

Research Article

Environmental Sustainability and Green Revisit Intentions: The Mediating Effect of Green Satisfaction in Selected Hotels in the Ashanti Region of Ghana

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Abstract

Sustainable hospitality research has largely examined how environmentally friendly practices affect customer satisfaction, but evidence on their impact on actual revisit behavior is limited, especially in developing countries. Given the increasing emphasis on sustainability in Ghanaian hotels, it is essential to understand how a hotel's environmentally sustainable practices in the Ghanaian context affect guest satisfaction and influence guest repurchase behavior. Guided by the Theory of Planned Behavior and the attitude–behavior gap, the study used a mixed-method design to address this gap by analyzing how guests' green satisfaction mediates the effect of hotel environmental practices on their revisit intentions in the Ashanti Region of Ghana. Data were collected from 360 guests in six two- and three-star hotels using a multi-stage sampling technique through a structured open-ended questionnaire and follow-up interviews from 6 guests. The quantitative data were analyzed using SPSS version 25 and AMOS version 23, while qualitative responses (from interviews) were analyzed using thematic analysis. The findings indicated that water-conservation, energy efficiency, and waste-management practices each had positive, significant effects on guests' green satisfaction, with their p-value being < 0.001 , < 0.001 , and 0.002 . However, green satisfaction did not significantly mediate the relationship between any of these Practices and guests' intentions to revisit. This suggests that while environmentally sustainable initiatives enhance satisfaction, they do not directly translate into repeat patronage. Qualitative findings further identified other influential factors, such as price, proximity, emotional attachment, and purpose of visit, as stronger determinants of repeat behavior. This suggests an attitude–behavior gap; thus, guests may appreciate visible sustainability initiatives but still base repurchase decisions on broader economic and contextual concerns. The study concludes that while Ghanaian guests value green initiatives, such practices alone may not drive repeat visits; hotel managers should integrate sustainability with service quality and affordability to enhance customer retention. This research contributes to the sustainability literature by providing empirical evidence from a developing-country context and by highlighting how the theoretical interplay of attitudes and behavior may differ outside Western settings.

Keywords

Environmental Sustainability, Green Satisfaction, Repurchase Intentions, Sustainable Hospitality, Ghana

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1. Introduction

Sustainability has recently gained prominence across industries, including the hospitality sector [5, 18, 19]. As stated by [32], sustainability is the ability to meet current needs without compromising the needs of future generations. As environmental concerns increase, consumers are prioritizing green services, particularly within hospitality. Hotels play a key role in this sector, and environmental sustainability is a major part of their mandate [22]. The sector recognizes the necessity of reducing its ecological footprint while addressing the preferences of eco-conscious travelers. Sustainable hospitality encompasses pillars such as environmental conservation, social responsibility, economic viability, innovation, and collaboration [7]. Of these, environmental sustainability has received the most attention. It involves making responsible interactions with the environment to avoid depletion of resources, thereby ensuring their long-term quality and availability. This includes aspects such as energy efficiency, water conservation, waste management, and sustainable procurement [3, 27]. Hotels are adopting measures like energy-efficient lighting, smart thermostats for HVAC control, and renewable energy sources such as solar panels to reduce electricity usage [3]. Initiatives like installing low-flow faucets and showerheads, reusing and recycling water, and using water-efficient appliances help minimize water consumption and environmental impact [17]. Environmentally conscious hotels implement waste reduction and recycling programs, compost organic waste, and minimize single-use plastics and packaging [9]. Green Repurchase Intentions refers to the likelihood that customers will repeatedly choose businesses offering environmentally friendly products or services [4, 20].

Ghana's hospitality sector is expanding due to urbanization, tourism, and increased business travel. This growth offers economic benefits but also creates environmental challenges. Some hotels have started adopting sustainable practices like energy-efficient lighting, towel and linen reuse policies, and waste recycling initiatives [25], but these measures are not yet common. It is unclear whether customers in Ghana recognize or value these green practices, and if this leads to satisfaction and loyalty. The most common sustainable practices in hotels are water management, energy usage, and waste management. Studies outside Africa indicate that customer satisfaction with these environmentally sustainable efforts, known as green satisfaction, can influence repurchase behavior [11]. Guests who are emotionally satisfied with a hotel's environmental actions are generally more likely to revisit or recommend the hotel, supporting long-term retention. Literature suggests that guest satisfaction with a hotel's sustainable practices predicts revisit intentions in green hospitality settings, although this has not been established in developing countries like Ghana. Despite growing awareness and the introduction of sustainable hotel practices, progress is slow and inconsistent. Some studies suggest that practices like energy efficiency, waste management,

and water conservation can boost satisfaction, but whether this leads to repeat visits is still debated. With increasing attention to sustainability in Ghanaian hotels, it is important to examine how such practices in the Ashanti Region impact guest satisfaction and whether they influence repurchase behavior. This study aims to assess the effect of green satisfaction on the relationship between these commonly implemented sustainable practices and guest revisit intentions.

2. Literature Review

2.1. Environmental Practices Implemented in Hotels

Environmental sustainability means making decisions that conserve natural resources and the environment for future generations while serving current requirements. Within the hotel industry, this involves reducing waste, saving energy and water, and adopting eco-conscious operations like recycling and using biodegradable products. These practices are becoming more necessary as the global tourism industry increasingly comes under pressure to reduce its environmental impact. Water conservation is another critical component of green hospitality, given the scarcity of freshwater resources in many regions of the world [30]. Green hotels implement water-saving measures such as low-flow faucets, water-efficient fixtures, and greywater recycling systems to minimize water consumption [21]. Moreover, some green hotels engage in rainwater harvesting or invest in onsite water treatment facilities to reduce their reliance on municipal water supplies and alleviate pressure on local water resources [34]. By prioritizing water conservation, green hotels contribute to sustainable water management practices and help protect ecosystems that depend on freshwater resources [8].

Waste management is also a key focus area for green hospitality, as hotels generate significant amounts of waste from guest rooms, restaurants, and other facilities [31]. Green hotels implement waste reduction strategies such as source separation, recycling programs, composting, and food waste diversion [6]. Furthermore, some green hotels adopt circular economy principles by repurposing materials, upcycling furniture, or donating surplus goods to local charities. These initiatives not only minimize landfill waste but also contribute to resource conservation and promote a more sustainable approach to consumption and waste management in the hospitality industry.

One key aspect of green hospitality is energy efficiency, which plays a central role in reducing greenhouse gas emissions and mitigating climate change [12, 29]. These initiatives not only contribute to cost savings for hotels but also demon-

strate a commitment to environmental stewardship [16]. Additionally, green hotels often invest in renewable energy sources such as solar panels or wind turbines to further reduce their reliance on fossil fuels and promote renewable energy adoption in the hospitality sector [14].

2.2. Green Satisfaction (GS)

Green satisfaction (GS) represents a critical aspect of guests' overall satisfaction with environmentally friendly practices and services provided by hotels. Empirical studies have delved into the relationship between GS and various outcomes, shedding light on its significance in driving guest loyalty, positive word-of-mouth, and sustainable behavior [8].

In a study by [13], findings indicated a strong positive association between GS and guest loyalty in the hotel sector. The study revealed that guests who are satisfied with the environmental initiatives and practices of a hotel are more likely to exhibit loyalty behaviors, such as repeat visits and positive recommendations to others. Similarly, [33] found that GS positively influences guests' intentions to engage in environmentally friendly behaviors during their stay, such as reusing towels and linens, conserving water and energy, and properly disposing of waste.

Moreover, empirical evidence suggests that GS contributes to positive word-of-mouth and reputation building for green hotels. [31] found that guests who are satisfied with the environmental performance of a hotel are more likely to share their positive experiences with others, leading to increased brand awareness and a positive reputation for the hotel. Additionally, [26] reported a positive correlation between GS and perceived hotel quality, with guests perceiving green hotels as providing higher-quality service and amenities compared to non-green counterparts.

2.3. Green Repurchase Intentions

Green repurchase intention (GRI) is a vital aspect of guest behavior within the hospitality industry, reflecting guests' willingness to revisit environmentally friendly hotels based on their satisfaction with green practices and experiences. Empirical studies have investigated the relationship between GRI and various factors, shedding light on its significance in driving guest loyalty, positive word-of-mouth, and sustainable behavior.

In a study by [6], findings indicated a positive association between GRI and guest satisfaction in green hotels. The study revealed that guests who are satisfied with a hotel's environmental initiatives are more likely to express intentions to repurchase and revisit the hotel in the future. Similarly, [30] found that perceptions of GRI significantly influence guests' intentions to recommend the hotel to others, with guests more likely to advocate for environmentally friendly hotels based on positive experiences and satisfaction with green practices.

Moreover, empirical evidence suggests that GRI contributes to positive word-of-mouth and reputation building for green hotels. [32] found that guests who express intentions to repurchase and revisit a hotel are more likely to share their positive experiences with others, leading to increased brand awareness and a positive reputation for the hotel. Additionally, [12] reported a positive correlation between GRI and perceived hotel quality, with guests perceiving green hotels as providing higher-quality service and amenities, which further enhances their intentions to repurchase and recommend the hotel to others.

2.4. Theoretical Framework

Two theories were underpinned in this study: the theory of planned behavior and the attitude-behavior gap. The attitude-behavior gap, also known as the value-action gap, is a social psychology theory that was introduced in the year 1934 by LaPiere. It has been used to explain the inconsistency in the attitude of guests in relation to their behavior. According to the ABG, a positive attitude toward a particular topic like recycling, conservation, or green consumption does not always equate to continuous pro-environmental action. For instance, guests may say they favor recycling but not actively separate their waste, or they may agree that energy conservation is vital but yet leave lights on needlessly. This discrepancy shows that attitudes by themselves are not always reliable indicators of behavior.

The Theory of Planned Behavior (TPB) is an influential framework in social psychology that explains human behavior through the interplay of attitudes, subjective norms, and perceived behavioral control [1, 2]. TPB accounts for cases where guests may intend to perform a behavior but are unable to do so due to factors beyond their control [1]. According to TPB, guests' intentions to purchase green practices within hotels are shaped by their attitudes toward environmental sustainability, subjective norms regarding sustainability practices, and perceived behavioral control over engaging in environmental sustainability.

3. Methodology

The study area is 2-3 3-star-rated hotels in the Ashanti region of Ghana. The Ashanti region, renowned for its rich cultural heritage, historical significance, and economic activities, serves as an ideal setting for this study. The study used an embedded mixed research method employing both qualitative and quantitative methods. Mixed-method research has gained popularity because of the evolution and development of research. It broadens understanding by incorporating both the qualitative and quantitative methods. The research design for this study is a cross-sectional survey. A cross-sectional survey is a research method used to gather data from a sample of individuals or entities at a single point in time to understand the

characteristics, attitudes, behaviors, or opinions of a population. The population of the study comprises 384 guests from the 6 selected two and three-star-rated hotels in the Ashanti region. Including guests who have visited the hotels more than once, it allows for a comprehensive understanding of the study objectives. The study employed a multi-stage sampling. Simple random, convenience, and purposive sampling were used at different stages of the study. A simple random sampling technique is a probability sampling method where each member of the population has an equal chance of being selected. This eliminates selection bias, ensuring a fair representation of the population. Multi-stage sampling was adopted because the target population was naturally clustered within hotels. The approach enabled gradual selection at different stages, first of hotels and subsequently of respondents, thereby improving representativeness. Purposive, also known as judgment sampling, involves the use of expertise by the researcher to select a sample that is most useful for the researcher's objective. A convenience sampling technique is a non-probability sampling method where participants are selected based on their availability and accessibility. Convenience sampling is quick, easy, and inexpensive to conduct. First, six hotels were randomly selected within the Ashanti Region to avoid selection bias. Then, purposive sampling was used to recruit 6 interview participants: the researchers identified guests who had stayed at least once before, ensuring they had adequate experience to discuss sustainability and revisit decisions. Finally, convenience sampling was applied for the survey questionnaire: hotel guests who were available and willing to participate during the survey period were approached. The sample size was determined using the Cochran (1963) formula. This was accomplished by taking into account the confidential interval of $(0.05 = \pm 5\%)$, the proportion of choosing a choice or response was 50%, or 0.5, and the standard normal deviation set at 1.96, which corresponds to a 95% confidence level. The data was collected through a semi-structured interview and an open-ended questionnaire, which was adapted to suit the purpose of the study, consisting of statements that fall under,

- 1) Demographic Information: Age, gender, Educational background, and frequency of hotel stays.
- 2) Green Satisfaction: Measured using a Likert scale (1 = Very Dissatisfied, 5 = Very Satisfied) with 5 constructs assessing how satisfied guests felt with the hotel's environmental performance.
- 3) Revisit Intention: Guests' likelihood of returning based on sustainability efforts using a Likert scale (1 = Very Unlikely, 5 = Very Likely) with 5 constructs.

A total of 360 valid responses were obtained, representing a 94% response rate. An interview with 6 guests was conducted to measure the study's objective, which helped the researcher to engage them in their sustainable practices and the purpose of their frequency of visits. The questionnaires were proportionally distributed based on the daily occupancy rate of the hotels. A pilot study was conducted in two hotels to determine the reliability and validity of the instruments, $n=30$.

The pilot results indicated good consistency across constructs, with the Cronbach's alpha values being above 0.7.

Quantitative data were analyzed using SPSS and AMOS. Descriptive statistics (frequencies, means) summarized the sample and responses. Confirmatory factor analysis was also used to verify construct validity, and structural equation modeling (SEM) was used to test the hypothesized relationships. The SEM model assessed paths from Water Use (UW), Energy Use (UE), and Waste Management (WM) to Green Satisfaction (GS), and from GS to Revisit Intention (with GS as a mediator). Model fit was evaluated using common indices. All regression estimates are reported in standardized form (β coefficients).

Qualitative interview data were transcribed and thematically analyzed. Responses were coded to identify key themes regarding guest revisit behavior, using NVivo software. Themes were developed through an iterative process of reading transcripts. These themes helped interpret and contextualize the quantitative findings. [10] stated that finding patterns of experience and meaning in qualitative data can be achieved through thematic analysis.

4. Results

4.1. Demographic Information

360 hotel guests participated in the study, representing 93.7% of the total number of questionnaires that were distributed. All of them successfully completed the questionnaires. This number comprised 240 males, representing 66.7%, and 120 females, accounting for 33.3%. This shows that males nowadays visit hotels more than females. Respondents' age ranged between 18-25 years, 26-35 years, 36-45 years, 46-55 years, and above 55 years. The number of respondents aged between 26-35 years, 36-45 years, 46-55 years, and above 55 years was 92, 118, 108, 41, and 1, representing 25.6%, 32.8%, 30.0%, 11.4%, and 0.3% respectively. The number of respondents comprised of 13 (3.6%) customers with no formal education, 4 (1.1%) customers with basic education, 47 (13.1%) customers with secondary education, 46 (12.8%) customers with diploma or higher national diploma education, 127 (35.3%) customers with first degree education, 83 (23.1%) customers with master's degree education, and 40 (11.1%) customers with doctor of philosophy (PhD) education. Respondents comprise of: 112 (31.1%) customers who have visited the hotel once, 73 (20.3%) customers who have visited the hotel twice, 33 (9.2%) customers who have visited the hotel three times, 30 (8.3%) customers who had visited the hotel four times, and 112 (31.1%) customers who have visited the hotel five and times and more.

4.2. Environmental Sustainability Practices That Affect Green Satisfaction of Hotel Guests

The environmental sustainability dimensions (UW, UE,

WM) that contribute to green satisfaction of hotel customers were also investigated. Table 1 shows that the effect of the use of water on green satisfaction (UW--->GS) was positive and significant ($\beta = 0.588$, $p < 0.001$). The effect of use of energy (UE--->GS) was positive and significant ($\beta = 0.303$, $p < 0.001$). The effect of waste management on green satisfaction (WM--

-->GS) was positive and significant ($\beta = 0.601$, $p = 0.002$). This result indicates that all the dimensions of environmental sustainability, which are the use of water, and use of energy, and waste management, contribute to the green satisfaction perceptions of hotel guests.

Table 1. Summary of Effects of Environmental Sustainability Practices on Green Satisfaction.

Relationship	β (std.)	S. E.	P-value	Significant
Use of Water (UW)--->Green Satisfaction (GS)	0.588	0.115	< 0.001	Significant
Use of Energy (UE)--->Green Satisfaction (GS)	0.303	0.082	< 0.001	Significant
Waste Management (WM)--->Green Satisfaction (GS)	0.601	0.054	0.002	Significant

P-value significant at 5% (0.05)

Source: Field Survey (2025)

4.3. Green Satisfaction as a Mediator Between Environmental Sustainability Practices and Hotel Guests Revisit Behavior

Table 2. Summary of Mediation Analysis.

Relationship	Direct Effects	Indirect Effects	Confidence Interval		P-value	Conclusion
			Lower Bound	Upper Bound		
Use of Water (UW)--->Green Satisfaction (GS)--->Revisit Behavior (RB)	-0.142	0.063	-0.029	0.182	0.236	No mediation
Use of Energy (UE)--->Green Satisfaction (GS)--->Revisit Behavior (RB)	-0.015	0.037	-0.015	0.106	0.238	No mediation
Waste Management (WM)--->Green Satisfaction (GS)--->Revisit Behavior (RB)	0.050	0.009	-0.003	0.044	0.224	No mediation

P-value significant at 5% (0.05)

Source: Field Survey (2025)

In Table 2, Model fit indices were ensured at their respective benchmarks as well: 375.038; $df = 179$; $/df = 2.095$; CFI = 0.931; TLI = 0.919; RMR = 0.085; RMSEA = 0.055; PCLOSE = 0.133; GFI = 911. The indirect effect of the use of water on revisit behavior (UW--->GS--->RB) was 0.063, which was positive and insignificant ($p = 0.236$), because the confidence interval (-0.029, 0.182) passes through zero. The direct effect of the use of water on revisit behavior (UW-->RB) in the presence of the mediator (GS) was found to be negative and insignificant ($\beta = -0.142$, $p = 0.245$). Hence, green satisfaction has no mediating effect in the relationship

between the use of water and revisit behavior. Also, the indirect effect of use of energy on revisit behavior (UE--->GS-->RB) was 0.037, which was positive and insignificant ($p = 0.238$), because the confidence interval (-0.015, 0.106) includes zero. The direct effect of the use of energy on revisit behavior (UE--->RB) in the presence of green satisfaction (GS) was found to be negative and insignificant ($\beta = -0.015$, $p = 0.862$). Hence, green satisfaction has no mediating effect in the relationship between the use of energy and revisit behavior. Moreover, the indirect effect of waste management on revisit behavior (WM--->GS--->RB) was 0.009, which was positive and insignificant ($p = 0.224$), because the confidence interval

(-0.003, 0.044) includes zero. The direct effect of waste management on revisit behavior (WM→RB) in the presence of green satisfaction (GS) was found to be negative and insignificant ($\beta = 0.058$, $p = 0.297$). Hence, green satisfaction has no mediating effect in the relationship between the use of energy and revisit behavior.

5. Discussion

Specific environmentally sustainable practices, such as effective water use, energy efficiency, and waste management, had a strong, positive effect on guests' green satisfaction. Guests who recognized these practices at the hotel reported higher green satisfaction with the hotel's initiatives. The analysis indicated that guests were satisfied with the environmentally sustainable practices like water conservation, energy efficiency, and waste management. This aligns with the correlation analysis that indicated that UW, UE, and WM lead to green satisfaction. This finding is consistent with what [23] found, that hotels' environmentally sustainable practices tend to increase guests' satisfaction, and [28] similarly found a positive relationship between environmental practices in the hotel and guest satisfaction. This is a result that guests have become conscious of the harm that unsustainable practices bring to the environment. These practices (UW, UE & WM) help reduce their ecological impact on the environment, like the amount of CO₂ released into the atmosphere. [11] found that environmentally sustainable practices lead to green satisfaction and loyalty. Guest loyalty is the willingness of guests to prefer the same hotel over competitors due to their satisfaction.

The second sought to determine the mediating effects of green satisfaction in the relationship between environmental sustainability practices and revisit behavior of hotel guests. From the descriptive analysis, the results indicated that guests are willing to revisit the hotels and recommend the hotel to others based on its environmentally sustainable practices, but using green satisfaction as a mediating variable to visit was not significant. The study found that there is no significant mediation between environmentally sustainable practices and green repurchase behavior. In each variable (UW, UE, and WM). The indirect effect through guests' satisfaction was a positive but non-significant effect, and the direct path from each practice to revisit behavior governed by guest satisfaction was also insignificant.

This implies that although environmentally sustainable practices lead to guest satisfaction throughout this study, the satisfaction did not translate into a statistically detectable increase in revisit behavior. This contradicts the literature in terms of satisfaction and revisit patterns. Literature reveals that guests' satisfaction is a key driver of loyalty and revisit behavior. In a study conducted in Spain, [24] discovered that green environmental practices in hotels significantly and favorably affect guest satisfaction, which in turn encourages guests to return. ESPs raised satisfaction, which in turn prompted a desire to revisit. [20] found that a predictor of

green repurchase behavior is green satisfaction. According to [15], satisfaction acts as a mediator in the interaction between environmentally sustainable practices like water conservation and revisit intention in Sri Lankans.

This study also found that the other mediators that are attached to environmentally sustainable practices lead to revisit behavior. The following themes emerged from the thematic analysis of guests.

5.1. Theme 1: Price

Inasmuch as UW, UE, and WM lead to guest satisfaction, the satisfaction alone cannot influence a repeat visit when the price of the hotel is high. Price-sensitive guests consider the amount of money they spend at the hotel. Most guests often assess whether the cost of their stay aligns with their budget.

“Yes, the hotel practices environmentally sustainable practices, and I'm very much satisfied with their initiatives, but they are not compelling enough to bring me back when I'm not able to afford and it's not within my financial scope”. (AA1).

Affordability and price can override green satisfaction in influencing repeat visits. When the price is considered reasonable and within their financial capabilities, guests are more likely to return even when environmentally sustainable practices are not noticeable. This finding is in line with a study by [11], who found that sustainability can enhance satisfaction, but price is the most consistent predictor of green repurchase.

“I appreciate the water conservation practices, but the price is the most important reason I always come here. It is within my means”. (AA2).

Thus, price clearly mediates the relationship between green satisfaction and repurchase behavior in the hotel sector of Ghana.

5.2. Theme 2: Proximity

Many guests repeat visits to hotels when the location is strategically within their reach (homes, workplace, and transportation hub) and it's accessible, while some also repeat visits when the hotel is located in a quiet place. This implies that convenience and accessibility are key factors in repeat behavior.

“I normally come here because it's a few minutes from where I will be working when I'm around”. (AA2).

The ability to reach the destination of the guests easily and the ease of access play a major role in their revisit behavior. Location is ranked among the factors that lead to repeat visits.

“Whenever I visit here, I'm able to get a car to my next destination, and it's very convenient for me”. (AA3).

“I have been visiting here for a while because it's far from home. I don't want to be reminded of anything about the house when I come here”. (AA4).

A repeat visit can be undermined if it is inconveniently located according to the preferences of guests. This suggests that

location is a dominant influence on behavioral intentions in the hotel sector. Proximity is an integral part of repurchase and a contextual factor.

5.3. Theme 3: Emotional Attachment

Emotional attachment towards the hotel and the staff can cause a repeat visit. A sense of home and familiarity makes guests feel connected to a place. When guests have an emotional attachment to a place, they repeat the visit.

"This hotel makes me feel at home, that is why I keep coming back". (AA5).

"I have been coming here because the staff makes me feel welcome, and I know the manager here". (AA6).

Guests who feel emotionally rooted to a place become effectively loyal. Emotional attachment can be from a long-standing guest-staff relationship. This attachment is rooted in consistent service, personalized interaction, or a feeling of comfort and belonging. Emotional attachment leads to a stronger loyalty than satisfaction derived from environmentally sustainable practices. This is a motivator for repeat visits.

5.4. Theme 4: Purpose

The purpose of a visit can lead to a repeat visit. Guests revealed that the decision to come back to the hotel was based on functional necessity, such as a recurring conference. The repeat visit is driven by external purpose, such as a job or event, rather than internal factors. Satisfaction from environmentally sustainable practices, while acknowledged, does not significantly impact the decision of guests to return.

"I always stay here when I have training at a center nearby, and also because my company books my accommodation". (AA3), (AA6).

This reason is seen by guests who travel for work purposes. They develop routine-based loyalty, where they return not because of environmentally sustainable practices such as UE, UW, or WM, but because the hotel serves its purpose efficiently.

5.5. Implications for the Attitude-behavior Gap and Theory of Planned Behavior (TPB)

A significant theoretical contribution of this study is its examination of the attitude-behavior gap. Guests express positive attitudes towards sustainability but fail to follow through with corresponding actions. This study provides empirical evidence on how that gap can be narrowed in the hospitality context. The findings indicate that guests demonstrated a high level of green satisfaction when exposed to visible ESPs in water, energy, and waste practices. This implies that the hotel's sustainable practices were well-received. However, this satisfaction did not significantly predict revisit intention. This outcome indicates that competing priorities may be amplified by economic realities, making environmental considerations

secondary in repeat repurchasing intention. ABG explains that guests have positive affection that is green satisfaction towards ESPs, but the satisfaction causes a lack of corresponding intentional follow-through, thus repurchasing.

The Theory of Planned Behavior, which extends TRA by adding perceived behavioral control (PBC), also finds support and explains why the attitude-behavior gap existed in this study. TPB posits that even if a guest intends a behavior, they will only follow through if they feel sufficient control over performing it. TPB provides an explanatory mechanism for why the gap in attitude and behavior occurred. In the context of this study, attitude towards the behavior is guests' positive satisfaction in staying at a hotel that implements environmentally sustainable practices. The subjective norms are the extent to which guests perceive social pressure to choose hotels that implement ESPs, which in this study wasn't found. Perceived behavioral control involves when guest perceive ease or difficulty in acting on their satisfaction, which in this study are the availability, affordability, and convenience of choosing sustainable accommodations. The study indicates that when guests perceive staying in a green hotel to be practicable (e.g., there are accessible options that fit their budget and standards), their intentions are more likely to translate into repurchasing. On the contrary, if eco-friendly hotels are scarce or costly, a positive intention might not materialize, reflecting low perceived behavioral control. Low perceived behavioral control limits guests' ability to act on their positive attitude (satisfaction). These constraints explain why the attitude leading to intention leading to behavior pathway predicted by TPB was disrupted.

6. Conclusion

The study confirms that environmentally sustainable practices such as waste management, water conservation, and energy efficiency had statistically significant effects on green satisfaction. When hotels implement robust and genuine green practices, guests report higher satisfaction levels related to the hotel's environmental performance. The study also found that guests noticed and valued initiatives such as efficient water usage, recycling availability, and eco-friendly products, translating these into a sense of satisfaction that the hotel is being responsible.

It also revealed that, since ESP brings about green satisfaction, the satisfaction derived was not significant in mediating the relationship between ESP and GRI. Qualitative data suggests that other factors, such as price, proximity, purpose of visit, and emotional attachment, are the key drivers of repeat visits in hotels. This indicates that guests respond emotionally and cognitively to visible conservation measures.

7. Recommendations

The study suggests that since satisfaction is the bridge to repurchase, hotels should ensure that any green practice introduced is coupled with a focus on customer service quality. All pillars of sustainability must be put in place. For example, if a hotel introduces a new recycling program or removes single-use plastics, it should also communicate the benefits to guests. This approach will help sustainable hospitality businesses in Ghana cultivate long-term patronage, validating that doing good for the environment and doing well in business can go hand in hand, especially when guest satisfaction is placed at the center of the strategy. Also, hotels should actively solicit guest feedback on green initiatives. By asking guests (via surveys or casual conversation) which sustainability measures they appreciate or notice, managers can fine-tune efforts to focus on high-impact practices. This feedback loop ensures that the practices implemented are those that genuinely matter to guests' satisfaction.

Abbreviations

HVAC	Heating, Ventilation, and Air Conditioning
GRI	Green Repurchase Intention
ABG	Attitude Behavior Gap
TPB	Theory of Planned Behavior
UW	Use of Water
UE	Use of Energy
WM	Waste Management
GS	Green Satisfaction
RB	Repurchase Behavior

Author Contributions

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Conflicts of Interest

The authors declare no conflicts of interest.

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