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Enhancing Green Hotel Loyalty through Mindful Consumption and Service Convenience: The Reinforcing Role of Social Influence

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Abstract: This study examines the influence of mindful consumption and service convenience on green hotel loyalty, with social influence as a moderating variable in the context of sustainable tourism. Using a quantitative approach, we collected data from 155 respondents who had stayed in green hotels in Bali and analyzed them using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results indicate that mindful consumption positively and significantly affects green hotel loyalty, suggesting that consumers with higher environmental awareness are more likely to develop strong loyalty toward environmentally responsible hotels. Service convenience also positively influences green hotel loyalty, highlighting the importance of efficient and user-friendly services in enhancing customer experience. Furthermore, social influence strengthens the relationships between mindful consumption and green hotel loyalty, as well as between service convenience and green hotel loyalty, indicating that recommendations and social validation reinforce consumer behavior. These findings contribute to the literature by integrating internal values, service attributes, and social dynamics into a comprehensive model of green hotel loyalty. From a managerial perspective, green hotel operators are encouraged to enhance sustainability communication, maintain service efficiency, and leverage social influence strategies to strengthen customer loyalty in the competitive hospitality industry.

Keywords: Mindful Consumption, Service Convenience, Green Hotel Loyalty, Social Influence, Sustainable Tourism.

INTRODUCTION

The hospitality industry, particularly in Bali, is undergoing a significant transformation in response to evolving tourist preferences that increasingly emphasize personalized, meaningful, and sustainable experiences. Entering 2026, the focus of hotel business strategies has shifted from merely maximizing occupancy rates to delivering *experience-driven hospitality* that creates emotional and symbolic value for guests. This shift is driven by the growing awareness among travelers regarding the quality of experiences, authenticity of services, and the environmental impact of their consumption choices. Segments such as resorts, villas, boutique hotels, and luxury accommodations are emerging as key growth drivers, as

they are better positioned to provide privacy, comfort, and immersive experiences compared to conventional lodging options. In this context, Bali stands as a strategic destination for the development of *green hotels*, where sustainability practices are integrated with high-quality guest experiences.

The emergence of environmentally conscious travelers has led to the increasing importance of *mindful consumption*, which reflects individuals' awareness and consideration of the environmental consequences of their consumption behavior. Travelers are no longer passive consumers; instead, they actively seek accommodations that align with their personal values, particularly those related to environmental sustainability. This behavioral shift encourages hotels to adopt greener practices, such as energy efficiency, waste reduction, and eco-friendly services, not only as operational strategies but also as value propositions that enhance customer perception. However, the presence of mindful consumption alone does not automatically translate into customer loyalty. There remains a gap between environmental awareness and actual behavioral outcomes, indicating the need to explore additional factors that can strengthen this relationship.

In parallel, *service convenience* has become a crucial determinant of customer satisfaction in the modern hospitality landscape. With the rapid advancement of digital technology and increasing customer expectations for efficiency, travelers now prioritize ease of access, seamless booking processes, and time-saving services. Service convenience encompasses multiple dimensions, including decision convenience, access convenience, transaction convenience, and post-service convenience, all of which contribute to a smoother and more enjoyable customer journey. In the context of green hotels, convenience plays a dual role: while sustainability initiatives may sometimes be perceived as less convenient, hotels that successfully integrate convenience with eco-friendly practices can significantly enhance customer experience and satisfaction.

To better understand how these factors influence customer loyalty, this study adopts the Stimulus-Organism-Response Model as its theoretical foundation. Within this framework, *mindful consumption* and *service convenience* are conceptualized as external stimuli that influence the internal states of consumers, referred to as the organism. These internal states are represented by *green experiential value*, which reflects the perceived benefits derived from environmentally friendly hotel experiences, and ultimately shape behavioral responses such as *green hotel loyalty*. This approach allows for a more comprehensive understanding of the psychological processes underlying customer decision-making, moving beyond direct relationships to capture the mediating mechanisms that drive loyalty.

Furthermore, in today's digitally connected environment, *social influence* has become an increasingly powerful factor in shaping consumer behavior. Travelers are highly influenced by recommendations, reviews, and opinions shared by family, friends, and online communities. Platforms such as online travel agencies and review systems have amplified the role of electronic word-of-mouth, making social validation a critical component in the decision-making process. Social influence can strengthen or weaken the relationship between individual perceptions and behavioral outcomes, as consumers often rely on collective opinions to reduce uncertainty and validate their choices. In the context of green hotels, positive social influence can enhance the impact of mindful consumption and service convenience on loyalty by reinforcing the perceived credibility and attractiveness of environmentally responsible accommodations.

Despite the growing body of literature on sustainable tourism and green hospitality, there remains a limited understanding of how cognitive, experiential, and social factors interact to shape green hotel loyalty, particularly in emerging tourism markets such as Indonesia. Many previous studies have focused on direct relationships between sustainability practices and customer loyalty, often overlooking the complex mechanisms through which these

relationships are formed. Specifically, the roles of *mindful consumption* and *service convenience* have rarely been examined simultaneously within an integrated framework that incorporates both experiential and social dimensions. This gap highlights the need for a more holistic approach that captures the interplay between individual values, service attributes, and social dynamics.

Therefore, this study aims to examine the influence of mindful consumption and service convenience on green hotel loyalty, with social influence as a moderating variable. By integrating these constructs into a unified model, this research seeks to provide a deeper understanding of the factors that drive sustainable consumer behavior in the hospitality sector. The findings are expected to contribute to the existing literature by offering a more nuanced perspective on the formation of green hotel loyalty, as well as providing practical insights for hotel managers in designing strategies that align sustainability with customer experience and social engagement. Ultimately, this research underscores the importance of balancing environmental responsibility with service excellence and social relevance in order to achieve long-term competitiveness in the evolving hospitality industry.

Literature Review

Mindful consumption (MC)

Mindful consumption (MC) refers to a conscious and deliberate consumption behavior rooted in mindfulness theory, which emphasizes full awareness and self-regulation of present experiences (Kabat-Zinn, 2003; Langer, 1989). This concept extends mindfulness principles into consumer behavior by encouraging individuals to reflect on the environmental, social, and economic impacts of their consumption decisions (Sheth et al., 2011). As a sustainability-oriented and customer-centric approach, MC enhances individuals' awareness and responsibility toward themselves, society, and nature, thereby promoting ethical and environmentally responsible consumption while reducing overconsumption (Bahl et al., 2016).

Furthermore, mindful consumption is conceptualized as a multidimensional construct consisting of three key dimensions: awareness, caring, and temperance (Gupta & Sheth, 2023). The awareness dimension reflects attentiveness to the consequences of consumption, the caring dimension represents responsibility toward environmental and social well-being, and temperance refers to moderation and self-control in consumption behavior. The measurement of MC in this study adopts the scale developed by Gupta and Sheth (2023), which has been theoretically and empirically validated. This scale includes indicators such as awareness of consumption impact, efforts to avoid environmental harm, and the tendency to minimize unnecessary consumption, making it suitable for assessing sustainable consumer behavior in the green hotel context.

Service convenience

Service convenience refers to the perceived reduction in time and effort experienced by consumers when accessing and using a service. This concept is widely discussed in service marketing literature as a key determinant of customer satisfaction and behavioral intention. Service convenience originates from the framework proposed by Berry et al., which conceptualizes convenience as a multidimensional construct reflecting ease in decision-making, access, transaction, and post-consumption processes (Berry et al., 2002). In hospitality and service contexts, convenience plays a crucial role in enhancing customer experience by ensuring that services are efficient, accessible, and user-friendly, thereby reducing perceived effort and increasing overall satisfaction.

The measurement of service convenience in this study adopts the scale developed by Chang and Polonsky and further validated by García-Fernández et al. (2023), which consists of four dimensions: access, transaction, benefit, and post-benefit. The access dimension reflects

the ease of contacting and locating services, the transaction dimension captures the simplicity and speed of payment and service processes, the benefit dimension relates to the ease of obtaining and using services, and the post-benefit dimension represents the ease of resolving problems and continuing service usage. This scale has demonstrated reliability and validity across various service contexts, making it suitable for assessing service convenience in green hotel environments.

Green Hotel Loyalty

Green hotel loyalty refers to a customer's commitment to revisit and recommend environmentally responsible hotels based on positive experiences and alignment with sustainability values. In the context of green hospitality, loyalty extends beyond traditional behavioral intentions and incorporates emotional and value-based attachment toward eco-friendly practices. According to Trisdiarto et al. (2026), green hotel loyalty is influenced not only by service performance but also by sustainability-driven experiences that create meaningful value and emotional responses. This perspective highlights that loyalty in green hotels is formed through a combination of cognitive evaluation and affective engagement, particularly when customers perceive that their stay contributes positively to the environment.

The measurement of green hotel loyalty in this study adopts indicators reflecting both behavioral and attitudinal loyalty, as validated by Trisdiarto et al. (2026). These include intention to revisit the hotel, preference for choosing the same hotel brand, willingness to share positive word-of-mouth, and intention to recommend the hotel to others. These indicators capture the multidimensional nature of loyalty, encompassing repeat purchase behavior, brand preference, and advocacy. The use of this scale is appropriate in the green hotel context, as it aligns with sustainability-oriented customer behavior and has been empirically tested using SEM-PLS in luxury green hotel settings in Bali.

Social Influence

Social influence refers to the extent to which an individual's attitudes, beliefs, and decision-making processes are shaped by the opinions and behaviors of others. It encompasses various forms such as persuasion, compliance, peer pressure, and conformity, where individuals adjust their behavior based on social interactions and expectations. According to Hollebeek et al. (2022), social influence functions as an external factor that significantly affects consumer behavior, particularly through recommendations and suggestions from family, friends, and peers. In service contexts, especially hospitality, these social interactions play a crucial role in shaping perceptions and reducing uncertainty in decision-making.

In the context of green hotels, social influence has been shown to strengthen the relationship between consumers' perceptions and their behavioral outcomes. Ru-Zhue et al. (2025) found that social influence enhances the impact of perceived value and trust on tourist engagement, indicating its role as a moderating variable. The measurement of social influence in this study adopts indicators reflecting interpersonal influence, such as attention to recommendations, perceived importance of others' opinions, and the tendency to follow suggestions from family and friends. These indicators capture the role of social validation in shaping consumer decisions, making social influence a relevant moderating factor in understanding green hotel loyalty.

The Relationship between Mindful Consumption and Green Hotel Loyalty

Mindful consumption reflects a consumer's conscious awareness and responsibility toward the environmental and social impacts of their consumption decisions. Individuals with high levels of mindful consumption tend to prioritize sustainability, ethical considerations, and long-term benefits over short-term convenience. In the context of green hotels, such consumers

are more likely to choose accommodations that align with their environmental values, leading to a stronger psychological connection with the hotel. This alignment not only enhances their evaluation of the service but also fosters emotional attachment and commitment. As a result, mindful consumers are more likely to revisit and recommend green hotels, thereby strengthening loyalty.

H1: Mindful consumption has a positive effect on green hotel loyalty.

The Relationship between Service Convenience and Green Hotel Loyalty

Service convenience refers to the perceived ease and efficiency in accessing and using hotel services. In green hotels, maintaining convenience is crucial to ensure that sustainability practices do not reduce customer comfort or increase effort. When services are easy to access, transactions are seamless, and processes are efficient, customers are more likely to develop positive perceptions of the hotel. These positive experiences enhance satisfaction and increase the likelihood of repeat visits and recommendations, thereby strengthening customer loyalty.

H2: Service convenience has a positive effect on green hotel loyalty.

The Relationship between Mindful Consumption and Service Convenience

Mindful consumption influences how consumers perceive and evaluate service processes. Consumers with a high level of mindfulness tend to be more attentive and selective in their consumption decisions, including evaluating the efficiency and usability of services. They are more likely to appreciate service systems that integrate sustainability with convenience, as these align with their values and expectations. Consequently, mindful consumers tend to perceive higher levels of service convenience when services are designed to be both eco-friendly and user-friendly.

H3: Mindful consumption has a positive effect on service convenience.

The Moderating Role of Social Influence on the Relationship between Service Convenience and Green Hotel Loyalty

Social influence plays an important role in shaping consumer behavior, particularly in the hospitality industry where decisions are often influenced by recommendations and reviews. In the context of green hotels, social influence can strengthen the relationship between service convenience and loyalty by providing external validation. When customers receive positive feedback from their social environment regarding convenient and eco-friendly services, they are more likely to translate their perceptions into loyalty. Therefore, social influence is expected to enhance the effect of service convenience on green hotel loyalty.

H4: Social influence moderates the relationship between service convenience and green hotel loyalty.

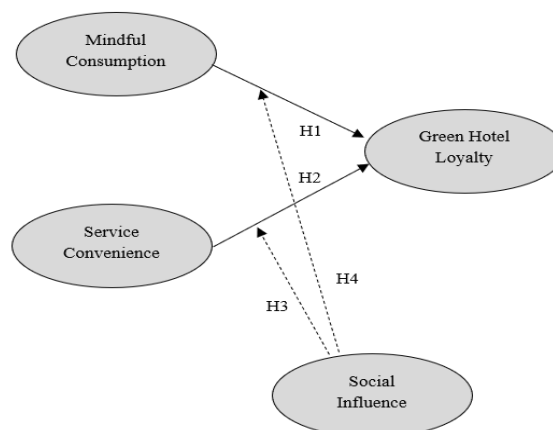


Figure 1. Research Framework

METHOD

This study adopts a quantitative research approach to examine the relationships between mindful consumption, service convenience, social influence, and green hotel loyalty. The population of this study consists of tourists who have stayed in green hotels in Bali, particularly those that implement environmentally sustainable practices. This population is considered appropriate due to Bali's position as a leading sustainable tourism destination with a growing number of certified green hotels. The sampling technique used is purposive sampling, targeting respondents who have prior experience staying in green hotels. A total of 155 valid responses were collected and analyzed. This sample size meets the minimum requirement for Partial Least Squares Structural Equation Modeling (PLS-SEM), as suggested by Joseph F. Hair Jr., which recommends a minimum sample size of 10 times the largest number of structural paths directed at a particular construct.

Data were collected using a structured questionnaire distributed online and offline to respondents who met the sampling criteria. The questionnaire items were adapted from previous validated studies to ensure reliability and validity. All variables were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Mindful consumption was measured based on the scale developed by Gupta and Sheth (2023), consisting of three dimensions: awareness, caring, and temperance. Service convenience was measured using indicators adapted from Berry et al. (2002), Chang and Polonsky, and García-Fernández et al. (2023), covering access, transaction, benefit, and post-benefit dimensions. Green hotel loyalty was measured using indicators such as revisit intention, word-of-mouth, and resistance to switching, adapted from Trisdiarto et al. (2026). Social influence was measured based on Hollebeek et al. (2022) and Ru-Zhuc et al. (2025), focusing on interpersonal influence and the role of recommendations from others.

The operational definitions of variables used in this study are presented in Table 1.

Table 1. Operational Definition of Variables

Variable	Definition	Indicators	Source
Mindful Consumption (X1)	Conscious consumption behavior considering environmental and social impacts	Awareness, Caring, Temperance	Gupta & Sheth (2023)
Service Convenience (X2)	Perceived ease and efficiency in accessing and using services	Access, Transaction, Benefit, Post-benefit	Berry et al. (2002); García-Fernández et al. (2023)
Green Hotel Loyalty (Y)	Commitment to revisit and recommend green hotels	Revisit intention, Word-of-mouth, Price tolerance	Trisdiarto et al. (2026)
Social Influence (Z)	Influence of others on individual decision-making	Recommendations, Social pressure, Peer influence	Hollebeek et al. (2022); Ru-Zhuc et al. (2025)

The data analysis technique employed in this study is Structural Equation Modeling using Partial Least Squares (SEM-PLS). This method is suitable for predictive research and complex models involving mediation and moderation. The analysis was conducted in two stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The outer model assessment includes tests of convergent validity (outer loadings > 0.7), discriminant validity (Fornell-Larcker criterion and HTMT), and reliability (Composite Reliability and Cronbach's Alpha > 0.7). The inner model assessment involves evaluating path coefficients, coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2). Hypothesis testing was conducted using the bootstrapping method to assess the significance of relationships between variables.

RESULTS AND DISCUSSION

The respondent profile in this study involved a total of 155 individuals who had experience staying in green hotels in Bali. The distribution shows a relatively balanced composition in terms of gender, with a slight dominance of male respondents. In terms of age, the majority of respondents were in the 26–35 years category, indicating that young adults are the primary segment of green hotel consumers. Most respondents held a bachelor's degree and were predominantly employees, reflecting a group with stable income and awareness of sustainable consumption. Additionally, the frequency of staying in green hotels was largely within the 1–2 times category, suggesting that while awareness of green hotels is increasing, repeated engagement is still developing.

Table 2. Profile of Respondents

Characteristics	Category	Frequency (n=155)	Percentage (%)
Gender	Male	78	50.3
	Female	77	49.7
Age	18–25 years	52	33.5
	26–35 years	61	39.4
	36–45 years	28	18.1
	>45 years	14	9.0
Education	High School	35	22.6
	Bachelor	87	56.1
	Master	33	21.3
Occupation	Student	40	25.8
	Employee	82	52.9
	Entrepreneur	21	13.5
	Others	12	7.8
Frequency of Staying in Green Hotels	1–2 times	68	43.9
	3–5 times	57	36.8
	>5 times	30	19.3

In this study, data analysis was conducted using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) technique, which is suitable for predictive research and complex models involving multiple constructs. The analysis was initiated with the evaluation of the measurement model (outer model) to assess the validity and reliability of the constructs. Convergent validity was examined through outer loading values (≥ 0.70) and Average Variance Extracted ($AVE \geq 0.50$), while discriminant validity was assessed using the Fornell–Larcker criterion and the Heterotrait–Monotrait Ratio (HTMT). Reliability was evaluated using Cronbach's Alpha and Composite Reliability, with threshold values above 0.70. After confirming that the measurement model met the required criteria, the analysis proceeded to the structural model (inner model) to test the relationships between variables and evaluate the proposed hypotheses.

Tabel 4. Result of Outer Model Test

Construct	Dimension	Indicator	LA	AVE	CR	CA
Green Hotel Loyalty (GHL)		GHL1	0.789	0.806	0.943	0.919
		GHL2	0.935			
		GHL3	0.918			
		GHL4	0.942			
Mindful Consumption	Awareness	MC1	0.833	0.730	0.967	0.963
		MC2	0.884			
		MC3	0.888			
	Caring	MC4	0.793			

		MC5	0.915			
		MC6	0.841			
		MC7	0.890			
		MC8	0.898			
		Temperance	MC9	0.754		
			MC10	0.867		
			MC11	0.817		
	Service Convenience (SC)	Access	SC1	0.838	0.671	0.957
			SC2	0.756		
		Transaction	SC3	0.902		
			SC4	0.830		
		Benefit	SC5	0.836		
			SC6	0.821		
		Post-benefit	SC7	0.723		
			SC8	0.857		
			SC9	0.820		
			SC10	0.815		
			SC11	0.798		
Social Influence (SI)	Interpersonal Influence	SI1	0.791	0.765	0.928	0.896
		SI2	0.957			
		SI3	0.783			
		SI4	0.953			

Source : Research Data

The results of the outer model evaluation indicate that all constructs meet the required criteria for validity and reliability. The loading factors of all indicators are above the recommended threshold of 0.70, confirming satisfactory convergent validity. In addition, the Average Variance Extracted (AVE) values for all constructs exceed 0.50, indicating that each construct explains more than half of the variance of its indicators. The reliability of the constructs is also well established, as shown by Cronbach's Alpha (CA) and Composite Reliability (CR) values exceeding 0.70. Notably, mindful consumption and service convenience demonstrate very high reliability, reflecting strong internal consistency among their indicators. Overall, these results confirm that the measurement model is valid and reliable, allowing further analysis of the structural model to be conducted.

Table 5. Desrminant Validity, Multicollinearity Issue and Goodness of fit Model Test

	Assessment	Indicator	Value	5% CI	95% CI	Criteria	Conclusion
Discriminant Validity (HTMT)	HTMT	MC ↔ GHL	0.268	0.152	0.380	< 0.90	Valid
	HTMT	SC ↔ GHL	0.109	0.083	0.216	< 0.90	Valid
	HTMT	SC ↔ MC	0.717	0.619	0.809	< 0.90	Valid
	HTMT	SI ↔ GHL	0.538	0.458	0.618	< 0.90	Valid
	HTMT	SI ↔ MC	0.355	0.209	0.504	< 0.90	Valid
	HTMT	SI ↔ SC	0.681	0.610	0.749	< 0.90	Valid
Collinearity (VIF)	VIF	MC → GHL	2.037	—	—	< 5	No issue
	VIF	SC → GHL	4.653	—	—	< 5	Acceptable
	VIF	SI → GHL	3.059	—	—	< 5	Acceptable
	VIF	SI × SC → GHL	3.423	—	—	< 5	Acceptable
	VIF	SI × MC → GHL	1.360	—	—	< 5	No issue
Model Fit & Predictive Power	R ²	GHL	0.591	—	—	> 0.50	Moderate–Strong
	Q ²	GHL	0.418	—	—	> 0	Predictive relevance
	SRMR	Model Fit	0.097	—	—	< 0.10	Good fit

Source : Research Data

The results of the structural model evaluation indicate that the model meets the required criteria for validity and reliability. The discriminant validity assessed using the HTMT ratio shows that all values are below the threshold of 0.90, with confidence intervals not exceeding 1.00, confirming that all constructs are distinct from one another. Furthermore, the collinearity test results demonstrate that all VIF values are below 5, indicating that there is no multicollinearity issue among the predictor variables. These findings suggest that the measurement and structural relationships in the model are statistically sound and free from redundancy among constructs.

In terms of model fit and predictive power, the R^2 value for green hotel loyalty is 0.591, indicating that the independent variables explain 59.1% of the variance in the dependent variable, which can be categorized as moderate to strong. The Q^2 value of 0.418 further confirms that the model has strong predictive relevance. Additionally, the SRMR value of 0.097 falls below the recommended threshold of 0.10, indicating an acceptable model fit. Overall, these results demonstrate that the proposed model is robust and suitable for hypothesis testing and further structural analysis.

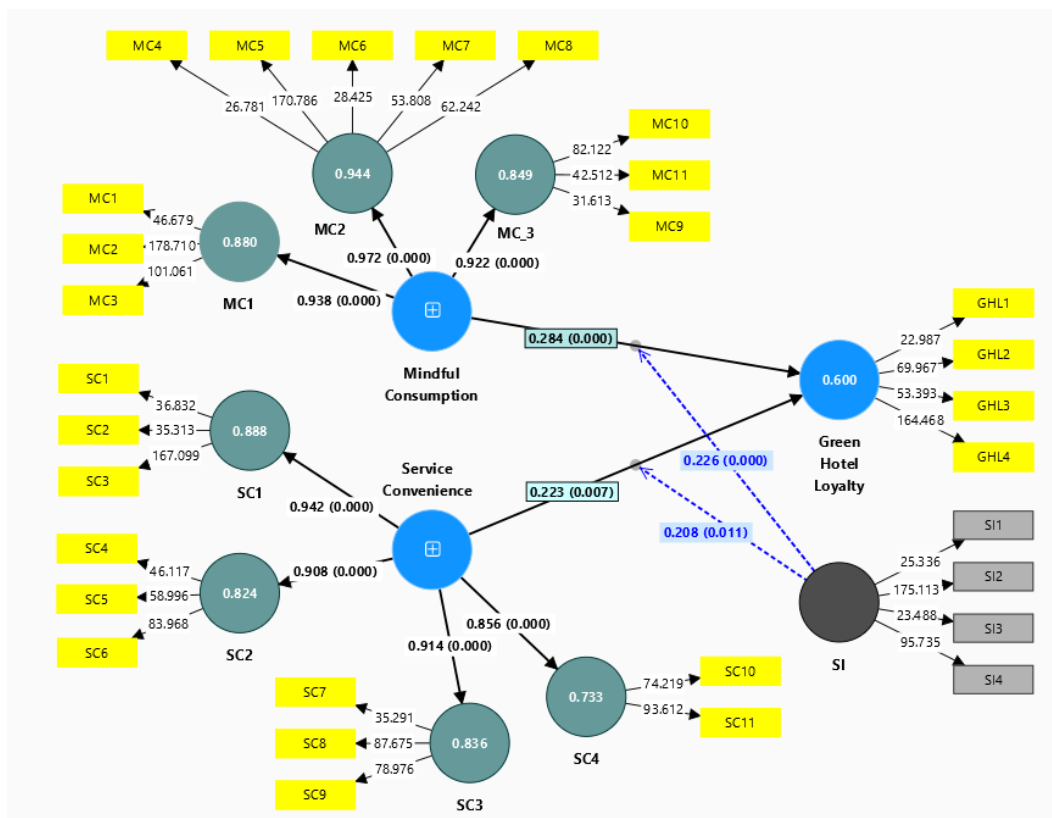


Figure 2. Result of Bootstrapping Estimation
Source : Output Smartpls

Table 6. Inner Model Test and Hypotesis Testing

No	Hypothesis	Relationship	Path Coefficient (β)	T- statistic	p- value	Result
H1	Mindful Consumption → Green Hotel Loyalty	MC → GHL	0.284	6.487	0.000	Supported
H2	Service Convenience → Green Hotel Loyalty	SC → GHL	0.223	2.474	0.007	Supported
H3	Social Influence → Green Hotel Loyalty	SI → GHL	-0.627	6.997	0.000	Supported (Negative)
H4	Social Influence moderates SC → GHL	SI × SC → GHL	0.208	2.278	0.011	Supported

Source : Research Data

Discussion

The main findings of this study indicate that mindful consumption and service convenience have a positive and significant effect on green hotel loyalty, while social influence strengthens the relationships between mindful consumption and green hotel loyalty as well as between service convenience and green hotel loyalty. These results suggest that both internal consumer values and service-related factors play an important role in shaping customer loyalty in green hotels, with social influence acting as a reinforcing mechanism that amplifies these relationships.

The positive effect of mindful consumption on green hotel loyalty confirms that environmental awareness plays a crucial role in shaping sustainable consumer behavior. Consumers who possess higher awareness of environmental issues tend to align their consumption decisions with their personal values, leading to stronger loyalty toward green hotels. This finding is consistent with Shrivastava and Gautam (2024), who found that environmentally aware consumers are more likely to choose green hotels, as their preferences reflect their sustainability values. Similarly, Ji et al. (2024) emphasized that mindful consumption significantly influences green purchase intentions, suggesting that awareness and ethical considerations drive consumers to choose environmentally friendly services. In this context, mindful consumption acts as a foundation for loyalty, as consumers are not only satisfied with the service but also feel that their choices contribute positively to the environment.

Furthermore, the findings are supported by research on pro-environmental behavior (PEB), which highlights the role of green attributes in shaping customer behavior. Tagiya and Mara (2024) found that hotels that emphasize environmentally friendly practices can enhance guests' pro-environmental behavior, which in turn strengthens their loyalty. This suggests that mindful consumption is closely related to behavioral outcomes, where consumers who are more environmentally conscious are more likely to develop long-term relationships with green hotels. In addition, generational differences also reinforce this relationship. Huong and Ai (2025) found that Generation Y consumers show a strong preference for eco-friendly accommodations, driven by their intention to adopt sustainable consumption practices. Similarly, Ohyver et al. (2025) highlighted that younger generations, including Millennials and Gen Z, are more willing to support green hotels and even pay more for sustainable services. Therefore, the positive relationship between mindful consumption and green hotel loyalty reflects broader changes in consumer behavior toward sustainability.

The results also show that service convenience has a positive and significant effect on green hotel loyalty, indicating that ease and efficiency remain important factors in the hospitality industry. This finding is consistent with Cong et al. (2025), who found that service quality, including responsiveness and ease of service, significantly influences customer satisfaction and loyalty in green hotels. Similarly, Tran and Le-Anh (2025) emphasized that perceived value derived from convenient and efficient services plays a crucial role in fostering

customer loyalty. In the context of green hotels, service convenience ensures that sustainability practices do not create additional difficulties for customers, thereby enhancing the overall experience.

However, the influence of service convenience appears to be less dominant compared to mindful consumption. This suggests that while convenience is important, it is not the primary factor driving loyalty in green hotels. This finding is supported by Tabatabaei and Beldona (2024), who found that consumers do not necessarily perceive eco-friendly hotels as inconvenient, indicating that sustainability does not conflict with convenience in the minds of consumers. Furthermore, Genç et al. (2025) found that the alignment between green practices and customer expectations plays a key role in shaping behavioral intentions. This implies that service convenience must complement sustainability practices rather than replace them. Therefore, while service convenience enhances customer experience, it works as a supporting factor alongside consumers' internal values.

An important contribution of this study is the moderating role of social influence in strengthening the relationship between mindful consumption and green hotel loyalty. The findings indicate that consumers who already have high environmental awareness are more likely to translate their values into loyal behavior when supported by social factors such as recommendations, peer opinions, and social norms. This is consistent with Suttharattanagul et al. (2025), who found that social influence strengthens the relationship between mindful consumption and green purchase intentions, particularly among younger consumers. Social influence provides validation and reinforces consumers' confidence in their decisions, making them more likely to choose and remain loyal to green hotels.

Similarly, social influence also strengthens the relationship between service convenience and green hotel loyalty. This finding suggests that the impact of convenient services on loyalty becomes stronger when supported by positive social feedback. Luong and Nguyen (2024) found that social media plays a significant role in shaping consumer perceptions and intentions toward green hotels. Positive reviews and recommendations can enhance perceived value and encourage customers to choose green hotels. In addition, Genç et al. (2025) found that satisfied customers are more likely to recommend green hotels to others, creating a cycle of positive social influence that reinforces loyalty. Therefore, social influence amplifies the effects of both internal values and service attributes on customer behavior.

The role of social influence is also closely related to generational characteristics. Younger consumers are more influenced by social media and peer recommendations, which significantly affect their decision-making processes (Ohyver et al., 2025). This indicates that social influence is particularly important in shaping the behavior of younger market segments, who rely heavily on digital platforms for information and validation. However, social influence must be supported by credible and authentic information. As highlighted by Tabatabaei and Beldona (2024), consumers may become skeptical if they perceive green marketing claims as misleading. Therefore, the effectiveness of social influence depends on the credibility of the information and the authenticity of sustainability practices.

From a managerial perspective, the findings of this study provide several important implications for green hotel operators. First, hotels should focus on enhancing mindful consumption among customers by increasing environmental awareness and promoting sustainable practices. This can be achieved through communication strategies that highlight the environmental benefits of staying in green hotels. Second, service convenience should be maintained and improved to ensure that sustainability initiatives do not reduce customer comfort. Providing efficient services, easy booking systems, and accessible information can enhance customer experience. Third, social influence should be leveraged through positive online reviews, social media engagement, and word-of-mouth marketing. Encouraging

satisfied customers to share their experiences can amplify the impact of both mindful consumption and service convenience on loyalty.

In conclusion, this study demonstrates that green hotel loyalty is influenced by a combination of internal values, service attributes, and social factors. Mindful consumption emerges as a key driver of loyalty, reflecting the importance of environmental awareness in shaping consumer behavior. Service convenience enhances the customer experience and supports loyalty formation, while social influence strengthens the relationships between these factors and loyalty. These findings provide valuable insights for understanding sustainable consumer behavior in the hospitality industry and highlight the importance of integrating sustainability, convenience, and social engagement in developing effective marketing strategies.

CONCLUSION

This study concludes that mindful consumption and service convenience play significant roles in shaping green hotel loyalty, while social influence strengthens these relationships. Mindful consumption emerges as a key driver of loyalty, indicating that consumers with higher environmental awareness and responsibility are more likely to develop strong commitment toward green hotels. This finding highlights the importance of aligning hotel practices with consumers' sustainability values to foster long-term relationships. In addition, service convenience also contributes positively to green hotel loyalty, suggesting that ease of access, efficiency, and user-friendly services remain essential in enhancing customer experience, even within environmentally oriented hospitality settings.

Furthermore, social influence is found to reinforce the effects of both mindful consumption and service convenience on loyalty. This indicates that recommendations, peer opinions, and social validation can amplify consumers' behavioral intentions, making them more confident in choosing and staying loyal to green hotels. Overall, this study emphasizes that green hotel loyalty is not driven by a single factor but rather by the integration of internal values, service quality, and social dynamics. Therefore, green hotel operators are encouraged to strengthen sustainability communication, maintain service efficiency, and leverage positive social influence to enhance customer loyalty in an increasingly competitive and environmentally conscious market.

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