

## **GREEN ATMOSPHERICS AND CUSTOMER WELL-BEING TO CUSTOMER SATISFACTION AND REVISIT INTENTION IN CITY HOTEL SECTOR SURABAYA**

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### **ABSTRACT**

This study aims to analyse the role of green atmospherics and customer well-being on customer satisfaction and revisit intention at the City Hotel sector of Surabaya. The sample was selected using purposive sampling based on three criteria: guests/visitors who visited more than twice, over 25 years old and stayed more than two days. Over six months, 300 questionnaires were distributed to guests and visitors of hotels in central Surabaya, classified as part of the City Hotel sector of Surabaya. The results showed that about 87% or 261 questionnaires were returned and used for analysis. The research was conducted using Structural Equation Modeling (SEM). The findings indicate that green atmospherics and customer well-being positively and significantly influence customer satisfaction in the City Hotel Sector of Surabaya. Furthermore, green atmospherics and customer well-being positively influence the revisit intention in this sector.

**JEL:** E24, E220, I25, I140.

**Keywords:** *green atmospherics, customer well-being, customer satisfaction, revisit intention.*

### **1. INTRODUCTION**

The intense competition in the hotel business challenges businesses to improve their quality to attract guests continually, meet consumer expectations and create a positive image (Gupta, Dash, & Mishra, 2019; James & Inyang, 2023). Hotel management focuses on the facilities, service quality and competitive pricing to foster customer satisfaction and encourage repeat visit (El-Adly & Jaleel, 2023; Quan, Kim, & Han, 2022). Firman & Ilyas (2021) explain that customers often reassess their decisions about a place based on their satisfaction or dissatisfaction, influencing their intention to revisit. Well-being strongly predicts satisfaction and revisits intentions (Baccarani & Cassia, 2017; Han, Olya, Untaru, Ispas, Kim, & Kim, 2020; Kim & Han, 2022). Therefore, higher hotel guest satisfaction leads to a higher intention to revisit, and vice versa.

In the hotel business, customer satisfaction and the intention to revisit are influenced by customer behavior during their stay. When consumers receive excellent service, they feel satisfied and are more likely to return (Gunawan, Suharyono, & Sunarti, 2021; Lee & Joseph, 2012; Quan *et al.*, 2022). Additionally, a pleasant environment and friendly staff interactions enhance customer satisfaction and revisit intention (Han, Lee, & Koo, 2021; Untaru, Han, Bălășescu, Kim, & Ariza-Montes, 2023). The success of a hotel in meeting customer expectations, and providing comfortable and efficient services significantly influences customer satisfaction and their likelihood to return. Therefore, city centre hotels should improve service quality, offer appropriate facilities, and create an alluring environment for their guests to strengthen customer satisfaction and revisit intention. According to the Stimulus Organism Response (SOR) theory, consumer

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behavior is shaped by the communication process between guests and employees, leading to positive psychological reactions (Jayanti & Tasrim, 2023; Muposhi & Dhurup, 2016). El-Adly & Jaleel (2023) and Han *et al.* (2021) explain that the stimulus organism response (SOR) framework involves human components such as attitudes, opinions, behavior, cognition, affection and conation, allowing individuals to anticipate and predict the alignment between the message and the communication reaction, thereby creating a positive impression.

According to research by Chang & Lin (2022), a green work environment directly impacts customer satisfaction and revisit intention. It also improves employees' physical and mental well-being by reducing the adverse effects of the surroundings. Academics in organisational behavior, consumer behavior, and environmental psychology assert that the interior atmosphere influences occupants' responses and behaviors towards their surroundings. Environmental psychologists suggest that positive behavior is linked to the individuals' well-being and happiness, which can be enhanced through positive experiences. Creating a positive atmosphere in green environments contributes to such experiences, leading to favorable responses and behaviors. In contemporary society, individuals are increasingly susceptible to mental health problems, including anxiety, depression, and stress. These mental health issues pose a significant burden on the hospitality industry, prompting extensive research to address them. A growing body of literature indicates that exposure to natural environments may enhance individuals' perception of well-being. Perceived well-being is a crucial concept in consumer behavior and tourism, refers to an individual's assessment of how a product improves their quality of life. Customers may perceive an improvement in their quality of life if they feel healthy, happy, relaxed, calm, peaceful, or refreshed while using the product. This study focuses on customer satisfaction during hotel stays. The concept of perceived well-being has been widely applied in research across various hospitality and tourism settings, including hotels.

Previous studies have shown that green atmospherics and customer well-being impact customer satisfaction and revisit intention. Han *et al.* (2021); Muposhi & Dhurup (2016) explain that atmosphere refers to the hotels' physical characteristics that project an image and attract customers, affecting their psychological feelings when they enter the hotel. James & Inyang (2023); Kreidler & Joseph-Mathews (2009) also demonstrate the positive influence of atmospherics on customer satisfaction and revisit intention. Other research shows an indirect influence between the atmosphere experienced by guests and their satisfaction and revisits intention (Han *et al.*, 2021). Henkens, Verleye, & Larivière (2021) explain that customer well-being is an important factor in promoting satisfaction and revisiting intention. This research is significant as it addresses the limitations of previous studies on antecedent customer satisfaction and revisits intention in the hospitality sector. It examines both the direct and indirect effects of green atmospherics and customer well-being in the city hotel sector.

This study employs the Stimulus Organism Response (SOR) theory as its foundational framework (Wu, Wang, Chen, & Juan, 2019). This study aims to analyse the direct and indirect relationships between green atmospherics, customer well-being, and customer satisfaction and revisit intention in the City Hotel sector. Thus, to answer the objectives of this study, 300 online questionnaires were distributed to guests of City Hotel sector Surabaya, using a barcode questionnaire provided at the time of reservation. The collected data were then tested for confirmatory factor analysis (CFA), composite reliability (CA), common method bias (CMB), and normality test. Structural Equation Modeling (SEM) was used for analysis (Hair, Risher, Sarstedt,

& Ringle, 2019). This study expands the Stimulus Organism Response (SOR) theory within the business sector, especially hospitality. Furthermore, it explores the antecedents of customer satisfaction and revisits intention from the SOR perspective, adding to the body of knowledge related to green atmospherics, customer well-being, and customer satisfaction and revisits intention in the City Hotel Sector. Moreover, this research contributes as an evaluation tool for the quality of services in the City Hotel Sector, helping to foster customer satisfaction and encourage repeat revisits.

## **2. THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES**

### **Stimulus Organism Response (SOR)**

Stimulus Organism Response (SOR) theory is a classic model of communication model that influenced by psychology and communication theory (Kim, Lee, & Jung, 2020; Laato, Islam, Farooq, & Dhir, 2020). It systematically explains how external factors act as stimuli that alter an organism's internal state, affecting its behavior. Initially developed in environmental psychology, the SOR theory has been further refined by experts in environmental services. It describes a communication process Stimulus organism response (SOR) is a communication process that elicits specific reactions, enabling the prediction and expectation of congruence between a message and the communicators' reaction. The theory applies to humans, whose psychological components include attitudes, opinions, behavior, cognition, affection and conation. According to the SOR theory, specific stimuli, allow for the prediction of compatibility between messages and the communicators' reaction. The basic assumption of this model is that mass media have immediate and direct effects on communicators. The elements of this model are message (stimulus, S), communicator (organism, O), and effect (response, R) (Kim *et al.*, 2020; Laato *et al.*, 2020; Yu, Lee, & Hyun, 2021).

### **The Effect of Green Atmospherics and Customer Well-Being on Customer Satisfaction**

Green atmospherics in buildings can reduce various harmful environmental effects and improve occupants' mental and physical health. Atmosphere refers to physical characteristics that create a positive impression (Song, Ali, Cobanoglu, Nanu, & Lee, 2022). Green atmospherics involve creating an environmentally friendly atmosphere in commercial spaces, such as hotels, by incorporating natural elements, utilising eco-friendly materials, and implementing sustainable practices to minimise adverse environmental impacts. This approach may attract customers by positively influencing their feelings and satisfaction (Baccarani & Cassia, 2017). As a marketing strategy, green atmospherics aims to increase customer awareness and attitudes towards environmental issues by creating an environmentally friendly environment in commercial spaces such as hotels, thereby influencing consumer behaviour.

Han *et al.* (2021) argue that companies that improve their atmosphere may increase consumer satisfaction with the company or store. Green atmospherics is a significant variable in increasing customer satisfaction. According to the Stimulus Organism Response theory, the impact of green atmospherics on customer satisfaction involves the interaction between the eco-friendly hotel environment, customer's responses, and their perceptions of service quality and the environment. Similarly, the effect of customer well-being on satisfaction is linked to the hotel environment that promotes guests' well-being, resulting in positive responses that enhance customer satisfaction. This is also influenced by safety, comfort, service quality, and staff attention

to detail. Previous studies have shown that green atmospherics influence customer satisfaction (Han *et al.*, 2020, 2021; James & Inyang, 2023). Other research shows that Customer Well-Being has a positive impact on Customer Satisfaction (Gong & Yi, 2018; Han *et al.*, 2021; Kim, Kim, & Kim, 2009; Muposhi & Dhurup, 2016; Quan *et al.*, 2022). Based on the above explanation, the study proposes the following hypothesis:

**H1:** Green Atmospherics has a positive effect on Customer Satisfaction.

**H2:** Customer Well-Being has a positive effect on Customer Satisfaction.

### **The Effect of Green Atmospherics and Customer Well-Being on Revisit Intention**

Customer well-being refers to the satisfaction and ability of customers to achieve their personal and professional life goals. It encompasses physical and mental health, financial security, emotional satisfaction, fulfilling relationships, and personal and social achievements. Gong & Yi (2018); Untaru *et al.* (2023) reveal the best practices in the hotel industry that show how hotel atmospherics impact profitability and success. Christodoulou, Gregoriades, Pampaka, & Herodotou (2021) and Lee (2022) explain that revisit intention as the customer's desire to return as often as possible. Revisit intention is defined as the behavioral intention of visitors to return to a destination in the future and is a strong indicator of loyalty (Yu *et al.*, 2021). Safitri, Surachman, & Mugiono (2020) explain that when consumers have a positive experience, they need little encouragement to return. According to the Stimulus Organism Response theory, the influence of green atmospherics on revisit intention relates to an environmentally friendly environmental stimulus that may influence customer responses. This positive response to a well-maintained and sustainable environment increases the intention to revisit these hotels.

Furthermore, customer well-being is a crucial focus in developing sustainable and effective marketing strategies. The influence of customer well-being on revisit intention suggests that environmental factors promoting customer well-being influence how customers respond to hotels. This response pertains to a customer's intention to revisit the hotel due to the positive experience associated with the well-maintained well-being environment managed by the hotel manager. Several studies have shown that atmosphere has a positive influence on revisit intention (Putri & Prabawani, 2023; Safitri *et al.*, 2020; Ting & Thurasamy, 2016). Additionally, Quan *et al.* (2022) and Song *et al.* (2022) found that customer well-being is positively correlated with revisit intention. Furthermore, customer satisfaction is a significant factor driving future behavioral intentions, including the intention to revisit (Han *et al.*, 2021). Based on these findings, the study proposes the following hypothesis:

**H3:** Green Atmospherics has a positive influence on Revisit Intention.

**H4:** Customer Well-Being has a positive influence on Revisit Intention.

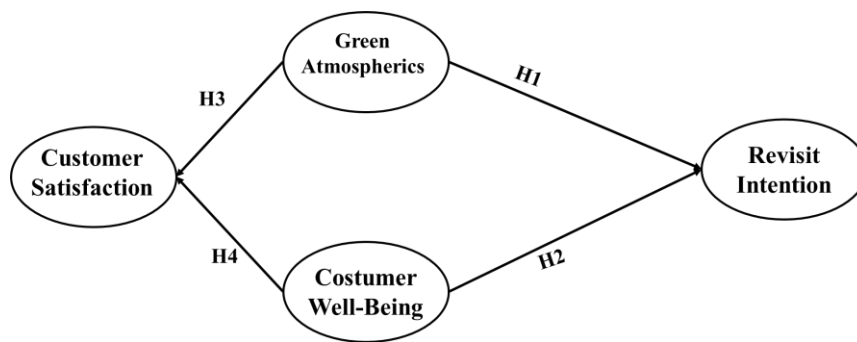


Figure 1. Research Model

### 3. RESEARCH METHODS

The study was conducted at a City Hotel in the centre of Surabaya, with participants consisting of guests and visitors from the City Hotel sector in Surabaya. A city hotel is located in a central urban area, providing business travellers with convenient access to business activities, particularly in large cities like Surabaya. The sample for this study was determined using the purposive sampling technique (Galande, 2017), with the following criteria: 1) Guests/visitors who have visited more than twice; 2) Guests/visitors aged over 25 years old; and 3) Guests/visitors who have stayed for more than 2 days. Furthermore, the questionnaire was distributed online to guests/visitors through a barcode questionnaire at the time of reservation. For example, when guests/visitors made a reservation, the receptionist asked a few questions related to the participant criteria and then requested about five minutes to complete the questionnaire via a barcode. 300 questionnaires were distributed, and only 261 responses were returned (see Table 1). Therefore, the sample in this study consisted of 261 guests/visitors from the City Hotel sector in Surabaya (e.g. Bumi Surabaya City Resort, Hotel Santika Surabaya, Mercure Surabaya, HARRIS Hotel & Conventions Surabaya, The Alana Surabaya, and Ibis Surabaya City Center) (see Table 1). Before distributing the questionnaires, a survey was conducted in January within the city hotel sector in Surabaya. The questionnaires were distributed for 6 months, from March to August. This study then conducted a confirmatory factor analysis test, Cronbach’s alpha test, common method biases test, normality test, FIMIX (Hair, Sarstedt, & Ringle, 2019). The analysis was carried out using SEM-PLS 4.0 (Hair *et al.*, 2019; Hair *et al.*, 2019).

**Tabel 1. Description Total Sampling of City Hotel**

No	Name of Hotel	Total Responden
1	Bumi Surabaya City Resort	43
2	Hotel Santika Surabaya	46
3	Mercure Surabaya	45
4	HARRIS Hotel & Conventions Surabaya	41
5	The Alana Surabaya	41
6	Ibis Surabaya City Center	45
<b>Total</b>		<b>261</b>

Source: Processed Data (2024)

#### Measurement

A Likert scale was employed in this study to measure participants' responses, using a five-point scale ranging from 'strongly agree' to 'strongly disagree'. The green atmospheric variable was measured based on seven items adapted from Han *et al.* (2021), with a Cronbach's alpha value of

0.936. The customer well-being variable was measured using five items adapted from Henkens *et al.* (2021), with a Cronbach's alpha value of 0. The customer satisfaction variable in this study uses five items adapted from Firman & Ilyas (2021) with a Cronbach's alpha value of 0.839. The revisit intention variable also consisted of five items adapted from Kim *et al.* (2009); Leung & Bai (2013). To ensure the statements were relevant to the respondents' conditions and characteristics, two previous studies were carried out, resulting in a Cronbach's alpha value of 0.895, as shown in Table 2.

#### 4. DATA ANALYSIS AND DISCUSSIONS

The analysis results show that the loading values for all indicators in the variable exceed 0.6, as shown in Table 2. Furthermore, Table 2 shows the validity and reliability values of each variable. A variable is considered valid if its AVE value is above 0.5 and reliable if the Cronbach alpha, rho\_a and composite reliability values are above 0.7. Therefore, based on Table 2, it can be explained that all variables used are valid and reliable with an AVE value exceeding 0.5 and a Cronbach's alpha, rho\_a and composite reliability value above 0.7.

**Table 2. Measurement, validity, and reliability**

Variable	Loading	Cronbach's Alpha	Composite rho_a	Reliability rho_c	AVE
<b>Green Atmospherics</b>		0.936	0.946	0.948	0.723
<i>Green ambient conditions</i>					
(a <sup>1</sup> ) This hotel has..... the air quality in this hotel (e.g., temperature, humidity, circulation, and ventilation) is fresh and appropriate (air quality).	0.912				
(a <sup>2</sup> ) .....Pleasant scent (fragrant).	0.900				
(a <sup>3</sup> ) .....natural light through easily observable glass windows	0.916				
<i>Green items</i>					
(b <sup>1</sup> ) .....green decorations and green interiors are attractive and easy to observe	0.807				
(b <sup>2</sup> ) .....various flowers, trees, and potted plants placed in this hotel	0.739				
<i>Green spaces/areas</i>					
(c <sup>1</sup> ).....green rest areas are available	0.766				
(c <sup>2</sup> ).....green spaces for leisure/physical activities are available and easily accessible	0.890				
<b>Customer Well-Being</b>		0.961	0.966	0.971	0.870
<i>Self-efficacy</i>					
(a <sup>1</sup> ) I am fully capable of using smart services.	0.967				
(a <sup>2</sup> ) I am confident in my ability to use smart services.	0.955				
<i>Technology anxiety</i>					
(b <sup>1</sup> ) I avoid technology because I am not used to it.	0.966				
(b <sup>2</sup> ) I hesitate to use most forms of technology for fear of making mistakes that I cannot correct.	0.968				
(b <sup>3</sup> ) I feel anxious about using technology.	0.797				
<b>Customer Satisfaction</b>		0.839	0.908	0.882	0.600

Variable	Loading	Cronbach's Alpha	Composite Reliability		AVE
			rho_a	rho_c	
<b>Quality</b>					
(a <sup>1</sup> ) I feel.....the physical facilities of the hotel have appeal.	0.757				
<b>Service</b>					
(b <sup>1</sup> ) ..... fast in providing services.	0.806				
(b <sup>2</sup> ) ...hotel employees understand the needs	0.832				
<b>Cost</b>					
(c <sup>1</sup> ) ...the price offered is comparable to the facilities	0.752				
(c <sup>2</sup> ) ...safe transactions with employees	0.722				
<b>Revisit Intention</b>		0.895	0.920	0.922	0.702
<b>Opportunity</b>					
(a <sup>1</sup> ) I am ..... willing to visit again	0.917				
(a <sup>2</sup> ) .... have the opportunity to visit again	0.806				
(a <sup>3</sup> ) ..... have the opportunity to visit this hotel again	0.799				
<b>consideration</b>					
(b <sup>1</sup> ) ..... consider this hotel as a top choice	0.762				
(b <sup>2</sup> ) ...have a strong intention to visit again	0.895				

Source: Processed Data (2024)

This study tests discriminant validity, which is an empirical standard used to differentiate constructs from one another. This study assesses discriminant validity using the hetero-trait-monotrait ratio (HTMT) and Fornell-Larcker criterion. The Fornell-Larcker criterion involves comparing the correlation between the latent variable with the square root of the AVE value. The square root of each AVE construct must be greater than the highest correlation with any other constructs (Henseler, Ringle, & Sarstedt, 2015). Furthermore, Henseler *et al.* (2015) proposed the hetero-trait-monotrait ratio (HTMT), the average of all indicator correlations across constructs measuring different constructs, compared to the average of the correlations of indicators measuring the same construct.

**Table 3. HTMT and Fornell-Larcker criterion**

	Heterotrait-Monotrait Ratio (HTMT) – Matrix and Fornell-Larcker Criterion (F-LC)							
	Customer Satisfaction		Customer Well-Being		Green Atmospherics		Revisit Intention	
	HTMT	F-LC	HTMT	F-LC	HTMT	F-LC	HTMT	F-LC
Customer Satisfaction		0.775						
Customer Well-Being	0.949	0.833		0.933				
Green Atmospherics	0.921	0.711	0.965	0.767		0.850		
Revisit Intention	0.911	0.849	0.967	0.928	0.969	0.832		0.938

Source: Processed Data (2024)

Table 3 shows that the constructs in this study do not meet discriminant validity. This is evident from the hetero-trait-monotrait ratio (HTMT) values greater than 0.9. Additionally, the fornell-larcker value of customer well-being 0.933 is higher than the correlation between customer well-being and customer satisfaction (0.833), the value for green atmospherics (0.850) is higher than the correlation between green atmospherics and consumer well-being, revisit intention (0.938) is higher than the correlation between revisit intention and green atmospherics.

**Table 4. Q-Square and R-Square**

	Q-Square			R-Square	
	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)	R-square	R-square adjusted
Customer Satisfaction	1305.000	823.011	0.369	0.706	0.704
Customer Well-Being	1305.000	1305.000	0.000		
Green Atmospheric	1827.000	1827.000	0.000		
Revisit Intention	1305.000	513.269	0.607	0.895	0.895

Source: Processed Data (2024)

Table 4 shows the R-Square and Q-Square values. According to Hair *et al.* (2019), acceptable R-square values are 0.67 (strong model), 0.33 (moderate model), and 0.19 (weak model). Table 4 shows that the R-square value for customer satisfaction is 0.706, indicating a strong or high interpretation value, while the R-square value of revisit intention is 0.895, suggesting a moderate interpretation value. Furthermore, the Q-square values are interpreted as follows: 0 (low influence), 0.25 (moderate influence), and 0.50 (high influence). Based on this, it can be concluded that all variables exhibit a high level of influence.

**Table 5. FIMIX Criteria and Segment Matrix**

FIMIX Criteria		
AIC (Akaike's information criterion)	335.220	
AIC3 (modified AIC with Factor 3)	348.220	
AIC4 (modified AIC with Factor 4)	361.220	
BIC (Bayesian information criterion)	381.559	
CAIC (consistent AIC)	394.559	
HQ (Hannan-Quinn criterion)	353.846	
MDL5 (minimum description length with factor 5)	670.914	
LnL (LogLikelihood)	-154.610	
EN (normed entropy statistic)	0.883	
NFI (non-fuzzy index)	0.917	
NEC (normalized entropy criterion)	30.563	
FIMIX Segment Matrix		
	<b>Segment1</b>	<b>Segment2</b>
Customer Satisfaction	0.372	0.018
Revisit Intention	0.144	0.001

Source: Processed Data (2024)

Table 5 shows the FIMIX values used to divide the sample based on the Akaike (AIC), the controlled AIC (CAIC), the Bayesian information criterion (BIC), and the standardized entropy statistic (EN). From Table 4, it is evident that the Akaike value (AIC) is 335.220, the controlled AIC (CAIC) is 394.559, the Bayesian information criterion (BIC) is 381.559, and the standardized entropy statistic (EN) is 0.883, which is above 0.50, indicating heterogeneity in this study. Additionally, Table 5 reveals the existence of two segments, with Segment 1 and Segment 2 showing that customer satisfaction has the highest segment value for revisit intention, at 0.372 or 37%. In contrast, Segment 2 has a segment value of 0.018 or 2%.

## Discussion

The analysis of the value of path coefficients shows a positive and significant relationship between variables. Table 6 confirms that all proposed hypotheses in this study are accepted or have a significant effect.



**Table 6. Path coefficients**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
Green Atmospherics -> Customer Satisfaction	0.177	0.177	0.070	2.520	0.012
Customer Well-Being -> Customer Satisfaction	0.697	0.698	0.064	10.818	0.000
Green Atmospherics -> Revisit Intention	0.292	0.293	0.037	7.803	0.000
Customer Well-Being -> Revisit Intention	0.704	0.703	0.032	21.653	0.000

Source: Processed Data (2024)

Table 6 demonstrates that green atmospherics have a positive and significant impact on customer satisfaction in the City Hotel Sector of Surabaya. This indicates that the green atmospherics in the hotels of Surabaya contribute to consumer satisfaction. The analysis also reveals that the hotel environment where guests/visitors stay can affect their mental and physical health, leading to satisfaction during their stay. Furthermore, according to the Stimulus Organism Response theory, the impact of green atmospherics on customer satisfaction in this study is linked to the interaction between the eco-friendly hotel environment (stimulus), the individual response of customers, and their perceptions of the quality of service and the environment. Customers who are satisfied with an environmentally friendly environment are more likely to have a higher level of satisfaction with the hotel. This, in turn, can positively impact customer loyalty and the hotel's brand image in the public's view.

Green atmospherics refers to efforts made to create an eco-friendly environment within the hotel, including the use of eco-friendly materials, adopting energy-saving practices, and incorporating natural elements into the design. These efforts serve as a stimulus that shapes customers' perception of the hotel. When customers enter an eco-friendly environment, they may feel a sense of comfort, peace, and satisfaction, knowing that the hotel is committed to reducing its environmental impact. Customers, as individuals, respond to environmental stimuli based on their values, preferences, and attitudes towards sustainability. If they are concerned about environmental issues, they are likely to view implementing eco-friendly practices more favorably.

The analysis of this study reveals that customer well-being has a positive and significant impact on customer satisfaction in the City Hotels sector of Surabaya. This suggests that City Hotels in Surabaya prioritise the well-being of their guests, resulting in a more enjoyable and satisfying stay. According to the Stimulus Organism Response theory, customer satisfaction is influenced not only by the hotel environment that supports the well-being of guests/visitors, but also by safety, comfort, service quality, and attention to detail. These factors can significantly impact guests'/visitors' perceptions of their hotel experience. The findings indicate that hotels focusing on customer well-being tend to achieve higher satisfaction levels, which may enhance guest loyalty and strengthen the hotel's brand reputation in the market.

Customer well-being is a key factor in creating a positive experience for hotel guests, encompassing both physical and psychological comfort, as well as emotional and social satisfaction. The hotel amenities such as the spa, gym, swimming pool, healthy food options and beverages, and a clean and well-maintained environment, all contribute to guests' perception of the quality of their stay. It is important to recognise that customers respond to these stimuli based on

their own needs, preferences, and expectations. Feelings of safety, comfort, and overall satisfaction are vital components of customer well-being. The findings of the study are consistent with the research of (Gong & Yi, 2018), which indicates that customer well-being has a positive effect on customer satisfaction. Similarly, studies by Christodoulou *et al.* (2021); Muposhi & Dhurup (2016) highlight the significant impact of customer well-being on customer satisfaction. Furthermore, these results also align with the research of Quan *et al.* (2022), which demonstrates that customer satisfaction is positively influenced by customer well-being.

Moreover, the findings of this study also indicate that Green Atmospherics has a positive and significant impact on revisit intention in the City Hotel sector of Surabaya. The study suggests that hotels in Surabaya are successful in encouraging guests/visitors who have stayed at these establishments to consider returning in the future. Guests/visitors feel comfortable with the hotel environment and the services provided by these hotels also contribute to fostering the intention to revisit. According to the Stimulus Organism Response theory, this study shows that the presence of green atmospherics can positively influence customer revisit intention in hotels. The study suggests that customers are more likely to return to hotels with an environmentally friendly environment due to positive experiences related to a well-maintained and sustainable atmosphere. The study suggests that hotels implementing environmentally friendly practices can enhance customer loyalty and frequency of future visits, leading to increased business success.

The hotel promotes environmental sustainability through green initiatives such as using renewable energy, waste reduction, eco-friendly materials, and sustainable management practices. These initiatives create a positive impression of the hotel's commitment to the environment. It is important to note that customers tend to respond positively to eco-friendly practices. Customers' attitudes, values, and preferences towards the environment and sustainability can influence their response to the hotel's eco-friendly efforts. These findings are consistent with previous research by Putri & Prabawani (2023), which also found a positive correlation between the atmosphere and revisit intention. Studies have shown that green atmospherics significantly impact tourists' intention to revisit (Safitri *et al.*, 2020; Ting & Thurasamy, 2016).

Furthermore, the analysis in this study shows that customer well-being has a positive and significant impact on revisit intention in the City Hotel sector in Surabaya. This suggests that, alongside a pleasant hotel environment, the attitude of employees towards guest welfare also plays a key role in attracting guests and encouraging their intention to revisit. According to the Stimulus Organism Response theory, customer well-being has a significant impact on revisit intention. Environmental stimuli that support customer well-being affect customer responses to the hotels, leading to a positive experience that encourages customers to return. This positive experience is nurtured and maintained by the hotel manager. This study suggests that hotels prioritising customer well-being are more likely to increase customer satisfaction, loyalty, and future visits.

The hotel environment can positively stimulate customers' well-being through physical, psychological, social, and emotional comfort. To achieve this, the hotel should maintain facilities such as a spa, gym, and swimming pool, and offer healthy food and beverages in a clean and well-maintained environment. These factors contribute to how customers perceive the quality of their experience at the hotel. Furthermore, customers are individuals who respond to external stimuli, bringing their own needs, preferences, and expectations to their hotel stay. A sense of well-being, emotional satisfaction, and positive social relationships all play a role in customer satisfaction.

These findings align with previous research by Quan *et al.* (2022) and Song *et al.* (2022), which shows that customer well-being has a significant impact on revisit intention.

The findings of this study suggest that green atmospherics can enhance hotel customers' environmental awareness. Guests who observe and value eco-friendly practices, such as using renewable energy, reducing waste, and employing eco-friendly materials, are more likely to become more conscious of the environmental impact of their actions and choices. Additionally, green atmospherics can improve hotel customer satisfaction. Being in an environmentally friendly environment typically leads to greater satisfaction with the overall experience, strengthening the relationship between the hotel and its customers, and boosting customer loyalty. Moreover, consumer attitudes and behaviour towards environmentally friendly practices are evolving. Positive experiences with green atmospherics in hotels can influence customer attitudes and behaviors beyond the hotel, encouraging them to choose environmentally friendly products and services. Implementing green atmospherics can also enhance a hotel's reputation and brand image, fostering customer trust and loyalty, and setting it apart from competitors. This research contributes to driving greater social and environmental change. By consistently implementing sustainable practices, hotels can become catalysts for raising environmental awareness and encouraging more socially and environmentally responsible practices.

### **Theoretical Implication**

This study applies the Stimulus Organism Response (SOR) theory, a concept from psychology and communication, to understand customer behavior in the context of green atmospherics and customer well-being in hotels. It enriches the literature by demonstrating those green atmospherics positively influence guests' psychology and customers' well-being, particularly in the hotel industry. The research delves into how these factors enhance customer satisfaction and encourage revisit intention. Consequently, this study serves as a reference for future studies on SOR theory, especially within the development of related variables.

### **Practical implications**

The findings of this study offer valuable insights for hotel management to improve marketing strategies by leveraging the Stimulus Organism Response (SOR) theory. Management can boost customer satisfaction and promote repeat visits by focusing on the hotel atmosphere and the well-being of guests. Furthermore, this research provides a useful evaluation tool for hotel management to assess and enhance guest satisfaction. The study's findings can also guide the decision-making process related to programs to increase guest satisfaction and loyalty. It is recommended that communication is clear and concise to avoid ambiguity and ensure logical flow.

## **5. CONCLUSIONS, RECOMMENDATIONS, AND LIMITATIONS**

Based on the analysis and discussion above, green atmospherics have a positive and significant effect on customer satisfaction in the City Hotel sector of Surabaya. Additionally, customer well-being also has a positive and significant effect on customer satisfaction in the same sector. Likewise, customer well-being positively and significantly impacts customer satisfaction in this sector. Moreover, green atmospherics and customers' well-being influence revisit intention in the City Hotel sector of Surabaya. The study demonstrates that incorporating green atmospherics and prioritising customer well-being positively impacts both customer satisfaction and revisit

intention. However, this research has limitations as it was only conducted solely at hotels in the central area of Surabaya, classified under the Surabaya City Hotel sector. Future research should consider including hotels from different classifications. Additionally, this research focuses only on one level, so future research could expand the research sample by adding more levels. The current research also focuses on the influence of customer satisfaction and revisits intention resulting from green atmospherics and customer well-being. Therefore, future studies might examine other variables affecting customer satisfaction and revisit intention, such as customer experience, loyalty, and brand authenticity. Furthermore, this study is limited to quantitative methodology, using SEM-PLS 4.0 for data analysis. Future research could benefit from employing alternative techniques, such as qualitative methods, case studies, phenomenology, mixed methods, or other quantitative approaches using tools like Amos and Mplus, to explore the interrelationships between variables.

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