

STRUCTURAL MODEL OF KEY DETERMINANTS OF CUSTOMER
LOYALTY IN ORGANIC DINING RESTAURANTS WITHIN
GREEN HOTELS

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A thesis paper submitted in partial fulfilment of the requirements for

The Degree of Doctor of Business Administration

Academic Year 2026

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Thesis Title Structural Model of Key Determinants of Customer Loyalty in Organic Dining Restaurant Within Green Hotels

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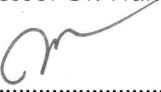

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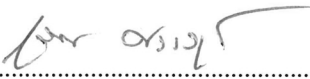

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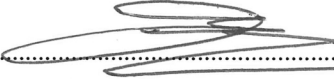
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ABSTRACT

The rapid expansion of the organic food market within China's hospitality sector presents a unique opportunity to examine sustainable consumption behaviors. However, the specific mechanisms driving customer loyalty in organic restaurants located within five-star green hotels remain under-researched. This study aims to develop and empirically validate the Integrated Model of Price Fairness, Food Quality, and Perceived Value on Customer Loyalty (IPF-PV-CL Model) to determine the direct and indirect antecedents of customer loyalty in this specific context.

Employing an exploratory sequential mixed-methods design, this research first conducted semi-structured interviews with 20 industry experts to ensure the content validity and contextual relevance of the research instrument, particularly regarding dimensions of cultural experience and health cues. Subsequently, quantitative data were collected via a survey of 562 customers who had recently dined at organic restaurants within 28 certified five-star green hotels in Guangdong Province, China. The hypothesized relationships were tested using Covariance-Based Structural Equation Modeling (CB-SEM) via AMOS software.

The results supported 13 of the 14 proposed hypotheses. Specifically, Perceived Food Quality was identified as a foundational driver, exerting a strong

positive influence on Price Fairness ($\beta=0.724$), Perceived Value, and Customer Satisfaction. Price Fairness was found to significantly impact Perceived Value, Customer Satisfaction, and Customer Loyalty. Notably, the direct relationship between Food Quality and Customer Loyalty was not statistically significant, indicating a full mediation effect. This suggests that while high-quality food is essential, it translates into loyalty only when mediated through positive perceptions of value and satisfaction.

The findings contribute to Cue Utilization Theory and Equity Theory by validating the nuanced roles of cultural experience and price fairness in a non-Western context. In practice, the study suggests that hotel managers must leverage cultural storytelling and transparent pricing strategies to translate food quality into perceived value, thereby fostering enduring customer loyalty in the competitive green hospitality market.

Keywords: Customer Loyalty, Green Hotels, Organic Dining, Price Fairness, Perceived Value, Structural Equation Modeling.

Acknowledgements

The completion of this dissertation marks the end of a long and demanding journey, one that spanned two countries and countless hours balanced against a full teaching load, and it would not have reached its conclusion without the guidance, generosity, and patience of many people to whom I owe a profound debt of gratitude.

My deepest thanks go, first and foremost, to my major advisor, Assistant Professor Dr. Chaiyawit Muangmee, for his rigorous scholarship and steady mentorship at every stage of this project, from its earliest conceptual framework through the final defense. His careful reading of successive drafts, his insistence on methodological precision, and his unwavering confidence in the value of this research sustained me through its most difficult moments. I am equally indebted to my co-advisors, Assistant Professor Dr. Nusanee Meekaewkunchorn and Associate Professor Dr. Tatchapong Sattabut, whose complementary expertise and constructive criticism substantially strengthened both the theoretical framing and the empirical design of this study. To have worked under the guidance of three such generous and exacting scholars has been one of the great privileges of my academic life.

I also wish to express my sincere appreciation to Bansomdejchaopraya Rajabhat University and its Doctor of Business Administration program for the intellectual environment, resources, and institutional support that made this research possible.

I am especially grateful to the distinguished panel of scholars who reviewed the research instrument for content validity and lent this study the benefit of their international expertise. My thanks extend equally to the twenty tourism and hospitality professionals who contributed their expertise and candor to the exploratory interviews, and to the 562 customers and the management teams of the twenty-eight certified five-star green hotels across Guangdong Province whose cooperation made the empirical phase of this research possible.

Finally, to my family and friends, whose patience, quiet sacrifice, and unfailing encouragement carried me through the long evenings, the travel between Guangdong and Bangkok, and every setback along the way: this achievement belongs to you as much as it does to me.

Pan Yingwei

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Chapter 1

Introduction

Rationale

The global restaurant industry is currently experiencing intense competition, characterised by increasingly complex and dynamic consumer behaviour. Consumers' purchasing decisions are no longer solely influenced by traditional factors like quality and price. Instead, psychological factors, perceived fairness, and perceived value are assuming greater significance (Konuk, 2019). Simultaneously, the rapid advancement of digital technologies has equipped restaurant businesses with novel marketing and service tools. Consequently, effectively leveraging these technologies to enhance customer satisfaction and loyalty has become a critical area of research (Prakash et al., 2023). Moreover, the growing consumer emphasis on sustainability and healthy eating presents both challenges and opportunities for the restaurant industry, demanding a deeper understanding of how these factors influence customer behaviour (Lea & Worsley, 2005).

In recent years, the global demand for organic food has surged, driven by heightened concerns regarding health, environmental sustainability, and ethical food production (Prakash et al., 2023). Consumers perceive organic food as a healthier and more environmentally friendly alternative, leading to its widespread adoption across numerous markets (Oh, 2000). In Western countries, organic food consumption has steadily risen as consumers have become more aware of the detrimental impacts of industrial farming on both the environment and their health. The hospitality industry, particularly restaurants and hotels, has responded to this trend by incorporating organic food options into their menus to cater to this growing demand (Konuk, 2019).

East Asia has also witnessed a significant upswing in the popularity of organic food, with China, South Korea, and Japan emerging as key markets for organic products. This trend is fueled by growing environmental awareness and increasing concerns about food safety. In China, specifically, the market for organic food has

experienced rapid growth, reflecting a shift in consumer preferences towards healthier and more sustainable food options (Lea & Worsley, 2005). Green hotels, which emphasise sustainable practices, have integrated organic food restaurants as part of their eco-friendly initiatives. These restaurants not only offer healthier food choices but also reinforce the hotels' commitment to sustainability, aligning with the values of environmentally conscious consumers (Konuk, 2019).

Despite the increasing integration of organic food restaurants within green hotels, a gap exists in understanding how perceived food quality, price fairness, and perceived value influence customer satisfaction and loyalty in these specific settings. Existing research has primarily focused on the relationship between food quality, pricing, and customer satisfaction in general hospitality settings. However, it has not sufficiently addressed these factors in the context of organic food restaurants, especially within green hotel environments in China (Oh, 2000).

Prior studies (Konuk, 2019) have demonstrated that perceived food quality plays a significant role in shaping customer satisfaction and influencing behavioural intentions, including repeat patronage and word-of-mouth recommendations. However, these studies have not focused on green hotels or the Chinese market, where environmental concerns and food quality expectations may differ significantly from Western contexts. This highlights a need for research that specifically examines the role of perceived food quality in the context of green hotel restaurants in China.

Research by Lea and Worsley (2005) has explored how perceptions of price fairness influence customer satisfaction in the context of organic food. However, their research focused primarily on the Australian market. The dynamics of price fairness in organic food restaurants within green hotels in China remain underexplored. Given the cultural and economic differences between Australia and China, it is crucial to investigate how price fairness perceptions impact customer behaviour in the Chinese context.

Oh (2000) emphasised the importance of perceived value in hospitality settings, noting that it plays a crucial role in customer satisfaction and loyalty. However, this study did not specifically address organic food restaurants or the green

hotel environment. This leaves a gap in understanding how perceived value impacts customer behaviour in such contexts. It is essential to examine how perceived value, encompassing factors like health benefits and sustainability, influences customer satisfaction and loyalty in organic food restaurants within green hotels in China. Thus, the central research question that this study addresses is: How do perceived food quality, price fairness, and perceived value impact customer satisfaction and loyalty in organic food restaurants within green hotel environments, particularly in China?

To comprehensively address the multifaceted research questions and test the proposed Integrated Model of Price Fairness, Food Quality, and Perceived Value on Customer Loyalty (IPF-PV-CL Model), this study adopts a Quantitative design. Specifically, an exploratory sequential approach is employed (Creswell & Clark, 2017). This design is particularly apposite given the nuanced and context-dependent nature of consumer perceptions in the specialised sector of organic dining within China's green hotels. A purely quantitative approach risks overlooking the culturally specific meanings and salient dimensions that constitute constructs such as 'food quality' and 'perceived value' for this distinct consumer group. Therefore, an initial qualitative phase was deemed essential to ensure the ecological validity and conceptual richness of the subsequent quantitative investigation. The research is structured in two distinct yet interdependent phases:

Phase 1. Qualitative Exploration and Instrument Development. The initial phase of this research was qualitative and exploratory in nature. The primary objective was to gain a deep and nuanced understanding of the core constructs (Food Quality, Price Fairness, Perceived Value, Customer Satisfaction, and Customer Loyalty) from the perspective of industry leaders and subject matter experts. To achieve this, semi-structured, in-depth interviews were conducted with a purposively selected panel of 20 experts spanning cultural studies, economic development, hospitality technology, and academia. As detailed in Chapter 3, the insights derived from the thematic analysis of these interviews were not an end in themselves, but rather served a foundational purpose: to inform the development of the quantitative survey instrument. This process ensures that the questionnaire items are contextually

relevant, conceptually comprehensive, and resonate with the lived experiences and professional knowledge within the Chinese hospitality landscape, thereby enhancing the content validity of the measurement scales (DeVellis & Thorpe, 2021).

Phase 2. Quantitative Hypothesis Testing. Building upon the qualitative findings, the second phase is quantitative and explanatory. A structured questionnaire, with items operationalised from the expert interviews and established literature, will be administered to a large, representative sample of customers who have dined at organic food restaurants within nationally recognised five-star green hotels across China. The data collected from this survey will be used to empirically test the hypothesised relationships within the research framework. Specifically, Covariance-Based Structural Equation Modeling (CB-SEM) will be utilised as the primary analytical technique. CB-SEM is well-suited for this study as it is a causal-predictive approach that is robust for complex models and does not require normally distributed data (Hair et al., 2019). This analysis will allow for the examination of both the direct and indirect effects among the variables, ultimately validating the proposed theoretical model.

The integration of these two methodologies provides a synergistic advantage. The initial qualitative exploration enriches the study by grounding the theoretical constructs in the specific context of interest, while the subsequent quantitative analysis provides the statistical power and generalizability necessary to rigorously test the hypotheses and validate the research model. This sequential design ensures a more robust, valid, and comprehensive investigation than either a standalone qualitative or quantitative approach could achieve (Tashakkori & Teddlie, 2010).

By focusing on a specific consumer base within green hotels in China, this study aims to provide a detailed understanding of the factors that drive customer satisfaction and loyalty in organic food restaurants, an area that has not been sufficiently studied in previous research. This research fills a significant gap in the literature by exploring the specific dynamics of customer satisfaction and loyalty in organic food restaurants within green hotel environments in China. Several key contributions and innovations that this study offers are presented below. While

previous research has explored organic food in various markets, this study focuses specifically on the green hotel sector in China. Given the rapid growth of the organic food market and the increasing number of green hotels in China, this research addresses a critical need for understanding consumer behaviour in this unique context (Prakash et al., 2023). This study offers a comprehensive analysis by integrating three key factors, perceived food quality, price fairness, and perceived value, into one model. Previous research has typically examined these factors in isolation. However, this study investigates their combined effect on customer satisfaction and loyalty, providing a more holistic understanding of consumer behaviour in organic food restaurants within green hotels (Konuk, 2019; Oh, 2000). The findings from this study will have significant practical implications for the hospitality industry, particularly for green hotels looking to enhance customer satisfaction and loyalty through their organic food offerings. By understanding how these factors interact, green hotels can better tailor their services to meet customer expectations, ultimately improving their competitive positioning in the market (Lea & Worsley, 2005).

Research Questions

1. What are the levels of perceived food quality, price fairness, perceived value, customer satisfaction, and customer loyalty among customers of organic dining restaurants within green hotels in China?
2. What are the direct effects of perceived food quality, price fairness, and perceived value on customer satisfaction and customer loyalty (H1–H9), and how do perceived value and customer satisfaction—individually and sequentially—mediate the effects of perceived food quality and price fairness on customer loyalty (H10–H14)?
3. Does the hypothesised integrated structural model of the key determinants of customer loyalty (IPF-PV-CL Model) fit the empirical data from organic dining restaurants within green hotels in China?

Objectives

To examine the levels of perceived food quality, price fairness, perceived value, customer satisfaction, and customer loyalty among customers of organic dining restaurants within green hotels in China.

To analyse the direct effects of perceived food quality, price fairness, and perceived value on customer satisfaction and customer loyalty (H1–H9), and the individual and sequential mediating roles of perceived value and customer satisfaction in the effects of perceived food quality and price fairness on customer loyalty (H10–H14).

To develop and validate the structural model of the key determinants of customer loyalty (IPF-PV-CL Model) in organic dining restaurants within green hotels in China.

Research Hypotheses

H1: Food Quality (PFQ) positively influences Price Fairness (PF).

H2: Food Quality (PFQ) positively influences Perceived Value (PV).

H3: Price Fairness (PF) positively influences Perceived Value (PV).

H4: Food Quality (PFQ) positively influences Customer Satisfaction (CS).

H5: Price Fairness (PF) positively influences Customer Satisfaction (CS).

H6: Perceived Value (PV) positively influences Customer Satisfaction (CS).

H7: Customer Satisfaction (CS) positively influences Customer Loyalty (CL).

H8: Food Quality (PFQ) positively influences Customer Loyalty (CL).

H9: Price Fairness (PF) positively influences Customer Loyalty (CL).

H10: PV (Perceived Value) mediates the positive relationship between PFQ (Food Quality) and CL (Customer Loyalty).

H11: PV (Perceived Value) and CS (Customer Satisfaction) sequentially mediate the relationship between PFQ (Food Quality) and CL (Customer Loyalty).

H12: CS (Customer Satisfaction) mediates the positive relationship between PFQ (Food Quality) and CL (Customer Loyalty).

H13: CS (Customer Satisfaction) mediates the positive relationship between PF (Price Fairness) and CL (Customer Loyalty).

H14: PV (Perceived Value) mediates the positive relationship between PF (Price Fairness) and CL (Customer Loyalty).

Scope of the Research

Scope of Content

This study focuses on successful business operators of five-star tourist hotels, as recognised by the Ministry of Culture and Tourism of the People's Republic of China 2024). Specifically, it examines the operations of organic food restaurants within these hotels.

Independent Variable:

Food Quality (PFQ)

Mediating variables:

Perceived Value (PV)

Customer Satisfaction (CS)

Price Fairness (PF)

Dependent Variable:

Customer Loyalty (CL)

Scope of Population

The target population comprises all five-star tourist hotels officially recognised by the Ministry of Culture and Tourism of the People's Republic of China 2024). The study will focus on customers who have dined at organic food restaurants within these hotels.

Scope of area

Customers who have dined at organic food restaurants within Green hotels.

Scope of Time

The research will be conducted according to the following timeline:

Step 1: Presentation of dissertation topic: January 2024 to February 2024

Step 2: Topic examination and dissertation outline: March 2025 to May 2025

Step 3: Dissertation processing: June 2025 to July 2025

Step 4: Thesis examination: July 2026 to August 2026

Data collection will be carried out from September 2025 to December 2025.

Advantages

The findings of this study are expected to provide several key benefits:

Enhanced Consumer Choice. Tourists visiting the region will be better equipped to select organic food restaurants that align with their preferences and expectations.

Improved Hotel Restaurant Operations: Organic food restaurants within green hotels will gain insights to enhance their operations, improve service delivery, and boost business performance.

Tourism Identity Development. Local governments can leverage the findings to develop and promote a unique tourism identity for the region, focusing on sustainable and organic dining experiences.

Academic Contribution. The study will contribute to the existing body of knowledge on customer behaviour in the hospitality industry, specifically in the context of organic food restaurants within green hotels in China.

Practical Implications. The research will offer practical recommendations for green hotels and organic restaurants to enhance customer satisfaction and loyalty, ultimately contributing to their long-term success.

Definition of Terms

1. Organic Dining within Green Hotels

Within the context of this dissertation, Organic Dining within Green Hotels is operationally defined as an integrated strategic practice where culinary services are holistically aligned with the environmental ethos of the host establishment. This concept transcends the mere provision of organic food. It refers specifically to the dining experiences offered within restaurants that are part of officially designated five-star tourist hotels in China, which have also earned formal certification as “Green

Hotels” for their commitment to sustainable operations. These restaurants extend the principle of sustainability to their culinary practices, emphasising not only the sourcing of certified organic ingredients but also adherence to eco-friendly operations, including energy conservation, water stewardship, and waste reduction. Crucially, this term represents the organic restaurant's function as a core component of the hotel's overarching value proposition. It serves as a tangible and experiential touchpoint that reinforces the hotel's brand commitment to sustainability, health, and ethical responsibility, thereby resonating with and attracting environmentally conscious consumer segments.

2. The Sample Group

The Sample Group for this study is defined as patrons who have recently dined at the organic food restaurants within a specifically selected cohort of hotels in China's Guangdong Province. This population was isolated through a rigorous, multi-stage sampling methodology designed to ensure high relevance to the research phenomenon. The initial stage employed purposive sampling to select the hotel population, wherein establishments had to concurrently meet three stringent criteria: (1) official recognition as a five-star tourist hotel by the Ministry of Culture and Tourism of the People's Republic of China; (2) certification as a “Green Hotel”; and (3) confirmed provision of organic food options, as verified through their official menus. Following the identification of 28 hotels that satisfied these inclusion criteria, the final stage of data collection utilised a quota sampling approach on-site at each property, with a target of securing a total sample size of 560 or more respondents. Therefore, this sample group constitutes a highly specific and targeted population, representing the core consumer demographic whose perceptions, attitudes, and behaviours are central to empirically testing the proposed theoretical model of customer loyalty in the sustainable hospitality sector.

3 Food Quality

Food Quality is a multifaceted construct representing the consumer's subjective evaluation of a food product's excellence. It is primarily assessed through intrinsic cues, sensory attributes, including taste, appearance, aroma, and texture, and

extrinsic cues like branding and certifications (Han & Hyun, 2017; Oude Ophuis & Van Trijp, 1995). In the context of organic restaurants, this definition expands to encompass crucial dimensions of health and safety, the freshness of ingredients, nutritional value, and adherence to stringent hygiene standards (Choe & Kim, 2017; Konuk, 2019). Furthermore, it includes the diversity and appeal of the meal menu and the overall physical environment of the dining area (Namkung & Jang, 2007; Ryu et al., 2012).

3.1 Cultural Experience

Cultural experience, in the context of tourism and dining, involves immersive engagement with local traditions, values, and lifestyles. This is often facilitated through the consumption of local cuisine, which can significantly enrich the overall tourism experience. Experiencing organic food restaurants can offer unique insights into Chinese traditions and lifestyles, providing opportunities for tourists to connect with local culture in a meaningful way (Torres & Phakdee-auksorn, 2017). The opportunity to seek things that are not usually seen is a vital part of cultural experience. This engagement fosters a deeper understanding and appreciation of the host culture, contributing to a more memorable and authentic travel experience.

The perceived quality of the cultural experience, particularly in terms of authenticity and uniqueness, plays a crucial role in shaping tourist satisfaction and behavioural intentions. Organic food restaurants, with their emphasis on local ingredients and traditional recipes, can serve as valuable platforms for showcasing the cultural heritage of the Chinese land. This, in turn, can enhance tourists' perceptions of the overall quality of their experience and encourage them to revisit or recommend the destination to others (Okumus et al., 2022). Therefore, the cultural experience offered by organic food restaurants is integral to sustainable tourism development.

Organic food restaurants offer unique Chinese traditions, increase knowledge of Chinese culture, help understand local people's lifestyles, and allow individuals to seek things they do not usually see. These items align with the broader

concept of cultural experience as a means of engaging with and appreciating local culture, values, and lifestyles through culinary tourism (Kim et al., 2020; Quan & Wang, 2004; Sims, 2009).

3.2 Health and Safety of Food

Health and safety are paramount attributes of food quality, significantly influencing consumer perceptions and overall satisfaction. Organic food restaurants are expected to provide fresh, nutrient-rich, and clean foods, ingredients, and recipes, which directly align with these critical attributes (Konuk, 2019). Providing clean food is essential. The perception that organic food restaurants are "good for health" due to the use of Chinese herbs and a variety of nutrients further reinforces the importance of health and safety considerations in food quality.

Research consistently demonstrates that food quality, particularly in terms of health and safety, has a profound impact on customer satisfaction, perceptions of price fairness, and behavioural intentions. Consumers are increasingly concerned about the safety and nutritional value of the food they consume, and they are willing to pay a premium for establishments that prioritise these aspects (Lusk, 2003).

Ensuring food safety is essential for maintaining consumer trust and promoting positive dining experiences. Restaurants that adhere to strict hygiene standards and prioritise the use of safe and healthy ingredients are more likely to cultivate customer loyalty and positive word-of-mouth referrals (Choe & Kim, 2017).

3.3 Food Sensory Appeal

Food sensory appeal encompasses attributes such as taste, appearance, and aroma, which are key determinants of food quality. Organic food restaurants should focus on creating appealing flavours, pleasant smells, great taste, and enjoyable textures to enhance the dining experience. The questionnaire items specifically address whether the organic food restaurant has appealing flavours, smells good, is tasty, and has a pleasant texture, all of which are key components of sensory appeal (Han & Hyun, 2017).

Sensory attributes have been shown to positively affect customer repurchase intentions and overall satisfaction. Customers are more likely to return to a restaurant and recommend it to others if they find the food to be visually appealing, aromatic, and flavorful (Krishna, 2012). The sensory appeal of food plays a crucial role in shaping consumer perceptions and enhancing the dining experience. A restaurant that effectively stimulates the senses is more likely to create a positive and memorable experience for its customers.

Food sensory aligns with the broader concept of sensory marketing, which involves using sensory cues to influence consumer behaviour. By focusing on the taste, smell, appearance, and texture of their dishes, organic food restaurants can create a multi-sensory experience that resonates with customers and fosters a strong emotional connection to the brand (Schifferstein & Verlegh, 2011; Spence, 2011; Tuorila & Cardello, 2002).

3.4 Physical Environment

The physical environment of a foodservice establishment, particularly organic food restaurants, significantly affects customer perceptions of quality, satisfaction, and behavioural intentions. Factors such as cleanliness, decor, accessibility, and ambience contribute to the overall dining experience and influence customer behaviour (Ryu & Han, 2009; Ryu et al., 2012). These critical aspects asking about the neatness and cleanliness of the food area, easy accessibility, availability of service time information, and a pleasant and comfortable atmosphere.

A well-maintained physical environment enhances customer satisfaction and perceived value. Customers are more likely to feel comfortable and enjoy their dining experience in a clean, aesthetically pleasing, and easily accessible establishment (Bitner, 1992). The provision of service time information further enhances customer convenience and contributes to a positive perception of the restaurant's attentiveness to customer needs.

Servicescape capes which refers to the physical surroundings of a service provider and their impact on customer behaviour. By creating a pleasant and comfortable atmosphere, organic food restaurants can enhance customer

satisfaction, increase perceived value, and encourage repeat visits (Rosenbaum & Massiah, 2011; Turley & Milliman, 2000; Wakefield & Blodgett, 1996).

3.5 Meal Menu

The diversity and quality of the meal menu are critical components of foodservice quality, significantly influencing customer satisfaction, attitudes, and the overall dining experience. Organic food restaurants that offer various menu items, a healthy choice menu, an ethnic and local cuisine experience, and a takeaway service menu are more likely to meet diverse customer expectations and preferences (Nie et al., 2025).

A well-curated menu positively influences customer satisfaction by providing a range of options that cater to different tastes and dietary needs. The availability of healthy choices, ethnic and local cuisine, and takeaway services enhances the perceived value of the restaurant and increases customer satisfaction (Namkung & Jang, 2007). Customers appreciate having a variety of options to choose from, as it allows them to customise their dining experience and find dishes that align with their individual preferences.

Menu engineering involves strategically designing menus to maximise customer satisfaction and profitability. By offering a diverse and high-quality menu, organic food restaurants can attract a wider range of customers, increase customer satisfaction, and foster a strong brand image (Kivela et al., 1999; Sulek & Hensley, 2004; Yang et al., 2009).

3.6 Hygiene

Hygiene is a fundamental aspect of food quality that plays a vital role in customer satisfaction and safety. Proper hygiene practices are essential for ensuring food safety and maintaining a positive consumer perception. Organic food restaurants should ensure that their food products are hygienic, cooked in clean conditions, and that sanitation is well managed. Furthermore, the restaurant should ensure that all food and beverages are clean to consume (Choe & Kim, 2017).

High hygiene standards are a key determinant of overall food quality and consumer trust. Customers are more likely to trust restaurants that prioritise hygiene

and maintain a clean environment. Poor hygiene practices can lead to foodborne illnesses and damage a restaurant's reputation, resulting in decreased customer loyalty and negative word-of-mouth (Claycamp et al., 2005). Customers' perception of cleanliness can result in repeat purchases.

Hygiene aligns with the principles of Hazard Analysis and Critical Control Points (HACCP), a systematic approach to identifying, evaluating, and controlling food safety hazards. By implementing HACCP principles and adhering to strict hygiene standards, organic food restaurants can minimise the risk of foodborne illnesses and build customer trust (Griffith, 2000; Jouve, 1998; Motarjemi & Mortimore, 2002).

4. Perceived Value

Perceived Value is the consumer's comprehensive assessment of a product or service's utility, based on a cognitive trade-off between the benefits received and the sacrifices made, price, and effort (Zeithaml, 1988). This concept is multidimensional, comprising functional value (the product's utilitarian performance), hedonic value (the experiential and emotional gratification), economic value (the monetary cost-effectiveness), and social value (the enhancement of one's social self-concept) (Sheth et al., 1991). In organic dining, perceived value extends beyond this functional-economic trade-off to incorporate the perceived benefits of health, environmental sustainability, and ethical sourcing, which significantly influence consumer satisfaction and loyalty (Dodds et al., 1991; Oh, 2000).

4.1 Functional Value

Functional value refers to the utility derived from a product or service based on its fundamental performance and utilitarian attributes (Sheth et al., 1991). For a hotel Organic Food Restaurant, this would relate to how reliably the restaurant operates, the quality of the food and service provided, and its consistent performance.

Research consistently validates that functional value significantly influences customer satisfaction and behaviour. Functional value has a strong positive relationship with customer satisfaction with hotel services (Moise et al., 2021) and with customer satisfaction in other contexts (Hure et al., 2013). These studies

emphasise the importance of delivering a reliable and consistently high-quality experience to ensure customer satisfaction.

Studies also support that dimensions similar to functional value, perceived quality, and utilitarian value are crucial in enhancing customer satisfaction and promoting continued use of services (Tumaku et al., 2023). Therefore, ensuring that the hotel's Organic Food Restaurant delivers on its core promises of quality and reliability is essential for driving customer satisfaction and loyalty.

4.2 Hedonic Value

Hedonic value captures the emotional and experiential satisfaction derived from a product or service (Previte et al., 2019). This goes beyond the functional aspects to consider how the experience “feels” to the customer, as consumers increasingly prioritise products that evoke positive emotions. Hedonic value has become an essential factor in purchasing decisions (Tarka et al., 2023). A positive emotional experience can significantly enhance customer satisfaction and loyalty. Enjoying the atmosphere, the presentation of the food, and the overall dining experience can contribute to a higher perceived hedonic value.

Studies indicate that hedonic value significantly influences customer satisfaction and their intention to continue using services, such as ride-hailing services in Indonesia (Yapp & Yeap, 2023) and China (Tumaku et al., 2023). Similarly, a hotel's Organic Food Restaurant that provides a delightful and memorable dining experience is more likely to cultivate customer loyalty and positive word-of-mouth.

4.3 Economic Value

Economic value pertains to the monetary benefits and cost-effectiveness of a product or service compared to available alternatives (Koller et al., 2010). This is particularly important in contexts where customers are price-sensitive.

This dimension of value is particularly important in the sharing economy, where consumers are attracted to low-cost services due to efficient resource utilization (Hamari et al., 2016; Kumar & Pandey, 2018). However, in the context of an organic food restaurant, economic value is not just about being cheap, but about

providing a reasonable price relative to the perceived quality and benefits, health benefits, or unique ingredients.

In the context of ride-hailing services, economic value has been identified as a significant determinant of customer satisfaction and the intention to reuse the service (Ofori et al., 2022). The importance of economic value in influencing customer decisions is also underscored in the Malaysian market (Yapp & Yeap, 2023). Ensuring that customers perceive the pricing of the hotel's Organic Food Restaurant as fair and representative of the quality and benefits they receive is crucial for fostering satisfaction and loyalty.

4.4 Social Value

Social value reflects the perceived utility gained from a product or service by associating it with a particular social group, enhancing one's social image, or facilitating social interaction (Sheth et al., 1991). This value is derived from the product's ability to enhance the consumer's social standing or facilitate social connections.

Consumers often choose products and services that align with their desired social identity and help them project a favourable image to others. The consumption of organic food, in particular, may be associated with health consciousness and environmental awareness, qualities that are often valued within certain social groups (McEachern & Schröder, 2002). Therefore, the social value associated with the organic food restaurant can significantly influence a customer's decision to patronise it.

Studies have shown that social value plays a crucial role in shaping consumer behaviour across various industries (Choi et al., 2016; Sweeney & Soutar, 2001). Consumers may choose a particular brand of clothing or a specific type of car based on the social image it projects. Similarly, a hotel or organic food restaurant that is perceived as trendy, environmentally friendly, or socially responsible can attract customers who seek to align themselves with these values.

5. Price Fairness

Price Fairness is a consumer's subjective perception and judgment of whether a seller's price is reasonable, acceptable, and justified (Xia et al., 2004). This judgment is theoretically grounded in Equity Theory, where consumers compare their input-to-outcome ratio with that of a referent, and the Principle of Dual Entitlement, which suggests consumers accept prices that allow for a firm's fair profit (Adams, 1965; Kahneman et al., 1986). Perceptions of fairness are shaped by factors such as the transparency of pricing policies, the consumer's prior price knowledge, and comparisons with competitors (Campbell, 2007). In the organic food context, fair pricing is crucial for justifying price premiums and positively influences perceived value and satisfaction (Konuk, 2019).

5.1 Price Knowledge

Price knowledge refers to the information customers have about prices, acquired through expertise and experience, which enables them to develop reference prices based on market observations and past transactions (Slonim & Garbarino, 1999). This price knowledge could impact how a customer responds to Price Fairness (PF) if they have a pre-existing understanding of what is "fair" for an organic food restaurant. This knowledge allows customers to encode, interpret, and recall price information more effectively, leading to more accurate evaluations of both product quality and price fairness (Monroe, 2003; Ofir et al., 2008).

Customers with less price knowledge tend to evaluate products more conservatively due to uncertainty (Rao & Monroe, 1988; Rao & Sieben, 1992). Brand loyalty can enhance a customer's ability to recall prices, as loyal customers are more likely to retain and recall price information accurately (Aalto-Setälä & Rajas, 2003; Vanhuele & Drèze, 2002). Under Price Knowledge (PK), it directly assesses a customer's perception of price discrepancies, the questionability of the offered rate, justification of the price, and how well-informed they feel about the restaurant's pricing policies.

Price-conscious customers may feel confident in their knowledge, but this does not necessarily translate into more accurate price information (Diaz, 2004;

Pechtl, 2008). Understanding price knowledge is critical because it influences how customers form expectations and perceive the value they receive, ultimately impacting satisfaction and loyalty.

5.2 Price Expectation

Price expectation is formed by customers from various sources, including direct interactions with service personnel and online resources (Campbell, 2007). Price Expectation (PEN) specifically addresses how well the price aligns with what customers would expect to pay, whether the condition of the hotel or restaurant is worth the price, and if the price is reasonable for the amenities and services provided. The fluctuating nature of prices, especially in sectors like hospitality, complicates customers' ability to maintain accurate price knowledge (Estelami, 1998; Munnuka, 2008).

Intermediaries, travel agents, and third-party booking websites create competitive pricing environments that can influence customers' price sensitivity (Munnuka, 2008). Demographic factors like age, marital status, education level, gender, and income also play a significant role in shaping price knowledge and sensitivity (Diaz, 2004; Munnuka, 2008).

Understanding price expectations is crucial for businesses to set prices that are perceived as fair and reasonable by customers. When expectations are met or exceeded, customers are more likely to be satisfied and develop loyalty. The data gathered from your questionnaire will provide valuable insights into how customers perceive the value proposition of organic food restaurants.

5.3 Price Information

Price information is influenced by customers' prior experiences, especially the frequency of transactions, which greatly affect their price knowledge and perceptions of fairness (Maxwell, 2007; Sinclair, 2010; Xia et al., 2004). Price Information (PI) addresses how price information influences the decision to choose the hotel and its organic food restaurant, where knowledge of pricing comes from (advertisement), price comparisons with similar establishments, and whether the price is perceived as a "rip-off."

Regular customers tend to develop stronger price recall abilities and are more likely to judge future prices based on their past experiences (Estelami, 1998; Maxwell, 2007; Pechtl, 2008). This ability to recall prices from previous visits often serves as a benchmark for evaluating new prices, reinforcing perceptions of fairness in pricing (Ofir et al., 2008). The information source (advertisement) is a key determinant.

Customers with less experience might rely more heavily on price as an indicator of quality (Nagle & Holden, 2002). By understanding the sources and impact of price information, businesses can effectively communicate their pricing strategies and manage customer perceptions of value. Specifically, addressing perceptions of being "ripped off" is crucial for maintaining customer trust and loyalty.

5.4 Transparency Experience

Transparency in pricing is crucial for building trust and shaping customers' perceptions of fairness (Xia et al., 2004). This includes the clarity and honesty in how prices are presented and justified. Transparent pricing practices can significantly enhance customer satisfaction and loyalty.

The nature of the relationship between a hotel and its customers, from initial transactions to repeated interactions, plays a pivotal role in establishing trust. Trust is built through consistent and honest communication about pricing policies and any changes that occur. Customers' perceptions of price fairness are significantly influenced by the transparency of the hotel's pricing methods and the consistency of pricing across different transactions. By being upfront about costs and providing clear explanations, hotels can foster a sense of fairness and build stronger relationships with their customers (Bolton & Alba, 2006; Campbell, 2007; Diller, 2000).

6. Customer Satisfaction

Customer Satisfaction is a post-consumption psychological state reflecting a customer's overall feeling of pleasure or disappointment. It results from a comparative process described by the Expectation-Disconfirmation Theory, where the perceived performance of a product or service is weighed against pre-purchase expectations (Oliver, 1980). High satisfaction occurs when performance meets or

exceeds expectations. This evaluation is significantly influenced by key antecedents: perceived food quality, price fairness, and overall perceived value (Martin-Consuegra et al., 2007; Namkung & Jang, 2007; Zeithaml, 1988). As a critical determinant of a firm's success, customer satisfaction serves as a direct precursor to developing long-term customer loyalty (Fornell et al., 1996; Reichheld & Teal, 1996).

6.1 Service Quality

Service quality, a cornerstone of robust client relationships, directly addresses customer needs and cultivates sustained loyalty (Spyridou, 2017; Wang et al., 2014; Zeithaml et al., 2018). In the restaurant context, it is essential to proactively identify customer demands, integrate them into operational practices, and continuously assess service strengths and limitations to elevate customer satisfaction (Cheng et al., 2012; Parasuraman et al., 1988; Stevens et al., 1995). This involves ensuring that every interaction, from initial contact to final transaction, meets or exceeds customer expectations, thereby fostering a positive and enduring relationship. This aligns directly with questionnaire items "The service staff is courteous and professional" and "The quality of service remains consistent on each visit."

Various service quality models, including SERVPERF, DINESERV, TANGSERV, and DINESCAPE, have been developed to improve service delivery in restaurants (Cronin & Taylor, 1992, 1994; Keith & Simmers, 2011; Raajpoot, 2002; Ryu & Jang, 2008). These models underscore the critical role of food quality and the physical environment in shaping customer satisfaction and influencing behavioural intentions (Ryu et al., 2012; Sabir et al., 2014; Shapoval et al., 2018). Specifically, the models highlight the need for reliable and responsive service, as well as tangible elements of the restaurant's ambience and cleanliness. These factors are reflected in the questionnaire items that assess the physical environment and perceived quality.

Research across different regions emphasises the importance of understanding restaurant features, including food quality, service excellence, and ambience, in determining customer satisfaction and behavioural intentions (Heung & Gu, 2012; Jani & Han, 2011; Kim, 2011; Lee et al., 2016; Zibarzani et al., 2022). Service

quality is assessed by comparing customer expectations with actual service performance, where any gap significantly influences perceived service quality (Asubonteng et al., 1996; Caruana et al., 2000; Parasuraman et al., 1985).

6.2 Timely Service

Timely service is a key determinant of customer satisfaction, directly influencing loyalty and future purchasing decisions (Abdullah et al., 2018; Taylor & Cronin, 1992; Tuncer et al., 2021). In the restaurant context, timely service involves delivering food promptly, minimising waiting times, and responding quickly to customer requests (Berry et al., 1994; Bolton & Drew, 1991; Parasuraman et al., 1988). This ensures that customers feel valued and respected, leading to a more positive dining experience. This aligns with questionnaire items "The service staff delivers food promptly" and "I am satisfied with the waiting time before being served."

Restaurants must identify areas of weakness and develop strategies to enhance both satisfaction and loyalty, focusing on the authenticity of the dining experience, including both the cuisine and the setting (Ahmed et al., 2023; Han & Kim, 2009; Robinson & Clifford, 2012). Customers are more likely to perceive their experiences as genuine when these elements are meticulously curated, creating a memorable and satisfying visit (Bitner, 1992; Grove & Fisk, 1989; Rust & Oliver, 1993). Additionally, perceptions of pricing fairness play a critical role in consumer behaviour, influencing both strategic development and satisfaction outcomes.

The presentation of food, encompassing its layout, taste, and service, also profoundly affects customer satisfaction and behavioural intentions (Namkung & Jang, 2008; Pecotić et al., 2014; Stevens et al., 1995). In addition, factors such as cleanliness and the overall atmosphere of a restaurant greatly influence the dining experience and customer satisfaction (Barber et al., 2011; Bitner, 1990; Sester et al., 2013).

6.3 Ambience & Surroundings

The ambience and physical surroundings of a restaurant or hotel are critical in shaping customer perceptions and satisfaction (Mathe & Slevitch, 2013; Ryu & Jang, 2007; Wakefield & Blodgett, 1996). Elements such as music, aroma,

temperature, and staff appearance have a substantial impact on customers' emotional responses and behavioural intentions (Baker, 1986; Bitner, 1992; Turley & Milliman, 2000). A well-designed and maintained environment not only enhances the dining experience but also encourages repeat visits, thereby increasing customer satisfaction.

A well-designed ambience includes factors such as lighting, décor, and furniture arrangement, which collectively contribute to the overall atmosphere of the dining establishment (Hightower et al., 2002; Kotler, 1973; Sherman et al., 1997). These elements can influence customers' moods and perceptions of the dining experience, making them more or less likely to enjoy their meal and return in the future.

Moreover, the cleanliness and presentation of a dining establishment are vital for the overall perception of service quality (Barber et al., 2011; Kivela et al., 1999; Oliver, 1993). Cleanliness, in particular, has been identified as a significant determinant of customer satisfaction, as customers associate a clean environment with higher quality service (Bitner, 1990; Grönroos, 1984; Parasuraman et al., 1985). Creating an appealing and hygienic environment is essential, as it directly influences customers' willingness to return and recommend the establishment to others (Mosavi & Ghaedi, 2012; Ryu & Jang, 2007; Sweeney et al., 1999).

6.4 Perceived Quality

Perceived quality refers to the degree to which a product or service meets or exceeds customer expectations and needs (Garvin, 1984; Sureshchandar et al., 2003; Zeithaml & Bitner, 1996). This construct is closely tied to customer satisfaction, with higher perceived quality generally leading to greater satisfaction (Anderson & Sullivan, 1993; Fornell et al., 1996; Oliver, 1993). Perceived quality encompasses various dimensions, including customisation, reliability, and overall excellence, which collectively form the foundation of customers' judgments about a service or product.

Perceived quality includes aspects of the product's performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived

quality (Garvin, 1987; Parasuraman et al., 1988; Zeithaml, 1988). These dimensions collectively contribute to customers' overall evaluation of the product or service and influence their satisfaction levels.

Research has consistently shown that service quality is a key antecedent of customer satisfaction, where positive perceptions of service quality result in higher levels of satisfaction (Dabholkar et al., 1996; Oliver, 1980; Zeithaml et al., 1996). This relationship is critical for businesses aiming to foster long-term customer loyalty, as satisfied customers are more likely to remain loyal and continue using the service (Reichheld & Sasser, 1990; Rust & Oliver, 1993; Serkan, 2005). Thus, understanding and managing perceived quality is essential for achieving customer satisfaction and sustaining business success.

6.5 Hotel Image

Hotel image is a crucial determinant of customer satisfaction, influencing perceptions of service quality, value, and overall satisfaction (Beerli & Martín, 2004; Martensen et al., 2000; Wallin Andreassen & Lindestad, 1998). A positive hotel image is often associated with attributes such as reliability, professionalism, and a strong reputation, all of which contribute to higher levels of customer satisfaction (Chi & Qu, 2008; Johnson et al., 2001; Nguyen & Leblanc, 2001).

A strong hotel image can create a halo effect, where positive perceptions of the brand influence customers' evaluations of all aspects of the service experience (Kandampully & Suhartanto, 2000; Nguyen & Leblanc, 2001; Um & Crompton, 1990). This phenomenon underscores the importance of maintaining a positive image, as it significantly enhances customer satisfaction and loyalty.

The concept of corporate image extends beyond the physical attributes of a hotel, encompassing the overall brand perception and the associations that customers form with the hotel (Baloglu & McCleary, 1999; Dichter, 1985; Wallin Andreassen & Lindestad, 1998). A positive hotel image can lead to increased customer trust, loyalty, and willingness to recommend the hotel to others (Anderson & Mittal, 2000; Bowen & Chen, 2001; Brown & Dacin, 1997). The questionnaire items

that assess the hotel's concern for customers and its social contribution directly measure the impact of these aspects of hotel image on customer satisfaction.

7. Customer Loyalty

Customer Loyalty is defined as a deeply held commitment to consistently repatronise a preferred product or service in the future, demonstrating resistance to situational influences and competitors' marketing efforts that might otherwise induce switching behaviour (Oliver, 1999). This construct is dual-dimensional, encompassing not only the behavioural aspect of repeat purchasing but also a crucial attitudinal component of psychological attachment, trust, and positive disposition towards the brand (Dick & Basu, 1994). Key drivers that cultivate this loyalty include sustained customer satisfaction, high perceived value, and a strong sense of trust and commitment, which transforms satisfied customers into brand advocates (Morgan & Hunt, 1994; Reichheld, 2003).

7.1 Customer Trust

Customer trust is a critical factor in shaping perceptions of a hotel's overall service quality (Alalwan et al., 2018; Nyagadza et al., 2021; Papacharissi & Mendelson, 2011). Trust has been operationalised in previous research as the customer's belief in the integrity, benevolence, and competence of the hotel (Doney & Cannon, 1997; McKnight et al., 2002; Morgan & Hunt, 1994). This includes factors such as the hotel's honesty, reliability, and commitment to delivering high-quality services.

Trust influences the likelihood of customers engaging with a hotel's services, as their willingness to try or continue using the services heavily depends on their trust in the brand (Alalwan et al., 2018; Bhattacharjee, 2002; Gefen et al., 2003). Customers are more likely to choose a hotel they trust, even if it is not the cheapest or most convenient option.

Furthermore, there is a strong relationship between trust and customer loyalty; higher levels of trust are associated with greater loyalty to the hotel brand (Chaudhuri & Holbrook, 2001; Papacharissi & Mendelson, 2011; Reichheld & Teal,

1996). This correlation highlights the importance of building and maintaining trust to foster long-term customer relationships and loyalty.

7.2 Customer Commitment

Customer commitment refers to the dedication customers have towards the quality of services provided by a hotel (Arnold, 2018; Bae, 2023; Cheng & Jiang, 2020). This commitment is integral to sustaining loyalty, as it works in tandem with trust to influence customers' continued patronage of a hotel (Allen & Meyer, 1990; Morgan & Hunt, 1994; Oliver, 1999). This includes factors such as customers' willingness to continue using the hotel's services, their intention to recommend the hotel to others, and their emotional attachment to the brand.

High levels of commitment often lead to increased customer satisfaction and trust, which further reinforce loyalty (Arnold, 2018; Fullerton, 2003; Gruen et al., 2000). Committed customers are more likely to overlook minor service failures and remain loyal to the hotel, even in the face of competition.

The intention to continue enjoying hotel services, driven by strong commitment, is positively associated with both customer satisfaction and trust (Bae, 2023; Dick & Basu, 1994; Dwyer et al., 1987). This suggests that commitment is not only a precursor to loyalty but also a critical element in maintaining customer relationships over time.

7.3 Customer Value

Customer value is defined as the perceived worth of a hotel's products and services, assessed based on their quality and performance (Neupane et al., 2021; Saarijärvi, 2012; Thaichon & Quach, 2015). This perceived value plays a significant role in shaping customer satisfaction, as a well-developed customer value proposition enhances the overall perceived service quality of a hotel (Sweeney & Soutar, 2001; Woodruff, 1997; Zeithaml, 1988). This includes factors such as the hotel's ability to meet customers' needs, provide high-quality services, and offer competitive pricing.

Consequently, hotels invest in these key value propositions to maintain competitiveness, as they directly influence customer purchase intentions and loyalty (Bolton & Drew, 1991; Parasuraman et al., 1985; Thaichon & Quach, 2015). Customers

are more likely to choose a hotel that offers a strong value proposition, even if it is not the cheapest or most convenient option.

The relationship between customer value, satisfaction, and loyalty underscores the importance of consistently delivering high-quality services that meet or exceed customer expectations, thereby ensuring long-term success (Anderson & Sullivan, 1993; Fornell et al., 1996; Reichheld & Teal, 1996). Hotels that consistently deliver high-quality services are more likely to create satisfied and loyal customers, leading to increased profitability and long-term success.

7.4 Social Media Engagement

Social media engagement is a powerful tool for enhancing customer loyalty by facilitating two-way communication between hotels and their customers (Hudson et al., 2016; Kim & Ko, 2012; Okazaki & Taylor, 2013). Social media allows for the visual, textual, and verbal representation of content, which helps to strengthen the bond between a hotel and its customers (Constantinides, 2014; Kaplan & Haenlein, 2010; Mangold et al., 2015).

The impact of social media on customer satisfaction and loyalty has been well-documented, with research showing its ability to enhance emotional connections to tourism brands and encourage positive promotion of the company (Hudson et al., 2016; Sigala, 2011; Xiang & Gretzel, 2010). Social media provides a platform for hotels to interact with customers, respond to their feedback, and address their concerns, thereby fostering a sense of community and loyalty.

Furthermore, social media marketing activities have been found to influence customer purchase intentions and loyalty by mediating brand equity and value equity (Aaker, 2012; Kim & Ko, 2012; Yoo et al., 2000). Social media marketing can help hotels build brand awareness, enhance their reputation, and create a positive image, thereby influencing customers' purchase intentions and loyalty.

Research Framework

The research framework, depicted in Figure 1, illustrates the hypothesised relationships among the key variables. The "Integrated Model of Price Fairness, Food Quality, and Perceived Value on Customer Loyalty" (IPF-PV-CL Model) posits that Food Quality (PFQ) positively influences both Price Fairness (PF) and Perceived Value (PV). Additionally, Price Fairness (PF) is hypothesised to positively influence Perceived Value (PV). Furthermore, FQ, PF, and PV are all expected to positively impact Customer Satisfaction (CS), which in turn, positively influences Customer Loyalty (CL). Finally, both FQ and PF are hypothesised to have a direct positive influence on CL.

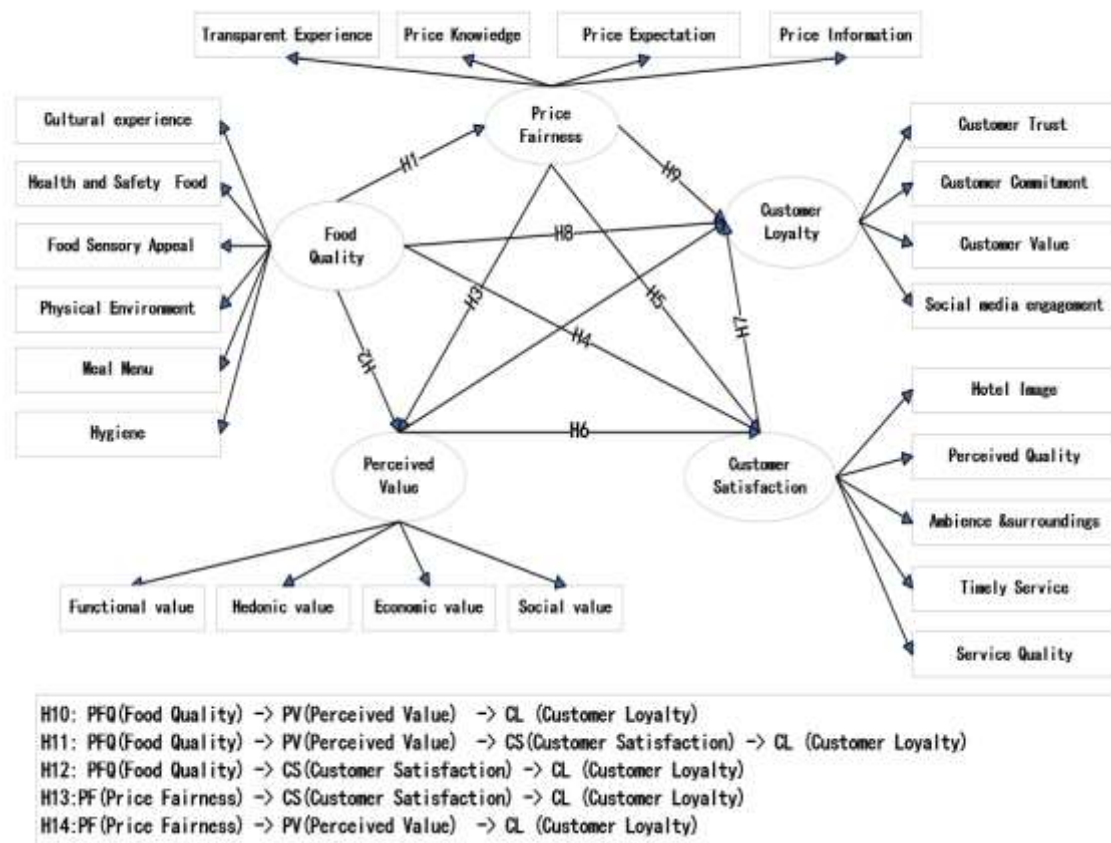


Figure 1.1 Research Framework (IPF-PV-CL Model)

Chapter 2

Literature Review

This chapter reviews, in depth, the theoretical and empirical literature on which the present study rests. The opening section situates the research within the expanding terrain of green hotel restaurants and of the organic food market. Thereafter, the chapter turns to the constructs at the heart of the proposed model, defining and probing each systematically: the independent variables Food Quality (PFQ) and Price Fairness (PF), the mediators Perceived Value (PV) and Customer Satisfaction (CS), and Customer Loyalty (CL) as the final dependent variable. Seminal theories supply the lens through which each construct is read: Cue Utilisation Theory in the case of food quality, Equity Theory together with the Principle of Dual Entitlement for price fairness, the Stimulus-Organism-Response (S-O-R) model where perceived value and loyalty are concerned, and Expectation-Disconfirmation Theory for satisfaction. The aim is a robust conceptual grasp of each variable, and of the dimensions constituting it, as these bear on the sustainable hospitality sector.

Beyond defining these individual constructs, the primary objective of this chapter is to build a logical and evidence-based rationale for the hypothesised relationships among them. By synthesising findings from prior empirical investigations, this review will elucidate the intricate pathways through which food quality and price fairness are posited to influence perceived value and customer satisfaction, and how these factors, in their turn, foster customer loyalty. By reviewing prior scholarship in this systematic way, the study establishes the groundwork on which its conceptual framework is built and from which its specific, testable hypotheses are derived. To close the chapter, these hypotheses are drawn together in a summary; taken as a whole, they constitute the model that later stages of this research will subject to empirical testing.

1. General information on Green Hotel Restaurants and Organic Food
2. Grand theories underpinning the study

3. Concepts and theories of Food Quality
4. Concepts and theories of Price Fairness
5. Concepts and theories of Perceived Value
6. Concepts and theories of Customer Satisfaction
7. Concepts and theories of Customer Loyalty
8. Related Research

H1: Food Quality (PFQ) exerts a positive effect on Price Fairness (PF).

H2: Food Quality (PFQ) positively influences Perceived Value (PV).

H3: Price Fairness (PF) positively influences Perceived Value (PV).

H4: Food Quality (PFQ) has a positive impact on Customer Satisfaction (CS).

H5: Price Fairness (PF) contributes positively to Customer Satisfaction (CS).

H6: Perceived Value (PV) has a positive impact on Customer Satisfaction (CS).

H7: Customer Satisfaction (CS) positively influences Customer Loyalty (CL).

H8: Food Quality (PFQ) positively influences Customer Loyalty (CL).

H9: Price Fairness (PF) positively influences Customer Loyalty (CL).

H10: PV (Perceived Value) acts as a mediating mechanism in the positive linkage between PFQ (Food Quality) and CL (Customer Loyalty).

H11: PV (Perceived Value) and CS (Customer Satisfaction) operate as sequential mediators transmitting the effect of PFQ (Food Quality) to CL (Customer Loyalty).

H12: CS (Customer Satisfaction) serves as a mediating pathway through which PFQ (Food Quality) enhances CL (Customer Loyalty).

H13: CS (Customer Satisfaction) carries the positive influence of PF (Price Fairness) onto CL (Customer Loyalty).

H14: PV (Perceived Value) functions as a mediating channel linking PF (Price Fairness) to CL (Customer Loyalty).

The details are as follows.

General Information on Green Hotel Restaurants and Organic Food

The global hospitality industry is increasingly embracing sustainability, with green hotels leading this transformative shift (Haldorai et al., 2022; Manaktola & Jauhari, 2007; Tang & Lam, 2017). These establishments are defined by their commitment to environmental responsibility, focusing on resource conservation, cost reduction, and fostering ecological balance (Luo et al., 2012). In China, this trend is particularly pronounced, with the China Hotel Association categorising hotels into five levels (A to AAAAAA) based on their adherence to stringent environmental standards (China Hotel Association, 2002). Five-A-rated green hotels, the Sanya Garden Hotel and Swissotel Changbaishan, exemplify this commitment by meeting rigorous criteria for environmental protection, eco-friendly design, energy management, and the provision of sustainable products and services (Zhang et al., 2020).

The green hotel movement counts organic food restaurants among its integral elements, carrying environmental principles into the dining sector. Such restaurants observe sustainability criteria that include conserving energy and water, cutting waste, and minimising chemical use, and they place particular weight on sourcing food and materials sustainably (GRA, 2013). Lorenzini (1994) characterises green restaurants as premises conceived to run efficiently and responsibly across their whole lifecycle, limiting environmental harm by curbing waste, reusing materials, recycling, and improving energy efficiency (Gilg et al., 2005). That organic food restaurants are appearing more and more within green hotels mirrors a wider worldwide movement, propelled by mounting consumer concern about health, environmental sustainability, and the ethics of food production (Prakash et al., 2023). Growing awareness of industrial farming's harmful consequences has pushed demand for organic food up sharply, above all in East Asian markets such as China, South Korea, and Japan (Lea & Worsley, 2005). Against this backdrop, it becomes important to understand how consumers behave in organic food restaurants operated by green hotels, notably in China, where organic food sales are expanding at a rapid pace.

Grand Theories Underpinning the Study

Cue Utilisation Theory (CUT)

Cue Utilisation Theory (CUT), as initially proposed by Olson and Jacoby (1972), provides a foundational framework for understanding how consumers form perceptions of product quality, particularly when direct assessment is challenging. CUT posits that consumers rely on readily available informational "cues" to infer quality, acting as substitutes for direct experience (Richardson et al., 1994). These cues are categorised as either intrinsic or extrinsic. Intrinsic cues are inherent product characteristics, such as taste, appearance, and texture in the context of food. Extrinsic cues are external signals, including price, brand name, packaging, and certifications (Olson & Jacoby, 1972). The relative importance of these cues varies depending on product category, consumer expertise, and purchase context (Teas & Agarwal, 2000). When evaluating unfamiliar products or abstract attributes like ethical sourcing, consumers often place greater emphasis on extrinsic cues.

In the food industry, CUT offers valuable insights into how consumers assess food quality. Consumers evaluate quality based on a blend of sensory attributes (taste, appearance, smell) and beliefs about production, safety, and health benefits (Oude Ophuis & Van Trijp, 1995). When complete information about intrinsic characteristics is unavailable, consumers turn to extrinsic cues like price, brand reputation, store environment, and certifications (organic, fair trade) to make inferences (Richardson et al., 1994). Steenkamp (1997) further elaborated on this, demonstrating how both intrinsic and extrinsic cues are utilised to assess the quality of agricultural products, with extrinsic cues playing a crucial role, especially in organic food markets. This reliance on cues is particularly pronounced before direct experience (tasting a dish) or when assessing attributes not immediately apparent.

CUT proves highly applicable to organic food restaurants, whose patrons attach growing priority to ethical sourcing, health benefits, and environmental sustainability (Prakash et al., 2023). Since such attributes cannot easily be verified at first hand, consumers depend to a large degree on extrinsic cues when judging the quality of such food. Among these cues are organic certifications, details of local

sourcing, accounts of sustainable practices, and the overall “green” image the restaurant projects (Konuk, 2019). By signalling conformity with particular standards and values, such cues shape how food quality and overall value are perceived. Empirical work demonstrates that these extrinsic cues weigh heavily in consumers' judgements about how healthy, fresh, and generally good organic food is (Namkung & Jang, 2007).

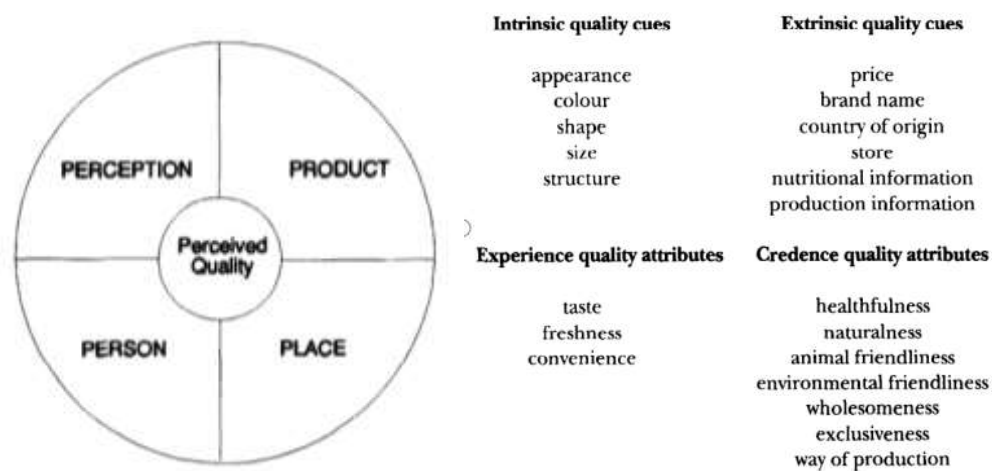


Figure 2.1 Cue utilisation theory (CUT).

Source: Ophuis, P.A.M.O., Trijp, H.C.M.V., 1995. Perceived quality: a market-driven and consumer-centred approach. *Food Qual. Prefer.* 6, 177–183.

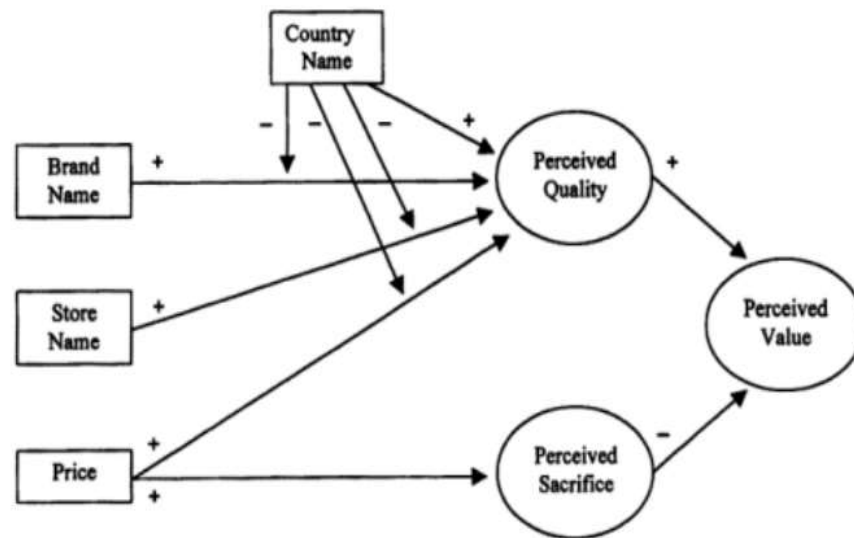


Figure 2.2 Cue utilisation theory-CUT.

Source: Teas, R.K., Agarwal, S., 2000. The effects of extrinsic product cues on consumers' perceptions of quality, sacrifice, and value. *J. Acad. of Mark. Sci* 28 (2), 278–290.

Equity Theory and the Principle of Dual Entitlement

Adams (1963, 1965) first advanced Equity Theory, which supplies a foundational account of how fairness is perceived within social exchange. According to the theory, people seek balance by setting their own ratio of inputs to outcomes against that of a “referent other.” Effort, skill, and investment count among inputs, whereas outcomes take in rewards, pay, recognition, and benefits. Translated into consumer behaviour, the money handed over for a product or a service constitutes the input, and the quality and benefits the buyer perceives constitute the outcome. Equity obtains when a person judges their input-to-outcome ratio to match the corresponding ratio of a pertinent comparison target (other consumers, competitors), and satisfaction follows. By contrast, sensing inequity, whether being underpaid (getting less back for an identical input) or overpaid (getting more back for an identical input), generates psychological tension that drives people to re-establish balance (Adams, 1965; Cropanzano et al., 2007).

Building upon Equity Theory, Kahneman et al. (1986) introduced the Principle of Dual Entitlement, which extends the concept of fairness to both consumers and businesses. This principle asserts that consumers are entitled to reasonable prices, while businesses are entitled to fair profits. This dual perspective is crucial in understanding price fairness (PF) perceptions, particularly in markets where price premiums exist, such as organic food. The Principle of Dual Entitlement helps explain why consumers might accept higher prices for organic food if they believe those prices are necessary for businesses to achieve fair profits while simultaneously delivering superior quality, health benefits, and ethical sourcing (Haws & Bearden, 2006). Thus, it is critical to understand that the perception of fairness is subjective.

Equity Theory and Dual Entitlement acquire special force in organic food contexts, above all in the restaurants of green hotels. Because organic food is credited with health, environmental, and ethical advantages, consumers frequently accept paying a premium for it (Byrle, 2016; Hughner et al., 2007; Konuk, 2019). Doing so amounts to a trade-off in which the steeper cost (input) is weighed against the greater benefits (outcome) (Marian et al., 2014). Price fairness, understood as consumers' judgement of whether a price is warranted by what they receive in return (Xia et al., 2004; Zeithaml, 1988), accordingly stands as a pivotal antecedent of both satisfaction and loyalty. Where the price is read as equitable, mirroring the added value that organic sourcing and sustainability confer, customers tend to feel content and to keep coming back.

The sense that a price is fair is, however, subjective, and numerous considerations can sway it. Should consumers detect an imbalance, believing the organic premium to be out of proportion to the benefits obtained or to what alternatives charge, dissatisfaction may set in, and they may look elsewhere (Adams, 1965). Communicating what organic food actually offers therefore matters greatly. To warrant their higher prices and be seen as charging fairly and equitably, green hotels must spell out the environmental, ethical, and health gains their organic offerings deliver (Konuk, 2019).

While Equity Theory and Dual Entitlement have been extensively studied (Greenberg, 1990; Xia et al., 2004), their application to the specific context of organic food markets, particularly in green hotel restaurants in regions like China with growing environmental awareness, warrants further investigation. Future research should explore how ethical considerations and sustainability influence consumer perceptions of price fairness and how businesses can effectively communicate the value of organic food to foster a sense of equity and dual entitlement. This research is crucial for understanding consumer behaviour and developing pricing strategies that promote both customer satisfaction and business profitability.

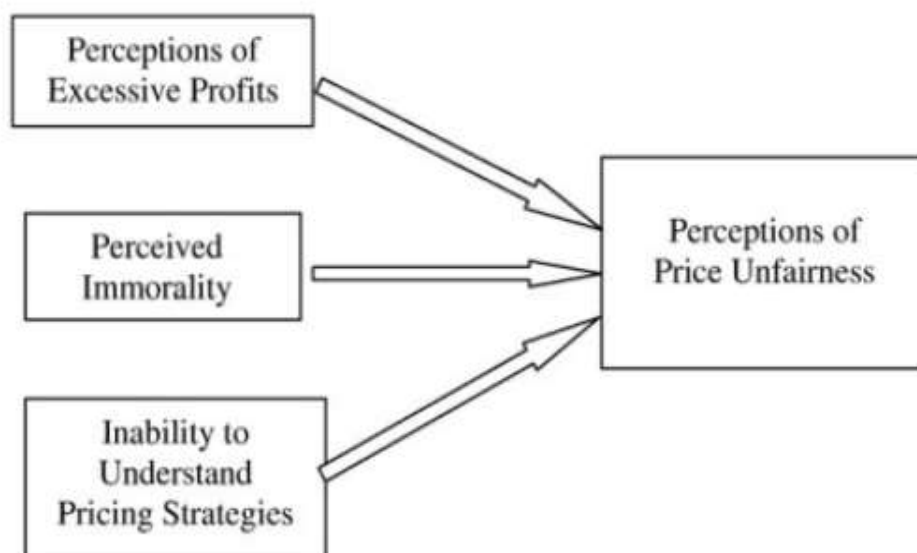


Figure 2.3 The equity theory.

Source: Bechwati, N.N., Sisodia, R.S., Sheth, J.N., 2009. Developing a model of antecedents to consumers' perceptions and evaluations of price unfairness. *J. Bus. Res.* 62 (8),

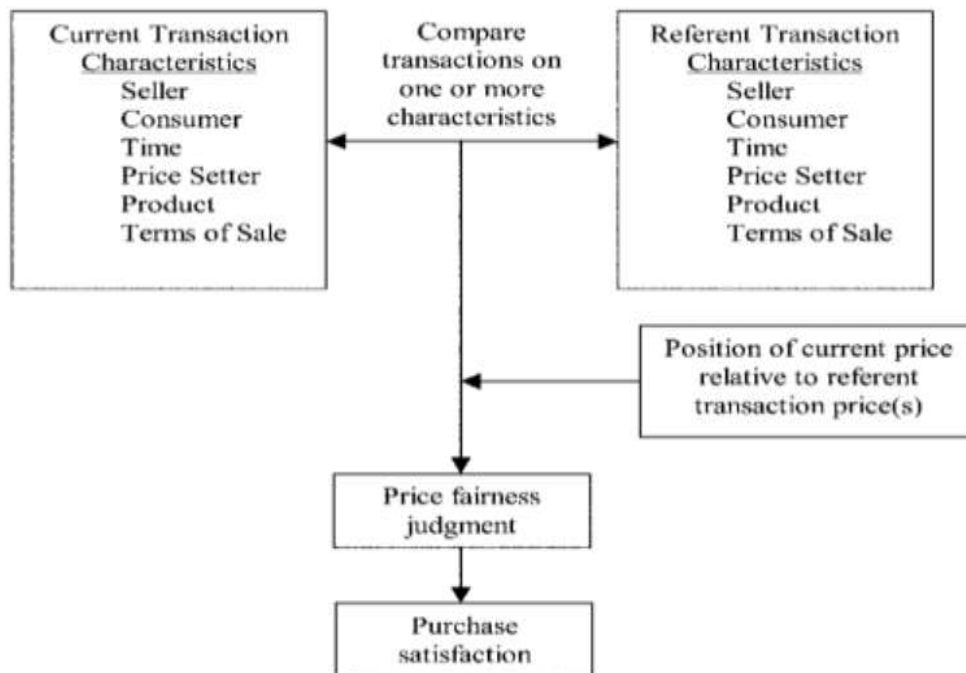


Figure 2.4 The principle of dual entitlement.

Source: Haws, K.L., Bearden, W.O., 2006. Dynamic pricing and consumer fairness perceptions. *J.Consum. Res.* 33 (3), 304–311.

Stimulus-Organism-Response (S-O-R) Theory

First advanced by Mehrabian and Russell (1974), the Stimulus-Organism-Response (S-O-R) theory offers a sturdy account of the way environmental stimuli (S) shape the internal states of the organism (O) and thereby give rise to behavioural responses (R). On this view, cues in the environment set off cognitive and emotional processes inside the person, and these processes then guide behavioural intentions and actions (Donovan & Rossiter, 2002). For organic food restaurants situated in green hotels, the S-O-R framework is especially useful for probing how organic certifications, sustainable practices, and the ambience of the restaurant bear on customers' perceptions and conduct (Jang & Namkung, 2009). Its central insight is that stimuli do not connect to responses directly; the individual's internal, subjective experience mediates between the two.

The "organism" (O) component serves as a crucial mediator in the S-O-R framework, representing the internal mechanisms through which individuals process

external stimuli. This encompasses cognitive appraisals, emotional states, and even physiological responses (Jacoby, 2002). Cognitive appraisals involve the evaluation and interpretation of stimuli based on prior experiences and beliefs (Lazarus & Folkman, 1984). These cognitive processes, in turn, influence emotional states, with positive stimuli generally eliciting positive emotions like satisfaction and pleasure, and negative stimuli triggering negative emotions like frustration (Bagozzi et al., 1999). Physiological responses, including changes in heart rate or skin conductance, can also mediate the relationship between stimuli and responses, reflecting the organism's internal state (Dawson et al., 2007). A key element of the organism's response is perceived value (PV).

Applying the S-O-R model to organic food restaurants within green hotels, several key environmental stimuli (S) can be identified. These include the physical ambience (décor, lighting, music), service quality (staff attentiveness, promptness), and the perceived healthiness and sustainability of the organic food offerings (Jang & Namkung, 2009). These stimuli evoke emotional and cognitive responses (O) in customers, feelings of comfort, satisfaction, and, critically, perceived value (Han & Ryu, 2009). A well-designed restaurant ambience that emphasises sustainability can enhance customers' perceptions of value, leading to increased satisfaction (Kim et al., 2006). Organic certifications and visible sustainable practices act as powerful stimuli that enhance the perceived value of the dining experience.

The outcome of the S-O-R process is the behavioural response (R), which can manifest as repeat patronage, positive word-of-mouth recommendations, and increased customer loyalty (Oliver, 1999). When customers encounter positive environmental stimuli in organic food restaurants, their enhanced emotional responses, particularly satisfaction and perceived value, lead to these positive behavioural responses (Jacoby, 2002). For green hotels aiming to enhance customer loyalty, strategically managing environmental stimuli is crucial. This involves creating a positive atmosphere, delivering high-quality service, and emphasising the health benefits and sustainability of organic food offerings (Ryu & Jang, 2006). By understanding how these stimuli influence customers' internal states, green hotels can effectively cultivate positive behavioural responses, fostering long-term customer

loyalty (Han & Ryu, 2009). Lai (2015) specifically found that PV plays a central role in determining customer loyalty in organic restaurants, highlighting the importance of health benefits, ethical sourcing, and sustainable practices.

How these elements interact can be understood through the Stimulus-Organism-Response (S-O-R) Theory, put forward initially by Mehrabian and Russell (1974) and refined by Jacoby (2002). Environmental stimuli matter greatly in organic restaurants: organic certifications, sustainable practices, and the ambiance of the venue among them (Jang & Namkung, 2009). Such stimuli act upon consumers' cognitive and emotional states (the organism), and those states then generate behavioural responses. Favourable environmental stimuli evoke positive emotional reactions such as satisfaction and perceived value, and these feed into positive behavioural intentions, return visits, and word-of-mouth endorsement (Jacoby, 2002). It follows that green hotel restaurants seeking to lift customer emotions and perceptions should build engaging settings that foreground sustainability and ethical practice.

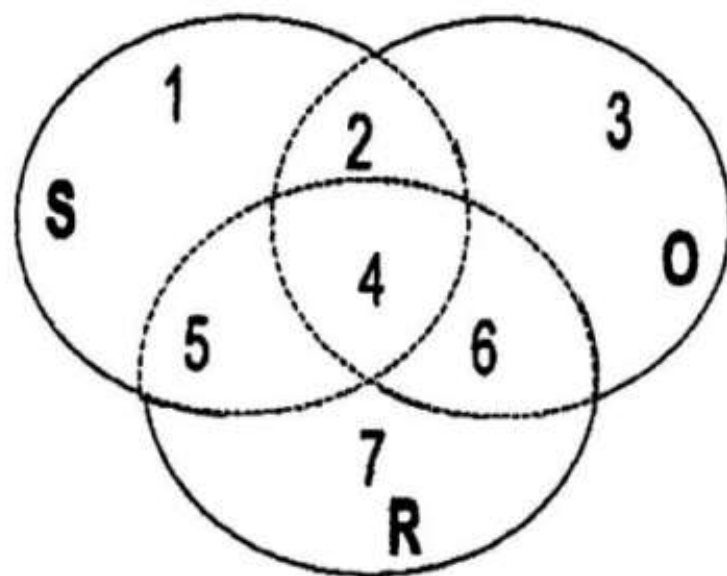


Figure 2.5 S-O-R theory.

Source: Jacoby, J. (2002). Stimulus–organism–response reconsidered: an evolutionary step in modeling (consumer) behavior. *Journal of Consumer Psychology*, 12, 51–57.

Expectation-Disconfirmation Theory (EDT)

A cornerstone notion in marketing and management, customer satisfaction denotes the overall sense of contentment a customer feels towards a product or service once it has been used. It is a psychological state arising when perceptions of actual performance after purchase are set against expectations held beforehand (Oliver, 1980). The foundational account is supplied by the Expectation-Disconfirmation Theory (EDT): satisfaction emerges where experience matches or surpasses expectations (positive disconfirmation), whereas dissatisfaction follows when performance falls below them (negative disconfirmation) (Oliver, 1980). How satisfied or dissatisfied a customer becomes tracks the size of this disconfirmation; the point is not simply to cover basic needs but to deliver an experience that stands up favourably against what the customer anticipated (Oliver, 1980). For organic restaurants, this implies that the dining experience, taking in food quality, service, ambience, and perceived value, must equal or better the expectations formed around organic certifications, sustainability claims, and price.

Social Exchange Theory (SET)

Social Exchange Theory (SET) deepens this account by stressing how much perceived fairness, trust, and reciprocal benefit matter within the customer-brand relationship (Blau, 1964). Loyalty tends to persist when customers judge that the value returned to them, emotional as well as monetary, fairly matches what they have invested. Such reasoning carries particular weight for organic food, where purchases are frequently guided by personal values and beliefs (Dick & Basu, 1994; Oliver, 1999). Among the principal drivers of loyalty, then, are perceived value in both its utilitarian and its hedonic forms (Zeithaml, 1988), service quality across reliability and responsiveness, assurance and empathy, and tangibles (Parasuraman et al., 1988), and trust, understood as being prepared to depend on one's exchange partner (Morgan & Hunt, 1994).

Integration of the Grand Theories in the Present Study

Taken together, the Stimulus-Organism-Response (S-O-R) theory (Mehrabian & Russell, 1974) and the Expectation-Confirmation Theory (ECT) (Oliver, 1980) supply a solid basis for explaining how loyalty forms in sustainable hotel dining. Under the S-O-R model, stimuli in the environment (S) act on consumers' cognitive and emotional states (O), and these states then produce behavioural responses (R). For organic restaurants inside green hotels, stimuli of this kind, organic certifications, sustainable practices, and ambience, weigh heavily on how customers feel and what they perceive (Jang & Namkung, 2009). Favourable stimuli strengthen emotional responses such as satisfaction and perceived value, which translate into positive behaviour, return patronage, and favourable word-of-mouth (Jacoby, 2002). ECT adds that loyalty takes root when what customers experience equals or betters what they expected (Oliver, 1980). Where the dining experience, spanning food quality, service, ambience, and perceived value, lives up to or exceeds expectations shaped by organic certifications, sustainability claims, and price, both satisfaction and loyalty stand to grow.

Uniting S-O-R, ECT, and SET, this theoretical framework gives dissertation research a firm footing. Empirical work should probe how stimuli (organic certifications, sustainable practices) relate to organismic responses (perceived value, satisfaction) and onward to behavioural responses (repeat visits, favourable word-of-mouth, customer loyalty) within sustainable hotel dining in China specifically. Examining whether cultural values and environmental consciousness act as moderators would also be worthwhile. Research along these lines can yield useful guidance for green hotels intent on strengthening loyalty and securing competitive advantage, while enriching current scholarship by carrying it into the expanding domain of sustainable hospitality.

Concepts and Theories of Food Quality

Perceived Food Quality (PPFQ) is a paramount determinant of consumer satisfaction, especially within the hospitality industry, including green hotel restaurants. PPFQ encompasses consumers' subjective evaluations of various food attributes, encompassing sensory characteristics (taste, appearance, texture), nutritional value, and freshness (Oude Ophuis & Van Trijp, 1995; Tsotsou, 2006; Zeithaml, 1988). In organic and sustainable food settings, PPFQ extends to ethical and environmental aspects, including the use of locally sourced and organic ingredients. This multifaceted nature of PPFQ significantly shapes consumer perceptions and influences their satisfaction and behavioural intentions.

A number of studies document how PPFQ bears on satisfaction and loyalty. Working in conventional restaurants, Namkung and Jang (2007) established that PPFQ has a direct bearing on satisfaction and behavioural intentions. Karagiannis and Andrinou (2021) carried this line of inquiry into green restaurants, stressing how organic ingredients and sustainable practices lift PPFQ. Filimonau and Krivcova (2017) observed that organic ingredients and environmentally responsible practices do more than raise PPFQ perceptions: they also boost satisfaction and customers' readiness to pay premium prices. In green hotels, and especially in the fast-growing Chinese market, managing intrinsic and extrinsic cues in a deliberate way is essential (Prakash et al., 2023; Lea & Worsley, 2005). Intrinsic attributes, meaning excellent service, appealing flavours, and fine ingredients, remain indispensable, yet conveying dedication to sustainability, to ethical sourcing, and to health benefits via well-chosen extrinsic cues matters just as much for building loyalty.

Extending this framework, recent research has rendered Perceived Food Quality a multidimensional construct spanning the core product together with the setting in which it is consumed. At its heart sit the essential attributes of sensory appeal (presentation, taste, and texture) alongside considerations of health and safety that loom large in consumer evaluations, above all where organic dining is concerned (Moon et al., 2023). PPFQ nonetheless reaches beyond the plate, taking in instrumental elements such as how the meal menu is composed and varied, how

hygienic the whole operation appears, and the standard of the physical surroundings in which the meal is eaten. Recent scholarship further accords a substantial role to cultural experience, recognising that judgements of food quality are far from universal: consumers' cultural backgrounds shape them deeply, a factor demonstrated to moderate the behavioural intentions of Eastern as against Western travellers (Jeaheng et al., 2023).

Cultural Experience

Cultural experience, in the context of tourism and dining, involves immersive engagement with local traditions, values, and lifestyles. This is often facilitated through the consumption of local cuisine, which can significantly enrich the overall tourism experience. Experiencing organic food restaurants can offer unique insights into Chinese traditions and lifestyles, providing opportunities for tourists to connect with local culture in a meaningful way (Torres & Phakdee-auksorn, 2017). The opportunity to seek things that are not usually seen is a vital part of the cultural experience. This engagement fosters a deeper understanding and appreciation of the host culture, contributing to a more memorable and authentic travel experience.

Tourist satisfaction and behavioural intentions are strongly conditioned by how the cultural experience is judged, notably its authenticity and distinctiveness. With their focus on traditional recipes and locally sourced ingredients, organic food restaurants can act as showcases for the cultural heritage rooted in the Chinese land. Doing so can raise tourists' assessment of their experience as a whole and prompt them to return or to commend the destination to others (Okumus et al., 2022). The cultural dimension these restaurants offer is therefore woven into sustainable tourism development.

Organic food restaurants offer unique Chinese traditions, increase knowledge of Chinese culture, help individuals understand local people's lifestyles, and allow individuals to seek things they do not usually see. These items align with the broader concept of cultural experience as a means of engaging with and appreciating local culture, values, and lifestyles through culinary tourism (Kim et al., 2009; Sims, 2013; Quan & Wang, 2004).

Health and Safety of Food

Health and safety are paramount attributes of food quality, significantly influencing consumer perceptions and overall satisfaction. Organic food restaurants are expected to provide fresh, nutrient-rich, and clean foods, ingredients, and recipes, which directly align with these critical attributes (Konuk, 2019). Providing clean food is essential. The perception that organic food restaurants are "good for health" due to the use of Chinese herbs and a variety of nutrients further reinforces the importance of health and safety considerations in food quality.

Evidence repeatedly shows that food quality, its health and safety dimension above all, bears heavily on customer satisfaction, judgements of price fairness, and behavioural intentions. Concern about how safe and nutritious food is continues to mount among consumers, who will pay extra to patronise establishments that put these considerations first (Lusk, 2003).

Ensuring food safety is essential for maintaining consumer trust and promoting positive dining experiences. Restaurants that adhere to strict hygiene standards and prioritise the use of safe and healthy ingredients are more likely to cultivate customer loyalty and positive word-of-mouth referrals (Choe & Kim, 2017).

Food Sensory Appeal

Food sensory appeal encompasses attributes such as taste, appearance, and aroma, which are key determinants of food quality. Organic food restaurants should focus on creating appealing flavours, pleasant smells, great taste, and enjoyable textures to enhance the dining experience. The questionnaire items specifically address whether the organic food restaurant has appealing flavours, smells good, is tasty, and has a pleasant texture, all of which are key components of sensory appeal (Han & Hyun, 2017).

Sensory attributes demonstrably raise overall satisfaction and intentions to repurchase. Where diners judge the food visually attractive, fragrant, and full of flavour, their willingness to come back and to speak well of the restaurant grows (Krishna, 2012). How food appeals to the senses does much to mould consumer

perceptions and enrich the occasion. Restaurants that engage the senses effectively stand a better chance of leaving customers with positive, lasting memories.

Food sensory aligns with the broader concept of sensory marketing, which involves using sensory cues to influence consumer behaviour. By focusing on the taste, smell, appearance, and texture of their dishes, organic food restaurants can create a multi-sensory experience that resonates with customers and fosters a strong emotional connection to the brand (Spence, 2011; Schifferstein & Verlegh, 2011; Tuorila & Cardello, 2002).

Physical Environment

The physical environment of a food service establishment, particularly organic food restaurants, significantly affects customer perceptions of quality, satisfaction, and behavioural intentions. Factors such as cleanliness, decor, accessibility, and ambience contribute to the overall dining experience and influence customer behaviour (Ryu & Han, 2009; Ryu et al., 2008). These critical aspects include the neatness and cleanliness of the food area, easy accessibility, availability of service time information, and a pleasant and comfortable atmosphere.

A well-maintained physical environment enhances customer satisfaction and perceived value. Customers are more likely to feel comfortable and enjoy their dining experience in a clean, aesthetically pleasing, and easily accessible establishment (Bitner, 1992). The provision of a service timetable further enhances customer convenience and contributes to a positive perception of the restaurant's attentiveness to customer needs.

Servicescapes, which refer to the physical surroundings of a service provider and their impact on customer behaviour. By creating a pleasant and comfortable atmosphere, organic food restaurants can enhance customer satisfaction, increase perceived value, and encourage repeat visits (Rosenbaum & Massiah, 2011; Wakefield & Blodgett, 1996; Turley & Milliman, 2000).

Meal Menu

Foodservice quality depends critically on how varied and how good the meal menu is, which in turn weighs significantly on customer satisfaction, attitudes, and

the dining experience as a whole. Organic food restaurants offering a wide selection of dishes, a healthy-choice menu, cuisine rooted in local and ethnic traditions, and a takeaway service stand a better chance of meeting the varied expectations and preferences of their customers (Nie et al., 2025).

Customer satisfaction benefits from a thoughtfully assembled menu offering choices suited to varied tastes and dietary requirements. Healthy dishes, local and ethnic cuisine, and takeaway provision all add to the restaurant's perceived value and lift satisfaction (Namkung & Jang, 2007). Diners value being able to pick from an assortment, since it lets them tailor the occasion to themselves and locate dishes matching their personal preferences.

Menu engineering means designing menus strategically so that customer satisfaction and profitability are both maximised. A varied, high-standard menu enables organic food restaurants to draw a broader clientele, raise satisfaction, and cultivate a strong brand image (Yang et al., 2009; Kivela et al., 1999; Sulek & Hensley, 2004).

Hygiene

Among the fundamentals of food quality, hygiene occupies a central place in securing customer satisfaction and safety. Sound hygiene practice underpins food safety and sustains a favourable perception among consumers. Organic food restaurants ought to ensure that what they serve is hygienic, prepared under clean conditions, and backed by well-managed sanitation. All food and beverages served should likewise be clean enough to consume safely (Choe & Kim, 2017).

Consumer trust and judgements of overall food quality rest to a large degree on high hygiene standards. Restaurants that visibly prioritise hygiene and keep their premises clean earn greater customer confidence. Lapses in hygiene can bring on foodborne illness and tarnish an establishment's reputation, with loyalty declining and unfavourable word-of-mouth spreading as a result (Claycamp et al., 2005). When customers perceive cleanliness, repeat purchasing tends to follow.

Hygiene aligns naturally with the HACCP framework (Hazard Analysis and Critical Control Points), under which hazards to food safety are identified, assessed,

and kept under control in a structured way. Organic food restaurants that apply HACCP principles and hold themselves to rigorous hygiene standards can reduce the likelihood of foodborne illness while earning customers' trust (Motarjemi & Mortimore, 2002; Jouve, 1998; Griffith, 2000).

Concepts and Theories of Price Fairness

Crucially, this subjective assessment of fairness is not formed in a vacuum but is constructed from a confluence of cognitive and experiential antecedents. The literature identifies that consumer judgments on price are significantly shaped by their pre-existing price knowledge and future-oriented price expectations, which serve as internal reference points. These are evaluated against external cues, such as the transparency and adequacy of the provided price information and the consumer's perception of their interpersonal treatment experience during the transaction. Collectively, these factors determine whether a price is perceived as equitable or exploitative (Radzi et al., 2011).

Price Knowledge

Price knowledge refers to the information customers have about prices, acquired through expertise and experience, which enables them to develop reference prices based on market observations and past transactions (Slonim & Garbarino, 1999). This price knowledge could impact how a customer responds to the Price Fairness (PF) if they have a pre-existing understanding of what is "fair" for an organic food restaurant. This knowledge allows customers to encode, interpret, and recall price information more effectively, leading to more accurate evaluations of both product quality and price fairness (Monroe, 2003; Ofir et al., 2008).

Customers with less price knowledge tend to evaluate products more conservatively due to uncertainty (Rao & Monroe, 1988; Rao & Sieben, 1992). Brand loyalty can enhance a customer's ability to recall prices, as loyal customers are more likely to retain and recall price information accurately (Aalto-Setälä & Rajas, 2003; Vanhuele & Drèze, 2002). Under Price Knowledge (PK), it directly assesses a customer's perception of price discrepancies, the questionability of the offered rate,

justification of the price, and how well-informed they feel about the restaurant's pricing policies.

Price-conscious customers may feel confident in their knowledge, but this does not necessarily translate into more accurate price information (Diaz, 2004; Pechtl, 2008). Understanding price knowledge is critical because it influences how customers form expectations and perceive the value they receive, ultimately impacting satisfaction and loyalty.

Price Expectation

Customers assemble their price expectations from multiple sources, among them direct dealings with service staff and with resources found online (Campbell, 2007). Price Expectation (PEN) concerns, specifically, how closely the price matches what customers would anticipate paying, whether the hotel and restaurant are in a condition that justifies the amount charged, and whether the figure is reasonable given the amenities and services on offer. Because prices fluctuate, markedly so in hospitality, customers find it hard to keep their knowledge of prices accurate (Estelami et al., 2001; Munnuka, 2008).

Competitive pricing environments created by travel agents, intermediaries, and third-party booking websites can alter how price-sensitive customers are (Munnuka, 2008). Price knowledge and sensitivity are likewise shaped considerably by demographic characteristics: gender, age, education level, marital status, and income (Diaz, 2004; Munnuka, 2008).

Grasping price expectations is essential if businesses are to set prices that customers regard as fair and reasonable. Meeting or surpassing those expectations makes satisfaction, and in time loyalty, more probable. Data collected through the questionnaire will shed useful light on the way customers judge the value organic food restaurants provide.

Price Information

Price information is influenced by customers' prior experiences, especially the frequency of transactions, which greatly affect their price knowledge and perceptions of fairness (Sinclair, 2010; Xia et al., 2004; Maxwell, 2007). Price Information (PI)

addresses how price information influences the decision to choose the hotel and its organic food restaurant, where knowledge of pricing comes from (advertisement), price comparisons with similar establishments, and whether the price is perceived as a "rip-off."

Regular customers tend to develop stronger price recall abilities and are more likely to judge future prices based on their past experiences (Estelami et al., 2001; Maxwell, 2007; Pechtl, 2008). This ability to recall prices from previous visits often serves as a benchmark for evaluating new prices, reinforcing perceptions of fairness in pricing (Ofir et al., 2008). The information source (advertisement) is a key determinant.

Customers with less experience might rely more heavily on price as an indicator of quality (Nagle & Holden, 2002). By understanding the sources and impact of price information, businesses can effectively communicate their pricing strategies and manage customer perceptions of value. Specifically, addressing perceptions of being "ripped off" is crucial for maintaining customer trust and loyalty.

Transparency

Building trust and moulding customers' perceptions of fairness depend greatly on pricing transparency (Xia et al., 2004), which entails presenting and justifying prices clearly and honestly. Where pricing is transparent, satisfaction and loyalty can both rise appreciably.

The nature of the relationship between a hotel and its customers, from initial transactions to repeated interactions, plays a pivotal role in establishing trust. Trust is built through consistent and honest communication about pricing policies and any changes that occur. Customers' perceptions of price fairness are significantly influenced by the transparency of the hotel's pricing methods and the consistency of pricing across different transactions. By being upfront about costs and providing clear explanations, hotels can foster a sense of fairness and build stronger relationships with their customers (Campbell, 2007; Bolton & Alba, 2006; Diller, 2000).

Concepts and Theories of Perceived Value

Perceived value (PV), defined as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given" (Zeithaml, 1988, p. 14), is a critical determinant of consumer purchase decisions. In organic food settings, PV extends beyond traditional cost-benefit assessments to include ethical considerations, health benefits, and sustainability (Dodds et al., 1991). Perceived quality has a demonstrably positive relationship with PV (Dodds et al., 1991; Grewal et al., 1998; Hartline & Jones, 1996), and in food service, the perceived healthiness of food significantly impacts PV, with organic food often being perceived as more valuable (Son et al., 2013). Furthermore, price fairness also impacts PV, with consumers who perceive prices as fair exhibiting increased perceived value (Ferreira et al., 2010; Oh, 2000). This multidimensional nature of PV is especially relevant in green hotel restaurants, where consumers seek an experience aligned with their values.

Inside this framework, the antecedent Perceived Food Quality (PPFQ) is itself a layered, multidimensional construct operating as a key stimulus. Contemporary research treats PPFQ as covering not just the basics of sensory appeal and assurances on health and safety (Moon et al., 2023) but the wider experiential setting too. Included here are instrumental considerations: the design and range of the meal menu, how hygienic the establishment appears, and the standard of its physical surroundings. Importantly, recent scholarship stresses that such evaluations are not uniform across consumers; cultural experience moderates them substantially, colouring how food quality is read and valued and thus steering behavioural intentions along different lines for Eastern as distinct from Western traveller groups (Jeaheng et al., 2023).

Functional Value

Functional value denotes the usefulness a product or service yields through its basic performance and utilitarian characteristics (Sheth et al., 1991). Applied to an Organic Food Restaurant within a hotel, it concerns the dependability of the

operation, the standard of food and service supplied, and the consistency of performance over time.

Studies repeatedly confirm that functional value bears significantly on customer satisfaction and behaviour. It correlates strongly and positively with satisfaction regarding hotel services (Moise et al., 2021) and with satisfaction in further contexts (Hure et al., 2013). Such findings underline how vital a dependable, uniformly high-standard experience is to keeping customers satisfied.

Further work supports the view that dimensions such as perceived quality, utilitarian value, and functional value are pivotal for raising satisfaction and encouraging continued use of services (Tumaku et al., 2023). It is therefore essential that the Organic Food Restaurant of the hotel honour its central promises of reliability and of quality if satisfaction and loyalty are to be secured.

Hedonic Value

Hedonic value concerns the emotional and experiential gratification a product or service affords (Previte et al., 2019). It reaches past functional considerations to how the experience “feels”, at a time when consumers increasingly favour offerings that stir positive emotions. In purchase decisions, hedonic value now carries essential weight (Tarka et al., 2023). An emotionally rewarding experience can lift satisfaction and loyalty markedly. Savouring the atmosphere, the way dishes are presented, and the occasion as a whole all feed a stronger sense of hedonic value.

Studies indicate that hedonic value significantly influences customer satisfaction and their intention to continue using services, such as ride-hailing services in Indonesia by Malaysia (Yapp & Yeap, 2023) and China (Tumaku et al., 2023). Similarly, a hotel Organic Food Restaurant that provides a delightful and memorable dining experience is more likely to cultivate customer loyalty and positive word-of-mouth.

Economic Value

Economic value concerns the monetary advantage and cost-effectiveness a product or service offers relative to the alternatives on hand (Koller et al., 2010). It matters most where customers watch prices closely.

This dimension of value is particularly important in the sharing economy, where consumers are attracted to low-cost services due to efficient resource utilisation (Hamari et al., 2016; Kumar & Pandey, 2018). However, in the context of an organic food restaurant, economic value is not just about being cheap but about providing a reasonable price relative to the perceived quality and benefits, health benefits, or unique ingredients.

In ride-hailing contexts, economic value stands out as a notable driver of satisfaction and of intentions to use the service again (Ofori et al., 2022). Its weight in consumer decision-making is likewise evident in the Malaysian market (Yapp & Yeap, 2023). If satisfaction and loyalty are to be fostered, customers must see the prices charged in the Organic Food Restaurant the hotel runs as fair, and as reflecting the quality and benefits they obtain.

Social Value

Social value denotes the usefulness consumers perceive in a product or service through its association with a given social group, its capacity to burnish one's social image, or its role in enabling social interaction (Sheth et al., 1991). It stems from what the offering does for the buyer's social standing or for their social connections.

People frequently select products and services matching the social identity they aspire to, using them to present a favourable face to others. Organic food consumption may carry connotations of environmental awareness and of health consciousness, traits prized within particular social circles (McEachern & Schröder, 2002). The social value attached to an organic food restaurant can accordingly weigh heavily in a customer's decision to dine there.

Across a range of industries, research indicates that consumer behaviour is shaped substantially by social value (Choi et al., 2016; Sweeney & Soutar, 2001). The social image projected by a clothing brand or a particular model of car may decide the purchase. By the same token, an organic food restaurant or hotel seen as fashionable, environmentally sound, or socially responsible can draw customers wishing to identify with those values.

Concepts and Theories of Customer Satisfaction

Customer satisfaction takes shape under several key influences. Perceived quality, spanning features, reliability, and performance, stands foremost (Zeithaml, 1988). In organic dining specifically, perceived food quality (PPFQ) weighs heavily on satisfaction. This positive link has repeated empirical confirmation, with better food quality bringing greater satisfaction (Namkung & Jang, 2007; Han & Hyun, 2017). Satisfaction rises further where menus are organic, being seen as healthier and as more sustainable (Lu & Chi, 2018). Price fairness matters greatly too: customers weigh whether the benefits they perceive warrant the amount charged (Xia et al., 2004; Jin et al., 2013; Martín-Consuegra et al., 2007). Pricing experienced as fair feeds positive disconfirmation and so lifts satisfaction. Perceived value (PV), the overall judgement of worth against cost, likewise exerts a marked influence on satisfaction (Zeithaml, 1988; Qin et al., 2010; Ryu et al., 2008). Where customers reckon the value good, weighing health benefits, ethical considerations, and quality together, satisfaction overall climbs.

Customer satisfaction principles find wide application, with firms actively measuring and managing satisfaction to gauge how well customer needs are being met (Fornell et al., 1996). Surveys canvass feedback on matters such as service delivery, product quality, and overall value (Fornell et al., 1996). Such feedback proves vital when pinpointing where improvement is needed and when devising ways to raise satisfaction levels (Fornell et al., 1996). Ongoing monitoring lets businesses tackle problems early and make adjustments.

Crucially, satisfaction ties closely to customer loyalty, itself a principal engine of long-run business success (Reichheld & Teal, 1996). Customers who are satisfied show a greater tendency to buy again, to speak for the business, and to stay loyal (Reichheld & Teal, 1996). Hence, the weight attached to sustaining consistently high satisfaction as the basis of enduring relationships. Concentrating on creating satisfied customers, notably in specialised settings such as organic restaurants, lets businesses assemble a loyal clientele, feeding profitability and sustainable growth. Perceived quality, price fairness, and value, considered together, thus frame a comprehensive

account of how satisfaction arises and can be strengthened in this expanding market segment.

Synthesising these theoretical perspectives, the literature thus conceptualises customer satisfaction as emerging from a holistic evaluation where broad perceptions of hotel image and perceived quality set initial expectations. These expectations are then subsequently confirmed or disconfirmed by the tangible performance of the service encounter, which primarily includes the overall service quality, its efficiency and timeliness, and the immersive sensory experience provided by the ambience and surroundings (Abdullah et al., 2022; Kumar & Salleh, 2012).

Service Quality

Service quality anchors robust client relationships, answering customer needs directly and nurturing lasting loyalty (Spyridou, 2017; Wang et al., 2014; Zeithaml et al., 2018). For restaurants, this calls for anticipating what customers want, embedding those demands in operational practice, and appraising service strengths and weaknesses continuously so that satisfaction keeps rising (Cheng et al., 2012; Parasuraman et al., 1988; Stevens et al., 1995). Every interaction, from first contact through to the final transaction, should match or better customer expectations, so building a positive and durable relationship. The questionnaire items “Staff serve customers with courtesy and professionalism” and “Service quality stays consistent from one visit to the next” correspond directly to this dimension.

To raise the standard of restaurant service delivery, scholars have devised various service quality models, SERVPERF, DINESERV, TANGSERV, and DINESCAPE among them (Cronin & Taylor, 1992, 1994; Keith & Simmers, 2011; Raajpoot, 2002; Ryu & Jang, 2008). What these models make plain is how central food quality and the physical setting are to satisfaction and to behavioural intentions (Sabir et al., 2014; Ryu et al., 2008; Shapoval et al., 2018). They point in particular to dependable, responsive service and to tangible aspects of ambience and cleanliness within the restaurant. The questionnaire items gauging perceived quality and the physical environment mirror these factors.

Work spanning several regions stresses that restaurant features, from food quality through service excellence to ambience, must be understood if satisfaction and behavioural intentions are to be explained (Lee et al., 2016; Jani & Han, 2011; Heung & Gu, 2012; Kim, 2011; Zibarzani et al., 2022). Assessing service quality means setting customer expectations against the service actually performed; whatever gap emerges bears significantly on perceived service quality (Parasuraman et al., 1985; Asubonteng et al., 1996; Caruana et al., 2000).

Timely Service

Prompt service ranks among the principal determinants of satisfaction, bearing directly on loyalty and on future purchase decisions (Abdullah et al., 2018; Tuncer et al., 2021; Taylor & Cronin, 1992). For restaurants, being timely means bringing food out without delay, keeping waits short, and answering customer requests quickly (Berry et al., 1994; Bolton & Drew, 1991; Parasuraman et al., 1988). Customers then feel valued and respected, and the dining occasion gains accordingly. The questionnaire items “Staff bring the food out promptly” and “The wait before my order arrives is acceptable to me” capture this aspect.

Restaurants must identify areas of weakness and develop strategies to enhance both satisfaction and loyalty, focusing on the authenticity of the dining experience, including both the cuisine and the setting (Ahmed et al., 2023; Han & Kim, 2009; Robinson & Clifford, 2012). Customers are more likely to perceive their experiences as genuine when these elements are meticulously curated, creating a memorable and satisfying visit (Bitner, 1992; Grove & Fisk, 1989; Rust & Oliver, 1993). Additionally, perceptions of pricing fairness play a critical role in consumer behaviour, influencing both strategic development and satisfaction outcomes.

How food is presented, its arrangement, taste, and accompanying service likewise exert a strong effect on satisfaction and behavioural intentions (Namkung & Jang, 2008; Pecotić et al., 2014; Stevens et al., 1995). Cleanliness and the restaurant's general atmosphere similarly do much to determine the dining experience and how satisfied customers feel (Barber et al., 2011; Sester et al., 2013; Bitner, 1990).

Ambience & Surroundings

The ambience and physical surroundings of a restaurant or hotel are critical in shaping customer perceptions and satisfaction (Ryu & Jang, 2007; Mathe & Slevitch, 2013; Wakefield & Blodgett, 1996). Elements such as music, aroma, temperature, and staff appearance have a substantial impact on customers' emotional responses and behavioural intentions (Bitner, 1992; Turley & Milliman, 2000; Baker, 1986). A well-designed and maintained environment not only enhances the dining experience but also encourages repeat visits, thereby increasing customer satisfaction.

A well-designed ambience includes factors such as lighting, décor, and furniture arrangement, which collectively contribute to the overall atmosphere of the dining establishment (Hightower et al., 2002; Kotler, 1973; Sherman et al., 1997). These elements can influence customers' moods and perceptions of the dining experience, making them more or less likely to enjoy their meal and return in the future.

How service quality is perceived overall also owes much to how clean and well presented the establishment is (Barber et al., 2011; Kivela et al., 1999; Oliver, 1993). Cleanliness especially has emerged as a notable driver of satisfaction, clean surroundings being read by customers as a mark of superior service (Bitner, 1990; Grönroos, 1984; Parasuraman et al., 1985). An attractive, hygienic setting is therefore indispensable, bearing directly on whether customers will return and speak well of the establishment to others (Mosavi & Ghaedi, 2012; Ryu & Jang, 2007; Sweeney et al., 1999).

Perceived Quality

Perceived quality concerns how far customer expectations and needs are met or surpassed by a product or service (Zeithaml & Bitner, 1996; Sureshchandar et al., 2003; Garvin & Quality, 1984). The construct is bound up closely with satisfaction: as perceived quality climbs, satisfaction typically follows (Oliver, 1993; Anderson & Sullivan, 1993; Fornell et al., 1996). Its dimensions, reliability, customisation, and overall excellence among them, together ground the judgements customers form about a product or a service.

Within perceived quality fall the product's performance, its features and reliability, alongside conformance and durability, serviceability and aesthetics, and finally perceived quality itself (Garvin, 1987; Parasuraman et al., 1988; Zeithaml, 1988). Each dimension feeds the customer's overall appraisal of the offering and, through it, their level of satisfaction.

A consistent research finding is that service quality precedes and conditions satisfaction: favourable quality perceptions translate into higher satisfaction (Oliver, 1980; Dabholkar et al., 1996; Zeithaml et al., 1996). For firms pursuing durable loyalty, this link is pivotal, since customers who are satisfied tend to stay and keep using the service (Serkan, 2005; Reichheld & Sasser, 1990; Rust & Oliver, 1993). Managing perceived quality well is accordingly central to achieving satisfaction and keeping the business thriving.

Hotel Image

Judgements of value, of service quality, and of overall satisfaction all bend to hotel image, making it a decisive influence on customer satisfaction (Wallin Andreassen & Lindestad, 1998; Martensen et al., 2000; Beerli & Martín, 2004). Reliability, professionalism, and a solid reputation typically accompany a favourable hotel image, and each helps push satisfaction higher (Nguyen & Leblanc, 2001; Johnson et al., 2001; Chi & Qu, 2008).

A well-regarded hotel image can produce a halo effect: favourable brand perceptions colour how customers judge every facet of the service encounter (Nguyen & Leblanc, 2001; Kandampully & Suhartanto, 2000; Um & Crompton, 1990). The phenomenon shows why guarding a positive image matters, since doing so lifts satisfaction and loyalty appreciably.

Corporate image reaches past a hotel's physical features to the brand perception as a whole and the associations customers attach to it (Wallin Andreassen & Lindestad, 1998; Baloglu & McCleary, 1999; Dichter, 1985). Where the image is favourable, customer trust, loyalty, and readiness to recommend it to others all tend to grow (Anderson & Mittal, 2000; Bowen & Chen, 2001; Brown & Dacin, 1997). Items in the questionnaire probing how far the hotel shows concern for its customers and

contributes to society gauge precisely how these facets of hotel image bear on satisfaction.

Concepts and Theories of Customer Loyalty

Customer loyalty, a bedrock of enduring business success, denotes a deeply held commitment to keep re-buying or re-patronising a favoured product or service even when situational pressures and marketing appeals invite a switch (Oliver, 1999). More than repeat buying alone, it takes in psychological attachment, a positive attitude, and readiness to speak up for the brand (Dick & Basu, 1994). Loyal customers turn into advocates, championing the business through favourable word-of-mouth and recommendation (Reichheld, 2003). It is this attitudinal element that separates authentic loyalty from habitual buying born of convenience or inertia. For green hotel restaurants, grasping what drives loyalty in this multifaceted sense is central to staying competitive (Han & Ryu, 2009).

Applying this integrated framework to sustainable hotel dining in China underscores the significance of consumer values related to health, environmental responsibility, and ethical sourcing (Lea & Worsley, 2005). Factors such as perceived food quality, price fairness, and the hotel's demonstrable commitment to sustainability become paramount. A green hotel that consistently delivers high-quality organic food, prices its offerings fairly, and actively communicates its sustainability efforts is more likely to cultivate a loyal customer base among environmentally conscious consumers. This necessitates a holistic approach that integrates sustainable practices into all aspects of the dining experience.

Ultimately, these theoretical frameworks converge on the idea that true loyalty rests upon the relational pillars of customer commitment and customer trust. These essential bonds are cultivated through the consistent delivery of superior customer value and are increasingly manifested in the digital ecosystem through active social media engagement, which serves as a modern conduit for brand advocacy (Mohammed & Al-Swidi, 2019; Nyagadza et al., 2022).

Customer Trust

How customers perceive a hotel's service quality overall depends critically on trust (Nyagadza et al., 2022; Alalwan et al., 2018; Papacharissi & Mendelson, 2011). Earlier research has operationalised trust as the customer's belief in the hotel's integrity, benevolence, and competence (Morgan & Hunt, 1994; Doney & Cannon, 1997; McKnight et al., 2002), taking in its honesty, dependability, and dedication to delivering services of a high standard.

Trust influences the likelihood of customers engaging with a hotel's services, as their willingness to try or continue using the services heavily depends on their trust in the brand (Alalwan et al., 2018; Gefen et al., 2003; Bhattacharjee, 2002). Customers are more likely to choose a hotel they trust, even if it is not the cheapest or most convenient option.

Trust and customer loyalty are, moreover, strongly connected: the more customers trust, the more loyal to the hotel brand they prove (Papacharissi & Mendelson, 2011; Chaudhuri & Holbrook, 2001; Reichheld & Teal, 1996). The correlation shows why trust must be built and then maintained if lasting customer relationships, and the loyalty they carry, are to endure.

Customer Commitment

Customer commitment describes the dedication customers show towards the quality of a hotel's services (Cheng & Jiang, 2020; Arnold, 2018; Bae, 2018). Working hand in hand with trust, such commitment underpins continued patronage and is integral to keeping loyalty alive (Allen & Meyer, 1990; Oliver, 1999; Morgan & Hunt, 1994). It embraces customers' willingness to keep using the services the hotel provides, their intention of recommending it to other people, and the emotional bond they feel with the brand.

High levels of commitment often lead to increased customer satisfaction and trust, which further reinforce loyalty (Arnold, 2018; Fullerton, 2005; Gruen et al., 2000). Committed customers are more likely to overlook minor service failures and remain loyal to the hotel, even in the face of competition.

The intention to continue enjoying hotel services, driven by a strong commitment, is positively associated with both customer satisfaction and trust (Bae, 2018; Dick & Basu, 1994; Dwyer et al., 1987). This suggests that commitment is not only a precursor to loyalty but also a critical element in maintaining customer relationships over time.

Customer Value

Customer value is defined as the perceived worth of a hotel's products and services, assessed based on their quality and performance (Neupane et al., 2021; Saarijärvi, 2012; Thaichon & Quach, 2015). This perceived value plays a significant role in shaping customer satisfaction, as a well-developed customer value proposition enhances the overall perceived service quality of a hotel (Woodruff, 1997; Zeithaml, 1988; Sweeney & Soutar, 2001). This includes factors such as the hotel's ability to meet customers' needs, provide high-quality services, and offer competitive pricing.

Consequently, hotels invest in these key value propositions to maintain competitiveness, as they directly influence customer purchase intentions and loyalty (Thaichon & Quach, 2015; Bolton & Drew, 1991; Parasuraman et al., 1985). Customers are more likely to choose a hotel that offers a strong value proposition, even if it is not the cheapest or most convenient option.

The linkage running from customer value through satisfaction to loyalty shows why services must consistently reach or surpass what customers expect if long-term success is to be assured (Anderson & Sullivan, 1993; Fornell et al., 1996; Reichheld, 1996). Hotels that keep service standards uniformly high stand a better chance of producing satisfied, loyal customers, and with them stronger profitability over the long run.

Social Media Engagement

By opening a two-way channel between hotels and the customers they serve, social media engagement acts as a potent means of strengthening customer loyalty (Okazaki & Taylor, 2013; Hudson et al., 2016; Kim & Ko, 2012). Content on social media can be represented in visual, textual, and verbal forms, helping bind hotel and

customer more tightly together (Kaplan & Haenlein, 2010; Mangold et al., 2015; Constantinides, 2014).

Research has amply documented social media's bearing on satisfaction and loyalty, showing how it can deepen emotional ties to tourism brands and prompt customers to promote the company favourably (Hudson et al., 2016; Xiang & Gretzel, 2010; Sigala, 2011). Through social media, hotels can engage customers directly, answer their feedback, and act on their concerns, nurturing a sense of community along with loyalty.

Furthermore, social media marketing activities have been found to influence customer purchase intentions and loyalty by mediating brand equity and value equity (Kim & Ko, 2012; Yoo et al., 2000; Aaker, 2012). Social media marketing can help hotels build brand awareness, enhance their reputation, and create a positive image, thereby influencing customers' purchase intentions and loyalty.

Related Research

How Food Quality (PFQ) Bears on Price Fairness (PF)

Within the fast-food literature, it is recognised that diners weigh restaurant service quality (RSQ), a composite of physical environment quality (PEQ), employee service quality (ESQ), food quality (PFQ), and price fairness (PF), both when choosing where to eat and when judging the experience afterwards (Zhong & Moon, 2020). In appraising price and the perceived PF of an establishment, customers lean heavily on PFQ (Zhong & Moon, 2020). The literature points to a positive association between PFQ and diners' subjective sense of PF (Jeaheng et al., 2023; Singh et al., 2022).

Additional studies bear out how strongly PFQ shapes fairness judgements about price, showing that exacting standards of food quality feed positively into perceptions of fair pricing and into satisfaction (Hanaysha, 2020; Martins, 2021; Singh et al., 2022). The reach of PFQ extends past price fairness to word-of-mouth, to purchase intentions, and to customer retention amid stiff market competition (Setiawati, 2020). Research further indicates that sustaining high PFQ not only

strengthens perceived PF but also builds loyalty and intentions to revisit, above all when paired with factors such as hygiene (Othman et al., 2022).

In summary, food quality plays a pivotal role in shaping perceptions of price fairness and customer satisfaction in the restaurant industry. This emphasises the need for restaurants, especially those in green hotels offering organic options, to uphold high-quality standards to ensure positive customer outcomes (Zhong & Moon, 2020; Jeaheng et al., 2023). Therefore, based on this established relationship, it is logical to propose the following hypothesis:

H1: PFQ (Food Quality) positively influences PF (Price Fairness).

How Price Fairness (PF) Shapes Customer Satisfaction (CS)

Customer satisfaction (CS) is understood as a firm's capacity to keep customer relations favourable so that its goods and services go on being purchased. Keeping existing customers costs demonstrably less than winning new ones (Singh et al., 2022). Customers who are satisfied and loyal will frequently accept higher prices, buy more, and hold out against rivals' offers, which is why retaining them matters so much (Sharma et al., 2020). Within the price fairness (PF) literature, customers' PF perceptions have been found to mould post-purchase attitudes and behaviours directly, repurchase intentions, and word-of-mouth among them (Singh et al., 2022). Empirical work confirms that perceived PF and CS are strongly and positively related, with fairness perceptions around price weighing heavily on whether customers buy repeatedly (Manosuthi & Han, 2020).

Studies conducted within the restaurant industry likewise back the positive effect of perceived PF on CS, warning that prices sensed as unfair endanger satisfaction (Singh et al., 2022). Evidence further reveals that PF feeds overall brand satisfaction. The hospitality literature offers ample corroboration that fairness perceptions around price bear on brand satisfaction (Abdul, 2018; Konuk, 2022; Hwang & Hyun, 2012; Martin-Consuegra et al., 2007; Severt et al., 2020; Lee et al., 2022).

These conclusions find further corroboration across industries. Herrmann et al. (2023) test empirically how perceived PF affects satisfaction, with automobile purchases as the setting, showing fairness to work on satisfaction directly as well as indirectly via the way vulnerability and pricing procedures are perceived. For e-commerce, Fiqqih (2022) verifies that perceived PF adds significantly to satisfaction and to loyalty.

Bhowmick (2021), among others, probes whether cognitive styles moderate the link running from perceived price fairness to satisfaction. Wider analyses (Frontiers, 2023) point to transparent pricing lifting satisfaction and mediating the path from pricing to consumer behaviour. Price fairness proves salient in tourism and hospitality too, as Han et al. (2020) demonstrate: fair pricing strategies are central to keeping satisfaction and loyalty high. Homburg and Fürst (2020), finally, stress that perceived PF weighs substantially on CS, notably where pricing policies and the handling of complaints are involved.

Across industry after industry, then, perceived price fairness demonstrably conditions how satisfied customers are. Businesses, green hotel restaurants included, are accordingly pressed towards pricing strategies that customers experience as fair, so raising satisfaction and cementing loyalty. On the strength of this connection, the study puts forward:

H5: PF (Price Fairness) positively influences CS (Customer Satisfaction).SS

Food Quality as a Driver of Customer Satisfaction and Customer Loyalty

Fierce competition in the restaurant trade obliges owners to pursue inventive means of drawing and keeping customers. Through innovation, existing products and services improve and satisfaction climbs (Satti et al., 2020). Service innovations carry particular weight, notably those springing from indigenous entrepreneurship, since rivals can copy product-based innovations far more easily, making service innovation the more durable route. Superior value and a competitive edge rest on service

quality, food quality included, which bears directly on satisfaction and loyalty (Satti et al., 2020).

As a precursor of satisfaction and behavioural intentions, food quality is firmly established, nowhere more visibly than in settings such as stadium concessions, where good food delivered without delay does much to lift the whole customer experience (Woś et al., 2025). Meals that are safe, nourishing, and delicious make for a positive sensory experience, from which greater satisfaction and firmer repurchase and revisit intentions follow. Swift service of this kind wards off frustration and adds to the enjoyment of events (Drummond & Brefere, 2021).

Evidence from many settings confirms how much food quality matters for building satisfaction and loyalty. In fast-food contexts, food quality proves a significant influence on satisfaction, on intentions to revisit, and on loyalty (Chowdhury et al., 2023). Work on grocery retailing shows food values connecting strongly with satisfaction and loyalty, particularly during the COVID-19 pandemic, underscoring the part food quality plays in keeping customer experiences positive (Paul & Rana, 2021).

Other studies trace how particular restaurant attributes, food quality among them, bear on satisfaction, on revisit intentions, and on the likelihood that fast food restaurants get recommended (Rajput & Gahfoor, 2020). In an analysis of Jollibee during the COVID-19 pandemic, food quality stood out as decisive for satisfaction and loyalty even amid difficult conditions (Naini et al., 2022). Because these factors intertwine, food quality appears to remain a principal engine of satisfaction and loyalty across fast-food environments (Namkung & Jang, 2021).

Further research shows food quality doing double duty: raising satisfaction while also mediating between satisfaction and loyalty, frequently by way of the trust it establishes (Khan & Fasih, 2021). Study after study singles out food quality as central to shaping satisfaction and loyalty behaviours, repeat visits and favourable word-of-mouth among them, confirming its standing in the restaurant industry (Han & Hyun, 2020).

The weight of food quality in satisfaction and loyalty is, in short, profound. Restaurants, those within green hotels especially, are therefore bound to hold food quality to exacting standards as a route to sustained engagement and durable loyalty (Rather et al., 2020). On this substantial evidence, the study advances the following hypotheses:

H4: PFQ (Food Quality) positively influences CS (Customer Satisfaction).

Study upon study verifies the standing of food quality as a principal driver of satisfaction. Good food makes for positive dining experiences, and satisfaction rises directly as a result. Nor do the effects stop at satisfaction: loyalty, revisits, and recommendations follow across a range of restaurant and service environments (Rajput & Gahfoor, 2020).

Loyalty responds strongly to high food quality. The research record confirms that customers who repeatedly encounter exacting food standards become loyal more readily. For businesses looking to quality offerings as a route to loyalty, this connection is vital, further evidence of the place food quality holds in customer retention (Satti et al., 2020; Singh et al., 2022).

H8: PFQ (Food Quality) positively influences CL (Customer Loyalty).

Influence of Perceived Value on Customer Loyalty, Customer Satisfaction, and Food Quality

Perceived value plays a critical role in shaping customer loyalty and satisfaction, especially in the competitive landscape of the restaurant industry. Numerous empirical studies have highlighted the positive impact of service quality on customer loyalty. They emphasise that perceived value, along with trust and satisfaction, serves as a significant mediator between service quality and loyalty (Yuan et al., 2020; Chen et al., 2023). Service quality directly impacts perceived value, which in turn influences customer satisfaction, loyalty, and trust. This establishes a sequential chain that enhances customer experiences and retention (Chen et al., 2023).

Work in a variety of settings further attests to the importance of perceived value. Price, functional, and emotional value have been found to raise satisfaction, which then feeds loyalty towards services such as food delivery robots (Clemes et al., 2023). In retail, product quality and emotional value likewise sway customer attitudes and loyalty appreciably, evidence of the reach perceived value has across sectors (Kovalenko, 2022). For B2C e-commerce similarly, core service quality dimensions bolster perceived value, with satisfaction and loyalty benefiting directly (Zhang et al., 2023).

Additional inquiry finds perceived value acting directly on satisfaction and loyalty across service providers of many kinds, confirming that the greater the value perceived, the higher the satisfaction and the firmer the loyalty (Hong et al., 2023). On online entertainment platforms, loyalty responds jointly to perceived value, satisfaction, and trust, a sign of how intertwined these drivers of retention are (Rather et al., 2022).

In hospitality specifically, the path from food quality to satisfaction runs through perceived value, with loyalty affected in turn. Where good food comes paired with a sense of value, satisfaction strengthens, placing perceived value at the centre of loyalty outcomes (Ryu et al., 2021). Gastronomic experiences, food quality included, also tell substantially on restaurant image, satisfaction, and loyalty, pointing up the part food value plays in favourable dining experiences (Torres et al., 2022).

Within retail, satisfaction and loyalty respond to perceived value as well, notably as consumer behaviour shifts in the wake of COVID-19. With customers laying ever greater stress on perceived value, food quality included, retailers must adjust to these expectations if loyalty and lasting customer relationships are to be preserved (Rashid et al., 2023).

Across diverse industries, then, perceived value stands among the fundamental engines of satisfaction and loyalty, bearing directly and substantially on how customers read food quality and service. Green hotel restaurants above all must work at strengthening perceived value so as to create positive experiences, drive

satisfaction, and cultivate loyalty over the long term. On this strong evidence, the study proposes:

H2: PFQ (Food Quality) positively influences PV (Perceived Value).

Perceived value owes much to food quality. When the food is good, customers' sense of value strengthens, and their satisfaction and loyalty respond directly. Across settings that include the service and restaurant industries, studies stress the substantial contribution food quality makes to overall perceived value, with repeat buying and favourable word-of-mouth encouraged as a result (Chen et al., 2023).

Satisfaction and perceived value are tightly linked. The evidence shows satisfaction rising as perceived value grows, value fed by price, quality, and emotional benefits alike. The relationship makes plain how much delivering high perceived value matters for keeping customers satisfied and nurturing loyalty across service and retail environments (Kovalenko, 2022).

H6: Perceived Value (PV) has a positive impact on Customer Satisfaction (CS).

Influence of Price Fairness on Customer Satisfaction and Customer Loyalty

The empirical record consistently ties price fairness to customer loyalty in a significant way (Abulela, 2018; Konuk, 2022). Hospitality research adds extensive backing, showing that pricing felt to be fair raises satisfaction, brings customers back, and sets favourable word-of-mouth in motion (Hwang & Hyun, 2012; Severt et al., 2020; Lee et al., 2022). Konuk (2019) established that satisfaction responds directly to price fairness and then carries the effect through to customers' loyalty intentions, revisits, and recommendations, in organic food restaurant settings particularly.

Price has long been treated as a principal determinant of satisfaction, standing as a proxy for the value a service is felt to offer (Han et al., 2020). Perceptions of pricing have been shown to predict satisfaction and loyalty alike. In the service industry, pricing that clients can justify and accept feeds positively into both (Malik et

al., 2020; Erjavec et al., 2016; Han & Ryu, 2009). By holding prices fair, service providers keep customers satisfied and loyal; perceived fairness builds positive relationships with clients (Han & Hyun, 2015).

Judging price fairness means subjectively comparing the price actually paid with a reference price, self-interest often colouring the comparison. Slack et al. (2020) found social and functional value, price fairness among them, to act positively on satisfaction, in fast-food settings especially. As Singh et al. (2022) confirm, fairness perceptions around price act on satisfaction and call forth varied emotional and behavioural reactions. Recent work affirms the strong positive tie between price fairness and satisfaction, suggesting that fair prices make for better customer experiences overall (Singh et al., 2022; Uddin, 2019).

Perceived price, customers' judgement of the average price of a service set against competitors (Keaveney, 1995; Chen et al., 1998), exerts a marked influence on consumer behaviour. Because it maps closely onto customers' value assessments, this perception does much to fix their attitudes. A price felt to be fair for the quality supplied raises satisfaction and, through it, loyalty (Zeithaml, 1988; Caruana et al., 2000; Ryu & Han, 2010).

Sector after sector furnishes evidence of the bearing price fairness has on satisfaction and loyalty. In microfinance, fair pricing builds trust and dampens intentions to switch, a mark of its value for retention (Li et al., 2022). Among automobile buyers, satisfaction judgements respond substantially to perceived price fairness, reinforcing its part in driving loyalty (Herrmann et al., 2007).

Studies drawing on equity theory hold that balanced approaches to pricing benefit satisfaction and loyalty by keeping the exchange of value between customer and provider fair (Mushagalusa, 2022). Within social commerce, satisfaction responds directly to fair pricing, and trust and loyalty strengthen in turn, an argument for transparency in pricing strategy (Putu & Ekawati, 2020).

Perceived price fairness thus emerges as a critical influence on satisfaction and loyalty throughout diverse service settings. Pricing that is fair and openly presented does more than raise satisfaction; it binds customers closer, making it an

indispensable strategy for businesses, restaurants in green hotels among them, that want customer relationships to stay positive and last (Flores Bonilla & Rosales Ascarruz, 2023; Hossain et al., 2019; Torres et al., 2022). Given the breadth of this evidence, the study advances the following hypotheses:

H3: PF (Price Fairness) positively influences PV (Perceived Value).

Perceived value responds directly to price fairness, research shows. Where pricing practices are fair, the value customers attach to services and products grows, and their satisfaction and loyalty rise with it. The relationship holds across industries, demonstrating how strongly customers' fairness evaluations of price feed into perceived value (Flores Bonilla & Rosales Ascarruz, 2023).

Satisfaction, too, has price fairness among its significant antecedents. When prices are felt to be fair, customer expectations and service value come into line and satisfaction benefits. The pattern is documented across sectors: fair, transparent pricing proves essential to satisfaction and, beyond it, loyalty (Han et al., 2020; Malik et al., 2020; Singh et al., 2022; Uddin, 2019).

The literature strongly supports the influence of price fairness on customer loyalty. Fair pricing practices build trust, enhance satisfaction, and promote loyalty behaviors, repeat visits, and reduced switching intentions. This relationship underscores the strategic importance of transparent pricing in maintaining loyal customer bases (Konuk, 2019; Li et al., 2022; Putu & Ekawati, 2020).

H9: PF (Price Fairness) positively influences CL (Customer Loyalty).

Customer Satisfaction and Perceived Value as Mediating Mechanisms.

Between perceived value, food quality, and price fairness on one side and customer loyalty on the other, customer satisfaction occupies a crucial mediating position. Earlier sections established perceived value and food quality as significant predictors of satisfaction (H6 and H4), while satisfaction itself has been shown to act positively on loyalty (H7). Satisfaction thus appears to function as the bridge carrying these antecedents through to loyalty.

Empirical backing for this mediating role comes from Konuk's (2019) work in organic food restaurants, where price fairness was found to act directly on satisfaction and, through it, on customers' intentions to remain loyal, to revisit, and to recommend. The result sits comfortably with the wider literature, in which satisfaction operates as the key mechanism carrying various influences through to loyalty behaviours (Singh et al., 2022; Sharma et al., 2020).

Satisfaction likewise mediates between perceived value and loyalty. Customers who sense high value, arising jointly from price, quality, and emotional benefits, grow more satisfied, and their loyalty deepens as a consequence (Hong et al., 2023; Kovalenko, 2022). This mediation underlines the place of satisfaction as a central construct within the proposed model.

Loyalty has satisfaction as its critical forerunner. Customers who feel satisfied tend to stay, to buy repeatedly, and to pass on favourable word-of-mouth. So direct a relationship shows why satisfaction must be kept high wherever loyalty is sought in competitive markets (Singh et al., 2022; Sharma et al., 2021; Konuk, 2019).

H7: Customer Satisfaction (CS) exerts a positive effect on Customer Loyalty (CL).

Under Hypothesis 10 (H10), perceived value (PV) is cast as the key intervening variable through which food quality (PFQ) acts positively on customer loyalty (CL). The theoretical case for this mediation rests on the recognition that loyalty does not spring reflexively from product attributes but takes shape through a process of cognitive filtering (Su et al., 2021). Superior PFQ, in organic dining especially, enriches the consumption experience directly (Putri & Wibowo, 2023), yet whether it ultimately translates into loyalty depends on the customer's holistic assessment of value (Ali et al., 2023). That assessment, PV, amounts to a cognitive weighing of the benefits obtained (e.g., health benefits, sensory pleasure, ethical assurance) against the sacrifices incurred (e.g., time, effort, price) (Wirtz & Lovelock, 2021). By raising the “benefits” side of this mental ledger, high PFQ strengthens PV (Le & Nguyen, 2021; Homburg & Giering, 2020). The heightened sense of value that results, the settled judgement that the experience proved “worth it”, then operates as a potent, direct

antecedent of CL (Prentice et al., 2020; Tandon et al., 2021). Perceiving strong value disposes customers towards an enduring allegiance, attitudinal in nature, to the provider, one that goes beyond transactional satisfaction and firms up future behavioural intentions (Rather & Hejmady, 2020; Wijaya et al., 2023). The hypothesis therefore holds that PFQ acts on CL precisely by first instilling a persuasive sense of value in the customer's mind (Jeaheng et al., 2023).

H10: PV (Perceived Value) acts as a mediating mechanism in the positive linkage between PFQ (Food Quality) and CL (Customer Loyalty).

Hypothesis 11 (H11) sets out a more elaborate causal chain: perceived value (PV) and customer satisfaction (CS) are proposed as sequential mediators carrying the influence of food quality (PFQ) through to customer loyalty (CL). The model (PFQ → PV → CS → CL) rests on cognitive appraisal theory, under which cognitive evaluation commonly comes before and moulds, the affective responses involved in complex consumer judgements (Rasool et al., 2021). Within this framework, high PFQ is the stimulus the customer meets first (Al-Msallam, 2020). It sets off a cognitive appraisal of the experience's overall utility, from which a perception of value (PV) emerges (Su et al., 2021; Wijaya et al., 2023). The decisive next link in the sequence runs from cognition to affect: where PV is high, benefits judged to outweigh sacrifices, the positive emotional state of CS is strongly encouraged (Tandon et al., 2021). The rational verdict of good value received, in other words, gives rise at the affective level to contentment and pleasure (Jeaheng et al., 2023; Le & Nguyen, 2021). Satisfaction then plays its well-documented part as the immediate forerunner of CL, sealing the customer's dedication to advocacy and future patronage (Mensah et al., 2025; Pervin et al., 2022). Testing this particular sequential path matters because it promises a finer-grained account of the underlying psychology: the cognitive judgement of value is argued to be a necessary forerunner of satisfaction as an emotional response, and satisfaction in turn completes the passage to loyalty (Susanto et al., 2022).

H11: PV (Perceived Value) and CS (Customer Satisfaction) operate as sequential mediators transmitting the effect of PFQ (Food Quality) to CL (Customer Loyalty).

Hypothesis 12 (H12) holds that customer satisfaction (CS) mediates the positive influence of food quality (PFQ) on customer loyalty (CL). The pathway under test is foundational and has been validated extensively across hospitality and marketing scholarship, its roots lying in the Expectation-Disconfirmation Theory (Al-Msallam, 2020; Jeaheng et al., 2023). At its core is the idea that the consumption experience as a whole, and the expectations customers bring to it, are determined first and foremost by PFQ (Putri & Wibowo, 2023; Tandon et al., 2021). When the food's qualities, tangible and intangible alike, running from presentation and taste through to freshness and to perceived healthiness, match or, better still, surpass what the diner expected beforehand, positive disconfirmation results, and positive disconfirmation is the very substance of CS (Ali et al., 2023; Le & Nguyen, 2021). The pleasure and contentment a fine meal affords constitute a powerful psychological state (Mensah et al., 2025). PFQ supplies the input, but CS is the immediate experiential outcome, and it is CS that acts directly and forcefully on CL (Pervin et al., 2022; Rasool et al., 2021). Customers who feel satisfied prove markedly readier to form favourable attitudes, to intend repurchase, and to spread positive word-of-mouth, each a core ingredient of loyalty (Susanto et al., 2022; Wijaya et al., 2023). The hypothesis accordingly contends that PFQ builds loyalty chiefly by first producing a satisfying, emotionally positive dining experience.

H12: CS (Customer Satisfaction) serves as a mediating pathway through which PFQ (Food Quality) enhances CL (Customer Loyalty).

Under Hypothesis 13 (H13), customer satisfaction (CS) is proposed to mediate the positive influence of price fairness (PF) on customer loyalty (CL). Grounded in Equity Theory, this pathway attends to the affective consequences that flow from how pricing is perceived (Susanto et al., 2022). A price judged reasonable, justified, and free of exploitation, the premium for organic food especially, adds substantially to the positive feeling surrounding the transaction (Pervin et al., 2022; Wirtz &

Lovelock, 2021). Sensing fairness holds off negative emotions, anger, or resentment among them, and deepens the feeling of being treated with respect, so raising CS directly (Jeaheng et al., 2023; Le & Nguyen, 2021). That PF significantly precedes CS across varied service contexts is confirmed by numerous recent studies (Rasool et al., 2021). This elevated satisfaction then supplies, as the rationale for H12 set out, the emotional ground on which loyalty rests (Ali et al., 2023; Mensah et al., 2025; Wijaya et al., 2023). The hypothesis thus implies that fair pricing does not by itself manufacture loyalty; loyalty follows because the customer departs feeling satisfied with the exchange as a whole (Tandon et al., 2021).

H13: CS (Customer Satisfaction) carries the positive influence of PF (Price Fairness) onto CL (Customer Loyalty).

Hypothesis 14 (H14) casts perceived value (PV) as the mediator through which price fairness (PF) acts positively on customer loyalty (CL). Where H13 traced an affective route, the mechanism tested here is cognitive, anchored in the means-end chain model (Wirtz & Lovelock, 2021). PV amounts to a mental weighing of the benefits perceived against the sacrifices perceived, and no form of sacrifice is more direct or salient than price (Su et al., 2021). A price experienced as fair therefore softens the sense of sacrifice entering that calculation (Homburg & Giering, 2020; Susanto et al., 2022). Once customers accept that the quality and benefits obtained justify the price, the sacrifice term in the value equation effectively shrinks and overall PV climbs (Le & Nguyen, 2021; Pervin et al., 2022). Concluding that excellent value has been had at a fair price drives CL powerfully, laying a rational groundwork for continued patronage (Ali et al., 2023; Prentice et al., 2020). On this hypothesis, then, fair pricing breeds loyalty because it improves the customer's reasoned reckoning of the value the transaction has delivered (Rather & Hejmady, 2020; Tandon et al., 2021; Wijaya et al., 2023).

H14: PV (Perceived Value) functions as a mediating channel linking PF (Price Fairness) to CL (Customer Loyalty).

Table 2.1 Overview of Research Hypotheses and Their Supporting Sources

Hypothesis	Supporting Literature
H1: PFQ positively influences PF	Zhong & Moon, 2020; Jeaheng et al., 2023; Singh et al., 2022; Hanaysha, 2020; Martins, 2021; Setiawati, 2020; Othman et al., 2022
H2: PFQ positively influences PV	Yuan et al., 2020; Chen et al., 2023; Ryu et al., 2021; Torres et al., 2022; Rashid et al., 2023
H3: PF positively influences PV.	Flores Bonilla & Rosales Ascarruz, 2023; Slack et al., 2020; Keaveney, 1995; Chen et al., 1998; Zeithaml, 1988; Caruana et al., 2000; Ryu & Han, 2010; Li et al., 2022; Herrmann et al., 2007; Mushagalusa, 2022; Putu & Ekawati, 2020
H4: PFQ positively influences CS	Rajput & Gahfoor, 2020; Satti et al., 2020; Woś et al., 2025; Drummond & Brefere, 2021; Chowdhury et al., 2023; Paul & Rana, 2021; Naini et al., 2022; Namkung & Jang, 2021; Khan & Fasih, 2021; Han & Hyun, 2020; Rather et al., 2020
H5: PF positively influences CS	Han et al., 2020; Malik et al., 2020; Singh et al., 2022; Uddin, 2019; Abdul, 2018; Konuk, 2022; Hwang & Hyun, 2012; Martín-Consuegra et al., 2007; Severt et al., 2020; Lee et al., 2022; Herrmann et al., 2023; Fiqqih, 2022; Bhowmick, 2021; Frontiers, 2023; Homburg & Fürst, 2020
H6: PV positively influences CS	Kovalenko, 2022; Yuan et al., 2020; Chen et al., 2023; Clemes et al., 2023; Hong et al., 2023; Rather et al., 2022; Ryu et al., 2021; Torres et al., 2022; Rashid et al., 2023
H7: CS positively influences CL	Singh et al., 2022; Sharma et al., 2020; Sharma et al., 2021; Konuk, 2019; Hong et al., 2023; Kovalenko, 2022
H8: PFQ positively influences CL	Satti et al., 2020; Singh et al., 2022; Rajput & Gahfoor, 2020; Chowdhury et al., 2023; Paul & Rana, 2021; Naini et al., 2022; Namkung & Jang, 2021; Khan & Fasih, 2021; Han & Hyun, 2020; Rather et al., 2020

Table 2.1 (Continued)

Hypothesis	Supporting Literature
H9: PF positively influences CL	Konuk, 2019; Konuk, 2021; Li et al., 2022; Putu & Ekawati, 2020; Abdul, 2018; Hwang & Hyun, 2012; Severt et al., 2020; Lee et al., 2022; Han et al., 2020; Malik et al., 2020; Erjavec et al., 2016; Han & Ryu, 2009; Han & Hyun, 2015; Singh et al., 2022; Uddin, 2019; Herrmann et al., 2007; Mushagalusa, 2022
H10: PV mediates the positive relationship between PFQ and CL	Su et al., 2021; Putri & Wibowo, 2023; Ali et al., 2023; Wirtz & Lovelock, 2021; Le & Nguyen, 2021; Homburg & Giering, 2020; Prentice et al., 2020; Tandon et al., 2021; Rather & Hejmady, 2020; Wijaya et al., 2023; Jeaheng et al., 2023; Chen et al., 2023; Ryu et al., 2021
H11: PV and CS operate as sequential mediators transmitting the effect of PFQ to CL	Rasool et al., 2021; Al-Msallam, 2020; Su et al., 2021; Wijaya et al., 2023; Tandon et al., 2021; Jeaheng et al., 2023; Le & Nguyen, 2021; Mensah et al., 2025; Pervin et al., 2022; Susanto et al., 2022; Hong et al., 2023; Kovalenko, 2022; Clemes et al., 2023
H12: CS mediates the positive relationship between PFQ and CL	Al-Msallam, 2020; Jeaheng et al., 2023; Putri & Wibowo, 2023; Tandon et al., 2021; Ali et al., 2023; Le & Nguyen, 2021; Mensah et al., 2025; Pervin et al., 2022; Rasool et al., 2021; Susanto et al., 2022; Wijaya et al., 2023; Khan & Fasih, 2021; Rajput & Gahfoor, 2020; Singh et al., 2022
H13: CS mediates the positive relationship between PF and CL	Susanto et al., 2022; Pervin et al., 2022; Wirtz & Lovelock, 2021; Jeaheng et al., 2023; Le & Nguyen, 2021; Rasool et al., 2021; Ali et al., 2023; Mensah et al., 2025; Wijaya et al., 2023; Tandon et al., 2021; Konuk, 2019; Singh et al., 2022
H14: PV mediates the positive relationship between PF and CL	Wirtz & Lovelock, 2021; Su et al., 2021; Homburg & Giering, 2020; Susanto et al., 2022; Le & Nguyen, 2021; Pervin et al., 2022; Ali et al., 2023; Prentice et al., 2020; Rather & Hejmady, 2020; Tandon et al., 2021; Wijaya et al., 2023; Flores Bonilla & Rosales Ascarruz, 2023; Yuan et al., 2020; Chen et al., 2023; Hong et al., 2023

Note. H = hypothesis; PFQ = Food Quality; PF = Price Fairness; PV = Perceived Value; CS = Customer Satisfaction; CL = Customer Loyalty. For each of the 14 hypothesised paths, the sources shown are the theoretical and empirical works examined in this chapter's Related Research section; the largest pools of supporting studies underpin H5 and H9 (15 and 17 studies, respectively), mirroring how extensively the literature documents the part price fairness plays in the formation of satisfaction and loyalty.

Table 2.2 presents the sources of latent constructs and their corresponding observed variables.

Constructs		Reference
Perceived Food Quality		
Cultural experience 4 items		Jeaheng, Y., Al-Ansi,
1	A distinctive taste of Chinese traditions comes through when I eat at this organic food restaurant.	A., Chua, B. L., Ngah, A. H., Ryu, H. B.,
2	Eating at this organic food restaurant is a chance for me to learn more about Chinese culture.	Ariza-Montes, A., & Han, H. (2023).
3	Meals at this organic food restaurant help me make sense of the local way of life.	Influence of organic food restaurant
4	At this organic food restaurant, I encounter things I would not ordinarily come across.	quality, price, and involvement on
Health and safety Food 4 items		traveler behavioral
5	The food this organic food restaurant serves, along with its ingredients and recipes, is fresh.	intention: exploring cultural difference
6	The recipes, ingredients, and dishes served at this organic food restaurant are rich in nutrients.	(eastern versus western). Psychology
7	Cleanliness characterises the food at this organic food restaurant, including its ingredients and recipes.	Research and Behavior
8	Eating the food at this organic food restaurant benefits my health (e.g., Chinese herbs and a wide range of nutrients are included).	Management, 223-240.

Table 2.2 (Continued)

Constructs	Reference
Perceived Food Quality	
Food sensory appeal 4 items	
9 The flavours at this organic food restaurant appeal to me.	
10 A pleasant aroma comes from the food at this organic food restaurant.	
Food sensory appeal 4 items	
11 Food served at this organic food restaurant tastes good.	
12 The texture of the food at this organic food restaurant is pleasing.	
Physical Environment 4 items	
13 The dining area of the restaurant is kept clean and tidy.	
14 The restaurant is easily accessible.	
15 Clear information is given by the restaurant about when its services are available.	
16 The atmosphere in the restaurant feels comfortable and pleasant.	
Meal menu 4 items	
17 A varied range of menu items is available at this organic food restaurant.	
18 The menu at this organic food restaurant includes healthy options.	
19 Local and ethnic cuisine can be experienced at this organic food restaurant.	
20 Takeaway is among the services this organic food restaurant provides.	

Table 2.2 (Continued)

Constructs		Reference
Perceived Food Quality		
Hygiene 4 items		Moon, J., Song, M., Lee, W. S., & Shim, J. M. (2023). Structural relationship between food quality, usefulness, ease of use, convenience, brand trust and willingness to pay: the case of Organic Food Restaurants 'food. British Food Journal, 125(1),65-81.
21	Hygiene standards are met by this restaurant's food products.	
22	Clean conditions surround the cooking of the food products this restaurant sells.	
23	Sanitation around the food products of this restaurant is managed well.	
24	The food and beverages this restaurant serves are safe and clean to consume.	
Price Fairness		
Treatment Experience 4 items		Radzi, S. M., Zahari, M. S. M., Muhammad, R., Aziz, A. A., & Ahmad, N. A. (2011). The effect of factors influencing the perception of price fairness towards customer response behaviors. Journal of Global Management, 2(1), 22-38.
25	Fair treatment is what I receive at this hotel's organic food restaurant.	
26	Taken as a whole, my experience at this hotel's organic food restaurant satisfies me.	
27	The amount charged for the organic food struck me as justified.	
28	Given the money I spent, dining at this hotel's organic food restaurant proved worth it.	
Price Knowledge 4 items		
29	Today's price differs from what I was charged on earlier visits.	

Table 2.2 (Continued)

Constructs	Reference
Price Fairness	
30 I have doubts about the rate quoted for the organic food.	
31 All things considered, the amount asked for the organic food seems justified.	
32 This restaurant keeps me well informed of its pricing policies and of any rate changes.	
Price Expectation 4 items	
33 The price here matches what I would expect an organic meal to cost at this hotel's organic food restaurant.	
34 Given the state this restaurant is in, the amount I paid was warranted.	
35 For the services this restaurant provides, the price sits in line with what I expected.	
36 In my view, what this restaurant charged me is reasonable given its amenities and services.	
Price Information 4 items	
37 My choice of this restaurant is swayed by information on the organic food rate.	
38 Advertisements are where I learned what this restaurant charges for organic food.	
39 Before deciding, I weigh the prices of comparable restaurants within the same category against one another.	
40 The organic food rate is a rip-off.	

Table 2.2 (Continued)

Constructs	Reference
Perceived Value	
Functional value 4 items	
41 The service this restaurant delivers is highly reliable.	Vu, T. D., Nguyen, B.
42 This restaurant delivers its service effectively.	K., Vu, P. T., Nguyen,
43 The quality of service here reaches a standard I find acceptable.	T. M. N., & Hoang, C.
44 Consistency marks how service is performed at this restaurant.	C. (2024). Promoting customer satisfaction and reuse intention
Hedonic value 4 items	using hotel Organic
45 I find the service this restaurant offers enjoyable.	Food Restaurant taxi
46 The way this restaurant serves me makes me want to come back.	services: role of consumer perceived
47 I feel at ease when being served at this restaurant.	value, personal
48 Being served at this restaurant leaves me feeling good.	innovativeness and
Economic value 4 items	corporate image.
49 Service at this restaurant comes at a fair price.	Asia-Pacific Journal of
50 Relative to comparable dining options, this restaurant offers good economy.	Business Administration.
51 For the money spent, this restaurant's service delivers good value.	
52 To my mind, what this restaurant charges for its services mirrors the quality and the benefits I receive.	
Social value 4 items	
53 Social recognition would come my way from using the service of this restaurant.	
54 The service at this restaurant helps me leave a positive impression on others.	

Table 2.2 (Continued)

Constructs	Reference
Perceived Value	
55 Receiving service at this restaurant gives me a feeling of social acceptance.	
56 The service at this restaurant connects me to a modern and progressive community.	
Customer Satisfaction	
Service Quality 4 items	
57 Staff providing service here are professional and courteous.	Abdullah, O., Sufi, T., & Kumar, S. (2022). Service quality and its influence on customer satisfaction and customer loyalty in the restaurants of five-star hotel Organic Food Restaurants. African Journal of Hospitality, Tourism and Leisure, 11(6), 2173-2189.
58 I feel valued by the attention provided by the service staff.	
59 The quality of service is consistent with each visit.	
60 The quality of service encourages me to return to this restaurant.	
Timely Service 4 items	
61 Food is brought out promptly by the serving staff.	Organic Food Restaurants. African Journal of Hospitality, Tourism and Leisure, 11(6), 2173-2189.
62 The length of time I wait before my food arrives is acceptable to me.	
63 This restaurant provides timely service during peak hours.	
64 The staff responds quickly to additional requests.	
Ambience &surroundings 4 items	
65 The atmosphere of this restaurant enhances my overall dining experience.	
Perceived Value	
66 I am satisfied with the cleanliness of the restaurant's environment.	

Table 2.2 (Continued)

Constructs	Reference
Perceived Value	
67 The decor and lighting of this restaurant create a comfortable atmosphere.	
68 The background music and temperature contribute positively to the dining ambiance.	
Perceived Quality 4 items	
69 Overall evaluation of the quality of the experience.	Kumar, D. M., & Salleh, S. B. M. (2012). FACTORS AFFECTING CUSTOMER SATISFACTION OF MOBILE SERVICES IN YEMEN. International Journal of Global Management, 2(2).
70 Evaluation of the customization experience, or how well the product fits the customer's personal requirements.	
71 Assesses how reliable the experience is.	
72 Assesses service responsiveness, i.e., the speed with which issues get resolved.	
Hotel Image 4 items	
73 In what it says and does, this restaurant is trustworthy.	
74 This restaurant strikes me as well-established and dependable.	
75 Society benefits from the contribution this restaurant makes.	
76 Customers receive attentive care from this restaurant.	
Customer Loyalty	
Customer Trust 4 items	
77 This restaurant's services are used by many people of my acquaintance.	Nyagadza, B., Mazuruse, G., Muposhi, A., & Chigora, F. (2022). Effect of hotel Organic Food
78 Other users of this restaurant have an influence on my behaviour.	
79 Among those who use this restaurant are people whose opinions matter to me.	

Table 2.2 (Continued)

Constructs	Reference
Customer Loyalty	
Customer Commitment 4 items	
80 Because people I respect recommend this restaurant, I place trust in its service.	Restaurant overall service quality on customers' attitudinal and behavioural loyalty: perspectives from Zimbabwe. <i>Tourism Critiques: Practice and Theory</i> , 3(1), 42-71.
81 I intend to go on paying for the services this restaurant offers.	
82 Going forward, I intend to stay fully devoted to this restaurant's services.	
83 In future, I do not intend to pay for the services of this restaurant.	
84 Loyalty is what I feel towards this restaurant and the services it provides.	
Customer Value 4 items	
85 I would opt for this restaurant's services, since they are worth what they cost.	
86 What this restaurant offers by way of service is worthwhile.	
87 The services at this restaurant provide good value for money.	
88 The benefits of this restaurant's services outweigh the costs I incur.	
Social media engagement 4 items	
89 Engaging in conversations on the WeChat Moments of this restaurant.	Mohammed, A., & Al-Swidi, A. (2019). The influence of CSR on perceived value, social media and loyalty in the hotel
90 Sharing posts from this restaurant on my own WeChat Moments.	
91 Recommending this restaurant's WeChat Moments to my contacts.	

Table 2.2 (Continued)

Constructs	Reference
Customer Loyalty	
92 Uploading product-related videos, audio, pictures, or images.	Organic Food Restaurant industry. Spanish Journal of Marketing-ESIC, 23(3), 373-396.

Note. The table presents the 92 observed items operationalising the five latent constructs of the IPF-PV-CL Model through 23 sub-dimensions (four items per sub-dimension): Perceived Food Quality (items 1-24), Price Fairness (items 25-40), Perceived Value (items 41-56), Customer Satisfaction (items 57-76), and Customer Loyalty (items 77-92). The references in the right-hand column identify the validated published instruments from which the item pools of each construct were adapted.

Chapter 3

Research Methodology

So that this study's objectives could be fulfilled and the hypotheses embedded in the proposed Integrated Model of Price Fairness, Food Quality, and Perceived Value on Customer Loyalty (IPF-PV-CL Model) subjected to empirical testing, a rigorous methodological protocol was designed and put into practice by the researchers. Within this protocol, several systematic procedures were carried out: specifying the research design, defining the target population alongside the strategy for selecting the sample, developing and validating the research instruments, establishing the methods for collecting data, putting in place measures that protect the rights of the sampled group, and choosing the statistical techniques applied in analysing the data. Each of these components is described in turn below:

1. The population and the sample
2. Research Instruments
3. Data Collection
4. Statistics Used for Data Analysis

The Population and the Sample

The Population

Figures reported in the "Statistical Yearbook" issued by the National Bureau of Statistics of China indicate that accommodation and dining establishments have grown markedly in number over the years. Establishments numbered 46,872 in 2018, climbing to 53,711 in 2019, then 58,182 in 2020 and 65,666 in 2021, before reaching 77,628 by 2022. Such an upward trend mirrors the expansion of China's hospitality sector, which forms the basis of the population under study.

Data published by the Ministry of Culture and Tourism of the People's Republic of China (<https://sjfw.mct.gov.cn/site/dataservice/culture?type=11>) indicate that 801 five-star tourist hotels currently hold official recognition across the country.

Of this total, 57 are located in Beijing, 56 in Shanghai, and varying numbers are distributed across other provinces, including Guangdong (88), Zhejiang (85), and Jiangsu (70), as detailed in Table 3.1.

Additional data from the China Hotel Association (<https://www.chinahotel.org.cn>) reveal that, of the 801 hotels overall, no more than 33 in Guangdong Province fulfil three conditions at once: (1) official standing as five-star tourist hotels, (2) holding “Green Hotels” certification, and (3) restaurants that serve organic food. Appendix E lists all of these hotels in full. Because such establishments are commonly viewed as embodying the highest standards of Chinese hospitality, they were chosen as the central focus of this study.

To refine the research sample, the official hotel lists published by the Ministry of Culture and Tourism and the China Hotel Association were systematically cross-referenced with the official websites of each identified hotel in Guangdong Province. The inclusion criterion was the explicit availability of organic food items on the hotel’s restaurant menus. Only hotels meeting this criterion were included in the study sample. Following this screening process, 28 of the 33 identified hotels satisfied the eligibility requirements and were therefore retained as the final sample for empirical investigation.

Table 3.1 Five-star hotel numbers across China as reported by the National Cultural and Tourism Administration of the People's Republic of China.

Number of five-star hotels across China according to the National Cultural and Tourism Administration of the People's Republic of China — 801 five-star hotels (data recorded as of July 24, 2024)						
Eastern Region	North China Region	Southern Region	Southwest Region	Northwest Region	Northeast Region	Central Region
Shanghai (56)	Beijing (57)	Guangdong (88)	Sichuan (30)	Shanxi (16)	Liaoning (20)	Henan (21)
Jiangsu (70)	Tianjin (11)	Guangxi (14)	Chongqing (27)	Gansu (2)	Jilin (3)	Hubei (23)
Zhejiang (85)	Hebei (29)	Hainan (20)	Guizhou (11)	Qinghai (3)	Heilongjiang (6)	Hunan (22)
Anhui (23)	Shanxi (12)		Yunnan (16)	Xinjiang (13)		
Fujian (46)			Tibet (3)	Inner Mongolia (11)		
Jiangxi (22)						
Shandong (41)						
Total: 343	Total: 109	Total: 122	Total: 87	Total: 45	Total: 29	Total: 66

Data Sources: Ministry of Culture and Tourism of the People's Republic of China

Note. The figures shown in parentheses give the count of five-star tourist hotels for each province or municipality (N = 801 nationwide; figures as of July 24, 2024). Regional totals: Eastern Region = 343; North China Region = 109; Southern Region = 122; Southwest Region = 87; Northwest Region = 45; Northeast Region = 29; Central

Region = 66. With $n = 88$ hotels, Guangdong Province accounts for the largest share among the provinces and represents the geographical area on which this study concentrates. Source: Ministry of Culture and Tourism of the People's Republic of China.

The Sample Group

A multi-stage design underpinned this research. During the initial stage, attention centred on developing the instrument: a panel of 20 hotel industry experts took part in semi-structured interviews so that the questionnaire items would be comprehensive and possess content validity. Such a procedure accords with methodologies long established in hospitality research for the validation of survey instruments (Law & Jogaratnam, 2005).

During the second stage, the hotel population was chosen through purposive sampling. Only establishments meeting three conditions at once were admitted under the strictly specified selection criteria: (1) holding designation from the Ministry of Culture and Tourism as national five-star tourist hotels, (2) being certified as 'Green Hotels' within Guangdong Province, and (3) offering organic food options to diners. Because it targets a clearly delimited population defined by particular characteristics, this purposive approach produced an exhaustive set of 28 hotels possessing every specified attribute (Chen, 2006).

The final stage consisted of on-site guest surveys. A quota sampling approach was implemented at each of the 28 properties, targeting a minimum of 30 guest responses per hotel, to secure a final sample size exceeding 560. The use of such a non-probability sampling strategy is a practical and widely accepted approach in tourism and hospitality research, particularly when a complete sampling frame of guests is not accessible (Nunkoo & Ramkissoon, 2011). To ensure procedural consistency, designated employee representatives from each hotel were formally trained via online workshops on the protocol for questionnaire administration before commencing data collection on the customer experience.

The Sample

Customers who had dined recently at restaurants situated inside the selected nationally recognised five-star tourist hotels in China made up the sample used in this study. Determining a suitable sample size and applying a systematic technique of sampling are both essential, since these choices underpin the analysis's statistical power and govern how far the research findings can be generalised.

Sample Size Determination

Within quantitative research, settling on a sample size that is adequate constitutes a step of critical importance, above all when sophisticated techniques such as Structural Equation Modelling (SEM) — the primary analytical method of this study (see Section 3.5) — are employed. Should the sample prove too small, parameter estimates may become unstable, statistical power is reduced, and there is a heightened risk that the SEM analysis will fail to converge or will yield improper solutions (Kline, 2015).

As a safeguard against these risks, a final sample of 560 respondents was set as the target for this study. Far from being an arbitrary figure, this number rests on established guidelines for SEM research. Traditional rules of thumb — for instance the "20-times rule," under which the sample should be at least 20 times as large as the count of observed variables — offer a point of departure, yet contemporary scholarship favours a more nuanced approach, one attentive to the complexity of the model, to how many latent constructs are involved, and to the effect sizes expected (Hair et al., 2019). With 23 measurement variables (92 measurement items) contained in the questionnaire, a minimum sample of 460 (23×20) would follow from the 20-times rule.

A more pragmatic and widely accepted threshold suggests a minimum sample size of 200 for SEM to achieve stable solutions (Kline, 2015). Furthermore, for moderately complex models like the one proposed in this research (involving five primary latent constructs), a sample size in the range of 300 to 500 is often recommended to ensure robustness (Hair et al., 2017). A Monte Carlo simulation study by Wolf et al. (2013) further demonstrates that while larger samples are always

preferable, sample sizes around 500 are generally sufficient to produce adequate power and solution propriety for models with strong psychometric properties (high factor loadings and communalities).

Therefore, the target sample of 560 participants is considered robust. It comfortably exceeds the minimum thresholds recommended in the literature and is deemed sufficient to provide the statistical power necessary for testing the hypothesised relationships within the model.

Sampling Methodology

A multi-stage approach guided the sampling methodology of this study. Work in the opening stage was devoted to instrument development, undertaken so that the research instrument would be valid and comprehensive. To this end, a panel comprising 20 hotel industry experts was interviewed in semi-structured fashion. The comments these experts offered served to sharpen the items of the questionnaire and to secure content validity, in keeping with practices well established in hospitality research (Law & Jogaratnam, 2005).

Purposive sampling served, at the second stage, to delineate the hotel population. The rigorously specified selection criteria admitted only hotels satisfying three requirements simultaneously: (1) recognition as five-star tourist hotels formally conferred by the Ministry of Culture and Tourism, (2) “Green Hotels” certification held within Guangdong Province, and (3) restaurants offering organic food options. By targeting a population marked by distinct and relevant characteristics, this purposive strategy identified 28 hotels meeting the criteria in full (Chen, 2006).

The final stage focused on guest-level data collection. A quota sampling approach was employed within each of the 28 hotels, with a minimum target of 30 guest responses per property. This yielded a projected final sample size exceeding 560 respondents. The adoption of quota sampling reflects a pragmatic and widely accepted approach in tourism and hospitality research, particularly in contexts where a complete guest sampling frame is not available (Nunkoo & Ramkissoon, 2011). To ensure methodological consistency, designated hotel staff were formally trained

through online workshops on the standardised procedures for questionnaire administration before the commencement of fieldwork.

Justification of Sample Size

The justification for the sample size of 560 is further supported by the need for adequate statistical power in SEM analysis. As noted by Hair et al. (2019), achieving a power level of 0.80 is essential for detecting significant effects, which necessitates a sufficiently large sample. The anticipated effect sizes, based on previous studies in similar contexts, suggest that a sample size of 560 will provide the necessary power to detect the hypothesised relationships among the constructs of price fairness, food quality, perceived value, and customer loyalty.

Obtained through a systematically executed two-stage sampling procedure, the sample of 560 respondents is judged fitting for the objectives pursued in this study. Consistent with contemporary SEM guidelines, a sample of this size yields findings that are reliable and open to generalisation across the customer population dining at five-star hotels in China.

Research Instruments

This piece of research, entitled “Organic Food Destination Loyalty Model for Green Hotel Restaurants in China,” combines elements of research that is quantitative in character. (Quantitative research) Data were gathered with 2 types of instruments: 1) in-depth interviews, 2) questionnaires.

In-depth interview

Used to collect data from 20 experts (listed in Appendix A).

Questionnaire

Employed for gathering data from the sample groups drawn from nationally recognised five-star tourist hotels appearing on the list of the Ministry of Culture and Tourism.

This study employs a Quantitative approach, combining quantitative and qualitative research methodologies. The data collection involved two primary tools:

In-depth Interviews: These were conducted with key stakeholders, including restaurant managers, chefs, and customers, to gather detailed insights into the practices and perceptions surrounding organic food and sustainability in green hotel restaurants.

Questionnaire Surveys: Diners at the selected restaurants received surveys designed to measure, in quantitative terms, their satisfaction and loyalty along with their perceptions of food quality, price fairness, and value. Through this Quantitative approach, the factors that shape customer loyalty in organic food destinations situated in China's green hotel restaurants can be grasped comprehensively.

Development of the questionnaire and of the interview form proceeded through the steps below:

(1). Data gathered through analysis of printed materials — documents, Books and articles — along with interviews appearing in newspapers. (2). Interviews carried out with 4 groups of people: among them, interviews with experts.

1. Cultural Studies Group (7 participants):

1.1 Yong Zhang: Holds the posts of President and Party Secretary at Phoenix Hotel & Resorts. His career in hotels dates from 2006, the year he co-founded the China Hotel Starlight Awards, an event now widely referred to as the “Oscars of China’s Hotel Industry.”

1.2 Xue Ying Dai: Executive Director of Horwath HTL, leading various consulting projects in the hotel and tourism industries, and managing the operations of the CHAT platform.

1.3 Bingqing Luo: Founder and Managing Director of Peng Run Hotel Consulting Services, previously serving as Associate Director for China at Horwath HTL, with extensive experience in the hotel and tourism industries.

1.4 Yinan Hu: Renowned art historian with expertise in Chinese cultural heritage, focusing on the preservation and dissemination of traditional arts in modern contexts.

1.5 Zhihao Chen: Cultural Studies professor specialising in intercultural communication and the impact of globalisation on local traditions.

1.6 Lili Ma: Curator at the National Art Museum, known for her work in contemporary art and cultural exchange exhibitions.

1.7 Wei Sun: Researcher in folklore and traditional Chinese narratives, emphasising their role in modern cultural identity.

2. Economic and Social Development Group (6 participants):

2.1 Xianglong Zhao: Managing Director of Long Zang Investment Management (Shanghai) Co., Ltd., whose background covers brand hotels along with investment in the healthcare industry.

2.2 Guojun Li: Executive Director of Cushman & Wakefield China's Hospitality Services, bringing more than 15 years of consultancy covering strategies for hotel transformation, valuation of hotels, REIT studies, and the management of assets.

2.3 Chunhua Gao: Economist whose specialism lies in regional development together with public policy, concentrating on economic strategies for developing regions.

2.4 Fang Wang: Social development expert engaged with community involvement and participatory governance within urban planning.

2.5 Haifeng Li: Senior advisor to a financial think tank, whose work concerns economic policy analysis alongside projects for sustainable development.

2.6 Jingwen Liu: Policy analyst versed in reforms of the labour market and in social security systems.

3. Intersection of Artificial Intelligence and Social Sciences Group (5 participants):

3.1 Minmin Wang: Vice President of Beijing Shiji Information Technology Co., Ltd. and Chairman of Hangzhou West Soft Information Technology Co., Ltd., with over thirty years of experience in hotel informatisation.

3.2 Tongyeong Tian: Founder and CEO of Luma Intelligent Technology, a leading company in digital hotel operations and a strategic partner of top hotel groups in China.

3.3 Rui Zhang: AI researcher focusing on human-computer interaction and the ethical implications of AI in society.

3.4 Xiaoyu Chen: Expert in data science applications within social sciences, particularly in predictive analytics for public policy.

3.5 Liang Peng: Innovator in smart city technologies, integrating AI solutions for urban planning and environmental monitoring.

4. Higher Education Group (2 participants):

4.1 Xiaodong Zhu: Director and General Manager of Jun Ting Hotel Group Co., Ltd., with academic credentials from Zhejiang University and an EMBA from Tsinghua University.

4.2 Huan Li: Professor of Economics at a leading university, specialising in behavioural economics and decision sciences in educational contexts. A total of 20 people (as listed in Appendix A) presented the results from the interviews to analyse and synthesise them as guidelines for setting up a quantitative questionnaire, as shown in Table 3.2.

Table 3.2 Interview with experts.

Experts	Qualifications	Number (people)
Yong Zhang; Xueying Dai; Bingqing Luo; Yinan Hu; Zhihao Chen; Lili Ma; Wei Sun	Cultural Studies Group	7
Xianglong Zhao; Guojun Li; Chunhua Gao; Fang Wang; Haifeng Li; Jingwen Liu	Economic and Social Development Group	6
Minmin Wang; Tongyong Tian; Rui Zhang; Xiaoyu Chen; Liang Peng	Intersection of Artificial Intelligence and Social Sciences Group	5
Xiaodong Zhu; Huan Li	Higher Education Group	2
Total		20

Note. N = 20 experts. Experts were purposively assigned to four panels to ensure multidisciplinary coverage during instrument development: Cultural Studies (n = 7, 35.0%), Economic and Social Development (n = 6, 30.0%), Intersection of Artificial Intelligence and Social Sciences (n = 5, 25.0%), and Higher Education (n = 2, 10.0%).

From Table 3.2, it is the designation of experts across four distinct groups, totalling 20 individuals, to provide insights into the development of a quantitative questionnaire. These groups are categorised as Cultural Studies (7 members), Economic and Social Development (6 members), Intersection of Artificial Intelligence and Social Sciences (5 members), and Higher Education (2 members).

More specifically, there are 3 categories, and the first are experts from the Cultural Studies, Economic and Social Development, and Intersection of Artificial Intelligence and Social Sciences groups. They have the qualifications of being researchers with expertise in cultural heritage, economic development, and AI applications, respectively. The Cultural Studies group includes professionals like Yong Zhang, Xueying Dai, and Yinan Hu, who bring experience in hotel management, consulting, and art history. The Economic and Social Development group features experts Xianglong Zhao, Guojun Li, and Chunhua Gao, with backgrounds in investment, hospitality services, and regional economics. The AI and Social Sciences group includes Minmin Wang, Tongyong Tian, and Rui Zhang, specialising in hotel informatisation, digital operations, and AI research. These groups collectively represent a broad spectrum of knowledge, allowing for a comprehensive analysis of the interplay between culture, economics, and technology. An expert in Academics who has knowledge and ability in higher education. In this case, Huan Li. They have academic qualifications or are university teachers. Famous in marketing, research, behavioural economics, and decision sciences in educational contexts. Experts who are hoteliers or have experience in the hotel industry. In this case, Xiaodong Zhu is. Go practice with qualifications in business administration and experience in the Jun Ting Hotel Group, and also an EMBA from Tsinghua University.

3.3 Qualitative Interview Outlines

Used to collect data from 20 experts (listed in Appendix B).

Table 3.3 The structure of the in-depth interview (Depth interview)

Variable	Items
1. Food Quality	
1.1 Cultural experience	
1.2 Health and safety Food	
1.3 Food sensory appeal	
1.4 Physical Environment	
1.5 Meal menu	
1.6 Hygiene	6
2. Price Fairness	
2.1 Treatment Experience	
2.2 Price Knowledge	
2.3 Price Expectation	
2.4 Price Information	4
3. Perceived Value	
3.1 Functional value	
3.2 Hedonic value	
3.3 Economic value	
3.4 Social value	4
4. Customer Satisfaction	
4.1 Service Quality	
4.2 Timely Service	
4.3 Ambience & Surroundings	
4.4 Perceived Quality	
4.5 Hotel Image	5

Table 3.3 (Continued)

Variable	Items
5. Customer Loyalty	
5.1 Customer Trust	
5.2 Customer Commitment	
5.3 Customer Value	4
5.4 Social media engagement	
Total	23

Note. The semi-structured interview protocol covers the five constructs of the IPF-PV-CL Model through 23 sub-dimensions in total: Food Quality (6 sub-dimensions), Price Fairness (4), Perceived Value (4), Customer Satisfaction (5), and Customer Loyalty (4). Values in the Items column denote the number of sub-dimensions examined under each construct.

Establish the issues and the scope of the questions so that they accord with the objectives of the research and with its benefits, structuring the questionnaire as presented in Table 3.3.

Table 3.4 Determination of the Minimum Sampling Size and the Sampling Plan for the Guest Survey

Step in the determination of the sampling size	Basis / Calculation	Result
1. Minimum total sample size (20-times rule)	23 observed variables × 20 (Hair et al., 2019)	460 respondents
2. Average allocation if the minimum sample were spread over all 28 eligible hotels	$460 \div 28$	≈ 16.43 respondents per hotel
3. Minimum number of respondents required per hotel for the site-level data to approximate a normal distribution	Central limit theorem benchmark	≥ 30 respondents per hotel (16.43 < 30, so the even spread is insufficient)
4. Minimum compliant sampling plan	16 hotels × 30 respondents per hotel	480 questionnaires
5. Valid questionnaires actually obtained in the fieldwork	Quota sampling of at least 30 respondents per participating hotel across the 28 eligible properties	562 valid responses (> 480 and > 460)

Note. The minimum sample size follows the 20-times rule: 23 observed variables × 20 = 460 respondents (Hair et al., 2019). Distributing this minimum evenly across all 28 eligible hotels would yield only about 16 respondents per property ($460 \div 28 \approx 16.43$), below the benchmark of at least 30 respondents per site required for the site-level sampling distribution to approximate normality. The per-hotel quota was therefore fixed at 30 respondents, for which a minimum plan of 16 hotels × 30 respondents = 480 questionnaires would satisfy both requirements. The fieldwork ultimately covered all 28 eligible hotels at the 30-respondent quota and retained

562 valid questionnaires, exceeding both the 460-case and the 480-case minima and thereby meeting the normality and statistical power requirements of the CB-SEM analysis.

Table 3.5 Questionnaire structure of Exploring the Key Drivers of Customer Loyalty in Sustainable Hotel Dining in China

Variable	Number of verses	Clause	Data	Measurement
Part 1				
1. Food Quality	24			
1.1 Cultural experience	(4)	1-4		
1.2 Health and safety Food	(4)	5-8		
1.3 Food sensory appeal	(4)	9-12	Likert	5 opinion
1.4 Physical Environment	(4)	13-16	Scale	levels
1.5 Meal menu	(4)	17-20		
1.6 Hygiene	(4)	21-24		
Part 2				
2. Price Fairness	16			
2.1 Treatment Experience	(4)	25-28		
2.2 Price Knowledge	(4)	29-32	Likert	5 opinion
2.3 Price Expectation	(4)	33-36	Scale	levels
2.4 Price Information	(4)	37-40		
Part 3				
3. Perceived Value	16			
3.1 Functional value	(4)	41-44		
3.2 Hedonic value	(4)	45-48	Likert	5 opinion
3.3 Economic value	(4)	49-52	Scale	levels
3.4 Social value	(4)	53-56		

Table 3.5 (Continued)

Variable	Number of verses	Clause	Data	Measurement
Part 4				
4. Customer Satisfaction	20			
4.1 Service Quality	(4)	57-60		
4.2 Timely Service	(4)	61-64	Likert Scale	5 opinion levels
4.3 Ambience & Surround	(4)	65-68		
4.4 Perceived Quality	(4)	69-72		
4.5 Hotel Image	(4)	73-76		
Part 5				
5. Customer Loyalty	16			
5.1 Customer Trust	(4)	77-80		
5.2 Customer Commitment	(4)	81-84	Likert	5 opinion levels
5.3 Customer Value	(4)	85-88	Scale	
5.4 Social media engagement	(4)	89-92		
Total	92			

Note. The questionnaire comprises 92 items measuring the five latent constructs through 23 sub-dimensions (four items per sub-dimension): Food Quality (24 items, items 1-24), Price Fairness (16 items, items 25-40), Perceived Value (16 items, items 41-56), Customer Satisfaction (20 items, items 57-76), and Customer Loyalty (16 items, items 77-92). All items are rated on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Clause = item numbers within the questionnaire.

Proceed to create questions based on in-depth interviews with experts. Along with studying, researching, and working on definitions, I then take them to the advisor to consider and verify the appropriateness of the questions. The language used and typing formatting, along with making improvements and corrections.

Check content validity by taking the completed questionnaire to experts for measurement and evaluation. I am a person with knowledge and expertise in tourism marketing, destination branding, tourist behaviour, digital platforms in tourism, and tourism economics. Checking safety matches the content coverage and language accuracy, and consistency with research objectives. List of content validators (listed in Appendix C). The researcher used the IOC index (item objective congruence) with the following scoring characteristics:

+1 signifies certainty on your part that the questions accord with the research objective.

0 indicates uncertainty as to whether the item corresponds to the research objective.

-1 conveys certainty on your part that the item fails to correspond with the research objective.

Question items were selected against a criterion for judging content validity, under which the computed value of the IOC index has to exceed 0.6 ($IOC > 0.6$) (Stellingwerff et al., 2023). Items satisfying this benchmark are accordingly regarded as being in keeping with the message they are meant to measure.

Table 3.6 Examination of content validity through IOC (item objective congruence)

Table 3.6 Examination of content validity through IOC (item objective congruence)

Experts	Experts Qualification	Number (person)
Specialists in Tourism Marketing and in Destination Branding	Academics or related agencies in tourism and hospitality management, with a focus on consumer behaviour, marketing, and branding.	1
Specialists in statistical measurement and evaluation	Freestanding scholars and university professors recognised for their expertise in statistics, measurement, and research methodology.	1
Specialists in business- oriented social media and information technology	Academic/Management in Information Systems, online marketing, big data analytics, or a related field with experience in social media research.	1
Specialists in business- oriented social media and information technology	Academic/Management in Information Systems, online marketing, big data analytics, artificial intelligence, or related domains, with experience in digital platforms and analytics.	2
Total		5

Note. N = 5 content-validity experts drawn from four fields (tourism marketing and destination branding, n = 1; statistics, measurement and evaluation, n = 1; social media and IT in business, n = 3). The experts rated the item-objective congruence (IOC) of all 92 questionnaire items; items with IOC values greater than 0.60 were considered congruent with the research objectives and retained.

Examination of content validity through IOC (item-objective congruence)

A draft questionnaire that a qualified person has already edited is taken forward by the researcher. Once the advisors have reviewed it again for completeness, it is put through a trial (try-out) among a group of 30 people resembling the sample intended for study, after which its reliability value is determined. (Cronbach's alpha coefficient).

The defects observed in the experiment are then carried by the researcher into a final round of improvement, after which the questionnaire is printed in its complete form and put to use in gathering the research data.

Scoring criteria

Beyond Organic: Exploring the Key Drivers of Customer Loyalty in Sustainable Hotel Dining in China. This research examines opinion levels at the nationally recognised five-star tourist hotels identified through the Ministry of Culture and Tourism. A questionnaire survey directed at customer experiences within these establishments was undertaken for the study. The questions take the form of a 5-level Likert estimation scale, whose scores carry the meanings and implications set out below (Batterton & Hale, 2017).

Score level 5 means the highest level of agreement.

Score level 4 means a high level of agreement.

Score level 3 means a moderate level of agreement.

Score level 2 means a low level of agreement.

Score level 1 means the lowest level of agreement.

Interpretation of the observed variables' average scores rests on criteria arranged into 5 levels, as follows.

Average score 4.50 – 5.00, highest level

Average score 3.50 – 4.49, high level

Average score 2.50 – 3.49, moderate level

Average score 1.50 – 2.49, low level

Average score 1.00 – 1.49, lowest level

The reasons for setting such rules are as follows:

1. The arithmetic means, once calculated, may take any value across the range 1-5, 1.75, 4.50...., 5.00.
2. Score levels 1-5 form a continuous value that may be depicted as a straight line, and such a line can be treated as defining a continuous scoring range in which each period is set apart by 1 unit, as follows:

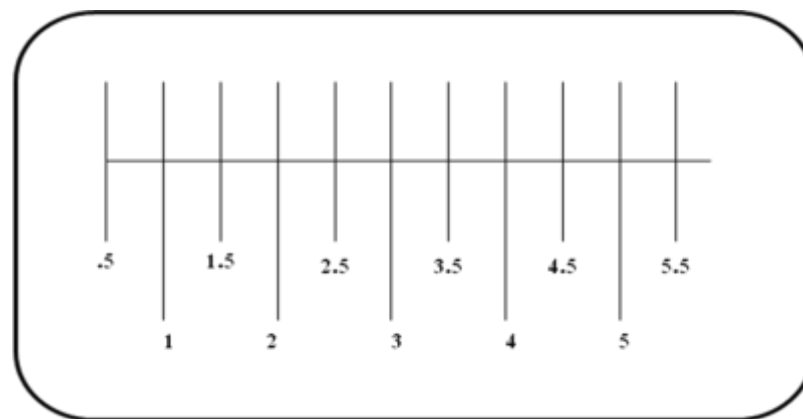


Figure 3.1 Mean Interpretation Interval Determination

Source. From Batterton & Hale, 2017

3. Because the scores actually gathered range from a minimum of 1 to a maximum of 5, the criterion 1.00 – 1.50 is applied in place of .50 – 1.50, and the criterion 4.50 – 5.00 stands in place of 4.50 – 5.50.

4. Whenever the calculated arithmetic mean () takes a value falling on the boundary between two levels, the opinions concerned are interpreted at the higher of the two levels; an arithmetic mean = 4.50, for example, signifies opinion at the highest level on the matter in question, etc. (Converse, 1976)

Determining the quality of research tools

In pursuit of quality tools, the researcher accordingly took the questionnaire that had been constructed and subjected it to testing for validity and for reliability. (reliability) as follows.

1. Determination of validity: Content validity is checked by the researcher for every text to confirm that the study's objectives are met. This involves consulting 3 subject matter specialists, who examine the language for clarity, the wording, and the accuracy of the content, as well as the degree of congruence between the questionnaire items and the study objectives (index of item objective congruency--IOC) (Ong, 2012), applying the scoring criteria set out below:

+ 1 records the expert's firm judgement that the question corresponds to the content.

0 records uncertainty on the expert's part as to whether the question corresponds to the content.

-1 records the expert's firm judgement that the question fails to align with the content.

follow formula

$$IOC = \frac{\sum R}{N}$$

IOC Stands for the index of consistency between the questions. And the research objectives

Σ Stands for the summed opinions of the experts or experts. Stands for how many experts there are.

Computing the index of consistency between the questionnaire items and the research objectives requires the Index of Conformity (IOC) value to exceed 0.6. Meeting this threshold allows the conclusion that the accuracy of the questionnaire content falls within acceptable criteria, so the instrument can proceed to further data collection.

2. Determination of reliability (reliability): here, the questionnaire that the advisory committee had verified was used. Following revision by experts with expertise, it was tested (tried out) on 30 test recipients whose characteristics resemble those of the sample group under study, before administration to that group. For the reliability analysis, the Alpha coefficient method of Cronbach (1990) was applied. A reliability coefficient exceeding 0.8 (Peterson, R. A., 1994) signals that

the questionnaire is dependable and fit for use in the study. Table 3.6 summarises the results of this data analysis.

Table 3.7 Questionnaire confidence value

	Factors	Number of questions (N)	Confidence value (R)	Interpretation
Part 1	Food Quality	24	.987	Accepted
Part 2	Price Fairness	16	.979	Accepted
Part 3	Perceived Value	16	.981	Accepted
Part 4	Customer Satisfaction	20	.984	Accepted
Part 5	Customer Loyalty	16	.979	Accepted
	Factors Total	92	.996	Accepted

Table 3.7 reveals confidence values above 0.8 for every factor as well as for the questionnaire's total factors. It follows that real data may be gathered with this questionnaire, since its confidence values satisfy the acceptance criteria.

Data Collection

According to the method applied, the data fell into two parts. To begin with, 20 experts and academics from the tourism and hospitality field took part in in-depth interviews, and the material these interviews yielded guided how the survey questionnaire was developed. Data were then gathered by distributing the survey, which experts could complete either on-site at the premises of their company or remotely via video and audio conferencing online.

Data collection from in-depth interviews

Because this in-depth interview will use both interviews and conversation recordings using a voice recorder. Therefore, data collection will use both interview recordings and recordings in the memory of the voice recorder. Then open it to transcribe into a recording later again with the following steps.

1. Schedule an interview with an expert by notifying him in advance.
2. Interview according to the interview structure and record it in the recording form. Include voice recordings during the interview
3. Bring all the information to compose and transcribe completely from the voice recorder. According to the content structure designed in the interview form, including additional useful things received from the interview.
4. Analyse the data using content analysis techniques and summarise the interview results into descriptive data as follows.

Because this in-depth interview will use both interviews and conversation recordings using a voice recorder. Therefore, data collection used both interview recordings and recordings in the memory of the voice recorder. Then, open it to transcribe into a recording later again with the following steps.

1. Researcher Preparation: The researcher prepares the interview guide, ensures the voice recorder is functioning properly, and has sufficient memory and battery life. The researcher also familiarises themselves with the interview protocol and ethical considerations.

2. Participant Contact and Scheduling: The researcher contacts potential participants, explains the purpose of the study, obtains informed consent, and schedules interview times and locations convenient for the participants.

3. Conducting Interviews: The researcher conducts the in-depth interviews, following the interview guide while allowing for flexibility to explore emerging themes and participant perspectives. The interviews are recorded using a voice recorder.

4. Recording Natural Conversations: In addition to formal interviews, the researcher uses the voice recorder to capture natural conversations with participants, when appropriate and with explicit consent, to provide additional context and insights.

5. Data Transcription:

The researcher listens to the interview recordings and transcribes them verbatim. The researcher listens to the additional conversation recordings and

transcribes relevant sections, noting the context and any non-verbal cues. During the transcription, the researcher starts to create the code of the interview by marking the important issues.

6. Data Verification: The researcher reviews the transcripts for accuracy and completeness, comparing them to the original recordings. Any unclear sections are clarified by re-listening to the recordings.

7. Data Organisation: The researcher organises the transcripts and any accompanying notes, ensuring participant anonymity and confidentiality.

8. Preliminary Data Analysis. Take the transcripts and convert them into preliminary statistical values.

9. Analyse the data obtained by statistical methods.

Data Analysis

On the return of the questionnaires, accuracy and completeness were checked manually by the researcher for every copy. Each questionnaire was subsequently encoded and computer-processed using a ready-made program to carry the data forward into statistical analysis. To convey the meaning of the full set of data obtained and to display the results, this research drew upon the methods of content analysis, descriptive statistical analysis, and inferential statistical analysis (inferential statistics analysis).

Statistics are used to analyse data.

Statistical analysis of the data was undertaken by the researcher in line with each research objective, as set out below:

1. To explore the present condition of Food Quality, Price Fairness, Perceived Value, Customer Satisfaction, and Customer Loyalty within the organic food restaurants of green hotels in China. Descriptive statistics served as the analytical tools here: to establish the respondents' basic statistics, the arithmetic mean, standard deviation (SD), skewness, and kurtosis were applied.

2. To examine how Food Quality, Price Fairness, Perceived Value, Customer Satisfaction, and Customer Loyalty relate to one another in the setting of these restaurants.

Confirmatory factor analysis (CFA) constitutes the statistical technique applied to the data here, its purpose being to verify the indicators constituting a sustainable marketing model for small businesses. Two steps make up this component analysis: (1) second-order confirmatory component analysis (confirmatory factor analysis-second order--CFA), which establishes whether or not the question for each observed variable serves to indicate the element being measured, and which further confirms the observed variables for every factor together with their constituents; what this step produced was then applied in the step that followed. (2) Confirmatory component analysis arising from analysis of the structural equation model, in which all factors are examined at once. For the results of this section to feed into the further development of strategies, the variables entering the analysis must show a correlation of no less than .30.

3. To gauge the effects that Food Quality, Price Fairness, and Perceived Value exert upon Customer Satisfaction and Customer Loyalty within this particular setting.

Causal influence analysis (Path Analysis) supplies the statistical treatment here, examining Food Quality, Price Fairness, and Perceived Value in relation to Customer Satisfaction and Customer Loyalty in this specific setting through structural equation modelling (SEM). The pattern sought emerges when component analysis and causal influence analysis are performed together, yielding an analysis of the model in its entirety. The measurement model, taken together with the structural model (structural model), is jointly known as structural equation modelling--SEM). Adjustment brings the model into agreement with the empirical data (model fit); the model that results is therefore one that can be applied. Applying each factor effectively engages variables that promote the various factors, and each factor exerts a causal influence upon the others.

Structural equation model--SEM analysis

Analysis based on the structural equation model ranks among the advanced statistical techniques for examining multivariate relationships. One strength it offers is the capacity to examine linear relationships among latent variables, something ordinary statistics cannot accomplish, because the structural equation model relaxes constraints that bind other forms of analysis, regression analysis included. Whereas the original variables in such analyses must remain uncorrelated, this restriction can be loosened in structural equation model analysis, and so forth. Two parts make up a structural equation model: the structural model, comprising the relationship paths that link the latent variables to one another, and the measurement model, comprising the observed variables belonging to each latent variable. Structural equation model analysis is accordingly able to perform confirmatory factor analysis. (Confirmatory factor analysis--CFA) and causal influence analysis (path analysis--PA) simultaneously, which makes it well suited to testing conceptual theories, whose variables are usually structured as a causal model. Further statistical procedures — multiple regression analysis, Analysis of covariance, canonical analysis, and the like — can likewise be executed within structural equation models. When analysing the structural equation model, the analyst first adjusts the model until it accords with the empirical data, allowing the various statistics to be applied correctly. The acceptance criteria can be consulted in the values shown in Table 3.7.

Table 3.8 Benchmarks for accepting that the model conforms to the empirical data.

Statistical values	Symbols	Acceptance Criteria	Reference
Cronbach's alpha	CR	>0.8	Hair, J. F., Jr., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2017). Advanced issues in Covariance-Based Structural Equation Modeling. Sage Publications.
Factor Loadings	FL	>0.5	Cheung, G. W., & Wang, C. (2017). Current approaches for assessing convergent and Discriminant validity with SEM: Issues and solutions. In Vol. 2017. Academy of Management Proceedings. Briarcliff Manor, NY 10510: Academy of Management (No.1, p. 12706).
Average Variance Extracted	AVE	>0.5	
Fornell-Larcker criterion		Each construct's square root of AVE exceeds its correlation coefficients with all remaining variables.	Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. Journal of Marketing Research, 18(1), 39–50.
Heterotrait-monotrait ratio	HTMT	<0.85	Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modelling. Journal of the Academy of Marketing Science, 43, 115–135.

Table 3.8 (Continued)

Statistical values	Symbols	Acceptance Criteria	Reference
Predictive relevance of the structural model	Q^2	>0	Hair, J. F., Jr., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2017). <i>Advanced issues in Covariance-Based Structural Equation Modeling</i> . Sage Publications.
The coefficient of determination	R^2	>0.19	
Standardised root mean square residual	SRMR	<0.08	Henseler, J., Hubona, G., & Ray, P. A. (2016). Using CB-SEM path modelling in new technology research: Updated guidelines. <i>Industrial Management & Data Systems</i> , 116(1), 2–20.
Variance Inflation Factor	VIF	<5.0	Liang, C.C. and Shiau, W.L. (2018), “Moderating effect of privacy concerns and subjective norms between satisfaction and repurchase of airline e-ticket through airline-ticket vendors”, <i>Asia Pacific Journal of Tourism Research</i> , Vol. 23 No. 12, pp. 1142-1159.
Goodness of Fit (GoF) index	$\sqrt{AVE \cdot R^2}$	GoFmedium $\frac{1}{4}$ 0.25, GoFlarge $\frac{1}{4}$ 0.36 and GoFsmall $\frac{1}{4}$ 0.1.	Hoffmann, A.O. and Birnbrich, C. (2012), “The impact of fraud prevention on bank-customer relationships: an empirical investigation in retail banking, <i>International Journal of Bank Marketing</i> , Vol. 30 No. 5, pp. 390-407.

Table 3.8 (Continued)

Statistical values	Symbols	Acceptance Criteria	Reference
Common method variance (CMV)	Variance Inflation Factor (VIF)	< 3.3	Hair, J. F., Jr., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2017). Advanced issues in Covariance-Based Structural Equation Modeling. Sage Publications.

Note. Summary of the statistical criteria used to assess measurement quality and model-data fit in this study. CR = composite reliability (Cronbach's alpha > 0.8); FL = factor loading (> 0.5); AVE = average variance extracted (> 0.5); HTMT = heterotrait-monotrait ratio (< 0.85); Q² = predictive relevance (> 0); R² = coefficient of determination (> 0.19); SRMR = standardised root mean square residual (< 0.08); VIF = variance inflation factor (< 5.0; < 3.3 for common method variance); GoF = goodness-of-fit index (small = 0.1, medium = 0.25, large = 0.36).

Chapter 4

Results of Analysis

The purpose of this chapter is to analyze the collected data and identify what drives customer loyalty among guests who choose organic meals at green hotels in China. The opening step is a descriptive statistical treatment of the sample. Once the sample data have been gathered and organized, the chapter computes the key descriptive indicators with precision—means, standard deviations, and the distributional characteristics of skewness and kurtosis. From this step a broad outline of the data emerges, making the central tendency, spread, and distributional shape of every variable visible at a glance and laying the groundwork for the deeper exploration that follows.

This chapter then turns to software-based testing of the hypotheses concerning the influence that Perceived Food Quality, Price Fairness, and Perceived Value exert on Customer Loyalty. Departing from earlier component-based iterations, the study applies Covariance-Based Structural Equation Modelling (CB-SEM) within the AMOS software environment. At this stage, the theoretical assumptions pre-specified in Chapter 2 are put to the test, and abstract research hypotheses are rendered as observable model paths. Causal relations among the latent variables, together with their direct and indirect effects, are assessed systematically, which supplies the theoretical hypotheses with quantitative backing and brings to light the intricate internal mechanisms hidden within the data (Hair et al., 2019).

The data analysis results can be presented as follows:

1. Symbols and abbreviations
2. Presentation of data analysis
3. Results of data analysis

The details are as follows.

Symbols and Abbreviations

Table 4.1 Symbols and Abbreviations

Symbol/ Abbreviation	Meaning
$\bar{x}$	refers to mean
SD	refers to standard deviation
n	refers to the sample group
MAX	refers to the maximum
MIN	refers to the minimum
SE	refers to Standard Error
SK	refers to skewness
KU	refers to kurtosis
P-Value	refers to probability
χ^2	refers to Chi-square
Df	refers to Degrees of freedom
χ^2/df	refers to Chi-square/ Degrees of freedom
RMSEA	denotes the Root Mean Square Error of Approximation
CFI	refers to the Comparative Fit Index
GFI	refers to the goodness of fit index
AGFI	refers to the adjusted goodness of fit index
RMR	refers to root mean squared residual
SRMR	refers to the square root index of standard residuals.
TLI	refers to Tucker-Lewis
AVE	refers to Average Variance Extracted
CR	refers to Composite Reliability
*	refers to $p < 0.05$
**	refers to $p < 0.01$
PFQ	Perceived Food Quality
ce	Cultural experience

Table 4.1 (Continued)

Symbol/ Abbreviation	Meaning
hsf	Health and safety Food
fsa	Food sensory appeal
pe	Physical Environment
me	Meal menu
he	Hygiene
PF	Price Fairness
te	Treatment Experience
pk	Price Knowledge
pen	Price Expectation
pi	Price Information
PV	Perceived Value
fv	Functional value
hv	Hedonic value
ev	Economic value
sv	Social value
CS	Customer Satisfaction
sq	Service Quality
ts	Timely Service
as	Ambience & surroundings
pq	Perceived Quality
hi	Hotel Image
CL	Customer Loyalty
ct	Customer Trust
cc	Customer Commitment
cv	Customer Value
se	Social media engagement

Note. Summary of the statistical symbols and construct abbreviations used throughout this chapter. Construct abbreviations follow the measurement model: PFQ = Perceived Food Quality (sub-dimensions ce, hsf, fsa, pe, me, he); PF = Price Fairness (te, pk, pen, pi); PV = Perceived Value (fv, hv, ev, sv); CS = Customer Satisfaction (sq, ts, as, pq, hi); CL = Customer Loyalty (ct, cc, cv, se). * $p < .05$; ** $p < .01$.

Presentation of Data Analysis

The researcher analyzed the data in five parts as follows:

Part 1: General Information of Respondents. Using frequency and percentage, the researcher reports the analysis of respondents' personal information, classified according to demographic variables.

Part 2: Descriptive Statistics. Using Mean (M) and Standard Deviation (S.D.), the researcher reports the analytical findings of the study on Key Drivers of Customer Loyalty.

Part 3: Construct Validity Analysis. In this part, the measurement model is validated by means of First-Order and Second-Order Confirmatory Factor Analysis (CFA).

Part 4: Structural Model Analysis. This part reports the Structural Equation Modeling (SEM) results through which the relationships among the constructs are examined.

Part 5: The Results of Hypothesis Testing.

Results of Data Analysis

Part 1: General Information of Respondents

Table 4.2 Personal information of the survey respondents

(n = 562)

General Information		Frequency	Percentage
Gender	Male	296	52.67
	female	266	47.33
	Total	562	100%
Age	28-37	195	34.7
	38-47	239	42.53
	48-57	101	17.97
	above 57	27	4.80
	Total	562	100%
Marital Status	Single	181	32.21
	Manied	286	50.89
	Divorced	66	11.74
	widowed	11	1.96
	Prefer not to say	18	3.2
	Total	562	100%
Highest Education Level	High School or below	37	6.58
	Diploma/Vocational	157	27.94
	Bachelor's Degree	161	28.65
	Master's Degree	114	20.28
	Doctoral Degree	40	7.12
	Others	53	9.43
	Total	562	100%
Employment status	Employed full-time	325	57.83
	Employed part-time	96	17.08
	Self-employed	116	20.64

Table 4.2 (Continued)

(n = 562)

General Information		Frequency	Percentage
	Retired	5	0.89
	Unemployed	20	3.56
	Total	562	100%
How many times have you dined at an organic restaurant in the past year?	1-2 times	17	3.02
	3-5 times	215	38.26
	6-9 times	214	38.08
	10-14 times	63	11.21
	More than 14 times	53	9.43
	Total	562	100%
On average, how much do they spend on travel and vacation? (CNY)	Below RMB5, 000	91	16.19
	RMB5, 001 - RMB10, 000	183	32.56
	RMB10, 001 - RMB20, 000	201	35.77
	RMB20, 001 - RMB30, 000	63	11.21
	Above RMB30, 000	4	0.71
	Prefer not to say	20	3.56
	Total	562	100%
How many green hotels have they visited in the last year?	1-2 times	135	24.02
	3-5 times	238	42.35
	6-9 times	171	30.43
	10-14 times	14	2.49
	More than 14 times	4	0.71
	Total	562	100%

Note. N = 562. Values are frequencies and percentages of the total sample. The modal categories are male respondents (52.67%), the 38-47 age group (42.53%), married respondents (50.89%), holders of a bachelor's degree (28.65%), full-time employees (57.83%), monthly disposable incomes of RMB10,001-RMB20,000 (35.77%), 3-5 organic-dining visits (38.26%), and 3-5 trips per year (42.35%).

Table 4.2 profiles the 562 respondents demographically, giving a rounded picture of the clientele for organic dining at green hotels. Gender is fairly evenly represented, though with a slight male majority (52.67%) relative to females (47.33%). Age-wise, the 38-47 age group (42.53%) constitutes the largest cohort, with the 28-37 age group (34.70%) next. Because general organic consumption trends usually lean younger, this pattern departs slightly from them and implies that the "green hotel" setting draws a more mature clientele with established careers and stronger purchasing power.

Regarding marital status, the majority are married (50.89%), suggesting that organic dining in hotels may often be a family or couple-oriented activity. Educational attainment is notably high, with 28.65% holding a Bachelor's degree and a combined 27.4% holding post-graduate degrees (Master's and Doctoral). This aligns with existing literature suggesting that higher education levels correlate with increased environmental awareness and health consciousness (Lea & Worsley, 2005).

Economically, the sample represents a robust middle-to-upper-class demographic. The majority are employed full-time (57.83%), and the highest proportion of respondents (35.77%) report a monthly disposable income for travel/leisure between RMB10,001 and RMB20,000. This financial stability is reflected in their consumption behavior; 38.26% dined at organic restaurants 3-5 times in the past year, and 38.08% dined 6-9 times, indicating high engagement with sustainable dining options.

Part 2: Descriptive Statistics

This section examines the observed levels of the five focal constructs: PFQ, PF, PV, CS, and CL.

Table 4.3 Means and Standard Deviations of Perceived Food Quality across Cultural experience, Health and safety, Food, Food sensory appeal, Physical Environment, Meal menu, and Hygiene

Perceived Food Quality	$\bar{X}$	S.D.	MIN	MAX	SK	KU	Criteria
Cultural experience	3.45	1.052	1.00	5.00	-0.344	-1.004	Medium
Health and safety Food	3.59	0.994	1.25	5.00	-0.302	-1.107	High
Food sensory appeal	3.64	1.013	1.5	5.00	-0.345	-1.084	High
Physical Environment	3.60	0.955	1.25	5.00	-0.361	-0.947	High
Meal menu	3.68	0.842	1.25	5.00	-0.3	-0.856	High
Hygiene	3.69	0.881	1.00	5.00	-0.353	-0.694	High
Total	3.61	0.752	1.88	4.96	-0.237	-1.01	High

Note. N = 562. Mean scores are read against the interpretation bands defined in Chapter 3 (4.50-5.00 = highest; 3.50-4.49 = high; 2.50-3.49 = medium). The largest dimension mean belongs to Hygiene (M = 3.69, SD = 0.881) and the smallest to Cultural experience (M = 3.45, SD = 1.052); taken as a whole, the construct registers a high level (M = 3.61, SD = 0.752). The normality requirements for CB-SEM are met, since every skewness value ($|SK| < 2.0$) and kurtosis value ($|KU| < 7.0$) stays within bounds (Kline, 2015).

Table 4.3 shows that consumers rated Perceived Food Quality highly on every dimension (M = 3.61, S.D. = 0.752). Hygiene posted the top dimension mean (M = 3.69), with Meal menu (M = 3.68) and Food sensory appeal (M = 3.64) close behind. Such a pattern underscores that, in the post-pandemic period, hygiene and safety continue to rank as paramount concerns across the hospitality industry (Li & Chan, 2024). Skewness (SK) ran from -0.361 to -0.300 and kurtosis (KU) from -1.107 to -0.694. Because these absolute values stay under 2.0 (SK) and 7.0 (KU), the data can be treated as normally distributed (Kline, 2015), which satisfies the CB-SEM assumptions.

Table 4.4 Mean and S.D. of Price Fairness: Treatment Experience, Price Knowledge, Price Expectation, and Price Information

Price Fairness	$\bar{X}$	S.D.	MIN	MAX	SK	KU	Criteria
Treatment Experience	3.69	1.016	1.00	5.00	-0.483	-0.782	High
Price Knowledge	3.78	0.847	1.50	5.00	-0.409	-0.777	High
Price Expectation	3.78	0.824	1.50	5.00	-0.297	-0.814	High
Price Information	3.76	0.934	1.25	5.00	-0.540	-0.655	High
Total	3.75	0.74	2.06	5.00	-0.254	-1.028	High

Note. N = 562. Respondents rate overall Price Fairness highly (M = 3.75, SD = 0.740). The top dimension mean (M = 3.78) is shared by Price Knowledge and Price Expectation, ahead of Price Information (M = 3.76) and Treatment Experience (M = 3.69). Approximate normality is confirmed by the skewness (-0.540 to -0.254) and kurtosis (-1.028 to -0.655) values.

Table 4.4 indicates a high perception of Price Fairness (M = 3.75, S.D. = 0.74). Price Knowledge and Price Expectation jointly recorded the top mean (M = 3.78), a sign that this niche market's consumers understand prevailing pricing standards and regard green hotel rates as matching what they expect. Normality is supported by the distribution figures (SK: -0.254, KU: -1.028).

Table 4.5 Means and Standard Deviations of Perceived Value: Functional value, Hedonic value, Economic value, and Social value

Perceived Value	$\bar{X}$	S.D.	MIN	MAX	SK	KU	Criteria
Functional value	3.65	0.932	1.25	5.00	-0.414	-0.714	High
Hedonic value	3.55	0.996	1.25	5.00	-0.332	-0.999	High
Economic value	3.65	0.896	1.75	5.00	-0.216	-1.081	High
Social value	3.64	0.994	1.25	5.00	-0.521	-0.901	High
Total	3.62	0.798	1.75	4.94	-0.310	-0.941	High

Note. N = 562. Perceived Value overall registers a high rating (M = 3.62, SD = 0.798). Functional value and Economic value jointly post the largest dimension mean (M = 3.65), with Social value next (M = 3.64); the smallest mean belongs to Hedonic value (M = 3.55), which nonetheless stays in the high band. Every skewness and kurtosis figure sits inside the ranges regarded as acceptable for SEM analysis.

Table 4.5 reveals a high overall rating for Perceived Value (M = 3.62, S.D. = 0.798). Functional value and Economic value tied for the largest mean (M = 3.65), with Social value just behind (M = 3.64). Utilitarian considerations (quality for price) therefore matter greatly, yet the social recognition attached to sustainable dining carries clear weight as well. Hedonic value produced the smallest mean (M = 3.55) — still in the high band — pointing to scope for strengthening the emotional enjoyment side of the service. No distributional statistic (SK, KU) fell outside the bounds required for SEM analysis.

Table 4.6 Mean and S.D. of Customer Satisfaction: Service Quality, Timely Service, Food Ambience & surroundings, Perceived Quality, and Hotel Image

Customer Satisfaction	$\bar{X}$	S.D.	MIN	MAX	SK	KU	Criteria
Service Quality	3.56	1.009	1.25	5.00	-0.374	-0.959	High
Timely Service	3.64	0.997	1.50	5.00	-0.266	-1.159	High
Ambience & surroundings	3.58	0.919	1.25	5.00	-0.248	-0.936	High
Perceived Quality	3.61	0.84	1.25	5.00	-0.376	-0.642	High
Hotel Image	3.60	0.927	1.50	5.00	-0.377	-0.833	High
Total	3.60	0.77	1.95	4.95	-0.214	-1.11	High

Note. N = 562. Customer Satisfaction as a whole is rated highly (M = 3.60, SD = 0.770). The largest dimension mean is posted by Timely Service (M = 3.64) and the smallest by Service Quality (M = 3.56), while Perceived Quality (M = 3.61), Hotel Image (M = 3.60), and Ambience & surroundings (M = 3.58) occupy the middle

ground. The normality assumption is borne out by skewness (-0.377 to -0.214) and kurtosis (-1.159 to -0.642).

As Table 4.6 shows, Customer Satisfaction is rated high ($M = 3.60$, $S.D. = 0.770$). Respondents scored Timely Service highest ($M = 3.64$), underscoring how heavily efficiency weighs in customer satisfaction judgments. By contrast, the somewhat lower ratings for Service Quality ($M = 3.56$) and Ambience ($M = 3.58$) imply that, efficient though the process is, the tangible and interactive aspects still leave room for improvement. Skewness (-0.214) and Kurtosis (-1.110) verify normality, reflecting a balanced distribution appropriate for AMOS analysis.

Table 4.7 Mean and S.D. of Customer Loyalty: Customer Trust, Customer Commitment, Customer Value, and Social Media Engagement

Customer Loyalty	$\bar{X}$	S.D.	MIN	MAX	SK	KU	Criteria
Customer Trust	3.81	0.889	1.5	5	-0.33	-0.929	High
Customer Commitment	3.84	0.935	1.25	5	-0.586	-0.66	High
Customer Value	3.82	0.873	1.25	5	-0.392	-0.787	High
Social media engagement	3.82	0.811	1.75	5	-0.355	-0.808	High
Total	3.82	0.724	2.13	5	-0.29	-0.935	High

Note. $N = 562$. Customer Loyalty attains the highest construct-level mean in the study ($M = 3.82$, $SD = 0.724$). Customer Commitment is the dominant dimension ($M = 3.84$), followed by Customer Value ($M = 3.82$), Social media engagement ($M = 3.82$), and Customer Trust ($M = 3.81$). All distributional statistics (SK: -0.586 to -0.290; KU: -0.935 to -0.660) fall within acceptable ranges.

The last of the descriptive tables, Table 4.7, covers Customer Loyalty, which achieved the largest overall mean of any construct ($M = 3.82$, $S.D. = 0.724$). The leading dimension was Customer Commitment ($M = 3.84$), signaling that customers feel a deep psychological bond with the brand instead of merely repeating transactions (Oliver, 1999). Social media engagement also scored highly ($M = 3.82$),

which shows that loyal customers advocate actively online — a finding of real consequence for strategy in digital marketing (Alalwan et al., 2018). Across the data, normality patterns remain consistently valid (SK: -0.290, KU: ---0.935).

Part 3: The analysis results of Construct Validity (CFA)

This section sets out the Confirmatory Factor Analysis (CFA) evidence on construct validity for the measurement models. The work proceeded in two stages: a First-Order CFA examining the measurement properties of the individual sub-dimensions, then a Second-Order CFA verifying that the principal latent variables possess a hierarchical structure. Evaluation rested on Model Fit Indices, on Discriminant Validity, and on Convergent Validity, the latter gauged through Composite Reliability and Average Variance Extracted.

Five constructs are subjected to analysis: Perceived Food Quality (PFQ), Price Fairness (PF), Perceived Value (PV), Customer Satisfaction (CS), and Customer Loyalty (CL).

Perceived Food Quality (PFQ): Confirmatory Factor Analysis

First-Order Confirmatory Factor Analysis

Model Specification

Six sub-dimensions enter the first-order measurement structure of Perceived Food Quality: Cultural Experience (ce), Health and Safety Food (hsf), Food Sensory Appeal (fsa), Physical Environment (pe), Meal Menu (me), and Hygiene (he).

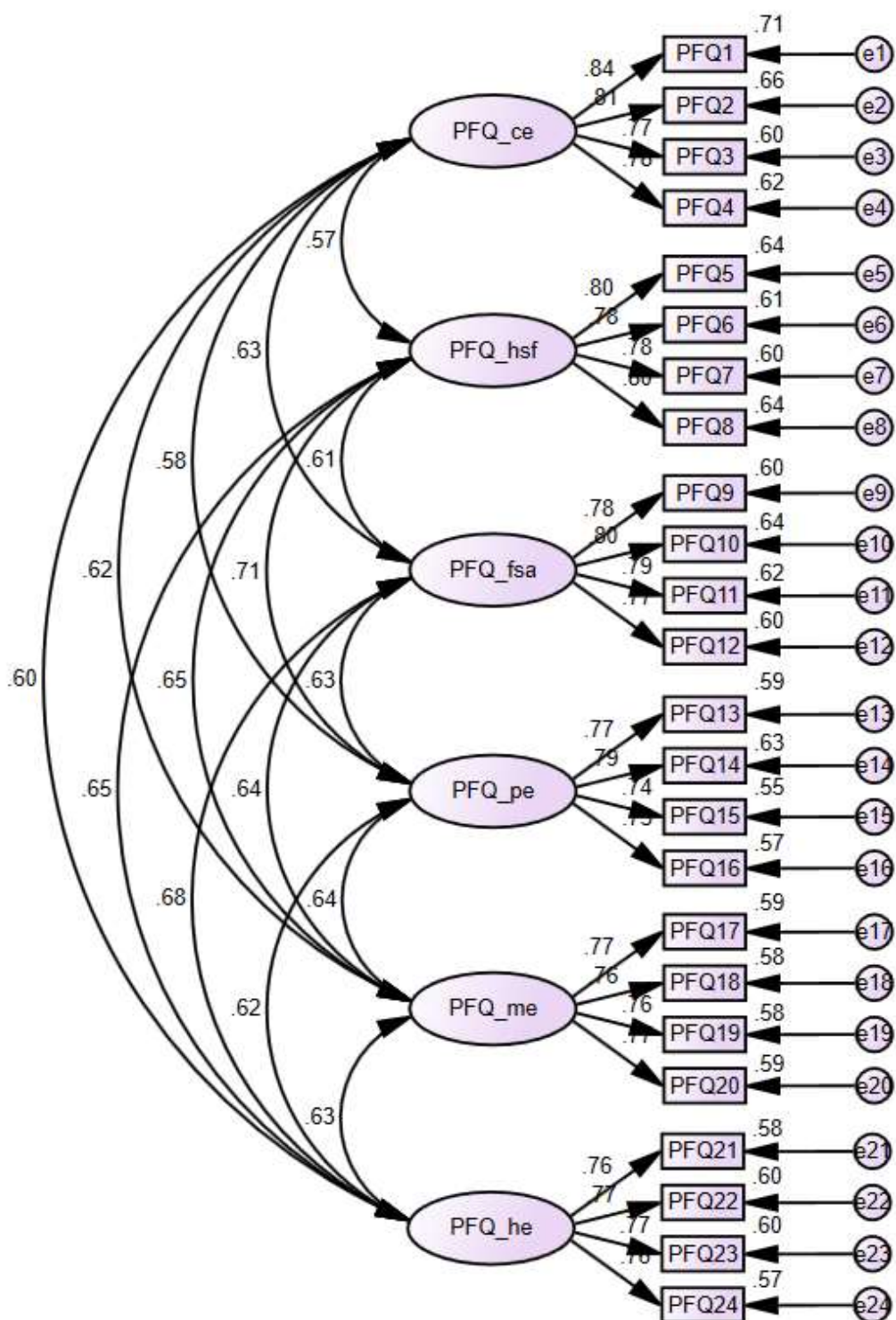


Figure 4.1 Measurement Model of Perceived Food Quality (First-Order)

Model Fit Assessment

Absolute, relative, and parsimonious indices served to judge model fit. Table 4.8 reports a Chi-square/df ratio (CMIN/DF) of 1.212, comfortably under the recommended ceiling of 3.0, while the RMSEA of 0.019 points to an excellent fit. GFI (0.960), NFI (0.963), and CFI (0.993) likewise clear the 0.90 benchmark.

Table 4.8 Model Fitting Index for PFQ (First-Order)

Model fitting index			
Common index	Judging standard	Statistical value	Statistical value
CMIN	-	287.149	-
DF	-	237	-
CMIN/DF	<3 Ideal, <5 Acceptability	1.212	Good
RMSEA	<0.05 Ideal, <0.08 Acceptability	0.019	Good
GFI	>0.9 Ideal, >0.8 Acceptability	0.960	Good
NFI	>0.9 Ideal, >0.8 Acceptability	0.963	Good
RFI	>0.9 Ideal, >0.8 Acceptability	0.957	Good
IFI	>0.9 Ideal, >0.8 Acceptability	0.993	Good
TLI	>0.9 Ideal, >0.8 Acceptability	0.992	Good
CFI	>0.9 Ideal, >0.8 Acceptability	0.993	Good

Note. N = 562. $\chi^2(237) = 287.149$; $\chi^2/df = 1.212$ (< 3.0); RMSEA = 0.019 (< 0.05); GFI = 0.960, NFI = 0.963, RFI = 0.957, IFI = 0.993, TLI = 0.992, CFI = 0.993 (all > 0.90). By every criterion, the first-order model of Perceived Food Quality fits excellently.

Convergent Validity

Composite Reliability (CR) and Average Variance Extracted (AVE) provided the basis for judging convergent validity. Table 4.9 shows CR falling between 0.848 and 0.879, above the 0.70 threshold, and AVE lying between 0.583 and 0.646, beyond the 0.50 benchmark. Every standardized factor loading reaches significance ($p < 0.001$).

Table 4.9 Convergent Validity of PFQ (First-Order)

Convergent validity of confirmatory factor analysis								
Path		Estimate	S.E.	C.R.	P	Std.Estimate	CR	AVE
PFQ1	<---	1				0.843		
PFQ2	<---	0.963	0.043	22.139	***	0.814	0.879	0.646
PFQ3	<---	0.908	0.044	20.615	***	0.772		
PFQ4	<---	0.917	0.044	21.075	***	0.785		
PFQ5	<---	1				0.8		
PFQ6	<---	0.866	0.044	19.507	***	0.778	0.868	0.622
PFQ7	<---	0.957	0.049	19.473	***	0.777		
PFQ8	<---	0.858	0.043	20.136	***	0.799		
PFQ9	<---	1				0.778		
PFQ10	<---	1.091	0.056	19.475	***	0.803	0.865	0.617
PFQ11	<---	1.072	0.056	19.069	***	0.788		
PFQ12	<---	1.004	0.054	18.665	***	0.773		
PFQ13	<---	1				0.766		
PFQ14	<---	1.064	0.057	18.587	***	0.794	0.848	0.583
PFQ15	<---	0.836	0.048	17.273	***	0.74		
PFQ16	<---	0.835	0.047	17.577	***	0.752		
PFQ17	<---	1				0.769		
PFQ18	<---	1.149	0.065	17.766	***	0.759	0.849	0.584
PFQ19	<---	1.001	0.056	17.84	***	0.762		
PFQ20	<---	1.121	0.062	17.973	***	0.768		
PFQ21	<---	1				0.761		
PFQ22	<---	0.949	0.053	17.898	***	0.771	0.85	0.587
PFQ23	<---	0.976	0.054	17.961	***	0.774		
PFQ24	<---	0.913	0.052	17.563	***	0.757		

Note. N = 562. *** p < .001. For identification purposes, the unstandardised estimate of each sub-dimension's first item was set to 1. Standardised loadings run from 0.740

to 0.843 (all > 0.50); CR spans 0.848-0.879 (> 0.70) and AVE spans 0.583-0.646 (> 0.50), which upholds convergent validity across the six PFQ sub-dimensions.

Discriminant Validity

The Fornell-Larcker criterion (Table 4.10) confirmed discriminant validity: for every dimension, the square root of its AVE (diagonal values: 0.764–0.804) exceeds the strongest correlation that the dimension holds with any of the other constructs (highest off-diagonal value: 0.606).

Table 4.10 Discriminant Validity of PFQ

	Discriminative validity					
	PFQ_ce	PFQ_hsf	PFQ_fsa	PFQ_pe	PFQ_me	PFQ_he
PFQ_ce	0.804					
PFQ_hsf	0.498**	0.789				
PFQ_fsa	0.545**	0.531**	0.785			
PFQ_pe	0.501**	0.606**	0.540**	0.764		
PFQ_me	0.539**	0.561**	0.549**	0.542**	0.764	
PFQ_he	0.522**	0.558**	0.579**	0.528**	0.533**	0.766

Note. N = 562. ** p < .01 (two-tailed). Bold diagonal entries report the square root of each dimension's AVE, while the remaining cells show correlations between the dimensions. Because every $\sqrt{\text{AVE}}$ (0.764-0.804) is larger than the strongest correlation observed between any pair of dimensions (0.606, PFQ_hsf-PFQ_pe), the Fornell-Larcker criterion for discriminant validity is met.

Second-Order Confirmatory Factor Analysis

Model Specification

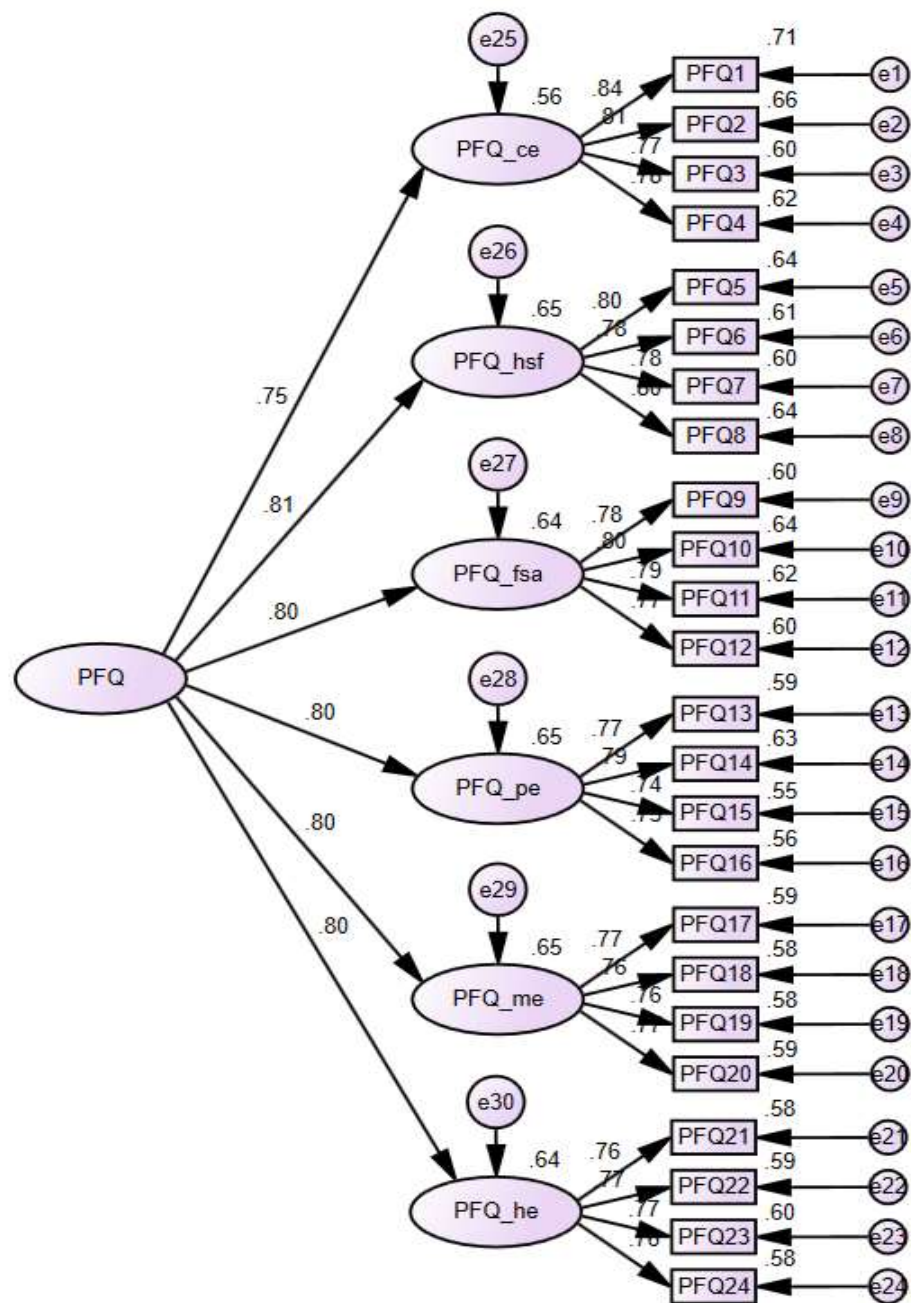


Figure 4.2 Measurement Model of Perceived Food Quality (Second-Order)

Model Fit Assessment

A strong data fit emerged for the second-order model (Table 4.11): CMIN/DF = 1.245, RMSEA = 0.021, and CFI = 0.992.

Table 4.11 Model Fitting Index for PFQ (Second-Order)

Model fitting index			
Common index	Judging standard	Statistical value	Statistical value
CMIN	-	306.152	-
DF	-	246	-
CMIN/DF	<3 Ideal, <5 Acceptability	1.245	Good
RMSEA	<0.05 Ideal, <0.08 Acceptability	0.021	Good
GFI	>0.9 Ideal, >0.8 Acceptability	0.957	Good
NFI	>0.9 Ideal, >0.8 Acceptability	0.960	Good
RFI	>0.9 Ideal, >0.8 Acceptability	0.956	Good
IFI	>0.9 Ideal, >0.8 Acceptability	0.992	Good
TLI	>0.9 Ideal, >0.8 Acceptability	0.991	Good
CFI	>0.9 Ideal, >0.8 Acceptability	0.992	Good

Note. N = 562. $\chi^2(246) = 306.152$; $\chi^2/df = 1.245$ (< 3.0); RMSEA = 0.021 (< 0.05); GFI = 0.957, NFI = 0.960, RFI = 0.956, IFI = 0.992, TLI = 0.991, CFI = 0.992 (all > 0.90). On this evidence, the hierarchical (second-order) representation of Perceived Food Quality fits the data well.

Convergent Validity

The standardized estimates for the second-order construct (Table 4.12) indicate strong loadings for all sub-dimensions, confirming the hierarchical structure of Perceived Food Quality. The composite reliability for the overall construct is 0.911, with an AVE of 0.931. Variables Summary: CR=0.911, AVE=0.931.

Table 4.12 Convergent Validity of PFQ (Second-Order)

Convergent validity of confirmatory factor analysis						
Path		Estimate	S.E.	C.R.	P	Std.Estimate
PFQ_ce	<---	1				0.746
PFQ_hsf	<---	1.045	0.077	13.633	***	0.807
PFQ_fsa	<---	0.933	0.07	13.336	***	0.802
PFQ_pe	<---	0.974	0.074	13.178	***	0.804
PFQ_me	<---	0.751	0.057	13.205	***	0.803
PFQ_he	<---	0.874	0.067	13.107	***	0.802
PFQ1	<---	1				0.842
PFQ2	<---	0.964	0.044	22.12	***	0.815
PFQ3	<---	0.91	0.044	20.609	***	0.773
PFQ4	<---	0.917	0.044	21.02	***	0.784
PFQ5	<---	1				0.8
PFQ6	<---	0.867	0.044	19.512	***	0.779
PFQ7	<---	0.958	0.049	19.456	***	0.778
PFQ8	<---	0.856	0.043	20.059	***	0.798
PFQ9	<---	1				0.777
PFQ10	<---	1.092	0.056	19.45	***	0.803
PFQ11	<---	1.072	0.056	19.04	***	0.787
PFQ12	<---	1.005	0.054	18.655	***	0.773
PFQ13	<---	1				0.766
PFQ14	<---	1.065	0.057	18.562	***	0.795
PFQ15	<---	0.838	0.049	17.284	***	0.742
PFQ16	<---	0.833	0.048	17.503	***	0.751
PFQ17	<---	1				0.769
PFQ18	<---	1.148	0.065	17.775	***	0.759
PFQ19	<---	1.001	0.056	17.858	***	0.763
PFQ20	<---	1.119	0.062	17.958	***	0.767

Table 4.12 (Continued)

Convergent validity of confirmatory factor analysis						
Path		Estimate	S.E.	C.R.	P	Std.Estimate
PFQ21	<--- PFQ_he	1				0.761
PFQ22	<---	0.949	0.053	17.865	***	0.771
PFQ23	<---	0.976	0.054	17.942	***	0.774
PFQ24	<---	0.915	0.052	17.573	***	0.758
Variables			CR		AVE	
PFQ			0.911		0.931	
PFQ_ce			0.879		0.646	
PFQ_hsf			0.868		0.622	
PFQ_fsa			0.865		0.617	
PFQ_pe			0.848		0.583	
PFQ_me			0.849		0.584	
PFQ_he			0.85		0.587	

Note. N = 562. *** p < .001. Across the six sub-dimensions, standardised loadings on the second-order PFQ factor run from 0.746 (Cultural experience) to 0.807 (Health and safety Food), each of them significant. In the lower panel, the summary covers average variance extracted alongside composite reliability: PFQ overall attains CR = 0.911 with AVE = 0.931, while sub-dimension CRs of 0.848-0.879 and AVEs of 0.583-0.646 confirm that the hierarchical construct is reliable.

Confirmatory Factor Analysis of Price Fairness (PF)s

First-Order Confirmatory Factor Analysis

Model Specification

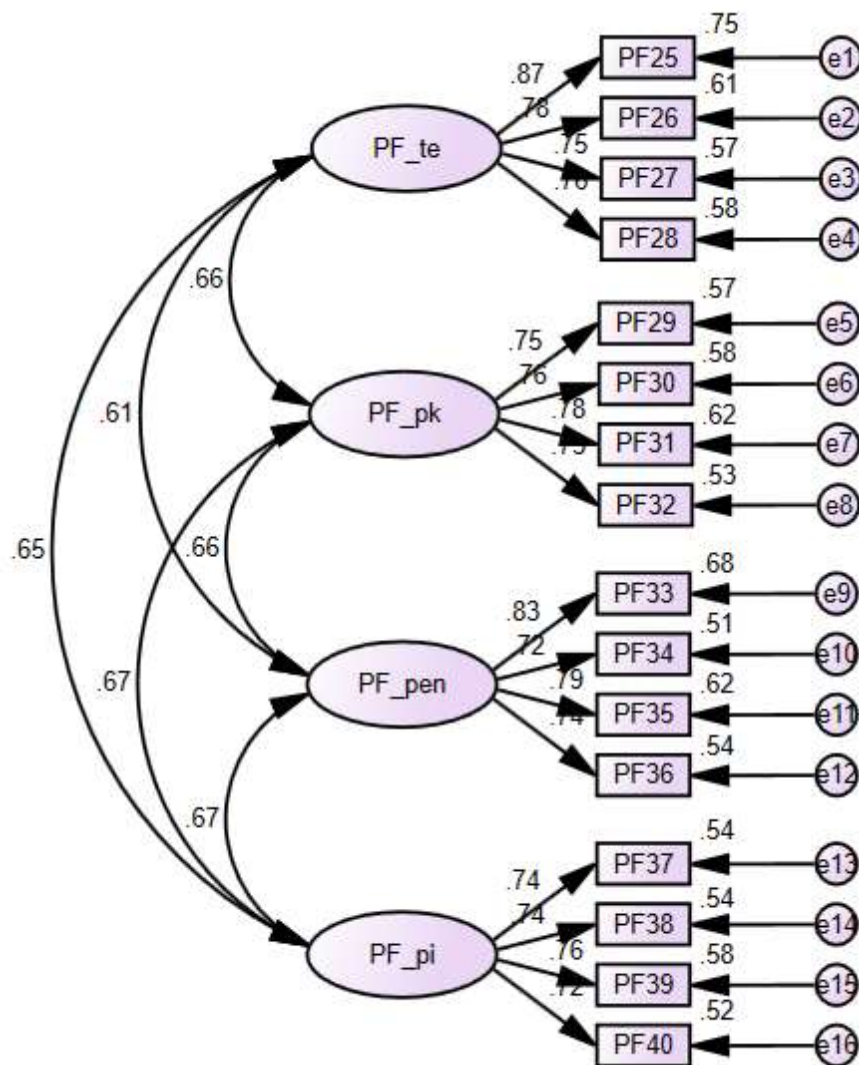


Figure 4.3 Measurement Model of Price Fairness (First-Order)

Model Fit Assessment

The first-order Price Fairness model demonstrates good fit statistics (Table 4.13), with CMIN/DF = 1.376, RMSEA = 0.026, and CFI = 0.992.

Table 4.13 Model Fitting Index for PF (First-Order)

Model fitting index			
Common index	Judging standard	Statistical value	Statistical value
CMIN	-	134.828	-
DF	-	98	-
CMIN/DF	<3 Ideal, <5 Acceptability	1.376	Good
RMSEA	<0.05 Ideal, <0.08 Acceptability	0.026	Good
GFI	>0.9 Ideal, >0.8 Acceptability	0.972	Good
NFI	>0.9 Ideal, >0.8 Acceptability	0.971	Good
RFI	>0.9 Ideal, >0.8 Acceptability	0.964	Good
IFI	>0.9 Ideal, >0.8 Acceptability	0.992	Good
TLI	>0.9 Ideal, >0.8 Acceptability	0.990	Good
CFI	>0.9 Ideal, >0.8 Acceptability	0.992	Good

Note. N = 562. $\chi^2(98) = 134.828$; $\chi^2/df = 1.376$ (< 3.0); RMSEA = 0.026 (< 0.05); GFI = 0.972, NFI = 0.971, RFI = 0.964, IFI = 0.992, TLI = 0.990, CFI = 0.992 (all > 0.90). The first-order Price Fairness measurement model accordingly exhibits good fit.

Convergent Validity

Adequate convergent validity is evident in Table 4.14. Across the sub-dimensions (Treatment Experience, Price Knowledge, Price Expectation, Price Information), CR lies between 0.828 and 0.870, and every AVE value stands above 0.545

Table 4.14 Convergent Validity Results for PF (First-Order)

Convergent validity of confirmatory factor analysis								
Path		Estimate	S.E.	C.R.	P	Std.Estimate	CR	AVE
PF25	<---	1				0.868		
PF26	<---	0.897	0.042	21.435	***	0.782	0.87	0.627
PF27	<---	0.861	0.042	20.317	***	0.752		
PF28	<---	0.781	0.038	20.598	***	0.76		
PF29	<---	1				0.754		
PF30	<---	0.877	0.05	17.385	***	0.762	0.844	0.574
PF31	<---	0.881	0.049	17.887	***	0.785		
PF32	<---	0.799	0.048	16.619	***	0.729		
PF33	<---	1				0.826		
PF34	<---	0.903	0.051	17.856	***	0.717	0.852	0.591
PF35	<---	0.933	0.047	20.054	***	0.79		
PF36	<---	0.899	0.049	18.408	***	0.736		
PF37	<---	1				0.736		
PF38	<---	1.013	0.063	16.157	***	0.738	0.828	0.545
PF39	<---	1.249	0.075	16.595	***	0.76		
PF40	<---	1.039	0.066	15.777	***	0.72		
Discriminative validity								
		PF_te		PF_pk		PF_pen		PF_pi
	PF_te	0.792						
	PF_pk	0.572**		0.758				
	PF_pen	0.530**		0.562**		0.768		
	PF_pi	0.555**		0.565**		0.562**		0.739

Note. N = 562. *** p < .001; ** p < .01 (two-tailed). Standardised loadings sit between 0.717 and 0.868; with CR at 0.828-0.870 (> 0.70) and AVE at 0.545-0.627 (> 0.50), convergent validity is supported. The discriminant-validity panel beneath reports $\sqrt{\text{AVE}}$ in boldface on the diagonal (0.739-0.792); every such value tops the strongest

correlation between dimensions (0.572, PF_te-PF_pk), meeting the Fornell-Larcker criterion.

Second-Order Confirmatory Factor Analysis

Model Specification

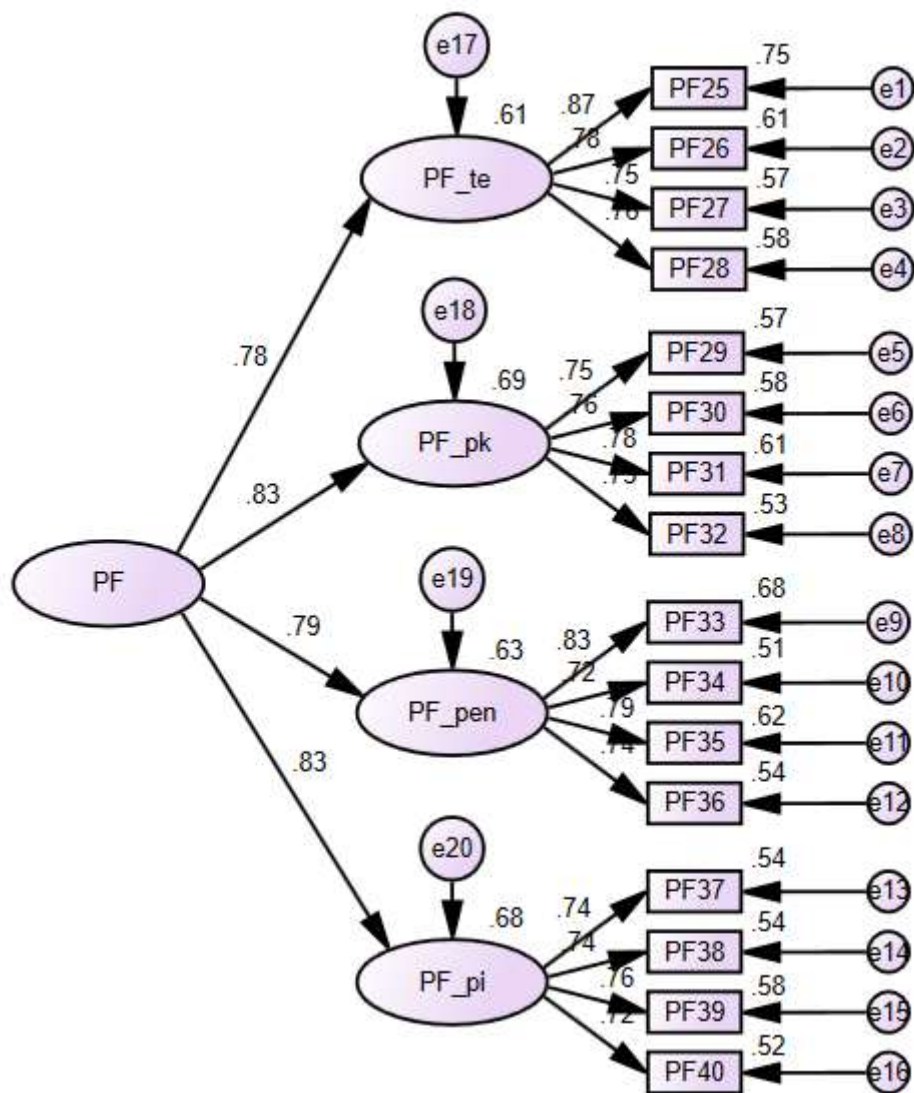


Figure 4.4 Measurement Model of Price Fairness (Second-Order)

Model Fit Assessment

Mirroring the first-order results, the second-order solution fits excellently (Table 4.15): CMIN/DF = 1.361, RMSEA = 0.025.

Table 4.15 Model Fitting Index for PF (Second-Order)

Model fitting index			
Common index	Judging standard	Statistical value	Statistical value
CMIN	-	136.109	-
DF	-	100	-
CMIN/DF	<3 Ideal, <5 Acceptability	1.361	Good
RMSEA	<0.05 Ideal, <0.08 Acceptability	0.025	Good
GFI	>0.9 Ideal, >0.8 Acceptability	0.971	Good
NFI	>0.9 Ideal, >0.8 Acceptability	0.971	Good
RFI	>0.9 Ideal, >0.8 Acceptability	0.965	Good
IFI	>0.9 Ideal, >0.8 Acceptability	0.992	Good
TLI	>0.9 Ideal, >0.8 Acceptability	0.990	Good
CFI	>0.9 Ideal, >0.8 Acceptability	0.992	Good

Note. N = 562. $\chi^2(100) = 136.109$; $\chi^2/df = 1.361$ (< 3.0); RMSEA = 0.025 (< 0.05); GFI = 0.971, NFI = 0.971, RFI = 0.965, IFI = 0.992, TLI = 0.990, CFI = 0.992 (all > 0.90). The second-order Price Fairness model thus fits the data excellently.

Convergent Validity

The standardized estimates (Table 4.16) show strong loadings of the sub-dimensions on the overall PF construct (0.784–0.832). High overall reliability is observed (CR = 0.883). Variables Summary: CR=0.883, AVE=0.654.

Table 4.16 Convergent Validity of PF (Second-Order)

Convergent validity of confirmatory factor analysis						
Path		Estimate	S.E.	C.R.	P	Std.Estimate
PF_te	<---	1				0.784
PF_pk	<---	0.865	0.065	13.319	***	0.832
PF_pen	<---	0.769	0.056	13.738	***	0.794
PF_pi	<---	0.775	0.06	12.992	***	0.825
PF25	<---	1				0.868
PF26	<---	0.896	0.042	21.411	***	0.781
PF27	<---	0.862	0.042	20.324	***	0.753
PF28	<---	0.782	0.038	20.605	***	0.76
PF29	<---	1				0.754
PF30	<---	0.878	0.05	17.398	***	0.763
PF31	<---	0.881	0.049	17.87	***	0.784
PF32	<---	0.799	0.048	16.617	***	0.729
PF33	<---	1				0.826
PF34	<---	0.902	0.051	17.855	***	0.717
PF35	<---	0.932	0.046	20.058	***	0.79
PF36	<---	0.899	0.049	18.408	***	0.735
PF37	<---	1				0.735
PF38	<---	1.014	0.063	16.142	***	0.738
PF39	<---	1.251	0.075	16.592	***	0.761
PF40	<---	1.039	0.066	15.763	***	0.72
Variables			CR		AVE	
PF			0.883		0.654	
PF_te			0.87		0.627	
PF_pk			0.844		0.574	
PF_pen			0.852		0.591	
PF_pi			0.828		0.545	

Note. N = 562. *** $p < .001$. Standardised second-order loadings of the four sub-dimensions on PF range from 0.784 (Treatment Experience) to 0.832 (Price Knowledge). The summary panel reports overall PF CR = 0.883 and AVE = 0.654, with sub-dimension CRs of 0.828-0.870 and AVEs of 0.545-0.627, supporting the reliability and convergent validity of the hierarchical construct.

Confirmatory Factor Analysis of Perceived Value (PV)

First-Order Confirmatory Factor Analysis

Model Specification

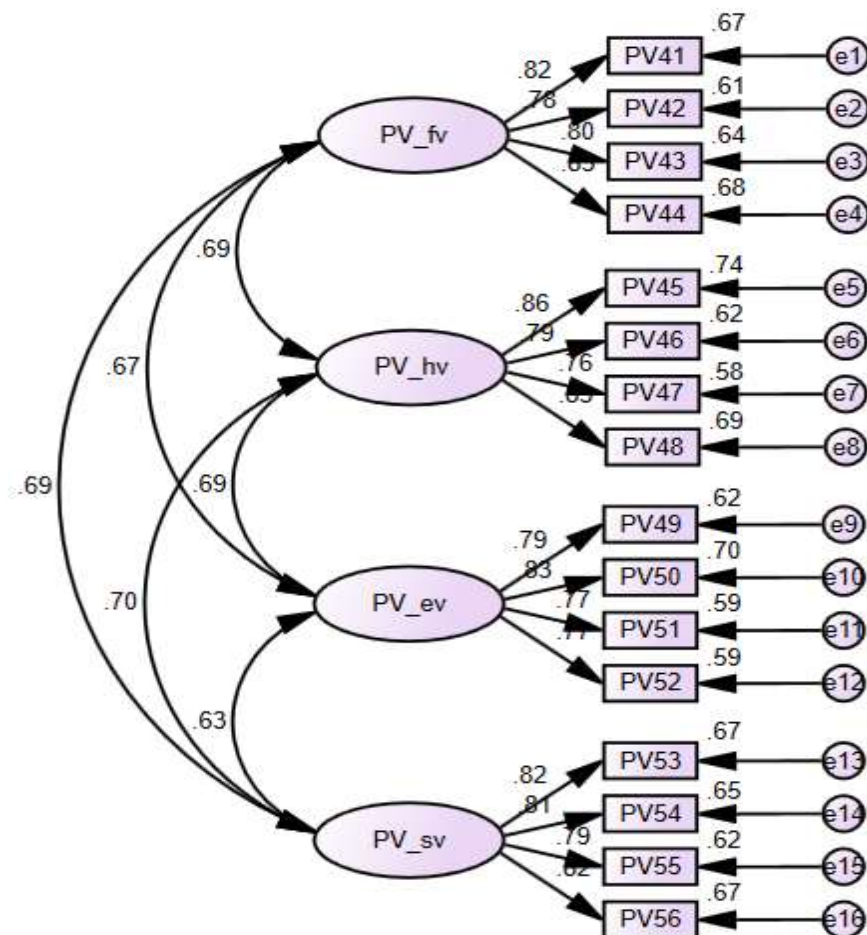


Figure 4.5 Measurement Model of Perceived Value (First-Order)

Model Fit Assessment

An exceptionally good fit characterizes the Perceived Value model (Table 4.17): CMIN/DF reaches 1.046 and RMSEA 0.009.

Table 4.17 Model Fitting Index for PV (First-Order)

Model fitting index			
Common index	Judging standard	Statistical value	Statistical value
CMIN	-	102.468	-
DF	-	98	-
CMIN/DF	<3 Ideal, <5 Acceptability	1.046	Good
RMSEA	<0.05 Ideal, <0.08 Acceptability	0.009	Good
GFI	>0.9 Ideal, >0.8 Acceptability	0.978	Good
NFI	>0.9 Ideal, >0.8 Acceptability	0.982	Good
RFI	>0.9 Ideal, >0.8 Acceptability	0.978	Good
IFI	>0.9 Ideal, >0.8 Acceptability	0.999	Good
TLI	>0.9 Ideal, >0.8 Acceptability	0.999	Good
CFI	>0.9 Ideal, >0.8 Acceptability	0.999	Good

Note. N = 562. $\chi^2(98) = 102.468$; $\chi^2/df = 1.046$ (< 3.0); RMSEA = 0.009 (< 0.05); GFI = 0.978, NFI = 0.982, RFI = 0.978, IFI = 0.999, TLI = 0.999, CFI = 0.999 (all > 0.90). These values denote an exceptionally strong fit for the first-order Perceived Value model.

Convergent Validity

Table 4.18 shows that reliability is high (CR 0.868–0.885) and validity is robust (AVE 0.623–0.660).

Table 4.18 Convergent Validity Evidence for PV (First-Order)

Convergent validity of confirmatory factor analysis								
Path		Estimate	S.E.	C.R.	P	Std.Estimate	CR	AVE
PV41	<---	1				0.816		
PV42	<---	1.019	0.05	20.408	***	0.784	0.881	0.65
PV43	<---	1.195	0.057	20.875	***	0.798		
PV44	<---	1.164	0.053	21.832	***	0.826		
PV45	<---	1				0.859		
PV46	<---	0.806	0.037	22.078	***	0.788	0.885	0.66
PV47	<---	0.809	0.038	21.125	***	0.765		
PV48	<---	0.894	0.037	24.021	***	0.834		
PV49	<---	1				0.785		
PV50	<---	1.13	0.055	20.599	***	0.834	0.868	0.623
PV51	<---	1.348	0.072	18.728	***	0.766		
PV52	<---	0.916	0.049	18.818	***	0.769		
PV53	<---	1				0.816		
PV54	<---	0.893	0.042	21.297	***	0.809	0.883	0.654
PV55	<---	0.971	0.047	20.584	***	0.788		
PV56	<---	1.013	0.047	21.695	***	0.821		

Note. N = 562. *** p < .001. Standardised factor loadings fall between 0.765 and 0.859 (all > 0.50); CR occupies 0.868–0.885 (> 0.70), and AVE 0.623–0.660 (> 0.50), so convergent validity holds for each of the four Perceived Value sub-dimensions.

Discriminant Validity

Table 4.19 confirms discriminant validity (Diagonal values 0.789–0.812 > correlations).

Table 4.19 Discriminant Validity of PV

Discriminative validity				
	PV_fv	PV_hv	PV_ev	PV_sv
PV_fv	0.806			
PV_hv	0.613**	0.812		
PV_ev	0.583**	0.605**	0.789	
PV_sv	0.611**	0.626**	0.554**	0.809

Note. N = 562. ** p < .01 (two-tailed). Square roots of the AVE appear in boldface along the diagonal, with the correlations among dimensions occupying the off-diagonal cells. As each $\sqrt{\text{AVE}}$ (0.789–0.812) surpasses the largest correlation between any two dimensions (0.626, PV_hv–PV_sv), discriminant validity is established under the Fornell-Larcker criterion.

Second-Order Confirmatory Factor Analysis

Model Specification

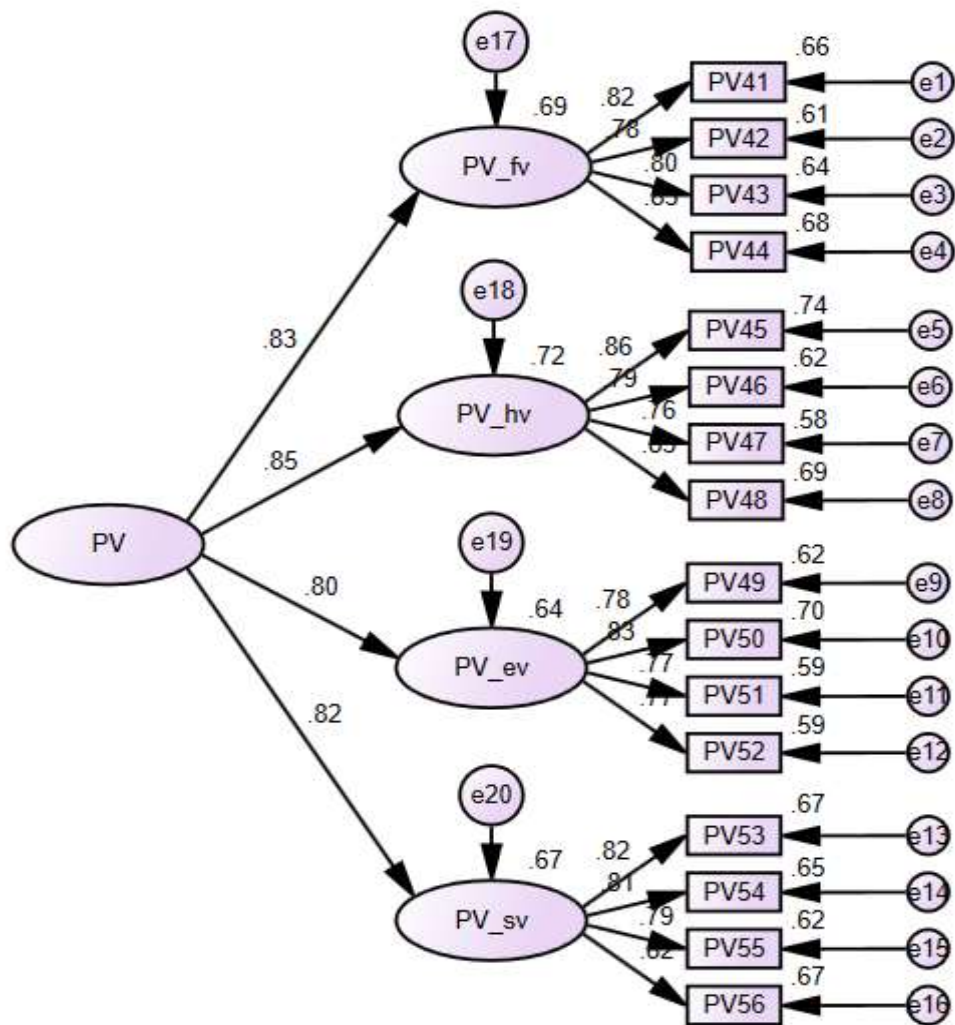


Figure 4.6 Measurement Model of Perceived Value (Second-Order)

Model Fit Assessment

The fit indices (Table 4.20) are excellent: CMIN/DF = 1.049, RMSEA = 0.009.

Table 4.20 Model Fitting Index for PV (Second-Order)

Model fitting index			
Common index	Judging standard	Statistical value	Statistical value
CMIN	-	104.904	-
DF	-	100	-
CMIN/DF	<3 Ideal, <5 Acceptability	1.049	Good
RMSEA	<0.05 Ideal, <0.08 Acceptability	0.009	Good
GFI	>0.9 Ideal, >0.8 Acceptability	0.978	Good
NFI	>0.9 Ideal, >0.8 Acceptability	0.982	Good
RFI	>0.9 Ideal, >0.8 Acceptability	0.978	Good
IFI	>0.9 Ideal, >0.8 Acceptability	0.999	Good
TLI	>0.9 Ideal, >0.8 Acceptability	0.999	Good
CFI	>0.9 Ideal, >0.8 Acceptability	0.999	Good

Note. N = 562. $\chi^2(100) = 104.904$; $\chi^2/df = 1.049$ (< 3.0); RMSEA = 0.009 (< 0.05); GFI = 0.978, NFI = 0.982, RFI = 0.978, IFI = 0.999, TLI = 0.999, CFI = 0.999 (all > 0.90). The second-order Perceived Value model accordingly achieves an excellent fit.

Convergent Validity

Table 4.21 shows high standardized estimates for Functional, Hedonic, Economic, and Social Value (0.798–0.851), confirming the second-order structure. Variables Summary: CR=0.895, AVE=0.681.

Table 4.21 Convergent Validity of PV (Second-Order)

Convergent validity of confirmatory factor analysis							
Path			Estimate	S.E.	C.R.	P	Std.Estimate
PV_fv	<---	PV	1				0.831
PV_hv	<---		1.372	0.089	15.408	***	0.851
PV_ev	<---		0.91	0.066	13.876	***	0.798
PV_sv	<---		1.19	0.082	14.547	***	0.82
PV41	<---	PV_fv	1				0.815
PV42	<---		1.019	0.05	20.393	***	0.784
PV43	<---		1.195	0.057	20.858	***	0.798
PV44	<---		1.165	0.053	21.838	***	0.827
PV45	<---	PV_hv	1				0.859
PV46	<---		0.805	0.036	22.086	***	0.788
PV47	<---		0.809	0.038	21.124	***	0.765
PV48	<---		0.894	0.037	24.029	***	0.833
PV49	<---	PV_ev	1				0.785
PV50	<---		1.13	0.055	20.579	***	0.834
PV51	<---		1.348	0.072	18.719	***	0.766
PV52	<---		0.917	0.049	18.831	***	0.77
PV53	<---	PV_sv	1				0.816
PV54	<---		0.893	0.042	21.286	***	0.809
PV55	<---		0.971	0.047	20.574	***	0.788
PV56	<---		1.013	0.047	21.698	***	0.821
Variables				CR		AVE	
PV				0.895		0.681	
PV_fv				0.881		0.65	
PV_hv				0.885		0.66	
PV_ev				0.868		0.623	
PV_sv				0.883		0.654	

Note. N = 562. *** $p < .001$. The four sub-dimensions load on the second-order PV factor at standardised values ranging between 0.798 (Economic value) and 0.851 (Hedonic value). As the summary panel shows, PV overall reaches CR = 0.895 and AVE = 0.681, and sub-dimension CRs of 0.868-0.885 together with AVEs of 0.623-0.660 attest that the hierarchical construct is reliable.

Confirmatory Factor Analysis of Customer Satisfaction (CS)

First-Order Confirmatory Factor Analysis

Model Specification

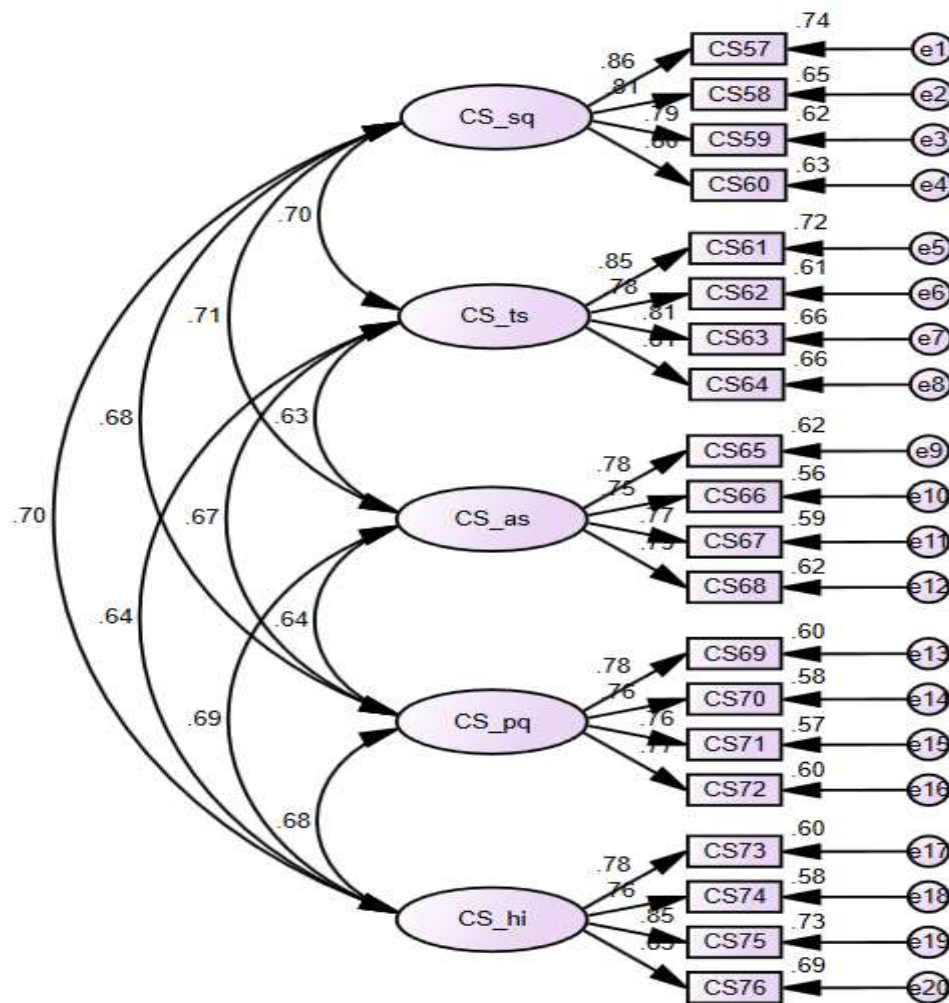


Figure 4.7 Measurement Model of Customer Satisfaction (First-Order)

Model Fit Assessment

Good fit is indicated by the indices reported in Table 4.22: CMIN/DF = 1.143, RMSEA = 0.016.

Table 4.22 Model Fitting Index for CS (First-Order)

Model fitting index			
Common index	Judging standard	Statistical value	Statistical value
CMIN	-	182.942	-
DF	-	160	-
CMIN/DF	<3 Ideal, <5 Acceptability	1.143	Good
RMSEA	<0.05 Ideal, <0.08 Acceptability	0.016	Good
GFI	>0.9 Ideal, >0.8 Acceptability	0.969	Good
NFI	>0.9 Ideal, >0.8 Acceptability	0.974	Good
RFI	>0.9 Ideal, >0.8 Acceptability	0.969	Good
IFI	>0.9 Ideal, >0.8 Acceptability	0.997	Good
TLI	>0.9 Ideal, >0.8 Acceptability	0.996	Good
CFI	>0.9 Ideal, >0.8 Acceptability	0.997	Good

Note. N = 562. $\chi^2(160) = 182.942$; $\chi^2/df = 1.143$ (< 3.0); RMSEA = 0.016 (< 0.05); GFI = 0.969, NFI = 0.974, RFI = 0.969, IFI = 0.997, TLI = 0.996, CFI = 0.997 (all > 0.90). These indices attest to an excellent fit for the first-order Customer Satisfaction model.

Convergent Validity

Table 4.23 confirms convergent validity, with consistently high CR (0.852-0.887) and AVE (0.589-0.662) across dimensions.

Table 4.23 Convergent Validity of CS (First-Order)

Convergent validity of confirmatory factor analysis								
Path		Estimate	S.E.	C.R.	P	Std.Estimate	CR	AVE
CS57	<---	1				0.861		
CS58	<---	0.889	0.039	22.992	***	0.806	0.887	0.662
CS59	<---	0.762	0.034	22.316	***	0.791		
CS60	<---	0.893	0.04	22.558	***	0.796		
CS61	<---	1				0.847		
CS62	<---	0.887	0.042	21.313	***	0.78	0.887	0.662
CS63	<---	1.028	0.045	22.644	***	0.814		
CS64	<---	1.109	0.049	22.604	***	0.813		
CS65	<---	1				0.785		
CS66	<---	0.804	0.045	18.012	***	0.748	0.855	0.596
CS67	<---	0.873	0.047	18.505	***	0.766		
CS68	<---	0.826	0.043	19.117	***	0.789		
CS69	<---	1				0.776		
CS70	<---	0.912	0.05	18.099	***	0.763	0.852	0.589
CS71	<---	0.747	0.042	17.98	***	0.758		
CS72	<---	1.007	0.055	18.383	***	0.774		
CS73	<---	1				0.777		
CS74	<---	1.131	0.06	18.768	***	0.763	0.881	0.65
CS75	<---	1.34	0.063	21.338	***	0.853		
CS76	<---	1.136	0.055	20.686	***	0.829		

Note. N = 562. *** p < .001. Standardised factor loadings run between 0.748 and 0.861 (all > 0.50); CR is positioned at 0.852-0.887 (> 0.70) and AVE at 0.589-0.662 (> 0.50), establishing convergent validity for all five Customer Satisfaction sub-dimensions.

Discriminant Validity

Table 4.24 confirms the distinctiveness of the CS sub-dimensions.

Table 4.24 Discriminant Validity of CS

	Discriminative validity				
	CS_sq	CS_ts	CS_as	CS_pq	CS_hi
CS_sq	0.814				
CS_ts	0.625**	0.814			
CS_as	0.619**	0.559**	0.772		
CS_pq	0.592**	0.580**	0.551**	0.768	
CS_hi	0.623**	0.573**	0.597**	0.591**	0.806

Note: Figures shown in bold black along the diagonal are the square roots of AVE.

Note. N = 562. ** p < .01 (two-tailed). Along the diagonal, the boldface figures give each dimension's $\sqrt{\text{AVE}}$; the remaining cells hold the correlations among the dimensions. Discriminant validity holds under the Fornell-Larcker criterion, since every $\sqrt{\text{AVE}}$ (0.768-0.814) stands above the largest correlation recorded between dimensions (0.625, CS_sq-CS_ts).

Second-Order Confirmatory Factor Analysis

Model Specification

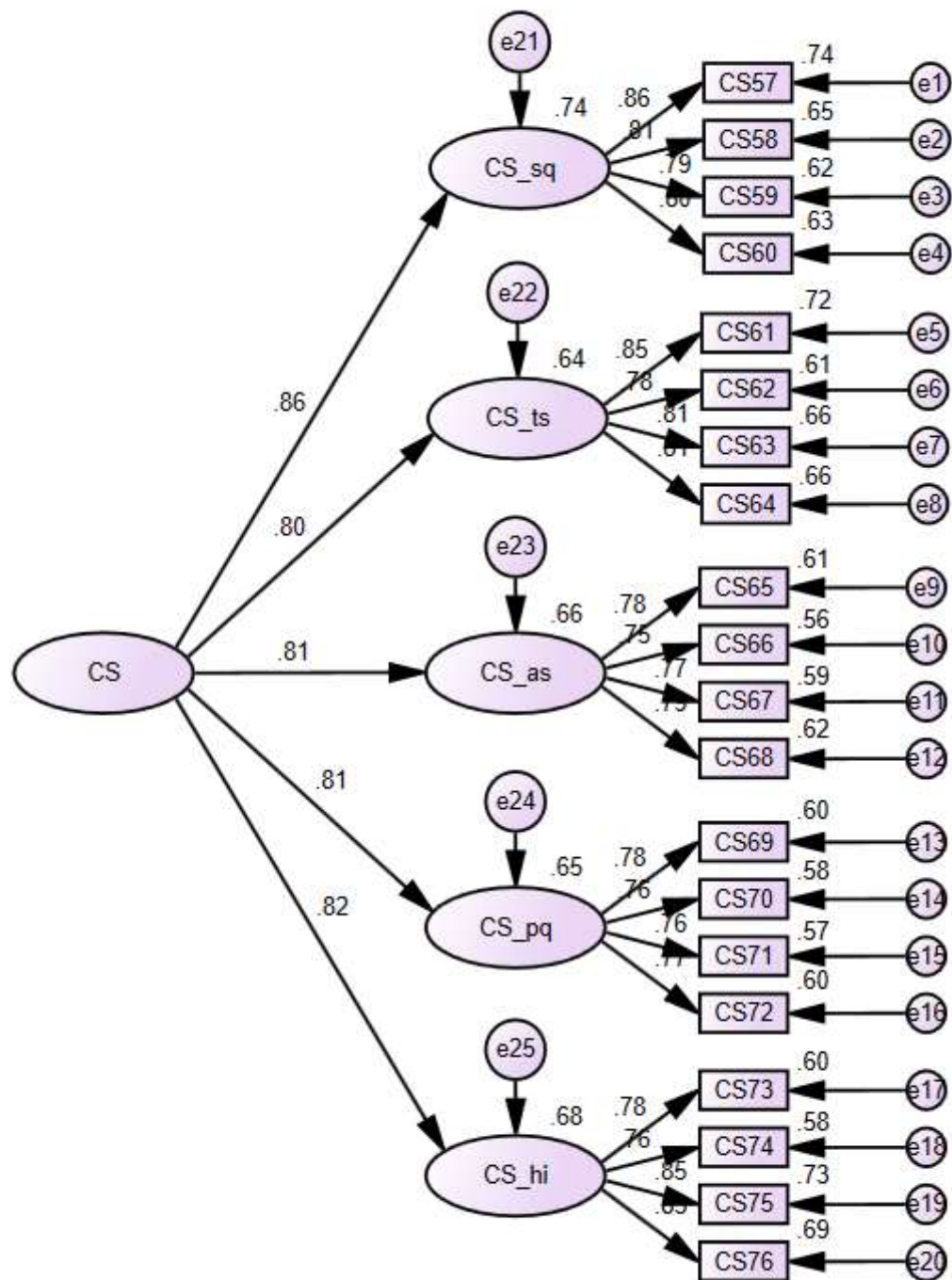


Figure 4.8 Measurement Model of Customer Satisfaction (Second-Order)

Model Fit Assessment

Table 4.25 documents a strong fit: CMIN/DF = 1.137, RMSEA = 0.016, CFI = 0.997.

Table 4.25 Model Fitting Index for CS (Second-Order)

Model fitting index			
Common index	Judging standard	Statistical value	Statistical value
CMIN	-	187.608	-
DF	-	165	-
CMIN/DF	<3 Ideal, <5 Acceptability	1.137	Good
RMSEA	<0.05 Ideal, <0.08 Acceptability	0.016	Good
GFI	>0.9 Ideal, >0.8 Acceptability	0.968	Good
NFI	>0.9 Ideal, >0.8 Acceptability	0.973	Good
RFI	>0.9 Ideal, >0.8 Acceptability	0.969	Good
IFI	>0.9 Ideal, >0.8 Acceptability	0.997	Good
TLI	>0.9 Ideal, >0.8 Acceptability	0.996	Good
CFI	>0.9 Ideal, >0.8 Acceptability	0.997	Good

Note. N = 562. $\chi^2(165) = 187.608$; $\chi^2/df = 1.137$ (< 3.0); RMSEA = 0.016 (< 0.05); GFI = 0.968, NFI = 0.973, RFI = 0.969, IFI = 0.997, TLI = 0.996, CFI = 0.997 (all > 0.90). The second-order Customer Satisfaction model is thereby confirmed to fit excellently.

Convergent Validity

Table 4.26 displays strong second-order factor loadings (0.800–0.824), indicating high validity for the Customer Satisfaction construct. Variables Summary: CR=0.912, AVE=0.675.

Table 4.26 Convergent Validity of CS (Second-Order)

Convergent validity of confirmatory factor analysis						
Path		Estimate	S.E.	C.R.	P	Std.Estimate
CS_sq	<---	1				0.859
CS_ts	<---	0.81	0.051	15.992	***	0.8
CS_as	<---	0.855	0.056	15.161	***	0.814
CS_pq	<---	0.742	0.05	14.956	***	0.808
CS_hi	<---	0.675	0.044	15.352	***	0.824
CS57	<---	1				0.861
CS58	<---	0.888	0.039	23.003	***	0.806
CS59	<---	0.762	0.034	22.301	***	0.79
CS60	<---	0.893	0.04	22.565	***	0.796
CS61	<---	1				0.847
CS62	<---	0.887	0.042	21.284	***	0.78
CS63	<---	1.029	0.045	22.643	***	0.814
CS64	<---	1.11	0.049	22.608	***	0.813
CS65	<---	1				0.784
CS66	<---	0.806	0.045	18.023	***	0.75
CS67	<---	0.874	0.047	18.487	***	0.767
CS68	<---	0.827	0.043	19.066	***	0.788
CS69	<---	1				0.777
CS70	<---	0.911	0.05	18.104	***	0.762
CS71	<---	0.746	0.041	17.972	***	0.757
CS72	<---	1.006	0.055	18.391	***	0.774
CS73	<---	1				0.777
CS74	<---	1.132	0.06	18.749	***	0.763
CS75	<---	1.342	0.063	21.318	***	0.853
CS76	<---	1.137	0.055	20.67	***	0.83

Table 4.26 (Continued)

Convergent validity of confirmatory factor analysis		
Variables	CR	AVE
CS	0.912	0.675
CS_sq	0.887	0.662
CS_ts	0.887	0.662
CS_as	0.855	0.596
CS_pq	0.852	0.589
CS_hi	0.881	0.65

Note. N = 562. *** p < .001. On the second-order CS factor, the five sub-dimensions carry standardised loadings from 0.800 (Timely Service) up to 0.859 (Service Quality). Overall CS records CR = 0.912 and AVE = 0.675 in the summary panel, and the sub-dimension CRs (0.852-0.887) and AVEs (0.589-0.662) bear out the reliability of this hierarchical construct.

Confirmatory Factor Analysis of Customer Loyalty (CL)

First-Order Confirmatory Factor Analysis

Model Specification

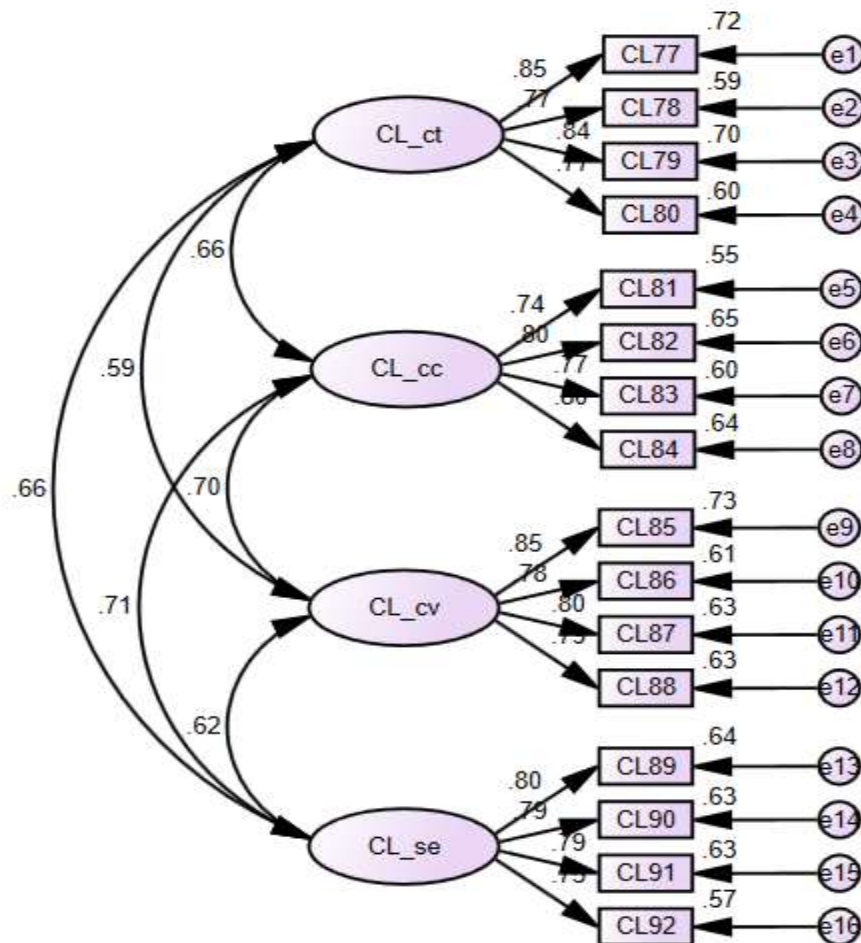


Figure 4.9 Measurement Model of Customer Loyalty (First-Order)

Model Fit Assessment

Table 4.27 reports good fit-index values: CMIN/DF = 1.335, RMSEA = 0.024.

Table 4.27 Model Fitting Index for CL (First-Order)

Model fitting index			
Common index	Judging standard	Statistical value	Statistical value
CMIN	-	130.809	-
DF	-	98	-
CMIN/DF	<3 Ideal, <5 Acceptability	1.335	Good
RMSEA	<0.05 Ideal, <0.08 Acceptability	0.024	Good
GFI	>0.9 Ideal, >0.8 Acceptability	0.972	Good
NFI	>0.9 Ideal, >0.8 Acceptability	0.976	Good
RFI	>0.9 Ideal, >0.8 Acceptability	0.970	Good
IFI	>0.9 Ideal, >0.8 Acceptability	0.994	Good
TLI	>0.9 Ideal, >0.8 Acceptability	0.992	Good
CFI	>0.9 Ideal, >0.8 Acceptability	0.994	Good

Note. N = 562. $\chi^2(98) = 130.809$; $\chi^2/df = 1.335$ (< 3.0); RMSEA = 0.024 (< 0.05); GFI = 0.972, NFI = 0.976, RFI = 0.970, IFI = 0.994, TLI = 0.992, CFI = 0.994 (all > 0.90). The first-order Customer Loyalty model therefore fits the data well.

Convergent Validity

Excellent reliability (CR > 0.86) and validity (AVE > 0.61) are evident in Table 4.28.

Table 4.28 Convergent Validity of CL (First-Order)

Convergent validity of confirmatory factor analysis								
Path		Estimate	S.E.	C.R.	P	Std.Estimate	CR	AVE
CL77	<---	1				0.847		
CL78	<---	1.061	0.051	20.775	***	0.77	0.882	0.652
CL79	<---	1.085	0.046	23.372	***	0.838		
CL80	<---	1.1	0.053	20.873	***	0.773		
CL81	<---	1				0.744		
CL82	<---	1.015	0.055	18.537	***	0.803	0.862	0.61
CL83	<---	1.024	0.057	17.838	***	0.773		
CL84	<---	1.195	0.065	18.517	***	0.802		
CL85	<---	1				0.854		
CL86	<---	0.781	0.036	21.401	***	0.783	0.881	0.65
CL87	<---	0.91	0.042	21.905	***	0.796		
CL88	<---	0.882	0.041	21.722	***	0.791		
CL89	<---	1				0.802		
CL90	<---	1.018	0.051	19.849	***	0.792	0.865	0.616
CL91	<---	0.817	0.041	19.813	***	0.791		
CL92	<---	0.918	0.049	18.688	***	0.753		

Note. N = 562. *** p < .001. Standardised factor loadings span 0.744-0.854 (all > 0.50); CR lies within 0.862-0.882 (> 0.70) and AVE within 0.610-0.652 (> 0.50), which secures convergent validity for the four Customer Loyalty sub-dimensions.

Discriminant Validity

Discriminant validity among the loyalty dimensions is verified in Table 4.29.

Table 4.29 Discriminant Validity of CL

Discriminative validity				
	CL_ct	CL_cc	CL_cv	CL_se
CL_ct	0.808			
CL_cc	0.583**	0.781		
CL_cv	0.525**	0.619**	0.807	
CL_se	0.577**	0.609**	0.537**	0.785

Note: Figures shown in bold black along the diagonal are the square roots of AVE.

Note. N = 562. ** p < .01 (two-tailed). Boldface figures along the diagonal give $\sqrt{\text{AVE}}$ for each dimension; all other cells report correlations between the dimensions. With every $\sqrt{\text{AVE}}$ (0.781-0.808) above the maximum correlation between any two dimensions (0.619, CL_cc-CL_cv), the Fornell-Larcker requirement for discriminant validity is fulfilled.

Model Specification

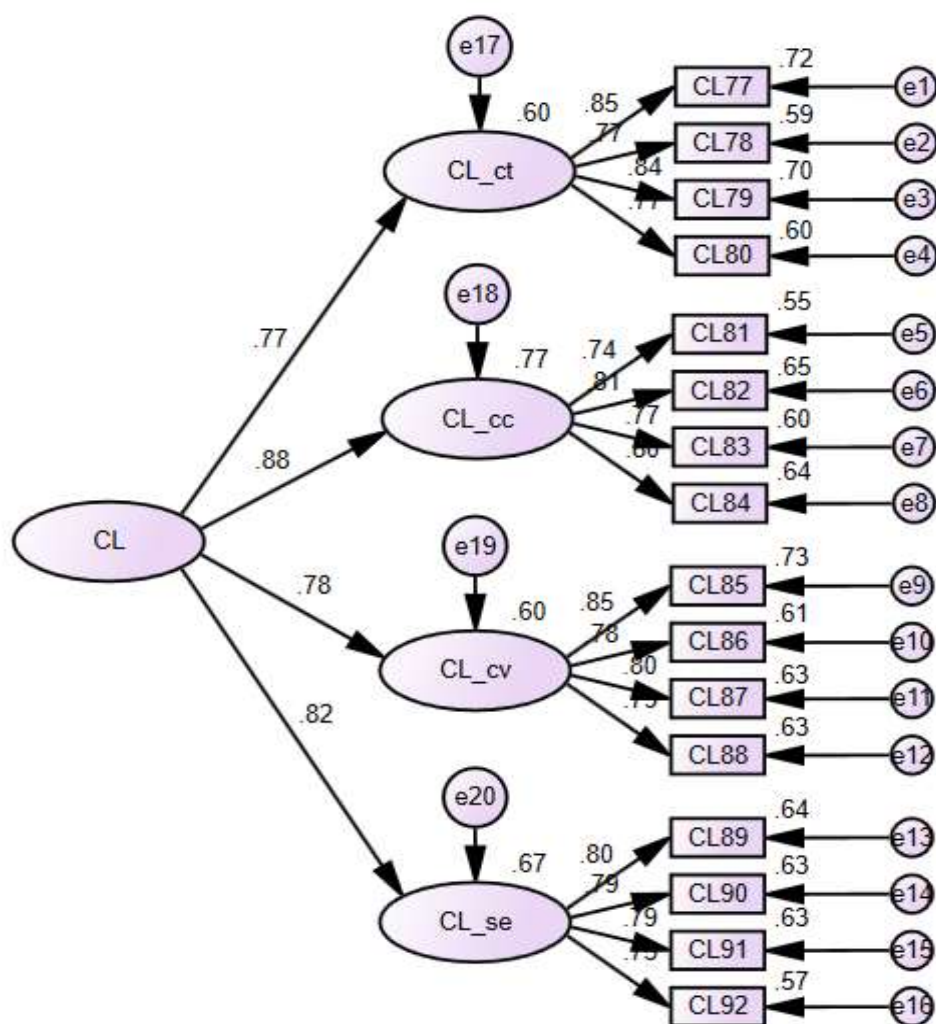


Figure 4.10 Measurement Model of Customer Loyalty (Second-Order)

Model Fit Assessment

Table 4.30 confirms excellent model fit: CMIN/DF = 1.360.

Table 4.30 Model Fitting Index for CL (Second-Order)

Model fitting index			
Common index	Judging standard	Statistical value	Statistical value
CMIN	-	135.967	-
DF	-	100	-
CMIN/DF	<3 Ideal, <5 Acceptability	1.360	Good
RMSEA	<0.05 Ideal, <0.08 Acceptability	0.025	Good
GFI	>0.9 Ideal, >0.8 Acceptability	0.970	Good
NFI	>0.9 Ideal, >0.8 Acceptability	0.975	Good
RFI	>0.9 Ideal, >0.8 Acceptability	0.970	Good
IFI	>0.9 Ideal, >0.8 Acceptability	0.993	Good
TLI	>0.9 Ideal, >0.8 Acceptability	0.992	Good
CFI	>0.9 Ideal, >0.8 Acceptability	0.993	Good

Note. N = 562. $\chi^2(100) = 135.967$; $\chi^2/df = 1.360$ (< 3.0); RMSEA = 0.025 (< 0.05); GFI = 0.970, NFI = 0.975, RFI = 0.970, IFI = 0.993, TLI = 0.992, CFI = 0.993 (all > 0.90). These results verify that the second-order Customer Loyalty model fits the data excellently.

Convergent Validity

Table 4.31 shows strong loadings for Customer Commitment (0.876) and other dimensions on the overall loyalty construct. Variables Summary: CR=0.885, AVE=0.659.

Table 4.31 Convergent Validity of CL (Second-Order)

Convergent validity of confirmatory factor analysis							
Path		Estimate	S.E.	C.R.	P	Std.Estimate	
CL_ct	<---	1				0.774	
CL_cc	<---	1.18	0.087	13.56	***	0.876	CL
CL_cv	<---	1.174	0.085	13.855	***	0.776	
CL_se	<---	1.079	0.078	13.751	***	0.816	
CL77	<---	1				0.846	
CL78	<---	1.063	0.051	20.78	***	0.771	CL_ct
CL79	<---	1.086	0.047	23.318	***	0.838	
CL80	<---	1.101	0.053	20.856	***	0.773	
CL81	<---	1				0.742	
CL82	<---	1.02	0.055	18.515	***	0.805	CL_cc
CL83	<---	1.027	0.058	17.789	***	0.774	
CL84	<---	1.198	0.065	18.449	***	0.802	
CL85	<---	1				0.855	
CL86	<---	0.779	0.036	21.367	***	0.782	CL_cv
CL87	<---	0.91	0.041	21.922	***	0.796	
CL88	<---	0.882	0.041	21.749	***	0.792	
CL89	<---	1				0.801	
CL90	<---	1.019	0.051	19.827	***	0.792	CL_se
CL91	<---	0.819	0.041	19.805	***	0.791	
CL92	<---	0.919	0.049	18.664	***	0.753	

Table 4.31 (Continued)

Convergent validity of confirmatory factor analysis		
Variables	CR	AVE
CL	0.885	0.659
CL_ct	0.882	0.652
CL_cc	0.862	0.61
CL_cv	0.881	0.65
CL_se	0.865	0.616

Note. N = 562. *** $p < .001$. For the four sub-dimensions, standardised loadings on the second-order CL factor extend from 0.774 (Customer Trust) to 0.876 (Customer Commitment). Overall CL shows CR = 0.885 and AVE = 0.659 in the summary panel; sub-dimension CRs of 0.862-0.882 and AVEs of 0.610-0.652 further support a reliable hierarchical construct.

Part 4: Correlation analysis

Table 4.32 Correlation Matrix of the Independent Variables

	PFQ _ce	PFQ _hsf	PFQ _fsa	PFQ _pe	PFQ _me	PFQ _he	PF _te	PF_ pk	PF_ pen	PF _pi	PV _fv	PV _hv	PV _ev	PV _sv	CS _sq	CS _ts	CS _as	CS_ pq	CS _hi	CL _ct	CL _cc	CL _cv	CL _se
PFQ _ce	1																						
PFQ _hsf	.498	1																					
PFQ _fsa	.545	.531*	1																				
PFQ _pe	.501	.606*	.540	1																			
PFQ _me	.539	.561*	.549	.542	1																		
PFQ _he	.522	.558*	.579	.528	.533*	1																	
PF_ te	.381	.335*	.407	.357	.346*	.398	1																
PF_ pk	.408	.399*	.434	.450	.395*	.439	.57	1															
PF_ pen																							
PF_ pi																							
PV fv																							
PV hv																							
PV ev																							
PV sv																							
CS sq																							
CS ts																							
CS as																							
CS_ pq																							
CS hi																							
CL ct																							
CL cc																							
CL cv																							
CL se																							

Table 4.32 (Continued)

	PFQ	PFQ	PFQ	PFQ	PFQ	PFQ	PF	PF_	PF_	PF	PV	PV	PV	PV	CS	CS	CS	CS_	CS	CL	CL	CL	CL
	_ce	_hsf	_fsa	_pe	_me	_he	_te	pk	pen	_pi	_fv	_hv	_ev	_sv	_sq	_ts	_as	pq	_hi	_ct	_cc	_cv	_se
PF_	.407	.374*	.343	.365	.392*	.368	.53	.56	1														
pen	**	*	**	**	*	**	0**	2**															
PF_	.386	.450*	.435	.421	.417*	.420	.55	.56	.562	1													
pi	**	*	**	**	*	**	5**	5**	**														
PV_f	.396	.401*	.420	.424	.382*	.327	.42	.44	.403	.47	1												
v	**	*	**	**	*	**	0**	7**	**	5**													
PV_	.442	.432*	.426	.460	.441*	.403	.43	.41	.408	.46	.61	1											
hv	**	*	**	**	*	**	4**	7**	**	4**	3**												
PV_	.384	.349*	.416	.384	.370*	.338	.42	.39	.403	.44	.58	.60	1										
ev	**	*	**	**	*	**	7**	1**	**	8**	3**	5**											
PV_	.374	.421*	.424	.387	.365*	.347	.44	.42	.432	.50	.61	.62	.55	1									
sv	**	*	**	**	*	**	5**	8**	**	6**	1**	6**	4**										
CS_	.369	.385*	.413	.398	.398*	.380	.44	.40	.402	.47	.46	.50	.48	.49	1								
sq	**	*	**	**	*	**	0**	5**	**	2**	4**	5**	2**	2**									
CS_	.342	.397*	.383	.371	.344*	.376	.42	.42	.401	.43	.44	.45	.41	.45	.62	1							
ts	**	*	**	**	*	**	5**	5**	**	3**	5**	9**	0**	0**	5**								
CS_	.367	.416*	.379	.402	.376*	.385	.38	.42	.416	.41	.43	.48	.38	.44	.61	.55	1						
as	**	*	**	**	*	**	7**	4**	**	8**	3**	1**	9**	0**	9**	9**							

Table 4.32 (Continued)

	PFQ	PFQ	PFQ	PFQ	PFQ	PFQ	PF	PF_	PF_	PF	PV	PV	PV	PV	CS	CS	CS	CS_	CS	CL	CL	CL	CL
	_ce	_hsf	_fsa	_pe	_me	_he	_te	pk	pen	_pi	_fv	_hv	_ev	_sv	_sq	_ts	_as	pq	_hi	_ct	_cc	_cv	_se
CS_	.383	.392*	.364	.416	.401*	.335	.38	.39	.430	.42	.42	.41	.38	.41	.59	.58	.55	1					
pq	**	*	**	**	*	**	0**	1**	**	3**	1**	5**	5**	9**	2**	0**	1**						
CS_	.339	.415*	.344	.369	.348*	.362	.37	.39	.393	.44	.41	.50	.41	.44	.62	.57	.59	.59	1				
hi	**	*	**	**	*	**	6**	6**	**	3**	3**	0**	1**	4**	3**	3**	7**	1**					
CL_	.387	.400*	.432	.398	.401*	.345	.41	.45	.403	.41	.47	.45	.39	.41	.45	.47	.44	.40	.44	1			
ct	**	*	**	**	*	**	2**	1**	**	1**	2**	8**	5**	8**	2**	4**	0**	9**	6**				
CL_	.411	.407*	.401	.395	.391*	.326	.47	.43	.395	.45	.46	.50	.42	.45	.46	.45	.43	.44	.47	.58	1		
cc	**	*	**	**	*	**	5**	2**	**	7**	3**	1**	2**	3**	8**	4**	5**	7**	6**	3**			
CL_	.343	.340*	.375	.319	.339*	.285	.40	.39	.347	.40	.44	.42	.38	.37	.38	.40	.35	.36	.39	.52	.61	1	
cv	**	*	**	**	*	**	6**	9**	**	4**	9**	7**	1**	8**	9**	3**	8**	2**	7**	5**	9**		
CL_	.378	.398*	.406	.427	.357*	.369	.44	.47	.402	.44	.45	.47	.41	.43	.43	.48	.44	.46	.45	.57	.60	.53	1
se	**	*	**	**	*	**	4**	4**	**	7**	9**	5**	0**	5**	7**	8**	9**	2**	8**	7**	9**	7**	

Note. N = 562. ** p < .01 (two-tailed). Among the 23 sub-dimensions, every Pearson correlation is positive and significant, spanning .285 (CL_cv-PFQ_he) to .626 (PV_hv-PV_sv). Because no coefficient rises above the .85 threshold, multicollinearity poses no threat to the structural analysis that follows (Hair et al., 2019).

Pearson's correlation analysis in Table 4.8 reveals that all variables relate to one another positively, with each correlation significant at the 0.01 level. To illustrate, Food Quality sub-dimensions (such as PFQ_pe) correlate positively — at moderate-to-strong levels — with Price Fairness sub-dimensions (such as PF_pk, $r = 0.450$), lending preliminary support to H1. Likewise, Perceived Value dimensions (such as PV_hv) relate strongly and positively to Customer Satisfaction dimensions (such as CS_sq, $r = 0.505$), which corroborates the value-satisfaction link. Importantly, every coefficient stays under the critical 0.85 ceiling, so multicollinearity presents no obstacle to the structural analysis undertaken next (Hair et al., 2019). As the descriptive statistics established, the data adhere throughout to valid normality patterns, which keeps this matrix robust for CB-SEM.

Part 5: The Results of Hypothesis Testing

Hypothesis testing grounded in the proposed conceptual framework is reported in this section, with Partial Least Squares Structural Equation Modeling (PLS-SEM) applied to probe the causal effects linking the five latent variables of the model (PFQ, PF, PV, CS, and CL). In line with the measurement-model evaluation of Part 3, the structural model achieved a robust fit, permitting the hypothesized pathways to be examined dependably.

Decisions to accept or reject each hypothesis rested strictly on statistical significance ($p < 0.05$), standard path coefficients (β), and t-statistics (Critical Ratios/C.R.) obtained by bootstrapping with 5,000 resamples (Hair et al., 2022). When mediation effects were assessed, bias-corrected (BC) 95% confidence intervals were additionally employed so that the indirect effect estimates would be robust

(Preacher & Hayes, 2008). Detailed analyses of each direct and indirect causal path follow below.

Analysis of Direct Effects

The first phase of the structural analysis evaluated the direct relationships between the exogenous and endogenous constructs (H1–H9).

The Antecedents of Price Fairness and Perceived Value (H1, H2, H3)

Compelling empirical support emerges for food quality's foundational role. H1: Food Quality (PFQ) exerts a positive effect on Price Fairness (PF). This hypothesis was supported, with the largest effect size anywhere in the model ($\beta=0.724$, $t=12.758$, $p<0.001$). Customers judging organic dining at green hotels evidently lean heavily on intrinsic food-quality cues when deciding whether the price charged is fair.

Turning to what drives Perceived Value (PV), significant roles were played by Food Quality and Price Fairness alike. H2: Food Quality (PFQ) contributes positively to Perceived Value (PV). This hypothesis was accepted ($\beta=0.324$, $t=5.232$, $p<0.001$). H3: Price Fairness (PF) exerts a positive effect on Perceived Value (PV). This hypothesis, notably, was likewise accepted and with a substantial coefficient ($\beta=0.516$, $t=7.800$, $p<0.001$). Quality is thus essential, yet it is the sense that prices are fair which dominates the formation of perceived value — a result consistent with equity theory in service marketing (Bolton et al., 2003).

The Determinants of Customer Satisfaction (H4, H5, H6)

Three direct antecedents to Customer Satisfaction (CS) were specified in the model. Hypothesis H4 (PFQ $\rightarrow$ CS) gained acceptance ($\beta=0.172$, $t=2.883$, $p=0.004$); the direct effect of quality on satisfaction, while significant, is comparatively modest. Acceptance likewise applied to Hypothesis H5 (PF $\rightarrow$ CS) ($\beta=0.286$, $t=4.060$, $p<0.001$). It was Hypothesis H6 (PV $\rightarrow$ CS), however, that proved the strongest determinant of satisfaction ($\beta=0.413$, $t=6.180$, $p<0.001$). Judging from this ordering of effects, consumers in contemporary sustainable hospitality settings weigh the overall "value-for-money" trade-off more heavily than quality or price considered in isolation when they form satisfaction judgments (Zeithaml, 1988; Liu et al., 2024).

The Drivers of Customer Loyalty (H7, H8, H9)

In the last stage of the direct-effects model, the precursors to Customer Loyalty (CL) came under examination. H7: Customer Satisfaction (CS) exerts a positive effect on Customer Loyalty (CL). Robust support emerged for this hypothesis ($\beta=0.292$, $t=4.569$, $p<0.001$), which reasserts the classic service-profit chain. H9: Price Fairness (PF) contributes positively to Customer Loyalty (CL). This hypothesis was accepted as well ($\beta=0.270$, $t=3.739$, $p<0.001$), implying that pricing perceived as fair works directly to strengthen customer retention mechanisms.

A critical finding, however, emerged at the eighth hypothesis. H8: Food Quality (PFQ) has a positive impact on Customer Loyalty (CL). Statistically, the direct path this hypothesis proposed proved non-significant ($\beta=0.110$, $t=1.863$, $p=0.063$). Because the p-value lies above the 0.05 threshold, Hypothesis H8 is rejected. Counterintuitive as it appears, this outcome signals that high-quality organic food cannot by itself secure loyalty; only when converted through perceived value and satisfaction does it yield effective retention — a pattern pointing to full mediation (Baron & Kenny, 1986).

Analysis of Indirect and Mediation Effects (H10–H14)

Hypotheses H10 through H14 probed specific indirect paths in order to uncover the mechanisms behind the rejection of H8 and the model's complexity. Whether these effects were significant was judged with bias-corrected confidence intervals (CI) at the 95% level; a mediation effect counts as significant whenever zero falls outside the CI.

The analysis revealed that all hypothesized mediation paths were significant, confirming the chain of effects in the framework:

H10 (PFQ $\rightarrow$ PV $\rightarrow$ CL): This path was accepted ($\beta=0.081$, $p=0.001$, CI [0.032,0.138]). This confirms that food quality builds loyalty by enhancing the perceived value of the dining experience.

H11 (PFQ $\rightarrow$ PV $\rightarrow$ CS $\rightarrow$ CL): Acceptance of this complex serial mediation ($\beta=0.039$, $p=0.004$, CI [0.012,0.075]) illustrates a long chain in which quality raises value, value lifts satisfaction, and satisfaction ultimately culminates in loyalty.

H12 (PFQ $\rightarrow$ CS $\rightarrow$ CL): Accepted ($\beta=0.050$, $p=0.012$, CI [0.015,0.095]). Read alongside H10 and H11, and given that the direct path H8 was rejected, these findings establish that the link running from Food Quality to Customer Loyalty is fully mediated by Perceived Value and Customer Satisfaction.

H13 (PF $\rightarrow$ CS $\rightarrow$ CL) and H14 (PF $\rightarrow$ PV $\rightarrow$ CL): Both mediation paths originating from Price Fairness were accepted with estimates of 0.083 ($p<0.001$) and 0.129 ($p<0.001$), respectively. These results indicate that Price Fairness operates through both direct (H9) and indirect channels (H13, H14) to influence loyalty, representing a partial mediation scenario.

Summary of Findings

The structural model results paint a nuanced picture of the organic dining sector. While food quality is the primary antecedent of price fairness assessments (H1), it is not a direct driver of loyalty (H8 rejected). Instead, loyalty is achieved only when quality is transformed into Value (H2, H10) and Satisfaction (H4, H12). Conversely, Price Fairness acts as a versatile driver, influencing all downstream variables directly and indirectly. The summary of all hypothesis tests is presented in Table 4.33.

Table 4.33 Summary of the Hypothesis-Testing Results

Path	STD. Estimate	Estimate	C.R. (t-value)	p-value	95% Confidence Interval (BC)	Result
H1:PF<---PFQ	0.724	0.727	12.758	<0.001		Accepted
H2: PV<---PFQ	0.324	0.316	5.232	<0.001		Accepted
H3: PV<---PF	0.516	0.501	7.8	<0.001		Accepted
H4:CS<---PFQ	0.172	0.189	2.883	0.004**		Accepted
H5:CS<---PF	0.286	0.312	4.06	<0.001		Accepted
H6:CS<---PV	0.413	0.465	6.18	<0.001		Accepted
H9:CL<---PF	0.27	0.239	3.739	<0.001		Accepted
H7:CL<---CS	0.292	0.237	4.569	<0.001		Accepted
H8:CL<---PFQ	0.11	0.098	1.863	0.063		Rejected
H10: PFQ -> PV -> CL	0.081	0.075	3.211	0.001	[0.032,0.138]	Accepted
H11: PFQ -> PV -> CS -> CL	0.039	0.036	2.845	0.004	[0.012,0.075]	Accepted
H12: PFQ -> CS -> CL	0.050	0.045	2.521	0.012	[0.015,0.095]	Accepted
H13:PF -> CS -> CL	0.083	0.074	3.456	<0.001	[0.035,0.141]	Accepted
H14:PF -> PV -> CL	0.129	0.114	3.892	<0.001	[0.058,0.195]	Accepted

Note. N = 562. STD. Estimate = standardised path coefficient (β); C.R. = critical ratio (t-value); 95% Confidence Interval (BC) = bias-corrected interval derived from 5,000 bootstrap resamples (given for the indirect effects H10-H14). *** p < .001; ** p < .01. Of the fourteen hypotheses, thirteen gain acceptance; the exception is H8 (CL $\leftarrow$ PFQ: β = 0.110, t = 1.863, p = .063), rejected because its p-value lies above .05 — evidence that Perceived Food Quality influences Customer Loyalty entirely by way of the mediators Perceived Value and Customer Satisfaction.

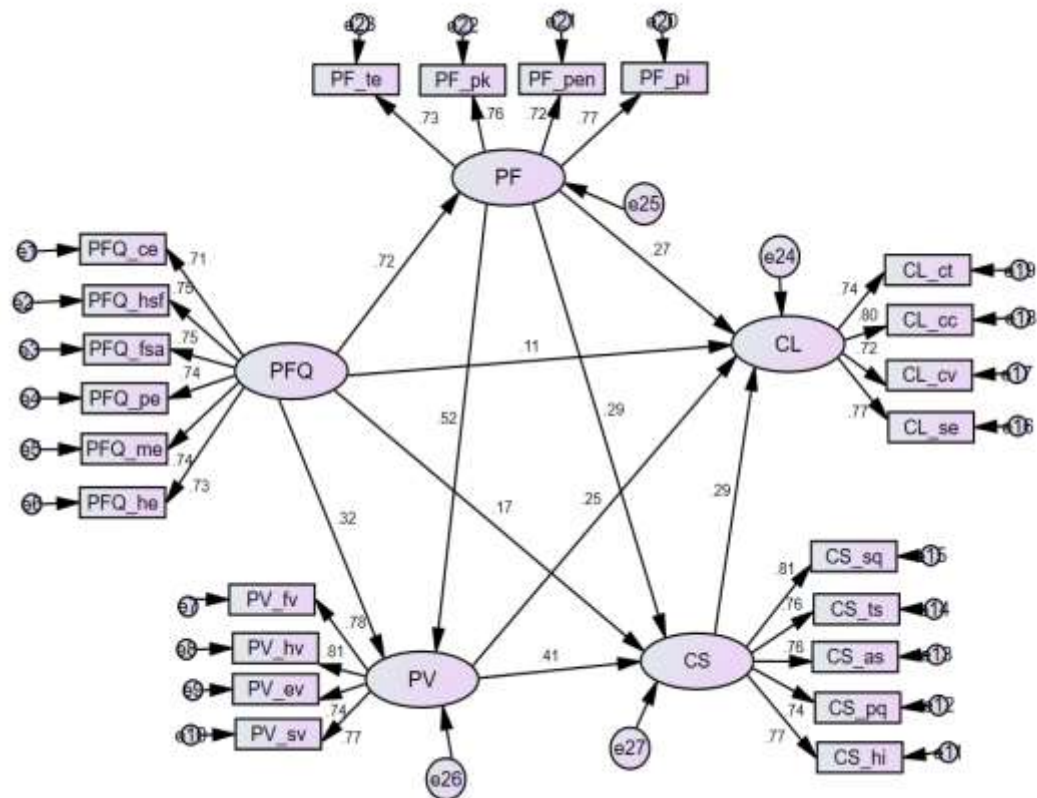


Figure 4.11 Path Coefficients.

Remarks:

1. Statistical significance is denoted by *** at the 0.001 level and by * at the 0.05 level.
2. 95% Confidence Interval (BC): the bias-corrected interval computed from 5,000 bootstrap samples at the 95% level.
3. Decision criterion: If the confidence interval includes zero (Lower Bound is negative and Upper Bound is positive), the indirect effect is considered not statistically significant.

Part 6: The Results of the Qualitative Expert Interviews

This closing part reports the study's qualitative strand, drawing on the semi-structured, in-depth interviews held with the 20 senior hotel-industry experts who

were introduced in Chapter 3 (Table 3.2) and are profiled in Appendix A. Two complementary aims guided the interviews: establishing, ahead of the survey, that the 92-item measurement instrument was contextually relevant and content-valid; and supplying an interpretive base from which the quantitative results in Parts 1-5 could be read. Every interview was recorded and transcribed in full, then subjected to content analysis, with every expert statement coded to one of the five IPF-PV-CL Model constructs or their 23 sub-dimensions. Below, the results are drawn together by theme. Expert statements are attributed by the expert's surname plus the interview year (e.g., X. Zhu, 2024), and initials separate experts whose surnames coincide.

Expert Perspectives on Perceived Food Quality (PFQ)

Across the panel, the experts converged on the view that food quality in organic hotel restaurants is a multidimensional, experiential construct rather than a purely sensory one. Regarding the cultural experience dimension, the experts emphasised authenticity and narrative. Xiaodong Zhu, Director and General Manager of Juntong Hotel Group, stressed that “the cultural aspect is crucial. It's not just about saying it's Chinese; it's about showing it”, illustrating how “a dish might be presented with information about its origin in a particular province, the significance of the ingredients in traditional Chinese medicine, or even a folk tale associated with it” (X. Zhu, 2024). Mingsheng Zhu similarly framed the mechanism as storytelling: “each dish should have a narrative that connects it to Chinese culture and traditions” (M. Zhu, 2024), while Wei Wu and Xin Wang described the organic restaurant as “a platform to promote Chinese culinary arts” that creates “a truly immersive cultural experience” (Wu, 2024; X. Wang, 2024). These insights directly informed the four cultural-experience items (Items 1-4) and help to explain the strong factor loadings of this dimension in the measurement model (Table 4.9).

On health and safety, expert opinion was unanimous: consumer trust rests on certification, traceability and transparency across the supply chain. Xiaodong Zhu observed that “transparency is key”, explaining that his property sources from certified organic suppliers and speaks increasingly openly about provenance, since

guests wish to know where the food on their plate originates (X. Zhu, 2024); for Horwath HTL's Xueying Dai, hotels ought to be able to prove that the ingredients they serve are authentically organic (Dai, 2024). Technology's enabling role was underlined by Minmin Wang, who explained that digital systems allow the whole food supply chain to be followed from farm to table so that sourcing remains transparent and traceable (M. Wang, 2024). Hygiene was cast as strictly non-negotiable: for Chengguang Yin, hygiene amounts to “a fundamental requirement” that bears directly on how trustworthy and valuable guests perceive the restaurant to be (Yin, 2024). These granular hygiene standards were reinforced by Qiang He, who insisted that ingredients stay fresh and cooking conditions stay clean (He, 2024). Confirmation extended equally to the sensory dimension and the environmental one: Linfeng Zhong warned that organic food must be “delicious and appealing” as well as healthy (Zhong, 2024), while Yong Zhang argued for surroundings that embody the organic philosophy through natural materials, calming colors and a feeling of tranquility (Y. Zhang, 2024).

Expert Insights on Price Fairness (PF)

The interviews revealed that price fairness in this premium segment is actively managed rather than assumed. The experts repeatedly linked fairness to transparency and to the explicit justification of the organic premium. Bingqing Luo insisted that “transparency is essential. Hotels should clearly communicate their pricing policies, including any additional charges or fees... Avoid hidden costs” (Luo, 2024), while Xueying Dai warned that “if a hotel is charging a premium for organic food, it needs to clearly justify that premium”, explicitly connecting unjustified premiums to the perception of being “ripped off” captured by Item 40 of the questionnaire (Dai, 2024). Consistent with the Principle of Dual Entitlement, the investor perspective emphasised the firm's side of the fairness equation: Xianglong Zhao explained that willingness-to-pay research anchors pricing decisions -- “the price must be justified by the quality of the ingredients, the service, and the overall ambiance” (Zhao, 2024) -- and Chengguang Yin required menus “that are both appealing to customers and financially viable... while maintaining healthy profit

margins” (Yin, 2024). Experts from the technology panel added that data analytics and clearly communicated dynamic pricing can reconcile fairness with revenue management: “dynamic pricing, based on real-time data, can help ensure fairness and maximize revenue” (M. Wang, 2024).

Expert Insights on Perceived Value (PV)

Each of the model's four value dimensions found substantiation in the expert accounts. The value proposition, the experts said, is founded on functional reliability; Xueying Dai warned that the whole proposition “falls apart” once service turns poor or food quality becomes inconsistent (Dai, 2024). Hedonic value was cast as an emotional bond — for Zhao, it exists to forge a positive emotional tie with the guest (Zhao, 2024) — whereas economic value was judged against competitors and against how sustainable the business model proves over the long run (Yin, 2024; Zhou, 2024). Social value surfaced as identity signalling: a meal at the organic restaurant, Linfeng Zhong observed, can amount to “a statement of values”, enhancing the social image of a guest and nurturing communal ties with others who prize health and sustainability (Zhong, 2024) — a view Xuan Huang echoed in relation to consuming responsibly (X. Huang, 2024).

Expert Insights on Customer Satisfaction (CS)

Satisfaction was portrayed as the holistic outcome of an integrated service system. Staff knowledge was identified as pivotal: “continuous training is paramount. Our staff needs to be knowledgeable about the food, the culture, and the organic philosophy” (X. Zhu, 2024), a view shared by Wei Wu, who called service excellence a top investment priority (Wu, 2024), and by Xin Wang, whose training programmes “empower our staff to personalize service and anticipate guest needs” (X. Wang, 2024). Minmin Wang described how digital tools “can streamline service processes, from ordering to payment”, enabling prompt and personalised responses to guest requests (M. Wang, 2024). Xueying Dai's characterisation of perceived quality as “a holistic assessment. It encompasses the food, the service, the atmosphere, the price, and the overall experience” (Dai, 2024) anticipated the strong loading of the Perceived Quality dimension in the CS measurement model (Table 4.23), and Xuan

Huang underlined the halo effect of hotel image: “a hotel known for its trustworthiness, stability, and commitment to customers will naturally lend credibility to its organic food offerings” (X. Huang, 2024).

Expert Insights on Customer Loyalty (CL)

In the experts' closing characterisation, loyalty is a cumulative, trust-grounded bond with a marked digital dimension. Trust, according to Xuan Huang, must be earned through consistency in quality, through transparency, and through ethical practice (X. Huang, 2024), and it demands patience: “building trust takes time”, said Xiaodong Zhu, describing it as a matter of consistently keeping promises about service, experience and quality (X. Zhu, 2024). Of critical importance for interpreting the structural results, loyalty was explicitly framed by several experts as flowing from value actually delivered and from satisfaction, not from product quality by itself. Yong Zhang stated that commitment “follows naturally” wherever functional, hedonic, and economic value (PV) are delivered consistently (Y. Zhang, 2024); in Chengguang Yin's view, customers who sense that their money buys good value are more inclined to come back and to recommend the restaurant, since benefits have to exceed costs (Yin, 2024); and Jianhua Wang drew the conclusion that satisfaction stems directly from consistent delivery on every facet of perceived quality, value, and fairness — and that the satisfied guest is the one most likely to turn loyal (J. Wang, 2024). This qualitative pattern accords with rejecting the direct PFQ → CL path (H8) and with the fully mediated pathway, reported in Part 5, that runs through Perceived Value and Customer Satisfaction. Equally salient was loyalty's digital side: for Yuan, social media constitutes the primary channel for engaging guests (Yuan, 2024); the technology experts, Tongyong Tian and Minmin Wang among them, saw loyalty programmes, personalised CRM systems and engagement via platforms like WeChat as indispensable infrastructure for commitment (M. Wang, 2024; Tian, 2024); while for the investor panel, loyalty ranked as a pivotal indicator of financial success over the long term (Zhao, 2024).

Table 4.34 Summary of Qualitative Themes from the Expert Interviews

Construct	Key Themes from the Expert Interviews	Representative Experts
Perceived Food Quality (PFQ)	Authenticity and cultural storytelling; certification and farm-to-table traceability; health benefits of traditional Chinese ingredients; sensory excellence; a physical environment reflecting the organic philosophy; non-negotiable hygiene	X. Zhu; M. Zhu; Dai; M. Wang; Wu; X. Wang; Zhong; Y. Zhang; Yin; He
Price Fairness (PF)	Transparent pricing without hidden costs; explicit justification of the organic premium; willingness-to-pay research; balancing fair prices with fair profits (dual entitlement); data-driven dynamic pricing	Luo; Dai; Zhao; Yin; M. Wang; X. Zhu
Perceived Value (PV)	Reliability as the foundation of the value proposition; hedonic-emotional connection; value for money relative to competitors; social identity signalling	Dai; Zhao; Yin; Zhou; Zhong; X. Huang
Customer Satisfaction (CS)	Knowledgeable and empowered staff; technology-enabled prompt service; holistic perceived quality; the halo effect of hotel image	X. Zhu; Wu; X. Wang; M. Wang; Dai; X. Huang
Customer Loyalty (CL)	Trust built through consistency and ethics; commitment as the outcome of delivered value and satisfaction; value for money as the foundation of loyalty; social media community building; loyalty as a financial performance indicator	X. Zhu; Y. Zhang; Yin; J. Wang; Yuan; M. Wang; Tian; Zhaos

Note. Thematic synthesis derived from the content analysis of the transcribed in-depth interviews with the 20 experts listed in Appendix A. Expert names follow the citation convention of this part (initial plus surname, interview year 2024). Themes are ordered by construct in the IPF-PV-CL Model; each theme was voiced by at least two experts unless attributed to a single specialist panel.

In sum, the qualitative evidence backs the dimensional structure underlying the five constructs, deepens how the quantitative estimates may be interpreted, and supplies practitioner-grounded accounts of the study's two most distinctive quantitative results: the dominant part food quality plays in shaping price-fairness judgements (H1), and the indirect, fully mediated route by which food quality translates into customer loyalty (H8 rejected; H10, H11 and H12 accepted).

Chapter 5

Conclusion, Discussion and Recommendation

This concluding chapter synthesises the empirical findings of the dissertation to address the research questions and objectives articulated in Chapter 1. The study set out to develop and test an Integrated Model of Price Fairness, Food Quality, and Perceived Value on Customer Loyalty (IPF-PV-CL Model) within the unique and rapidly growing context of organic restaurants in five-star green hotels in China. Drawing upon the quantitative results from a sample of 562 patrons and enriched by the foundational qualitative insights from 20 industry experts, this chapter first provides a comprehensive discussion of the research findings, linking them back to the established theoretical frameworks. Subsequently, it delineates the study's significant theoretical contributions and actionable managerial implications. The chapter concludes by acknowledging the research limitations and proposing promising avenues for future inquiry, thereby situating this work within the broader academic discourse on sustainable hospitality and consumer behaviour.

Conclusion

This dissertation sought to answer the critical question of what drives customer loyalty in the specialised and growing market of organic restaurants within China's green hotels. The research successfully developed and validated the Integrated Model of Price.

Fairness, Food Quality, and Perceived Value on Customer Loyalty (IPF-PV-CL Model), demonstrating that loyalty is the culmination of a complex psychological journey. The findings establish that superior, multidimensional food quality is the essential foundation upon which positive perceptions are built. However, this quality must be accompanied by a sense of price fairness, where the premium paid is seen as justified and equitable. These two key stimuli, quality and fairness, are then processed by the customer, shaping their perceptions of value and their overall

satisfaction, which in turn crystallise into enduring loyalty, expressed through both repeat patronage and digital advocacy.

This study provides a robust theoretical framework for academics and a practical roadmap for hospitality managers. It underscores that in the sophisticated modern market, success is not achieved through excellence in a single domain but through the artful integration of product quality, price integrity, and experiential value. As consumers in China and globally become increasingly discerning about health, sustainability, and authenticity, the insights from this research will become ever more critical for businesses striving to build not just a customer base, but a loyal community of brand advocates.

Discussion

The empirical results presented in Chapter 4 provide robust support for the proposed IPF-PV-CL model, confirming 13 of the 14 hypothesised relationships; the sole exception was the direct path from Perceived Food Quality to Customer Loyalty (H8), which was not statistically significant ($\beta = 0.110$, $t = 1.863$, $p = .063$) and receives dedicated attention below. This section critically discusses these findings by integrating them with the theoretical underpinnings from Chapter 2, the qualitative insights from the expert panel, and the overarching research problems outlined in Chapter 1. The discussion is structured around the key constructs to provide a coherent narrative that echoes the study's initial objectives.

The Foundational and Multidimensional Role of Food Quality

The findings unequivocally affirm that Perceived Food Quality (PPFQ) serves as the bedrock of the customer experience, exerting a significant positive influence on Price Fairness (PF) (H1), Perceived Value (PV) (H2), and Customer Satisfaction (CS) (H4). By contrast, the hypothesised direct effect on Customer Loyalty (CL) (H8) was not supported, indicating that quality is converted into loyalty only through the psychological mediators examined in the following sections. This powerful effect is consistent with a vast body of hospitality literature that positions food as a core product and primary driver of restaurant success (Namkung & Jang, 2007; Ryu et al.,

2012). However, this study's contribution lies in its deconstruction of PPFQ into distinct, contextually relevant dimensions for the Chinese green hotel market, as informed by the expert interviews. The results suggest that customers' quality perceptions are not monolithic but are a composite evaluation of sensory appeal, health and safety, hygiene, the physical environment, the menu, and, notably, the cultural experience (Han & Hyun, 2017; Choe & Kim, 2017).

From a theoretical lens, this aligns perfectly with Cue Utilisation Theory (CUT), which posits that consumers rely on a variety of cues to infer product quality (Olson & Jacoby, 1972). The high factor loadings of dimensions Cultural Experience and Health and Safety in the measurement model (Table 2, Chapter 4) indicate that these are powerful extrinsic and intrinsic cues for consumers in this setting (Richardson et al., 1994). The expert insights provided a critical foundation for understanding this; Xiaodong Zhu emphasised that cultural immersion through ingredient storytelling and traditional methods elevates the dining experience beyond a mere meal, creating a unique value proposition (Zhu, 2024, as cited in Chapter 4). Similarly, Qiang He's focus on granular aspects of hygiene and ingredient freshness underscores the non-negotiable standards that form the basis of trust (He, 2024, as cited in Chapter 4). The strong path from PPFQ to PF (H1) suggests that when customers perceive high quality across these dimensions, they are more willing to accept and justify the associated price premium, viewing the exchange as equitable (Monroe, 2003).

The Rejection of H8: Food Quality as a Necessary but Insufficient Condition for Loyalty

Contrary to expectations, the hypothesised direct effect of Perceived Food Quality on Customer Loyalty (H8) was rejected ($\beta = 0.110$, $t = 1.863$, $p = .063$), even though every indirect path linking PPFQ to CL through Perceived Value and Customer Satisfaction was significant (H10: $\beta = 0.081$; H11: $\beta = 0.039$; H12: $\beta = 0.050$). This configuration of results constitutes a textbook case of full mediation, in which the total effect of an antecedent is transmitted entirely through intervening mechanisms (Baron & Kenny, 1986). Far from undermining the IPF-PV-CL Model, this non-significant

path is arguably one of the most theoretically informative findings of the dissertation, and it warrants careful explanation rather than dismissal.

First, the rejection of H8 is consistent with a substantial stream of service research showing that quality perceptions shape behavioural outcomes primarily through customers' evaluative judgements rather than directly. In their seminal multi-industry investigation, Cronin, Brady and Hult (2000) demonstrated that the influence of service quality on behavioural intentions is channelled largely through service value and satisfaction, and comparable quality-value-satisfaction-loyalty chains have been replicated in tourism and hospitality settings (Gallarza & Gil Saura, 2006). Evidence from the restaurant industry is particularly compelling. Ha and Jang (2010) found that the effects of food quality on loyalty intentions in ethnic restaurants operate through customer satisfaction; Kim, Ng and Kim (2009) reported that food and service attributes increased return intention and word-of-mouth only insofar as they first raised satisfaction; and Marinkovic et al. (2014) identified satisfaction as the proximal determinant of revisit intentions, with quality perceptions acting as background antecedents. The present result extends this cumulative evidence to the organic dining context of Chinese green hotels.

Second, the finding is readily interpretable within the S-O-R architecture of the research model. Food quality is an environmental stimulus (S) that must first be internalised into organismic states (O) before it can drive a behavioural response (R). Because organic dining commands a substantial price premium, customers weigh the received quality against the monetary sacrifice to form an overall value judgement (Zeithaml, 1988); it is this cognitive verdict, rather than the raw quality perception, that feeds loyalty. Chen and Hu (2010) provide direct empirical support for this reasoning, showing that perceived value bridges quality attributes and customer loyalty in the speciality coffee sector. In a premium-priced setting such as five-star green hotels, the salience of the sacrifice component is heightened, which plausibly suppresses any direct quality-loyalty shortcut and forces the effect through the value calculus, precisely the pattern captured by the significant H10 and H14 paths.

Third, in the five-star segment studied here, excellent food quality may function as a point of parity rather than a point of differentiation. Bujisic, Hutchinson and Parsa (2014) demonstrated that restaurant quality attributes exert asymmetric, non-linear effects on behavioural intentions, with mandatory attributes generating dissatisfaction when absent but little incremental loyalty when present. Where quality is uniformly high across competing establishments, as the descriptive statistics of this study suggest (overall PPFQ $M = 3.61$, high level), quality loses discriminating power as a direct driver of loyalty, and relational constructs take over. This interpretation is corroborated by research showing that restaurant loyalty is built principally on trust, brand image and accumulated satisfaction rather than on attribute quality per se (Hyun, 2010; Erkmén & Hancer, 2019; Espinosa et al., 2018).

Fourth, the conceptualisation of Customer Loyalty adopted in this study amplifies the mediated character of the quality-loyalty link. CL was measured as a higher-order construct comprising customer trust, commitment, customer value and social media engagement, which are relational and advocacy-oriented outcomes that mature over repeated satisfactory experiences rather than crystallising from a single quality assessment (Oliver, 1999). The qualitative evidence of this dissertation converges on the same conclusion: Yong Zhang observed that commitment follows only when functional, hedonic and economic value are consistently delivered, and Jianhua Wang described satisfaction as the direct precursor of the loyal guest (Y. Zhang, 2024; J. Wang, 2024, as cited in Chapter 4). Industry practice thus mirrors the statistical finding that quality must first be converted into felt value and satisfaction before it can be banked as loyalty.

Taken together, the rejection of H8 should be read as a refinement, not a refutation, of the food-quality literature. It clarifies an important boundary condition of the quality-loyalty relationship in premium sustainable dining: investment in multidimensional food quality is necessary, because it powers every mediated pathway in the model (H1, H2, H4, H10-H12), but it is not sufficient, because no direct dividend accrues to loyalty until quality is experienced as superior value and translated into satisfaction (Cronin et al., 2000; Chen & Hu, 2010). For managers, this

implies that quality initiatives must always be paired with value communication and satisfaction management; for theory, it supplies full-mediation evidence that strengthens the explanatory core of the IPF-PV-CL Model.

The Critical Influence of Price Fairness on Customer Judgments

The research confirms that Price Fairness (PF) is a critical determinant of Perceived Value (PV) (H3), Customer Satisfaction (CS) (H5), and Customer Loyalty (CL) (H9). This supports the foundational principles of Equity Theory (Adams, 1965) and the Principle of Dual Entitlement (Kahneman et al., 1986). The findings suggest that patrons of organic restaurants in Chinese green hotels engage in a sophisticated cognitive calculus, weighing their inputs (price paid) against their perceived outcomes (quality, health benefits, experience) (Xia et al., 2004). A perception of fairness in this transaction is paramount for positive post-consumption evaluations. This directly addresses the research question posed in Chapter 1 concerning the impact of pricing on customer perceptions. The study implies that while dynamic or premium pricing is viable, its acceptance is contingent upon a strong justification rooted in superior quality and a transparent value proposition (Haws & Bearden, 2006).

The qualitative data from industry consultants Xueying Dai and Bingqing Luo highlighted the market-oriented nature of this construct, where fairness is judged relative to competitors and communicated brand positioning (Dai, 2024; Luo, 2024, as cited in Chapter 4). Furthermore, the perspective of investment expert Xianglong Zhao brings a crucial layer of nuance, reminding us of the firm's side of the dual entitlement equation; the price must be perceived as fair by the customer while also ensuring financial sustainability for the owner (Zhao, 2024, as cited in Chapter 4; Li & Chan, 2024). The significant, direct relationship between PF and CL (H9) is particularly noteworthy, challenging the notion that fairness only acts through mediators. It suggests that a feeling of being treated equitably and not being exploited ("ripped off," as per item 40 in the questionnaire) can foster a direct bond of trust and commitment with the establishment (Diller, 2000).

Perceived Value and Customer Satisfaction as Key Mediators

The Stimulus-Organism-Response (S-O-R) framework provides a compelling lens through which to interpret the significant mediating roles of Perceived Value (PV) and Customer Satisfaction (CS) (Jacoby, 2002). In this study, Food Quality and Price Fairness act as the environmental stimuli (S), which are processed by the customer's internal cognitive and affective states, the organism (O), represented here by PV and CS. These internal states, in turn, drive the final behavioural response (R), which is Customer Loyalty.

The results confirm that PV is a powerful mediator in the relationships between PFQ and CL (H10) and PF and CL (H14), and a crucial link in the sequential mediation path to loyalty (H11). This indicates that it is not enough for a restaurant to simply offer high-quality food at a fair price; customers must cognitively process these stimuli and conclude that they have received superior value for their sacrifice (Zeithaml, 1988). The multidimensional nature of value captured in this study- functional, hedonic, economic, and social- is critical (Sheth et al., 1991). The expert testimony reflects this complexity; marketing expert Xin Wang's insights align with the importance of cultivating hedonic and social value to create a differentiated brand experience (Wang, 2024, as cited in Chapter 4; Choi et al., 2016). This provides a clear answer to the research question regarding consumers' willingness to pay a premium for sustainable offerings: they are willing, provided the offering delivers not just on functional quality but also on these higher-order value dimensions (Konuk, 2019).

Furthermore, Customer Satisfaction was validated as a significant direct antecedent of loyalty (H7) and a key mediator for PFQ (H12) and PF (H13). This aligns with Expectation-Disconfirmation Theory, where satisfaction is the outcome of a comparison between performance and expectations (Oliver, 1980). When the perceived quality and value meet or exceed expectations, satisfaction ensues, which then translates into loyalty (Fornell et al., 1996). The strength of the path from CS to CL (H7) underscores the well-established principle that while satisfaction does not always guarantee loyalty, it remains one of its most potent and immediate drivers in the service sector (Bowen & Chen, 2001; Al-Msallam, 2020). The sequential mediation

(H11) demonstrates a logical flow: high quality leads to high perceived value, which enhances satisfaction, ultimately culminating in loyalty. This paints a holistic picture of the customer's psychological journey from initial perception to enduring commitment.

Recommendation

Theoretical Implications

This dissertation offers several significant contributions to the existing body of academic knowledge in hospitality management, marketing, and consumer behaviour.

1. This study develops and empirically validates a comprehensive, integrated model (the IPF-PV-CL Model) that synthesises multiple theoretical frameworks to explain customer loyalty in a novel and important context. While previous studies have examined these constructs in isolation (Konuk, 2019, on price fairness; Han & Hyun, 2017, on food quality), this research integrates them, providing a more holistic and nuanced understanding of their complex interrelationships. By successfully applying the S-O-R model, it demonstrates how external stimuli (PFQ, PF) are mediated by internal organismic states (PV, CS) to produce behavioural responses (CL), thereby extending the applicability of the S-O-R framework to the sustainable dining sector (Jacoby, 2002; Moon et al., 2023). In particular, the finding that the direct quality-loyalty path was non-significant, with the effect of PFQ transmitted entirely through PV and CS, offers rare full-mediation evidence for the S-O-R proposition that external stimuli are not linked directly to behavioural responses (Baron & Kenny, 1986; Cronin et al., 2000).

2. The research enriches Cue Utilisation Theory (CUT) by identifying and validating specific, culturally salient cues within the Chinese organic dining context (Olson & Jacoby, 1972). By operationalising Perceived Food Quality to include 'Cultural Experience' and 'Health and Safety' (with specific reference to Chinese herbs), the study moves beyond generic quality attributes. It demonstrates empirically that these contextual cues are not peripheral but are central to

consumer quality evaluations, thus contributing a more culturally attuned perspective to the CUT literature (Torres & Phakdee-auksorn, 2017; Jeaheng et al., 2023).

3. The study provides a contemporary and critical application of Equity Theory and the Principle of Dual Entitlement in an emerging market (Adams, 1965; Kahneman et al., 1986). It confirms that these Western-developed theories hold significant explanatory power in China but also highlights the unique inputs that Chinese consumers consider in their equity calculus: cultural authenticity and verifiable health benefits. The inclusion of the 'owner's perspective' from the expert interviews adds a critical dimension, advocating for a more balanced application of Dual Entitlement that acknowledges the financial realities of providing premium sustainable products (Li & Chan, 2024).

4. This research contributes to the literature on customer loyalty by incorporating 'Social Media Engagement' as a dimension of the loyalty construct. In a digitally native market like China, loyalty is no longer confined to repeat purchases and attitudinal commitment but extends to digital advocacy on platforms such as WeChat (Alalwan et al., 2018). By measuring and validating this dimension, the study updates the conceptualisation of customer loyalty to reflect contemporary consumer-brand interactions, a contribution underscored by the insights from technology experts Minmin Wang and Tongyong Tian (Wang, 2024; Tian, 2024, as cited in Chapter 4; Kaplan & Haenlein, 2010).

Practical and Managerial Implications

The findings of this research offer a set of clear, evidence-based recommendations for operators of green hotels and organic restaurants in China seeking to enhance customer loyalty and gain a competitive advantage.

1. Adopt a Holistic and Culturally-Resonant Food Quality Strategy: Managers must recognise that food quality extends far beyond the plate. It is an experiential construct.

Action: Invest in authentic cultural storytelling. Train staff to articulate the origin of ingredients and the cultural significance of dishes. Menus should be designed not just as lists of items but as narrative guides to a cultural and culinary journey (Torres & Phakdee-auksorn, 2017).

Action: Make health and hygiene visible. Secure and display organic certifications prominently. Use open kitchen designs or digital displays to showcase clean cooking conditions and fresh ingredients, turning these intrinsic quality cues into tangible evidence for customers (Choe & Kim, 2017).

2. Practice Transparent and Value-Justified Pricing: Price fairness is a cornerstone of trust. Given that organic food commands a premium, justifying this price is non-negotiable.

Action: Communicate the value proposition. Use menus, table talkers, and staff interactions to explain why prices are higher, citing certified organic sourcing, specialised culinary expertise, and sustainability efforts. This reframes the price from a cost to an investment in health and ethics (Konuk, 2019).

Action: Avoid perceived opportunism. Pricing policies must be transparent and consistent. Any use of dynamic pricing should be communicated clearly and based on demonstrable factors (peak hours), rather than appearing arbitrary, to maintain a sense of fairness (Haws & Bearden, 2006).

3. Engineer the Full Spectrum of Perceived Value: Customers seek more than just a good meal; they seek a valuable experience. Managers should strategically manage all dimensions of value.

Action: Cultivate hedonic and social value. Focus on creating a relaxing and aesthetically pleasing 'servicescape' (Bitner, 1992). Market the restaurant as a sophisticated and socially responsible choice, allowing patrons to derive social value from their dining decision, which can be even more influential than economic value in the luxury segment (Sheth et al., 1991; Choi et al., 2016).

4. Leverage Satisfaction to Build Digital Loyalty: While satisfying customers is crucial, the ultimate goal is loyalty. In the modern Chinese context, this loyalty has a significant digital dimension.

Action: Integrate social media into the service cycle. Encourage satisfied customers to share their experiences on platforms such as WeChat or Little Red Book. Offer small incentives for sharing posts or writing reviews. Use these platforms not just for marketing but as channels for customer service and community building, transforming satisfied customers into brand advocates (Alalwan et al., 2018; Hudson et al., 2016).

Limitations

1. Despite the rigorous methodology employed, this study is subject to several limitations. First, the study's geographical scope was confined to five-star green hotels in China's Guangdong Province. While this region is economically significant, the findings may not be fully generalizable to other regions of China with different economic conditions and cultural nuances.

2. The study utilised a cross-sectional design, capturing customer perceptions at a single point in time. This approach, while effective for testing associative relationships, cannot definitively establish causality or track the evolution of loyalty over time.

3. The reliance on self-reported data from questionnaires, although standard practice, is susceptible to potential biases, such as social desirability and common method variance, even though the VIF scores indicated that multicollinearity was not a significant issue.

4. The IPF-PV-CL model, while comprehensive, does not capture all potentially influential variables in the customer experience, which constrains the explanatory completeness of the framework.

Directions for Future Research

1. These limitations offer fertile ground for future research. First, future research could replicate this study in other major regions (Beijing, Shanghai, or inland provinces) to test the model's external validity across different economic and cultural contexts.

2. A longitudinal study that follows a cohort of customers over several months or years would provide deeper insights into how perceptions and loyalty develop and fluctuate over time.

3. Future studies could employ mixed data sources, combining survey data with actual behavioural data (spending records, visit frequency) or experimental designs. An experimental study could manipulate price transparency levels to more directly test its causal impact on fairness perceptions.

4. The IPF-PV-CL model could be expanded by incorporating other potentially influential variables, such as the impact of employee satisfaction and service quality on the customer experience, the specific role of different AI-driven technologies (as suggested by expert Tongyong Tian) in shaping perceptions, or the moderating effect of consumer personality traits, health consciousness, or environmental concern.

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Appendices

Appendix A
List of Specialists and Letters of Specialists Invitation
for IOC Verification

Table A1 Profiles of the Five IOC Content-Validity Experts

Name of Expert	Institution	Work Experience	Education Background
Prof. Yue Katherine Feng	The Hong Kong Polytechnic University (PolyU)	Assistant Dean (External Relations) and Associate Professor. Research on individual activities on social media, online marketing, and IT innovation and implementation, using econometrics, machine learning, and field experiments; published in leading journals such as Information Systems Research and Journal of the Association for Information Systems. Before joining PolyU, worked in the Fintech industry as a big data analyst.	PhD in Information Systems, Hong Kong University of Science and Technology
Dr. Xiaoxiao Fu	Rosen College of Hospitality Management, University of Central Florida	Tenured Associate Professor and Ph.D. advisor. Prior industry experience in market research and marketing communications. Research on consumer behavior, experience, and well-being in tourism and hospitality, specialising in tourism marketing, destination branding and planning, and cross-cultural tourism; has published over 100 articles in top-tier journals, with international recognition for findings in travel motivation and destination aesthetics.	Ph.D. in Tourism Management, Purdue University; Master's in Marketing, Johns Hopkins University; B.A., Peking University

Name of Expert	Institution	Work Experience	Education Background
Dr. Shanshan Lin	Department of Tourism and Hotel Management, School of Management, Zhejiang University	Associate Professor and PhD supervisor. Major research interests: smart tourism, digital life service in tourism, tourism economics (with a special focus on tourism demand modelling and forecasting), and Chinese tourist behavior.	Ph.D.
Dr. Jingjing Li	McIntire School of Commerce, University of Virginia	Andersen Alumni Associate Professor of Information Technology. Research on the application of artificial intelligence and big data analytics across search engines, healthcare, marketing, platforms, and public policy. Formerly a Scientist at Microsoft, developing large-scale machine learning solutions.	Ph.D.
Prof. Chee-Wee Tan	Department of Management and Marketing, The Hong Kong Polytechnic University (PolyU)	Professor at the Department of Management and Marketing, PolyU. Before joining PolyU, Professor with Special Responsibilities in Research Excellence at Copenhagen Business School (CBS).	PhD in Management Information Systems, University of British Columbia

Note. N = 5 experts. Profiles are drawn verbatim from the biographies presented in Appendix A of the dissertation. All five experts evaluated the item-objective congruence (IOC) of the 92-item questionnaire; the overall S-IOC/average value was .975 (89.8/92), and all items met the IOC > 0.60 retention criterion.

Appendix B

Official Letter



Ref.No. MHESI 0643.14/205

Bansorndejchaopraya Rajabhat University
1061 Itsaraparb Hirunrujee
Thonburi Bangkok 10600

20 August 2025

Subject: Invitation to validate research instrument

Dear Dr. Chee-Wee Tan

Mr.Pan Yingwei is a graduate student in Doctor of Business Administration Program (International Program) of Bansorndejchaopraya Rajabhat University. He is undertaking research entitled "Structural Model of Key Determinants of Customer Loyalty in Organic Dining restaurant within Green Hotels"

The thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument.

With your expertise, we would like to ask your permission to validate the attached research instrument. In this regard, we would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Yours faithfully,

(Assistant Professor Dr.Tanaput Chanchaoren)
Vice Dean Acting for of Dean of Graduate School

Bansorndejchaopraya Rajabhat University
Tel.+662-473-7000
www.bsru.ac.th
E-mail: grad@bsru.ac.th



Ref.No. MHESI 0643.14/204

Bansorndejchaopraya Rajabhat University
1061 Itsaraparb Hirunrujee
Thonburi Bangkok 10600

20 August 2025

Subject: Invitation to validate research instrument

Dear Dr. Jingjing Li

Mr.Pan Yingwei is a graduate student in Doctor of Business Administration Program (International Program) of Bansorndejchaopraya Rajabhat University. He is undertaking research entitled "Structural Model of Key Determinants of Customer Loyalty in Organic Dining restaurant within Green Hotels"

The thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument.

With your expertise, we would like to ask your permission to validate the attached research instrument. In this regard, we would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Yours faithfully,

(Assistant Professor Dr.Tanaput Chanchaoren)
Vice Dean Acting for of Dean of Graduate School

Bansorndejchaopraya Rajabhat University
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E-mail: grad@bsru.ac.th



Ref.No. MHESI 0643.14/203

Bansorndejchaopraya Rajabhat University
1061 Itsaraparb Hirunrujee
Thonburi Bangkok 10600

20 August 2025

Subject: Invitation to validate research instrument

Dear Dr. Xiaoxiao Fu

Mr.Pan Yingwei is a graduate student in Doctor of Business Administration Program (International Program) of Bansorndejchaopraya Rajabhat University. He is undertaking research entitled "Structural Model of Key Determinants of Customer Loyalty in Organic Dining restaurant within Green Hotels"

The thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument.

With your expertise, we would like to ask your permission to validate the attached research instrument. In this regard, we would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Yours faithfully,

(Assistant Professor Dr.Tanaput Chanchaoen)
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Ref.No. MHESI 0643.14/202



Bansorndejchaopraya Rajabhat University
1061 Itsaraparb Hirunrujee
Thonburi Bangkok 10600

20 August 2025

Subject: Invitation to validate research instrument

Dear Prof.Yue Katherine Feng

Mr.Pan Yingwei is a graduate student in Doctor of Business Administration Program (International Program) of Bansorndejchaopraya Rajabhat University. He is undertaking research entitled "Structural Model of Key Determinants of Customer Loyalty in Organic Dining restaurant within Green Hotels"

The thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument.

With your expertise, we would like to ask your permission to validate the attached research instrument. In this regard, we would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Yours faithfully,

(Assistant Professor Dr.Tanaput Chancharoen)
Vice Dean Acting for of Dean of Graduate School

Bansorndejchaopraya Rajabhat University
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Ref.No. MHESI 0643.14/201

Bansorndejchaopraya Rajabhat University
1061 Itsaraparb Hirunrujee
Thonburi Bangkok 10600

20 August 2025

Subject: Invitation to validate research instrument

Dear Prof.Dr.Shanshan Lin

Mr.Pan Yingwei is a graduate student in Doctor of Business Administration Program (International Program) of Bansorndejchaopraya Rajabhat University. He is undertaking research entitled "Structural Model of Key Determinants of Customer Loyalty in Organic Dining restaurant within Green Hotels"

The thesis advisory committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument.

With your expertise, we would like to ask your permission to validate the attached research instrument. In this regard, we would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Yours faithfully,

(Assistant Professor Dr.Tanaput Chanchaoren)
Vice Dean Acting for of Dean of Graduate School

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Appendix C

Research Instrument



Questionnaire

Structural Model of Key Determinants of Customer Loyalty in Organic Dining Restaurants within Green Hotels

Dear Respondent,

You are invited to participate in a research study investigating the factors that contribute to customer satisfaction and loyalty in organic restaurants within green hotels in China. This research is being conducted for academic purposes, and the findings will contribute to a better understanding of sustainable hospitality.

Your participation in this survey is entirely voluntary and will take approximately 10-15 minutes to complete. All your responses will be kept strictly confidential and anonymous. The data will be aggregated for statistical analysis, and no individual information will be disclosed in any reports or publications. You may skip any question you do not feel comfortable answering and may withdraw from the study at any time.

Consent: After reading the above briefing, by clicking on the “I agree” button below, I am agreeing to give my consent to participate in this research study.

☐ I agree

☐ Disagree

The questionnaire will be divided into two parts:

Part 1: Respondent Profile

Please provide some basic information about yourself by selecting the appropriate option.

Questionnaire : Please mark (✓) in the appropriate boxes or fill in the details in the space provided.

Part 1:

Demographic Item	Options
Gender	Male ☐ Female ☐ Prefer not to specify ☐
Age	18-27 ☐ 28-37 ☐ 38-47 ☐ 48-57 ☐ above 57 ☐
Marital Status	Single ☐ Married ☐ Divorced ☐ Widowed ☐ Prefer not to say ☐
Highest Education Level	High School or below ☐ Diploma/Vocational ☐

Demographic Item	Options
	Bachelor's Degree ☐ Master's Degree ☐ Doctoral Degree ☐ Others ☐
Employment status	Employed full-time ☐ Employed part-time ☐ Self-employed ☐ Retired ☐ Unemployed ☐ Student ☐
On average, how much do they spend on travel and vacation? (CNY)	Below ¥5,000 ☐ ¥5,001 - ¥10,000 ☐ ¥10,001 - ¥20,000 ☐ ¥20,001 - ¥30,000 ☐ Above ¥30,000 ☐ Prefer not to say ☐
How many times have you dined at an organic restaurant in the past year?	1-2 times ☐ 3-5 times ☐ 6-9 times ☐ 10-14 times ☐ More than 14 times ☐
How many green hotels have	1-2 times ☐

Demographic Item	Options
they visited in the last year?	3-5 times ☐ 6-9 times ☐ 10-14 times ☐ More than 14 times ☐

Part 2: Perceptions of Your Dining Experience

The following statements relate to your experience at this hotel's organic restaurant. Please indicate your level of agreement with each statement.

Scale: 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Kindly evaluate how closely each item is relevant to you, where the value of 1 indicates "strongly disagree," and 5 indicates "strongly agree".					
Perceived Food Quality (PFQ)					
Cultural experience (ce)	5	4	3	2	1
1. Experiencing this organic food restaurant offers unique Chinese traditions.					
2. Dining at this organic food restaurant provides an opportunity to increase my knowledge of Chinese culture.					
3. Dining at this organic food restaurant helps me understand the local lifestyle.					
4. Dining at this organic food restaurant allows me to experience things I do not usually see.					
Health and safety Food (HSF)					
5. This organic food restaurant provides fresh food, ingredients, and recipes.					
6. This organic food restaurant provides nutrient-rich food, ingredients, and recipes.					
7. This organic food restaurant provides clean food, ingredients, and recipes.					

Perceived Food Quality (PFQ) (Continued)					
Health and safety Food (HSF)					
8. The food at this organic food restaurant is good for my health (e.g., contains Chinese herbs and a variety of nutrients).					
Food sensory appeal (fsa)					
9. This organic food restaurant has appealing flavors.					
10. The food at this organic food restaurant smells good.					
11. The food at this organic food restaurant is tasty.					
12. The food at this organic food restaurant has a pleasant texture.					
Physical Environment (PE)					
13. The restaurant's dining area is neat and clean.					
14. The restaurant is easily accessible.					
15. The restaurant provides clear information about its service times.					
16. The restaurant has a pleasant and comfortable atmosphere.					
Meal menu (me)					
17. This organic food restaurant offers a variety of menu items.					
18. This organic food restaurant provides a menu with healthy choices.					
19. This organic food restaurant offers an ethnic and local cuisine experience.					
20. This organic food restaurant offers a takeaway service.					

Perceived Food Quality (PFQ) (Continued)					
Hygiene(he)					
21. This restaurant's food products are hygienic.					
22. This restaurant's food products are cooked under clean conditions.					
23. The sanitation related to this restaurant's food products is well-managed.					
24. This restaurant's food and beverages are clean and safe to consume.					
Price Fairness (PF)					
Treatment Experience (te)					
25. This hotel's organic food restaurant treats me fairly.					
26. I am satisfied with the overall experience at this hotel's organic food restaurant.					
27. The price I paid for the organic food was justified.					
28. The dining experience at this hotel's organic food restaurant is worth the money I paid.					
Price Knowledge(pk)					
29. There is a price discrepancy between what I paid today and what I have paid on previous visits.					
30. The offered rate for the organic food is questionable.					
31. Considering all aspects, the price for the organic food is justified.					
32. I feel well-informed about this restaurant's pricing policies and any changes to its rates.					

Perceived Food Quality (PFQ) (Continued)					
Price Expectation(pen)					
33. This is the price I would expect to pay for an organic meal at this hotel's organic food restaurant.					
34. The condition of this restaurant justifies the price I paid.					
35. This price aligns with my expectations for the services provided by this restaurant.					
36. I believe the price I paid is reasonable for the amenities and services offered by this restaurant.					
Price Information(pi)					
37. Information about the organic food rate influences my decision to choose this restaurant.					
38. My knowledge of this restaurant's organic food rate comes from advertisements.					
39. I compare prices among different restaurants in the same category before making a decision.					
40. The organic food rate is a rip-off.					
Perceived Value (PV)					
Functional value (fv)					
41. The service at this restaurant is very reliable.					
42. The service at this restaurant performs well.					
43. The service at this restaurant meets an acceptable standard of quality.					
44. The service at this restaurant is consistently performed.					

Perceived Food Quality (PFQ) (Continued)					
Hedonic value(hv)					
45. The service at this restaurant is enjoyable.					
46. The service at this restaurant encourages me to return.					
47. The service at this restaurant makes me feel relaxed.					
48. The service at this restaurant makes me feel good.					
Economic value(ev)					
49. The service at this restaurant is fairly priced.					
50. Compared to other equivalent services, this restaurant is economical.					
51. The service at this restaurant offers good value for money.					
52. I believe the pricing of this restaurant's services reflects the quality and benefits received.					
Social value(sv)					
53. The service at this restaurant would earn me social recognition.					
54. The service at this restaurant helps me leave a positive impression on others.					
55. The service at this restaurant makes me feel accepted by society.					
56. The service at this restaurant connects me to a modern and progressive community.					

Customer Satisfaction (CS)					
Service Quality(sq)					
57. The service staff is courteous and professional.					
58. I feel valued by the attention provided by the service staff.					
59. The quality of service is consistent with each visit.					
60. The quality of service encourages me to return to this restaurant.					
Timely Service(ts)					
61. The service staff delivers food promptly.					
62. I am satisfied with the wait time before being served.					
63. This restaurant provides timely service during peak hours.					
64. The staff responds quickly to additional requests.					
Ambience &surroundings(as)					
65. The atmosphere of this restaurant enhances my overall dining experience.					
66. I am satisfied with the cleanliness of the restaurant's environment.					
67. The decor and lighting of this restaurant create a comfortable atmosphere.					
68. The background music and temperature contribute positively to the dining ambience.					

Customer Satisfaction (CS) (Continued)					
Perceived Quality(pq)					
69. Overall evaluation of the quality of the experience.					
70. Evaluation of the customization experience, or how well the product fits the customer's personal requirements.					
71. Evaluation of the reliability of the experience.					
72. Evaluation of the service's responsiveness, or how quickly issues are resolved.					
Hotel Image(hi)					
73. This restaurant can be trusted in its claims and actions.					
74. This restaurant is stable and well-established.					
75. This restaurant contributes positively to society.					
76. This restaurant is attentive to its customers.					
Customer Loyalty (CL)					
Customer Trust(ct)					
77. Many people I know use the services of this restaurant.					
78. My behavior is influenced by those who also use this restaurant.					
79. People whose opinions I value also use this restaurant.					
80. I trust the service of this restaurant because it is recommended by people I respect.					

Customer Loyalty (CL)					
Customer Commitment(cc)					
81. I will continue to pay for the services offered by this restaurant.					
82. In the future, I will be fully committed to its services.					
83. I will not pay for this restaurant's services in the future.					
84. I feel a sense of loyalty towards this restaurant and its services.					
Customer Value(cv)					
85. I would choose this restaurant's services because they are worth the cost.					
86. The services offered by this restaurant are worthwhile.					
87. The services at this restaurant provide good value for money.					
88. The benefits of this restaurant's services outweigh the costs I incur.					
Social media engagement (se)					
89. Engaging in conversations on the WeChat Moments of this restaurant.					
90. Sharing posts from this restaurant on my own WeChat Moments.					
91. Recommending this restaurant's WeChat Moments to my contacts.					
92. Uploading product-related videos, audio, pictures, or images.					

Once again, thank you so much for your time!!!

---The End---



IOC Scoring Table of Research Questionnaire

Dear experts,

Description: Please specify the point of conformity between the question and the research objective (Item Objective Congruency Index (IOC)) in the gaps of each question identified and tabulated below. Please checkmark the choice that matches the level of your opinion the most. If you have any further suggestions, please write them in the space provided. The scoring criteria are as follows.

+1 means that you are sure that the questions are consistent with the research objective.

0 means you are unsure whether the question is consistent with the research objective.

-1 means that you are certain that the questions are inconsistent with the research objective.

With your courtesy, you qualified. This makes this study a powerful research tool. This will be very useful for education. We would like to thank you very much for spending your valuable time to review the research instrument.

No	Scales	IOC			Recommendations		
		+1	0	-1			
Relationship between Study Variables:							
Perceived Food Quality							
Cultural experience							
1	Experiencing this organic food restaurant offers unique Chinese traditions.						
2	Dining at this organic food restaurant provides an opportunity to increase my knowledge of Chinese culture.						
3	Dining at this organic food restaurant helps me understand the local lifestyle.						
4	Dining at this organic food restaurant allows me to experience things I do not usually see.						
Health and safety Food							
5	This organic food restaurant provides fresh food, ingredients, and recipes.						
6	This organic food restaurant provides nutrient-rich food, ingredients, and recipes.						
7	This organic food restaurant provides clean food, ingredients, and recipes.						
8	The food at this organic food restaurant is good for my health (e.g., contains Chinese herbs and a variety of nutrients).						
Food sensory appeal							

No	Scales	IOC			Recommendations
		+1	0	-1	
9	This organic food restaurant has appealing flavors.				
10	The food at this organic food restaurant smells good.				
11	The food at this organic food restaurant is tasty.				
12	The food at this organic food restaurant has a pleasant texture.				
Physical Environment					
13	The restaurant's dining area is neat and clean.				
14	The restaurant is easily accessible.				
15	The restaurant provides clear information about its service times.				
16	The restaurant has a pleasant and comfortable atmosphere.				
Meal menu					
17	This organic food restaurant offers a variety of menu items.				
18	This organic food restaurant provides a menu with healthy choices.				
19	This organic food restaurant offers an ethnic and local cuisine experience.				
20	This organic food restaurant offers a				

No	Scales	IOC			Recommendations
		+1	0	-1	
	takeaway service.				
Hygiene					
21	This restaurant's food products are hygienic.				
22	This restaurant's food products are cooked under clean conditions.				
23	The sanitation related to this restaurant's food products is well-managed.				
24	This restaurant's food and beverages are clean and safe to consume.				
Price Fairness					
Treatment Experience					
25	This hotel's organic food restaurant treats me fairly.				
26	I am satisfied with the overall experience at this hotel's organic food restaurant.				
27	The price I paid for the organic food was justified.				
28	The dining experience at this hotel's organic food restaurant is worth the money I paid.				
Price Knowledge					
29	There is a price discrepancy between what I paid today and what I have paid on previous visits.				
30	The offered rate for the organic food is				

No	Scales	IOC			Recommendations
		+1	0	-1	
	questionable.				
31	Considering all aspects, the price for the organic food is justified.				
32	I feel well-informed about this restaurant's pricing policies and any changes to its rates.				
Price Expectation					
33	This is the price I would expect to pay for an organic meal at this hotel's organic food restaurant.				
34	The condition of this restaurant justifies the price I paid.				
35	This price aligns with my expectations for the services provided by this restaurant.				
36	I believe the price I paid is reasonable for the amenities and services offered by this restaurant.				
Price Information					
37	Information about the organic food rate influences my decision to choose this restaurant.				
38	My knowledge of this restaurant's organic food rate comes from advertisements.				
39	I compare prices among different restaurants in the same category before making a decision.				

No	Scales	IOC			Recommendations
		+1	0	-1	
40	The organic food rate is a rip-off.				
Perceived Value					
Functional value					
41	The service at this restaurant is very reliable.				
42	The service at this restaurant performs well.				
43	The service at this restaurant meets an acceptable standard of quality.				
44	The service at this restaurant is consistently performed.				
Hedonic value					
45	The service at this restaurant is enjoyable.				
46	The service at this restaurant encourages me to return.				
47	The service at this restaurant makes me feel relaxed.				
48	The service at this restaurant makes me feel good.				
Economic value					
49	The service at this restaurant is fairly priced.				
50	Compared to other equivalent services, this restaurant is economical.				
51	The service at this restaurant offers good value for money.				

No	Scales	IOC			Recommendations
		+1	0	-1	
52	I believe the pricing of this restaurant's services reflects the quality and benefits received.				
Social value					
53	The service at this restaurant would earn me social recognition.				
54	The service at this restaurant helps me leave a positive impression on others.				
55	The service at this restaurant makes me feel accepted by society.				
56	The service at this restaurant connects me to a modern and progressive community.				
Customer Satisfaction					
Service Quality					
57	The service staff is courteous and professional.				
58	I feel valued by the attention provided by the service staff.				
59	The quality of service is consistent with each visit.				
60	The quality of service encourages me to return to this restaurant.				
Timely Service					
61	The service staff delivers food promptly.				

No	Scales	IOC			Recommendations
		+1	0	-1	
62	I am satisfied with the wait time before being served.				
63	This restaurant provides timely service during peak hours.				
64	The staff responds quickly to additional requests.				
Ambience &surroundings					
65	The atmosphere of this restaurant enhances my overall dining experience.				
66	I am satisfied with the cleanliness of the restaurant's environment.				
67	The decor and lighting of this restaurant create a comfortable atmosphere.				
68	The background music and temperature contribute positively to the dining ambience.				
Perceived Quality					
69	Overall evaluation of the quality of the experience.				
70	Evaluation of the customization experience, or how well the product fits the customer's personal requirements.				
71	Evaluation of the reliability of the experience.				
72	Evaluation of the service's responsiveness, or				

No	Scales	IOC			Recommendations
		+1	0	-1	
	how quickly issues are resolved.				
Hotel Image					
73	This restaurant can be trusted in its claims and actions.				
74	This restaurant is stable and well-established.				
75	This restaurant contributes positively to society.				
76	This restaurant is attentive to its customers.				
Customer Loyalty					
Customer Trust					
77	Many people I know use the services of this restaurant.				
78	My behavior is influenced by those who also use this restaurant.				
79	People whose opinions I value also use this restaurant.				
80	I trust the service of this restaurant because it is recommended by people I respect.				
Customer Commitment					
81	I will continue to pay for the services offered by this restaurant.				
82	In the future, I will be fully committed to its services.				

No	Scales	IOC			Recommendations
		+1	0	-1	
83	I will not pay for this restaurant's services in the future.				
84	I feel a sense of loyalty towards this restaurant and its services.				
Customer Value					
85	I would choose this restaurant's services because they are worth the cost.				
86	The services offered by this restaurant are worthwhile.				
87	The services at this restaurant provide good value for money.				
88	The benefits of this restaurant's services outweigh the costs I incur.				
Social media engagement					
89	Engaging in conversations on the WeChat Moments of this restaurant.				
90	Sharing posts from this restaurant on my own WeChat Moments.				
91	Recommending this restaurant's WeChat Moments to my contacts.				
92	Uploading product-related videos, audio, pictures, or images.				

Appendix D

The Results of the Quality Analysis of Research Instruments



Instrument/Measurement Scale Validity

IOC of the Instrument/Measurement Scale

Structural Model of Key Determinants of Customer Loyalty in

Organic Dining within Green Hotels

No	Scales	Experts Opinion					Total Score	IOC Index	Remarks
		1	2	3	3	4			
1	Experiencing this organic food restaurant offers unique Chinese traditions.	1	0	1	1	1	4	0.8	Congruent
2	Dining at this organic food restaurant provides an opportunity to increase my knowledge of Chinese culture.	1	1	1	1	1	5	1	Congruent
3	Dining at this organic food restaurant helps me understand the local lifestyle.	1	1	1	1	1	5	1	Congruen
4	Dining at this organic food restaurant allows me to experience things I do not usually see.	1	0	1	1	1	4	0.8	Congruen
5	This organic food restaurant	1	1	1	1	0	4	0.8	Congruen

No	Scales	Experts Opinion					Total Score	IOC Index	Remarks
		1	2	3	3	4			
	provides fresh food, ingredients, and recipes.								
6	This organic food restaurant provides nutrient-rich food, ingredients, and recipes.	1	1	1	1	1	5	1	Congruen
7	This organic food restaurant provides clean food, ingredients, and recipes.	1	1	1	1	1	5	1	Congruent
8	The food at this organic food restaurant is good for my health (e.g., contains Chinese herbs and a variety of nutrients).	1	1	1	1	1	5	1	Congruent
9	This organic food restaurant has appealing flavors.	1	1	1	1	1	5	1	Congruent
10	The food at this organic food restaurant smells good.	1	1	1	1	1	5	1	Congruent
11	The food at this organic food restaurant is tasty.	1	1	1	1	1	5	1	Congruent
12	The food at this organic food restaurant has a pleasant texture.	1	1	1	1	1	5	1	Congruent
13	The restaurant's dining area is neat and clean.	1	1	1	1	1	5	1	Congruent
14	The restaurant is easily accessible.	1	1	1	1	1	5	1	Congruent

No	Scales	Experts Opinion					Total Score	IOC Index	Remarks
		1	2	3	3	4			
15	The restaurant provides clear information about its service times.	1	1	1	1	1	5	1	Congruen
16	The restaurant has a pleasant and comfortable atmosphere.	1	1	1	1	1	5	1	Congruen
17	This organic food restaurant offers a variety of menu items.	1	1	1	1	1	5	1	Congruen
18	This organic food restaurant provides a menu with healthy choices.	1	1	1	1	1	5	1	Congruent
19	This organic food restaurant offers an ethnic and local cuisine experience.	1	1	1	1	0	4	0.8	Congruent
20	This organic food restaurant offers a takeaway service.	1	1	1	1	1	5	1	Congruent
21	This restaurant's food products are hygienic.	1	1	1	1	1	5	1	Congruent
22	This restaurant's food products are cooked under clean conditions.	1	1	1	1	1	5	1	Congruent
23	The sanitation related to this restaurant's food products is well-managed.	1	1	1	1	1	5	1	Congruent
24	This restaurant's food and	1	1	1	1	1	5	1	Congruen

No	Scales	Experts Opinion					Total Score	IOC Index	Remarks
		1	2	3	3	4			
	beverages are clean and safe to consume.								
25	This hotel's organic food restaurant treats me fairly.	1	1	1	0	1	4	0.8	Congruen
26	I am satisfied with the overall experience at this hotel's organic food restaurant.	1	1	1	1	1	5	1	Congruen
27	The price I paid for the organic food was justified.	1	1	1	1	1	5	1	Congruen
28	The dining experience at this hotel's organic food restaurant is worth the money I paid.	1	1	1	1	1	5	1	Congruen
29	There is a price discrepancy between what I paid today and what I have paid on previous visits.	1	1	1	1	1	5	1	Congruen
30	The offered rate for the organic food is questionable.	1	1	1	1	1	5	1	Congruen
31	Considering all aspects, the price for the organic food is justified.	1	1	1	1	1	5	1	Congruen
32	I feel well-informed about this restaurant's pricing policies and any changes to	0	1	1	1	1	4	0.8	Congruen

No	Scales	Experts Opinion					Total Score	IOC Index	Remarks
		1	2	3	3	4			
	its rates.								
33	This is the price I would expect to pay for an organic meal at this hotel's organic food restaurant.	1	1	1	1	1	5	1	Congruen
34	The condition of this restaurant justifies the price I paid.	1	1	1	1	1	5	1	Congruen
35	This price aligns with my expectations for the services provided by this restaurant.	1	1	1	0	1	4	0.8	Congruen
36	I believe the price I paid is reasonable for the amenities and services offered by this restaurant.	1	1	1	1	1	5	1	Congruen
37	Information about the organic food rate influences my decision to choose this restaurant.	1	1	1	1	1	5	1	Congruen
38	My knowledge of this restaurant's organic food rate comes from advertisements.	1	1	1	1	1	5	1	Congruen
39	I compare prices among different restaurants in the same category before	1	1	1	1	1	5	1	Congruent

No	Scales	Experts Opinion					Total Score	IOC Index	Remarks
		1	2	3	3	4			
	making a decision.								
40	The organic food rate is a rip-off.	1	0	1	1	1	4	0.8	Congruent
41	The service at this restaurant is very reliable.	1	1	1	1	1	5	1	Congruent
42	The service at this restaurant performs well.	1	1	1	1	1	5	1	Congruent
43	The service at this restaurant meets an acceptable standard of quality.	1	1	1	1	1	5	1	Congruent
44	The service at this restaurant is consistently performed.	1	1	1	1	1	5	1	Congruent
45	The service at this restaurant is enjoyable.	1	1	1	1	1	5	1	Congruent
46	The service at this restaurant encourages me to return.	1	1	1	1	1	5	1	Congruent
47	The service at this restaurant makes me feel relaxed.	1	1	1	1	1	5	1	Congruent
48	The service at this restaurant makes me feel good.	1	1	1	1	1	5	1	Congruent
49	The service at this	1	1	1	1	1	5	1	Congruent

No	Scales	Experts Opinion					Total Score	IOC Index	Remarks
		1	2	3	3	4			
	restaurant is fairly priced.								
50	Compared to other equivalent services, this restaurant is economical.	1	1	1	1	1	5	1	Congruent
51	The service at this restaurant offers good value for money.	1	1	1	1	1	5	1	Congruent
52	I believe the pricing of this restaurant's services reflects the quality and benefits received.	1	1	1	1	1	5	1	Congruent
53	The service at this restaurant would earn me social recognition.	1	1	1	1	1	5	1	Congruent
54	The service at this restaurant helps me leave a positive impression on others.	1	1	1	1	1	5	1	Congruent
55	The service at this restaurant makes me feel accepted by society.	1	1	1	1	1	5	1	Congruent
56	The service at this restaurant connects me to a modern and progressive community.	1	1	1	1	1	5	1	Congruent
57	The service staff is	1	1	1	1	1	5	1	Congruent

No	Scales	Experts Opinion					Total Score	IOC Index	Remarks
		1	2	3	3	4			
	courteous and professional.								
58	I feel valued by the attention provided by the service staff.	1	1	1	1	1	5	1	Congruent
59	The quality of service is consistent with each visit.	1	1	1	1	1	5	1	Congruent
60	The quality of service encourages me to return to this restaurant.	1	1	1	1	1	5	1	Congruent
61	The service staff delivers food promptly.	1	1	1	1	1	5	1	Congruent
62	I am satisfied with the wait time before being served.	1	1	1	1	1	5	1	Congruent
63	This restaurant provides timely service during peak hours.	1	1	1	1	1	5	1	Congruent
64	The staff responds quickly to additional requests.	1	1	1	1	1	5	1	Congruent
65	The atmosphere of this restaurant enhances my overall dining experience.	1	1	1	1	1	5	1	Congruent
66	I am satisfied with the cleanliness of the restaurant's environment.	1	1	1	1	1	5	1	Congruent
67	The decor and lighting of	1	1	1	1	1	5	1	Congruent

No	Scales	Experts Opinion					Total Score	IOC Index	Remarks
		1	2	3	3	4			
	this restaurant create a comfortable atmosphere.								
68	The background music and temperature contribute positively to the dining ambiance.	1	1	1	1	1	5	1	Congruent
69	Overall evaluation of the quality of the experience.	1	1	1	1	1	5	1	Congruent
70	Evaluation of the customization experience, or how well the product fits the customer's personal requirements.	1	1	1	1	1	5	1	Congruent
71	Evaluation of the reliability of the experience.	1	1	1	1	1	5	1	Congruent
72	Evaluation of the service's responsiveness, or how quickly issues are resolved.	1	1	1	1	1	5	1	Congruent
73	This restaurant can be trusted in its claims and actions.	1	1	1	1	1	5	1	Congruent
74	This restaurant is stable and well-established.	1	1	1	1	1	5	1	Congruent
75	This restaurant contributes positively to society.	1	1	1	1	1	5	1	Congruent
76	This restaurant is attentive	1	1	1	1	1	5	1	Congruent

No	Scales	Experts Opinion					Total Score	IOC Index	Remarks
		1	2	3	3	4			
	to its customers.								
77	Many people I know use the services of this restaurant.	1	1	1	1	1	5	1	Congruent
78	My behavior is influenced by those who also use this restaurant.	1	1	1	1	1	5	1	Congruent
79	People whose opinions I value also use this restaurant.	1	1	1	1	1	5	1	Congruent
80	I trust the service of this restaurant because it is recommended by people I respect.	1	1	1	1	1	5	1	Congruent
81	I will continue to pay for the services offered by this restaurant.	1	1	1	1	1	5	1	Congruent
82	In the future, I will be fully committed to its services.	1	1	1	1	1	5	1	Congruent
83	I will not pay for this restaurant's services in the future.	1	0	1	1	1	4	0.8	Congruent
84	I feel a sense of loyalty towards this restaurant and its services.	1	1	1	1	1	5	1	Congruent
85	I would choose this restaurant's services	1	1	1	1	1	5	1	Congruent

No	Scales	Experts Opinion					Total Score	IOC Index	Remarks
		1	2	3	3	4			
	because they are worth the cost.								
86	The services offered by this restaurant are worthwhile.	1	1	0	1	1	4	0.8	Congruent
87	The services at this restaurant provide good value for money.	1	1	1	1	1	5	1	Congruent
88	The benefits of this restaurant's services outweigh the costs I incur.	1	1	1	1	1	5	1	Congruent
89	Engaging in conversations on the WeChat Moments of this restaurant.	1	1	1	1	1	5	1	Congruent
90	Sharing posts from this restaurant on my own WeChat Moments.	1	1	1	1	1	5	1	Congruent
91	Recommending this restaurant's WeChat Moments to my contacts.	1	1	1	1	1	5	1	Congruent
92	Uploading product-related videos, audio, pictures, or images.	0	1	1	1	1	4	0.8	Congruent
Total		90	88	91	90	90	449	89.8	
S-IOC/Ave								.976	Congruent

$$S-IOC/Ave=89.8/92=.975$$

Appendix E

Certificate of English



This is to certify that

Mr. Pan Yingwei

Achieved BSRU English Proficiency Test (BSRU-TEP) level

C1

Given on 3rd November 2023

A handwritten signature in blue ink, appearing to be 'K. A.', is written over the printed name of the Assistant Professor.

(Assistant Professor Dr Kulsirin Aphiratvoradej)
Director

Appendix F

The Document for Acceptance Research



*tourism and
hospitality*

an Open Access Journal by MDPI



CERTIFICATE OF ACCEPTANCE

The certificate of acceptance for the manuscript (**tourismhosp-4026086**) titled:
Structural Model of Key Determinants of Customer Loyalty in Organic Dining Restaurants within Green
Hotels

Authored by:

Yingwei Pan; Chaiyawit Muangmee; Nusanee Meekaewkunchorn; Tatchapong Sattabut

was accepted in *Tour. Hosp.* (ISSN 2673-5768) on 04 December 2025



Basel, December 2025

S. Tochev

Stefan Tochev
Chief Executive Officer

Researcher Profile

Name-Surname: Yingwei Pan

Birthday: 1989 /01/04

Place of Birth: Guangdong, China

Educational background:

- Master of Business Administration, Kirk University, in 2023
- Doctor of Business Administration, Bansomdejchaopraya Rajabhat University, in 2027
- Bachelor of Laws Program in Law, Jiangnan University, in 2012

Work experience:

Table B1 Work Experience of the Researcher

Period	Organisation	Position / Role
Aug 2023 – Present	Guangdong Vocational College of Hotel Management – College of Culinary, Hotel and Tourism, Guangdong, China	Full-time Lecturer; Head of the Teaching and Research Office of the Tourism Management Programme Cluster (Tourism Management, Hotel Management, MICE Planning and Management); Programme Leader of the Hotel Management Programme
Jun 2021 – Present	Kirk University	Master’s Thesis Supervisor

Period	Organisation	Position / Role
	(International College), Academic Affairs Office, Bangkok, Thailand	Assistant
Mar 2021 – Aug 2022	Regal Palace Resort & Spa, Guangzhou	Acting Front Office Manager
Oct 2020 – Mar 2021	Regal Palace Resort & Spa, Guangzhou	Front Office Manager
Apr 2017 – Oct 2020	Regal Palace Resort & Spa, Guangzhou	Guest Relations (GR) Manager
Feb 2014 – Aug 2022	Courtyard by Marriott Huizhou & Regal Palace Resort & Spa, Guangzhou	Front Office Trainer
Feb 2014 – Apr 2017	Crowne Plaza Huizhou (InterContinental Hotels Group)	Front Office Manager
Dec 2012 – Jan 2014	Courtyard by Marriott Huizhou (Marriott International)	Front Office Supervisor
Aug 2012 – Dec 2012	Courtyard by Marriott Huizhou (Marriott International)	Marketing & Sales Coordinator
Mar 2012 – Aug 2012	Regal Palace Resort, Huizhou	Dining Attendant

Note. The entries tabulate the researcher's more than 12 years of middle and senior management experience in the tourism and hospitality sector, including positions with InterContinental Hotels Group and Marriott International, together with his

current academic appointments, as described in the Work Experience narrative of the Research Profile.

Research experience:

Table B2 Publications in International Peer-Reviewed Journals

No.	Title	Journal	Indexing / IF
1	From Trust to Loyalty: A Cross-Lagged Panel Analysis of the Evolution of Green Customer Commitment in the Luxury Hotel Sector	<i>International Journal of Hospitality Management</i>	SSCI Q1 (Top); CAS Q1; IF 8.3; ABS 3
2	From Moral Shock to Ethical Scrutiny: Unpacking the Temporal and Intra-Individual Dynamics of Dark Tourism Experience	<i>Journal of Travel Research</i>	SSCI Q1 (Top); CAS Q1; IF 7.0; ABS 4
3	The Empowerment Paradox: A Cognitive-Affective System Model of Fostering and Subverting Employee Ambidexterity in the Digital Era	<i>Current Psychology</i>	SSCI Q1; CAS Q2; IF 2.6
4	Feeling Your Way to a Decision: Building Customer Loyalty by Managing Your Customer's Emotions	<i>Journal of Quality Assurance in Hospitality & Tourism</i>	JCR Q2; CAS Q4; IF 2.3
5	Securing Customer Loyalty in the Highly Competitive Chinese Hospitality Market: An Examination of the Influence of Sustainability, Service Quality, and Brand Equity	<i>Journal of Quality Assurance in Hospitality & Tourism</i>	JCR Q2; CAS Q4; IF 2.3

Note. IF = journal impact factor; ABS = Chartered Association of Business Schools Academic Journal Guide ranking; CAS = Chinese Academy of Sciences journal partition. All five articles are published.

Table B3 Research Projects, Scholarly Outputs and Academic Service

Category	Details
Research projects	1. Construction of an Industry–College Integration Model for the Hotel Management Programme Based on the OBE (Outcome-Based Education) Concept — industry-commissioned (horizontal) research project; core project member. 2. Research on Short-Video Marketing Strategies for the Development of the Hotel Industry — Principal Investigator.
Academic monograph	Emotion and Ecology: The Journey of Brand Loyalty in Modern Hospitality — How Emotional Bonds and Sustainability Shape Brand Loyalty in Modern Hospitality (available on Amazon, https://www.amazon.com/dp/9999321100).
Software copyrights / patents	1. AI Assistant Software Platform Based on Large Language Models V1.0. 2. Enterprise Information Security Management System V1.0. 3. Terminal Data Leakage Prevention Security Management Software V1.0.
Standards	Group standard: AI-Driven Industrial Vision Inspection System (1 item).
Manuscripts under review	More than 30 sole/lead-authored manuscripts currently under review or in preparation at international journals, including International Journal of Hospitality Management, Tourism Management, Journal of Travel Research, Journal of Marketing Research, Journal of Service Research, Journal of Management, MIS Quarterly, Humanities & Social Sciences Communications, and International Journal of Tourism Research (5 at R1–R2 stage, 14 at R0 stage, and 12 under initial investigation).
Peer-review	Invited reviewer for Tourism Management (SSCI Q1, Top); Business

Category	Details
service	Strategy and the Environment (SSCI Q1, Top); Humanities and Social Sciences Communications (SSCI Q1); Acta Psychologica (SSCI Q3); Scientific Reports (SCIE Q3); SAGE Open (SSCI Q4); and Discover Sustainability (ESCI Q3), among others.
Competition coaching	Commissioned by the Dongguan Federation of Trade Unions as head coach; guided the contestant (Kegin He) to the Third Prize in the Housekeeping Service Competition of the 5th Guangdong–Hong Kong–Macao Greater Bay Area Vocational Skills Competition.
Selected honours & awards	University-level Outstanding Teacher (2025); University-level Excellent Teacher (2024); Third Prize, University Programme-Presentation Competition for Programme Leaders (2024); Third Prize, University Course-Presentation Competition (2023–2024); Certified Senior Tourism & Hotel Management Professional (2024); Outstanding Master’s Student (2022).

Note. Compiled from the researcher’s curriculum vitae (June 2026). Manuscript counts reflect the status reported therein: R1–R2 = revision stages after first/second review round; R0 = submitted and awaiting first decision.

Research interests: Green and sustainable hospitality and tourism; digital marketing and tourism; business management challenges; and consumer behavior in the service industry. Current work focuses on the intersections of artificial intelligence (AI), neuroscience, and behavioral science, leveraging the Metaverse as a high-ecological-validity, controllable, and measurable “Living Lab” to uncover the deep neural and computational mechanisms of individual and group behavior in virtual-physical integrated environments.

Office Location: Guangdong, China

Current Contact Location: No. 1 Xuefu Road, Houjie Town, Dongguan 523900, Guangdong Province, P.R. China