

Analyzing Customer Satisfaction in Service Quality at the Malaysian Green Hotel

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Abstract

The service quality in The Green hotel sector is a crucial determination toward a thriving market. The current trend of enhancing good quality management in Green hotel industry affect the goal of competitive advantage between the Green Hotels. The conceptual model of service quality is needed to understand the provenance of service quality and potential gaps in quality. The study aims to help the Green hotel to measure the service quality by using the SERVQUAL model. The study consists of five independents variables which are tangible, empathy, reliability, assurance, and responsiveness, while the dependent variable is customer satisfaction. The survey data was collected from 155 respondents were analyzed using Statistical Package from the Social Science (SPSS 25.0). This research uses the cluster sampling technique as probability sampling. The findings of this research contribute to the Green Hotels sector as well as the government, specifically on Malaysia tourism industry and sustainability.

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Keywords: Green Hotel; SERVQUAL Model; Customer Satisfaction

1. Introduction

Over the past decade, there has been a growing understanding of the importance of environmental conservation issues within the global hotel industry. Hotel companies are shifting their brand by participating in environmental initiatives. Hotels are now primarily focused on green management, as they lead to environmental degradation by building construction, disposal of waste and water consumption (Mensah, 2006). According to a report by UNWTO, UNEP, and WMO (2007), the hotel sector accounts for nearly 21 per cent of all tourism CO₂ emissions. Given that people are becoming increasingly worried about global warming, travellers are more likely to make an eco-friendly option of the hotel. As a result, an increasing number of hotels have adopted green practices and policies to be more environmentally friendly. According to Lita et al. (2014), in developed countries, attention to environmental issues and business practices is more

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common compared to developing countries, especially as regards community awareness and government policy and regulation.

Malaysia is focusing solely on green growth, and the 11th Malaysian Strategy expressly stipulates this. However, green development will only be further understood as structural transitions occur. It requires an essential shift from a "grow-first, clean-up later" development model to one that looks to resilient, lowcarbon, resource-efficient, and socially inclusive development as an upfront investment that will yield future gains over numerous future generations. The government shows its commitment to green growth by announcing that green growth would provide applicable policy and institutional structure. Malaysia had already raised its GDP's emission intensity by more than 33 per cent, despite having difficulties in fulfilling the commitment made several years ago in Copenhagen. It is projected that Malaysia has achieved a 35 per cent reduction in GDP greenhouse gas intensity. Strengthened commitment to green growth would ensure sustainability and conservation of Malaysia's precious environment and the natural endowment for present and future generations. Government-only engagement wouldn't be enough. The enabling climate for green growth will require a long-term commitment from all stakeholders, industry, civil society and, most importantly, from the people society in general.

SERVQUAL Model is a customer expectation tool that requires customers to respond to a survey that consists of some questions about their preferences and views and gives a numerical weight to each of the five-dimensional standards of service (Parasuraman, Zeithaml & Berry, 1988). They advocated the model that perceived quality of service as the customer's judgment of general experience or superiority, which could be based on the student's evaluation of many service exposures (Hill, 1995). This model explained the five differences that would exist between the needs of the consumer and the service an organization offers. The gaps are knowledge gap, the gap in standards, gap in delivery, communication gap and gap in satisfaction. The SERVQUAL model helps institutions learn which factor is relevant and shape the preferences pattern of customers at the same time also help the company boost efficiency and achieving the goals.

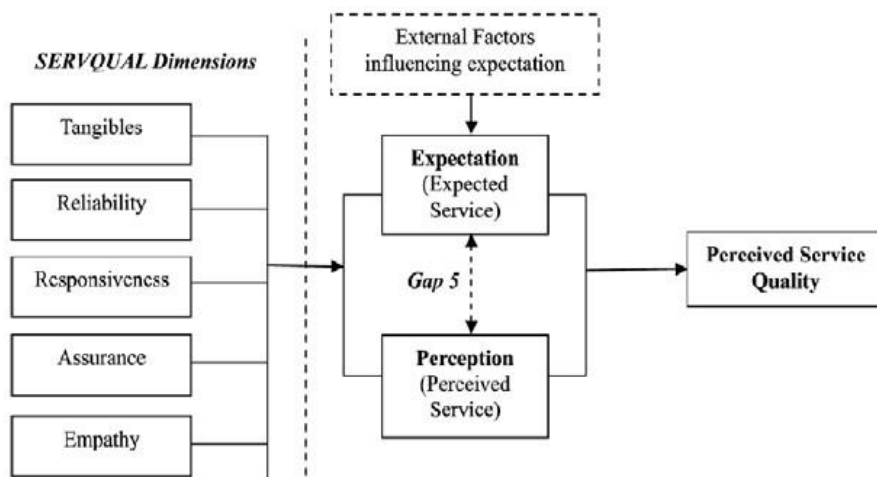


Fig. 1: Model of Service Quality (Parasuraman et al., 1988)

Service quality valuation faced problems such as the absence of clear and measurable parameters for evaluating the norm. A lot of work involves studying the property or the standard condition of the hotel sector in Malaysia (Jumli, A. P., Albattat, A., & Yusof, E., 2018). Along with the growing understanding of the climate and developments in pollution mitigation, green hotels have become an imperative business path for

the hospitality sector. Due to the specific service properties of green hotels, the quality measurement of the hotel operation is not enough to calculate the level of service quality of green hotels. (Lee, W. H., & Cheng, C. C., 2018). According to Parasuraman et al. (1985), the level of service rendered as an external judge, or higher, depends on the service rendered. As hotel management and visitors continue to concentrate on green hotels, successful assessment of the quality of service provided by these green hotels will be a significant challenge for the modern hospitality industry. Due to the emergence research area of service quality in the service industry, therefore in an urgent need to study about the measurement developed by Parasuraman in the green hotel from the developing perspective such as Malaysia.

This current study is to outline the SERVQUAL Model towards customers' satisfaction in the green hotel. This research will cover the five measurable dimensions, which are reliability, responsiveness, assurance and empathy and tangibles as independent variable and level of customer satisfaction as the dependent variable. Firstly, the main objective of this research is to describe the responsiveness, reliability, tangibles, assurance, empathy, and customers' satisfaction in the green hotel. Besides, there is also essential for this research to measure the relationship the five variables in SERVQUAL model and the level of customer satisfaction in the green hotel. Lastly, this study aims to examine the most significant factors in the SERVQUAL model that will influence the customers' satisfaction in Malaysia green hotel.

2. Literature Review

2.1. The Green Hotel Concept

The hotel industry's "green" idea is a rising recognition since the late 1980s. The hotel industry is said to be one of the tourism industry's most energy- and water-intensive industries (Bohdanowicz, 2005). When manufacturing hotels, there is a need to make use of the resources of the area, such as the property. Hotels can be usable in different parts of the city. Customers need facilities such as comfortable services, equipment (heating, cooling, lighting, ventilation, etc.) for their operations. (Bohdanowicz, 2005; Han, and others, 2009).

In this sense, the "Green" idea is to turn some components into a cycle of recycling that will do less damage to the environment. Hotels are believed to have caused considerable harm to the environment, such as the use of large quantities of non-recyclable goods that produce enormous waste, consume substantial amounts of water and energy, and emit carbon dioxide and contaminants from the air, water and soil (Bohdanowicz, 2005). According to Wolfe and Shanklin (2001), the word "green," which can also be referred to as "eco-friendly," "environmentally responsible," "environmentally friendly," "sustainable" and "environmentally focused" (Han et al., 2009; Pizam, 2009), refers to activities (for example recycling) that diminish damaging environmental impacts.

In Malaysia, despite the economic downturn, green practices introduced many years ago but raised more recognition in 1997. Malaysia had faced various environmental and pollution issues. Borhana and Ahmed (2012) said that the Malaysian government started to incorporate green practices in its 8th and 9th Malaysia Program, and affirmed the idea in the 2009 National Green Technology Policy (NGTP). In Malaysia tourism sector, which includes the hotels, green practices are introduced based on these policies. Customers would also benefit from this introduction because a well-managed hotel would be able to fulfil their needs at a lower cost, which would also facilitate repeat business and better customer engagement (Kirk, 1996).

2.2. Terms and Definitions in ASEAN Green Hotel Standard

The Hotel Standard's goal is to establish a Green Hotel Standard Association of South-East Asian Nations (ASEAN) with a certification process that will improve the environmentally sustainable and energy

conservation in the ASEAN housing industry. The model defines a professional green hotel service, such as environmental strategy, green product, human capital, and environmental management, enabling the environment and communities to take advantage of a collaborative approach to organizational professionalism. ASEAN Green Hotel Standard is a campaign of ASEAN committed to the development of sustainable tourism activities across ASEAN. There is developing awareness around the trend. ASEAN Green Hotel Level is operating in all of ASEAN at present. The ASEAN Green Hotel Model encourages sustainable tourism by implementing environmentally friendly and energy-saving practices; gathering, applying and developing the materials and qualifications required to participate in ASEAN Green Hotel procedure.

The ASEAN Green Hotel Award is a ceremony organized by the Member States of ASEAN to honour those who have complied with the ASEAN Green Hotel Criteria. Malaysia is the host country for the 4th ASEAN Green Hotel Award this year. In 2008 the first ASEAN Green Hotel Award was awarded in Thailand, followed by 2010 by Brunei Darussalam and 2012 by Indonesia. The concept of environmentally sustainable is the criteria of the decision, as set out in the ASEAN Green Hotel Standard, which all ASEAN Member States have accepted since it was first drafted in 2007. Each ASEAN Member State may nominate up to 10 green hotels as Green Hotel Award recipients. All winners will be awarded an ASEAN Green Hotel Award plaque and certificate with validity of 2 years.

2.3. SERVQUAL Model

SERVQUAL model is a method for determining the quality of service. Several researchers have carried out a great deal of service level assessment process (Parasuraman et al., 1985; Philip and Hazlett, 1997; Teas, 1994; Schvaneveldt et al., 1991). Parasuraman et al. researched by using a quantitative method to discover a model to analyze customers' perceptions of service quality by using the conceptual framework of service quality and the ten evaluative dimensions from the research. In 1988, the researchers determined the development of the SERVQUAL instrument and the dimension structure of the tool. The original instrument had undergone two phases of refinement. At first, the model has ten dimensions which consisted of 97 items and then condensed into 22 sets of expectation and perception. The structure of the SERVQUAL model consists of five dimensions which are tangibility, reliability, responsiveness, assurance, and empathy after undergone the modification process.

Table 1: Definition of five dimensions in the SERVQUAL model.

Dimensions	Definition	References
Tangibility	Customers achieve their understanding of service efficiency by contrasting the tangible associated with these systems in terms of physical buildings, supplies, staff and contact content.	Albattat, A., and Azmi, A., 2018
Reliability	Flexibility in performance and dependability such as keeping records and billing accurately, performing the service at the right time.	Widyastuti, S., Parenrengi, S., & Alkaf, F. T., 2018
Responsiveness	Caring and willingness to delivery service based on customer's requests, complaints, and issues.	Abdullah, N. C., Rosnan, H., & Yusof, N., 2018
Assurance	Understanding staff's courtesy and the company's capacity to inspire the confidence of customers	Md Salleh, N. Z., 2014
Empathy	Empathy offers the company's caring, individualized attention to its customers, and it is an additional plus that the trust and confidence of the customers to boost their loyalty.	Rosenberg, P., & Choufany, H. M., 2009

2.4. Service Quality Gap Model

The gap model is the foundation of the SERVQUAL scale. The service quality model that proposed by

Parasuraman, Zeithaml and Berry focused on the main requirements for delivering the high service quality. This model used customer' assessment of service quality to compare the expected and acquired value together with the gaps considered in the service provision system.. Kotler (2003) indicated that the SERVQUAL model consists of five holes, and the holes exist due to certain factors in the service delivery process. The discrepancies would lead to inadequate delivery of the standard of service. Any void in the consumer experience can be filled by attentive management effort. The way to close the distance between consumers is to complete the other four gaps in the model.

Gap 1 applies to the difference in customer expectation and management views. The reasons that created the difference were the insufficient promotion of the report, misinterpreted data on the customer's preferences and analysis not concerned with consistency criteria. The gap 2 is the split between the understanding of management and the definition of service efficiency. This difference exists because the management may not set a value level even if they may accurately interpret the customer's requirements (Olshavsky, R., & Miller, J. A., 1972). Gap 3 indicates the difference between the criteria for service efficiency and the efficiency of operation. This discrepancy concerns real service efficiency in the context of previously defined specification (Omar, S. I., Mohamad, D., Rozelee, S., & Mohamed, B., 2017). Gap 4 contributes to the difference between the level of operation and correspondence from outside. The unnecessary commitment in external contact practices and the inability to control consumer expectations will contribute to the gap in the service delivery process. (Saleh, F., Ryan, C., 1992). Gap 5 reflects the difference between service planned and service observed. This discrepancy usually results from the lack of coordination in the company (Spreng, R.W. and Olshavsky, A., 1993). Only closing the other four gaps in the model will close the gap. Customer expectations and opinions of consumers will be matched upon closing the void.

2.5. Customer Satisfaction

Customer satisfaction is the measure of how the needs and reactions are work together and provided to excellence in customer expectation (Band, 1978; Bitner, 1990; Oliver & DeSarbo, 1988; Parasuraman et al, 1988). Since the early 1970s, there has been a significant rise in many research and government attention to customer satisfaction issues. The emergence of customer satisfaction during the early 1970s is labelled as a lawful area of investigation. Thus, two studies in line with the implementation of the basis for subsequent research and practical application (Anderson, 1973; Olshavsky & Miller, 1972). In the current business world, the pursuit of customer's satisfaction dramatically depends on the firm's overall service quality (SQ) and is considered an imperative strategy (Paradise-Tornow, 1991). Given the continuing debate and development of new theories, several experts agreed on the value of service quality and its effect on customer satisfaction. (Arambewela, 2006). This point is supported by Ranjbarian et al. (2011) who reported that customer satisfaction is linked to the customer's wishes and preferences about a previous personal experience, wellknown items or what the business has provided and the price of the goods or services. Customers are gratified if they have a positive emotional state that results from having obtained beyond what was expected, including the purchase decision and the needs associated with the purchase (Kotler and Armstrong, 1996; Wiele et al., 2002; Akbar and Parvez, 2009). The product or service must meet the aspects of quality that depend on the requirements of the career in practice. Quality is the outcome of growing and increasingly different consumer requirements, as well as intensified competition, globalization of the market and the advancement of contemporary technology in the modern generation.

3. Methodology

The research design that applied in this study is descriptive research design which creates a more in-depth and clear understanding of how to evaluate the customer satisfaction by using SERVQUAL Model in the green hotel at Melaka and Kuala Lumpur. Questionnaire technique is used to gather information, reliance on probability theory, and test the statistical hypothesis that matches study questions. The questionnaire was built using five dimensions in the SERVQUAL model (tangibility, empathy, assurance, reliability, and responsiveness) with appropriate instruction for each section of the questionnaire. Thus, 150 respondents need to answer the questions that set in the form of Likert scale from the most suitable response scale for each item. There are five rating marks which are starting from 1 represented strongly disagree, followed by disagree, neutral, agree, and the largest number, five means strongly agree. Table 2 below was explained the questionnaire development. This study involved the respondents who visit the green hotel in Melaka and Kuala Lumpur, Malaysia. The results will show in the form of descriptive statistics, reliability and validity analysis, Pearson correlation and multiple linear regression analysis.

Table 2: Measurement items for this research.

Label	Items
T	Tangibility
T1	The green hotel service units have adequate capacity of facilities
T2	The restaurant offers environment - friendly cutlery.
T3	It uses energy saving or LED light bulbs.
T4	Faucets are provided with water saving measures.
T5	The equipment is furnished with renewable energy sources for utilities
E	Empathy
E1	Able to make guests feel comfortable and right at home.
E2	Manage to satisfy the guests and properly anticipates the guests' requirements.
E3	Listening carefully to complaints.
E4	Care for the guests' health and condition.
E5	Able to empathize and identify with the environment-friendly concepts.
A	Assurance
A1	Accessibility of staff when customer needed.
A2	Advertise the concept of green sustainability.
A3	Staff show polite manner to the customer.
A4	Provide information on the concepts of environmental awareness.
A5	Efforts of the management in environmental protection.
R	Reliability
R1	Provides reliable and proper services following the customer requirements
R2	Ensure energy saving and carbon reduction facilities are working properly
R3	The green hotel staff can quickly correct their mistakes when faced with customer complaints or problems
R4	Well-trained and knowledgeable in hospitality services
R5	The green hotel serves timely housekeeping services

P	Responsiveness
P1	Provide prompt and quick services
P2	Keep the customers informed about when the service will be performed
P3	Manage to handle special requests of the guests
P4	Notify the guests of its green services such as the lack of disposable items
P5	Serve rapid check-in and check-out procedures
CS	Customer Satisfaction
CS1	Provides its guests a safe and secure place for staying in.
CS2	Serves the modern-looking equipment for the customers.
CS3	Understand the customers' needs and requirements
CS4	Promotes the concept of green consumerism
CS5	Equipped with environmental awareness and sustainability components.

4. Results and Discussion

Overview of this chapter, the researcher interpreted the collected data by using Statistical Package for the Social Science (SPSS) software (IBM SPSS Statistics 25). The discussions and outcomes of the study will be presents in this chapter. The findings were analyzed according to the objectives in this study which are to describe the implementation of tangibility, empathy, assurance, reliability, responsiveness and customer satisfaction thus to examine the most significant factors that influence the level of customer's satisfaction in Malaysia's Green Hotel. As discussed earlier, the data of the finding had been collected by using the quantitative method of distribution questionnaires to 155 visitors to the Green Hotel. SPSS software will use to analyze the data collected from the respondents. The alpha value for tangibility ($\alpha=0.701$), empathy

($\alpha=0.670$), assurance ($\alpha=0.738$), reliability ($\alpha=0.707$), responsiveness ($\alpha=0.729$), and customer satisfaction ($\alpha=0.760$) as stated in the following reliability analysis for each variable. Majority of the guest stayed in the green hotel for vacation purposed, which are 63 people (40.6%). Another reason for the visitation is family visits and business purpose, which are respectively (n=33) and (n=33). From the survey of 155 respondents, by attending the seminars and fairs was the least reason for staying at the green hotel, which stated 26 people in the percentage of (16.8%).

4.1. Descriptive Analysis

The information of genders and age, which are collected through the survey among 155 respondents shows that (n=86) were male and (n=69) were female respondents. The highest group of age that answer the survey are 34-41 and 51 years and above, which is 38 respondents, respectively. The lowest group of age that answer the questionnaire comes from the respondent who their age are below 17 years old, which only two people in total for respective genders. There are 58 (37.4%) among the 155 respondents gave an excellent rating, and 42 (27.1%) of them gave a good rating for the green hotel. This figure also shows that only 40 (25.8%) respondents rate the service quality with excellent and total of 15 people (9.7%) respondents rate fair to the service quality in the green hotel. And there are none of the low ratings towards the hotel they had visited. The results show most of the respondents had an excellent rating for the hotel they had stayed.

4.2. Multiple Regression Analysis

The table below indicates the relationship between independent variables which are tangibility, empathy, assurance, reliability, and responsiveness and following customer satisfaction as the dependent variable. From the result analysis using Multiple Regression Analysis (MRA), the Correlation Coefficient (R) value is 0.754, which have a strong relationship. Thus, there is a strong and positive relationship since the R-value was more than 0.70. The R square value in this model is 0.568 which means that dependent variable (customer satisfaction) is influenced 56.8% by the independent variables (tangibles, empathy, assurance, reliability, and responsiveness). In comparison, the rest (100% - 56.8% = 43.2 %) were influenced by the other factors that were not discussed in this study.

Table 3: Model Summary of Multiple Regression Analysis

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.754	.568	.554	1.56145

a. Predictors: (Constant), Responsiveness, Tangibles, Empathy, Reliability, Assurance

b. Dependent Variable: Customer Satisfaction

F-test is used to determine the data from the survey have a good fit in the model. The F value was 39.235, and the significant value, p was 0.000, which was less than alpha value 0.01. This result means that all the independent variables (tangibles, empathy, assurance, reliability, and responsiveness) were statistically significant influencing the dependents variable (customer satisfaction).

Table 4: Regression Analysis on ANOVA

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	478.306	5	95.661	39.235	.000 ^b
	Residual	363.282	149	2.439		
	Total	841.588	154			

a. Predictors: (Constant), Responsiveness, Tangibles, Empathy, Reliability, Assurance

b. Dependent Variable: Customer Satisfaction

The data on table 5 illustrates that Beta values which mean individual independent variables effects on dependent variables. The results in the table above revealed that $B_1 = 0.174$, $B_2 = 0.147$, $B_3 = 0.353$, $B_4 = 0.008$ and $B_5 = 0.201$ respectively to all independent variables. Based on the table, assurance has the highest B value ($B = 0.353$, $t = 4.085$, $p < 0.001$) among other variables and largest impact on the customer satisfaction. This data has shown that 35.3% variation in customer satisfaction cause due to assurance. Next, responsiveness ($B = 0.201$, $t = 2.489$, $p < 0.001$) was the second large predictor of customer satisfaction with the variation of 20.1%. Hence, the outcome marked that the independent variables which are tangibles, assurance and responsiveness are creating significant input for the prediction model.

Table 5: Regression Analysis on Coefficient

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.027	1.347		2.247	.026 .019
	Tangibles	.174	.073	.170	2.381 1.745	.083
	Empathy	.147	.084	.144	4.085 .087	.000
	Assurance	.353	.086	.350	2.489	.931
	Reliability	.008	.088	.007		.014
	Responsiveness	.201	.081	.209		

a. Dependent Variable: Customer Satisfaction

The following relationship revealed as mathematically analysis equation below:

$$Y (\text{Customer Satisfaction}) = 3.027 + 0.174 (\text{Tangibles}) + 0.147 (\text{Empathy}) + 0.353 (\text{Assurance}) + 0.08 (\text{Reliability}) + 0.201 (\text{Responsiveness})$$

The result marked a significant value of tangibles factor, $p = 0.019$, which is lower than 0.05. This outcome has shown that tangibles have a positive relationship on customer satisfaction in the respective green hotels. Thus, H_1 is being accepted in this study. The result marked a significant value of empathy, $p = 0.083$ which is higher than 0.05. This data showed that there is no relationship between empathy and customer satisfaction in green hotels. Thus, H_1 is rejected as empathy negatively affects customer satisfaction level. The result showed the significant value of assurance factor, $p = 0.00$, which is lower than 0.05. This point showed that assurance has a high positive relationship on customer satisfaction among the green hotel guests. Thus, H_1 is accepted in this study. The result revealed a significant value of reliability factor, $p = 0.931$, which is higher than 0.05. This shown that reliability does not have significant relationship on customer satisfaction among the visitors in the green hotel. Thus, H_1 is rejected in this study. The result marked a significant value of responsiveness factor, $p = 0.014$, which is lower than 0.05. H_1 is accepted in this study since responsiveness has a significant relationship on customer satisfaction among the visitors in the green hotels.

Based on the findings obtained from the data analysis in the previous chapter, the significant value of tangibility factor towards customer satisfaction in the green hotel industry is less than the significant level of

0.05. This revealed that there is a significant positive direct relationship between both variables ($\beta = 0.174$, $p = 0.019$). Hence, the hypothetical relation between tangibility and customer satisfaction was accepted. This result means that the factor of tangibles affects the customer satisfaction of visitors while visiting the green hotel in Malaysia. This positive result aligns with Juwaheer (2004) findings that tangibles are one of the main variables in determining the overall level of service for the tourists. Tangibility is the hospitality industry focuses on the external appearance of hotel facilities and their restaurant and accommodation facilities. Customers are more concerned on their judgement of service quality based on the tangibility factor such as physical facilities, equipment, personnel and communication material as supported by Albattat, A., & Azmi., (2018). The outcomes from the data analysis revealed that the highest mean score is "The green hotel service units have an adequate capacity of facilities" that means the visitors of the green hotels had been experiencing

the satisfactory of the physical services and facilities that manage to handle by the hotel management. Hence, it clearly shows that tangibles factor can affect customer satisfaction when they visited the green hotels.

The p-value for the empathy factor was 0.083, which is more than 0.05. Hence, the alternative hypothesis is being rejected in this research. A client considered to be unique and important; empathy ensures individual care and customized provision of services (Zeithaml & Bitner, 2003). Customer care representatives should use their empathetic skills to consider just what upsets individuals when they contact their customer support centre and advantage from that relevant data. In the hotel business, the display of genuine feelings that sincerely act, surface acting of customer concern is seen as an essential ingredient in the quality of service (Chu and Murrmann, 2006). The data analysis in the previous chapter marked the lowest mean score of items in empathy is “Care for the guests’ health and condition” which valued at 4.01. Respondents prefer a good quality of service which the green hotel employees could deliver. As quoted by Jumli, A. P., Albattat, A., & Yusof, E. (2018) which reported in the current study, the empathy factor has not affected the customer satisfaction toward the quality of service that provides by the management of green hotel across Malaysia.

From the outcome computed in Chapter 4, the value of correlation coefficient of assurance towards customer satisfaction in the green hotel is 0.692 which falls under coefficient range from 0.60 to 0.79, and that stated as strong relationship among the variables. Assurance is described as staff 'knowledge of competency, courtesy, credibility and safety when they served the customers according to Md Salleh, NZ, (2014). The results from the data analysis indicate that assurance has the statistically significant positive relationship between both variables ($\beta = 0.353$, $p = 0.000$). Quality assurance defines the steps taken to guarantee consistency before and after the consumer encounters. It is about ensuring that the service provided is of only the highest quality and that the organization can be entrusted in achieving the same value in any engagement. The results have been consistent with previous findings by J. Gržinić (2007) whose confidence is one of the essential aspects that the workers need to remember when delivering the service.

The result from the analysis indicated that reliability to customer satisfaction showed a statistically not significant relationship between the variables ($\beta = 0.008$, $p = 0.931$). This means that reliability does not influence the customer satisfaction of the green hotel visitors. The employees must faithfully execute the commitment so that the client is fulfilled with the service. The Pearson correlation value of reliability towards customer satisfaction is 0.573, which is a moderate relationship between the two variables. The lowest mean score value item of reliability variable is "The green hotel staff can quickly correct their mistakes when faced with customer complaints or problems" that shows the green hotel staffs had no time to deal with the issues and complaints from the hotel visitors. The result in the current study marked that reliability factor is necessary to increase the customer satisfaction towards the quality of service of the green hotel which also affiliated with the research of J. Gržinić (2007) which explained that hotel guests prioritize the reliability service in the hotel compared to other services.

A positive relationship is marked between responsiveness variable with customer satisfaction as in the alternative hypothesis. The findings from the previous chapter reveal that responsiveness factor with customer satisfaction showed a statistically positive relationship between both variables ($\beta = 0.201$, $p = 0.014$). The pvalue of the coefficient is 0.014, which less than alpha value, 0.050. Hence, it clearly shows that responsiveness factor that affected the customer satisfaction of the guest in the green hotel and the alternative hypothesis is accepted. According to Abdullah, N. C., Rosnan, H., & Yusof, N. (2018) research pointed out that responsiveness is the dimensions that prioritize attentiveness and readiness to support the consumer and deliver the service efficiently that will satisfy the customer's requirement. This finding similar with the results in the current study which respondents agree most on the item that was "Serve rapid check-in and check-out procedures" which due to the following regulation and modern days devices that simplify the approach that using all computerized system that reduces the time consumption for the procedures.

5. Conclusion and Recommendation

In conclusion, the dimensions that discussed in the research were tangibles, reliability, empathy, responsiveness, and assurance. All the variables, except empathy and reliability, are significant to this research thesis. The results of this work have successfully tested the measurements of the SERVQUAL model suggested by Parasuraman, Zeithaml, & Berry in 1988 research excepting the two factors, which is empathy and reliability. The relationship between independent variables which are tangibles, assurance and responsiveness towards the dependent variable was supported, and the alternative hypothesis was accepted. This finding also contributed to the restructured of the SERVQUAL model for future purposes. The outcomes of this study are based on the research done by Farouk, Saleh & Chris Ryan in 2013, where the service quality in the hotel industry was analyzed using the SERVQUAL model. This thesis strengthens the awareness in green hotel industry literature because of the lack of work on measuring the degree of customer service using the SERVQUAL model is a concern.

From the findings of the research, useful knowledge is given, which could help green hoteliers and employees enhance the efficiency of the service and raise the degree of customer satisfaction. The conclusions in this report provide a boost to green hotel association and travellers visiting the country-wide green hotel as the growing demand for green hotels from travellers helps this industry's business to expand rapidly. This study aims to help Green hotel operators increase service efficiency and boost the level of customer satisfaction. Green hotel organization can also use the findings in this study to investigate the most important factor and its relationship with customer satisfaction toward the green hotel's service quality nationwide. From the result findings also shows that the green hotel owners need to step up their game to accomplish the right empathy and reliability to serve for the future visitors to satisfy their customer respectively.

Tourism is increasingly heading towards sustainable tourism, as this sector has detrimental environmental impacts. Most services such as water, energy and waste are used and generated by the tourism industry. Therefore, this study which related about measuring customer satisfaction using service quality model in the green hotel was studied, policymaker of Malaysia can achieve to the higher standard of service quality by making some changes at the green hotel industry. The green hotels in Malaysia should go for green products and materials, waste reduction management, use a biodegradable plastic bag, use of energy-saving equipment in the office and utilize the renewable energy-solar panel and install occupancy-based room unit controllers. This study helps the green hoteliers to determine the enormous impact of dimension in the SERVQUAL model, which was very useful to preserve the customer satisfaction level. Thus, the policymaker can encourage local tourism internationally and increase the profit of the country.

After performing this analysis in Malaysian green hotel evaluating customer service, there are some recommendations that potential researchers should take to create a study that has to do with this analysis and generate a test that is better than the original. Researchers can study more factors, and compulsory items need to be determined to show that the green hotels are one of the recommended places for people to stay and visit either for holiday or business purposes in the future. This suggestion could boost up the tourism sector as it is one of the most impacted industry during COVID-19 pandemic globally. Lastly, the analysis may be focused on various forms of accommodation, such as a guest house, villas, and others. The different types of accommodation can have a better quality of service for the customers, making the standard of service simpler and clearer to evaluate.

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