Article
What Predicts Behavioral Intention in Eco-Friendly Hotels? The Roles of Tourist’s Perceived Value and Satisfaction: A Case Study of Thailand

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Abstract: Currently, the hospitality industry is related to environmental issues, generating both positive and negative impacts for the earth. Tourists are interested in staying and spending money in hotels that care about the environment. Based on the previous research in the hotel industry, empirical studies showed a relationship between perceived value and tourist satisfaction in general. Consequently, this study aimed to empirically investigate the relationship between eco-friendly perceived value (EFPV), tourist satisfaction (TS) and behavioral intention to revisit eco-friendly hotels (BIVE) in Thailand. Data was collected from tourists who used to stay in an eco-friendly hotel in Thailand. This study investigated the mediation of TS in the relationship between EFPV and BIVE. Accordingly, the method employed structural equation modeling (SEM) to appraise the hypotheses. The results showed significant positive influences between EFPV, TS and BIVE. Moreover, EFPV and TS had significant and direct positive impacts on BIVE. Additionally, TS partially mediates the relationship between EFPV and BIVE. Regarding the finding, the theoretical and practical implications for enhancing EFPV and promoting TS toward increasing BIVE in the hotel industry are proposed in this study.

Keywords: behavioral intention; perceived value; customer satisfaction; eco-friendly hotels; Thailand

1. Introduction
Sustainability has been critical in the hospitality industry over the last decade. The hospitality industry initially considers the impact of the global situation in order to mitigate its environmental effects [1]. However, as the primary industry, hospitality generates negative environmental impacts [2]. The hotel industry utilizes enormous resources that negatively affect the global system. Hotels consume much water, energy and products, producing significant CO2 emissions [2–4]. Therefore, it is crucial to enhance the hospitality industry, particularly hotels, to reduce the negative environmental impacts [3].

With increasing awareness of environmental impacts, tourists gradually desire to consume products and services advocating environmental initiatives and attempting to reduce adverse environmental impacts [5]. Hotels are essential to implementing policies and strategies related to environmental friendliness due to increasing care regarding environmentally sustainable development and global change [6]. Hotels have been under pressure from tourists to implement eco-friendly perform encounter tourists’ desires [1]. Tourists increasingly seek environmentally friendly or eco-friendly hotels to meet their needs and minimize environmental impacts [2]. The hotel industry incorporates an environmentally friendly dimension into its policy and strategy to distribute positive, satisfying customer
experiences [4]. Thus, tourists’ perceptions and awareness of environmental sustainability have significantly increased their demand for environmental goods [3,7–10].

Previous studies have been conducted concerning environmental consumer behavioral intentions in the hospitality literature [2,5,9,11–15]. Tourists’ behavioral intentions imitate tourists’ behavioral engagement [16]. Tourist implementation intentions for an eco-friendly hotel have been addressed broadly, particularly the tourist willingness to pay and stay in environmentally friendly hotels, spreading positive word-of-mouth to their friends and family [14]. In terms of the concept of perceived value and satisfaction theory, several empirical and theoretical studies have examined and investigated tourists’ behavioral intentions toward eco-friendly hotels [3,10,17–20]. Additionally, eco-friendly hotels have been studied to recognize the influence on tourist behavior and intention to visit the eco-friendly hotel. The crucial components to study in this paper are eco-friendly perceived value (EFPV), tourist satisfaction (TS) and behavioral intention to visit eco-friendly hotels (BIVE).

Several studies examined and investigated perceived value and tourist satisfaction in varied contexts [3,5,7,9,11,17,18]. In addition, previous studies have shown that perceived value and satisfaction affect behavioral intentions in the new knowledge of different contexts. Besides, to fulfill the research gap, the conceptual model reveals the need to validate models to ensure empirically in a developing country context although several previous studies illustrated tourists’ behavioral intentions toward eco-friendly hotels [3,10,17–20]. The relationship between the construct and the industry context in the eco-friendly hotel industry needs to be improved, especially in developing countries.

Thus, this study focuses on Thailand, a developing country that still needs to be improved in the hospitality context. Furthermore, this study revealed the interrelationship between eco-friendly perceived value and tourist satisfaction, a precursor to behavioral intentions to visit eco-friendly hotel fields. Consequently, to fill the academic gap in eco-friendly hotels, this study highlights an investigation of the relationship between EFPV, TS and BIVE in Thailand. In previous studies on BIVE, the contribution is as follows: To begin, the new knowledge gained from this research was investigated and tested empirically by testing the EFPV and TS as factors influencing BIVE contexts in Thailand, a developing country. The findings in this study may enhance hotel operations, provide opportunities to promote the hotel, provide methods to reach tourist satisfaction and influence tourist behavioral intentions to revisit eco-friendly hotels. Furthermore, the results of this study may provide opportunities to achieve a competitive advantage in the hotel industry. To understand the significance, key factors affecting tourist behavior should be considered in the strategic plans of the hotels. Secondly, this study increases the consideration of the path effects of EFPV and TS on BIVE. Thirdly, the contribution of this study is to identify the direct effect of EFPV and TS on BIVE as new knowledge in the hospitality industry. Finally, the finding may support scholars, particularly tourism and hospitality researchers, in better understanding the factors influencing BIVE. Furthermore, the result may help scholars to explore the components influencing BIVE, which is an important consideration for further research endeavoring to investigate the validations to improve tourists’ perceived value and to improve BIVE in hotels.

This study purposes to analytically investigate the relationship between EFPV, TS and BIVE in Thailand to fill an academic gap in the hospitality industry and to understand the in-depth behavioral intention to visit eco-friendly hotels. Moreover, this study is intended to recognize the mediator of tourist satisfaction in the relationship between EFPV and BIVE. Furthermore, the study is to investigate to what extent TS and EFPV affect BIVE.

2. Theoretical Background
2.1. Eco-Friendly Hotel

An eco-friendly hotel is, therefore, a designed hotel focusing on experiencing the hotel that significantly reduces environmental impact through eco-friendly best practices in services, products, supplies, logistics and maintenance. The main components are reducing
waste, saving energy and reducing water usage, which moves toward sustainability. The previous study indicates several meanings for eco-friendly hotels in the hospitality industry (i.e., green hotels, sustainable hotels, environmental-friendly hotels and environmentally responsible hotels) [21–26].

The hotel association classified eco-friendly or green hotels—which manage activities and use products with less impact on the environment, such as using friendly products, saving water and energy, and reducing solid waste—as environmentally friendly. These hotel activities help to protect the environment and the earth. Another researcher noted that eco-friendly hotels have to implement the international standard with an environmental management system in the hotel [27]. On the other hand, eco-friendly hotels are a concern to environmentally friendly areas that applied several environmental practices related to waste decreased water conservation and energy saving [16].

Tourists’ behavior toward products and services has shifted in the past few decades, remarkably in hospitality [28]. Tourists have become gradually interested in the environment in the last decades. Previous studies have considered the perception of tourists toward green hotels and their effects on their intentions for hotels. For example, tourists’ intention to stay in an eco-friendly hotel is significantly affected by insights into hotel design and hotel management attributes [13]. Rawashdeh et al. [29] showed that a positive but moderate correlation significantly influences tourists’ attitudes of environmental practices and staying in hotels. In the same line, Demir [30] highlighted the study that investigated the impact of consumer environmental recognition on their intentions to visit hotels and related that environmental recognition directly influenced the customers’ intentions. Furthermore, tourists’ intentions to visit respected environmentally friendly hotels and to encourage personal WOM are influenced by their conservational consciousness, as shown by Martínez García de Leaniz et al. [31].

Additionally, previous studies have investigated and explored the factors influencing BIVE hospitality industry background. For instance, in their environmental hotel stay and attitude, Sadiq et al. [32] revealed that environment and health influence tourists’ behavior. Another study revealed that a previous visit significantly reduces the relationship between perceived value and customer satisfaction. Perceived value influences customer satisfaction and intentions to revisit or advocate an ecododge among repeat guests [33]. Therefore, we will emphasize two crucial components that influence the behavioral intention of an eco-friendly hotel, namely, perceived value and tourist satisfaction.

2.2. Tourists’ Perceived Value in Eco-Friendly Hotels

Perceived value is vital for tourism and hospitality contexts. It has been indicated as the evaluation of customers through consuming goods and services net benefits based on the customer perceived and assessed. It is crucial to relate the business to success [34,35]. The previous study has extensively investigated perceived value due to its significant influence on company performance [36]. Perceived value has been developed by Sweeney and Soutar [37]; the components include four dimensions (i.e., social, emotional, quality, performance and price/value for money). On the other hand, Sheth, Newman and Gross [38] improved the theoretical framework of perceived value comprising five dimensions: functional value, social value, emotional value, epistemic value and conditional value.

Previous studies recommend that perceived value could be the measure of repurchase intentions rather than satisfaction or quality [39,40]. Although, based on previous studies, perceived value has been tested in several contexts. Customers’ perceived value influences satisfaction and behavioral intention toward environmental or green hotels. In line with [41,42], perceived value comprises functional, social, conditional, emotional and epistemic values.

Currently, the hospitality industry increases awareness for customers and tourists to understand the environmental impact that occurs from the hospitality industry [43]. Han [44] illustrates that it is tourists’ cognitive assessment of the value of an environmental product and service following what consumers receive. In the context of hospitality, the
perceived value of eco-friendly products and services may increase the tourists’ perceived value of the way of benefits rather than expenses for spending [44]. However, few empirical studies have examined the relationship between EFPV, TS and BIVE in hospitality, specifically in developing countries. Some researchers studied guests’ attitudes toward environmental hotels, focusing on environmental (i.e., water conservation and waste management) influence on perceived values. They found that this management positively affects guests’ perceived values [45]. Tourists rely on the hotel’s standards, and green recognitions and certifications positively influence the tourists’ perceived value [2]. In another context of perceived value studies, the finding showed that products associated with eco-friendly have a significant positive with perceived value [39,46].

Doszhanov and Ahmad [47] found that perceived value was positively related to customers’ intent to consume environmentally friendly products ($\beta = 0.920, p < 0.01$). In the restaurant context, consumers expect to return to the restaurants when the customer perceives a high experience in green restaurants and green quality [21]. Dodds et al. [48] stated that perceived value significantly influences behavioral intention. Additionally, the multi-dimensional structure of perceived value affects customers’ re-purchasing intention [49]. Alexandris et al. [50] indicated in previous studies in the hotel industry context that perceived service in the hotel has a significantly considerable variance in word-of-mouth and purchase intention. On the other hand, Change [51] presented that financial and function have negatively impacted functional value while situational value was negatively affected by time. Also, other values (i.e., emotional value, social value and epistemic value) were negatively impacted by psychological risk and social risk. Therefore, perceived value is a significant role that has been given to eco-friendly perceived value (EFPV) in antecedents of tourist satisfaction and behavioral intention in eco-friendly hotels. Tourists will be more likely to visit the hotels if tourists perceive products and services as eco-friendly. Hence, the following hypotheses are proposed:

**Hypothesis 1 (H1).** Tourists’ perceived value significantly and positively affects satisfaction.

**Hypothesis 2 (H2).** Tourists’ perceived value significantly and positively affects behavioral intention for eco-friendly hotels.

### 2.3. Tourist Satisfaction in Eco-Friendly Hotels

Tourist satisfaction is recognized as a tourist experience that is a characteristic of the understanding of both affective and cognitive components after consumption in fields [52–54]. Tourist satisfaction is an individual experience, manifested by psychological components and a social experience, relating interface between individuals [55–57]. Satisfaction occurs through experience by individuals involving subjective mental states throughout a service encounter (Kim et al., 2013) [58]. The interest in studying tourist satisfaction in hospitality is derived from tourist experiences being an influential driver of future behavior because they determine tourist satisfaction [59]. Tourist satisfaction affects favorable results, such as the intention to recommend, WOM the destination and intentions to revisit [60–62]. The sociopsychological analysis of the tourist experience—which suggests focusing consideration on subjective fundamentals, such as knowledge and attitudes towards the eco-friendly hotel—has been left out of the equation. Therefore, it is essential to recognize what contributes to the eco-friendly hotel experience for the tourist.

Tourist satisfaction plays a crucial role in business success. The hotel business should consider and investigate how tourists perceive an excellent experience in the hotel [63,64]. Satisfaction has been positively related to the intention to repurchase, revisit, and also positive word of mouth and loyalty [64]. Tourist satisfaction is more likely to increase word of mouth and the revisitation of eco-friendly hotels [65]. However, some scholars have found that tourist satisfaction is an antecedent of customer loyalty [66–68]. Tourist satisfaction with the green hotel and loyalty has been confirmed by several studies [69,70]. Further-
more, tourist satisfaction is related to their intent to return, desire to support green hotels and willingness to spread the word to their friends and family [71,72]. Additionally, some scholars found tourist satisfaction positively related to revisiting and word of mouth [73,74]. Moreover, Martínez García de Leaniz and Han and Kim highlighted that guests who are delighted with the performance of a green hotel are more likely to return [75,76]. However, Sánchez-Rebull argued that the nexus between customer satisfaction and loyalty is not always so irrefutable [77]. Although tourists are satisfied with the destinations or hotels, nonetheless, they may desire to visit new places [78,79].

Tourist satisfaction has a significance in predicting behavioral intention in several backgrounds. It is the pleasure of experiencing attractive products or services that meets tourists’ desire [80]. For instance, in the context of green and eco-friendly products, tourist satisfaction has a significant positive relation to word of mouth [71,81]. Lam et al. [82] revealed that the satisfaction of customers influences customer intention to purchase environmental products. Ranaweera and Prabhu [83] showed that the satisfaction of customers impacted retention and future purchase. Similarly, guest satisfaction is significantly positive toward loyalty in the hotel industry [31]. On the other hand, Mittal and Kamakura [84] illustrated that customer profile variables can be moderators of satisfaction and behavioral intention. Consistent with this, another scholar noted customer characteristics (i.e., gender and age) as moderating effects on satisfaction and behavioral intention [85]. Similarly, the hotel industry is susceptible to word-of-mouth (WOM) communications. Customers will distribute the negative word of mouth more rapidly, frequently and widely than the positive WOM. However, Baumeister et al.’s [86] prospects are far more likely to hear, process, remember and act on negative word of mouth than on positive WOM. Hence, the following hypotheses are proposed:

**Hypothesis 3 (H3).** Tourists’ satisfaction significantly and positively affects behavioral intention for eco-friendly hotels.

**Hypothesis 4 (H4).** Tourists’ satisfaction significantly and positively mediates the relationship affects between EFPV and BIVE.

### 2.4. Behavioral Intention for Eco-Friendly Hotel

Scholars paid attention to sustainability, particularly in the tourism and hospitality industry. The increased focus on environmental and ecosystem issues has resulted in increased consumer concern for eco-friendly ideas, resulting in positive eco-friendly purchasing behaviors [87–89]. Ajzen and Fishbein [90] noted that behavioral intentions are possible for an individual performing a specific behavior. It is further defined within the context of the green industry as the intention to purchase specific products and services and to encourage them to others [91,92]. Precisely, behavioral intentions imply a customer’s willingness to stay at a green hotel and to spread positive experiences about their stay through word-of-mouth.

McCarty and Shrum (1994) [93] examined the values that affect eco-friendly consumer behavior. The finding demonstrated that eco-friendly behavior was not significantly related to individuality or security value components; at the same time, fun/enjoyment was positively associated with attitudes revealing the importance of recycling behavior. Several scholars illustrate that consumers concerned about the environment are more likely to engage in positive environmentally friendly purchasing behaviors and to actively participate in eco-friendly activities [88,94]. These characteristics are signified in environmentally friendly purchasing behavior. This behavior has generated a niche market in which hotel operators benefit by developing friendly facilities, obtaining environmental credentials and self-promoting these ideals through green marketing [63,87–89,95]. However, to effectively fulfill this niche, a comprehensive study of the characteristics of green consumers and their purchasing behavior is essential for long-term success [88].
However, Han et al. [87] claimed that green activities are insignificant in predicting hotel patrons’ eco-friendly decision-making. Customers’ beliefs and appraisal of experience are significant factors in deciding to stay at a green hotel. Thus, customers who stay at green hotels and relate to green products could or could not engage in green activities as a part of their daily routines but instead indicate environmental concerns through their purchasing behavior [63,88].

Recently, there is a little empirical study in the field of perceived value and tourist satisfaction on behavioral intention in a developing country. Due to the trend of sustainability and eco-friendly concerns, more likely related to hotel guests’ environmentally friendly purchasing behavior. This is an opportunity for the hotel industry to enhance and increase the number of customers through different products and services (i.e., marketing strategies, developing and branding environmental products and services in hotels, and conservation programs, among others).

Previous studies have explored the factors determining a customer’s positive behavioral intention and the potential benefits that may result from a customer’s encouraging behavioral intention [35,96–98]. Some scholars have found that existing products and services influence customers’ decision-making processes, purchasing intents and the likelihood of spreading their evaluations further [99,100]. Finally, as discussed in the previous section, it may support the idea that this is what consumers expect to experience throughout their stay at green or eco-friendly hotels, which can create a positive intention to visit and positive word of mouth. Therefore, it is reasonable to predict that the expected results of products and services at a green or eco-friendly hotel will be a role in deciding to visit and recommend a green or eco-friendly hotel in the future, based on the conceptual research model revealed in Figure 1.

![Figure 1. The conceptual research model.](image)

**3. Methodology**

3.1. Measures and Instrument Development

To develop the instrument for testing hypotheses clarified in the conceptual framework, the instrument was applied to the empirical investigation between perceived value and tourist satisfaction toward behavioral intention to visit the eco-friendly hotel. The questionnaire was used to collect the data. To enhance the instrument, the researcher develops the questionnaire by reviewing the literature to design the questionnaire. Four sections were comprised in the questionnaire. The first section comprises gender, age, marital status, educational level, occupation, monthly income, length of stay, and times, purpose and frequency to stay. Section 2 focused on determining how the investigated participants perceived the value of an eco-friendly hotel. Tourists’ satisfaction was included in Section 3, and behavioral intention to visit eco-friendly hotels was ascertained in four sections, respectively in Appendix A.
The instrument was created in Thai and afterward translated into English by two English-fluent researchers to ensure the questionnaire’s content validity was precise and correct. The questionnaire was created to measure the factors suggested to be reviewed by five tourism and hospitality experts. Five experts have checked and evaluated the questionnaire content and commented on refining the next step. Additionally, the questionnaire was tested by 30 participants for a pilot test to confirm the consistency between terms and meanings. Therefore, the questionnaire was changed, based on the feedback of the participants and the experts. Moreover, some questions and the wording of the statement were refined and reorganized to make the question complete. All items were valued on a 5-point Likert scale, with (1 for strongly disagree) and (5 for strongly agree). Measuring the perceived value scale showed reliability ($\alpha = 0.960$). Additionally, the tourists’ satisfaction scale had a reliability of 0.839. Finally, behavioral intention to visit showed internal consistency by this scale ($\alpha = 0.858$).

3.2. Data Collection and Sample

This study aims to investigate the factors between EFPV and TS toward BIVE in Thailand. A questionnaire was established and used for collecting data. The unit of analysis was guests who stayed in eco-friendly hotels in Thailand. Data were gathered from guests who have stayed in hotels. However, in the sampling procedure, we chose the samples based on the sampling who stays in eco-friendly hotels. Prior to collection, the researcher considered the sample to avoid bias. The sample should represent the entire population to ensure that respondents were properly sampled for this research. Regarding the approval of the hotel’s management, the respondents were required to fill out the questionnaire after the check-out process. This research employed a convenience sampling technique, selecting the sample size. From June to August 2022, 450 questionnaires were distributed, with 75 questionnaires allocated to separate hotels. Four hundred twenty-four questionnaires were received, and only 393 valid questionnaires were determined to be valid for further analysis, with a response rate of 92.68 percent. The suitable sampling was determined by Nunnally’s criteria [101]. The sample was calculated following the items that will be examined. The sample size is adequate with a minimum proportion of 1 to 10. Therefore, 190 sample sizes were required for the appropriate analysis. The sample contained 393 participants, an acceptable sample size. The demographic characteristics of the investigated respondents are shown in Table 1.

Table 1. Participants’ demographic profiles.

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<tr>
<th>Characteristic</th>
<th>No.</th>
<th>Percentage</th>
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<tbody>
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<td></td>
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<tr>
<td>Male</td>
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<td>42</td>
</tr>
<tr>
<td>Female</td>
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<td>58</td>
</tr>
<tr>
<td>Age</td>
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<td>21–30 years old</td>
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<tr>
<td>31–40 years old</td>
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<td>41–50 years old</td>
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<td>Bachelor’s degree</td>
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<td>Master’s degree</td>
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<td>Doctoral degree</td>
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Table 1. Cont.

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<tr>
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<td>Student</td>
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<tr>
<td>$1000 to 1399</td>
<td>179</td>
<td>45.5</td>
</tr>
<tr>
<td>$1400 to 1799</td>
<td>21</td>
<td>5.3</td>
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<tr>
<td>More than $1800</td>
<td>64</td>
<td>16.3</td>
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<tr>
<td>Length of stay</td>
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<tr>
<td>One night</td>
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<tr>
<td>Two times</td>
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<td>Three times</td>
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<tr>
<td>Four times</td>
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<td>Five times</td>
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<td>More than Five times</td>
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<td>16 to 20 per year</td>
<td>5</td>
<td>1.3</td>
</tr>
<tr>
<td>Total</td>
<td>393</td>
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3.3. Data Analysis

The data was collected, summarized and analyzed quantitatively. The data analysis was used via SPSS version 22 and AMOS version 22. Moreover, confirmatory factor analysis (CFA) was performed to test the measured factors represented by the latent variables. The measurement model validity was determined using the suitability of fit statistics criteria to determine how accurately the model fits the collected data. Composite reliability (CR) and average variance extracted (AVE) were used to validate convergence validity. In addition, the Fornell-Larcker criterion was employed to examine discriminant validity. SEM (Structural Equation Modeling) was utilized to investigate the data as a multivariate measurement. Items were employed to evaluate the study constructs, direct and indirect [102]. It is more suitable for predictive studies [103].
4. Results

4.1. Demographic Profile

The result presents the demographic profiles’ responses of 393 respondents in Table 1. The result demonstrates that more than one-half of the respondents investigated were females, 58%, while 42% were males. The respondents’ age shows that the age of 31 to 40 years indicated the main percentage, 57.3%, while the average age of 21 to 30 years (28%). The marital status of participants revealed that two-thirds (68.4%) were married, and 31.6% were single. The majority of participants with education levels hold bachelor’s degrees at 65.4%, followed by those holding a master’s degree at 33.3%. In terms of occupation, 40.5% were an officer, followed by those with private businesses at 37.4%. Income earned ranged from USD 1000 to 1399 monthly. Based on the length of stay, the average of three nights at 45.3%, followed by two nights at 41.5%. Based on the times to visit the hotel, almost one-half of the participants visited 3 times, 47.8%. The purpose of traveling to stay at the eco-friendly hotel was leisure at 78.1%, while 45.5% frequently stayed at the hotel 1–5 times per year.

4.2. Descriptive Statistics

The results revealed that descriptive statistics describe the main features of a collection of information, helping to facilitate data visualization. It allows for data to be presented in a meaningful, understandable and simplified interpretation of the data set in question. Regarding the eco-friendly perceived value (EFPV), the range of 3.77 has been shown as the highest mean range of EFPV by investigating respondents’ perceived value. The highest EFPV was “Eco-friendly hotels provide very good value for guests”. Furthermore, tourist satisfaction (TS) has been investigated with “I am pleased to support products and services produced by nature” at an average mean of 4.03. “I intend to stay at eco-friendly hotels in the future” was examined as the highest level of behavioral intention to visit an eco-friendly hotel (BIVE) (4.01). On the other hand, “eco-friendly hotel performance meets your expectations” was considered the lowest of EFPV, with an average mean of 3.59. Regarding the TS, the examined respondents rated “I feel satisfied with the environmental image of the hotel” as the lowest (3.88). Regarding BIVE, the examined respondents perceived the lowest-ranked “I am interested in staying at eco-friendly hotels,” with an average mean of 3.87.

4.3. Measurement Model

The confirmatory factor analysis (CFA) was tested, employing the maximum likelihood technique estimation, previously the SEM analysis, to confirm that the latent variable includes the accurately observed variables. The result indicates that the research model indices were considered to be a good fit (χ²/df = 1.903, GFI = 0.930; NFI = 0.954; IFI = 0.978; RFI = 0.945; CFI = 0.978; NFI = 0.954; RMR = 0.031; RMSEA = 0.043). Based on Table 2, all items of factor loading reached the criterion of greater than 0.50, ranging from 0.638 to 0.888 [104].

<table>
<thead>
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<th>Construct</th>
<th>Items</th>
<th>Mean (S.D.)</th>
<th>Std. Loading (CFA)</th>
<th>Cronbach's Alpha</th>
<th>CR</th>
<th>AVE</th>
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<tbody>
<tr>
<td>Eco-friendly perceived value</td>
<td>EFPV1</td>
<td>3.77 (1.094)</td>
<td>0.841 **</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>EFPV2</td>
<td>3.59 (1.146)</td>
<td>0.888 **</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>EFPV3</td>
<td>3.76 (1.130)</td>
<td>0.887 **</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>EFPV4</td>
<td>3.71 (1.156)</td>
<td>0.869 **</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>EFPV5</td>
<td>3.74 (1.090)</td>
<td>0.859 **</td>
<td>0.961</td>
<td>0.960</td>
<td>0.729</td>
</tr>
<tr>
<td></td>
<td>EFPV6</td>
<td>3.66 (1.184)</td>
<td>0.873 **</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>EFPV7</td>
<td>3.76 (1.150)</td>
<td>0.882 **</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>EFPV8</td>
<td>3.69 (1.148)</td>
<td>0.868 **</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>EFPV9</td>
<td>3.74 (1.082)</td>
<td>0.703 **</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Table 2. Cont.

<table>
<thead>
<tr>
<th>Construct</th>
<th>Items</th>
<th>Mean (S.D.)</th>
<th>Std. Loading (CFA)</th>
<th>Cronbach’s Alpha</th>
<th>CR</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourists’ satisfaction</td>
<td>TS1</td>
<td>4.01 (0.900)</td>
<td>0.732 **</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TS2</td>
<td>3.88 (0.934)</td>
<td>0.638 **</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TS3</td>
<td>4.01 (0.874)</td>
<td>0.710 **</td>
<td>0.839</td>
<td>0.824</td>
<td>0.484</td>
</tr>
<tr>
<td></td>
<td>TS4</td>
<td>4.03 (0.904)</td>
<td>0.699 **</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>TS5</td>
<td>3.90 (0.946)</td>
<td>0.697 **</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Behavioral intention to</td>
<td>BIVE1</td>
<td>3.87 (0.889)</td>
<td>0.741 **</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>visit eco-friendly hotel</td>
<td>BIVE2</td>
<td>4.01 (0.911)</td>
<td>0.744 **</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BIVE3</td>
<td>3.92 (0.915)</td>
<td>0.712 **</td>
<td>0.858</td>
<td>0.859</td>
<td>0.549</td>
</tr>
<tr>
<td></td>
<td>BIVE4</td>
<td>3.90 (0.939)</td>
<td>0.789 **</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BIVE5</td>
<td>3.88 (0.925)</td>
<td>0.715 **</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

** p < 0.001.

Table 2 revealed Cronbach’s alpha to indicate a higher value than the recommended 0.7 [105]. Furthermore, the data was tested through the reliability and validity of the model to verify the constructs. The internal consistency of the conceptual model was examined using composite reliability (CR). The results showed that the CR values ranged from 0.824 to 0.960, more significant than the recommended value of 0.60 [105]. As a result, the data was analyzed, confirming the construct reliability appropriate for structural equation model analyses.

This study has determined construct validity by investigating convergent and discriminant validities [106]. According to Duckworth and Kern [107], a factor loading greater than 0.50 and an AVE value for a variable greater than the corresponding standard value of 0.50 indicates that the model does indeed have adequate composite reliability. However, AVE analysis showed that the tourist satisfaction construct’s variable was not considered greater than 0.50 following the criteria. The convergent validity of the construct is acceptable when AVE is less than 0.5, but composite reliability is greater than 0.6 [108–110]. Therefore, the result indicated that the measurement models’ convergent validity was satisfactory. These results revealed evidence for the convergence validity of the observed variables in Table 2. To confirm the discriminately valid conclusion, Fornell–Larcker indicated that the requirement of the square root of the AVE value of the construct is crucially higher than the correlation between that construct and another. The discriminant validity via the Fornell–Larcker criterion results shown in Table 3 demonstrated that the AVE of constructs is higher than other correlations with other constructs [108].

Table 3. Discriminant Validity.

<table>
<thead>
<tr>
<th>Construct</th>
<th>EFPV</th>
<th>TS</th>
<th>BIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eco-friendly perceived value (EFPV)</td>
<td>0.853</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tourists’ satisfaction (TS)</td>
<td>0.678</td>
<td>0.695</td>
<td></td>
</tr>
<tr>
<td>Behavioral intention to visit eco-friendly hotel (BIVE)</td>
<td>0.668</td>
<td>0.568</td>
<td>0.740</td>
</tr>
</tbody>
</table>

4.4. Structural Equation Modeling (SEM)

Structural equation modeling (SEM) was used to measure the construct’s relationships and direction, analyzing the interrelation of observed and latent variables. The result presented in Table 4 showed that the model was a good fit, as mentioned by Hair et al. [110].
The results indicated that the relationship of indirect and indirect between the research’s constructs, the structural model revealed in Table 4 and Figure 2, resulted in a significant positive between EFPV and TS. Based on the result, TS and BIVE, as well as EFPV direct relationship to BIVE. Therefore, the results reported that the first hypothesis, H1, predicts the highest level as a positive and significant influence of EFPV on TS. Moreover, the result showed that hypothesis H2 predicts a significantly positive influence of TS on BIVE, which is accepted. Additionally, H3 predicts also a significantly positive influence of EFPV on TS, which is accepted. The high EFPV could be estimated as greater than the TS and BIVE, respectively. All different hypotheses are accepted based on these tests.

The goodness-of-fit statistics
Model fit; $\chi^2$/df
Comparative Fit Index (CFI)
Goodness of Fit Index (GFI)
Normed Fit Index (NFI)
Relative Fit Index (RFI)
Incremental Fit Index (IFI)
Root-Mean Square Error of Approximation (RMSEA)
Root Mean Square Residual (RMR)

<table>
<thead>
<tr>
<th>Hypothesis Path</th>
<th>Standardized Path Coefficients</th>
<th>z-Value</th>
<th>p-Value</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: EFPV → TS</td>
<td>0.782</td>
<td>11.673</td>
<td>0.000 **</td>
<td>Accepted</td>
</tr>
<tr>
<td>H2: TS → BIVE</td>
<td>0.433</td>
<td>4.968</td>
<td>0.000 **</td>
<td>Accepted</td>
</tr>
<tr>
<td>H3: EFPV → BIVE</td>
<td>0.436</td>
<td>5.378</td>
<td>0.000 **</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

Note: EFPV = Eco-friendly perceived value, TS = Tourists’ satisfaction, BIVE = Behavioral. Intention to visit eco-friendly hotel **: $p < 0.001$.

Figure 2. The structural model. Note: **: $p < 0.001$.

To confirm the indirect relation concerning EFPV and BIVE through TS, the construct was evaluated to determine TS, a potential mediation role in the relationship, and a bootstrapping approach was employed. The result emphasized the EFPV on BIVE through TS as a mediation ($\beta = 0.339$) in Table 4 and Figure 2. Consequently, hypothesis (H4) is accepted, follows tourist satisfaction significantly and positively mediates affects between EFPV and BIVE. To confirm the potential role that TS performs as mediating in the relationship
between EFPV and BIVE, the previous studies testified to the path in both partial and complete mediation approaches constructed by Abdou [3], Chen [5], Kelloway [111] and Zhao et al. [112]. Although both paths’ direct and indirect relationships are partial, mediation can be recognized. Regarding the results of structural equation modeling revealed in Table 4 and the structure model in Figure 2, the results could be determined that TS partially mediates the role relationship between EFPV and BIVE.

5. Discussion and Implications

5.1. Discussion

This study aimed to empirically investigate the relationship between EFPV, TS and BIVE in Thailand, as well as to determine the relationship of tourist satisfaction as a potential mediating role between EFPV and BIVE. It also aimed to examine the magnitude of the TS and EFPV’s direct influences on BIVE. Structural equation modeling (SEM) analyzes the relationship in each construct in this research model between EFPV, TS and BIVE. The results of this study are discussed in the literature review as follows:

This study highlighted that the determined respondents were highly responsive to tourist satisfaction rather than other constructs. Tourists are pleased to support products and services made from natural resources. Respondents were satisfied that eco-friendly hotels were more dedicated to implementing products and services concerning environmental preservation. Based on previous studies, i.e., [65,69,70,75,76], several scholars indicated that tourists were satisfied with green and eco-friendly hotels. Hotels have also become more committed to consuming eco-products and services to save the environment. For example, eco-friendly hotels have protected the environment by launching the reuse of linen, saving energy, implementing waste-dividing practices for waste control and reduction, and installing high-efficiency devices and technologies to decrease waste in the environment. Similarly, some scholars revealed tourist satisfaction relating to their intention to return, willingness to support and spreading the word to their friends and family visiting in the future [71]. In contrast, the finding of this study was a different result, with Sánchez-Rebull arguing that it is not always possible to prove consumer loyalty and satisfaction although tourists are satisfied with the destinations or hotels; however, tourists might need to visit new places [78,79].

The perceived value of eco-friendliness has been investigated for all items in the moderate value survey. The results have presented that perceived value significantly influences direct and indirect behavioral intention to revisit eco-friendly hotels. However, this finding is new knowledge of this study that demonstrates the perspective of people who are used to staying in eco-friendly hotels through their experience and satisfaction in a developing country context. Eco-friendly hotels provide outstanding value for guests, which is a significant component of the eco-friendly hotel’s perceived value construct. The finding of this study was consistent with Abdou [3,113], highlighted in previous studies, namely, that eco-friendly hotels provide excellent value for tourists in terms of environmental functions. Because they are environmentally friendly, influencing tourists are committed to visiting eco-friendly hotels and purchasing the hotels’ products and services. These findings align with those of several scholars, including Doszhanov and Ahmad [47] and Alexandris et al. [50], who revealed that perceived value is significantly and positively related to customers’ intention to consume green products and that perceived service quality significantly increases word of mouth and purchase intentions. Furthermore, environmentally friendly products have a meaningfully positive influence on satisfaction value [46]. In addition, the hotel’s products and services purchased by tourists were good buys in terms of both their eco-friendliness and money. Tourists receive a good return on their money spent on the performance of the lodge’s products and services, consistent with Ban et al.’s [33] determination of perceived value and satisfactory pricing in eco-lodge guests.

Respondents testified to their opinions and BIVE in the future. The results found that BIVE has a moderate value for all surveyed items. Respondents indicated that “I intend to
stay at eco-friendly hotels in the future” because of the hotels’ environmental performance. Choosing eco-friendly hotels based on their environmental reputation is a reasonable decision. Many researchers have discovered that perceived satisfaction with green products and services influences their purchase [3,5,40,43,81]. This study examined respondents who were insightful of BIVE, particularly interested and intended to stay and recommend hotels to friends and family, willing to pay more and loyal patrons of eco-friendly hotels. Similarly, BIVE was consistent with previous studies revealing that environmentally conscious consumers were more likely to stay in green hotels and were significantly more likely to engage in environmentally sustainable purchasing behaviors [63,87–89,94]. In contrast, Han et al. [87] argued that green activities are insignificant components for predicting the eco-friendly decision-making of hotel guests regarding their perspectives and experiences deciding to stay at an environmental hotel. McCarty and Shrum [93] reported that eco-friendly behavior was not significantly related to individuality or security value components. Also, customers who stay at green hotels may or may not engage in green activities as a part of their daily routines, depending on their purchasing behavior [63,88]. The results have shown new knowledge that the behavioral intention to visit eco-friendly hotels relies on the experiences and perspectives of the customers. However, perceived value and satisfaction are essential for behavioral intention to revisit the hotels.

The results of this study SEM revealed the relationships among all constructs (EFPV, TS and BIVE) and the interrelationships between observed variables in each construct. Firstly, the results showed that EFPV positively and significantly influenced BIVE. The result was consistent with some scholars’ findings, as determined by Abdou [3,113], indicating that perceived green significantly and positively influences customer citizenship behavior ($\beta = 0.126$). The higher the perceived value of green, predictably, the higher the customer’s citizenship behavior. Based on the previous results revealed, the impact of green perceived value on customer citizenship behavior demonstrated that it is a significant predictor of customer citizenship behavior, partially related to eco-friendly hotels [3]. Furthermore, the result is similar to the findings of previous studies. These scholars presented their findings in a variety of contexts (i.e., the tourism sectors [114], the hospitality sectors [115], the airline sectors [116] and the retail sector [117]. The finding was consistent with van Tonder et al. [118], who emphasized that encouraging green perception positively influences customer support behavior in other contexts without hospitality. Moreover, this study, consistent with Thai and Nguyen [119] revealed that the higher the tourist’s positive attitudes and behavior, the greater the perception of green hotel performance ($\beta = 0.49$). Based on the discussion, it might be recommended that the higher the perception of the EFPV, the higher the BIVE.

Secondly, the results demonstrated that BIVE positively influences TS ($\beta = 0.433$). The results are in line with Abdou [113], showing that the finding is positive and significant influencing of guest satisfaction on customer citizenship behavior toward environmental hotels ($\beta = 0.396$). Thai and Nguyen showed the result from a previous study that satisfaction has a significant impact on customer behavioral intention at ($\beta = 0.14$). Previous studies revealed that TS is high significantly and positively impacts the intention to revisit [120]. Conversely, in the tourism context, the intention to revisit is a significant component of measuring tourism development [121]. Regarding tourist satisfaction and intention to revisit, the concept with a new comprehensive model as a mediator for temporal revisit intention [122], associated with the satisfaction model and intention to revisit [123]. Sustainability in hospitality influences satisfaction, which impacts tourists returning in the future. Hence, satisfaction is a mediator between tourist satisfaction in hospitality and behavior intention to revisit [124]. However, in another context, Hwang and Lee [125] found that customer satisfaction significantly and positively impacted green restaurant customers. Several scholars in different contexts were consistent in their findings and reported that customer satisfaction has a relationship and impact with customer citizen behaviors, such as banking sectors [117], internet service contributors [126] and creative
sectors [116]. Therefore, the results of this study concluded that the greater the TS, the greater the BIVE.

Finally, the recent findings revealed that TS plays a mediating role in the relationship between EFPV and BIVE; the results showed that TS performs a partial mediation role between both constructs. TS has a significant effect on BIVE as a partial mediation role between the EFPV and BIVE relationship with ($\beta = 0.782$) and ($\beta = 0.433$), respectively. Several scholars have reported tourist satisfaction as a mediator in revisiting various contexts. For example, the TS established the indirect effect of sustainability practices [127], destination image [128–130], perceived value [120,131,132] and novelty seeking [133,134] on intention to revisit through TS. As a result of the previously determined direct association between EFPV and BIVE, the finding indicates that BIVE indirectly (via TS) has a positive and significantly relationship to EFPV. Moreover, the new knowledge of this study can showcase that TS mediates the relationship between EFPV and BIVE. Also, the results present a new paradigm trend of consumer behavioral intention mainly involved with environmentally friendly. It can benefit the hospitality business to implement their business to respond to customer behavior in the future. Besides, the business must increase its value because most hospitality businesses in Thailand focus on service; at the same time, some businesses are ignorant of eco-friendly. Therefore, the initiative helps eco-friendly hotels improve themselves to respond to customer behavior. Based on the empirical results, they advocate all proposed hypotheses. This study provides several significant theoretical and practical implications.

5.2. Theoretical Implications

This study contributes significantly toward the theoretical implications in the existing literature on eco-friendly hotels.

First, the study’s findings contribute significantly to new knowledge in the literature on eco-friendly hotel contexts by providing insight into the relationship between EFPV, TS and BIVE in a developing country. In particular, few studies focused on the relationship between EFPV, TS and BIVE within the context of eco-friendly hotels in developing countries [135–138]. However, this study models EFPV toward BIVE, providing theoretical support for tourists’ perceptions of value toward BIVE. The result revealed a positive direct and indirect relationship between EFPV, TS and BIVE.

Second, this study is a potential preliminary investigation into the perceived value of sustainability in the context of eco-friendly hotels. This study provides new bits of knowledge through which to recognize the influence of value on BIVE. Based on the results, this finding contributes to future scholars constructing and conceptualizing the value in other contexts in order to create an understanding of tourist behavior.

Third, most scholars have focused on the impact of EFPV on customer satisfaction. There needs to be more research in the literature in terms of studies explaining the theoretical and boundary conditions of the relationship with other components. In the context of eco-friendly hotels, this study primarily focused on EFPV, TS and BIVE, with TS acting as a mediator between EFPV and BIVE. Based on the findings, TS plays a crucial and positive partial role as a mediator between EFPV and BIVE.

Fourth, the results contribute to the significant gap between EFPV, TS and BIVE. The concept model serves as a conceptualization for future studies aimed at developing TS and improving BIVE in environmentally friendly hotels and studying in different contexts, particularly in developing country.

Finally, the study contributes to increasing the scope of implementation of background theories such as the theory of planned behavior, satisfaction and perceived value. In terms of those theories, the finding revealed that hotels concerned with environmental care could gain tourist satisfaction. Hotels can create tourist engagement through their behavior, leading to the tourist’s intention to revisit hotels in the future. This study has effectively added to the existing literature by addressing tourist behavior.
5.3. Practical Implications

This study provides significant insights for hoteliers, policymakers and managers. The practical implications for hotels can be presented based on the results.

Firstly, the finding presented that hotels should consider tourists perceived value and satisfaction to increase tourist behavioral intention to visit environmental hotels. The results suggest that this study can contribute to the sustainability of hotels. Because the results presented that tourists’ behavioral intentions can enhance hotel services as eco-friendly towards sustainable hotels.

Secondly, this study provides empirical evidence and advocacy that EFPV and TS are both significant variables and that the observed constructs determined the BIVE. Thus, eco-friendly hotels are recommended to enhance policies and strategies to promote the hotels. It may carry out the meaningful message of the eco-friendly hotel toward BIVE.

Thirdly, hotels may be evaluated in the hospitality context using the “green option matrix” [139], which assesses competitors’ eco-friendly industries and contributes to and practices promotional strategies to communicate eco-friendly practices to their stakeholders. Furthermore, hotels can disseminate evidence of environmental harm caused by conservation hotels and can educate tourists on the importance of protecting the environment in the hospitality industry.

Fourth, tourists are more likely to advocate for the hotel to their friends and family, intending to assist, providing feedback and being involved in the environment in eco-friendly hotels. This study contributes significantly to increasing environmental awareness for tourists and employees by engaging tourists in reducing environmental impacts, enhancing green products and services in hotels, and promoting employee awareness of environmental issues via a training program.

Fifth, hotel employees and management should increase BIVE among their guests, and hotels should include EFPV in their strategies and operation’s plans. This is critical for increasing tourist satisfaction. Due to effective implementation of practices, tourists must be facilitated in advocating for and recommending eco-friendly hotels to others and in providing feedback on promotional activities for eco-friendly products and services. Therefore, hotel managers can gain profits by increasing behavioral intention to revisit while understanding customer perceived value and guest satisfaction.

Finally, hotels can contribute to their tourists to enhance their brand credibility and make tourists trust the hotel. Eco-friendly hotels could accommodate this by integrating consumers willing to buy into their strategic planning. By connecting with BIVE, an eco-friendly hotel can benefit from establishing a long-term tourist and customer relationship. Hotels can communicate the benefits of being eco-friendly, not only to tourists and customers but also to the ecosystem and the environment worldwide.

6. Limitations and Future Research

This study revealed the limitations and future research: Firstly, eco-friendly hotels were investigated in terms of EFPV, TS and BIVE. In terms of theory, the study may be generalizable. This study should apply new theories to find new contributions and knowledge. Second, this study had a small sample size; larger sample sizes should be employed in future research to gain more insights. Third, the size and hotel level were not classified in the study, which may have affected the validity of the results. As a result, additional research should be conducted to separate and categorize the size and level of hotels that tourists will perceive similarly. Fourth, this study determined the mediation of TS in the association between EFPV and BIVE. Next, research should be conducted to investigate another set of variables to improve the new construct and its contribution to the research. Finally, the result of this study was limited to only eco-friendly hotel fields; however, further study should include other businesses such as spas, cruises, restaurants, airlines and transportation.

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Informed Consent Statement: Informed consent was obtained from all subjects involved in the study.

Data Availability Statement: Not applicable.

Conflicts of Interest: The authors declare no conflict of interest.

Appendix A

Table A1. Study’s construct and items.

<table>
<thead>
<tr>
<th>Construct</th>
<th>Items</th>
<th>Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eco-friendly perceived value</td>
<td>EFPV1</td>
<td>Eco-friendly hotels provide very good value for guests.</td>
</tr>
<tr>
<td></td>
<td>EFPV2</td>
<td>Eco-friendly hotel performance meets your expectations.</td>
</tr>
<tr>
<td></td>
<td>EFPV3</td>
<td>The quality of the eco-friendly hotel’s products and services is perceived to be the best benchmark.</td>
</tr>
<tr>
<td></td>
<td>EFPV4</td>
<td>The eco-friendly hotel has an excellent environmental image because of the quality of its product and services.</td>
</tr>
<tr>
<td></td>
<td>EFPV5</td>
<td>I will purchase the hotel’s products/services because they are environmentally friendly.</td>
</tr>
<tr>
<td></td>
<td>EFPV6</td>
<td>The environmental reputation and the hotel’s products/services have professional quality.</td>
</tr>
<tr>
<td></td>
<td>EFPV7</td>
<td>The eco-friendly hotel offers expected environment-friendly attributes.</td>
</tr>
<tr>
<td></td>
<td>EFPV8</td>
<td>Products and services that I purchase in the hotel are a good buy in terms of eco-friendly attributes and my money.</td>
</tr>
<tr>
<td></td>
<td>EFPV9</td>
<td>I could preserve the environment by staying at an eco-friendly hotel.</td>
</tr>
<tr>
<td>Tourists’ satisfaction</td>
<td>TS1</td>
<td>I am happy to be selected to stay at eco-friendly hotels.</td>
</tr>
<tr>
<td></td>
<td>TS2</td>
<td>I feel satisfied with the environmental image of the hotel.</td>
</tr>
<tr>
<td></td>
<td>TS3</td>
<td>The hotel’s environmental functionality makes me decide to stay in eco-friendly hotels.</td>
</tr>
<tr>
<td></td>
<td>TS4</td>
<td>I am pleased to support products and services produced by nature.</td>
</tr>
<tr>
<td></td>
<td>TS5</td>
<td>The overall satisfaction with eco-friendly hotels can be attributed to its environmental performance.</td>
</tr>
</tbody>
</table>
### Table A1. Cont.

<table>
<thead>
<tr>
<th>Construct</th>
<th>Items</th>
<th>Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>BIVE1</td>
<td>I am interested to stay at eco-friendly hotels.</td>
</tr>
<tr>
<td></td>
<td>BIVE2</td>
<td>I intend to stay at eco-friendly hotels in the future.</td>
</tr>
<tr>
<td></td>
<td>BIVE3</td>
<td>I will recommend eco-friendly hotels to my friends and family.</td>
</tr>
<tr>
<td></td>
<td>BIVE4</td>
<td>I am willing to pay more for eco-friendly hotels.</td>
</tr>
<tr>
<td></td>
<td>BIVE5</td>
<td>I consider myself a loyal patron of this eco-friendly hotel.</td>
</tr>
</tbody>
</table>

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