

Determining Green Practices Through the Use of Self-Service Technology (SST): Service Quality, Satisfaction, Loyalty and Behavioral Intention in the Green Hotel Industry.

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ABSTRACT

Service quality has been a topic of extensive inquiry for decades. Self-service technology (SST) has emerged which has profound effects on the way customers interact with green hotels in creating positive service outcomes i.e., customer satisfaction, loyalty, and behavioral intentions. This paper aims to link customer use of technology to the green hotel industry in Malaysia. The research focuses on how green hotels legitimize their green practices through technology – websites and social media – to communicate their environmental recognitions to discerning eco-conscious consumers. The researchers analyze the use of self-service technology of environmental legitimacy practices used by the hotel for Service Quality, Satisfaction, Loyalty, and Behavioral Intention to legitimize their green hotel practices. A diverse sample of green hotel accommodations customers in Malaysia is used to analyze hotel websites' content analysis. Findings found out that Malaysia hoteliers usually used their websites to illustrate service quality, satisfaction, loyalty and behavioral intention for varying green standards for legitimizing their green practices. Green hotels reported maintaining service quality, satisfaction, loyalty, and behavioral intention to legitimize their green practices. Future research should survey specific consumer perceptions of their search and experience to prove valuable in destination selection and environmentally conscious hotels' expertise. Social media and related websites utilize customer self-reporting, which would add additional insight for future research in this area. The researcher analysis studies the web promotion of other similar geographic tourism destinations such as boutique hotels' use of international versus regional legitimacy of their green practices.

KEYWORDS: service quality, self-service technology, Customer Satisfaction, loyalty, behavioral intentions, green hotels

I. INTRODUCTION

This study attempts to explain the impact of service quality of self-service technologies (SSTs) on customer loyalty and behavioral intention. This research drew on customer satisfaction as a mediator. The invention of SSTs technology interfaces through which customers can attain services without employee's direct involvement. The revolutionized of SSTs in green hotels include websites, social media, online banking, mobile banking, self-check-in machines at reception and online bill payment, etc. The proposed model amalgamations of Malaysia green hotels and results reveal that hotels could improve customer's satisfaction, loyalty, and intention of their customers. Consequently, by enhancing the more intuiting user interface such as SSTs service quality. The study also provides insights for the green hotels to pay intensive attention to customer loyalty and drive positive intentions using an SST interface. The advancement in SST has transformed the facets of interaction between the green hotel's service and their customers, thus, improved service standards (Barrett et al., 2015; L. Y. S. Lee, 2016; Meuter et al., 2000). Service providers introduced technology-enabled mechanisms (i.e. Self-Service Technologies (SSTs)) interface to provide convenient services to their customers for better productivity and customer satisfaction (Barrett et al., 2015; Bashir & Albarbarawi, 2011; Hsu et al., 2019). Findings from various research shows, SST adoption was emerging in business phenomena and the hospitality and tourism industry (Shahid Iqbal et al., 2018; Tuuli et al., 2012; Yang et al., 2019). SSTs interface have replaced the direct contact between buyer and supplier of services (Shahid Iqbal et al., 2018). It allows customers experiencing digital applications to generate and utilize the services without direct interaction with service organization employees (Boisvert & Ashill, 2011; Santouridis & Trivellas, 2010; Tuuli et al., 2012).

Customer practices range from services delivered by employees to services co-produced by the customer themselves (Shahid Iqbal et al., 2018). Hotel industry have launched SSTs to enhance productivity, proficiency, and effectiveness in the service process (Liu & Hung, 2019, 2020). Moreover, the purpose is to put forward the customer to access services employing modern and convenient channels. In doing so, they can better address the customer's demand and their satisfaction (Liu & Hung, 2019). Some SSTs related to green hotels, such as websites, social media, online banking, mobile banking, self-check-in machines at airports, online shopping, online bill payment, etc. Organizations might embrace SST as an efficient mechanism to co-create value with customers when they are merely shifting responsibility for service production to their customers. We define SST as technologies provided by an organization to enable customers to engage in self-service behaviors. In many cases, this will involve customers performing tasks that the employees of the organization previously undertook.

SST endowments pay off when customers decide to adopt the technology. The technology provides a positive customer experience, resulting in satisfaction with the technology and spills over to the company. However, previous research mostly focusses on theories explaining Information Technology adoption (Salahshour Rad et al., 2018; R. Sharma & Mishra, 2014). Accordingly, research on SST also primarily focuses on influencing factors of initial technology acceptance (Shahid Iqbal et al., 2018). In contrast, less study in the hospitality (Shin & Perdue, 2019) and tourism literature (Djelassi et al., 2018) addressed service quality and behavioral intention. (Shin & Perdue, 2019) drew attention to the role of satisfaction as a determinant of SST continued use. However, the role of satisfaction in this process is still not completely understood. Particularly for the role of customer in-store experience with the technology and possible spillover effects from satisfaction with the technology to satisfaction with the green hotel industry. This research thus brings three new contributions to green hotel research. First, it focuses mainly on technology experience evaluation as a primary driver of satisfaction with the technology, rather than perceptions of technology attributes (Narteh, 2015) or perceived quality (Hamid et al., 2016; Ryu et al., 2012). It, therefore, follows (Hamid et al., 2016), who highlighted the role of satisfaction in understanding post usage behavior. Second, it includes satisfaction as a critical mediator. Green hotel research examines SST satisfaction and loyalty as an outcome of technology use (Cronin et al., 2000). Third, it analyzes two kinds of SSTs in green hotels service settings (satisfaction and loyalty), and it clarifies the mediating effects on the proposed mediated relationships. These two SST types serve a similar purpose (hasten the online purchase) but feature other interaction levels with the technology and decision support.

The current research also aimed to deepen the antecedent factors that trigger green hotel customers to repeat their green hotel visits using the same SST technology application; hence, fostering continued use. A literature review related to technology experience in green hotels is in the next section, followed by presenting the survey procedures and measures. Consequently, we detail the results. Finally, the discussions of theoretical and practical implications of this research lead to some limitations and avenues for further studies.

II. LITERATURE REVIEW

SST and Customer Experience : Identified as Technology-based self-service (Bashir & Albarbarawi, 2011; Meuter et al., 2000), SSTs are one of the most innovative website technology discoveries as it allows interactions and transactions via technology interfaces (Shin & Perdue, 2019). Besides, customer self-service (Kelly et al., 2017) refers to “technological interfaces that enable customers to produce a service independent of direct service without employee involvement” (Liu & Hung, 2019). Using these SST interfaces, the consumer interacts with the technology to perform the service without contacting with service personnel and becoming a partial employee. The introduction of SSTs systems to services places responsibility on the customer (Yang et al., 2019) by creating inseparability between the customer and the technology. SST changes how the service is organized and delivered (L. Y. S. Lee, 2016) and fostering a new customer experience. If consumers evaluate an SST experience favorable or unfavorable depends on the value that this experience generates. SST use experience may provide customers with utilitarian (e.g., efficiency, speed) or non-utilitarian value (emotional aspects) (Wei et al., 2016). Use experiences can be good or bad, positive or negative (Djelassi et al., 2018), a more empirical part of SSTs interface available (Li, 2020). With 20 items and seven dimensions, the SSTQUAL has described as the following: *functionality* denotes the tangible, reliability, responsiveness, assurance and lastly, *empathy* defines how much an SST can be adjusted to match individual customer expectations. However, in performing the hospitality service, the customer might evaluate SST use as a form of freedom or source of pleasure, enjoyment, autonomy, control, and independence (Djelassi et al., 2018; Li, 2020). Alternatively, an SST experience could be evaluated as unfavorable, harmful, stressful, and unpleasant, especially if the consumer is not comfortable with technologies and their use (Arruda Filho & Barcelos, 2020; Golant, 2017). The use of SSTs interface is perceived as irritating, complicated, or the system distrust and takes too much time (Arruda Filho & Barcelos, 2020).

Previous studies are continuously adapting the service quality dimensions as the successful instrument. Thus, these study variables adapted from the earlier research, which has a significant choice and straightforward to uncover the current scenario regarding service quality, satisfaction, loyalty, and behavioral intention for self-service technology in green hotels.

SST Service Quality : The service quality paradigm incorporates service delivery procedure content (Ahmed, and Parasuraman, 1994) accessible via the service outcome (M. A. Baker, 2017; Teitler Regev, 2018). The relevant discussion related to service quality dimensions and their measurement was an emerging phenomenon in past decades (Zeithaml et al., 1996; Zeithaml, Valarie A., Berry, Leonard L. & Parasuraman, 1996). Previous research aimed to inspect further the paradigm of service quality (Ahmed, and Parasuraman, 1994; Cronin et al., 2000) conceptualized service quality as a five-dimensional construct in terms of its contextual framework. These relevant dimensions include (1) Reliability, (2) Responsiveness, (3) Assurance, (4) Empathy, and (5) Tangibility. “SERVQUAL” was introduced regarding the face-to-face environment of the service process to evaluate service quality. Technical quality, functional quality, and the corporate image were named as the indicators. Similarly, another model by (Lehtinen, Uolevi and Lehtinen, 1991), featuring three dimensions quoted as (1) Physical Quality, (2) Interactive Quality, and (3) Corporate Quality. Their model introduced physical quality related to physical products included in the service production process in terms of service delivery and service consumption. So, service quality measurements have paid attention mainly to customers' interactions with the organization's staff in-service settings. Moreover, in improving customer experiences, which directly or indirectly relate to operations, to grasp customer retention, and to bring technological advancements in the business, SST service quality is developed by the organization (Lehtinen, Uolevi and Lehtinen, 1991; Park et al., 2021). SST is a technological interface that allows customers to get services free from green hotel's employee involvement. Various interfaces include websites, social media, automated hotel check-in and check-outs, self-service enclosure (i.e. e- photo kiosks, information booth, interactive music, and movie samplers, and electronic kiosks for gifts) grocery self-checkout lanes (Meuter et al., 2000).

Extensive research in the significant research areas associated with technology-empowered services include SSTs and call centers to attain hospitality services (Bashir & Albarbarawi, 2011; Leung & Matanda, 2013) based upon a technology-based interface, SSTs are classified depending on types of “internet, interactive kiosks” (i.e. websites, social media, video and CD etc.). Consumers' perceptions concerning the service quality differ subject to the particular nature of hospitality employed (Meuter et al., 2000) SSTs lead to a perception of enhanced hospitality service as customers naturally can complete the transaction fast and orderly (Bashir & Albarbarawi, 2011; Deb & Ahmed, 2019; Shin & Perdue, 2019; Venkatesh et al., 2012). Hotels are gradually employing SSTs to replace their conventional means of service delivery. SSTs provide a wide array of choices to their customers regarding when and how to get services. According to (Kelly et al., 2017), SSTs provide inexpensive transactions, opportunities for co-creation, customization, and reduction of heterogeneous service encounters”. Thus, offering SSTs service, help green hotels to optimize the efficiency and truncate the cost related to operations (Kelly et al., 2017; Liu & Hung, 2019; Meuter et al., 2000). Consequently, to reduce unnecessary delays in services, more progressively, SSTs are considered as ways to manage cost effectively and therefore enhance satisfaction (Hamid et al., 2016; Meuter et al., 2000). Further, Technology Readiness (TR) model by (Parasuraman, 2000) to reflect the tendency of users to incorporate the new technology. Technology Readiness influences the SSTs usages reflecting consumers' mental readiness to adopt the new technology (Bashir & Albarbarawi, 2011; Salahshour Rad et al., 2018). Technology Acceptance Model (TAM) by (Davis, 1989) anticipates the user's technology adoption behavior. Following TAM, technology acceptance extent of strength in attitude and intention towards the use of technology-enabled services which is principally leveraging by perceived ease of use (PEOU) and perceived usefulness (PU) (Davis, 1989). (J. J. Kim et al., 2020) consolidated the construct of Technology Readiness (TR) and TAM into a TRAM model to illustrate more the customer's intentions while using SST interfaces.

SST Service Quality and Customer Satisfaction : Satisfaction scrutinizes the extent to which a customer emerges positive sentiments to a service encounter (Hamid et al., 2016; Meuter et al., 2000). Satisfaction is concerned with the customer's compensation in a purchasing circumstance in exchange for a particular cost (Sun et al., 2020; Y. Wang et al., 2017). Comparing what customer has bought or purchased, and consumption practices with that of expected benefit from services brand, then regarding its expected potential to fulfill consumer's objectives of satisfaction (Lehtinen, Uolevi and Lehtinen, 1991; Meuter et al., 2000) argued that, satisfaction is regarded as the “customer's gratifying reaction”. It is basically an assessment with respect to product or service characteristics providing a pleasant degree of consumption-related experience. As stated by value perception theory, satisfaction is regarded as emotional response initiated through cognitive evaluation (Ahn & Kwon, 2020). However, (Swan & Combs, 1976) were first to indicate that satisfaction is associated by means of performance

fulfillment prospects. Contrarily, dissatisfaction arises at that point when performance related to some product or service remains under expectations. Referring to theory in e-services settings, customer satisfaction is an adequate reciprocation. It can only be attained when a customer is confident that their expectations are met during e-service encounter (Kelly et al., 2017; Meuter et al., 2000). To increase efficiency and improve customers satisfaction, companies assimilate SSTs based convenient and novel service channels while serving the customers (Arruda Filho & Barcelos, 2020; Davis, 1989; Deb & Ahmed, 2019; Golant, 2017; Parasuraman, 2000; Venkatesh et al., 2012). Many studies have revealed a significant association among customer satisfaction and service quality in a customer technology interface perspective. (Myo et al., 2019) discovered strong relation between service quality and customer satisfaction in hospitality context. Moreover, (Y. Wang et al., 2017) in the context of the e-commerce industry-recognized positive relation between electronic service quality and customer satisfaction. (Sun et al., 2020) also investigated the relationship between SST service quality and customer satisfaction and found SST service quality is positively related to customer satisfaction. In the context of electronics e-retailers, (Leung & Matanda, 2013; Sweeney et al., 1999) captured the airport SSTs' perceptions and found a positive impact of airports SSTs on traveler's satisfaction. The scholars found a significant relationship of SSTs user's satisfaction, loyalty, and behavioral intentions (Meuter et al., 2000; Y. Wang et al., 2017), by employing SST service quality, it was found that self-checkout service quality positively effects loyalty within the indirect effect of customer satisfaction. (Shahid Iqbal et al., 2018) found the customer satisfaction partially mediates the relationship of service quality, corporate image, and customer loyalty.

SST Service Quality and Loyalty : (Myo et al., 2019) explicated customer loyalty as “concerning word-of-mouth endorsement, the increased probability of purchase, and frequent buying of green hotel's offerings”. While (Rather & Hollebeek, 2019) interpreted customer loyalty as “mindset of customers who has favorable approaches concerning the green hotel, promise to frequently purchase the company's service and endorse the service to others”. Through previous research, service quality is essential to customer loyalty (Chee, 2019; Santouridis & Trivellas, 2010). Following the extension of Theory of Reasoned Action, the Theory of Planned Behavior (TPB) (Ajzen, 2011, 2020; Han et al., 2010) hypothetical that behaviour is the outcome of attitude, subjective norms, and perceived behavioural control. TPB provides a basis to study the user's satisfaction, loyalty, and attitude towards SSTs service quality. Similarly, the Service Profit Chain (Hu et al., 2010; J.-S. Lee et al., 2010) exhibits that the service green hotels need to increase the satisfied and loyal customer base to acquire prosperity and profitability. Nevertheless, TPB provides the link between satisfaction, loyalty, favourable attitude towards that SSTs service quality, influence repeat purchase, and positive intentions.

(Y.-S. Chen & Chang, 2012; Hamid et al., 2016) foresee that customer loyalty increases with green hotel's value by analyzing the service quality, value, and loyalty chain in the context of SST service delivery. In e-commerce settings, (Meuter et al., 2000; Santouridis & Trivellas, 2010) exhibited that customer satisfaction and product value are the main drivers through which hospitality industry could accomplish customer loyalty. (Debata et al., 2015) explored the positive and significant impact of generic service quality dimensions on customer satisfaction and loyalty in the medical tourism sector. (Shahid Iqbal et al., 2018; Singh, 2000) investigated the impact of service innovation and brand equity on customer loyalty in the service sector and found that brand equity significantly impacts affective and conative loyalty.

SST Service Quality and Behavioral Intentions : Consumer behavior literature has recourse towards the Theory of Reasoned Action (Ajzen, 2011, 2020) to apprehend the relationship between behavioral intentions and actual behavior. TRA posits that displayed behavior results from intentions a person holds to perform the certain behavior (Ajzen, 2011) derived from Theory of Reasoned Action (Seligman et al., 1983), posits that customer attitude towards the novel technologies usage is extensively believed to have influence on the behavioral intention (Ajzen, 2011, 2020). For the sake of divulge the post-purchase behaviour, numerous prevailing models employ customer assessment of SSTs service quality in terms of satisfaction and behavioural Intentions (Bashir & Albarbarawi, 2011; Meuter et al., 2000; P. Sharma et al., 2021; Shin & Perdue, 2019). These specific indications show whether a customer will leave or stay with green hotel and make positive remarks (Hamid et al., 2016; Jain, 2004; R. Wang, 2012). They are endorsing the green hotel's products (J. S. Kim et al., 2013; Ngai Weng & Weng, 2009), ready to pay high prices and committed hospitality industry in term of loyalty (Han et al., 2011; Y. Wang et al., 2017) reveal “satisfaction and service quality should be an antecedent requirement for the customer behavioral intentions”. Furthermore, they embrace distinct association among behavioral intentions and satisfaction (Ali et al., 2016; Bagozzi, 1992; D. a. Baker & Crompton, 2000; C.-F. Chen & Chen, 2010; Tran & Le, 2020). Consumer Behavior research has well established the link between behavior and behavioral intentions (Ali et al., 2016). Technology adoption literature posits that actual behavior is generally outlined in terms of frequency or level of technology system usage (Bashir & Albarbarawi, 2011; J. S. Kim et al., 2013; Shin & Perdue, 2019). Many kinds of research tried to explore the customer's intentions to use SSTs (Liu & Hung, 2019; Parasuraman, 2000; Sun et

al., 2020; Tandon et al., 2016; Viswanath et al., 2013) and the results revealed the multiple factors and attitude effects that drive the user’s behavioral intentions towards SSTs and combined the UTAUT and perceived risk to explain the behavioral intentions and internet banking usage behavior (Tandon et al., 2016). They found behavioral intention as an essential factor to explain internet banking usage behavior. (de Leon et al., 2020) investigated the intention to use SSTs’ intention to consider the individual, system, and situational factors as drivers for the customers. The findings unveiled that past usage, situational factors, and perceived behavioral control are important behavioral intention elements towards SSTs.

III. METHODOLOGY

(Creswell, 2012; John W. Creswell, 2014), suggested since this study wanted to investigate the effect of targeted latent constructs quantitatively (i.e., structured questionnaire). A total of 208 respondents agreed to participate in this study where they were selected using a convenience sampling technique. The questionnaire was collected using a face-to-face data collection method to ensure the participants answered all the survey questions. Structural Equation Modeling with Partial Least Squares (i.e., PLS-SEM) was used for data analysis. The estimation multivariate data technique was used since the sample size for this study can be considered relatively small ($n < 300$). The researcher intends to explore the conceptual framework of this study simultaneously since it involved two dependent latent constructs (J. F. Hair et al., 2017; Joe F. Hair et al., 2011; Joe F Hair et al., 2014). PLS-SEM works as the optimal statistical data analysis tool in handling the second-order measurement variable for this study. This analysis allows using the Latent Variable Score (LVS) from the first-order measurement variable analysis as the second-order measurement variable’s indicator score (Henseler et al., 2015; Henseler & Chin, 2010). In addition, the significance test in this PLS-SEM analysis was computed by using the Bootstrapping method, where this method can be considered more robust as compare to conventional t-test method (Hair Jr et al., 2016). Therefore, 5000 replications of samples were computed as suggested by (J. F. Hair et al., 2017) for getting reliable results for empirical t-statistics and Bias Corrected (i.e. BCa) bootstrap. In term of measuring the effect of mediating, (J. F. Hair et al., 2017) suggested to test the significance of the indirect effect coefficient via bootstrapping and as for deciding the mediating effect, Zhao et al (2010) and Iacobucci et al (2007) suggests that:

- 1) If the independent variable’s path to the dependent variable was not significant and the indirect effect is significant, the mediating effect was a full mediation effect.
- 2) If the independent variable’s path to dependent variable was significant and the indirect effect is significant, the mediating effect was a partial mediation effect.

IV. DATA ANALYSIS

Measurement Model Analysis : Table 1 indicated that all items for measuring the first-order measurement model’s targeted variables were meet the minimum threshold value of .70 factor loading (J. F. Hair et al., 2017). Besides that, the Average Variance Explain (i.e. AVE) for each construct was above .50 (J. F. Hair et al., 2017), as well as both reliability tests (i.e. Composite Reliability and Cronbach’s Alpha) for each targeted construct were also above .70. Therefore, it congreen hotels that each variable at this first-order measurement model can be considered have an optimal unidimensionality validity (J. F. Hair et al., 2017; Hair Jr et al., 2016). On the other hand, each latent variable in this first-order measurement model was also totally discriminate to each other’s since each HTMT ratio value was below than .90 by referring to Table 2. Hence, the group of items used to explicitly measured construct measures that construct (Henseler et al., 2015).

Table 1: Convergent Validity for First-Order Measurement Model

Indicator	Loading	AVE	γ	α
Tangible				
The service process of the green hotel’s self-service technology is clear (TAN1)	.792**	.647	.880	.818
The green hotel’s self-service technology is up-to-date technology (TAN2)	.838**			
The layout of the green hotel’s self-service technology is esthetically appealing (TAN3)	.842**			
The service process of the green hotel’s self-service technology is error-free (TAN4)	.749**			
Reliability				
When I have a problem with this self-service technology, the green hotel’s employee shows a sincere interest in solving it (REA1)	.863**	.709	.907	.862

The green hotel's self-service technology provide me with all relevant information (REA2)	.879**			
The green hotel's self-service technology employee is dependable (REA3)	.821**			
When I have problems regarding this self-service technology, the green hotel's employee is sympathetic and reassuring (REA4)	.802**			
Responsiveness				
The green hotel's employee keeping informed me about when self-service technologies will be performed (RES1)	.861**			
The green hotel's employee always willing to help me regarding this self-service technology (RES2)	.889**	.744	.921	.885
The green hotel's employee always ready for responding to my inquiries regarding this self-service technology (RES3)	.848**			
The green hotel's employee is never too busy for responding to my inquiries regarding this self-service technology (RES4)	.853**			
Assurance				
The green hotel providing the self-service technologies is well-known (ASS1)	.782**			
The green hotel providing self-service technologies has a good reputation (ASS2)	.829**	.623	.868	.803
I feel safe in my transactions with the green hotel's self-service technologies (ASS3)	.768**			
A clear privacy policy is stated when I use the green hotel's self-service technologies (ASS4)	.784**			
Empathy				
The self-service technology has operating hours convenient to me (EMP1)	.798**			
The green hotel's self-service technology has a feature that are personalized for me (EMP2)	.775**	.576	.844	.754
It is easy and convenient to use green hotel's self-service technology (EMP3)	.723**			
The green hotel's self-service technology understands my specific needs (EMP4)	.738**			
Satisfaction				
Overall, I am satisfied with the self-service technologies offered by the green hotel (SAT1)	.841**			
The self-service technologies offered by the green hotel exceed my expectations (SAT2)	.842**	.720	.885	.806
The self-service technologies offered by the green hotel are close to my idea (SAT3)	.849**			
Loyalty				
I would use this self-service technologies again (LOY1)	.785**			
I would recommend this self-service technology to any of my friends (LOY2)	.817**	.568	.868	.811
If I need to use them again, I will come to the self-service technologies (LOY3)	.772**			
I would speak positively about these self-service technologies to others (LOY4)	.713**			
This self-service technology is my preferred choice (LOY5)	.701**			
Behavioural Intention				
The probability that I will use this self-service technology again is high (BIN1)	.892**			
The likelihood that I would recommend this self-service technology to a friend is high (BIN2)	.906**	.763	.906	.843
If I had to do it over again, I would make the same choice (BIN3)	.812**			

Note: AVE = Average Variance Explained; γ = Composite Reliability; α = Cronbach's Alpha; **p < .01.

Table 2: HTMT Discriminant Analysis for First-Order Measurement Model

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
(1)	-							
(2)	.473**	-						
(3)	.313**	.331**	-					
(4)	.111**	.191**	.587**	-				
(5)	.177**	.401**	.472**	.797**	-			
(6)	.515**	.465**	.572**	.502**	.578**	-		
(7)	.516**	.581**	.428**	.528**	.703**	.643**	-	
(8)	.548**	.563**	.426**	.484**	.637**	.475**	.542**	-

Note: (1) = Tangible; (2) = Reliability; (3) = Responsiveness; (4) = Assurance; (5) = Empathy; (6) = Satisfaction; (7) = Loyalty; (8) = Behavioural Intention; **p <.01.

Since the convergent and discriminant validities were satisfied at the first-order measurement model, the LVS scores that were estimated from this stage can be used as the items score at the second-order measurement model. Referring to the Table 3, LVS scores for Tangible, Reliability, Responsiveness, Assurance and Empathy variables were used as the items score for measuring Service Quality latent construct. However, the items for the Satisfaction mediator latent construct as well as Loyalty and Behavioural Intention dependent latent constructs were maintain same as the first-order measurement model in this analysis stage.

Table 3: Convergent Validity for Second-Order Measurement Model

Indicator	Loading	AVE	γ	α
Service Quality				
Tangible ^a	.813**	.746	.936	.915
Reliability ^a	.869**			
Responsiveness ^a	.875**			
Assurance ^a	.822**			
Empathy ^a	.840**			
Satisfaction				
Overall, I am satisfied with the self-service technologies offered by the green hotel (SAT1)	.841**	.720	.885	.806
The self-service technologies offered by the green hotel exceed my expectations (SAT2)	.842**			
The self-service technologies offered by the green hotel are close to my idea (SAT3)	.849**			
Loyalty				
I would use this self-service technology again (LOY1)	.785**	.568	.868	.811
I would recommend this self-service technology to any of my friends (LOY2)	.817**			
If I need to use again, I will come to the self-service technologies (LOY3)	.772**			
I would speak positively about this self-service technology to others (LOY4)	.713**			
This self-service technology is my preferred choice (LOY5)	.701**			
Behavioural Intention				
The probability that I will use this self-service technology again is high (BIN1)	.892**	.763	.906	.843
The likelihood that I would recommend this self-service technology to a friend is high (BIN2)	.906**			
If I had to do it over again, I would make the same choice (BIN3)	.812**			

Note: ^aThis is using Latent Variable Score estimation; AVE = Average Variance Explained; γ = Composite Reliability; α = Cronbach's Alpha; **p <.01.

All items that were used for measuring the targeted variables in this second-order measurement model were meet the minimum threshold value of .70 factor loadings (Table 3). Findings also meet the minimum threshold for the Average Variance Explain (i.e. AVE), Composite Reliability and Cronbach's Alpha for each construct. Hence,

each variable at this second-order measurement model can be considered acceptable uni-dimensionality validity (J. F. Hair et al., 2017). As for this measurement model's discriminant validity for this second-order measurement model, Table 4 indicated that each latent variable was discriminate against each other's since each HTMT ratio value was below .90. Hence, the group of items used to explicitly measured construct measures that construct (Henseler, 2015; Henseler et al., 2015).

Table 4: HTMT Discriminant Analysis for Second-Order Measurement Model

	(1)	(2)	(3)	(4)
(1)	-			
(2)	.607**	-		
(3)	.488**	.643**	-	
(4)	.337**	.475**	.542**	-

Note: (1) = Service Quality; (2) = Satisfaction; (3) = Loyalty; (4) = Behavioural Intention; **p < .01.

Structural Model Analysis : The structural model analysis indicated that, Service Quality can explain 24.5% of variance explained toward Satisfaction mediator latent construct. The research also revealed that, in the same way, Service Quality independent latent construct with Satisfaction mediator latent construct could explain about 28.5% and 15.7% of variance explained toward Loyalty and Behavioural Intention endogenous latent constructs. In terms of effect size and predictive relevance analysis, Table 5 indicated that, all paths in this structural model have a small to large effect size and the predictive relevance effect.

Table 5: Structural Model

Path	β	t-statistic	p-value	95% BCa Bootstrap ^a	f^2	q^2	Remark
SRQ → SAT	0.494	8.066**	<.01	(0.349, 0.654)	.379	.358	Large
SAT → LOY	0.445	6.401**	<.01	(0.268, 0.564)	.194	.181	Medium
SAT → BIN	0.321	4.232**	<.01	(0.162, 0.483)	.093	.083	Small
SRQ → LOY	0.148	2.220*	.026	(0.053, 0.351)	.042	.031	Small
SRQ → BIN	0.123	1.771 (NS)	.077	(-0.040, 0.290)	.013	.003	Small

Note: SRQ = Service Quality; SAT = Satisfaction; LOY = Loyalty; BIN = Behavioural Intention; NS = Not Significant; β = Standardized Beta Coefficient; f^2 = Effect Size; q^2 = Predictive Relevance; ^aThe bootstrap samples was 5000 samples; *p < .05; **p < .01.

As for the structural path analysis, Table 4 shows that, all respective paths were found having a statistically positive significant influence at a minimum 95% confidence level except for the SRQ → BIN path. All the t-statistic values were above the 5% level of significance, which is t-statistic > 1.96. Besides that, by referring to the BCa Bootstrapping confidence interval analysis, the analysis also aligns with the t-statistical analysis. The 95% confidence interval did not consist of the value zero except for the SRQ → BIN path.

Mediating Analysis : The mediating analysis reported at Table 6 indicated that satisfaction was statistically simultaneous mediated the relationship between of SRQ → LOY and SRQ → BIN. The indirect effect coefficient was significantly at 5% level of error (t-statistics > 1.96) as well as the 95% BCa Bootstrapping confidence interval did not include the zero value. Since the direct effect of SRQ → LOY was statistically significant, hence this mediating path (i.e., SRQ → SAT → LOY) can be considered partially mediated. In contrast, as for the mediating path SRQ → SAT → BIN, this mediating path can be categorized as fully mediated because the direct path of SRQ → BIN was not statistically significant. Figure 1 and Figure 2 shows the results of analysis using PLS-SEM theory.

Table 6: Indirect Effect for Structural Model

Indirect Path	IEC	t-statistic	p-value	95% BCa Bootstrap	Direct Path
SRQ → SAT → LOY	0.225	3.622**	<.01	(0.115, 0.349)	SRQ → LOY*
SRQ → SAT → BIN	0.172	3.183**	.001	(0.075, 0.284)	SRQ → BIN (NS)

Note: SRQ = Service Quality; SAT = Satisfaction; LOY = Loyalty; BIN = Behavioural Intention; IEC = Indirect Effect Coefficient; NS = Not Significant; **p < .01; *p < .05.

V. CONCLUSIONS

The analysis indicated that if the average level of Service Quality were high, it would increase satisfaction. Simultaneously, the research also showed that if the average level of Service Quality was high, then the average level of loyalty should also be high. For the Behavioural Intention, the analysis indicated no change at the Behavioural Intention level when there is an increase or decrease situation level toward the Service Quality factor. It can also be concluded if the average level of satisfaction were high, it would simultaneously increase the average level of Loyalty and Behavioural Intention. For the mediating effect, if the average level of Service Quality was high, basically, it will increase the average level of satisfaction. Hence, the latent mediator construct, which is satisfaction, will indirectly increase Loyalty and Behavioural Intention's. This study's results offer important practical and managerial implications to understand the customer attitude towards the use of SSTs in terms of Loyalty and Behavioral Intentions. In this regard, the green hotel must pay intensive efforts to understand the factors that might create satisfaction or dissatisfaction among the customers using such kinds of systems. Green hotels must maintain high security and privacy measures to attain greater confidence over the technological interface—similarly, the more the SST service quality, the more intentions to adopt the SSTs. The green hotels must take the initiative to drive the customers' positive intentions towards the SSTs through consistent monitoring and evaluation. These steps could help service firms provide necessary information regarding the improvement in the service delivery process through SSTs. Green hotels should also employ those methods that offer greater autonomy to their customers. The technological interface must have a more remarkable ability to provide the customized services to their customers.

This study also provides insights for green hotels to invest more into new technologies. As the green hotels' future depends largely on the types of technological innovation they bring to serve their customer better. The coming technological era, the firms must pay intensive attention to improve their customer experience using the advanced technological interface. Nevertheless, the green hotels should also take initiatives to improve the technological literacy among their customer and should take aggressive steps to let their customer know about the system they have introduced, or they are going to introduce soon. It will become an essential factor for that green hotel's success and will also improve customer loyalty and positive behavioral intentions.

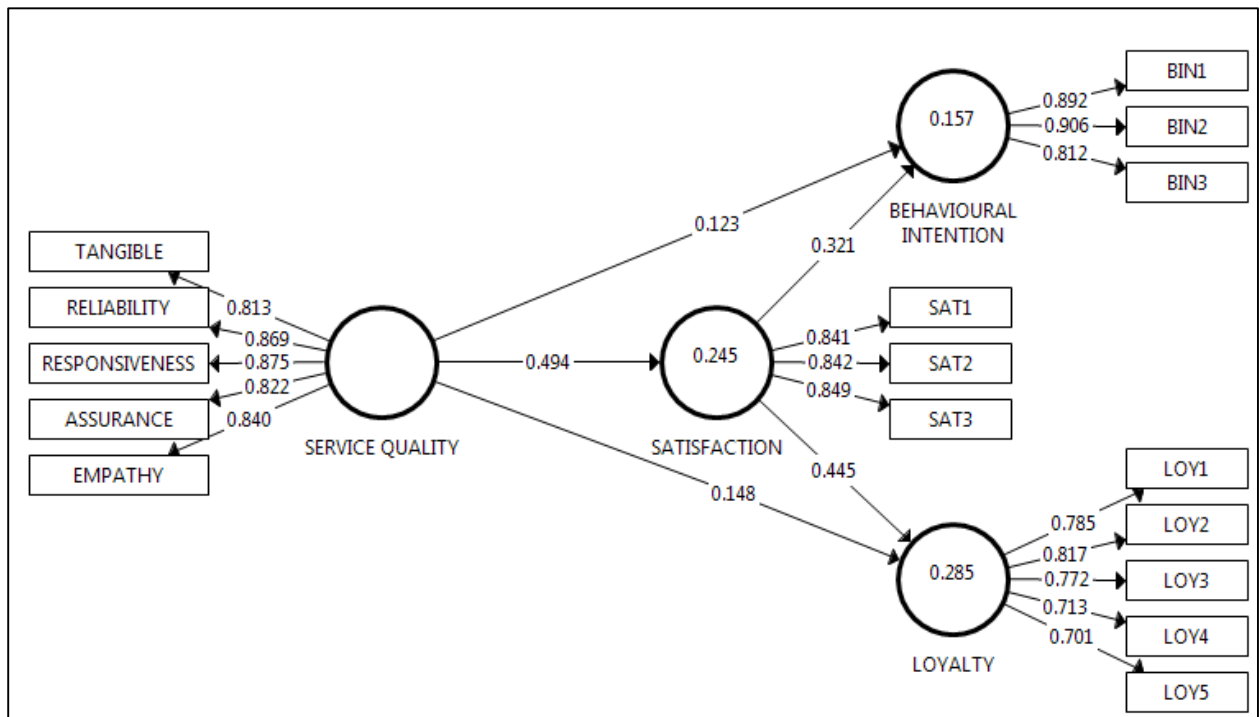


Figure 1: PLS SEM Analysis Output for Loading and Path Coefficient Values

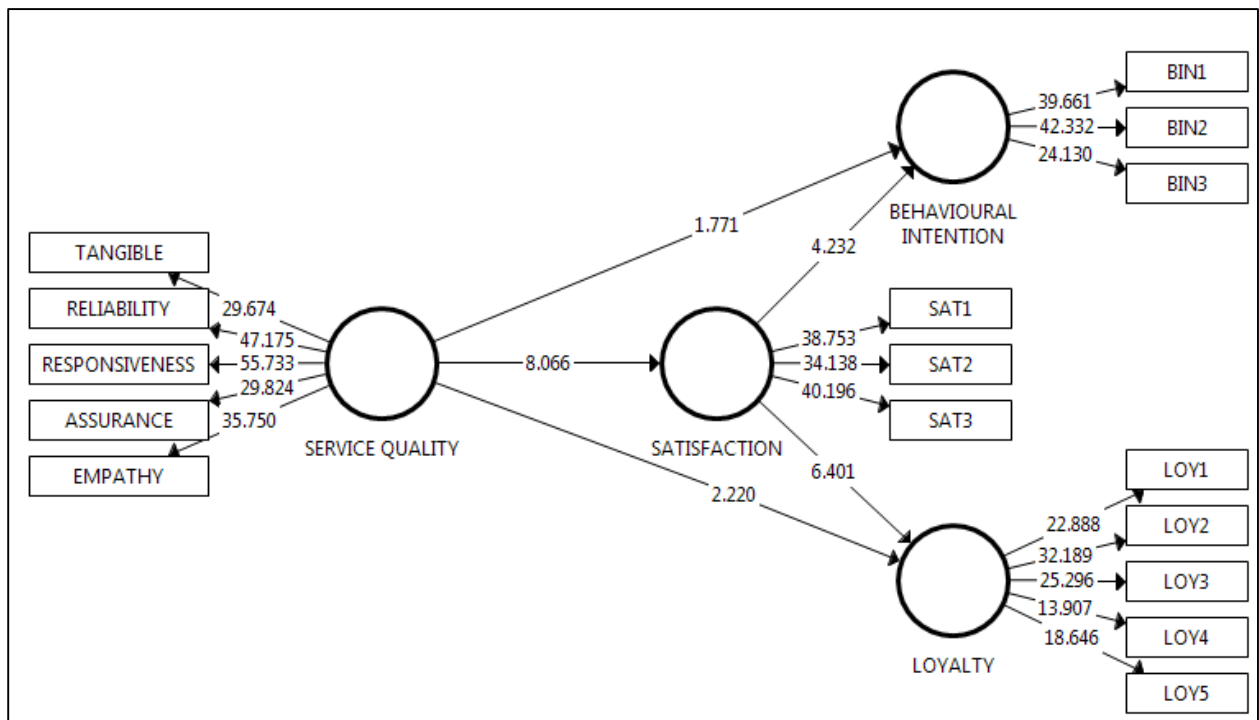


Figure 2: PLS SEM Analysis Output for t-statistic values via Bootstrapping Analysis

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