Place	Green Loyalty	Green Satisfaction
Gpd 1	**0.944**	0.188	0.220	0.375	0.543	0.223
Gpd 2	**0.740**	-0.067	-0.006	0.290	0.243	0.115

Indikator	Green Product	Green Price	Green Promotion	Green Place	Green Loyalty	Green Satisfaction
Gpd 3	**0.949**	0.199	0.189	0.390	0.535	0.236
Gpd 4	0.174	**0.956**	0.171	0.377	0.549	0.261
GPc 1	0.163	**0.923**	0.177	0.366	0.501	0.265
GPc 2	-0.010	**0.782**	0.108	0.325	0.329	0.083
GPc 3	0.182	**0.948**	0.177	0.385	0.539	0.232
GPc4	0.149	0.194	**0.938**	0.389	0.531	0.212
GPr1	0.205	0.026	**0.758**	0.333	0.332	0.032
GPr2	0.160	0.177	**0.937**	0.410	0.525	0.208
GPr3	0.134	0.206	**0.933**	0.380	0.517	0.233
GPr4	0.397	0.390	0.384	**0.937**	0.703	0.407
Gpl1	0.377	0.369	0.402	**0.956**	0.709	0.372
Gpl2	0.395	0.388	0.421	**0.952**	0.725	0.398
Gpl3	0.383	0.380	0.388	**0.960**	0.728	0.393
Gpl4	0.363	0.388	0.422	**0.963**	0.717	0.395
GSf1	0.495	0.498	0.513	0.722	**0.938**	0.537
GSf2	0.499	0.497	0.499	0.681	**0.934**	0.540
GSf3	0.489	0.507	0.523	0.711	**0.943**	0.538
GSf4	0.474	0.508	0.519	0.716	**0.929**	0.520
Gly1	0.491	0.499	0.460	0.665	**0.908**	0.543
Glly2	0.086	0.238	0.105	0.253	0.381	**0.826**
Gly3	0.247	0.220	0.211	0.403	0.561	**0.949**
Gly4	0.216	0.229	0.193	0.404	0.573	**0.944**

3. Average Variance Extracted (AVE) & Composite Reliability

In this study, the constructs of the service marketing mix, purchase decision, and customer trust have AVE values above 0.5. The test results in the table indicate that the composite reliability values are satisfactory, with each variable having a value above the minimum threshold of 0.70.

Table 3.3
AVE & CR

Variable	Average Variance Extracted (AVE)	Composite Reliability	Ref
Green Product	0.780	0.913	Reliabel
Green Promotion	0.819	0.947	Reliabel
Green Process	0.801	0.941	Reliabel
Green Place	0.909	0.980	Reliabel
Green Satisfaction	0.866	0.970	Reliabel
Green Loyalty	0.845	0.956	Reliabel

Inner Model

The testing of the inner model, commonly known as the structural model, is conducted to specify the relationships between latent variables. It aims to assess the influence of certain exogenous latent variables on the existing endogenous variables, as reflected in the R-Square (R2) values. The evaluation of this inner model will direct the hypotheses of this research

The R-Square value of Green Satisfaction is 0, 472, which means that green products, green prices, green promotions, green places are able to explain or Green Satisfaction by 47,2 %. The R-squared value of green satisfaction is 0,798, which means that products, prices, promotions, places, employees, physical evidence, processes, and consumer beliefs are able to explain or influence green loyalty by 79,8%.

The Q-Square (Q2) value for green satisfaction is 0.472 > 0, indicating that green products, green prices, and green promotions, have predictive relevance for consumer trust. The Q-Square (Q2) value for green loyalty is 0.798 > 0, meaning that green products, green prices, green promotions, green places predictive relevance for green loyalty.

Variable	Q Square
Green Satisfaction	0.472
Green Loyalty	0.798

It is known that based on the results of the SRMR goodness of fit test, the SRMR value = 0.072 < 0.1, it is concluded that the model is FIT

Significance Test of Influence (Boostrapping) (Hypothesis Test) (Inner Model)

The following results of direct and indirect influence (mediation) can be seen in the following table

Table 3.4
Direct Effect

Hypothesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Conclusion
Green product -> Green Satisfaction	0.195	5.839	0.000	Accept Hypothesis
Green price -> Green Satisfaction	0.227	12.819	0.000	Accept Hypothesis
Green promotion -> Green Satisfaction	0.190	5.197	0.000	Accept Hypothesis
Green place -> Green Satisfaction	0.235	17.338	0.000	Accept Hypothesis
Green product -> Green loyaly	0.222	5.860	0.000	Accept Hypothesis
Green place -> Green loyalty	0.243	13.663	0.000	Accept Hypothesis
Green satisfaction -> Green loyalty	0.116	3.456	0.001	Accept Hypothesis

Table 3.5
Specific Indirect Effect

Hipotesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Conclusion
Green product -> Green Loyalti -> Green Satisfaction	0.023	2.775	0.006	Accept Hypothesis
Green price -> Green Loyalti -> Green Satisfaction	0.022	2.613	0.009	Accept Hypothesis
Green prmotion -> Green Loyalti -> Green Satisfaction	0.026	2.876	0.004	Accept Hypothesis
Green place-> Green Loyalti -> Green Satisfaction	0.018	2.134	0.033	Accept Hypothesis

Conclusion

The following are the conclusions of this research

1. Green Product Impact on Green Satisfaction 0,195. Positive and significant impact on purchase decisions (Coefficient = 0.226). Significant with T-Statistics = 5.839 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 1 accepted).
2. Green Price Impact on Green Satisfaction. Positive and significant impact on consumer trust (Coefficient = 0.227). Significant with T-Statistics = 12.819 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 2 accepted).
3. Green Promotion on Green Satisfaction. Positive and significant impact on consumer trust (Coefficient = 0.190). Significant with T-Statistics = 5,187 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 3 accepted).
4. Green Place on Green Satisfaction. Positive and significant impact on purchase decisions (Coefficient = 0.235). Significant with T-Statistics = 17.338 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 4 accepted).
5. Green satisfaction on gren loyalty. Positive and significant impact on consumer trust (Coefficient = 0.222). Significant with T-Statistics = 5.860 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 5 accepted).
6. Green Product on green loyalty. Positive and significant impact on consumer trust (Coefficient = 0.243). Significant with T-Statistics = 13,668> 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 6 accepted).
7. Green place on green loyalty Positive and significant impact on purchase decisions (Coefficient = 0.243). Significant with T-Statistics = 13.670 > 1.96 and P-Values = 0.000 < 0.05 (Hypothesis 7 accepted).
8. Green satisfaction as a Mediator for green product and green loyalty. Consumer trust significantly mediates the relationship between promotion and purchase decision (P-Values = 0,006 < 0.05). (Hypothesis 8 accepted).

9. Green satisfaction as a Mediator for green price and green loyalty. Consumer trust significantly mediates the relationship between promotion and purchase decision (P-Values = 0,009 < 0.05). (Hypothesis 9 accepted).
10. Green satisfaction as a Mediator for green promotion and green loyalty. Consumer trust significantly mediates the relationship between promotion and purchase decision (P-Values = 0.004 < 0.05). (Hypothesis 10 accepted).
11. Green satisfaction as a Mediator for green place and green loyalty. Consumer trust significantly mediates the relationship between promotion and purchase decision (P-Values = 0.033 < 0.05). (Hypothesis 11 accepted).

Suggestions for tourism industry players include improving environmentally friendly products, prices, promotions and places and reviewing pricing strategies, improving promotional content, expanding parking areas, ensuring that all environmentally friendly marketing mixes can be implemented in the tourist village of Pari City, Pantai District. mirror of Serdang Bedagai Regency to increase the loyalty of tourists visiting this tourist village. Implement an effective word-of-mouth strategy, and carry out regular evaluations. Meanwhile, recommendations for further research are to explore intervening variables, add various indicators, include marketing mix variables by adding 4P to 8P towards sustainable tourism.

References

Ali, Hasan. 2013. Green Tourism. Alternatif Jitu Dalam Menyelamatkan Lingkungan, Sosial, dan Budaya. Orasi Ilmiah Dalam Dies Natalis Sekolah Tinggi Pariwisata Yogyakarta ke 26 pada 13 Januari 2013 STP Ampta Yogyakarta

Booms, B.H., Bitner, M.J., 1981. Marketing Strategies and Organizational Structures for Service Firms. Marketing of Services.

J. H. Donnelly and W. R. George. American Marketing Association, Chicago, 47-51. Bramwell, B. (ed). 1990. Shades of Green: Working Towards Green Tourism in the Countryside, London. Chabowski, B. R., Mena, J. A., & Gonzalez-Padron, T. L. (2011). The structure of sustainability research in marketing, 1958–2008: a basis for future research opportunities. Journal of the Academy of Marketing Science, 39, 55-70 Conference on Innovation and Application of Science and Technology (CIASTECH 2018) Universitas Widyagama Malang, 12 September 2018 ISSN Cetak: 2622-1276 ISSN Online: 2622-1284 60 Prefix - RE Seminar Nasional Hasil Riset

Cronin, J. J., Jr., Smith, J. S., Gleim, M. R., Ramirez, E., & Martinez, J. D. (2011). Green marketing strategies: an examination of stakeholders and the opportunities they present. Journal of the Academy of Marketing Science, 39, 158

Dahlstrom, R. (2011). Green marketing management. International Edition, Australia: South-Western/CengageLearning.

Etzion,D.(2007).Researchonorganizationsandthenaturalenvironment, 1992– present: a review. Journal of Management, 33, 637–664.

Fathi, A., Sheikhian, A. H., & Doaee, K. (2007). Green Marketing. Tadbir Monthly Magazine, 12, 17–173.

Hair, J.F., W.C. Black, B.J. Babin, R.E. Anderson, R.L.Tatham, (2006). Multivariate Data Analysis, 6 Ed., New Jersey:

Prentice Hall Henry Mwinuka, O. (2017). Reviewing the role of tourism marketing in successful sustainable tourist destinations. African Journal of Hospitality, 6(2), 1–11. Retrieved from http//www.ajhtl.com

Jatra, I. M. (2015). berkelanjutan pada hotel the royal pitamaha Fakultas Ekonomi dan Bisnis Universitas Udayana (Unud), Bali , Indonesia sebagai alternatif pembangunan ekonomi . Tatkala itu sektor primer menjadi Bali mengantarkan Bali sebagai salah satu destinasi pariwisat, 4(10), 3012–3044.

Libriyanto, F. (2017). marketing komunikasi wisata pantai nglambor. muhammadiyah surakarta. Retrieved from http://eprints.ums.ac.id/51740/3/naskah publikasi-fix.pdf

Nasution, R. A., Purwoko, A., & Hartini, K. S. (2015). Analisis Potensi dan Strategi Pengembangan Wisata Alam Air Terjun Silimalima di Kabupaten Tapanuli Selatan. Jurnal Fakultas Kehutanan, (1), 1–7.

Pomering, A. (2014). Strategic marketing sustainability : from a marketing mix to a marketing matrix, 80–86.

Foxman, E.R.; Berger, P.W.; Cote, J.A. Consumer brand confusion: A conceptual framework. Psychol. Mark. 1992, 9, 123–141.

Murga-Menoyo, M. Learning for a sustainable economy: Teaching of green competencies in the university. Sustainability 2014, 6, 2974–2992.

Ranaweera, C.; Prabhu, J. The influence of satisfaction, trust and switching barriers on customer retention in a continuous purchasing setting. Int. J. Serv. Ind. Manag. 2003, 14, 374–395.

Cardozo, R.N. An experimental study of customer effort, expectation, and satisfaction. J. Mark. Res. 1965, 2, 244–249.

Wong, A. Integrating supplier satisfaction with customer satisfaction. Total Qual. Manag. 2000, 11, 427–432.

Sheu, J.B. Green supply chain collaboration for fashionable consumer electronics products under third-party power intervention—A resource dependence perspective. Sustainability 2014, 6, 2832–2875.

Ravald, A.; Grönroos, C. The value concept and relationship marketing. Eur. J. Mark. 1996, 30, 19–30.

Geyskens, I.; Steenkamp, J.-B.E.; Kumar, N. A meta-analysis of satisfaction in marketing channel relationships. J. Mark. Res. 1999, 36, 223–238.

R.L. Oliver Whence consumer loyalty? J. Market., 63 (4_suppl1) (1999), pp. 33-
Y.S. Chen, C.H. Chang. Greenwash and green trust: the mediation effects of green consumer confusion and green perceived risk

J. Bus. Ethics, 114 (3) (2013), pp. 489-500. View article_CrossRefGoogle Scholar

D. Dabija Enhancing green loyalty towards apparel retail stores: a cross-generational analysis on an emerging market Journal of Open Innovation: Technology, Market, and Complexity, 4 (1) (2018), p. 8

D. Dean, D. Suhartanto The formation of visitor behavioral intention to creative tourism: the role of push–Pull motivation Asia Pac. J. Tourism Res., 24 (5) (2019), pp. 393.

D. Suhartanto, *et al.* Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation Curr. Issues Tourism, 23 (7) (2020), pp. 867-879E.N. Berkowitz, J. Jacoby, R. Chestnut Brand loyalty: measurement and management J. Market. Res., 15 (4) (1978), pp. 659-660