Green Loyalty – Empirical Experience from a Systematic Literature Review

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ABSTRACT

Our research aims to analyze the factors determining green loyalty based on a systematic literature review (SLR) according to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) statement. We asked three research questions: The main factors that determine green loyalty, The most widely used theories in building empirical research models on green loyalty, and how often do traditional elements, such as values, image, knowledge, satisfaction, trust, practice, and quality perceived, emerges in empirical research on eco-loyalty. The SLR search of the three databases yielded 571 publications. The snowballing method produced 78 records. After removing duplicates, 330 records were obtained, and in the final stage, only 19 articles were used in the systematic literature review. Based on the analysis results, seven main factors influence green loyalty. The Social Exchange Theory is the grand theory most widely used in building research models. The implications of this research will explain how green loyalty is currently a very urgent and important topic to research, as well as make it easier for researchers to see gaps as opportunities in building research models, especially those related to green loyalty.

1. INTRODUCTION

The quality of the environment, which is getting worse every year, is now starting to become a major concern throughout the world (Assaker et al., 2020; Pahlevi & Suhartanto, 2020; Gelderman et al., 2021; Moise et al., 2021; Chan et al., 2022; Gomes et al., 2023; Román-Augusto et al., 2023).The human population continues to increase every year and is not accompanied by the limited availability of resources. It is estimated that the human population will reach 10 billion people in 2050 (International Institute for Sustainable Development, 2020).

This phenomenon has the potential to trigger a scarcity of non-renewable resources such as the environment. In economics, scarcity or scarcity is a condition that occurs because existing resources are limited while human needs are unlimited (Arango et al., 2023). This poor environmental condition is increasingly exacerbated by human behavior in consuming environmentally unfriendly products in everyday life. This of course can trigger increasingly rapid degradation of the quality of the environment.

Responding to this phenomenon, research on sustainability has become an alternative solution to help humans overcome environmental problems. One of the research topics related to sustainability is the concept of green marketing. The challenge that must be faced in adopting the green marketing concept is how to achieve green loyalty from existing customers, to reduce the negative impact of using products that are not environmentally friendly.Creating green loyalty of course requires extraordinary marketing efforts and the right strategy because the changes you want to create are not always greeted with a good response by customers because there are consequences that must be borne by both customers and the company (Rizqiningsih & Widodo, 2021).

Systematic literature reviews are very important, as they have an important role in the development of a research field, by summarizing the work published in a particular area and offering new ideas. This systematic literature review was conducted in chronological order to identify the main determinants of

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customer green loyalty and to develop an integral conceptualization, to describe the nature of the relationship between the determinants of customer green loyalty and how they relate to customer loyalty. Systematic Literature Review is important to use because Systematic Literature Review has advantages when compared with Narrative Literature Review. The Systematic Literature Review in this research includes identification, evaluation and interpretation of all relevant research results related to the phenomenon of environmental issues in product loyalty which is of concern in this research. Systematic Literature Review pays attention to several aspects such as published research.

The data collection method in the Systematic Literature Review uses a scientific methodology approach to summarize research results, and has structured and systematic stages such as planning, data collection, results from various studies The novelty in this research is that the topic of sustainability is a new topic that is still urgent to research because the impact of environmental quality degradation will be felt in the current generation and the next generation. Meanwhile, there is still very little research in the form of a Systematic Literature Review regarding green loyalty. The contribution of this research will be very useful for writers who are interested in researching green loyalty. The contribution of this research is to help see the viewpoints and paradigms in previous research, which are presented in a structured and systematic manner. Another contribution from this research can be a basis and reference in determining the direction of further research, both descriptive and associative research using the positivism paradigm.

Green loyalty is defined as a customer's behavior in maintaining a relationship with a company or product that is involved in efforts to protect the environment (Issock et al., 2020), where this behavior is demonstrated by consistently committing to buying products from green companies repeatedly, showing tolerance. for higher prices, and recommend to others (Pahlevi & Suhartanto, 2020). Green loyalty is a crucial thing that must be achieved by companies for the sustainability of their green business concept and also to participate in maintaining environmental sustainability. The following are the views of several authors regarding green loyalty (Table 1).

Table 1. View on Green Loyalty

Author/s	Year	View
Martinez and Leaniz	2015	Green loyalty is a consumer commitment to repurchase products that are labeled environmentally friendly
Chen	2016	Green customer loyalty is defined as a customer's commitment to consistently repurchase or re-purchase a preferred product in the future, where he or she wants to maintain a relationship with an environmentally conscious or green business. In this case, loyal customers tend to provide reliable advice to the people around them
Kim and Ahn	2017	Green experiential loyalty is measured by positive word of mouth recommendations, recommendations of environmentally friendly products to others, and intention to repurchase environmentally friendly products.
Wu and Cheng	2018	Green experience loyalty is a customer's desire to maintain their relationship with an environmentally conscious or green restaurant, and repurchase or patronize their preferred product or service regularly in the future based on their dining experience
Dabija, *et al*	2018	Green loyalty is measured by the level of consumer repurchase intention which takes into account the company's attitude and commitment to a sustainable environment
Imaningsih *et al*	2019	Green loyalty refers to the repeat purchasing behavior or repeated use of a green product or brand over the long term
Lin et al.	2019	Green brand loyalty is defined as 'the level of repurchase intent driven by a strong environmental attitude and ongoing commitment to a green brand or product
Pahlevi and Suhartanto	2020	Green loyalty as the level of repurchase intention driven by a convincing attitude and commitment to a sustainable environment for a product or service and company
Wu *et al*	2021	refers to experiential loyalty as the case of a customer experiencing an institution that involves environmental or green concern for the relationship between the customer and himself, and commits to consistently repurchase or resubscribe the preferred product or service.
Firmansah *et al*	2021	defines loyalty in green marketing as a form of environmental concern, an important determinant that will be included in influencing consumer loyalty towards environmentally friendly brands
Gelderman *et al*	2021	Green customer loyalty refers to customers' desire to maintain relationships with environmentally conscious or green institutions and customers' commitment to repurchase preferred products regularly in the future
Fitriani *et al*	2021	Green loyalty is a customer's attitude to continuously repurchase products labeled as environmentally friendly. A loyal consumer is a consumer who always buys again from the same company

Moise *et al*	2021	Green loyalty has been conceptualized as a favorable attitude towards a service provider that results in repeat purchasing behavior of environmentally friendly products
Wilson	2022	Green loyalty can be committed to being able to repurchase a highly preferred green product or service.
Braimah *et al*	2022	Green loyalty is the extent to which consumers determine their intentions and obligations to purchase products or services with the aim of environmental sustainability
Riva, *et al*	2022	Green loyalty is determined by consumers' willingness to consider the organization's attitude and commitment to environmental sustainability
Abdou *et al*	2022	Green experience loyalty is a customer's desire to maintain their relationship with a green company that cares about the environment or is green and repurchases or becomes a regular patron of the product of their choice in the future
Kamkankaew *et al*	2023	Green customer loyalty represents the ultimate ambition of a number of companies, as loyal customers buy more, spend a greater share of their income and tend to be less price sensitive than other customers

2. METHOD

This study related to green loyalty is based on the Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA) statement. This is a well-known method for conducting a literature review on sustainability issues, as well as economic and social sciences. Systematic reviews and meta-analyses are essential tools to accurately and reliably summarize the evidence. This research aim was based on the following research questions: What are the main factors that determine green loyalty? What theory is most widely used in building empirical research models regarding green loyalty? How often do traditional elements, such as value, image, knowledge, satisfaction, trust, pratices, and perceived quality, appear in empirical research on green loyalty?

Three databases were selected for PRISMA systematic review: Scopus, Web of Science, and Google Scholar. We used terms to search the database to meet the scope related to greem loyalty. Therefore, the first search criterion was 'green loyalty and the second criterion combined 'loyalty' and 'green'. We applied the following search strategies: Scopus: TITLE–ABS–KEY (green AND loyalty Web of Sciences: ALL FIELDS: (green) AND ALL FIELDS: (loyalty) Google Scholar: allintitle: green loyalty; with the statement: "green loyalty"

We applied inclusion and exclusion criteria based on the conceptual description and published literature reviews from various scientific. The inclusion criteria are as follows: Empirical studies, Peer-reviewed papers, English language, Any publication time. The inclusion of only empirical articles is due to the inclusion of statistically validated factors that determine green loyalty. This approach is used in the literature in the PRISMA method when applying SLR to areas, such management, consumer behavior, tourism, and others. The Exclusion criteria included: Studies with theoretical models, Studies describing not related to Green Loyalty, Ph.D. thesis and short reports, Workshop papers, Work-in-progress papers and editorials, Practice guidelines, Book chapters and reviews, Conference publications, including proceedings, posters, and abstracts.

Conducting the SLR We searched the databases for articles without limitations on when these articles were published. The inclusion criteria are as follows: - Empirical studies; - Peer-reviewed papers; - English language; - Any publication time. The SLR search of three databases yielded 571 publications. The snowballing methods resulted in 78 records. The backward snowballing involves checking the reference lists in studies being analyzed. The forward snowballing consists of identifying new studies citing papers examined in the systematic review. After deleting duplicates, 330 records were obtained. Then, records were screened based on the inclusion and exclusion criteria by title, and secondarily by abstract. The flow diagram related to identification, screening, assessment of eligibility, and inclusion is presented in.

To analyze the studies included in the SLR, we used a tabular approach concerning two areas: general information (author/s, year of publication, country of study, analyzed product categories or brands, research method and sample size of sample) and research analysis (analyzed variables, hypotheses and their verification). However, for keyword co-occurrence analysis, VOSviewer was used as a tool to construct and visualize the bibliometric networks. We also made a comparison of the articles included in the SLR. However, due to different research methods, different statistical tools, and different research scales, we could not use methods typical of meta-analysis.
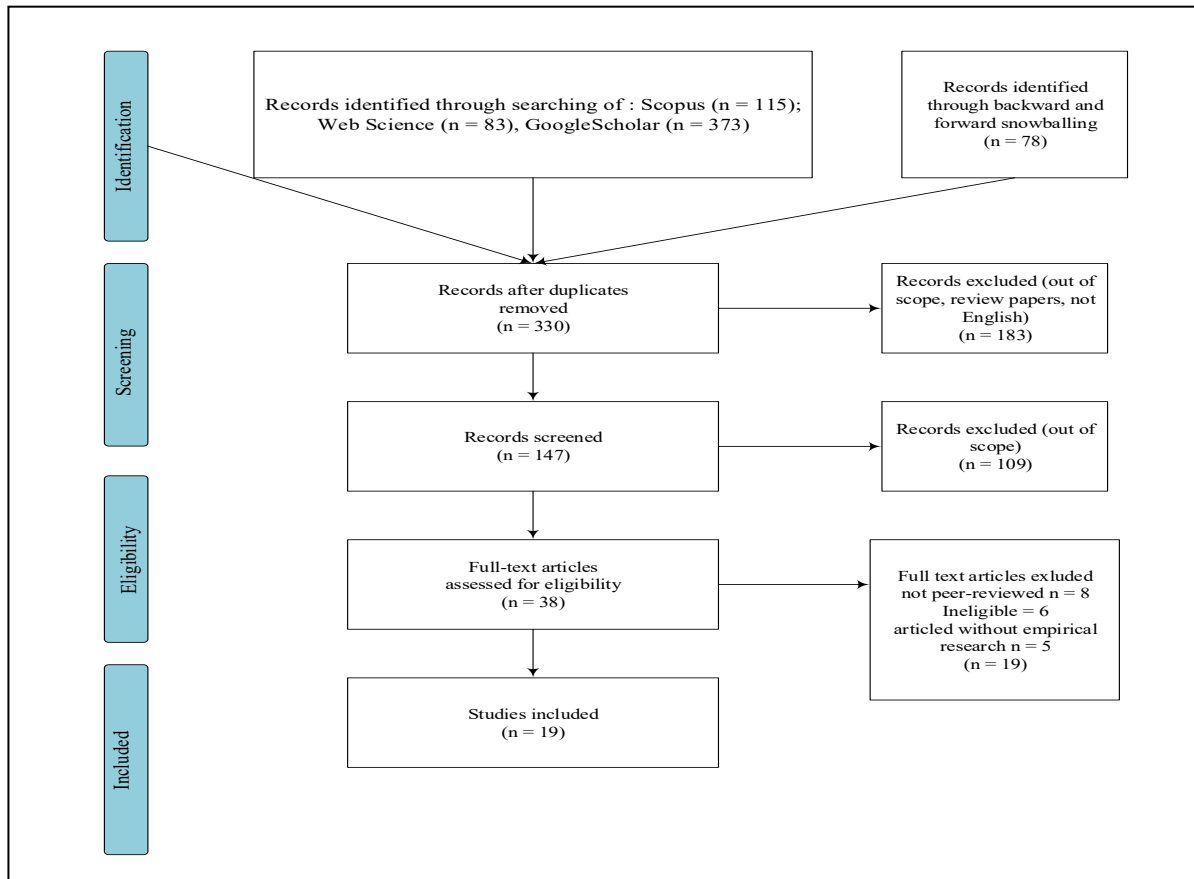
Figure 1. Flow diagram of studies included in the systematic review of the Preferred Reporting Items for Systematic Reviews and Meta-Analysis (PRISMA)

3. RESULT AND DISCUSSION

The general information related to the author/s, year of publication, country of study, analyzed product categories or brands, research method and sample size of sample are presented in Table 2 summary of the most common keywords is shown in Figure 2. We included 19 studies published between 2015 and 2023 in the SLR. The most research conducted by researchers regarding green loyalty was carried out in 2022, namely eight studies (Tiwari, 2023; Sun et al., 2022; Braimah et al., 2023; Riva et al., 2022 ; Thai & Nguyen, 2022; Tharaka & Munasinghe, 2022; Xu et al., 2022;Azam et al., 2022), in 2020 there were four studies (Assaker, 2020; Çavuşoğlu, 2020; Assaker et al., 2020; Issock et al., 2020), 2019 as many as two studies (Imaningsih et al., 2019; Lin et al., 2019), while in other years there were one study in 2015 (Martínez, 2015), 2016 (Chen, 2016), 2018 (Wu et al., 2018), 2021 (Pan et al., 2021), and 2023 (Fraccascia et al., 2023). The location of the most research carried out was in China with three studies (Lin et al., 2019); Pan et al., 2021); Xu et al., 2022), England two studies (Assaker, 2020; Assaker et al., 2020) , Taiwan two studies (Chen, 2016; Wu et al., 2018) while others were conducted respectively in Bangladesh (Riva et al., 2022), Ghana (Braimah et al., 2023), India (Tiwari, 2023),Indonesia (Imaningsih et al., 2019), Italy (Fraccascia et al., 2023), Malaysia (Azam et al., 2022), Pakistan (Sun et al., 2022), South-Africa (Issock Issock et al., 2020), Spain (Martínez, 2015), Sri Lanka (Tharaka & Munasinghe, 2022), Turkey (Çavuşoğlu, 2020), Vietnam (Thai & Nguyen, 2022).

The most research objects carried out on Green Hotels were eight studies (Martínez, 2015; Wu et al., 2018); (Assaker et al., 2020); Çavuşoğlu, 2020; Assaker, 2020; Sun et al., 2022; Thai & Nguyen, 2022; Tharaka & Munasinghe, 2022), then on Green Products as many as six studies (Imaningsih et al., 2019); Lin et al., 2019; Issock et al., 2020; Braimah et al., 2023; Xu et al., 2022; Fraccascia et al., 2023), while other research on Green Brand (Tiwari, 2023), Resort (Azam et al., 2022), Restaurant (Riva et al., 2022), Transportation (Chen, 2016), Green Packaging (Pan et al., 2021). The theories used in building the research model are The Social Exchange Theory with four studies (Assaker, 2020); Assaker et al., 2020; Wu et al., 2018; Azam et al., 2022), The signaling theory with three studies (Lin et al., 2019; Sun et al., 2022; Xu et al., 2022), Theory of Planned Behavior in two studies (Riva et al., 2022); (Fraccascia et al., 2023), while others use Values Theory and value-belief-norm (Imaningsih et al., 2019), The hierarchy of effects model theory

(Martínez, 2015), Theory of consumption value (Issock et al., 2020), Theory of Human Memory, theory of associative networks (Tiwari, 2023), Value-Attitude-behavior (Çavuşoğlu, 2020), Stimulus–organism–response(SOR) theory, value-belief-norm (VBN), cognition–affection–behavior (CAB) theory (Pan et al., 2021), Expectation confirmation theory, value belief norm theory (Braimah et al., 2023), Social identity theory (Thai & Nguyen, 2022). The stakeholder theory perspective (Tharaka & Munasinghe, 2022), Technology Acceptance Model (Chen, 2016).

Table 2. General information related to studies included in the SLR

| Author, Year	Country of Study	Product Category/ Brands	Research Method	Grand Theory
Assaker, G, 2020	United Kingdom	Green Hotel	Survey	The Social Exchange Theory
Assaker et al., 2020	United Kingdom	Green Hotel	Survey	The Social Exchange Theory
Imaningsih et al., 2019	Indonesia	Green Product	Survey	Values-Belief-Norm Theory
Martinez and Leaniz, 2015	Spanyol	Green Hotel	Survey	The hierarchy of effects model theory
Issock et al., 2020	South-Africa	Green Product	Survey	Theory of consumption value
Lin et al., 2019	China	Green Product	Survey	The signalling theory
Tiwari, 2022	India	Green Brand	Survey	Theory of Human Memory, theory of associative networks
Çavusoglu et al., 2020	Turkey	Green Hotel	Survey	Value-Attitude-behavior
Wu et al., 2018	Taiwan	Green Hotel	Survey	The Social Exchange Theory
Sun et al., 2022	Pakistan	Green Hotel	Survey	Signalling theory and natural resource-based view theory
Pan et al., 2021	China	Green Packaging	Survey	Stimulus–organism–response (SOR) theory, value-belief-norm (VBN), cognition–affection–behavior (CAB) theory
Braimah et al., 2022	Ghana	Green Product	Survey	Expectation confirmation theory, value belief norm theory
Riva, et al., 2022	Bangladesh	Restaurant	Survey	Theory Planned Behavior
Thai and Nguyen 2022	Vietnam	Green Hotel	Survey	Social identity theory
Tharaka and Munasinghe, 2022	Sri Lanka	Green Hotel	Survey	The stakeholder theory perspective
Chen, 2016	Taiwan	Transportation	Survey	Technology Acceptance Model
Xu et al., 2022	China	Green Product	Survey	The signal theory and clue utilization theory
Fraccascia et al., 2023	Italy	Green Product	Survey	Theory Planned Behavior, TDMP (theory decision making process)
Azam et al. 2022	Malaysia	Resort	Survey	The Social Exchange Theory
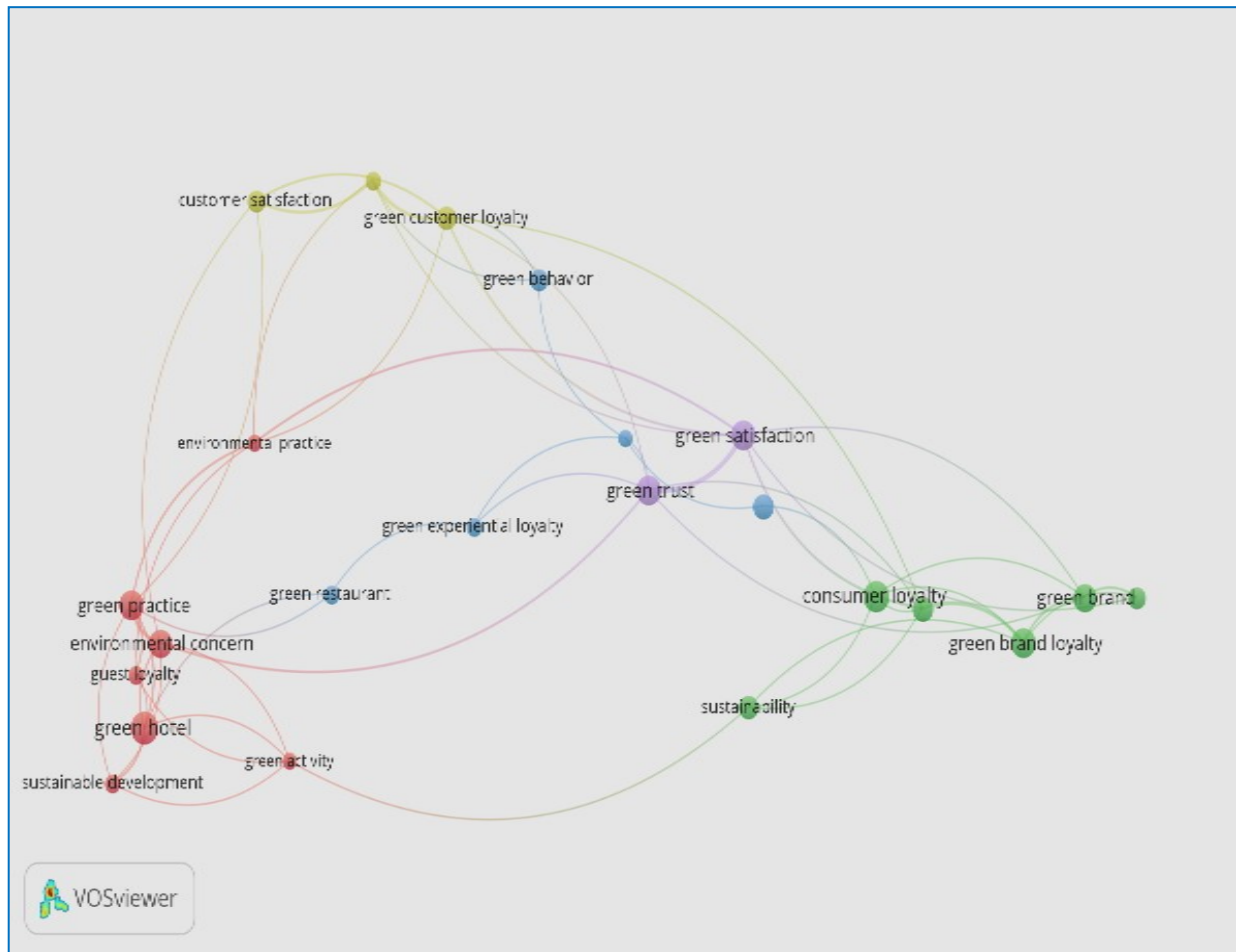
Figure 2. Co-occurrence of keywords in studies included in SLR

Table 3. Research hypotheses test result of studies included in the SLR

Author, Year	Factors/Variabels	Sample Size	Hypotheses (Verified or Not Verified/ Path Coefficient)
Assaker, G, 2020	Service Quality (SQ) Perceived Value (PV) Green Pratices (GP) Green Satisfaction (GS) Behavioral Intention (BI)	200 respondents	H1 : GP → PV (+) :0.180 (Supported) H2 : GP → GS (-) : - 0.056 (Not Supported) H3 : GP → BI (+) : 0.054 (Not Supported) H4 : SQ → PV (+) : 0.599 (Supported) H5 : SQ → GS (+) : 0.583 (Supported) H6 : SQ → BI (+) : 0.207 (Supported) H7 : PV → GS (+) : 0.370 (Supported) H8 : GS → BI (+) : 0.648 (Supported)
Assaker et al., 2020	Green Image (GI) Perceived Quality (PQ) Satisfaction (ST) Loyalty (BI) Trust	200 respondents	H1 : GI → ST (+) : 0.034 (Not Supported) H2 : GI → TRUST (+) : 0.176 (Supported) H3 : GI → BI (+) : 0.106 (Not Supported) H4: GI → PQ (+) : 0.539 (Supported) H5 : PQ → ST (+) : 0.792 (Supported) H6 : PQ → TRUST (+) : 0.313 (Supported) H7 : PQ → BI (+) : 0.028 (Not Supported) H8 : ST → BI (+) : 0.465 (Supported) H9 : TRUST → BI (+) : 0.384 (Supported) H10 : ST → TRUST (+) : 0.451 (Supported)
Imaningsih et al., 2019	EgoisticValue(EV) Altruistic Value (AV) Biospheric Value (BV) Functional Benefit (GFB) Monetary Cost (GMC) Green Satisfaction (GST)	402 respondents	H1a : EV → GFB (+) : 0.16 (Supported) H1b : AV → GFB (+) : 0.15 (Not Supported) H1c : BV → GFB (+) : 0.40 (Supported) H2a : EV → GMC (-) : - 0.17 (Supported) H2b : AV → GMC (+) : 0.048 (Not Supported) H2c : BV → GMC (-) : - 0.26 (Supported)

	Green Loyalty (GBI)		H3 : GFB → GST (+) : 0.72 (Supported) H4 : GMC → GST (-) : - 0.072 (Not Supported) H5 : GFB → GBI (+) : 0.37 (Supported) H6 :GMC → GBI (-) : - 0.47 (Supported) H7 :GST → GBI (+) : 0.041 (Not Supported)
Martinez and Leaniz, 2015	Green Image (GI) Green Trust (GT) Green Satisfaction (GST) Green Loyalty (GBI)	382 questionnaires	H1 : GI → GBI (+) : 0.227 (Supported) H2 : GI → GST (+) 0.212 (Supported) H3 : GP → GT (+) : 0.671 (Supported) H4 : GT → GBI (+) : 0.593 (Supported) H5 : GST → GBI (+) : 0.251 (Supported) H6 : GT → GST (+) : 0.862 (Supported)
Issock et al., 2020	Functional Value (FV) Economic Value (ECV) SocialValue (SV) EmotionalValue(EMV) EnvironmentalValue (ENV) Green Loyalty (GBI) Green Satisfaction (GST) Green Trust (GT) Word of Mouth (WOM)	780 questionnaires	H1 : ENV → GST (+) : 0.60 (Supported) H2 : SV → GST (+) : 0.10 (Supported) H3 : EMV → GST (+) : 0.13 (Supported) H4 : ECV → GST (+) : 0.08 (Not Supported) H5 : FV → GST (-) : - 0.02 (Not Supported) H6 : GST → GT (+) : 0.52 (Supported) H7 : GST → GBI (+) : 0.59 (Supported) H8 : GST → WOM (+) : 0.12 (Supported) H9 : GT → GBI (+) : 0.22 (Supported) H10 : GT → WOM (+) : 0.01 (Not Supported) H11 : GBI → WOM (+) : 0.72 (Supported)
Lin et al., 2019	PerceivedValue (GPV) Green Knowledge (GK) Brand Inovation (GBI) Green Brand Loyalty (GBL)	826 respondents	H1 : GBI → GBL (+) : 0.31 (Supported) H2a : GBI → GPV (+) : 0.55 (Supported) H2b : GPV → GBL (+) : 0.63 (Supported) H3 : GK → GPV (+) : 0.29 (Supported) H4 : BI x GK → GPV (+) : 0.11 (Supported)
Tiwari, 2022	Green Brand (GRB) Green Loyalty (GRL) Green Satisfaction (GST) Word of Mouth (WOM)	1.490 valid responses from 1.500 distributed quetionnaires	GRB → GRL (+) : 0.376 (Supported) GRB → GST (+) : 0.729 (Supported) GRB → WOM (+) : 0.036 (Supported) GRL → WOM (+) : 0.361 (Supported) GST → GRL (+) : 0.419 (Supported) GST → WOM (+) : 0.390 (Supported) GRB → GST → GRL-WOM (+) : 0.110 (Supported) GRB → GRL → GRW (+) : 0.137 (Supported) GRB → GST → GRL (+) : 0.306 (Supported) GRS → GRL → WOM (+) : 1.150 (Supported) GRB → GST → WOM (+) : 0.283 (Supported)
Çavusoglu et al., 2020	Attitude Towards Green Behavior (GB) Green Image (GI) Green Customer Satisfaction (GCS) and Green Customer Loyalty (GCL)	392 customers	H1 : GB → GI (+) : 0.286 (Supported) H2 : GI → GCS (+) : 0.286 (Supported) H3 : GI → GCS (+) : 0.071 (Supported) H4 : GCS → GCL (+) : 0.838 (Supported)
Wu et al., 2018	peer-to-peer Quality (PQ) Physical Environment Quality (PEQ) Outcome Quality (OQ) Venue Quality (VQ) Information Quality (INQ) Administration Quality (AQ) Green Trust (GT) Green Experiential Satisfaction (GES) Green Support (GS) Green Experiential Loyalty (GEL) Green Desire (GD) Environmental Friendliness (EF)	517 customers	H1 : PQ → GES (+) : 0.17 (Supported) H2 : PEQ → GES (+) : 0.25 (Supported) H3 : OQ → GES (+) : 0.64 (Supported) H4 : VQ → GES (+) : 0.43 (Supported) H5 : INQ → GES (-) : - 0.04 (Not Supported) H6 : AQ → GES (+) : 0.32 (Supported) H7 : GT → GS (+) : 0.49 (Supported) H8 : GT → GEL (+) : 0.40 (Supported) H9 : GES → GD (+) : 0.55 (Supported) H10 : GES → GEL (+) : 0.66 (Supported) H11 : EF → GT (+) : 0.61 (Supported) H12 : EF → GES (+) : 0.19 (Supported) H13 : EF → GEL (+) : 0.08 (Not Supported) H14 : GS → GEL (+) : 0.22 (Supported) H15 : GD → GEL (+) : 0.07 (Supported)
Sun et al., 2022	Green Customer Loyalty (GCL) Green Satisfaction (GS)	542 questionnaires	H1 : HWQ → GCL (+) : 0.340 (Supported) H2 : EMI → GCL (+) : 0.121 (Supported) H3 : HWQ → GT → GCL (+) : 0.049 (Supported) H4 : HWQ → GS → GCL (+) : 0.023 (Supported)

	Green Trust (GT) Environmental Management Intiyiative (EMI) Hotel Website Quality (HWQ)		H5 : EMI → GT → GCL (+) : 0.104 (Supported) H6 : EMI → GS → GCL (+) : 0.085 (Supported) H7 : GT → GCL (+) : 0.356 (Supported) H8 : GS → GCL (+) : 0.250 (Supported) H9 : HWQ → GT → GS → GCL (+) : 0.015 (Supported) H10 : EMI → GT → GS → GCL (+) : 0.031 (Supported)
Pan et al., 2021	Green Packaging (GP) Perceived Value (PV) Perceived Risk (PR) Green Satisfaction (GS) Green Purchase Intention (GPI) Green Loyalty (GL)	295 participants	H1: GP → PV (+) : 0.863 (Supported). H2: GP → PR (-) : -0.526 (Supported). H3: PV → GS (+) : 0.321 (Supported). H4: PV → GPI (+) : 0.328 (Supported). H5: PR → GS (-) : -0.791 (Supported). H6: PR → GPI (-) : -0.123 (Not Supported). H7: GS → GPI (+) : 0.774 (Supported).
Braimah et al., 2022	Green Perceived Value (GPE) Green Satisfaction (GSAT) Loyalty (LOY) Trust in Green Labeling (LBT) and Perceived Value (PV)	578 customers	Path H1 : GPE → PV (+) : 0.575 (Supported) H2 : GPE → GSAT (+) : 0.236 (Supported) H3 : LBT → PV (+) : 0.209 (Supported) H4 : LBT → GSAT (+) : 0.100 (Supported) H5 : PV → GSAT (+) : 0.519 (Supported) H6 : GSAT → LOY (+) : 0.547 (Supported)
Riva, et al., 2022	Green Consumerism (GC) Green Perceived Quantity (GPQ) Green Perceived Value (GPV) Revisit Intention (RVI)	600 questionnaires	Path GC → RVI (+) : 0.218 (Supported) GPV → RVI (+) : 0.328 (Supported) GC*GPQ → RVI (+) : 0.132 (Supported) GPV*GPQ → RVI (-) : - 0.010 (Not Supported)
Thai and Nguyen 2022	Hotel Green Practice (HGP) Hotel Green Image (HGI) Satisfaction (ST) and Customer Citizenship Behavior (CCI)	212 questionnaires	Path HGP → CCI (+) : 0.485 (Supported) HGP → HGI (+) : 0.713 (Supported) HGP → ST (+) : 0.507 (Supported) HGI → CCI (+) : 0.266 (Supported) HGI → ST (+) : 0.096 (Supported) ST → CCI (+) : 0.146 (Supported) HGP → HGI → ST → CCI (+) : 0.011 (Supported) HGI → ST → CCI (+) : 0.016 (Supported) HGP → HGI → ST (+) : 0.068 (Supported) HGP → ST → CCI (+) : 0.073 (Supported) HGP → HGI → CCI (+) : 0.190 (Supported)
Tharaka and Munasinghe, 2022	Green Paractices (GP) Perceived Value (PV) Satisfaction (ST) Loyalty Revisit Intention (GI) WOM	124 tourists	H1 : GP → PV (+) : 0.820 (Supported) H2 : GP → ST (+) : 0.715 (Supported) H3 : GP → GI (+) : 0.402 (Supported) H4 : GP → WOM (+) : 0.399 (Supported)
Chen, 2016	Green Perceived Value (GPV) Perceived Fun To Use (PF) Green Loyalty (GL) Perceived Ease of Use (PE) Green Perceived Usefulness (GPU)	261 questionnaires	H1 : GPV → PF (+) : 0.36 (Supported) H2 : PF → Gl (+) : 0.49 (Supported) H3 : GL → GPV (+) : 0.21 (Supported) H4 : GPV → GPU (+) : 0.37 (Supported) H5 : GPU → GL (+) : 0.24 (Supported) H6 : GPV → GPU → GL (+) : 0.26 (Supported) H7 : GPV → GPU → GL (+) : 0.03 (Not Suppoorted)
Xu et al., 2022	Repurchase Intention (RI) Green Trust (GT) F unctional Value (FV) Safety Value (SV) Green Value (GV)	548 questionnaires	H1a : FV → RI (+) : 0.508 (Supported) H1b : SV → RI (+) : 0.117 (Supported) H1c : GV → RI (-) : -0.064 (Not Supported) H2a : FV → GT (+) : 0.266 (Supported) H2B : SV → GT (+) : 0.114 (Supported) H2C : GV → GT (+) : 0.559 (Supported) H3 : GT → RI (+) : 0.272 (Supported)
Fraccascia et al., 2023	Green Perceived Utility (GPU) Perceived Safety (PS)	1.224 consumers	H1a : ENC → PI (-) : - 0.018 (Not Supported) H1b : ENC → WP (+) : 0.009 (Not Supported) H2a : PCE → PI (+) : 0.330 (Supported) H2b : PCE → WP (+) : 0.193 (Supported) H3a : SI → PI (+) : 0.171 (Supported)

	Functionality Expectations (FEX) Perceived Consumer Effectiveness (PCE) Environmental Concern (ENC) Social Influencer (SI) Willingness To Pay a Premium Price (WP) Purchase Intention (PI)		H3b : SI → WP (+) : 0.177 (Supported) H4a : PS → PI (+) : 0.129 (Supported) H4b : PS → WP (-) : - 0.093 (Not Supported) H5a : FEX → PI (+) : 0.206 (Supported) H5b : FEX → WP (+) : 0.043 (Not Supported) H6a : GPU → PI (+) : 0.085 (Supported) H6b :GPU → WP (-) : - 0.003 (Not Supported)
Azam et al. 2022	Environmental Knowlage (ENK) Environmental Awareness (ENA) Functional Value (FV) Epistemic Value (EV) Social Value (SV) Emotional Value (EV)	50 respondents	H1a : ENK → RI (+) : 0.045 (Not Supported) H1b : ENA → RI (+) : 0.590 (Supported) H2a : ENK → PF (-) : - 0.063 (Not Suported) H2b : ENA → PF (+) : 0.665 (Supported) H2c : ENK → PSV (+) : 0.077 (Supported) H2d : ENA → PSV (+) 0.504 (Supported) H2e : ENK → PEV (-) : - 0.146 (Not Supported) H2f : ENA → PEV (+) : 0.697 (Supported) H2g : ENK → PEM (+) : 0.139 (Supported) H2h : ENA → PEM (+) : 0.245 (supported)

Based on information from table 3 regarding the methodology and results of hypothesis testing, it can be seen that the research that used the largest number of samples was research conducted by Tiwari, (2023) using 1,490 samples, while the research that used the smallest sample was Tharaka & Munasinghe, (2022) with the number sample 124 samples. From the results of hypothesis testing, it can also be seen that several researchers found different results from the hypothesis built by the researchers. Research conducted by Assaker, (2020) found that two of the eight hypotheses were not supported. Furthermore, research conducted by Imaningsih et al., (2019) found that five out of eleven hypotheses were not supported, then research by Assaker et al., (2020) found that three out of ten hypotheses were not supported, Issock et al., (2020) found that three of the eleven hypotheses were not supported. Research conducted by Wu et al., (2018) found that two of the fifteen hypotheses were not supported. Pan et al., (2021) also found that one in seven hypotheses was not supported. Research conducted by Riva et al., (2022) found that one in four hypotheses was not supported. Research conducted by Chen, (2016) and Xu et al., (2022) who used 7 hypotheses in their research found that there was one hypothesis that was not supported. Fraccascia et al., (2023) found that five of the twelve hypotheses were not supported, and finally Azam et al., (2022) found that three out of ten hypotheses were not supported. Meanwhile, research results found by Martínez, (2015); Lin et al., (2019) Tiwari, (2023); Çavuşoğlu, (2020); Sun et al., (2022); Braimah et al., (2023); Thai & Nguyen, (2022); Tharaka & Munasinghe, (2022) found that all hypotheses that were developed and tested were supported.

There are several predictors that are used as determinants of green loyalty, some of the variables are exogenous and have been commonly used in previous research, but because green loyalty is a more specific loyalty to environmentally friendly behavior, there is a use of more specific terms for the variables involved. forming green loyalty. Based on Table 4, the development of variables used as dependent variables in green loyalty has been presented.

The variable perceived value is one of the variables used as a predictor in several studies used in this systematic literature review. There are four studies that still use the term perceived value in measuring its influence on green loyalty, some researchers use the name green perceived value as a predictor in five studies, while others use the terms Green Value, Functional Value, Green Perceived Usefulness, Egoistic Value, Altruistic Value, Biospheric Value, Green Functional Benefit, Economic Value, Social Value, Emotional Value, Environmental Value, Safety Value. Another variable that is widely used is image. Image in research related to green loyalty uses the term green image, namely four studies, while there is one study that uses the term green hotel image as a variable that represents image. Variable knowledge is also used in several studies analyzed in this systematic literature review. Environmental Knowledge is used as a variable name and is used in two studies, while one other uses the term, Green Knowledge.

Table 4. Factors and variables including in the Green Loyalty analysis

Factor/ Variable	Variants of Factors/Variables	Factor/Variable Frequency
Perceived Value	Green Perceived Value	5
	Perceived Value	4
	Green Value	1
	Functional Value	1
	Green Perceived Usefulness	1
	Egoistic Value	1
	Altruistic Value	1
	Biospheric Value	1
	Green Functional Benefit	1
	Economic Value	1
	Social Value	1
	Emotional Value	1
	Environmental Value	1
	Safety Value	1
Image	Green Image	4
	Hotel Green Image	1
Knowledge	Environmental Knowledge	2
	Green Knowledge	1
Satisfaction	Green Satisfaction	8
	Satisfaction	2
	Guest Satisfaction	1
	Green Customer Satisfaction	1
	Green Experiential Satisfaction	1
Trust	Green Trust	5
	Trust	2
Pratices	Green Practices	2
	Hotel Green Practice	1
Quality	Service Quality	1
	Perceived Quality	1
	Functional Quality	1
	Green Perceived Quality	1
	Physical Environment Quality	1
	Outcome Quality	1
	Venue Quality	1
	Information Quality	1
	Administration Quality	1
	Website Quality	1
Others	Green Monetary Cost	1
	Green Inovation	1
	Attitude Towards Green Behavior	1
	Customer Citizenship Behavior	1
	Environmental Management Intiyiative	1
	Green Packaging	1
	Perceived Risk	1
	Green Purchase Intention	1
	Perceived Fun to Use	1
	Perceived Ease of Use	1
	Perceived Safety	1
	Green Consumerism	1
	Environmental Awareness	1

Meanwhile, the satisfaction variable is a variable that is widely used by researchers in this systematic literature review as a predictor of green loyalty, namely 13 studies. There are eight studies using the term Green Satisfaction, two studies using the term Satisfaction, while the rest use the variables Guest Satisfaction, Green Customer Satisfaction, and Green Experiential Satisfaction. Trust is a variable that is also widely used as a predictor of green loyalty. There are seven studies that use trust, with five studies using the term green trust and two others using the term trust as a variable that influences green loyalty. Apart from that, there are three studies using the practice variable as an independent variable that influences green loyalty with the term Green Practices, two studies and one study with the term Hotel Green Practice. In measuring green loyalty, variable quality is also widely used with various terms such as Service Quality,

Perceived Quality, Functional Quality Green Perceived Quality, Physical Environment Quality, Outcome Quality, Venue Quality, Information Quality, Administration Quality, Website Quality. Other variables used and not included in the group of variables described above are Green Monetary Cost, Green Innovation, Attitude Towards Green Behavior, Customer Citizenship Behavior, Environmental Management Initiative, Green Packaging, Perceived Risk, Green Purchase Intention, Perceived Fun to Use, Perceived Ease of Use, Perceived Safety, Green Consumerism, Environmental Awareness which have been explained in detail in Table 4. These variables are adjusted to the grand theory used by researchers as a basis for building models, as well as the subjects of research related to the research object, one of which is is green loyalty.

4. CONCLUSION AND RECOMMENDATION

In conclusion, the green loyalty factors most frequently analyzed include Green Perceived Value, Green Image, Environmental Knowledge, Green Satisfaction, Green Trust, Green Practices and green values understood in various aspects. Each of these factors relates to several elements with cultural and environmental aspects, marketing efforts, and corporate social responsibility activities broadly defined. This systematic literature review shows the development of the use of variables or constructs in previous studies which were used as determinants of green loyalty. The concept that can be concluded from the category identification that has been carried out in this Systematic Literature Review is that there are two main groups of exogenous constructs which are determinants of green loyalty. The first is a group of cognitive concepts represented by the variables Perceived Value, image, Knowledge, quality and Practices. Second is the group of affective variables represented by the Satisfaction and Trust variables Green Loyalty based on this Systematic Literature Review is the behavior of environmentally friendly product (goods or services) customers which is stimulated by intrinsic and extrinsic factors from customers which makes them willing to make repeat purchases, willing to provide product information to others, and willing to provide product to consumers. sacrifice because of the consequences of using environmentally friendly products which currently require relatively greater costs compared to products that are not environmentally friendly.

Theory is also an important thing that is used as a basis in building research models that examine green loyalty. The Social Exchange Theory is the grand theory most widely used in building research models. The Social Exchange viewpoint states that customers calculate the overall value of a relationship by subtracting the sacrifices from the rewards received. Transforming behavior from non-green to more environmentally friendly behavior does require sacrifices in product production costs and higher price sacrifices by customers due to green product costs. Several traditional determinant factor elements that shape loyalty can still be used as predictors in testing green loyalty. These variables have transformed to become sharper and more specific in measuring behavior that leads to actions that are concerned about environmental friendliness. The implications of this research will explain how green loyalty is currently a very urgent and important topic to research, as well as make it easier for researchers to see gaps as opportunities in building research models, especially those related to the topic of green loyalty.

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