



Green Horizons: Enhancing Customer Satisfaction through Quality Experiences, Mediated by Green Perceived Value and Green City Image in Kota Lebong Tourism, Bengkulu Province

Arum Laila Gandasari

Department of Management, Faculty of Economics and Business,
Universitas Bengkulu, Indonesia

Muhammad Yasser Iqbal Daulay

Department of Management, Faculty of Economics and Business,
Universitas Bengkulu, Indonesia

Article Info

Keyword:

Experience Quality, Green City Image, Green Perceived Value, Green Satisfaction, Ecotourism.

JEL Classification Code: M2, M31, Z33,

Corresponding author:

arumlailagandasari08@gmail.com

DOI: [10.24123/jeb.v5i1.6065](https://doi.org/10.24123/jeb.v5i1.6065)

Abstract

Purpose: The objective of this research is to comprehensively analyze the relationship between experience quality and customer green satisfaction, as well as to investigate the mediating roles of green city image and green perceived value in the context of environmentally friendly tourist destinations.

Method: This study employs a quantitative-explanatory approach with the population of focus being all visitors to tourist attractions in Lebong City, Bengkulu Province. The exact size of this population cannot be determined. The total sample size for this study is 360 respondents. And analysed using SEM-PLS.

Result: The result of this study reveals experience quality influence green satisfaction, green city image, and green perceived value. Also, both green city image and green perceived value mediated the relationship between experience quality on green satisfaction.

INTRODUCTION

The availability of natural resources in Indonesia, such as its strategically advantageous geographic location, vast and diverse territory, rich cultural heritage, culinary offerings, and exotic tourist attractions, serves as a distinct magnet for both domestic and international tourists. Furthermore, this sector significantly contributes to the Indonesian economy. According to data released by the Ministry of Tourism and Creative Economy (Kemenparekraf, 2023), the tourism sector contributed 2.24% to the national GDP in 2020, increased to 2.40% in 2021, and showed a substantial growth to 3.60% in 2022, with a projected increase to 4.10% in 2023. This is attributed to the tourism sector's ability to generate employment opportunities and facilitate significant economic turnover (Liu-Lastres et al., 2023). In efforts to minimize the negative impacts of the tourism sector, a focus on environmental concerns and sustainable concepts is crucial (Streimikiene et al., 2023; Rodriguez et al., 2020; Han, 2021). Given the current global environmental and economic conditions, sustainability has become one of the most pressing issues facing humanity. Concrete efforts to address these challenges involve the implementation of the Sustainable Development Goals (SDGs), a set of global targets established by the United Nations (UN) to be achieved by 2030 (UNDP, 2023). The SDGs aim for sustainable development across three main dimensions: social, economic, and environmental (UNDP, 2023). The concept of sustainability must be implemented in all human activities, including, and especially, in the tourism sector.

Efforts to realize an environmentally friendly tourism sector require a holistic integration related to the focus on implementing the Sustainable Development Goals (SDGs). SDG No. 14, concerning Life Below Water, and SDG No. 15, concerning Life on Land, underscore the importance of preserving the underwater and terrestrial ecosystems, which are the primary attractions of Indonesian tourism (UNDP, 2023). The current challenge faced by the tourism sector lies in stakeholders' inability to maintain the natural balance at tourist destinations. Issues include the use of environmentally unfriendly water transportation, underwater tourism activities that disregard ecosystems, poor waste management, the opening of tourism lands damaging ecosystems, and other activities with negative environmental impacts (Adewumi et al., 2019; Birendra et al., 2021; Chan et al., 2020). Furthermore, in the social context, these issues significantly affect the communities surrounding tourist zones. Contaminated water, pollution from poorly managed waste, deteriorating air quality due to the opening of tourism lands, and other related concerns (Generowicz et al., 2023; Chakraborty et al., 2021) highlight that tourist destinations should not only focus on profit but also consider social and environmental aspects.

The aforementioned phenomenon has been comprehensively elucidated within the framework of The Theory of Triple Bottom Line (Elkington, 1997). This concept holds strong relevance in the context of environmentally-based tourism in Indonesia. The Triple Bottom Line (TBL) assists in creating a sustainable tourism sector, wherein economic growth aligns with the well-being of local communities and the protection of the natural environment. It is also congruent with global efforts to achieve the Sustainable Development Goals (SDGs) in the tourism sector, maintaining the allure of Indonesian tourism for both domestic and international visitors while ensuring sustainability. Furthermore, the urgency of implementing sustainable concepts in the tourism sector lies in its ability to generate tourist satisfaction (Torabi et al., 2022; Pahrudin et al., 2022). Currently, tourists are increasingly focused on environmentally friendly activities (Gautam, 2020; Confente & Scarpi, 2021; Chow et al., 2019), as they perceive themselves contributing to the improvement of the environment. The satisfaction experienced by tourists is positively associated with various aspects, including positive recommendations to friends, family, and acquaintances, as well as a propensity to support sustainability principles, including conservation efforts and the reduction of negative environmental impacts (Chen et al., 2020; Rasoolimanesh et al., 2022).

The satisfaction experienced by tourists creates a tendency for them to revisit in the future (Lee et al., 2020). Furthermore, Lee et al. (2020) expounds in their research that this inclination is attributed to the positive and high-quality experiences they encounter during their visits to tourist destinations, such as connecting with beautiful nature, supporting sustainable practices, or engaging in environmentally friendly activities. High-quality experiences often generate lasting positive memories and reinforce environmental awareness (Al-Msallam, 2020). This triggers a sense of responsibility toward the environment and encourages participation in sustainable behaviors (Han, 2021). Thus, a high-quality experience in green tourism has the potential to influence the satisfaction of environmentally conscious customers and motivate tourists to play a more active role in preserving nature. This aligns with research conducted by Suhartanto et al. (2020), Rehman et al. (2023), and Hossain et al. (2023), which indicates that the quality of experience significantly and positively influences tourists' satisfaction with environmentally friendly tourist destinations (Customer Green Satisfaction).

Research examining the relationship between experience quality and customer green satisfaction does not consistently yield identical findings. Some prior studies, conducted by Moon & Han (2020), have elucidated divergent results. Moon & Han (2020) expounded that experience quality does not influence customer green satisfaction. They argued that tourists no longer solely focus on the quality of experiences they undergo; rather, their attention is more directed towards the extent to which a tourist destination supports sustainable environmental goals. Tourists evaluate whether the sustainable values of the tourist destination align with their own beliefs. To address the inconsistency gap in these studies, there is a need for a mediating variable capable of accommodating the relationship between experience quality and customer green satisfaction in environmentally friendly tourist destinations. The mediating variables employed in this study are green city image and green perceived value.

Experience quality is related to how individuals assess the products, services, or environments they encounter (Alnawas & Hemsley-Brown, 2019). High-quality experiences in various aspects such as transportation, public services, or tourist destinations can shape the image of a city (Lee, P., et al., 2020). Therefore, it is crucial for tourist destinations to provide attractions that focus on the environment. This is corroborated by previous research conducted by Akgunn et al. (2020) and Aliedan et al. (2021), indicating that experience quality significantly and positively influences green city image. In their studies, Akgunn et al. (2020) and Aliedan et al. (2021) explained that this is because positive experiences during visits to environmentally based tourist destinations can lead to tourist satisfaction. In this context, customer satisfaction reflects the extent to which tourists are satisfied with the sustainability practices implemented by the tourist destination (He et al., 2018). In other words, when tourists' expectations regarding the environmentally friendly image of a city are met or exceeded, satisfaction ensues. This relationship is also confirmed by previous research conducted by Dominguez-Quintero et al. (2020), indicating that green city image significantly and positively influences customer green satisfaction.

Positive experiences of tourists visiting environmentally friendly tourist attractions often awaken tourists' awareness of the importance of environmental conservation and provide a deeper understanding of the environmental values upheld by the tourist destination (He et al., 2018). Thus, experience quality can enhance green perceived value by influencing tourists to appreciate and support the sustainability principles implemented by the environmentally friendly tourist destination. This relationship is also corroborated by previous research by Suhartanto et al. (2020) and Tabaeian et al. (2023), indicating that experience quality significantly and positively influences green perceived value. Furthermore, visitors with high green perceived value believe that their visits have a positive impact on the environment and support sustainability principles (Wong et al., 2021). Wong et al. (2021) explained in their study that visitors who are satisfied with the tourist destination generally have positive experiences in terms of sustainability, such as waste minimization, the use of green energy, or conservation efforts. In other words, Green Perceived Value creates positive expectations related to sustainability, and if these expectations are met during the visit, visitors are likely to feel satisfied and happy. Customer Green Satisfaction is a key element in promoting environmentally friendly tourist attractions, creating awareness of environmental issues, and encouraging more sustainable behavior among visitors (Suhartanto et al., 2020). The higher the value perceived regarding sustainability, the more likely visitors are to be satisfied with their experiences and contribute positively to the tourist destination's positive image as a sustainable destination. This relationship is also confirmed by previous research conducted by Carvache-Franco et al. (2022) and González-Rodríguez et al. (2020), indicating that green perceived value significantly and positively influences customer green satisfaction.

The study related to environmentally friendly tourist attractions will focus on the tourist destination of Lebong city. This choice is motivated by the fact that Lebong city is recognized as an environmentally friendly city and serves as a representative case in the conference of the six Indonesia, Malaysia, Thailand Growth Triangle, which addresses plans for the development of green cities (Alexander, 2023). The objective of this research is to comprehensively analyze the relationship between experience quality and customer green satisfaction, as well as to investigate the mediating roles of green city image and green perceived value in the context of environmentally friendly tourist destinations. The novelty of this study lies in the utilization of green city image and green perceived value as mediating variables to accommodate the relationship between experience quality and customer green satisfaction. This is a relatively uncommon approach in previous research. Additionally, the use of Lebong city as a case study in the context of sustainability concepts has not been explored before. In alignment with these aspects, the implementation of The Theory of Triple Bottom Line is crucial in efforts to comprehend the research phenomenon, encompassing all the variables utilized in the study.

Experience Quality, Green City Image, dan Green Satisfaction

Experience quality refers to how individuals perceive and evaluate the products, services, or environment they encounter (Alnawas & Hemsley-Brown, 2019). A high-quality experience,

encompassing various aspects such as transportation and public services, can shape the city's image for the visitors (Lee et al., 2020). This aligns with research conducted by Akgunn et al. (2020), indicating that a positive and significant impact on city image is attributed to a good quality experience. In essence, a positive experience can shape a favorable perception of the city (Akgunn et al., 2020).

Currently, tourists are increasingly focusing on environmentally based tourism activities. Therefore, there is a need for the provision of environmentally based tourist attractions that can accommodate the enhancement of the quality of tourists' experiences. This is because a positive experience when visiting environmentally based tourist attractions can lead to tourist satisfaction, including the feeling that they have contributed to sustainable practices and have chosen a more environmentally friendly tourist destination (He et al., 2018). In their research, Dominguez-Quintero et al. (2020) affirm that high-quality experiences have a positive and significant impact on tourist satisfaction. The satisfaction of customers regarding environmentally based tourist attractions reflects the extent to which tourists are satisfied with the sustainability practices of these attractions (Dominguez-Quintero et al., 2020). Therefore, the hypotheses in this study are:

H1: Experience Quality significantly and positively influences Green Satisfaction.

H2: Experience Quality significantly and positively influences Green City Image.

H3: Green City Image significantly and positively influences Green Satisfaction.

H4: Green City Image mediates the relationship between Experience Quality and Green Satisfaction.

Experience Quality, Green Perceived Value, dan Green Satisfaction

Green perceived value when tourists visit environmentally based tourist attractions can lead to their satisfaction (He et al., 2018). This is due to the alignment between the positive experience quality perceived by tourists when visiting tourist attractions and the sustainability values they hold (He et al., 2018). Research conducted by Suhartanto et al. (2020) explains that good experience quality has a positive and significant impact on sustainability values for tourists. This is because when tourists have positive experiences, such as excellent service, easy access, and an environmentally friendly environment when visiting tourist attractions, it creates a positive impression about sustainability in their minds (Suhartanto et al., 2020).

Green perceived value held by tourists can instill confidence that the tourist attraction promotes sustainable practices, which, in turn, enhances their satisfaction and makes them feel they have positively impacted the surrounding environment (Wong et al., 2021). This is supported by research conducted by Carvache-Franco et al. (2022), explaining that sustainability values have a positive and significant impact on tourist satisfaction. When tourists perceive that the tourist attraction, they visit upholds sustainability values, such as responsible environmental practices, nature conservation, or efforts to reduce negative environmental impact, it creates a sense of satisfaction within them (Carvache-Franco et al., 2022). Therefore, the hypotheses in this research are:

H5: Experience Quality has a positive and significant impact on Green Perceived Value.

H6: Green Perceived Value has a positive and significant impact on Green Satisfaction.

H7: Green Perceived Value mediates the relationship between Experience Quality and Green Satisfaction.

RESEARCH METHODS

This study employs a quantitative-explanatory approach with the population of focus being all visitors to tourist attractions in Lebong City, Bengkulu Province. The exact size of this population cannot be determined. To establish the sample size, this research applies purposive sampling technique, referring to the formula outlined by Hair et al. (2019). This formula multiplies the number of variable categories by figures such as 5, 10, 15, and 20. Following this formula, the total sample size for this study is 360 respondents. Criteria for respondent selection include individuals residing in Bengkulu Province, aged at least 17 years, and having visited one of the tourist destinations in Lebong Regency, Bengkulu Province.

Data collection for this research utilizes an online questionnaire distributed through the Google Form platform, employing a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The data analysis method employed in this study consists of descriptive statistical analysis and Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis, assisted by SmartPLS 4 software. The SEM-PLS analysis comprises three stages: outer model analysis, inner model analysis, and hypothesis testing (Hair et al., 2019).

Table 1.
Definition Operational Variables

Variable	Indicator	Items	References
Experience Quality	<ol style="list-style-type: none"> 1. Immersion 2. Surprise 3. Fun 	<ol style="list-style-type: none"> 1. I was so captivated when visiting the city of Lebong that I could momentarily forget my troubles. 2. I feel that Lebong City is truly different from any other city I have visited. 3. I feel that time passes so quickly when visiting Lebong City. 4. The tourist destinations in Lebong City are truly special. 5. I am pleased with the tourist destinations in Lebong City. 	Lemke et al. (2011); Jin et al.(2015)
Green Perceived Value	<ol style="list-style-type: none"> 1. Environmental Value 2. Customer Expectation 3. Environmental Concern 4. Environmental Orientation 	<ol style="list-style-type: none"> 1. Overall, Lebong City demonstrates a strong environmental concern. 2. Visiting Lebong City can motivate me to actively participate in environmental conservation. 3. I visited Lebong City because it is environmentally friendly. 4. I feel that Lebong City is more environmentally friendly compared to other cities. 	Chen (2010); Zeithaml (1998)
Green City Image	<ol style="list-style-type: none"> 1. Environmental Commitment 2. Environmental Reputation 3. Environmental Performance 4. Environmental Concern 5. Environmental Promises 	<ol style="list-style-type: none"> 1. I feel that Lebong City is committed to creating an environmentally friendly city. 2. Lebong City participates in collaborative environmental conservation programs. 3. Lebong City is known for its initiatives in supporting environmental conservation. 4. Lebong City is recognized as a clean and green place, with well-maintained open spaces. 	Chen (2010)
Green Satisfaction	<ol style="list-style-type: none"> 1. Environmental Commitment 2. Environmental Performance 3. Environmental Friendly 4. Overall Satisfaction 	<ol style="list-style-type: none"> 1. The environmental conditions in Lebong City meet my expectations. 2. I am satisfied visiting Lebong City due to its commitment to environmental preservation. 3. Overall, I am satisfied with Lebong City because of the efforts made towards environmental conservation. 4. Considering all my experiences in Lebong City, my decision to visit this city was a wise one due to the environmental conservation efforts undertaken. 5. I am willing to revisit Lebong City because the city is environmentally friendly. 	Chen (2010); Oliver (1997); Jin et al.(2015)

The research framework formulated in this study shown on the Figure 1.

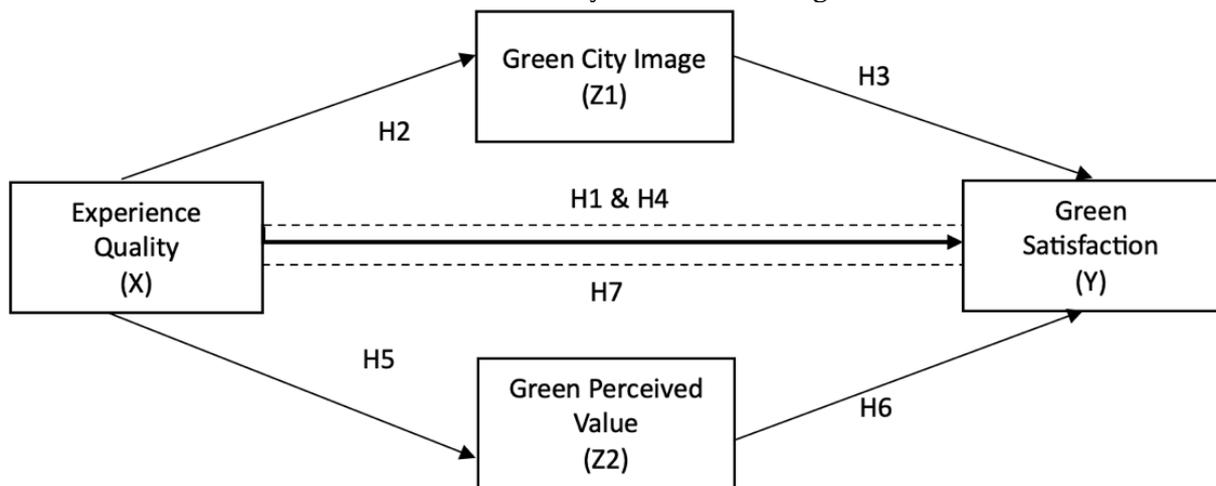


Figure 1.
Research Framework

The dots line shown in the Figure 1, represent the indirect effects experience quality, green city image, and green perceived value on green satisfaction. These indirect effects illustrate the interconnected nature of various elements that collectively shape the green perceived value.

RESULTS & DISCUSSION

Evaluation Model

The data analysis in this research employs SEM-PLS with the support of SmartPLS 4 software. The evaluation of the research model involves three stages: external model analysis, internal model analysis, and hypothesis testing on the research constructs. The external model analysis stage is utilized to examine the validity and reliability of latent variable constructs. Validity is measured based on the factor loading values, where indicator values are considered valid and high if the factor loading coefficient is > 0.6 . An additional requirement is that the factor loading values of other constructs must also exceed 0.6 on the variable to be measured. The figure 2, showcase the result of outer loading.

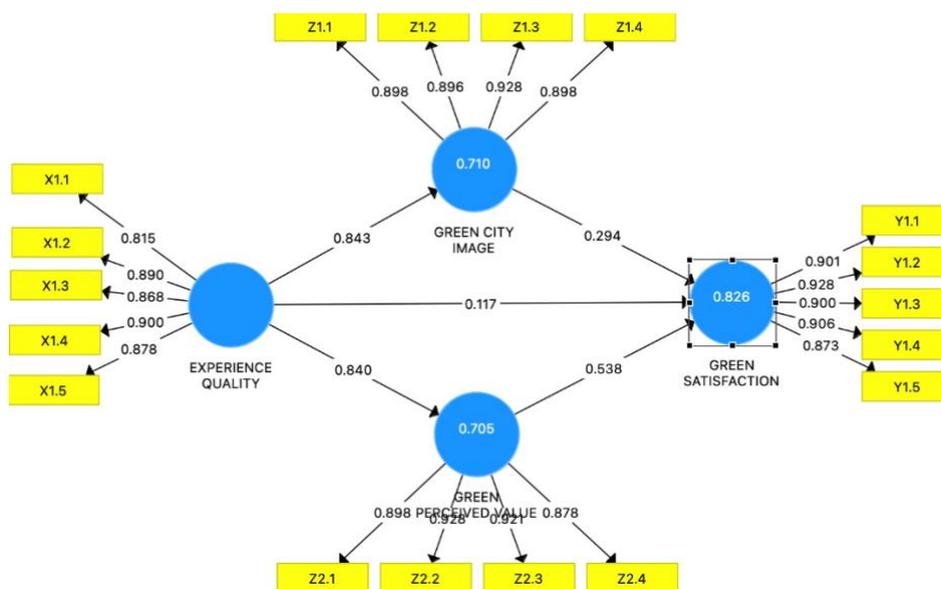


Figure 2.
Outer Loading Result

Table 1, indicates that the reflective measurement in this study achieves a high level of validity. This is evident from the correlation values of each item on all variable indicators, which have factor loading values > 0.60 with the measured constructs. Therefore, it can be concluded that all items in this study are valid and exhibit high correlations. The results of this validity test are further supported by the AVE (Average Variance Extracted) test results. Indicators in this study are considered valid if the AVE value is greater than 0.50, in accordance with the established guidelines (Hair et al., 2019; Ghozali and Latan, 2012). All variables in this study, such as service quality, product innovation, customer satisfaction, and customer loyalty, have AVE (Average Variance Extracted) values greater than 0.50, thus leading to the conclusion that these variables are considered valid.

Table 1.
Validity and Reliability

Variables	Items	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE	Interpretation
Experience Quality	X1.1	0.815	0.920	0.940	0.758	Valid
	X1.2	0.890				Valid
	X1.3	0.868				Valid
	X1.4	0.900				Valid
	X1.5	0.878				Valid
Green City Image	Z1.1	0.898	0.926	0.948	0.819	Valid
	Z1.2	0.896				Valid
	Z1.3	0.928				Valid
	Z1.4	0.898				Valid
Green Perceived Value	Z2.1	0.898	0.927	0.948	0.822	Valid
	Z2.2	0.928				Valid
	Z2.3	0.921				Valid
	Z2.4	0.878				Valid
Green Satisfaction	Y1.1	0.901	0.942	0.956	0.813	Valid
	Y1.2	0.928				Valid
	Y1.3	0.900				Valid
	Y1.4	0.906				Valid
	Y1.5	0.873				Valid

R-Squared

The obtained R-Square values for each latent dependent variable in the current testing scenario, evaluated using Smart PLS 4, are as follows:

Table 3.
R Square Result

	R Square	R Square Adjusted
Green City Image	0,710	0,709
Green Perceived Value	0,705	0,704
Green Satisfaction	0,826	0,824

In Table 3, the R-Square values are displayed for the variable Green City Image (Z1), Green Perceived Value (Z2) influenced by Experience Quality (X), with a value of 0.710 and 0.705. Additionally, for the variable Green Satisfaction (Y), influenced by Experience Quality (X), Green City Image (Z1), and Green Perceived Value (Z2), the R-Square value is reported as 0.826. These results signify that the variation in variable Z, influenced by variable X, accounts for 71% and 70,5%. And the variation in variable Y, influenced by variables X and both variables Z, accounts for 82.6%.

Hypotheses Testing

Hypothesis testing was conducted to determine the acceptance or rejection of hypotheses. The significance level for hypothesis testing was set at 5%, represented by a significance level of probability ($\alpha \leq 0.05$). Table 4 outlines the results, indicating that the significance values for the impact of Experience Quality (X) on Green Satisfaction (Y), Green City Image (Z1), and Green City Image (Z1) on Green Satisfaction (Y) are $0.048 < 0.05$ (H1); $0.000 < 0.05$ (H2); $0.000 < 0.05$ (H3), leading to the acceptance of H1, H2, and H3. The findings for the influence of Experience Quality (X) on Green Perceived Value (Z2) and Green Perceived Value (Z2) on Green Satisfaction (Y) are $0.000 < 0.05$ (H5); $0.000 < 0.05$ (H6), resulting in the acceptance of H5 and H6. Additionally, the mediation test results for Green City Image (Z1) and Green Perceived Value (Z2) indicate that both can serve as mediators in the relationship between Experience Quality and Green Satisfaction (H4: $p = 0.000 < 0.05$; H7: $p = 0.000 < 0.05$), confirming the acceptance of H4 and H7.

Table 4.
Hypotheses Testing Result

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Explanation
H1: X -> Y	0.117	0.119	0.059	1.982	0.048	significant
H2: X -> Z1	0.843	0.842	0.027	30.870	0.000	significant
H3: Z1 -> Y	0.294	0.293	0.060	4.868	0.000	significant
H4: X -> Z1 -> Y	0.248	0.246	0.049	5.030	0.000	significant
H5: X -> Z2	0.840	0.837	0.029	28.623	0.000	significant
H6: Z2 -> Y	0.538	0.535	0.057	0.375	0.000	significant
H7: X -> Z2 -> Y	0.452	0.448	0.052	8.654	0.000	significant

Experience Quality, Green City Image, Green Satisfaction

The result of this study reveals that Experience Quality has positive and significant influenced on Green Satisfaction. Moreover, it aligns with the principles of the Triple Bottom Line Theory, emphasizing the interconnectedness of economic, social, and environmental factors. Experience Quality, as identified in this research, positively and significantly influences both Green Satisfaction and Green City Image This result is in line with previous research conducted by He et al. (2018). Tourists can experience satisfaction by visiting environmentally based attractions because a positive encounter can foster the belief that they have actively contributed to sustainable practices, choosing a destination that prioritizes environmental friendliness (He et al., 2018). Supported by another researchers, Dominguez-Quintero et al. (2020) proclaimed that high-quality experiences unquestionably exert a positive and substantial influence on tourist satisfaction. This aligns with the social aspect of the Triple Bottom Line, emphasizing the importance of community well-being. The contentment of customers, particularly in the context of environmentally based tourist attractions, mirrors their satisfaction with the sustainability practices implemented at these attractions (Dominguez-Quintero et al., 2020).

On the other hand, Experience Quality also gives the positive impact on Green City Image. As it mentioned by Akgunn et al. (2020) to support this result. In essence, a positive experience can shape a favorable perception of the city, contributing significantly to its overall image. When individuals consistently enjoy high-quality experiences within a city, whether through excellent services, cultural offerings, or other positive aspects, it not only enhances their personal satisfaction but also fosters positive word-of-mouth recommendations (Akgunn et al., 2020). This positive narrative, shared by residents and visitors alike, can amplify the city's reputation, attracting more people and bolstering its image as an attractive and welcoming place. In light with this, the experience quality of the visitors will lead to the satisfaction and strengthening with Green City Image. Lee et al. (2020) explained that when visitors have positive and high-quality experiences,

especially in the context of environmentally conscious practices within the city, it not only contributes to their individual satisfaction but also actively contributes to the positive portrayal of the city as a Green City. Furthermore, the positive impact of Experience Quality on Green City Image, as discussed by Akgunn et al. (2020) and Lee et al. (2020), reflects the economic and environmental dimensions of the Triple Bottom Line. The alignment of positive experiences with green initiatives creates a synergistic effect, reinforcing the perception of the city as a sustainable and environmentally friendly destination (Lee et al., 2020).

Experience Quality, Green Perceived Value, Green Satisfaction

The result of this research showcase how the Green Perceived Value influenced Green Satisfaction. Strengthening by the previous research conducted by Wong et al. (2021) stated the perceived value of green principles by tourists can instill confidence that a tourist attraction is committed to promoting sustainable practices. This assurance, in turn, has a cascading effect, enhancing the tourists' overall satisfaction (Wong et al., 2021). This aligns with the principles of the Triple Bottom Line, contributing not only to individual satisfaction but also shaping sustainable practices and influencing the overall image of a city. Hence, the alignment of these factors reinforces the notion that tourists can actively contribute to and support sustainable initiatives through their travel choices, fostering a sense of responsibility and environmental stewardship.

The good experience quality could boost their green perceived value which could lead to tourist satisfaction. As it stated by Suhartanto et al. (2020) in their research, proclaimed that when tourists have positive experiences, such as excellent service, easy access, and an environmentally friendly environment when visiting tourist attractions, it creates a positive impression about sustainability in their minds. This favorable perception not only enhances their overall satisfaction but also cultivates a "green satisfaction" wherein visitors specifically appreciate and value the environmentally conscious aspects of their experience (Suhartanto et al., 2020). This underscores the interconnectedness of positive experiences, perceived value, and satisfaction, aligning with the principles of the Triple Bottom Line Theory in promoting responsible tourism practices and contributing to a positive narrative surrounding green tourism.

CONCLUSION

In conclusion, this study provides compelling evidence that Experience Quality significantly influences both Green Satisfaction and Green City Image. The findings are consistent with prior research which is collectively emphasizing the positive impact of high-quality experiences on satisfaction in the context of environmentally based attractions and cities. The research underscores the interconnectedness between positive experiences and their influence on tourists' perceptions of sustainability, contributing to their satisfaction and active support of environmentally friendly practices. Additionally, the study highlights the role of Green Perceived Value in shaping Green Satisfaction. The positive relationship between Experience Quality and Green Perceived Value indicates that a good experience quality can enhance tourists' confidence in the commitment of tourist attractions to sustainable practices.

Ultimately, this research contributes valuable insights into the intricate dynamics between experience quality, green perceived value, and tourist satisfaction. The implications extend beyond individual attractions to entire cities, emphasizing the need for destinations to prioritize environmentally conscious practices to enhance their image and satisfaction levels.

ACKNOWLEDGEMENT

I would like to express my deepest gratitude to everyone who played a role in the journey of creating this article. I want to extend my thanks to my guiding lecturer who provided valuable guidance, advice, and inspirational support throughout this process; their presence was instrumental in shaping the direction and substance of this article. Of course, inseparable from their crucial role is the support from my parents and family. This success would not have been possible without the involvement and full support from all parties. This achievement is the result

of your hard work and prayers. All of your assistance has turned this final project into not just a personal achievement but also a story of togetherness and irreplaceable support. May this article be beneficial and offer new insights to others while serving as a token of appreciation for the valuable contributions of every individual involved. Thanks to the readers who took the time to read this article. Once again, thanks to everyone who played a role in the success of this article.

REFERENCES

- Adewumi, I. B., Usui, R., & Funck, C. (2019). Perceptions of multiple stakeholders about environmental issues at a nature-based tourism destination: The case of Yakushima Island, Japan. *Environments*, 6(8), 93.
- Akgunn, A. E., Senturk, H. A., Keskin, H., & Onal, I. (2020). The relationships among nostalgic emotion, destination images and tourist behaviors: An empirical study of Istanbul. *Journal of Destination Marketing & Management*, 16, 100355
- Al-Msallam, S. (2020). The impact of tourists' emotions on satisfaction and destination loyalty—an integrative moderated mediation model: tourists' experience in Switzerland. *Journal of Hospitality and Tourism Insights*, 3(5), 509-528.
- Aliedan, M. M., Sobaih, A. E. E., & Elshaer, I. A. (2021). Influence of cities-based entertainment on tourist satisfaction: Mediating roles of destination image and experience quality. *Sustainability*, 13(19), 11086.
- Alnawas, I., & Hemsley-Brown, J. (2019). Examining the key dimensions of customer experience quality in the hotel industry. *Journal of Hospitality Marketing & Management*, 28(7), 833-861.
- Artmann, M., Kohler, M., Meinel, G., Gan, J., & Ioja, I. C. (2019). How smart growth and green infrastructure can mutually support each other—A conceptual framework for compact and green cities. *Ecological Indicators*, 96, 10-22.
- Birendra, K. C., Dhungana, A., & Dangi, T. B. (2021). Tourism and the sustainable development goals: Stakeholders' perspectives from Nepal. *Tourism Management Perspectives*, 38, 100822.
- Carvache-Franco, M., Alvarez-Risco, A., Carvache-Franco, O., Carvache-Franco, W., Estrada-Merino, A., & Villalobos-Alvarez, D. (2022). Perceived value and its influence on satisfaction and loyalty in a coastal city: a study from Lima, Peru. *Journal of Policy Research in Tourism, Leisure and Events*, 14(2), 115-130.
- Cerri, J., Testa, F., & Rizzi, F. (2018). The more I care, the less I will listen to you: How information, environmental concern and ethical production influence consumers' attitudes and the purchasing of sustainable products. *Journal of Cleaner Production*, 175, 343-353.
- Chakraborty, B., Roy, S., Bera, A., Adhikary, P. P., Bera, B., Sengupta, D., & Shit, P. K. (2021). Cleaning the river Damodar (India): impact of COVID-19 lockdown on water quality and future rejuvenation strategies. *Environment, Development and Sustainability*, 23, 11975-11989.
- Chan, C. S., Nozu, K., & Cheung, T. O. L. (2020). Tourism and natural disaster management process: perception of tourism stakeholders in the case of Kumamoto earthquake in Japan. *Current Issues in Tourism*, 23(15), 1864-1885.
- Chang, H. T. (2018). Green City Vision, Strategy, and Planning. *Green City Planning and Practices in Asian Cities: Sustainable Development and Smart Growth in Urban Environments*, 19-38.
- Chen, X., Cheng, Z. F., & Kim, G. B. (2020). Make it memorable: Tourism experience, fun, recommendation and revisit intentions of Chinese outbound tourists. *Sustainability*, 12(5), 1904.
- Chen, Y.-S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307–319
- Chow, A. S., Ma, A. T., Wong, G. K., Lam, T. W., & Cheung, L. T. (2019). The impacts of place attachment on environmentally responsible behavioral intention and satisfaction of Chinese nature-based tourists. *Sustainability*, 11(20), 5585.

- Confente, I., & Scarpi, D. (2021). Achieving environmentally responsible behavior for tourists and residents: A norm activation theory perspective. *Journal of Travel Research*, 60(6), 1196-1212.
- Domínguez-Quintero, A. M., González-Rodríguez, M. R., & Paddison, B. (2020). The mediating role of experience quality on authenticity and satisfaction in the context of cultural-heritage tourism. *Current Issues in Tourism*, 23(2), 248-260.
- Elkington, J. (1997). The triple bottom line. *Environmental management: Readings and cases*, 2, 49-66.
- Elkington, J. (1998). Partnerships from cannibals with forks: The triple bottom line of 21st-century business. *Environmental quality management*, 8(1), 37-51.
- Gautam, V. (2020). Examining environmental friendly behaviors of tourists towards sustainable development. *Journal of Environmental Management*, 276, 111292.
- Gelderman, C. J., Schijns, J., Lambrechts, W., & Vijgen, S. (2021). Green marketing as an environmental practice: The impact on green satisfaction and green loyalty in a business-to-business context. *Business strategy and the environment*, 30(4), 2061-2076.
- Generowicz, A., Gronba-Chyła, A., Kulczycka, J., Harazin, P., Gaska, K., Ciuła, J., & Ocioń, P. (2023). Life Cycle Assessment for the environmental impact assessment of a city's cleaning system. The case of Cracow (Poland). *Journal of Cleaner Production*, 382, 135184.
- González-Rodríguez, M. R., Domínguez-Quintero, A. M., & Paddison, B. (2020). The direct and indirect influence of experience quality on satisfaction: the importance of emotions. *Current Issues in Tourism*, 23(22), 2779-2797.
- Hair, J. F., Page, M., & Brunsveld, N. (2019). *The Essentials of Business Research Methods* (Fourth edition). London: Routledge.
- Han, H. (2021). Consumer behavior and environmental sustainability in tourism and hospitality: A review of theories, concepts, and latest research. *Journal of Sustainable Tourism*, 29(7), 1021-1042.
- Han, H. (2021). Consumer behavior and environmental sustainability in tourism and hospitality: A review of theories, concepts, and latest research. *Journal of Sustainable Tourism*, 29(7), 1021-1042.
- He, X., Hu, D., Swanson, S. R., Su, L., & Chen, X. (2018). Destination perceptions, relationship quality, and tourist environmentally responsible behavior. *Tourism management perspectives*, 28, 93-104.
- Hossain, M. S., Hossain, M. A., Al Masud, A., Islam, K. Z., Mostafa, M. G., & Hossain, M. T. (2023). The integrated power of gastronomic experience quality and accommodation experience to build tourists' satisfaction, revisit intention, and word-of-mouth intention. *Journal of Quality Assurance in Hospitality & Tourism*, 1-27.
- Jin, N. P., Lee, S., & Lee, H. (2015). The effect of experience quality on perceived value, satisfaction, image and behavioral intention of water park patrons: New versus repeat visitors. *International Journal of Tourism Research*, 17(1), 82-95
- Jokkala, S. (2023). An authentic overnight experience: What does glamping look like from the perspective of foreign luxury tourist visiting Finland?.
- Lee, P., Hunter, W. C., & Chung, N. (2020). Smart tourism city: Developments and transformations. *Sustainability*, 12(10), 3958.
- Lee, S., Jeong, E., & Qu, K. (2020). Exploring theme park visitors' experience on satisfaction and revisit intention: A utilization of experience economy model. *Journal of Quality Assurance in Hospitality & Tourism*, 21(4), 474-497.
- Lemke, F., Clark, M., & Wilson, H. (2011). Customer experience quality: An exploration in business and consumer contexts using repertory grid technique. *Journal of the Academy of Marketing Science*, 39(6), 846-869
- Liu-Lastres, B., Wen, H., & Huang, W. J. (2023). A reflection on the Great Resignation in the hospitality and tourism industry. *International Journal of Contemporary Hospitality Management*, 35(1), 235-249.

- Mercadé Melé, P., Molina Gómez, J., & Sousa, M. J. (2020). Influence of sustainability practices and green image on the re-visit intention of small and medium-size towns. *Sustainability*, 12(3), 930.
- Moon, H.; Han, H. Destination attributes influencing Chinese travelers' perceptions of experience quality and intentions for island tourism: A case of Jeju Island. *Tour. Manag. Perspect.* 2018, 28, 71–82.
- Nadeem, W., Tan, T. M., Tajvidi, M., & Hajli, N. (2021). How do experiences enhance brand relationship performance and value co-creation in social commerce? The role of consumer engagement and self brand-connection. *Technological Forecasting and Social Change*, 171, 120952
- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. Irwin/ McGraw-Hill.
- Pahrudin, P., Liu, L. W., & Li, S. Y. (2022). What is the role of tourism management and marketing toward sustainable tourism? A bibliometric analysis approach. *Sustainability*, 14(7), 4226.
- Rasoolimanesh, S. M., Seyfi, S., Rather, R. A., & Hall, C. M. (2022). Investigating the mediating role of visitor satisfaction in the relationship between memorable tourism experiences and behavioral intentions in heritage tourism context. *Tourism Review*, 77(2), 687-709.
- Rehman, A. U., Abbas, M., Abbasi, F. A., & Khan, S. (2023). How tourist experience quality, perceived price reasonableness and regenerative tourism involvement influence tourist satisfaction: A study of Ha'il Region, Saudi Arabia. *Sustainability*, 15(2), 1340.
- Rodríguez, C., Florido, C., & Jacob, M. (2020). Circular economy contributions to the tourism sector: A critical literature review. *Sustainability*, 12(11), 4338.
- Streimikiene, D., Svagzdiene, B., Jasinskas, E., & Simanavicius, A. (2021). Sustainable tourism development and competitiveness: The systematic literature review. *Sustainable development*, 29(1), 259-271.
- Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, N. N. (2020). Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation. *Current Issues in Tourism*, 23(7), 867-879.
- Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, N. N. (2020). Tourist loyalty in creative tourism: the role of experience quality, value, satisfaction, and motivation. *Current Issues in Tourism*, 23(7), 867-879.
- Tabaeian, R. A., Yazdi, A., Mokhtari, N., & Khoshfetrat, A. (2023). Host-tourist interaction, revisit intention and memorable tourism experience through relationship quality and perceived service quality in ecotourism. *Journal of Ecotourism*, 22(3), 406-429.
- Torabi, Z. A., Shalbafian, A. A., Allam, Z., Ghaderi, Z., Murgante, B., & Khavarian-Garmsir, A. R. (2022). Enhancing memorable experiences, tourist satisfaction, and revisit intention through smart tourism technologies. *Sustainability*, 14(5), 2721.
- Wong, I. A., Ruan, W. J., Cai, X., & Huang, G. I. (2021). Green-Induced tourist equity: the cross-level effect of regional environmental performance. *Journal of Sustainable Tourism*, 29(7), 1043-1062.
- Woo, E., & Kim, Y. G. (2019). Consumer attitudes and buying behavior for green food products: From the aspect of green perceived value (GPV). *British Food Journal*, 121(2), 320-332.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22