

## **Environmental Awareness Moderates: The Effects of Green Service Behavior and Employee Hospitality on Green Tourist Satisfaction**

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### **ABSTRACT**

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This study aims to examine the influence of Green Service Behavior and Employee Hospitality on Green Tourist Satisfaction, as well as to analyze the role of Environmental Awareness as a moderating variable. With the development of the concept of sustainable tourism, human resources are required not only to provide excellent service but also to support nature conservation practices. This study focuses on the Situgunung Resort ecotourism area in Sukabumi Regency. Using a quantitative approach, data were collected through a Likert-scale survey using purposive sampling on 125 tourist respondents. Subsequently, the data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results revealed that Green Service Behavior does not have a significant influence on Green Tourist Satisfaction. Conversely, Employee Hospitality was found to have a positive and significant influence on tourist satisfaction. Furthermore, the results of the moderation test indicate that Environmental Awareness does not moderate the relationship between Green Service Behavior or Employee Hospitality and tourist satisfaction. This implies that the level of visitors' environmental awareness – whether high or low – does not strengthen or weaken the impact of service on their final satisfaction. In conclusion, friendly personal interactions from employees remain the primary driver of tourist satisfaction in sustainable destinations.

*Keywords: Green Service Behavior, Employee Hospitality, Green Tourist Satisfaction, Environmental Awareness.*

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### **INTRODUCTION**

The development of the global tourism industry over the past decade has shown a paradigm shift from an economic growth orientation toward sustainable tourism development that integrates economic, environmental, and social aspects (Xue et al., 2022). Growing awareness of climate change, environmental degradation, and natural resource conservation has prompted travelers to give greater consideration to sustainability when choosing destinations (Khan et al., 2021). Consequently, industry stakeholders and policymakers are increasingly adopting environmentally friendly and inclusive tourism practices to support the achievement of

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sustainable development goals and ensure the long-term viability of tourist destinations (Jong et al., 2022). Sustainability has become one of the main pillars of global tourism sector development, where the quality of the tourism experience is no longer determined solely by the beauty of the destination, but also by the management's commitment to eco-friendly practices and environmentally responsible service (Surya et al., 2024).

In the context of nature-based tourism, a destination's success is determined not only by its natural attractions but also by the quality of human resources who interact directly with tourists. The Human Resource Management (HRM) perspective views employees as strategic assets that play a role in creating positive tourism experiences, enhancing the destination's image, and fostering visitor loyalty through high-quality, tourist-needs-oriented service (Duarte & Silva, 2023).

One of the key concepts in sustainable tourism is Green Service Behavior, which refers to employee behavior that supports eco-friendly practices such as waste reduction, resource efficiency, environmental education, and participation in conservation activities (Susanto et al., 2024). Additionally, Employee Hospitality reflected through friendliness, empathy, politeness, and a willingness to help also plays a crucial role in enhancing tourist satisfaction (Sahabuddin et al., 2021). The combination of these two aspects forms a relevant HRM strategy to support destination sustainability while creating satisfying and memorable travel experiences for visitors (Chou et al., 2025).

As attention to environmental issues grows, the concept of Green Tourist Satisfaction has emerged as a form of tourist satisfaction influenced not only by the overall quality of service but also by experiences that support environmental sustainability (Sahabuddin et al., 2021). Research indicates that tourists who perceive environmental commitment from destination managers tend to have higher satisfaction levels compared to those who derive solely recreational benefits (Khassawneh et al., 2024). Consequently, Green Service Behavior and Employee Hospitality emerge as potential factors in enhancing Green Tourist Satisfaction at natural tourism destinations (Stamolampros & Dousios, 2023).

One relevant natural tourism destination for examining this phenomenon is Situgunung Resort. As part of the Gunung Gede Pangrango National Park area, Situgunung Resort is known as an ecotourism destination offering various nature-based attractions such as the Situ Gunung Suspension Bridge, Curug Sawyer, trekking trails, and environmental education tours. The increase in tourist visits over the past few years indicates high public interest in nature-based and sustainable tourism. However, the rising number of visitors also has the potential to create various challenges, such as increased waste volume, pressure on ecosystems, and tourists' demands for higher service quality. Under these conditions, the role of employees becomes

crucial to ensure that the services provided not only meet tourists' needs but also support environmental conservation goals.

Although various studies have examined the influence of service quality on tourist satisfaction, research specifically integrating Green Service Behavior and Employee Hospitality within the context of nature-based tourism remains relatively limited, particularly in Indonesia (Megawati et al., 2024 ; Thipsingh et al., 2022). Furthermore, previous research findings indicate that the relationship between eco-friendly practices and tourist satisfaction is not always consistent, as it is influenced by the tourists' own characteristics (Moreno et al., 2024). One factor that potentially influences this relationship is Environmental Awareness, which refers to an individual's level of knowledge, concern, and responsibility toward the environment (Huong & Vinh, 2025). Tourists with a high level of environmental awareness tend to value conservation efforts and eco-friendly service practices more than tourists with low environmental awareness.

The urgency of this study lies in the importance of understanding how eco-friendly behavior and employee hospitality can enhance the satisfaction of eco-conscious tourists at natural tourism destinations that promote sustainability. The research findings are expected to provide practical contributions to the management of Situgunung Resort in designing human resource development strategies that support sustainable tourism. Additionally, this study can serve as a foundation for policymakers in developing nature tourism service standards focused on environmental conservation and tourist satisfaction.

The novelty of this study lies in the integration of HRM and sustainable tourism perspectives by testing the influence of Green Service Behavior and Employee Hospitality on Green Tourist Satisfaction, with Environmental Awareness as a moderating variable in the context of nature-based tourism. To date, research combining these three constructs simultaneously remains very limited, particularly in ecotourism destinations in Indonesia. Therefore, this study is expected to enrich theoretical development in the field of sustainable tourism HRM while providing empirical evidence regarding the importance of the role of human resources in creating tourist satisfaction oriented toward environmental sustainability.

## **THEORETICAL FOUNDATION AND HYPOTHESIS DEVELOPMENT**

### **Green Service Behavior**

Green Service Behavior refers to employee behavior that consciously supports environmentally friendly practices in the process of serving visitors to (Gao et al., 2025). This behavior includes pro-environmental actions such as resource conservation, waste reduction, environmental education, and the application of sustainability values in daily work activities (Sayed Uddin et al., 2023). Green Service Behavior develops through organizational support, green training, and Green Human Resource Management (Green HRM) practices that encourage employees to integrate environmental aspects into the services they provide. Such behavior also

contributes to building trust, a positive image, and customer support for sustainability, thereby becoming an important part of an environmentally oriented organizational culture (Disse & Becker-Özcamlica, 2022). The indicators of Green Service Behavior used in this study include (Susanto et al., 2024): (1) application of environmental knowledge in service; (2) eco-friendly service practices; (3) environmental education for visitors; (4) resource-saving behavior; (5) participation in conservation activities; (6) compliance with environmental standards and policies.

### **Employee Hospitality**

Employee Hospitality refers to employee behavior that reflects friendliness, politeness, attentiveness, and a willingness to assist visitors during the service process. In the tourism and hospitality industries, this behavior plays a crucial role in creating positive customer experiences, enhancing perceptions of service quality, and fostering good relationships between employees and visitors (Golossenko et al., 2025). Consistent friendliness and attentiveness can increase satisfaction and encourage customer loyalty toward a destination or organization. Beyond being a form of quality service, Employee Hospitality also reflects employees' commitment to providing care and assistance beyond their formal duties. This behavior contributes to the formation of a positive organizational image and serves as a key factor in enhancing customer satisfaction and loyalty within the service and tourism industries (Hoang et al., 2021). In this study, the Employee Hospitality indicator was measured using the (Golossenko et al., 2025; Hoang et al., 2021): (1) friendliness; (2) politeness; (3) attentiveness; (4) willingness to help; (5) responsiveness; (6) empathy; (7) personalized service. These seven indicators reflect the quality of employee interactions with visitors, which contribute to tourist satisfaction and loyalty.

### **Green Tourist Satisfaction**

Green tourist satisfaction refers to the level of satisfaction tourists feel regarding their travel experiences derived from services and activities that support environmental sustainability (Jaafar et al., 2025). This satisfaction is determined not only by the quality of tourism services and facilities but also by the extent to which a destination demonstrates a commitment to environmental conservation and sustainable tourism practices (Le, 2024). Ecotourism destinations indicate that the quality of environmental education, local community involvement, and sustainable cultural and natural experiences influence tourist satisfaction. Additionally, the implementation of eco-friendly practices in tourism facilities enhances perceived value, loyalty, and the intention to revisit (Chang, 2024). Green Tourist Satisfaction is measured through seven indicators, namely : (1) satisfaction with environmental quality; (2) eco-friendly services; (3) environmental education; (4) conservation efforts; (5) eco-friendly facilities; (6) sustainable tourism experiences; (7) overall satisfaction with green tourism. These indicators describe the level of tourist satisfaction with tourism experiences that support environmental sustainability.

## **Environmental Awareness**

Environmental awareness refers to an individual's level of knowledge, understanding, and concern regarding environmental issues that influence pro-environmental behavior (Lubis et al., 2024). In the context of tourism, environmental awareness plays a crucial role in shaping tourists' attitudes and actions toward environmental conservation, such as waste management, resource conservation, and support for conservation activities at tourist destinations (Naparín & Karsudjono, 2025). Tourists with high environmental awareness tend to exhibit more responsible behavior and demonstrate greater appreciation for sustainable tourism practices. This awareness also contributes to tourists' satisfaction, loyalty, and support for destinations that implement environmental sustainability principles, making it a key factor in the development of sustainable tourism (Zulvianti et al., 2022). Environmental awareness is measured using five indicators, namely the (Zabukovec Baruca et al., 2022): (1) environmental knowledge; (2) environmental concern; (3) environmental responsibility; (4) understanding of environmental impacts; (5) commitment to environmental conservation. These five indicators reflect the level of tourists' awareness regarding the importance of maintaining environmental sustainability at tourist destinations.

## **Hypothesis Development**

### **The Effect of Green Service Behavior on Green Tourist Satisfaction**

Green Service Behavior refers to employee behavior that incorporates eco-friendly practices into service delivery, such as environmental education, resource conservation, green services, and participation in conservation activities. This behavior reflects an organization's commitment to sustainability and can enhance tourists' positive perceptions of a destination. In nature tourism, the implementation of Green Service Behavior can enrich the tourism experience, increase the perceived value for tourists, and foster Green Tourist Satisfaction through services that support environmental conservation (Sayed Uddin et al., 2023; Gao et al., 2025; Chang, 2024).

H1: Green Service Behavior has a positive and significant effect on Green Tourist Satisfaction.

### **The Effect of Employee Hospitality on Green Tourist Satisfaction**

Employee hospitality reflects the friendliness, politeness, empathy, attentiveness, and willingness to help that employees demonstrate toward tourists. This behavior plays a crucial role in creating a positive travel experience, enhancing perceptions of service quality, and building good relationships with visitors. The higher the level of hospitality demonstrated by employees, the higher the satisfaction and loyalty of tourists toward the destination they visit (Hoang et al., 2021; Golossenko et al., 2025).

H2: Employee Hospitality has a positive and significant effect on Green Tourist Satisfaction.

### **The Role of Environmental Awareness in Moderating the Effect of Green Service Behavior on Green Tourist Satisfaction**

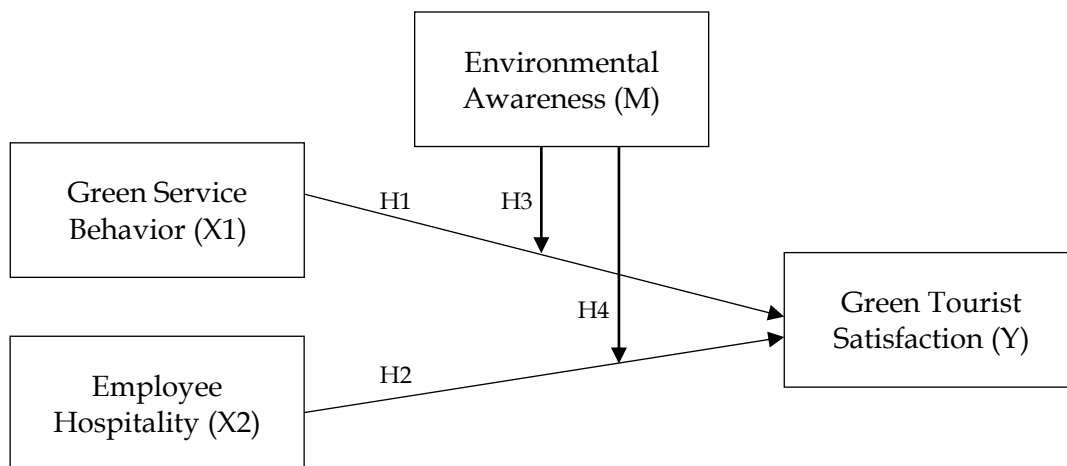
Environmental awareness refers to the level of knowledge, concern, and responsibility that tourists have toward the environment. Tourists with high environmental awareness tend to place greater value on eco-friendly practices and conservation efforts undertaken by destinations. Therefore, Environmental Awareness can strengthen the influence of Green Service Behavior on Green Tourist Satisfaction because tourists are better able to appreciate the sustainability value provided through green services (Lubis et al., 2024; Zulvianti et al., 2022; Huong & Vinh, 2025).

H3: Environmental Awareness strengthens the influence of Green Service Behavior on Green Tourist Satisfaction.

### **The Role of Environmental Awareness in Moderating the Effect of Employee Hospitality on Green Tourist Satisfaction**

Environmental awareness can strengthen the influence of employee hospitality on green tourist satisfaction. Tourists with high environmental awareness tend to value the hospitality, attention, and assistance of employees that align with sustainability values. Therefore, friendly and environmentally oriented service will have a greater impact on tourist satisfaction at sustainable tourist destinations (Naparin & Karsudjono, 2025; Zulvianti et al., 2022).

H4: Environmental Awareness strengthens the influence of Employee Hospitality on Green Tourist Satisfaction.



**Figure 1. Research Framework**

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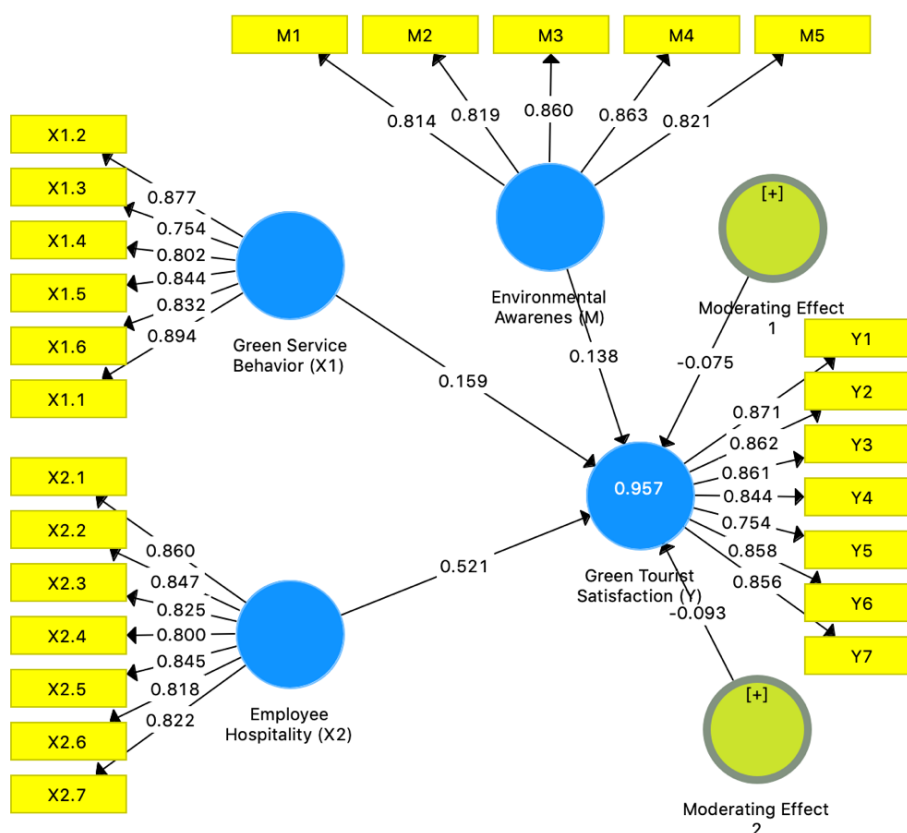
## METHOD

This study employs a quantitative approach using a survey method to analyze the influence of Green Service Behavior and Employee Hospitality on Green Tourist Satisfaction, with Environmental Awareness as a moderating variable, among visitors to Situgunung Resort in Sukabumi Regency. The study population consists of all tourists visiting Situgunung Resort. The sampling technique employed purposive sampling, with respondents meeting the following criteria: being at least 18 years old, having visited Situgunung Resort at least once in the past year, and being willing to complete the questionnaire in full. The sample size was determined based on the guidelines by Hair et al., namely 5–10 times the number of research indicators (Setiadi et al., 2025). With a total of 25 indicators, the minimum required sample size is 125 respondents. Data were collected through the distribution of questionnaires both in person and online using Google Forms. All variables were measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The Green Service Behavior variable is measured using six indicators, Employee Hospitality using seven indicators, Green Tourist Satisfaction using seven indicators, and Environmental Awareness using five indicators. These indicators were developed based on the results of theoretical reviews and previous research relevant to the context of sustainable tourism. Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software. The analysis process included testing the outer model and the inner model. The outer model was evaluated through tests of convergent validity, discriminant validity, and construct reliability using outer loadings, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha. Next, the inner model was evaluated using R-Square ( $R^2$ ), Predictive Relevance ( $Q^2$ ), and Goodness of Fit (GoF) values (Setiadi, 2026). Hypothesis testing was conducted via the bootstrapping procedure at a 5% significance level (Prakoso & Setiadi, 2026), while moderation testing was conducted by establishing an interaction construct between Environmental Awareness and Green Service Behavior as well as Employee Hospitality on Green Tourist Satisfaction.

## RESULTS AND DISCUSSION

### Measurement Model and Structural Model

This study employed a Partial Least Squares-based Structural Equation Modeling (SEM-PLS) approach to analyze 25 indicators (observed variables) and 4 latent constructs. The analysis was conducted by evaluating the measurement model (outer model) and the structural model (inner model) to test the relationships among the variables in the research model. Convergent validity was evaluated based on factor loadings meeting the criteria of  $>0.70$  or at least  $\geq 0.60$ , as well as Average Variance Extracted (AVE) values above 0.50. Additionally, construct reliability was tested using Composite Reliability and Cronbach's Alpha with a minimum value of 0.70, indicating an adequate level of consistency and reliability of the instrument (Setiadi et al., 2025).



**Figure 2.** Outer Model

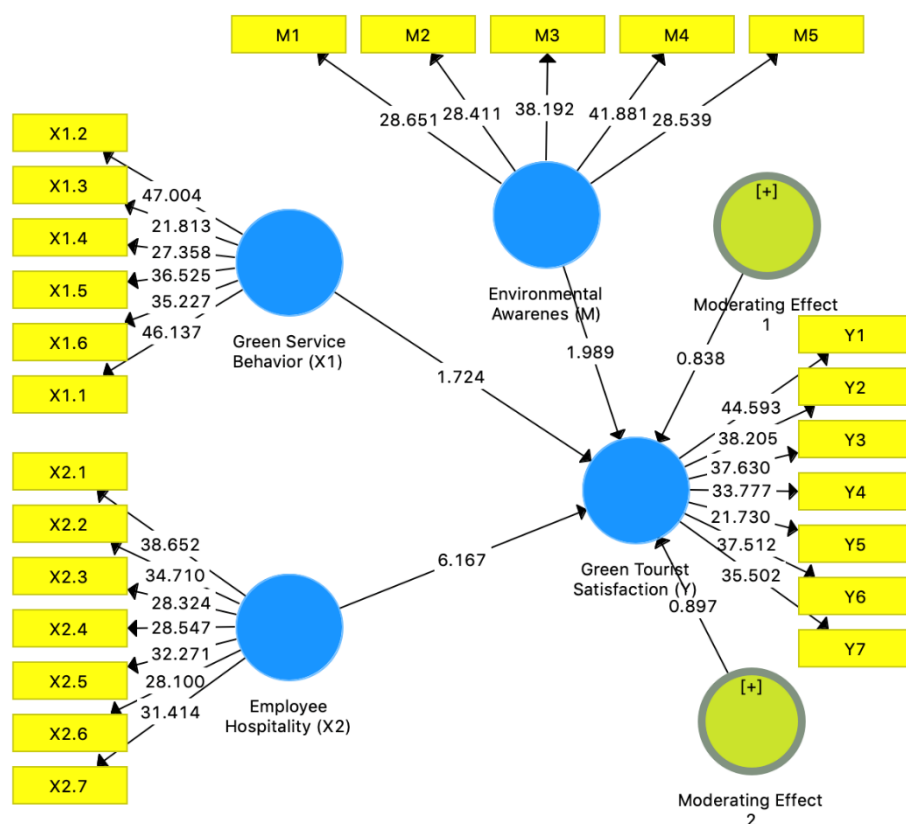
Based on Figure 2, the results of the outer model test show that all indicators have factor loadings ranging from 0.754 to 0.894, thus meeting the criteria for convergent validity ( $>0.70$ ). The Green Service Behavior construct has the highest loading on indicator X1.1 (0.894), Employee Hospitality on X2.1 (0.860), Environmental Awareness on M4 (0.863), and Green Tourist Satisfaction on Y1 (0.871). Thus, all indicators are deemed valid and capable of reflecting the latent construct being measured well and consistently.

**Table 1.** AVE, Cronbach's Alpha, and Composite Reliability Values

Variable	Average Variance Extracted (AVE)	Cronbach's Alpha	Composite Reliability
Green Service Behavior (X1)	0.697	0.912	0.932
Employee Hospitality (X2)	0.691	0.925	0.940
Green Tourist Satisfaction (Y)	0.713	0.932	0.946
Environmental Awareness (M)	0.698	0.892	0.920
Moderating Effect 1	0.535	0.970	0.972
Moderating Effect 2	0.534	0.974	0.976

Based on Table 1, the results of the measurement model evaluation show that all constructs meet the criteria for validity and reliability. The AVE values range from 0.534 to 0.713, all of which exceed the minimum threshold of 0.50, indicating good convergent validity. Furthermore, Cronbach's Alpha (0.892–0.974) and Composite Reliability (0.920–0.976) values are above 0.70, indicating excellent internal consistency and construct reliability. Thus, all variables are deemed valid and reliable for use in further analysis.

Structural equation modeling using the Partial Least Squares (PLS) method was conducted to examine the relationships among latent constructs through path coefficients obtained via the bootstrapping procedure (Mafriningsianti & Setiadi, 2025). This test aims to evaluate the direction and level of significance of the influence between variables in the research model. PLS-SEM is considered capable of handling complex models and still providing reliable results even with a relatively small sample size, making it suitable for research oriented toward prediction and theory development.



**Figure 3.** Bootstrapping

Based on Figure 3, the bootstrapping results indicate that Employee Hospitality has a positive and significant effect on Green Tourist Satisfaction, with a T-statistic value of 6.167 (>1.96). Environmental Awareness also has a positive and significant effect on Green Tourist

Satisfaction, with a T-statistic value of 1.989. Conversely, Green Service Behavior does not have a significant effect, as it has a T-statistic value of 1.724 (<1.96). The moderating effect of Environmental Awareness on the relationship between Green Service Behavior and Employee Hospitality with Green Tourist Satisfaction was also not significant, with T-statistics values of 0.838 and 0.897, respectively. Furthermore, all indicators had T-statistics values above 1.96, making them valid in reflecting the measured constructs.

### **R-Square (R<sup>2</sup>)**

The internal model evaluation was conducted using SMARTPLS 3 to test the relationships among latent variables in the model. The model's ability to explain the endogenous variables was assessed using the R-Square (R<sup>2</sup>) value. This value indicates the extent to which the exogenous variables contribute to explaining the variation in the endogenous variables.

**Table 2. R-Square Test**

Variable	R-Square
Green Tourist Satisfaction (Y)	0.957

Based on Table 2, the R-Square value of 0.957 indicates that 95.7% of the variation in Green Tourist Satisfaction can be explained by the exogenous variables in the model, while the remaining 4.3% is influenced by other factors outside the scope of this study. This value indicates that the model has very strong explanatory power and high predictive capability.

### **Predictive Relevance**

In Partial Least Squares (PLS) analysis, the Q<sup>2</sup> value (Predictive Relevance) is used to assess the extent to which the model can predict the observed data. A model is considered to have predictive capability if the Q<sup>2</sup> value is greater than zero. A Q<sup>2</sup> value exceeding 0.25 indicates a fairly good or moderate level of prediction, while a value above 0.50 signifies high predictive capability and indicates that the model has strong predictive relevance to the empirical data (Setiadi et al., 2025b).

**Table 3. Q-square**

Variable	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Green Tourist Satisfaction (Y)	875,000	296,765	0.661

Based on Table 3, the Q<sup>2</sup> value for the Green Tourist Satisfaction variable is 0.661, calculated as  $1 - (296.765/875.000)$ . This value is above the 0.50 threshold, indicating that the model has strong predictive relevance. Thus, the model is capable of explaining and predicting Green Tourist Satisfaction with a high degree of accuracy based on the variables studied.

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### Model Goodness of Fit Evaluation

In Partial Least Squares (PLS) analysis, Goodness of Fit (GoF) is used as an additional measure to assess the overall quality of the model alongside  $R^2$  and  $Q^2$ . A GoF value of 0.10 indicates a low fit, 0.25 indicates a moderate fit, while a value of 0.36 or higher indicates a high fit. Additionally, an SRMR value below 0.08 indicates that the model fits the research data well (Mafriningsianti & Setiadi, 2026).

**Table 4. SRMR**

Test	Saturated Model	Estimated Model
SRMR	0.044	0.043

Based on Table 4, the SRMR (Standardized Root Mean Square Residual) value for the Saturated Model is 0.044 and for the Estimated Model is 0.043. Both values are below the critical threshold of 0.08, indicating that the model has a good fit with the empirical data. These results indicate that the research model is capable of adequately representing the relationships between constructs and is suitable for hypothesis testing.

**Table 5. GoF Index**

Average AVE	Average R-Square	Goodness of Fit Index
0.644	0.957	0.785

Based on Table 5, the Goodness of Fit (GoF) value of 0.785 is well above the threshold of 0.36, placing it in the high category (large fit). These results indicate that the model has an excellent level of fit in explaining the relationship between the measurement model and the structural model. Thus, the research model is able to strongly represent the empirical data and possesses excellent model quality for explaining the phenomenon under study.

### Hypothesis Testing

Hypothesis testing in SmartPLS generally employs bootstrapping techniques because they can accommodate data without the assumption of normality and do not require large samples. Through the resampling process, this method produces more reliable path coefficient estimates. The resulting t-statistics and p-values are used to determine the significance of relationships between constructs and to support the evaluation of research hypotheses.

**Table 6. Path Significance Test**

Variable	Original Sample	T Statistics	P-Values	Description
Green Service Behavior (X1) -> Green Tourist Satisfaction (Y)	0.159	1.724	0.085	No effect

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Employee Hospitality (X2) -> Green Tourist Satisfaction (Y)	0.521	6.167	0.000	Significant
Moderating Effect 1 -> Green Tourist Satisfaction (Y)	-0.075	0.838	0.402	No Effect
Moderating Effect 2 -> Green Tourist Satisfaction (Y)	-0.093	0.897	0.370	No Effect

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Based on Table 6, the following are the results of the hypothesis testing based on the Original Sample, T Statistics, and P Values:

### **Hypothesis 1: The Effect of Green Service Behavior on Green Tourist Satisfaction**

The test results show that Green Service Behavior has a path coefficient of 0.159, indicating a positive relationship with Green Tourist Satisfaction. However, the T-statistic value of 1.724 is smaller than 1.96, and the P-value of 0.085 is greater than 0.05. Thus, the effect of Green Service Behavior on Green Tourist Satisfaction is not significant, so the hypothesis stating a positive effect cannot be accepted. This finding indicates that the green service behavior provided has not been able to significantly increase green tourist satisfaction.

### **Hypothesis 2: The Effect of Employee Hospitality on Green Tourist Satisfaction**

The results of the analysis show that Employee Hospitality has a path coefficient of 0.521, indicating a fairly strong positive relationship with Green Tourist Satisfaction. The T-statistic value of 6.167 and the P-value of 0.000 meet the criteria for statistical significance. Therefore, Employee Hospitality has been proven to have a positive and significant effect on Green Tourist Satisfaction. These results indicate that the better the hospitality, attention, and service provided by employees, the higher the level of tourist satisfaction with green tourist destinations.

### **Hypothesis 3: Environmental Awareness Moderates the Effect of Green Service Behavior on Green Tourist Satisfaction**

The first moderation effect test yielded a path coefficient of -0.075, with a T-statistic of 0.838 and a P-value of 0.402. These values do not meet the significance criteria because the T-statistic is < 1.96 and the P-value is > 0.05. Thus, Environmental Awareness does not moderate the relationship between Green Service Behavior and Green Tourist Satisfaction. This means that tourists' level of environmental awareness neither strengthens nor weakens the influence of Green Service Behavior on tourist satisfaction.

### **Hypothesis 4: Environmental Awareness Moderates the Effect of Employee Hospitality on Green Tourist Satisfaction**

The results of the second moderation effect test showed a path coefficient of -0.093, with a T-statistic of 0.897 and a P-value of 0.370. These values indicate that the moderation effect is not significant. Therefore, Environmental Awareness was not found to moderate the relationship

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between Employee Hospitality and Green Tourist Satisfaction. In other words, the positive influence of Employee Hospitality on tourist satisfaction occurs directly and is not influenced by the tourists' level of environmental awareness.

## **Discussion**

The results of the first hypothesis test indicate that Green Service Behavior does not have a significant effect on Green Tourist Satisfaction. This finding is quite interesting because green service behaviors by employees such as education and resource conservation do not yet appear to be a major driver of tourist satisfaction in ecotourism destinations. This supports the observation by Moreno-Brito et al. (2024), who highlight that the impact of eco-friendly practices on customer satisfaction is not always consistent because it is heavily influenced by the perceptions or characteristics of individual tourists. Most likely, tourists view the implementation of green service by employees as an obligation or a basic operational standard in natural destinations, so its presence does not directly boost their satisfaction. On the other hand, the test of the second hypothesis demonstrated that Employee Hospitality has a strong, positive, and significant effect on Green Tourist Satisfaction. The higher the levels of friendliness, politeness, helpfulness, and empathy demonstrated by employees, the more satisfying the tourism experience perceived by tourists. These empirical results reinforce the research by Hoang et al. (2021) and Golossenko et al. (2025), which emphasizes that service hospitality is a fundamental element in creating positive customer value. This means that responsive and warm personal interactions remain the key in the tourism industry, even if the destination focuses on environmental sustainability. Regarding moderation effects, statistical analysis revealed that Environmental Awareness was not found to moderate either the relationship between Green Service Behavior and tourist satisfaction or the relationship between Employee Hospitality and tourist satisfaction. Visitors' level of understanding and concern regarding environmental issues did not, in fact, strengthen or weaken their response to the services. Although studies by Lubis et al. (2024), Naparin & Karsudjono (2025), and Zulvianti et al. (2022) indicate the importance of environmental awareness in shaping pro-environmental attitudes and appreciation for nature conservation, the reality of these results shows that tourists' ultimate satisfaction is absolutely more determined by the quality of hospitality provided directly. Thus, tourists with high or low environmental awareness will still highly prioritize the quality of interpersonal service as a determinant of their satisfaction at sustainable destinations.

## **CONCLUSION**

Research conducted in the Situgunung Resort ecotourism area in Sukabumi Regency provides important insights into how service quality and staff hospitality impact traveler satisfaction. Key findings reveal that the nature conservation efforts actively implemented by staff

through various eco-friendly services have not yet become the primary driver of tourist satisfaction. Although staff have diligently implemented environmental conservation education and resource-saving practices, these steps appear to be viewed merely as basic operational standards that are simply a given at natural tourist destinations. Consequently, merely meeting these environmental compliance standards does not automatically make visitors feel truly satisfied during their recreational stay. On the contrary, the true factor that successfully creates the highest level of satisfaction for travelers is the genuine warmth of the staff. When staff consistently demonstrate extremely polite behavior, empathy, quick responsiveness, and a sincere willingness to provide various forms of assistance, tourists feel deeply valued. This warmth in human interaction has proven highly successful in creating many positive impressions that boost visitors' happiness while enjoying their vacation. Such a friendly, personal touch remains a solid foundation across the entire tourism industry, even surpassing the luxury of eco-tourism facilities. Furthermore, the high level of concern each visitor has toward ecosystem conservation issues does not at all alter their perspective when evaluating service quality. Visitors with very high or very low environmental awareness consistently prioritize the friendliness of staff treatment as the absolute benchmark for their recreational comfort. In conclusion, no matter how brilliant the nature tourism concepts regularly devised by managers may be, these important plans must absolutely be accompanied by strong, sincere interpersonal interactions. The warmth, kindness, and sincerity of employees will always remain the single, absolute key to the success of our green tourism destinations.

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