



**FACTORS INFLUENCING CUSTOMER LOYALTY
ON ECO-FRIENDLY HOTELS IN INDONESIA**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
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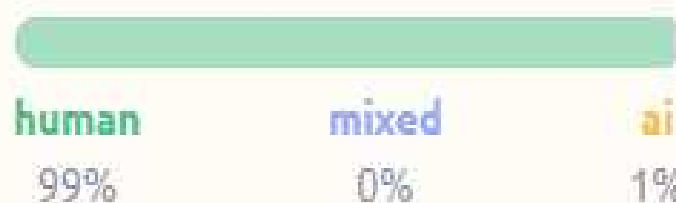


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ABSTRACT

Purpose - The purpose of the reseach paper is to find out what are the effects of customer loyalty with the concept of green hotels in Indonesian in order to choose a hotel that has the concept of green hotel rather than on ordinary hotel.

Design/ Methodology/Approach - The data of this research were obtained through an online questionnaire distributed from Juli to December 2023. The total number of valid respondents who became the sample of this study was 207 people. The data collected were analyzed with the Structural Equation Model (SEM).

Finding - It was found that green perceived quality infleunce green satisfaction, green satisfaction influence green loyalty, green perceived quality influence green trust, green satisfaction influence green trust, green trust influence green loyalty

Original/value – This study is the first to combine independent variable (perceived quality) with dependent variable (satisfaction, trust)

Keyword :*Green Perceived Quality, Green Satisfaction, Green Trust, Green Loyaly*

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