

PERCEIVED GREEN VALUE AND REVISIT INTENTION TOWARD GREEN HOTELS: THE ROLES OF GREEN SATISFACTION AND GREEN TRUST

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ABSTRACT

Against the backdrop of growing sustainable consumption, green hotels are emerging as a service option capable of generating competitive differentiation. In Vietnam, however, the mechanism through which post-experience psychological states—particularly perceived green value, green satisfaction, and green trust—shape customers’ revisit intention toward green hotels has not yet been sufficiently clarified. This paper aims to explicate the mechanism through which perceived green value, green satisfaction, and green trust influence revisit intention toward green hotels, while also proposing managerial implications for green hotel businesses in Vietnam. Drawing on the Stimulus–Organism–Response (S–O–R) framework as an analytical lens, the paper synthesizes prior studies to explain how perceived green value (S) influences green satisfaction and green trust (O), which in turn foster revisit intention (R). The analysis suggests that green practices do not automatically lead to repeat patronage unless they are translated into perceived customer value, satisfactory service experiences, and credible trust-building signals. On this basis, the paper proposes managerial measures related to service design, quality management, transparent communication, and customer segmentation in order to strengthen revisit intention toward green hotels in Vietnam.

Keywords: Perceived green value, green satisfaction, green trust, revisit intention, green hotels.

1. INTRODUCTION

Amid the transition toward a green economy and sustainable development, Vietnam’s tourism and hospitality industry has increasingly emphasized environmentally friendly practices in order to respond to market expectations and enhance competitiveness. However, the “green” attributes of accommodation services are inherently difficult for customers to verify before actual consumption. This creates room for skepticism, perceived risk, and concerns about greenwashing.

Recent studies indicate that revisit intention toward green hotels is strongly influenced by customers’ value evaluations and psychological states, particularly satisfaction and trust. Nevertheless, the extant literature remains fragmented across green practices, green image, and green service quality, without offering a sufficiently coherent mechanism that foregrounds the value–satisfaction–trust–intention chain in the Vietnamese context.

Because perceived value is typically formed after customers have experienced the service, the most appropriate outcome variable in this context is revisit intention—namely, the intention to choose the same green hotel again—and, more broadly, loyalty toward green hotels. Accordingly, this paper seeks to clarify how perceived green value, green satisfaction, and green trust interact to shape revisit intention toward green hotels.

To achieve this objective, the paper employs the Stimulus–Organism–Response (S–O–R) framework as an analytical lens to systematize evidence from prior studies, whereby perceived green value functions as the stimulus (S), green satisfaction and green trust represent the organismic states (O), and revisit intention constitutes the behavioral response (R). On this basis, the paper synthesizes key arguments and proposes managerial implications for green hotel businesses in Vietnam.

Research gap and objectives. Although prior studies have reported the roles of perceived value, satisfaction, and trust in shaping revisit intention/loyalty toward green hotels, the evidence remains fragmented across multiple streams (e.g., green practices, green image, green service quality, certification/ecolabel, website quality, and greenwashing). Moreover, many conceptual papers still lack a transparent and traceable review protocol, which increases vulnerability to selection bias. Therefore, this paper aims to: systematically synthesize empirical evidence on the post-experience mechanism linking perceived green value (PGV), green satisfaction (GS), and green trust (GT) to revisit intention/loyalty in green hotels; develop an S–O–R-based analytical framework grounded in this synthesis; and translate the synthesized evidence into actionable managerial measures for green hotel businesses in Vietnam.

The paper's contribution lies in strengthening methodological transparency by reporting a PRISMA-guided screening process and in providing a thematic synthesis that maps scattered findings into a coherent value–satisfaction–trust–revisit mechanism, thereby supporting more evidence-informed managerial recommendations in the Vietnamese context.

2. LITERATURE REVIEW

2.1. Green hotels and consumer green behavior in accommodation services

Green hotels are generally understood as accommodation establishments that adopt a system of managerial policies and practices designed to reduce negative environmental impacts throughout the service life cycle—from design and procurement to operation, service delivery, and waste treatment—while still ensuring core service quality and customer experience. Thus, a green hotel should be understood not merely as a promotional claim, but as an operational model associated with environmental responsibility, efficient resource use, and sustainable service provision [1]–[4].

From the customer's perspective, a green hotel is a bundle of service attributes that includes both tangible elements (space, amenities, and facilities) and intangible elements (service processes, staff attitudes, and reliability), many of whose green attributes are difficult to verify before the stay. As a result, green consumer behavior in accommodation services has several distinctive features: decisions are often made under information asymmetry, perceived risk may be relatively high, and customers tend to rely on signals such as certifications, environmental communication, reviews, and prior experiences [5]–[9].

In summary, within accommodation services, “green” does not automatically lead to customer choice if it exists only as a claim. The effectiveness of green hotels depends on their ability to convert green practices into perceived green value, create satisfactory service experiences, and, above all, reinforce trust through transparency and operational consistency [5], [6], [10].

Table 1. Green standards/certifications as signals in the Vietnamese hotel context (author's source).

Standard / certification	Signal conveyed to customers	Practical evidence to display
ASEAN Green Hotel Standard	Regional green-hotel compliance; baseline environmental performance	Certificate/logo; audited criteria summary; key practices in operations
Vietnam 'Green Lotus' eco-label (if applicable)	National eco-label; locally recognized 'green' credibility	Eco-label proof; VNAT/authority reference; transparent practice checklist
ISO 14001 (Environmental Management System)	Systematic environmental management capability	ISO certificate; EMS policy highlights; targets & monitoring indicators
LEED / EDGE (green building)	Green building performance (energy/water/materials)	Building certification; energy/water savings indicators; facility-level evidence
Green Key / Green Globe / EarthCheck	International third-party sustainability verification	Certification badge; audit cycle; sustainability report snippets

Vietnam context: green standards/certifications as credibility signals.

In the Vietnamese green hotel market, customers may face limited pre-stay verifiability of a hotel's 'greenness'. Accordingly, standards and certifications can function as credibility signals that reduce information asymmetry and support green trust formation. Table 1 summarizes common green-related standards/certifications relevant to hotels and how they can be used as signals in practice.

2.2. The S–O–R framework for explaining green hotel choice behavior from a qualitative research perspective

The S–O–R framework has been widely used to explain how environmental stimuli in a consumption setting affect individuals' internal psychological states and, consequently, shape behavioral responses. In the context of green hotels, this framework is especially suitable because customers often make decisions under conditions of information asymmetry: they cannot fully verify the hotel's operational "greenness" prior to actual use, and their judgments are therefore formed through the interpretation of cues, experiences, and perceived value [11]–[12].

Recent review evidence on green loyalty further identifies perceived value, satisfaction, and trust as recurrent mechanisms linking green initiatives to loyalty-related outcomes [13]. Consistent with this synthesis, green marketing practices have been shown to strengthen green satisfaction and loyalty [14]; emotional attachment and green consciousness can shape loyalty toward green service settings [15]; hotel sustainability practices reinforce attitudinal loyalty [16]; satisfaction and brand trust are important antecedents of behavioral loyalty in hospitality [17]; and broader sustainability research connects pro-environmental orientation with green purchase intention and green brand loyalty [18].

From a qualitative research perspective, the S–O–R framework can serve as an analytical lens for organizing interview and observational data into three layers: (i) the stimuli that customers recognize when encountering green hotels; (ii) the ways customers interpret those stimuli and form evaluative states such as green satisfaction and green trust; and (iii) the intended responses that follow, including intention to choose, revisit, or recommend the hotel. This perspective is particularly useful for identifying the mechanism through which green value is formed and translated into future behavioral intention.

At the Stimulus (S) layer, the analysis focuses on the cues and touchpoints customers use to infer a hotel's "greenness," including tangible signals such as transparency displays and certifications, service-interaction signals such as staff behavior and green operating procedures, and social signals such as online reviews. At the Organism (O) layer, green

satisfaction reflects the extent to which green elements are integrated into an overall satisfactory stay experience, whereas green trust refers to customers' confidence that the hotel's environmental commitments are genuine and credible. At the Response (R) layer, revisit intention captures the customer's willingness to return to, or choose again, a green hotel in future stays.

Overall, the S–O–R framework functions as an interpretive lens that clarifies how customers move from green cues and service experiences to perceived green value, then to green satisfaction and green trust, and ultimately to revisit intention.

2.3. Analytical framework and research method

2.3.1. Analytical framework

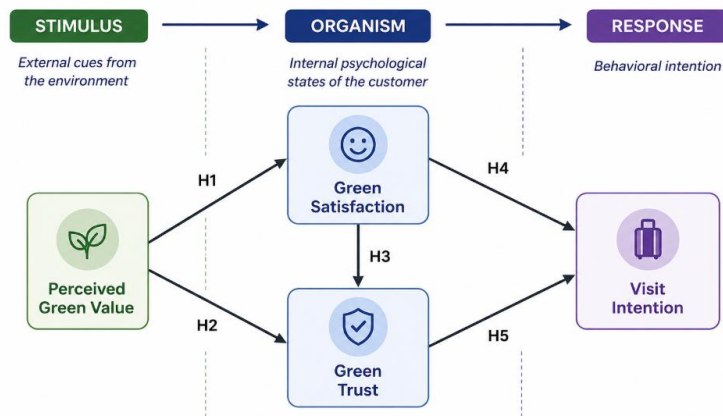


Figure 1. Proposed analytical framework S–O–R. Source: own research.

Based on the literature review and the qualitatively oriented S–O–R framework, this paper proposes a conceptual model to explain the mechanism shaping customers' revisit intention toward green hotels in Vietnam. Within this model, perceived green value (PGV) is treated as the stimulus formed through customers' exposure to and interpretation of green cues along the service journey, including operational evidence, green facilities, communication, and service interactions. Green satisfaction (GS) and green trust (GT) represent the organismic states that arise after customers evaluate the compatibility between environmental practices and overall service quality. Revisit intention (RI) is positioned as the behavioral response that reflects the likelihood of choosing the same green hotel again in the future.

2.3.2. Research method

Research method (PRISMA-guided SLR). This paper follows the PRISMA 2020 logic to enhance transparency and traceability in literature synthesis. Two databases were used: ScienceDirect and EBSCO. The initial search yielded 620 records (ScienceDirect: 325; EBSCO: 295). After removing 4 duplicates (by DOI or Title+Year), 616 unique records remained for title–abstract screening. At this stage, 521 records were excluded for insufficient relevance to the green hotel/revisit/loyalty scope, leaving 95 records for eligibility assessment (metadata–abstract review with a full-text logic). After eligibility review, 23 records were excluded due to context mismatch or insufficient focus on green-hotel loyalty mechanisms. The final corpus included 53 core studies for in-depth synthesis and 19 supporting studies for contextual grounding. The inclusion/exclusion criteria prioritized: hotel/ hospitality/ accommodation context; explicit green/ sustainability/ environmental/ CSR component; and outcome or mechanisms linked to revisit intention/loyalty/behavioral intention/ WOM or close

antecedents (trust, satisfaction, perceived value, green image, service quality, certification/ecolabel, greenwashing).

Table 2. PRISMA data filtering table (author's source).

Stage	N
Records identified (ScienceDirect)	325
Records identified (EBSCO)	295
Total before deduplication	620
Duplicates removed	4
Records screened (title–abstract)	616
Excluded at screening	521
Eligibility assessed	95
Excluded at eligibility	23
Included core studies	53
Included support studies	19

3. SYNTHESIZED ANALYSIS OF PRIOR STUDIES AND PROPOSED MANAGERIAL IMPLICATIONS

3.1. Synthesizing the mechanism under the S–O–R framework

The synthesis suggests that green hotel choice behavior can be plausibly explained through the S–O–R chain, in which “green” does not automatically generate revisit intention if it remains merely a communication claim. Customers form perceived green value through concrete cues and lived experiences; when the offering is judged as worthwhile, they are more likely to develop green satisfaction and build green trust on the basis of consistency between environmental commitments and actual service delivery.

Thematic synthesis from the core corpus. The PRISMA-based SLR indicates that the most recurrent mechanisms cluster around green practices, green image, green trust, green satisfaction, perceived value, website quality, certification/ecolabel, greenwashing, and CSR authenticity/credibility. Building on these patterns, four themes emerge: a ‘practices → value/satisfaction/trust → revisit/loyalty’ chain, where green practices rarely translate into retention without being converted into perceived value and satisfactory experiences; a signaling pathway (certification, ecolabel, website quality, credibility/authenticity) that helps customers interpret hotel ‘greenness’ under information asymmetry; greenwashing as a negative driver that can disrupt trust and weaken revisit intention; and boundary conditions by customer segments (generation, prior green experience, domestic vs. international) that moderate the strength of PGV–GS–GT effects on revisit intention.

A central insight concerns the role of green trust as a mechanism for reducing perceived risk in settings where “greenness” is difficult to verify before the stay. Transparency and operational evidence, together with the way employees communicate and behave, function as authenticity signals that reinforce trust. At the same time, green satisfaction is closely tied to core service quality: environmentally friendly practices are more likely to generate favorable responses when they are embedded in a service experience that remains convenient, comfortable, and reliable.

3.2. Proposed managerial measures to foster revisit intention toward green hotels

Based on the S–O–R framework and the qualitative analytical orientation of the paper, the synthesized arguments can be translated into managerial implications that help convert green practices into perceived green value, thereby enhancing green satisfaction, strengthening green trust, and ultimately fostering revisit intention toward green hotels.

First, hotels need to translate “green” into concrete customer benefits in order to enhance perceived green value (PGV). Customers are more likely to evaluate green offerings positively when they can observe clear benefits associated with the stay experience, such as clean and well-ventilated spaces, convenient alternatives to disposable items, and resource-saving procedures that do not reduce comfort. This helps prevent green practices from being perceived merely as cost-cutting measures.

Second, managing core service quality is a foundational condition for green satisfaction (GS). Customers continue to prioritize basic service attributes such as cleanliness, comfort, safety, staff attitude, and problem-solving ability. Green programs should therefore be integrated in ways that are appropriate and unobtrusive, so that customers do not feel that service benefits are being reduced in the name of environmental protection.

Third, transparency and evidence are direct mechanisms for building green trust (GT). Trust is strengthened when customers can observe consistency between environmental messages and day-to-day operations, including certifications and standards, information on energy and water saving, waste sorting, green procurement, and other operational details that signal authenticity.

Fourth, green communication is effective when it focuses on value and evidence rather than slogans. Green messages should directly address what benefits customers receive, whether any inconvenience is involved, what the hotel is actually doing, and to what extent. Exaggerated communication or claims unsupported by evidence can easily undermine trust and intensify concerns about greenwashing.

Fifth, employees are key agents in translating green practices into customer experience. Training staff in both green operations and appropriate communication—concise, respectful, non-imposing, and responsive to customer needs—can reduce experiential friction and strengthen trust.

Sixth, hotels need to segment customers and personalize their green offerings. Price-sensitive and comfort-oriented guests require clear personal benefits and minimal inconvenience, whereas sustainability-oriented guests often expect greater transparency and more participatory experiences. Segment-appropriate service design can therefore optimize both perceived value and trust across different customer groups.

4. DISCUSSION AND FUTURE RESEARCH DIRECTIONS

4.1. Contributions and practical implications

In theoretical terms, this paper provides a qualitative interpretive framework grounded in the S–O–R model to identify the touchpoints and mechanisms that shape customers’ revisit intention toward green hotels. In practical terms, the findings suggest that “green” should be operationalized as an integral part of service quality, where perceived value, satisfaction, and trust are not treated as separate outcomes but as an interrelated mechanism leading to repeat patronage.

4.2. Limitations

This paper is conceptual and has not yet been empirically tested; therefore, the proposed relationships remain theoretical. The model focuses on perceived green value, green satisfaction, green trust, and revisit intention, but it does not fully capture contextual factors such as price, prior green-stay experience, environmental concern, or demographic differences that may condition customer responses.

4.3. Future research

Future studies may: empirically validate the proposed model using SEM or PLS-SEM with larger samples in order to estimate effect sizes and test mediation or moderation effects; compare customer segments such as domestic versus international tourists, business versus leisure travelers, age groups, and levels of price sensitivity in order to clarify the boundary conditions of the model; and incorporate additional variables such as green image, willingness to pay, green skepticism, or perceived inconvenience to enrich the explanation in the Vietnamese hospitality context.

Operationalization guidance. Because the proposed framework is conceptual, future studies should explicitly operationalize key constructs using validated scales adapted to the Vietnamese context. Perceived green value can be measured as customers' evaluation of 'worth/benefit versus cost' in green hotel stays (functional, emotional, social, and environmental value facets). Green satisfaction should capture satisfaction with both core service quality and the 'green-but-not-inconvenient' experience. Green trust should reflect perceived authenticity, transparency, and consistency of environmental commitments. Revisit intention can be measured via intention to return, to choose the same hotel again, and to recommend. Researchers may test parallel or sequential mediation via GS and GT using SEM/PLS-SEM and consider multi-group analysis across segments (e.g., domestic vs. international; experience levels).

4.4. Conclusion

This paper proposes and interprets an S–O–R-based conceptual framework to explain revisit intention toward green hotels. The synthesis clarifies that customers' intention to return to green hotels depends on the ability of hotel businesses to convert green practices into perceived green value, create satisfactory service experiences, and, most importantly, reinforce green trust through transparency and consistency. Accordingly, green development in the hotel sector should be approached not merely as an operational or communication strategy, but as a value-creation and trust-building strategy capable of supporting long-term customer relationships.

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