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TITLE:

What is the effect of sustainability practices by Norwegian hotels on their customer satisfaction?

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Abstract

Customer satisfaction is vital for the hospitality industry in today's competitive marketplace. This study aimed to see how sustainable hotel practices influenced customer satisfaction. Concerns about the environment are on the rise these days. Every business sets CSR and sustainability goals, and hotel customers keep an eye on them. As a result, hotels should adapt to new sustainable practices and deliver services so that the environment is not negatively impacted. Because hotels must listen to and react to the demands of their consumers, it is crucial to observe how youthful hotel customers engage with sustainable practices. The literature was aimed to discuss five variables for the study: sustainable hotel practices, hotel room price, CSR & Sustainable goals, hotel services, and customer satisfaction. The study looked at the effects of sustainability practices employed by Norwegian hotels on customer satisfaction.

A random sample of 129 respondents who live in Norway and stay in hotels there was chosen to test the study findings. SPSS was used to perform Harman's Single Factor Test, Pearson correlation, and regression analysis. Sustainability practices have a favorable and considerable effect on consumer satisfaction. Furthermore, research has shown that modifications in sustainable practices do not affect hotel room pricing or costs. In reality, hotels increase their profit margins. The findings of this study will have practical benefits for sustainability, marketing, and human resources departments. This study will also be helpful to academia in understanding local hotel customer satisfaction resulting from sustainable practices.

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Foreword

Without the advice and assistance of many individuals, the thesis would not have been able to be completed. First and foremost, I would like to express my gratitude to Mr. Lukasz Andrzej Derdowski, who instructed and supervised the thesis and offered helpful feedback, recommendations, and directions to the researchers throughout the thesis' duration, from start to finish. It would have been challenging to accomplish this research without his direction, encouragement, and good nature. I am grateful to all of the instructors at the "Norwegian School of Hotel Management" who provided me with the essential information to complete my thesis. I am thankful to Thomas Laudal, who taught us Sustainable Business Practises and inspired me to write a thesis on sustainability. A particular thank you goes out to Ramsha Gilani, who gave up her valuable time to make valuable suggestions and offer helpful input. I'd like to express my gratitude to everyone who took part in this study. Last but not least, I'd want to express my gratitude to my parents and friends for their unwavering support and patience during the process.

1. Introduction

Tourism has been a significant sector in Norway for many decades and a priority for the Norwegian government. The tourist sector contributes to the country's growth and wealth. It contributes to the retention and creation of new jobs, and the industry is vital to workplaces across the country. Tourism is a significant contributor to Norway's economy, accounting for about 4.2% of the country's GDP (Oklevik et al., 2019). The industry has been experiencing years of continued solid growth, with 10% Norwegian population working in the tourism industry (TheExplorer, 2019). The industry is fragmented and subject to significant seasonal changes and labour demands. New hotels are being built in various places around Norway to meet the demand for the number of hotel rooms. Every major city in Norway attracts tourists for different reasons, and tourist demand from Asia has been steadily increasing (Xie & Tveterås, 2020).

A few decades ago, the hotel sector was hesitant to admit any substantial impact on the natural environment (Perez & Nadal, 2005). However, perceptions have recently begun to shift. Various NGOs, academic groups, and the hotel industry continue to publish standards and guides to assist hoteliers in incorporating more ecologically sound practices into everyday operations. Numerous certification and labeling schemes are provided for sustainability practices by industry organizations, as well as governmental and non-governmental organizations, on a global, national, and local scale (EU Flower, Nordic Swan, Green Globe 21, Green Leaf, The Green Key, and others) (Bohdanowicz, Simanic & Martinac, 2004).

The Eco-Lighthouse Programme provides environmental accreditation to enterprises in Norway, particularly hotels, encourages them to decrease their environmental effect, cut expenses, and employ an environmental profile in their marketing (Welford et al., 1999). So

hotels have taken up the task of increasing their sustainability practices while lowering their carbon impact. Although many organizations and hotel customers seek sustainability, hotel owners are concerned about whether sustainable hotels raise or lower costs and reservations (Chong & Verma, 2013).

1.1 Real-World Problem

Many hotel stakeholders increasingly understood the importance of implementing a strategy that incorporates sustainable development concepts (Robinot & Giannelloni, 2010). Because the hospitality business is energy-intensive, uses natural resources, and creates large amounts of waste, many environmentally friendly projects have been implemented in response to demand from environmentalists and the general public (Prud'homme & Raymond, 2013). It has led the hospitality sector to focus on corporate social responsibility (CSR). The World Bank defines corporate social responsibility (CSR) as a commitment by businesses to contribute to long-term economic development by collaborating with employees, their families, the local community, and society to improve people's quality of life in ways that are both profitable and beneficial to development (Chung et al., 2015). Branch unions, various NGOs, academic communities, and hotel businesses continue to establish guidelines and forms of certification and labelling systems in order to assist the hospitality industry in incorporating more sustainability practices into everyday operations toward being a more sustainable hotel (Bohdanowicz et al., 2004).

Due to more sustainability awareness, the hospitality industry must attempt to market itself as environmentally friendly through sustainable products or services to satisfy green hotel customers. However, consumer satisfaction with green hotels has produced conflicting findings, with some research showing a good link with CSR programs and others showing a

negative link (Gao & Mattila, 2014). At the same time, The role of "green" traits in the customer satisfaction factor is uncertain, and nothing is sure about how the green qualities of the hospitality industry could influence customer satisfaction (Slevitch et al., 2013).

Furthermore, the link between environmentally sustainable programs and increased hotel customers satisfaction is weak in comparison to standard drivers such as facility, room, and food and beverage quality, as hotels are increasingly expected to maintain sustainability programs on a regular feature of their business (Merli et al., 2019). Hotels have begun incorporating CSR components, particularly sustainability-focused initiatives, into their policies and plans in response to external demand (Wikhamn, 2019). Furthermore, many hotels have begun to publish an annual sustainability report (Chong & Verma, 2013). At the same time, the study discovered that ecologically sustainable initiatives impacted hotel customer satisfaction (Bruns, Cho & Verma, 2015). As a result, the decision on which initiatives to adopt should be based on a cost-benefit analysis and other operational factors linked to sustainable practices (Martinez & Del, 2013).

Green hotels, which are heavily processed through sustainable practices, have positive and negative experiences for their hotel customers (Yusof & Ibrahim, 2017). Nevertheless, sustainable practices have led to a more substantial influence on hotel customer satisfaction (Prud & Raymond, 2013). Sustainable experiences include hotel customer training, reducing energy & water and using innovative methods, which substantially impact hotel customers overall happiness with hotels (Yu, Li & Jai, 2017). Hotel sustainability programs in Norway have concentrated on waste reduction, energy conservation and water conservation (Welford et al., 1999). More sophisticated programs have included using organic foods, non-toxic cleaning products and chemical-free pest management techniques (Yu, Li & Jai, 2017).

Several hotel companies have produced manuals to promote environmental awareness and action (Welford & Ytterhus, 2004). However, controlling their practices can lead to further costs, and hotels are trying to adopt new management processes such as controlling food & cleaning waste and using less energy, which is affecting the way they provide services linked to hotel customers satisfaction factor.

1.2 Goal of the thesis

This research paper will primarily investigate the link between hotel customers satisfaction (psychological) and the sustainability policies (management) employed by hotels in Norway. During the research, this paper will explore developing hotel customers satisfaction understanding through hotel sustainability initiatives and monitoring if hotel customers are aware of hotels' new sustainability practices. Many hotels are addressing stakeholders' concerns about environmental changes caused by CO2 emissions and waste (Veiga et al., 2018). Sustainable practices are changing the way hotels operate, indicating that hotel customers access to services is also changing. Hotels such as Nordic Choice have begun to employ WeCare sustainability programs to encourage sustainable practices (Nguyen, 2018). This paper will explore if hotel customers are receiving the same level of service as they desire with changes in sustainable practices.

Hotels need to track their energy and water consumption. Reduced food waste gives more control over an enormous variety of meals. However, this will change the way hotels provide services. However, this will lead to the question if hotel customers will perceive a change in services while still paying the same price they did a few years ago? Hotels, on the other hand, must introduce new practices while keeping cost-benefit evaluations in mind. As a consequence, customer satisfaction and sustainable practices are inextricably linked. They are

keeping balanced while targeting hotel customer satisfaction while changing internal operation systems according to sustainable practices. Taking into account the considerations mentioned above, this study aims to produce findings that will answer the following research question: What is the effect of sustainability practices by Norwegian hotels on their customer satisfaction?

2. Literature Review

There is very little research in Norway specifically studying multinational hotels' sustainability measures while focusing on customer behaviour or hotel customer satisfaction. Previous empirical research exclusively examined client attitudes toward – rather than satisfaction with – one area of the hotel industry's sustainable development strategies, namely the environmental dimension, to exclude the economic and social dimensions (Prud & Raymond, 2013). However, there have been changes in hotel services due to sustainable measures from the standpoint of hotel customer satisfaction (Cooil & Hsu, 2007). Knowing that a customer's preferred hotel activities help preserve its environment is vital to raising customer satisfaction (Robinot & Giannelloni, 2010). Therefore, hotels need to increasingly acknowledge the importance of implementing a sustainable plan incorporating sustainable development concepts (Moosa & HE, 2021).

So this has led many hotels in Norway to sustainable initiatives while cutting operating costs and creating perceived value for hotel customers. Many studies have revealed that turning sustainable may provide many benefits to hotels; thus, hotels are implementing sustainability practices not only to improve awareness of the need to conserve the natural environment but also for the financial benefits of going sustainable (Yu, Li & Jai, 2017) (Martinez & Del, 2013) (Miguel, Edward & Dick, 2004). Hotels, for example, may save high costs by integrating recycling in their facilities, such as sorting bottles, cans, newspapers, and cardboard.

Customer satisfaction with hotel sustainability programs is critical to the hotel's success (Gao & Mattila, 2014). However, many hospitality firms often invest significant time and money in environmental projects but did not receive the support, credit, and respect they deserved for

their efforts (Jameson & Brownell, 2012). Hotels may need an effective strategy to notify hotel customers about their sustainable operations. The Center for Hospitality Research tool used in "Telling Your Hotel's "Green" Story: Developing an Effective Communication Strategy to Convey Environmental Values" by Jameson and Brownell provides practical guidelines to assist hospitality firms in developing effective communication strategies to explain their environmental initiatives to employees, hotel customers, and other vital audiences (Chong & Verma, 2013).

2.1 Green Hotels

Several definitions of green practices in the hospitality context have been proposed, including a value-added business strategy that benefits a hospitality operation that engages in environmental protection initiatives, which embraces evidence that are commercially-driven actions that provide both financial and commercial added value while reducing environmental impact (Merli et al., 2019, p176). It is widely recognized that hospitality operators must be concerned about how "green" they are for a variety of reasons, including improved earnings, a desire to be viewed as a good corporate citizen, and to remain competitive, as more than 70% of hotel customers now consider themselves to be green (Slevitch et al., 2013). Hospitality and sustainability have a complex connection with customer satisfaction. The key to improving this relationship is building a better sense of responsibility towards and within the numerous stakeholders in the hospitality industry (Neto, Silva & Arauji, 2020). However, previous empirical studies in the hotel industry have not been explored in depth which focuses on customer satisfaction as social interaction construct and customer identification as a social identity variable along the road from CSR to customer loyalty (Martinez & Del, 2013).

A green hotel focuses on an ecologically friendly idea and uses sustainable techniques to decrease external energy usage to protect the environment (Yusof & Ibrahim, 2017). Previous research has shed light on green hotel trends, advantages, brand imaging, and marketing tactics, among other things, however relatively few have investigated the influence of sustainable practices on hotel customer satisfaction (Yu, Li & Jai, 2017). Telling Your Hotel's "Green" Story research paper suggests that some hotel customers value environmentally sustainable products (although to various extents), but the relationship between hotel environmental sustainability initiatives and customer satisfaction measures reported by hotel customers is still less known (Jameson & Brownell, 2012).

According to TripAdvisor studies, hotel customers are worried about their environmental effects and are ready to pay extra for sustainable practices (Neto, Silva & Arauji, 2020). However, when it comes to booking the hotel price, convenience, and quality continue to be the most important factors in purchasing decisions, with environmental factors placed lower on the list, just behind convenience. To maintain consumer satisfaction, hotels must maintain sustainable practices while focusing on price, convenience, and quality. As a result, hotels must understand which sustainable practices are vital components that might boost hotel customer satisfaction. Products and services must be more than just greener; they must also be better (Smith & Rupp, 2003). As a result, a closer examination of the effects of various sustainable practices on hotel customer satisfaction is required.

2.2 Customer Satisfaction

Customer satisfaction has long been a key factor in long-term consumer behaviour, with most studies focusing on the link between satisfaction and commitment (Cooil & Hsu, 2007). Customer satisfaction is described as satisfying a customer's expectations or demands

(Fournier & Mick, 1999). Customer interactions through satisfaction have been identified as the most crucial aspect for sectors, and as a result, businesses are increasingly focusing on customers. Firms are shifting from a product-centric to a customer-centric paradigm in order to perceive and answer client requests for changes in product and service features, distribution channels, and price structure (Mithas, 2005). Customer satisfaction and retention have emerged as critical indicators for assessing the performance of IT systems and the competitive success of businesses (Agarwal & Venkatesh, 2002). One of the organizational goals seems to maintain high levels of customer satisfaction in order to continue interacting with consumers and generate high-income streams.

Many purchases are more or less recurring, and the customer builds purchase cycles for numerous things that affect how satisfied they are (Howard & Sheth, 1969). This cycle is extensive for certain things, such as durable appliances, and purchases are uncommon. When faced with recurrent brand-choice selections, the consumer simplifies his work by storing pertinent information, forming a pattern in his or her decision-making process, and affecting their purchasing experience (Mithas, 2005). Buying behaviour can be affected cognitively. Customer satisfaction has long been seen as a cognitive construct in which consumers evaluate perceived performance to an evaluation standard (expectations) (Burns & Neisner, 2006). There are several components to consumer satisfaction, which can be seen from two distinct perspectives.

The first point of view describes customer happiness from a state perspective, which takes into account consumer satisfaction following the behaviour that leads to the purchase (Howard & Sheth, 1969), which defines *pleasure* as the hotel customer's cognitive and emotional state of being suitably or insufficiently compensated for their sacrifices. Following

the study of individual treatment levels, anger/delight and humiliation were shown to be significantly important factors for customer satisfaction (high expectations/poor performance), suggesting that because of the high level of customer satisfaction, anger/delight (emotions) might be influenced when performance is compared to expectations (Burns & Neisner, 2006). In this circumstance, anger appears to be a role in determining customer satisfaction. As a result, it is critical to offer the service that customers expect. When expected services fail to meet consumers' expectations, the level of satisfaction reported by hotel customers may be harmed by both the disappointing performance (cognitive evaluation) and negative emotional response (anger).

The second definition of customer satisfaction incorporates the hotel customer's experience and depicts the evolution of contentment (Yand & Zhu, 2006). Because hotel experiences are essentially service-centric, it stands to reason that past positive experiences will play a significant part in the amount of pleasure experienced by customers in their interactions with merchants (Burns & Neisner, 2006). Customer satisfaction is often characterized as a thorough review based on all experiences connected to a certain product or service (Miguel, Edward & Dick, 2004). Based on customers' demand and satisfaction, customers will try to visit again and remain loyal. Other factors such as price may not affect customer demand much, as long they are satisfied mentally and have a positive experience.

2.3 Sustainability Practises

Sustainability refers to the ability to fulfil one's needs without disturbing future generations' ability to meet their own (Veiga et al., 2018). Expectations for adopting and enhancing sustainability practices are constantly rising, and it is expected that public and private institutions and organizations will enforce such standards across a wide range of economic

sectors sooner or later. According to the Brundtland Commission, sustainable development is about satisfying current demands without jeopardizing future generations' capacity to meet their own (WCED, 1987). The notion of sustainability is found on four key pillars: economic viability, environmental quality, social responsibility and fairness (Elkington, 1997). The idea of sustainability or sustainable development has only recently moved in management literature and practices since the concept was difficult to understand, frequently defining future goals that appear to be quite general, particularly for organizations and managers (Fritz & Matopoulos, 2008).

Organizations are more active than ever in pursuing sustainability as it becomes a component in valuation, as sustainability is becoming a factor in valuation (Song, Montabon & Xu, 2018). It is now time for the industries to recognize the significant effect of national culture on environmental management to fulfil their environmental objectives better. Indices such as the Dow Jones Sustainability Group Index illustrate that corporate sustainability may contribute to profit maximization and, as a result, positively influence shareholder value (Signitzer & Prexl, 2007). This index shows that the stock market performance of its firms rose by 164.46% between March 1995 and March 2000 (as measured by monthly price returns in US dollars) (Signitzer & Prexl, 2007). Organizations in the "regular" Dow Jones Global Index, on the other hand, have only increased by 138.76% throughout that period (Cerin & Dobers, 2001).

2.4 Customer Satisfaction in the hospitality sector

The link between customer satisfaction and retention has been the focus of many studies on customer satisfaction and consumer behaviour. This focus stems primarily from early studies that showed client retention as a significant driver of company profitability (Cooil & Hsu,

2007). Hotel companies in the hospitality sector have understood that customer satisfaction is critical to corporate operations and strategy success.

Several researchers have attempted to identify the components of satisfaction in the hotel industry: Such as intangible elements related to front-desk and room service, as well as employees' willingness, and tangible elements related to hotel maintenance, a business center in the hotel, and a work desk in the room, or customer-wanted attributes such as the hotel's location, service quality, reputation, customer-friendly approach, and price (Prud & Raymond, 2013). Concentrating on customer satisfaction is to increase customer retention, which increases hotel profitability and results in a large market share (Gilbert & Horsnell, 1998). However, the most difficult part for service businesses is achieving high client satisfaction through exceptional service quality (Hung, Huang, & Chen, 2003). Several types of research on the hospitality sector have extensively maintained a clear correlation between hotel customer's happiness and hotel service quality (Miguel, Edward & Dick, 2004).

Companies in any industry, including hospitality, are interested in discovering new elements influencing consumer satisfaction since it is often assumed that better satisfaction leads to higher profitability. Because of the belief that CSR influences consumer loyalty, CSR has become a critical component in the hotel industry (Martinez & Del, 2013). Awareness of CSR has led hotel customers to assess hotels and their services based on their CSR actions, with negative CSR associations being more persuasive and having a greater negative impact than positive CSR connotations. Positive connections, on the other hand, improve hotel ratings and satisfy hotel customers. Theoretical and empirical research suggests that good perceptions of sustainable practices in customers' evaluation situations lead to increased customer satisfaction and loyalty (Chung et al., 2015).

2.5 Sustainability Practises in the hospitality sector

Environmental challenges are one of the most important global difficulties that the world is now dealing with, and they have lately gotten more significant (Yusof & Ibrahim, 2017). The potential environmental repercussions of tourism are enormous. While tourism was nearly always seen to be positive for both host and home nations in the past, the negative elements have increasingly been identified and more extensively examined (Welford et al., 1999).

Implementing sustainable practices in the hospitality sector is intended to reduce the negative effects of business operations on natural and social ecosystems while increasing its benefit to host communities (Prud & Raymond, 2013). Environmental management practices (EMP), also known as corporate sustainability (CS) from a social, economic, and environmental standpoint, have become a top priority, particularly in the hotel business, where environmental potentials and dangers have attracted global attention (Song, Montabon & Xu, 2018).

Focusing on deploying sustainability measures is insufficient if hotel customers are unaware of them. Hotel customer's understanding of sustainable measures in hotels influences their booking selections (Yu, Li, & Jai, 2017). Hotels need to publicize their sustainability practices in order to raise visitor awareness. Previous research indicates that hoteliers play an essential role in improving hotel customers' understanding of sustainability practices. These findings imply that hoteliers may utilize a variety of ways to promote their sustainability initiatives (Yu, Li & Jai, 2017).

Most sustainability research has focused on environmental sustainability and has been tied to organizations' efforts to engage in CSR (Wikhamn, 2019). Environmental management methods directly influence corporate sustainability, and the influence of environmental

management strategies on sustainability practices is favourably mediated by environmental legislation and reporting (Moosa & He, 2021). The social sustainability dimension has the greatest influence among the sustainability dimensions, followed by the economic and environmental elements of business sustainability. Environmental sustainability has recently garnered more attention in the hotel business and has become a corporate problem (Moosa & HE, 2021). Furthermore, ecologically sound processes are necessary for the hospitality business, and environmentally responsible behaviors are extremely important for the industry's long-term performance.

Certain sustainable measures in the hospitality business may be considered practically known. Water-saving fixtures and linen-reuse programs are examples of prevalent sustainable practices. The most common sustainable practices in hotels were energy efficiency procedures, solid waste management practices, and water conservation measures, with other sustainable practices including eco-cuisine, energy-efficient lighting, installing hinge-activated lighting and using electronics as an email and check-in rather than paper (Yusof & Ibrahim, 2017). A separate poll of 120,000 hotel consumers indicates that while visitors are typically eager to engage in sustainability programs, the existence of sustainable operations does not outweigh price and convenience concerns when choosing a hotel (Bruns, Cho & Verma, 2015).

3. Theoretical Framework

Society is evolving, as is tourist consumption, and hotel customers are becoming more empowered via social media, which can affect the hotel's image. Sustainability practices are such an important part of customer satisfaction and hotel image that they can naturally attract green hotel customers. The new generation of hotel customers is becoming more educated and conscious of environmental, and social issues and criticizing firms that do not adhere to these challenges. It is no longer sufficient for companies to avoid making mistakes but to implement proactive engagement in activities promoting sustainability problems (Neto, Silva & Arauji, 2020). However, given the construct's intrinsic complexity, it's unlikely all hotel customers would consider it sustainable as a major factor when booking hotel rooms (Martinez & Del, 2013).

Because of the potential impact, the hotel needs to understand the relationship between CSR (sustainability) and customer satisfaction (Wikhamn, 2019). More precisely, it is critical to identify hospitality characteristics that are linked to customer satisfaction, which can further lead researchers to attempt to create theoretical frameworks that connect nature and people. There has been no examination of different degrees of analysis when analyzing the rationales that have been utilized to investigate CSR in any evaluation of literature from the hotel sector (Song, Montabon & Xu, 2018). Mostly CSR has been extensively researched at the macro (political, economic, and societal dynamics) but not at the micro (person) level (Williams & Page, 2011). Within industrial/organizational psychology and organizational behaviour, micro-CSR, or the psychological study of how corporate social responsibility (CSR) impacts individuals (Rupp & Mallory, 2015). The study conducted by Guzzo et al. (2020) emphasizes the ability to provide insight into how CSR affects people from diverse stakeholder groups

(e.g., consumers, shareholders) and individual perceptions can lead to a variety of micro-level interactions and results at the macro-level.

According to the research, these hotel customers and employee stakeholder groups respond positively to CSR to the extent that it increases their trust in the hotel (Frynas & Stephens, 2015). Therefore, hotel executives should aim to devote adequate resources to CSR in a way that targets the specific stakeholder groups on whom the hotels rely heavily, and they should communicate about the firm's CSR in a trustworthy manner (Jones et al., 2017). Hotels may use CSR policies to attract skilled employees, build consumer loyalty, and strengthen their human capital and market share. Researchers might gather objective indices of corporate performance and firm-level investments in many CSR activities to operationalize CSR tradeoffs and examine such multilevel processes and consequences (Rupp & Mallory, 2015).

Relationship management theory can be considered to further understand the link between micro CSR (hotel customers) and hotels for customer relationships. It proposes that effective relationship management between organizations and their constituents, including employees, can increase beneficial results for both parties (Rupp & Mallory, 2015). Effective relationship management is built on views of trust, control, mutuality, commitment, and satisfaction between the company and its public, according to the idea (Dhanesh, 2014). CSR is an excellent relationship management technique, and it helps hotels understand the effects of their sustainability practices and control and notice how it affects customer satisfaction.

CSR initiatives have a direct relationship with consumer satisfaction, which appears logical and expected (Burns & Neisner, 2006). Micro-CSR appears to have good impacts on hotel reputation, promoting brand preference and better levels of customer satisfaction and

identification with the firm, which might lead to customer happiness, loyalty, and advocacy, thereby making CSR a competitive advantage (Ettinger et al., 2018). Hotel image has a moderating influence on the link between sustainability practices and customer satisfaction. It is critical to note that the greater the degree of hotel image, the more favorable the impact on hotel customers' spending and it has an impact on customer satisfaction (Chung et al., 2015). As a result, hotels should plan to spend more on sustainability practices.

According to the expectation disconfirmation theory of customer satisfaction, customers are more likely to be satisfied when actual company performance exceeds or confirms prior expectations (Oliver, 1997). When a hotel's sustainability performance expectations are met (or exceeded), hotel customers with higher levels of identification with the hotel will be satisfied, as it reassures them of their psychological attachment to the hotel, which in turn helps the hotel customers maintain their self-esteem as green customers (Martinez & Del, 2013). Some hotels have gained a competitive advantage due to hotel sustainability which satisfied hotel customers and was observed to lead to high sales while room prices were increased (Graci & Dodds, 2008).

Hypotheses

These hypotheses have been developed based on the findings of prior research and applicable theory:

H01: There is a positive relationship between a hotel's sustainable environmental practices and customer satisfaction.

H02: There is a positive relationship between higher hotel prices and increasing the use of sustainable practice services within the hotel.

H03: There is a positive relationship between reducing regular hotel services and focusing more on CSR goals.

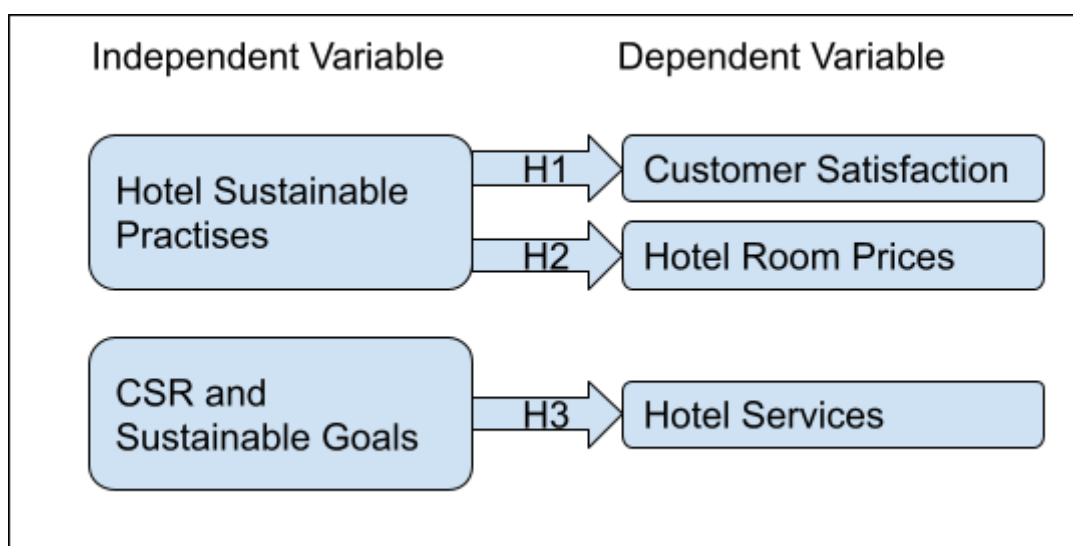
4. Research Methodology

According to the literature review, little research has been done in Norway on how implementing sustainable practices in hotels affects customer satisfaction. As a result, the study's goal is to identify the effect of overall customer satisfaction with Norwegian hotels that employ sustainable methods and to comprehend the impact of each sustainability on overall consumer contentment with interiors and loyalty. This part aims to define the methodological methods and procedures used to answer the research question, as well as how the study will be conducted in a logical order. The following section will guide the reader through the practical research process used in this study and explain the theoretical approaches chosen based on the literature review findings. Following a full review of the study design, critical concerns throughout the stages of the research process will be highlighted. In addition, the sampling strategy will be discussed before moving on to data collecting. Additionally, ethical questions and limits of the study technique are addressed.

The conceptual research model is constructed based on the mentioned hypotheses:

Diagram 1

Conceptual Research Model



4.1 Research Design

The research design aims to ensure that the study is logical and that the research challenge is addressed (Anwar, 2017). Descriptive, experimental, and exploratory research designs are the three basic forms of research. The descriptive research approach is acceptable when the data is quantitative and the study is designed to discover specific phenomena (Van Wyk, 2012).

Since this research will be concentrating on the "what" topic, descriptive research will be applied. It describes the current state or situation of the element under consideration.

Descriptive research is particularly popular in the tourist and entertainment industry when it comes to doing research (Veal, 2006).

A quantitative research study aims to discover the link between one element, such as sustainable practices, and another customer satisfaction for population contentment.

Quantitative research designs will focus on descriptive research, which focuses on the relationships between variables (Chan, Okumus & Chan, 2020). It will be based on facts, logic, and an objective argument. Furthermore, quantitative methods will determine the development of the whole research. This technique is based on positivist social science concepts and reflects the scientific process used in the natural sciences (Dhanesh, 2014). In a more thorough approach, this study is designed to start with beliefs about a particular occurrence, collect data from a real-world situation, and then analyze the findings to support or refute one or more hypotheses (Jennings, 2001).

4.2 Sampling Strategy

A sample is a small fraction of the whole population that this research will analyze to collect data. The sample must be representative since else the data would be irrelevant. Sampling is a good approach to getting comprehensive information (Van Wyk, 2012). This study applied a

practical sampling strategy, suggesting there was no random sampling or assignment. As the selection of participants is non-structured, the chance to participate is uneven, and the relationship is non-representative; non-random sampling is also known as non-probability sampling. To avoid misunderstanding, a random sample known as probability sampling is used since it involves a controlled and systematic selection of participants, an equal chance of participation, and a representative link to the population (Jennings, 2001).

The survey will be designed through a literature review and the respondents were hotel customers. Convenient sampling was utilized because the sample could not be random. When research is based on a survey that people are willing to answer, a survey is a method that provides data based on self-reports (Neuman, 2010). These surveys will be shared around Facebook groups based in Norway, where Norwegians have access to every age group and location. Furthermore, this is a secret study initiative and no personal data will be exposed.

The primary purpose of a sample is to gather representative units from the population (Oliver, 1997). It may be difficult to determine the study sample size. However, it must be absolute rather than relative because the size of the population may influence the data obtained, and it may differ between states and locations. It would be impossible to measure a sample that is too large; thus, the sample size should be increased to reduce the possibility of mistakes (Mithas, 2005). In addition, the larger the sample size, the more accurate the estimation of the genuine population mean will be (Jones et al., 2017).

The population in this study will be hotel customers that stay in hotels in Norway. Sample refers to the selection of units from the general population, as described before. The sample size is a frequently questioned subject and an important part of the sampling process. The

sample size in quantitative techniques, like any other study, can vary, and a census can be used. However, this is not suggested because it may result in inadequate data. Roughly 100 surveys will be collected to generate a population sample.

The findings were received from hotel customers who stayed in Norwegian hotels in 2021, no information on who and how the population of the hotel customers surveys acts is delivered. Although the lack of personal information, such as age, sex, or location, may be perceived as a drawback of the sampling technique, anonymity is effectively preserved. Because no public data source, such as booking.com or direct connection with hotel visitors, is available, the Facebook platform was leveraged to gain access to hotel customers. Overnight visitors, conference attendees, tourists, and event participants are acceptable hotel customer types. The aim is to persuade hotel customers who have been at NordicChoice, Thon, Scandic, and other hotels that prioritize sustainability. These hotels guess who has been with a visit regularly have seen changes.

4.3 Data Collection

Secondary and primary data are the two basic techniques for gathering information. To immediately grasp the problem and its solution, we use original data collected by the researcher through surveys and interviews (Shanka, 2012). The major data collection technique for this study is a survey, a quantitative method, since the researcher can control and analyze the quality of the data acquired. Surveying a population's traits, behavior, and qualities is more successful than simply observing them (Van Wyk, 2012). The survey data is gathered and analyzed to get a study result.

Pilot testing was carried out to better understand and generate survey questions. As part of the pilot testing technique, the survey's feasibility was evaluated on 15 participants of varying ages. It was revealed during the pilot testing that the participants did not answer several open-ended questions. Based on the pilot testing, some open-ended questions were transformed into closed-ended questions to improve the test's feasibility. The open-ended question "Are you aware of Sustainability practices in Hotels?" resulted in a wide range of replies from the participants. As a result, open-ended questions have been phased out in favor of closed-ended ones. In addition, regular hotel clients were employed in the feasibility testing, keeping in mind that all inquiries must be answered. Previously, the survey only contained 43 questions, which provided too much information and made it difficult for responders to understand the questions. The number of questions was reduced to 34 to facilitate information extraction. The final draft of the survey can be found in appendix A.

There are also different instances and opinions about which types of surveys can yield the greatest results. Mail, telephone, internet, and face-to-face surveys are examples of survey types. The survey was obtained using an online survey disseminated on social media channels by the researcher. The online survey collects data from hotel customers, and researchers receive the results almost immediately. The data gathering process and questions were similar to how hotel customers respond to a satisfaction survey for hotels.

A literature study and theoretical framework were used to develop survey questions. This sort of study strategy has both pros and cons. Some of the benefits include the fact that it is a more cost-effective method of survey distribution, that it can be done at the respondent's pace, that these surveys may be shown as anonymous and confidential, and that online surveys have a

higher response rate (Enne et al., 1993). The drawbacks may include survey weariness caused by respondents' biases, which can cause them to answer surveys dishonestly.

Primary data was measured with the Statistical Package for Social Science (SPSS). SPSS is the most often used program for analyzing quantitative data, and it is utilized in this case to evaluate survey data (Bryman, 2008). SPSS is a software system that allows researchers to create and conduct statistical analyses of quantitative data, enter and store data, build data files, output files and visuals, print tabular findings, and prepare graphs and charts (Tavakol & Dennick, 2011).

4.4 Data Analysis

This research can benefit from a variety of data analysis techniques. The technique of analyzing and assessing obtained data to identify patterns that address the research topic is known as data analysis (Enne et al., 1993). The data obtained may be analyzed in four distinct ways: univariate descriptive, bivariate descriptive, explanatory, and inferential (Barros, 2005). Because this research report will focus on the "what" question, descriptive research will be employed, and it's used to describe the present status or circumstance of the subject element. When it comes to doing research, descriptive research is particularly common in the tourism and entertainment industries (Veal, 2006).

Categorical/nominal, ordinal, and cardinal/ number data are the three fundamental categories of quantitative data. The replies to the questions are divided into groups and categories, such as whether the individual is male or female and age groups; the categorical data comes from the surveys. The second information is ordinal, which contains standard scores ranging from highly dissatisfied to highly satisfied. The third sort of data, known as cardinal data, describes

the measures of numbers of data, such as how many nights hotel visitors stayed (Enne et al., 1993).

The data analysis techniques to use are determined by whether the data is qualitative or quantitative. The quantitative analysis incorporates a huge quantity of numbers and statistical formulae, deduction, hypothesis testing, and comparisons between variables. At the very least, our approach aspires to be error-free, but we can't be sure (Rupp & Mallory, 2015). It is frequently advised to code the data to ensure the process of data analysis procedures, which comprises the development of codes, data entering, and data cleaning (Wang et al., 2006).

The acquired data were analyzed using SPSS. Cronbach's alpha coefficient is one of the most widely used markers of internal consistency. This data analysis will be used to come up with correct findings. A scale's Cronbach alpha coefficient should ideally be greater than .7 (Tavakol & Dennick, 2011). On the other hand, Cronbach alpha values are highly dependent on the number of items on the scale. Cronbach's coefficients are frequently found to be relatively low on short scales (e.g., scales with less than ten items) (e.g., .5). The second part of dependability is internal consistency, in which the scale indicates how it is free of random mistakes.

4.5 Measurements

Measurement allows researchers to use numbers to demonstrate issues connected to abstract phenomena, making explanations more accessible (Wang et al., 2006). The importance of measuring for researchers emerges from the need to understand the variations between the various groups represented in the sample and population (Johns et al., 1997). Furthermore, measurement allows for more accurate assessments of the link between ideas (Mithas, 2005).

A series of designing research and acquiring data adds to the conceptualization and operationalization sequence (Johns et al., 1997). Finding techniques to rigorously measure and evaluate abstract entities and concepts is critical in the quantitative study (Barros, 2005). Unit analysis can range from nations and organizations to communities and individuals, depending on the study questions and objectives (Wang et al., 2006). Hotel customers are the analytic unit in this study since the survey was conducted online and respondents responded based on their personal beliefs.

In order to obtain the right results and ensure that the study is reliable and legitimate, the statistical analysis must be performed using SPSS. The first step was to do a linear regression analysis to determine the variance and strength of the associations. This must be done before utilizing the items in other analyses like multiple regression (which will be discussed later) and analysis of variance (which will be explained later) (Tavakol & Dennick, 2011). Multicollinearity, Variance Inflation Factor, R Squared, Regression Coefficients, and Significant and Beta Values are the scales that will be considered for measurements in this study.

4.6 Research Tools

4.6.1 Reliability and Validity

Three significant characteristics influence reliable data: stability, internal dependability, and inter-observer consistency (Barros, 2005). The relevance of being able to perform previously measured findings as well as replicate fresh results is tracked by reliability. Validity refers to determining whether or not the outcomes and findings are correct and valid (Johns et al.,

1997). Reliability definition indicates if the findings vary over time, which should not be the case if the measure is stable (Barros, 2005).

Validity considers whether a notion's measurement accurately represents the measured idea (Wang et al., 2006). Face validity, concurrent validity, predictive validity, conceptual validity, and convergent validity are five approaches to the idea of validity (Barros, 2005). Face validity includes individuals with experiences judging whether the face of the measure matches the notion in question. Every questionnaire question must logically connect the objectives (Rupp & Mallory, 2015).

This study aims to see how certain presumed independent factors impact the dependent variable. A useful theory is to look at causality, which is a logical link between these variables that lead to a direct result of the independent variable (Wang et al., 2006). So both analytically separable and validity presupposes reliability, and reliability and validity are generally considered connected.

In research, dependability is used to assess whether the outcomes are predictable and correct (Neuman, 2010). The degree of correctness that is dependable or the extent of inaccuracy that is unreliable are the two ways to look at dependability. The wording of the question, the physical location, the respondent's mood, natural interaction, and the instrument's regression effect are all elements that might affect the reliability (Jones et al., 2017).

4.6.2 Common Method Bias

When variances in replies are produced by the instrument rather than the genuine character traits of the respondents that the instrument is attempting to reveal, this is known as common

method bias (CMB) (Jakobsen & Jensen, 2015). This means that the instrument adds a bias, which the researcher must analyze through variances. As a result, the 'noise' from the biased equipment contaminates the results the researcher finds. When the same response mechanism captures independent and dependent variables, common method bias might occur (Chin, Thatcher & Wright, 2012). While the repercussions of common technique bias can harm a study's validity, it is frequently overlooked in tourist research (Kock et al., 2021). Harman's Single Factor Test can check for common method bias.

5. Data analysis and Results

5.1 Sample Characteristics

After computing the frequency distributions with SPSS, the respondents' Sample Characteristics information is addressed further below. Data from SPSS can be find in appendix D. Table 1 displays the results of Sample Characteristics.

Table 1

Characteristics of the sample (n=129)

	Frequency	Percentage (%)
Gender		
Female	60	53.5
Male	59	46.5
Total	129	100
Age Group		
0-14	0	0
15-30	88	68.2
31-45	25	19.4
46-50	13	10.1
50-60	1	0.8
61+	2	1.6
Total	129	100
Location		
Living in Norway	129	100
Living outside of Norway	0	0
Total	129	100
Total night spend in hotel in 2021		
Less than 1 night	17	13.2
1-5 nights	57	44.2
6-10 nights	36	27.9
11-15 nights	7	5.4
16-20 night	7	5.4

20+ nights	5	3.9
Total	129	100

Purpose of Traveling

Leisure	78	60.5
Business	24	18.6
Visiting friends or family	27	20.9
Total	129	100

Main factor for considering hotel

Prices	76	58.9
Services	20	15.5
Location	33	25.6
Total	129	100

Most frequently chosen venue

Hotels	93	72.1
Airbnb	25	19.4
Others	11	8.5
Total	129	100

Preferred Hotel to stay

NordicChoice Hotels	48	37.2
Scandic Hotel	28	21.7
Radisson Hotel	20	15.5
Thos Hotel	18	14.0
Other Hotels	15	11.6
Total	129	100

Gender

53.5% of the 129 responders were women, while just 46.5% were men. These responders were from all age groups. Although there isn't much unequal distribution, the gender disparity may be explained by our contact lists and groups of friends with whom we shared the poll, mostly female.

Age Group

Table 1 demonstrates that most respondents are between the ages of 15 - 30, representing 68.2 % of the whole sample, or more than half of the total. Furthermore, 19.4 % and 10.1 % of the study's respondents are between the ages of 31-45 and 46 -50. However, no one from the 0-14 age group responded to the survey. The entire table shows that most of the respondents are young individuals who completed the questionnaire in less than two months. The remaining survey respondents account for less than 3% of the sample size.

Location

All of the 129 people that responded to the survey live in Norway. We have respondents who have used and experienced hotels in Norway since this survey is centred on people who reside in Norway and visit hotels.

Total no. of the night spent in hotels in 2021

According to the survey, 44.2 % stayed in a hotel for 1-5 nights in 2021. Only 27.9% of respondents stayed for 6 to 10 days. However, 13.2 % remained for less than a day, implying that they either did not stay in a hotel or just used hotel rooms for a few hours (day room). Around 15%, on the other hand, remained in hotels for more than 10 days.

Purpose of Traveling

According to the survey, more than half of the respondents (60.5 %) visit different hotels for leisure purposes. Only 18.6% of respondents said they travel to different places for business. However, 20.9% of respondents use hotels when visiting friends or relatives.

The main factor for considering the hotel

Respondents were asked the most important factor they consider when choosing a hotel. According to the survey, 58.9% of respondents examine hotel costs and are likely looking for hotels within their price range. Table 1 reveals that more than 60% of the respondents were between the ages of 15 and 30, considered a young age group. Only 15.5 % base their decision on services such as a gym, swimming pool, or bars. However, 25.6 % (1/4) of respondents stated that they chose hotels depending on their destination location and that they prefer to stay near their destinations.

Most frequently chosen venue.

The most often picked venue was asked of respondents. According to the survey, 72.1 % (almost a third of the sample) prefer to stay in a hotel. While 19.3 % choose Airbnb and 8.5 % prefer alternative locations, which might include staying with relatives or friends. The fact that 93 individuals out of 129 would pick hotels over other venues demonstrates how strong hotel demand is in Norway.

Preferred Hotel to stay

In Norway, there are several hotel chains, and many hotel customers are loyal to their preferred hotels. We asked respondents to find out which hotels they favour. Nordicchoice hotels, which include Clarion, Quality, and Comfort hotels, are chosen by 37.2 %. Scandic was chosen by 21.7%, Radisson was chosen by 15.5%, and Thon was chosen by 14%. Because the Nordicchoice hotel is a Norwegian hotel, this demonstrates that Norwegians prefer to stay at local hotels. Other hotels, such as small and local hotels, were chosen by 11.6% of respondents.

5.2 Reliability

Internal consistency of the measures was also verified by using reliability analysis through SPSS. Cronbach's alpha was used to calculate the reliability of all measures in the study. When Cronbach's alpha value for each construct exceeds 0.7, it shows that each construct symbolized by the scale has acceptable reliability (Tavakol & Dennick, 2011). Data from SPSS can be found in Appendix B.

Table 2

Reliability Analysis

Variable	Cronbach's alpha	Number of Questions
Hotel Sustainable Practises	0.718	5
Customer Satisfaction	0.722	6
Hotel Room Prices	0.705	5
Hotel Services	0.750	5
CSR and Sustainable Goals	0.716	5

The reliability analysis of all components is shown in Table 2 using a relevant number of items. The Cronbach's alpha values for all variables are considerably over the acceptable limit of 0.70, indicating that additional analyses can be undertaken confidently.

5.3 Validity Analysis

A survey's face validity relates to the opinion of specialists and scholars that the items accurately probed the constructions (Taherdoost, 2016). The face validity of a survey instrument measure aids in determining how effective it is created (Flink & Litwin, 1995). It is concerned with the pertinent question and how well the measuring method fits the notion (Mosier, 1947). This thesis's measurements for all variables are based on the literature research and theoretical framework.

A professor in the hospitality and tourism sector examined the face validity of the current survey questionnaire and a handy sample of a few students from the Norwegian Hotel School of Management at the University of Stavanger. The professor made useful comments regarding modest adjustments in the questions of constructs that best match the study's objective in the first phase. The questionnaire was amended when these improvements were implemented. It was then circulated to fellow students in the second phase to receive constructive feedback for a better version of the survey questionnaire. Changes were made after receiving the ideas, and the survey instrument's final version was completed. Finally, it was approved by the supervisor before being administered to the study's real sample. The poll was then converted to a Google Form and distributed to Facebook groups.

5.4 Harman's Single Factor test

Harman's Single Factor test can check for common method bias. To run the test, we input all of the variables from the data and used the single-factor principal axis factoring approach. Less than 50% level suggests that no common technique bias exists in the study (Jakobsen & Jensen, 2015). For this research, the test yielded a result of 13.85% of the total variance, showing no common technique bias in the study. Data from SPSS can be seen in Appendix C.

5.5 Descriptive Data

All factors on the survey that were scored using an interval scale were given descriptive statistics. All of the variables have mean values of more than 2.5, showing that all respondents agreed on the topics on average. The skewness and kurtosis values are in the range of -1.96 to 1.96, which is considered acceptable for establishing the normal univariate distribution. Data from SPSS can be found in Appendix E. Table 3 shows the findings of descriptive statistics.

Table 3

Descriptive Statistics

Statistics Variables	Min.	Max.	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Hotel Sustainable Practises	1.2	4	2.71	0.73	-0.11	0.21	-1.12	0.42
Customer Satisfaction	1.83	4.5	3.56	0.56	-1.29	0.21	1.83	0.42
Hotel Room Prices	1.6	4.8	3.29	0.77	-0.47	0.21	-0.87	0.42
Hotel Services	1	5	3.25	0.79	-0.63	0.21	0.19	0.42
CSR and Sustainable Goals	1.6	4.8	3.31	0.70	-0.43	0.21	-0.75	0.42

The skewness and kurtosis values for a normal distribution should be zero, which is a rare occurrence seen by researchers (Nassaji, 2015). A distribution's skewness should be between +1 and -1, indicating that it is severely skewed (Neyeloff et al., 2012). The only variable less

than -1 is customer satisfaction, showing that it is not significantly skewed. Kurtosis more than +1 suggests an overly peaked distribution, whereas kurtosis less than -1 suggests an overly flat distribution (Greasley, 2007). Table 3 shows that the variable for Hotel Sustainable Practices is too flat, and the variable for Customer Satisfaction is too peaked, whereas the other three variables are normally distributed.

The scores for Hotel Sustainable Practices vary from 1.2 to 4.0, with a mean of 2.71, indicating that over half of the sample agrees and is aware of hotel sustainable practices on average. The standard deviation reveals that replies might differ by 0.73 on both sides.

Overall customer satisfaction scores vary from 1.89 to 4.5, with a mean of 3.56, indicating that more than half of the sample is pleased with hotels in Norway. The standard deviation reveals that replies might differ by 0.56 on both sides.

The scores for Hotel Room Prices vary from 1.6 to 4.8, with a mean of 3.29, indicating that over half of the sample agrees and is aware of hotel room prices on average. The standard deviation reveals that replies might differ by 0.77 on both sides.

The scores for Hotel Services range from 1.0 to 5.0, with a mean of 3.25, indicating that about half of the sample is satisfied with everyday hotel services. The standard deviation reveals that replies might differ by 0.79 on both sides.

The CSR and Sustainable Goals scores vary from 1.6 to 4.8, with a mean of 3.31, indicating that over half of the sample agrees and believes in the sustainable and CSR goals. This

demonstrates that many Norwegians are becoming aware of the importance of sustainability. The standard deviation reveals that replies might differ by 0.70 on both sides.

These responses range from strongly disagree to strongly agree on a five-point Likert scale. A lower standard deviation indicates less variance in the values of replies above and below the mean, and it is near the average score, indicating more dependable results (Nassaji, 2015). All variables in the descriptive tables have a standard deviation of around 0.5 to 0.7, which is fair to consider.

5.6 Correlation Analysis

A *correlation analysis* is a statistical measurement that describes the strength of the relationship between two metric variables and reveals the degree to which one variable's fluctuation is connected to another variable's variation (Weaver & Wuensch, 2013). This study does a correlation analysis to determine the relationship between the independent and dependent variables. It is used to determine the strength of the relationship between all variables and the link between each of the driving forces and repurchase intent (Adler & Parmryd, 2010). Data from SPSS can be found in Appendix F. The Pearson correlation values from the correlation analysis of independent and dependent variables are shown in table 4.

Table 4**Pearson Correlation Matrix**

	Hotel Sustainable Practises	Customer Satisfaction	Hotel Room Prices	Hotel Services	CSR and Sustainable Goals
Hotel Sustainable Practises	1				
Customer Satisfaction	.113	1			
Hotel Room Prices	-.141	.067	1		
Hotel Services	-.097	.004	-.001	1	
CSR and Sustainable Goals	-.153	-.074	.136	.212	1

The Pearson correlation coefficient ranges from -1 to 1, with a value of 0.5 or higher indicating a strong association between variables and a value of less than 0 indicating a negative correlation (Adler & Parmryd, 2010). If the relationship or correlation is between 0.10 and 0.29, it has a small relationship strength; if it is between 0.30 and 0.59, it has a medium relationship strength; and if it is between 0.50 and 1.00, it is a strong correlation strength (DeCoster & Claypool, 2004). The results of Table 4 reveal how all variables are correlated to one another. The findings show that hotel sustainability practices are positively associated with customer satisfaction but adversely associated with others. A negative correlation is a relationship in which the value of one variable decline as the value of the other increases (Weaver & Wuensch, 2013). As shown in table 4, hotel sustainability practices and

services have a negative correlation of -0.97, which shows that there is a small negative correlation and as sustainable practices increase, so slightly hotel services will decline.

5.7 Regression Analysis

A statistical approach for studying associative links between a dependent variable and one or more independent variables in regression analysis (Greasley, 2007). The sign of a regression coefficient indicates whether each independent variable and the dependent variable have a positive or negative relationship (Flink & Litwin, 1995). A positive coefficient implies that the mean of the dependent variable tends to rise when the value of the independent variable rises (Adler & Parmryd, 2010). Regression analysis is used to assess the hypotheses in this study, which tries to determine the impact of sustainable practices on customer satisfaction in Norwegian hotels.

Diagram 1 shows the independent and dependent variables. The three dependent variables are customer satisfaction, hotel services, and hotel room pricing. There are two independent variables: sustainable practices and CSR & Sustainable objectives. To see if the data is appropriate for regression analysis, Scatterplots were used to show that the dependent and independent variables were linear and that there was no violation of homoscedasticity. As a result, all assumptions were satisfied, and the data met the regression analysis assumptions. Data from SPSS can be found in appendix G.

5.8 Hypothesis Testing

A hypothesis test is necessary to determine if a hypothesis can be accepted or must be rejected. For this aim, we will use Pearson correlation analysis and regression analysis, as indicated in the previous section. The null hypothesis is always examined in a hypothesis test; however, the alternative hypothesis is accepted if it is rejected.

5.8.1 Hypothesis 1

Ho1: There is a positive relationship between a hotel's sustainable practices and customer satisfaction.

Table 5

Correlation Analysis Ho1

		Hotel Sustainable Practices	Customer Satisfaction
Hotel Sustainable Practices	Pearson Correlation	1	0.113**
	Sig. (2-tailed)		0.202
	N	129	129
Customer Satisfaction	Pearson Correlation	0.113**	1
	Sig. (2-tailed)	0.202	
	N	129	129
** Correlation is significant at the 0.01 level (2-tailed)			

The relationship between hotel sustainable practises and customer satisfaction can be seen in table 5. Relationship was measured through Pearson correlation coefficient. There is small strength of positive correlation between 2 variables of 0.113, n =129 and $p > 0.001$.

Table 6**Regression Analysis Ho1**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.113 (a)	0.13	0.005	0.556
a. Predictors: (Constant), Hotel Sustainable Practices				

Table 6 summarizes the regression analysis utilizing the variable of sustainable hotel practices as a variable. The R-value suggests that the dependent variable, hotel sustainable practices for customer satisfaction, has changed completely by 0.113. Customer satisfaction can increase by 13% and 0.05% if hotels focused more on sustainable practices, according to R square and adjusted R square values. According to the summary table, linear regression accounts for 13% of the variation in the data. This implies that while sustainable practices delight customers, they are not too influenced. In addition, the scatter plot (seen in appendix H) depicts the relationship between the two variables.

Looking at the correlation relationship between both variables, there is a positive relationship between sustainable hotel practices and customer satisfaction. Even though the relationship does not have strong strength, customer satisfaction depends on sustainable practices. Furthermore, seen in regression analysis that customer satisfaction is slightly increasing. So this hypothesis is accepted.

5.8.2 Hypothesis 2

Ho2: There is a positive relationship between higher hotel prices and increasing the use of sustainable practice services within the hotel.

Table 7

Correlation Analysis Ho2

		Hotel Sustainable Practices	Hotel Room Prices
Hotel Sustainable Practices	Pearson Correlation	1	-0.141**
	Sig. (2-tailed)		0.110
	N	129	129
Hotel Room Prices	Pearson Correlation	-0.141**	1
	Sig. (2-tailed)	0.110	
	N	129	129
** Correlation is significant at the 0.01 level (2-tailed)			

The relationship between hotel sustainable practices and hotel room prices can be seen in table 7. The relationship was measured through Pearson correlation coefficient. There is small strength of negative correlation between 2 variables of -0.141, n =129 and $p < 0.001$.

Table 8**Regression Analysis Ho2**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.141 (a)	0.020	0.012	0.769
a. Predictors: (Constant), Hotel Sustainable Practises				

Table 8 summarizes the regression analysis utilizing the variable of sustainable hotel practices as a variable. The R-value suggests a change in the dependent variable of hotel room prices by sustainable practices by 0.141. Hotel room prices can increase by 2% and 1.12% if hotels focused more on sustainable practices, according to R square and adjusted R square values. According to the summary table, linear regression accounts for 2% of the variation in the data. This implies that, while sustainable practices effects hotel room prices, they are not too influenced. In addition, the scatter plot (seen in appendix H) depicts the negative relationship between the two variables.

Looking at the correlation and regression relationship between both variables, there is a negative relationship between sustainable hotel practices and hotel room prices. Even though the relationship does not has strong strength, hotel room prices are not depending on the sustainable practices factors. Furthermore, seen in regression analysis that hotel prices are not heavily influenced due to sustainable practices. So this hypothesis is rejected.

5.8.3 Hypothesis 3

Ho3: There is a positive relationship between reducing regular hotel services and focusing more on CSR goals.

Table 9

Correlation Analysis Ho3

		Hotel Services	CSR and Sustainable Goals
Hotel Services	Pearson Correlation	1	0.212**
	Sig. (2-tailed)		0.016
	N	129	129
CSR and Sustainable Goals	Pearson Correlation	0.212**	1
	Sig. (2-tailed)	0.016	
	N	129	129
** Correlation is significant at the 0.01 level (2-tailed)			

The relationship between hotel services and CSR and sustainability goals can be seen in table 9. The relationship was measured through the Pearson correlation coefficient. There is small strength of positive correlation between 2 variables of 0.212, n =129 and $p > 0.001$.

Table 10**Regression Analysis Ho3**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.212 (a)	0.045	0.037	0.771
a. Predictors: (Constant), CSR and Sustainable Goals				

Table 10 summarizes the regression analysis utilizing the variable of CSR and Sustainable Goals as a variable. The R-value suggests a change in the dependent variable of hotel services on CSR and Sustainable Goals by 0.212. Hotel services can be affected by 4.5% and 3.7% if hotels focus more on CSR and sustainable goals, according to R square and adjusted R square values. According to the summary table, linear regression accounts for 4.5% of the variation in the data. This implies that, while focusing on CSR and the sustainable goals are happening, hotel customers think it does not influence heavily on hotel services. In addition, the scatter plot (seen in appendix H) depicts the positive relationship between the two variables.

Looking at the correlation relationship between both variables, there is a positive relationship between CSR and sustainable goals and hotel services. Even though the relationship does not have strong strength, hotel services depend on CSR and sustainable goals. Furthermore seen in regression analysis that hotel services are slightly increasing. So this hypothesis is accepted.

6. Discussion

This study developed a conceptual model based on earlier research and a theoretical framework that established the expected link between independent and dependent variables. The study examined independent variables such as hotel sustainability practices and CSR & Sustainable Goals. The dependent variables were customer satisfaction, hotel services, and hotel room pricing. The primary objective was to determine whether there was a relationship between hotel sustainability activities and customer happiness.

According to the findings of the first hypothesis, there is a positive relationship between sustainable practices and customer satisfaction in Norwegian hotels. This is similar to Prud and Raymond's (2013) and Gao and Mattila's (2015) results (2014) findings. Because the younger generation of 15-30 years old responded to the majority of survey questions and was aware of sustainability, it is critical for Norwegian hotels to recognize the importance of sustainable practices. The young generation is moving away from materialism and concentrating more on environmental considerations, changing market demand (Williams & Page, 2011). This suggests that the younger generation is more concerned with sustainability in the hotel industry and is content if services are provided according to their preferences. Consequently, younger consumer satisfaction is expected to lead to repeated visits to the same hotel and a closer relationship with loyal customers. Even if the relationship between sustainability and customer satisfaction is not strong, it is weak since other age groups are unaware of or concerned with sustainability.

The second hypothesis's findings revealed no positive relationship between sustainable practices and hotel room pricing. The hotel industry is changing due to sustainability practices, which implies the way hotels operate is changing as well. Change is costly, and

implementing new procedures takes time and money. However, research by Yu, Li, & Jai (2017), Martinez & Del (2013), and Miguel, Edward, & Dick (2004) found that hotels profit financially and that their costs are reduced. Hotels limit their water use for cleaning, provide less quantity cuisine, manage temperature, and control power consumption by employing sustainable practices (Martinez & Delaney) (2013). Cleaning materials, water, and workers will be utilized less since the cleaning crew will not clean rooms until the visitors have left. The cost will be reduced as a result of this. That is to say, sustainable practices do not add to the business costs and do not raise hotel room pricing. The cost of a hotel room is determined by seasonal demand (Prud & Raymond, 2013). In reality, lower costs resulting from sustainable practices should lower hotel room pricing. Many departments in Norwegian hotels, such as the kitchen, restaurant, and housekeeping, have seen cost savings due to reuse and reduced policy for less environmentally friendly items. Hotels do not need to raise room prices, especially for sustainability, because their profit margins have increased due to decreased costs (Signitzer & Prexl, 2007).

The third hypothesis revealed a good relationship between CSR & Sustainable Goals and hotel services. Bruns, Cho, and Verma (2015), Martinez & Del (2013), and Smith & Rupp (2003) all came to identical conclusions. The notion of corporate social responsibility (CSR) and long-term goals arose from recognizing that hotels must consider not just their investors and consumers but also the environment (Neto, Silva & Arauji, 2020). Customers' brand recognition and loyalty can be improved if Norwegian hotels represent their CSR and sustainable practices goals (Fritz & Matopoulos, 2008). As a result, hotel services are shifting, which hotel customers are becoming aware of. Because services are intangible and judged largely on the impression of quality rather than concrete product features, hotels can gain an edge in a highly competitive business that delivers sustainable services such as green room

products (Martinez & Del, 2013). Customer service management without compromising CSR and sustainability goals is a major hotel problem (Elkington, 1997). Customers' engagement in feedback, time, and even effort is required for successful sustainability management for developing services. Many hotels want their customers to participate and contribute to the hotel's sustainable goals and respond to changes in services.

Regression and Pearson correlation analysis demonstrated that the sample had no significant influence. It demonstrates that the sample population is content and that their satisfaction with sustainability has shifted slightly, but not significantly. Furthermore, one would think that hotel room prices are affected by changes in the hotel as a result of sustainable practices, but the regression model shows that the complete opposite is true. The regression analysis, on the other hand, was low. A low R-squared value indicates that your independent variable is not accounting for much of the variation in your dependent variable's mean - regardless of the variable's significance - this is letting you know that the identified independent variable, while significant, is not accounting for much of the mean of your dependent variable's mean (Greasley, 2007). A scatter plot was created to examine the data for this insignificant result. The results revealed that no correlation problem might lead to the model predicting weak and meaningless coefficients.

Overall, the data revealed that hotel sustainability practices had little impact on customer satisfaction. Customers also believe in CSR and sustainable goals and are becoming more aware of them. As a result, hotels are adapting their services to be more sustainable and increase customer satisfaction. It also benefits hotels in protecting their brand image while reducing costs using sustainable practices. Hotels should be up to date on sustainable trends

that hotel customers are becoming more aware of, which will help Norwegian hotels attract more green visitors from across the world (Moosa & HE, 2021).

Furthermore, academics may use study findings to teach students about how currently sustainable practices aren't having much of an effect on consumer satisfaction but that increased knowledge among the younger generation has the potential to transform the market in the future. Older generations may not be as engaged in sustainability as younger generations, but shifts in sustainable practices are raising awareness among older generations. Resulting in a shift in overall population behavior toward demand for sustainable products and services within the hotel industry (Yusof & Ibrahim, 2017).

7. Conclusion

The hotel industry, which uses a lot of natural resources, including food, water, and electricity, has been at the frontline of implementing strategies to reduce the negative environmental effects of its operations. As a result, hotels in Norway are now focused on corporate social responsibility (CSR) and sustainable aims to safeguard the environment. By emphasizing sustainable practices that are transforming how businesses operate and deliver services. This study aimed to figure out how sustainability practices in Norwegian hotels affect customer satisfaction. Three hypotheses were generated based on the literature analysis and theoretical framework to better understand hotel customers' perspectives and satisfaction with sustainability practices in hotels. Data was gathered through a survey from 129 responders living in Norway.

The study used a quantitative approach. All relevant tests on the obtained data were computed using the statistical program SPSS. According to the Pearson correlation analysis and regression analysis findings, the younger generation (15-30 years old) is more concerned about the environment and expects hotels to be more sustainable. It was discovered that if Norwegian hotels provide sustainable practices, customer satisfaction may be improved easily. Green products are in high demand in hotels, which has led to a reduction in standard services.

Their empathic interaction with consumers demonstrates that hotels care about sustainability, which also benefits them financially. CSR participation should be driven not just by a goal to generate a favorable return on investment but also by a genuine desire to make a difference in society. Hotel customers are happy since they feel that sustainable practices do not increase prices, even though some are prepared to pay a premium for environmentally friendly

products. However, the correlation matrix revealed a negative link between sustainable practices and increased hotel costs, potentially dissatisfying more hotel customers. This indicates that hotel customers seek environmentally friendly practices within the hotel, yet at a lower or comparable room price.

Even though this sample consisted of just 129 people, a micro CSR psychology research demonstrates how CSR affects individuals and can lead to macro-level results. This implies that, on a macro level, the pleasure of the Norwegian youth group is tied to the hotels' CSR and sustainability goals, which they monitor.

To conclude, because the government requires businesses to be more sustainable through certificates and laws, hotels should target customers more concerned with sustainability. As a result, they will be better prepared for future markets and will be able to adjust to changes more readily. Customers with a strong desire for sustainability will also be more loyal and help maintain the hotel's brand image. So, satisfying hotel customers with sustainability practices will attract more younger customers and keep them loyal to the hotel.

7.1 Limitations

This study is restricted in various ways due to the constraints of a master's thesis in terms of time and resources. To begin with, the study was conducted after the pandemic, so many hotel customers may not have noticed long-term sustainable changes in the hotels. Furthermore, data collection might be complicated, resulting in a smaller sample size than intended. None of the age groups from 0 to 14 responded and age groups from 15 to 30 answered more than 50% of the time. As a result, other age groups' responses in the sample were limited, and the young age group influenced sample data.

Customers were used as survey respondents in this study. Because the inputs from Norwegian hotels were not considered, the data was only focused on hotel customers perceptions. If data on hotel sustainability practices could be gathered, we might learn more about how they are driven by customer demand for sustainable services.

Non-response bias might be one of the study's limitations. To eliminate non-response bias in this study, the survey was distributed to several Facebook groups many times. In addition, the survey was brief and clear, and it was designed in a straightforward manner that was simple to complete. Furthermore, the participants were informed of the aim of their involvement as well as their privacy. The literature assessment was restricted because there hasn't been much research on the impact of sustainability on customer satisfaction in Norwegian hotels. The majority of the data has to be gathered from primary sources, and the data may not be correct due to time constraints.

7.2 Future Research

Several research studies are concentrating on the effects of sustainable practices on consumer behavior and satisfaction, as noted at the outset of this study. However, little study has been conducted in Norway on the impact of sustainability on customers. As a result, future studies might focus on the Norwegian hotel business and how sustainability and customers can work together even better.

Researchers can contact Norwegian hotels for future studies. This will aid in determining how government rules and sustainability concerns impact them. And, whether employing sustainable methods is beneficial or harmful, they should pay attention to the significant

changes affecting their expenses. As a result, knowledge from the hotel's perspective will be critical in determining if it can fulfill its responsibilities and meet the need for sustainability.

It could also be interesting to look at the differences in age groups and other demographic variables in Norway. Customers are becoming more aware of the hotels' CSR and sustainability aims, as demonstrated by this survey, which substantially impacts customer satisfaction. Future research might look at what causes this and what motivates people of different ages to embrace and implement sustainable practices in Norwegian hotels. The current study had a limited sample size of only 129 respondents, which was insufficient to validate all of the study's assumptions. Similar research with a bigger sample size may be performed in the future, revealing diverse viewpoints and ideas.

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Appendix

Appendix A: Survey Questions

Introduction

Hey, glad to see you around here!

First of all, let me thank you for taking this survey. You are a great help!

It will only take 5-10 minutes.

I am conducting this survey for my master thesis which is focusing on sustainability and customer satisfaction. My target audience involves everyone who has stayed in hotels in Norway. This is why I need you!

And don't worry, your data anonymous so there is full privacy.

– Thank you.

Terms Definition:

Sustainability: Avoidance of the depletion of natural resources in order to maintain an ecological balance

Green Hotels: Green hotel, is an environmentally sustainable hotel that has made important environmental improvements to its structure in order to minimize its impact on the natural environment.

General Questions about responders:

1. Gender

- Male
- Female
- Others

2. Age Group

- 0-15
- 16-30
- 31- 45
- 46-50
- 51-60
- 61+

3. Do you live in Norway?

- Yes
- No

4. How many nights did you spend in hotels in 2021?

- Less than 1 night
 - 1-5 nights
 - 6-10 nights
 - 11-15 nights
 - 16-19 nights
 - 20 nights or more
5. What is your usual occasion trip while staying in the hotel?
- Leisure
 - Business
 - Visiting friends or relatives
6. What sort of venue do you most frequently choose when you travel?
- Hotel
 - Airbnb
 - Other
7. What's the main factor you consider when booking a hotel?
- Prices/rates
 - Services
 - Location
8. Which hotel do you prefer to stay?
- NordicChoice (Clarion, Quality & Comfort Hotel)
 - Scandic Hotel
 - Radisson Hotel
 - Thon Hotel
 - Other:

Hotel Sustainable Practices

Choose from 1 to 5 (Strongly Disagree to Strongly Agree)

9. While booking the hotel, do you check if the hotel is using sustainable practices?
- 1. Strongly disagree
 - 2. Disagree
 - 3. Neither agree or disagree
 - 4. Agree
 - 5. Strongly Agree

10. Are you aware of the sustainable practices used by hotels in Norway?

- 1. Strongly disagree
- 2. Disagree
- 3. Neither agree or disagree
- 4. Agree
- 5. Stronge Agree

11. Do you notice green products sold and used in hotels?

- 1. Strongly disagree
- 2. Disagree
- 3. Neither agree or disagree
- 4. Agree
- 5. Stronge Agree

12. Would you prefer for hotels to keep updating with sustainable practices?

- 1. Strongly disagree
- 2. Disagree
- 3. Neither agree or disagree
- 4. Agree
- 5. Stronge Agree

13. Do you keep track of hotels' sustainable practices and CSR work over social media?

- 1. Strongly disagree
- 2. Disagree
- 3. Neither agree or disagree
- 4. Agree
- 5. Stronge Agree

Customer Satisfaction

Choose from 1 to 5 (Strongly Dissatisfied to Strongly Satisfied)

14. How satisfied are you with hotels in Norway?

- 1. Strongly Dissatisfied
- 2. Dissatisfied
- 3. Neither dissatisfied or satisfied
- 4. Satisfied
- 5. Stronge Satisfied

15. How satisfied are you with the service value compared to the hotel prices?

- 1. Strongly Dissatisfied
- 2. Dissatisfied
- 3. Neither dissatisfied or satisfied
- 4. Satisfied
- 5. Stronge Satisfied

16. Are you satisfied with the sustainable practices of hotels?

- 1. Strongly Dissatisfied
- 2. Dissatisfied
- 3. Neither dissatisfied or satisfied
- 4. Satisfied
- 5. Stronge Satisfied

17. How satisfied with the hotel's limited housekeeping as a result of sustainable environmental practices?

- 1. Strongly Dissatisfied
- 2. Dissatisfied
- 3. Neither dissatisfied or satisfied
- 4. Satisfied
- 5. Stronge Satisfied

18. How satisfied with the food service, quantity and quality as a result of sustainable environmental practices?

- 1. Strongly Dissatisfied
- 2. Dissatisfied
- 3. Neither dissatisfied or satisfied
- 4. Satisfied
- 5. Stronge Satisfied

19. How satisfied with the hotel's temperature limited control settings of rooms and halls as a result of sustainable environmental practices?

- 1. Strongly Dissatisfied
- 2. Dissatisfied
- 3. Neither dissatisfied or satisfied
- 4. Satisfied
- 5. Stronge Satisfied

Hotel Room Prices

Choose from 1 to 5 (Strongly Disagree to Strongly Agree)

20. Would you pay more to stay in green hotels if the price are higher than a standard hotel?
- 1. Strongly Dissatisfied
 - 2. Dissatisfied
 - 3. Neither dissatisfied or satisfied
 - 4. Satisfied
 - 5. Stronge Satisfied
21. Do you believe that hotel room prices should increase due to cost issues associated with sustainable practices?
- 1. Strongly Dissatisfied
 - 2. Dissatisfied
 - 3. Neither dissatisfied or satisfied
 - 4. Satisfied
 - 5. Stronge Satisfied
22. Do you believe by limiting hotel services due to sustainability practices, hotel room prices should be reduced too?
- 1. Strongly Dissatisfied
 - 2. Dissatisfied
 - 3. Neither dissatisfied or satisfied
 - 4. Satisfied
 - 5. Stronge Satisfied
23. Hotel room prices are majorly affected by sustainable practices demand?
- 1. Strongly Dissatisfied
 - 2. Dissatisfied
 - 3. Neither dissatisfied or satisfied
 - 4. Satisfied
 - 5. Stronge Satisfied
24. Do you think hotels can adopt cost-saving sustainable practices to reduce hotel prices?
- 1. Strongly Dissatisfied
 - 2. Dissatisfied
 - 3. Neither dissatisfied or satisfied

- 4. Satisfied
- 5. Stronge Satisfied

Hotel Services

Choose from 1 to 5 (Strongly Disagree to Strongly Disagree)

25. Do you expect sustainable hotels to provide services that are different from those offered by standard hotels?

- 1. Strongly Dissatisfied
- 2. Dissatisfied
- 3. Neither dissatisfied or satisfied
- 4. Satisfied
- 5. Stronge Satisfied

26. Did you experience a difference in service quality over the previous five years as a result of sustainable practices?

- 1. Strongly Dissatisfied
- 2. Dissatisfied
- 3. Neither dissatisfied or satisfied
- 4. Satisfied
- 5. Stronge Satisfied

27. Did you receive the same services as you expected due to the sustainable practices?

- 1. Strongly Dissatisfied
- 2. Dissatisfied
- 3. Neither dissatisfied or satisfied
- 4. Satisfied
- 5. Stronge Satisfied

28. Would you be comfortable if the standard of regular service dropped as a result of increased sustainability practices?

- 1. Strongly Dissatisfied
- 2. Dissatisfied
- 3. Neither dissatisfied or satisfied
- 4. Satisfied
- 5. Stronge Satisfied

29. Do you participate to limit the hotel services such as housekeeping by reusing the towels and sheets?

- 1. Strongly Dissatisfied
- 2. Dissatisfied
- 3. Neither dissatisfied or satisfied
- 4. Satisfied
- 5. Stronge Satisfied

CSR And Sustainable Goals

Choose from 1 to 5 (Strongly Disagree to Strongly Disagree)

30. How important are sustainability and CSR work to you as an individual?

- 1. Strongly Dissatisfied
- 2. Dissatisfied
- 3. Neither dissatisfied or satisfied
- 4. Satisfied
- 5. Stronge Satisfied

31. Is it possible for hotels to improve their sustainability practices?

- 1. Strongly Dissatisfied
- 2. Dissatisfied
- 3. Neither dissatisfied or satisfied
- 4. Satisfied
- 5. Stronge Satisfied

32. Are you keeping track of CSR impact on hotels within Norway?

- 1. Strongly Dissatisfied
- 2. Dissatisfied
- 3. Neither dissatisfied or satisfied
- 4. Satisfied
- 5. Stronge Satisfied

33. Are hotels working with CSR and Sustainable goals according to your preferences?

- 1. Strongly Dissatisfied
- 2. Dissatisfied
- 3. Neither dissatisfied or satisfied
- 4. Satisfied
- 5. Stronge Satisfied

34. Can you contribute to CSR and Sustainable goals for hotels?

1. Strongly Dissatisfied
2. Dissatisfied
3. Neither dissatisfied or satisfied
4. Satisfied
5. Stronge Satisfied

Appendix B: Reliability test (Cronbach's Alpha)

Scale: Hotel Sustainable Practices

Case Processing Summary

		N	%
Cases	Valid	129	100.0
	Excluded ^a	0	.0
	Total	129	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.718	.671	5

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.710	1.527	3.302	1.775	2.162	.467	5
Item Variances	1.125	.251	1.522	1.270	6.057	.256	5

Scale: Customer Satisfaction

Case Processing Summary

		N	%
Cases	Valid	129	100.0
	Excluded ^a	0	.0
	Total	129	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.722	.722	6

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.561	3.380	3.775	.395	1.117	.025	6
Item Variances	.743	.534	.941	.407	1.762	.020	6

Scale: Hotel Room Prices

Case Processing Summary

		N	%
Cases	Valid	129	100.0
	Excluded ^a	0	.0
	Total	129	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.705	.705	5

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.291	3.147	3.380	.233	1.074	.008	5
Item Variances	1.305	1.015	1.605	.590	1.581	.060	5

Scale: Hotel Services

Case Processing Summary

		N	%
Cases	Valid	129	100.0
	Excluded ^a	0	.0
	Total	129	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.750	.751	5

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.254	3.124	3.403	.279	1.089	.011	5
Item Variances	1.235	1.008	1.459	.451	1.448	.031	5

Reliability

Scale: CSR and Sustainable Goals

Case Processing Summary

		N	%
Cases	Valid	129	100.0
	Excluded ^a	0	.0
	Total	129	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.716	.716	5

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.312	3.085	3.581	.496	1.161	.038	5
Item Variances	1.060	.973	1.277	.304	1.313	.015	5

Appendix C: Harman's Single Factor Test

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.601	13.850	13.850	3.601	13.850	13.850
2	2.812	10.814	24.664			
3	2.521	9.695	34.360			
4	2.110	8.114	42.473			
5	1.887	7.258	49.732			
6	1.187	4.564	54.295			
7	1.119	4.303	58.598			
8	1.071	4.120	62.718			
9	.893	3.434	66.153			
10	.815	3.136	69.288			
11	.772	2.970	72.258			
12	.733	2.820	75.078			
13	.722	2.777	77.855			
14	.680	2.614	80.468			
15	.626	2.407	82.875			
16	.617	2.374	85.249			
17	.566	2.178	87.427			
18	.515	1.981	89.408			
19	.455	1.748	91.157			
20	.437	1.680	92.837			
21	.401	1.544	94.381			
22	.344	1.322	95.702			
23	.331	1.271	96.974			
24	.293	1.128	98.102			
25	.272	1.048	99.150			
26	.221	.850	100.000			

Extraction Method: Principal Component Analysis.

Appendix D: Descriptive statistics of the sample

Statistics

		Gender	Age Group	Do you live in Norway?	How many nights did you spend in hotels in 2021?	What is your usually occasion trip while staying in the hotel?	What sort of venue do you most frequently choose when you travel?	What's the main factor you consider when booking a hotel?	Which hotel do you prefer to stay?
N	Valid	129	129	129	129	129	129	129	129
	Missing	0	0	0	0	0	0	0	0

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	69	53.5	53.5	53.5
	Female	60	46.5	46.5	100.0
	Total	129	100.0	100.0	

Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-30	88	68.2	68.2	68.2
	31-45	25	19.4	19.4	87.6
	46-50	13	10.1	10.1	97.7
	51-60	1	.8	.8	98.4
	60+	2	1.6	1.6	100.0
	Total	129	100.0	100.0	

Do you live in Norway?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	129	100.0	100.0	100.0

How many nights did you spend in hotels in 2021?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 night	17	13.2	13.2	13.2
	1-5 nights	57	44.2	44.2	57.4
	6-10 nights	36	27.9	27.9	85.3
	11-15 nights	7	5.4	5.4	90.7
	16-19 nights	7	5.4	5.4	96.1
	20 nights or more	5	3.9	3.9	100.0
	Total	129	100.0	100.0	

What is your usually occasion trip while staying in the hotel?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Leisure	78	60.5	60.5	60.5
	Business	24	18.6	18.6	79.1
	Visiting friends or relatives	27	20.9	20.9	100.0
	Total	129	100.0	100.0	

What sort of venue do you most frequently choose when you travel?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hotel	93	72.1	72.1	72.1
	Airbnb	25	19.4	19.4	91.5
	Others	11	8.5	8.5	100.0
	Total	129	100.0	100.0	

What's the main factor you consider when booking a hotel?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Prices/rates	76	58.9	58.9	58.9
	Services	20	15.5	15.5	74.4
	Location	33	25.6	25.6	100.0
	Total	129	100.0	100.0	

Which hotel do you prefer to stay?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NordicChoice (Clarion, Quality & Comfort Hotel)	48	37.2	37.2	37.2
	Scandic Hotel	28	21.7	21.7	58.9
	Radisson Hotel	20	15.5	15.5	74.4
	Thon Hotel	18	14.0	14.0	88.4
	Others	15	11.6	11.6	100.0
	Total	129	100.0	100.0	

Appendix E: Descriptive statistics of the variables

Statistics

Hotel Sustainable Practices

N	Valid	129
	Missing	0
Mean		2.7101
Median		2.6000
Mode		3.40
Std. Deviation		.72714
Variance		.529
Skewness		-.112
Std. Error of Skewness		.213
Kurtosis		-1.178
Std. Error of Kurtosis		.423
Range		2.80
Minimum		1.20
Maximum		4.00

Statistics

Customer Satisfaction

N	Valid	129
	Missing	0
Mean		3.5607
Median		3.6667
Mode		3.67
Std. Deviation		.55783
Variance		.311
Skewness		-1.297
Std. Error of Skewness		.213
Kurtosis		1.827
Std. Error of Kurtosis		.423
Range		2.67
Minimum		1.83
Maximum		4.50

Statistics

Hotel Room Prices

N	Valid	129
	Missing	0
Mean		3.2915
Median		3.6000
Mode		3.80
Std. Deviation		.77379
Variance		.599
Skewness		-.470
Std. Error of Skewness		.213
Kurtosis		-.874
Std. Error of Kurtosis		.423
Range		3.20
Minimum		1.60
Maximum		4.80

Statistics

Hotel Services

N	Valid	129
	Missing	0
Mean		3.2543
Median		3.4000
Mode		3.60
Std. Deviation		.78611
Variance		.618
Skewness		-.633
Std. Error of Skewness		.213
Kurtosis		.187
Std. Error of Kurtosis		.423
Range		4.00
Minimum		1.00
Maximum		5.00

Statistics

CSR and Sustainable Goals

N	Valid	129
	Missing	0
Mean		3.3116
Median		3.4000
Mode		3.80
Std. Deviation		.70441
Variance		.496
Skewness		-.426
Std. Error of Skewness		.213
Kurtosis		-.750
Std. Error of Kurtosis		.423
Range		3.20
Minimum		1.60
Maximum		4.80

Appendix F: Pearson Correlation analysis

		Correlations				
		Hotel Sustainable Practices	Customer Satisfaction	Hotel Room Prices	Hotel Services	CSR and Sustainable Goals
Hotel Sustainable Practices	Pearson Correlation	1	.113	-.141	-.097	-.153
	Sig. (2-tailed)		.202	.110	.275	.084
	N	129	129	129	129	129
Customer Satisfaction	Pearson Correlation	.113	1	.067	.004	-.074
	Sig. (2-tailed)	.202		.449	.961	.402
	N	129	129	129	129	129
Hotel Room Prices	Pearson Correlation	-.141	.067	1	-.001	.136
	Sig. (2-tailed)	.110	.449		.995	.123
	N	129	129	129	129	129
Hotel Services	Pearson Correlation	-.097	.004	-.001	1	.212*
	Sig. (2-tailed)	.275	.961	.995		.016
	N	129	129	129	129	129
CSR and Sustainable Goals	Pearson Correlation	-.153	-.074	.136	.212*	1
	Sig. (2-tailed)	.084	.402	.123	.016	
	N	129	129	129	129	129

*. Correlation is significant at the 0.05 level (2-tailed).

Appendix G: Regression analysis

Hypothesis 1:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.113 ^a	.013	.005	.55643

a. Predictors: (Constant), Hotel Sustainable Practices

Hypothesis 2:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.141 ^a	.020	.012	.76903

a. Predictors: (Constant), Hotel Sustainable Practices

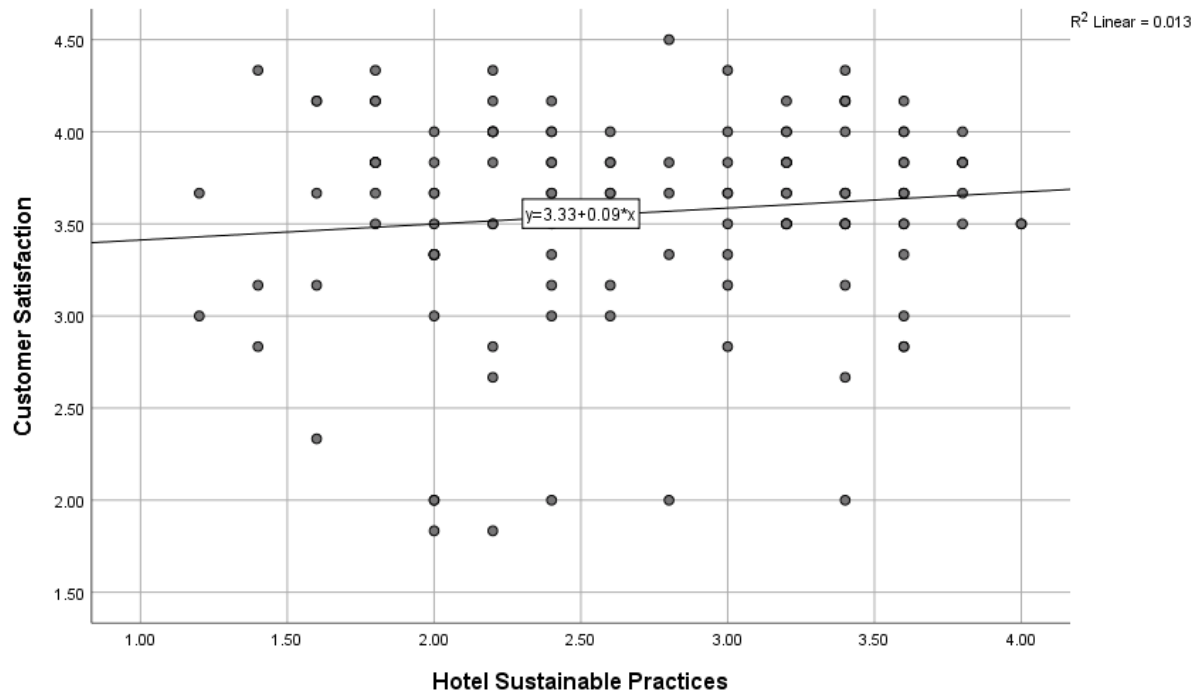
Hypothesis 3:

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.212 ^a	.045	.037	.77128

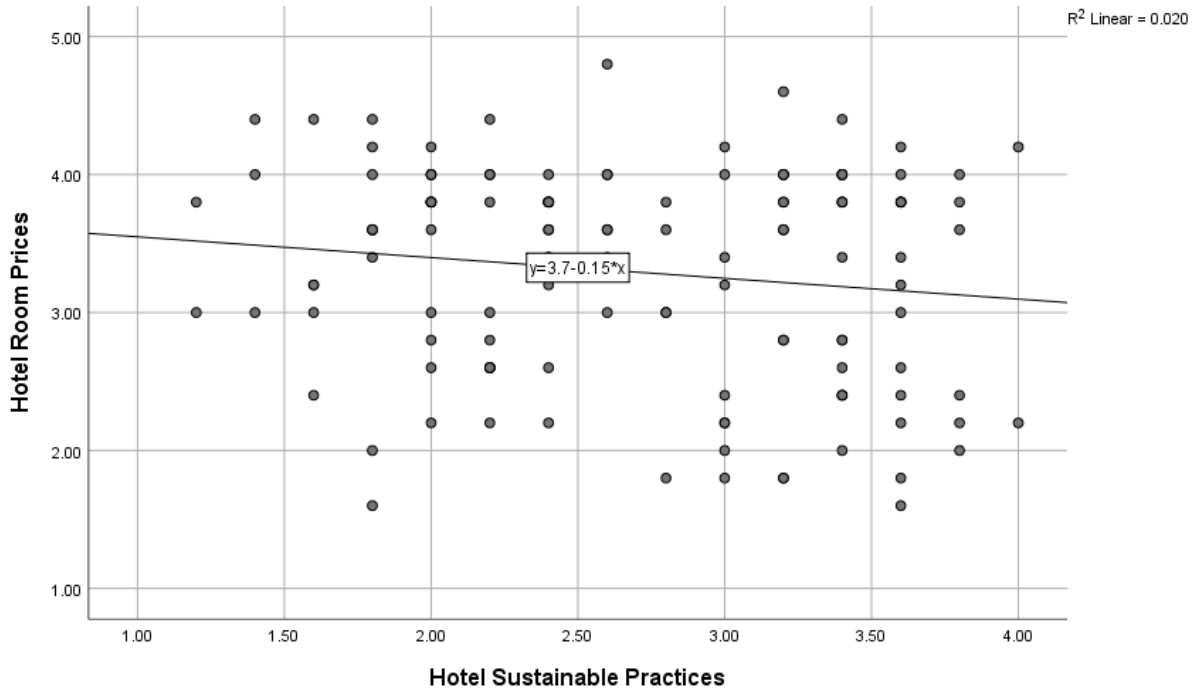
a. Predictors: (Constant), CSR and Sustainable Goals

Appendix H: Sactor Plots

Hypothesis 1:



Hypothesis 2:



Hypothesis 3:

