

Influence of Green Practices and Customer Loyalty to Company Image among Hotels in Davao del Norte

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Abstract

This study is to determine how customer loyalty and green practices affect company image amongst Davao del Norte's hotels. There are 500 total research respondents in this study and they are hotel guests from the following establishments: Camp Holiday Resort, Bluewaters Village and Resort, Cavanico II Mare Resort, Pearl Farm Resort & Villa Amparo Beach Resort. Among the hotels in Tagum City are Big 8 Hotel, Heroben Hometel, Lucky 9 Budget Hotel, Penny Lane Hotel & Casino, Hijo Resorts & Oyo 680 Golden Palace Hotel. The following analytical instruments were utilized to tabulate and total the figures: Mean was utilized to describe the level of green practices and customer loyalty as predictors of company image. Pearson-r was also utilized to determine the significance relationship between the green practices and customer loyalty as predictors of company image. Lastly, Multiple Linear Regression Analysis was utilized to find out what domain in green practices and customer loyalty as predictors of company image. According to the study, there exists a significant influence between green practices and customer loyalty to company image among hotels in Davao del Norte. All the domains of green practices except for water conservation stated there is a significant influence between the two. For customer loyalty, except for commitment and proportional visits, the results confirm there is also a significant influence between loyalty and company image.

Keywords: company image; customer loyalty; green hotel; green practices

1. Introduction

Tangible and intangible factors both contribute to hotel reputation. The balance of tangible and intangible services is also thought to be essential to the hotel's reputation. Customers employ a variety of techniques to assess the level of service and conduct a final assessment of the goods and services provided by hospitality firms. The collective beliefs, thoughts, images, experiences, and impressions a person has about a thing, a person, a place, etc. make up their image. On the other hand, brand reputation and brand image are evaluated according to how people feel about a label or business. Therefore, engagement, communication and consumer experiences, it will gradually mature and develop. The hotels' internal and external forms of

communication do a terrific job of establishing a positive brand image and solidifying their advantageous place in the market (Assaker et al., 2020 & Wang J., 2018).

The Eco hotel or green hotel are thought of as one of the natural sustainable practices that intend to remove the detrimental impact on our natural resources through reducing energy use by building cost-effective appliances, solar energy, putting in place plans for renewable energy, cutting water use by installing wastewater-saving equipment, reusing rainwater, creating a program for the reuse of bedsheets, proper segregation, disposal of waste and recycling (Abdou, A.H., 2020).

In fact, customers are becoming more conscious of how hotels affect the environment and appreciate hoteliers' efforts to be sustainable, which improves client satisfaction, fosters the development of positive behavioral intentions, and indirectly boosts enterprises' competitiveness. Given how important client loyalty is to a company's success, marketers should look into how it relates to customer happiness. Customer retention, favorable word of mouth, and repeat business are all positively correlated with satisfaction. In fact, happy guests are more inclined to recommend and stay at green hotels again (Acampora, 2022).

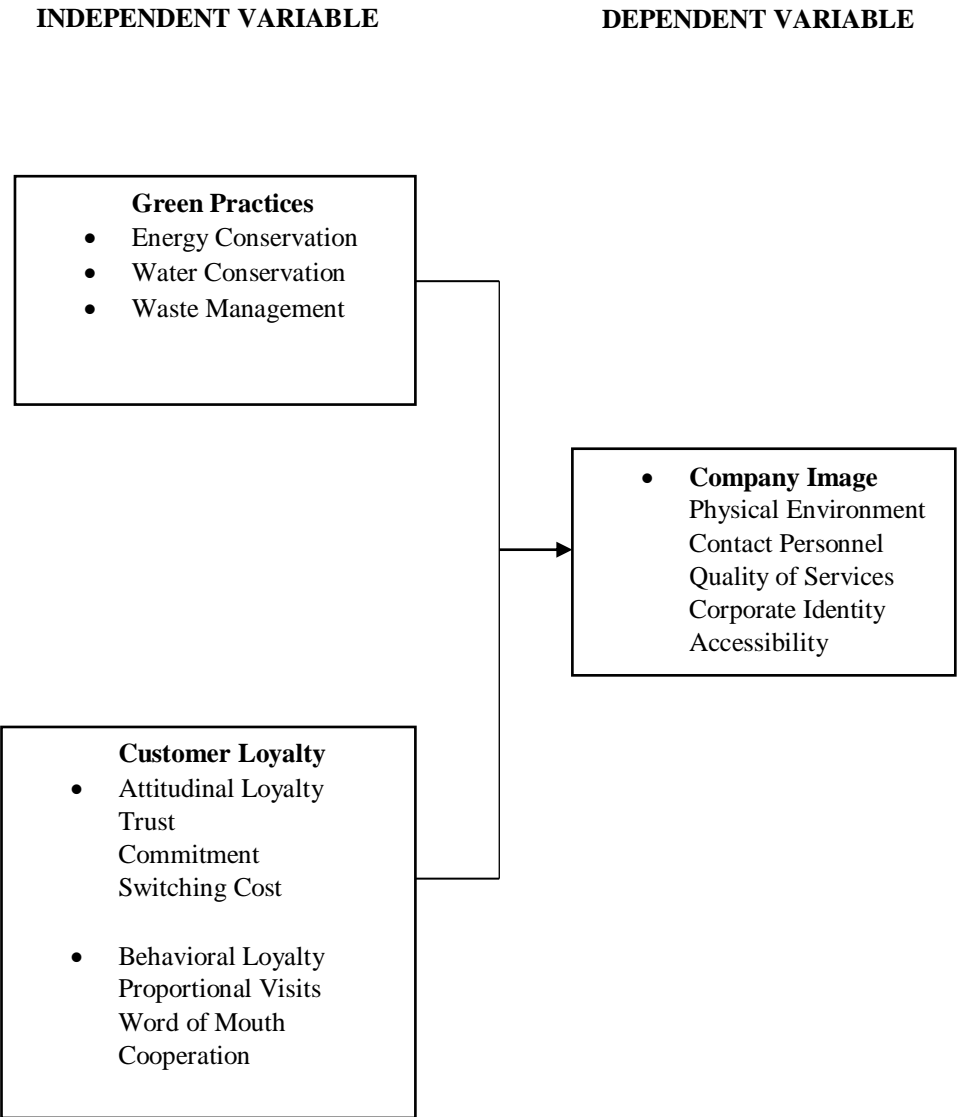
In Region XI, the Department of Environmental and Natural Resources and its established supporting body, the Environmental Management Bureau (EMB) XI, ensures the strict compliance of "The Environmental Solid Waste Management Act of 2000 (Act No. 9003)" for the systematic and comprehensive program of solid waste management like the solid waste collection, transportation, storage, processing, and disposal within the whole Davao region. Additionally, the Sustainable Development Goal 6 of the United Nations Environment Program addresses the basic features and sustainability of water resources to human and environmental existence, in addition to drinking water, sanitation, and hygiene. Lastly, energy conservation towards sustainable and eco-friendly businesses is also practiced and implemented (DENR, 1987).

This research was conducted to ascertain the effects of eco-friendly practices and repeat business on company reputation among hotels in Davao del Norte. Particularly, the study was carried out to seek responses to the aforementioned goals: First, to assess the level of green practices amongst Davao del Norte's hotels regarding energy efficiency, water conservation, and waste management. Second, to find out the level of customer loyalty amongst Davao del Norte's hotels in terms of attitudinal loyalty, which has the following variables: trust, commitment, and switching cost. Behavioral loyalty has the following variables: proportional visits, word of mouth, and cooperation. Lastly, to determine the degree of company image amongst Davao del Norte's hotels regarding the physical environment, contact individuals, high-quality service, company's reputation and accessibility.

Furthermore, to determine the significant link between green practices and company image among hotels in Davao del Norte and determined the significant relationship between customer loyalty and company image among Hotels in Davao del Norte. It was determined that green practices and customer loyalty significantly predict company image among hotels in Davao del Norte. It was determined that the domain in green practices significantly predicts company image among hotels in Davao del Norte. Finally, it determined which domain in customer loyalty significantly predicts company image amongst Davao del Norte's hotels.

The hypothesis were investigated at a significance level of 0.05 with the following statement; there is a consequential influence between green practices and company image among hotels in Davao del Norte; there is an outstanding influence between customer satisfaction and company image among hotels in Davao del Norte; Green practices and Customer loyalty

significantly predict customer image amongst Davao del Norte's hotels; there is a domain in green practices that remarkably predicts company image amongst Davao del Norte's hotels; there is a domain in customer loyalty that remarkably predicts company image among hotels in Davao del Norte.



1.1 Figure. The Conceptual Framework of the Study

2. Method

The research respondents of the study are the guests/customers of the hotels in Davao del Norte Province. This study was conducted in the school year 2022-2023.

This study used a random sampling technique in each hotel in Davao del Norte with a sum of 500 research respondents. The distribution of questionnaires per respondent, as shown in Table 1, was as follows: 300 research respondents from the Island Garden City of Samal and 200 research respondents from the City of Tagum.

The inclusion criteria identified in the study include the resorts-hotel destinations in Davao del Norte, namely Pearl Farm Beach Resort, Villa Amparo Garden Beach Resort, Bluewaters Village and Resort, Camp Holiday Resort, Cavanico II Mare Resort located in Island Garden City of Samal and Heroben Hometel, Oyo Hotel, Hijo Resorts Davao, Penny Lane Hotel, Lucky 9 Budget Hotel and Big 8 Corporate Hotel located in Tagum City. Moreover, respondents who are excluded from the study are those who are not qualified to participate and are not customers of the hotels mentioned in the inclusion criteria. All respondents were also informed by the researcher that participation in the study and completion of the questionnaire was entirely optional and that they might opt out at any time.

For the year 2023, this study was carried out in Davao del Norte, Philippines. Asuncion, Babak (now in Samal), Compostela, Kapalong, Mabini, Mawab, Monkayo, Nabunturan, Panabo, Pantukan, Samal, Santo Tomas and Tagum were the initial thirteen municipalities that made up Davao del Norte. Six additional municipalities—Carmen, Kaputian (now in Samal), Maco, Montevista, New Bataan, and New Corella—were established on May 6, 1970. In accordance with Republic Act No. 6430, the province's name was changed from Davao del Norte to Davao on June 17, 1972.

The subsequent statistical instruments were used in interpreting the data collected:

Mean. This was utilized to quantify the level of green activities and customer loyalty as predictors of company image among hotels in Davao del Norte.

Pearson-r. This was utilized to figure out the significant relationship between green practices and customer loyalty as a predictor of company image among hotels in Davao del Norte.

Multiple Linear Regression Analysis. This was utilized to assessed what domain in green practices and customer loyalty as predictors of company image among hotels in Davao del Norte.

In evaluating the level of green practices among hotels in Davao del Norte, the following ratings are used:

Range of Means	Descriptive Equivalent	Interpretation
4.20 - 5.00	Very high	This means that green practices among hotels in Davao del Norte was very much observed.
3.40 - 4.19	High	This means that green practices among hotels in Davao del Norte was much observed.
2.60 - 3.39	Moderate	This means that green practices

1.80 -2.59	Low	among hotels in Davao del Norte was moderately observed. This means that green practices among hotels in Davao del Norte was less observed.
1.00 -1.79	Very Low	This means that green practices among hotels in Davao del Norte was not observed.

The second questionnaire focuses on Customer Loyalty among Hotels in Davao del Norte with the following indicators: attitudinal loyalty and behavioral loyalty.

In evaluating the level of customer loyalty among hotels in Davao del Norte, the following ratings are used:

Range of Means	Descriptive Equivalent	Interpretation
4.20 - 5.00	Very high	This means that customer loyalty among hotels in Davao del Norte was very much observed.
3.40 - 4.19	High	This means that customer loyalty among hotels in Davao del Norte was much observed.
2.60 - 3.39	Moderate	This means that customer loyalty among hotels in Davao del Norte was moderately observed.
1.80 -2.59	Low	This means that customer loyalty among hotels in Davao del Norte was less observed.
1.00 -1.79	Very Low	This means that customer loyalty among hotels in Davao del Norte was not observed.

The third questionnaire examines the company image of Davao del Norte hotels using the following metrics: physical environment, contact persons, service quality, corporate identity and accessibility.

In evaluating the level of company image among hotels in Davao del Norte, the following ratings are used:

Range of Means	Descriptive Equivalent	Interpretation
4.20 - 5.00	Very high	This means that company image among hotels in Davao del Norte was excellent.
3.40 - 4.19	High	This means that company image among hotels in Davao del Norte was above average.
2.60 - 3.39	Moderate	This means that company image among hotels in Davao del Norte was average.
1.80 -2.59	Low	This means that company image among hotels in Davao del Norte was below average.
1.00 -1.79	Very Low	This means that company image among hotels in Davao del Norte was very poor.

This study uses correlational methods and regression analysis as part of a quantitative, non-experimental research methodology. These research methods dealt with numbers that were quantifiable in a systematic way to investigate phenomena. This quantitative non-experimental research design used correlation techniques to analyze how changes in one variable are related to changes in another variable and to define the variable and the interactions occurring naturally between the variables (Bhat, 2019).

3. Results and Discussion

This chapter contains the data and findings of the study. Tables are arranged according to subheadings: Level of Green Practices among Hotels in Davao del Norte; Level of Customer Loyalty amongst Davao del Norte's Hotels; Level of Company Image among hotels in Davao del Norte; Significance on the Relationship of Green Practices; Customer Loyalty to Company Image amongst Davao del Norte's Hotels; Regression Analysis on the Impact of Green Practices; Customer Loyalty to Company Image among Hotels in Davao del Norte; Regression Analysis on the impact of the domains of Green Practices to Company Image among Hotels in Davao del Norte and Regression Analysis on the impact of the domains of Customer Loyalty to Company Image among Hotels in Davao del Norte.

Shown in Table 1 are the mean scores for the indicators of green practices among hotels in Davao del Norte, having a standard deviation of 0.57 and an overall mean of 4.27, which is considered high. The extremely high level is a result of the respondents' extremely high response rates across all parameters. This indicates that the respondent's opinion of the energy, water, and waste management measures used by hotels in Davao del Norte is favorable and obvious.

Table 1.
Level of Green Practices among Hotels in Davao del Norte

Indicator	Mean	SD	Descriptive Level
Energy Conservation	4.24	0.65	Very High
Water Conservation	4.21	0.66	Very High
Waste Management	4.37	0.61	Very High
Overall	4.27	0.57	Very High

The mentioned overall mean score was the sum of the highest to lowest computed mean scores for waste management, energy conservation, and water conservation. 4.37, which is extremely high, with a standard deviation of 0.61 for waste management. 4.24, which is very high, with a standard deviation of 0.65 for energy conservation and 4.21, which is very high, with a standard deviation of 0.66 for water conservation.

Based on the result gathered, the indicators for green practices are very much observed and evident among hotels in Davao del Norte. This further means that the customers among hotels understand the importance and concept of green practices, which becomes an effective strategy to boost and build green hotel competitiveness and a sustainable environment. The result is based on the theory of Yang & Lin., (2020) & Gou et al. (2020), which cited that green practices are those processes and activities that organizations undertake with the intention of not causing environmental harm; as a result, businesses engaged in eco practices motivate partners and foster collaboration.

Shown in Table 2 are the mean scores for the indicators of customer loyalty among

Hotels in Davao del Norte, with a standard deviation of 0.48 and an overall mean of 4.23, which is considered to be extraordinarily high. The extremely high level is a result of the respondents' extremely high response rates across all parameters. This indicates that the respondent's reaction to customer loyalty among Davao del Norte hotels is favorable and obvious in terms of attitudinal loyalty with indicators of trust, commitment, and switching cost as well as behavioral loyalty with indicators of proportional visits, word-of-mouth and cooperation.

The total mean score was created by adding the calculated mean scores listed below in ascending order of highest to lowest: 4.57 or very high for trust with a standard deviation of 0.44; 4.41 or very high for commitment with a standard deviation of 0.50; 4.31 or very high for proportional visits with a standard deviation of 0.59; 4.31 or very high for word of mouth with a standard deviation of 0.56; 4.14 or high for switching cost with a standard deviation of 0.65; and 3.61 or high for cooperation with a standard deviation of 0.99.

Table 2.
Level of Customer Loyalty among Hotels in Davao del Norte

Indicators	Mean	SD	Descriptive Level
Trust	4.57	0.44	Very High
Commitment	4.41	0.50	Very High
Switching Cost	4.14	0.65	High
Proportional Visits	4.31	0.59	Very High
Word of Mouth	4.31	0.56	Very High
Cooperation	3.61	0.99	High
Overall	4.23	0.48	Very High

The respondent's responses on the level of customer loyalty among hotels in Davao del Norte are very high except for switching costs and cooperation, which are high. This means that the indicators of customer loyalty were very much observed among hotels. This further means that the customers among hotels understand the importance of customer loyalty with the following indicators, namely: trust, commitment, switching cost, proportional visits, word of mouth, and cooperation, which will greatly contribute to building the image of the hotel towards its market.

This result is in proportion to the theory of Liu & Jiang (2020) who claims that customer loyalty is the propensity of customers to stick with the same service provider and make future purchases. When service quality fulfills consumer expectations, brand awareness and reputation will rise, which may have an impact on customers' intentions to make repeat purchases.

Shown in Table 3 are the mean scores for the indicators of company image among hotels in Davao del Norte, with a relatively high overall mean score of 4.49 and a standard deviation of 0.44. The extremely high level is a result of the respondents' extremely high response rates across all parameters. In terms of the physical environment, contact personnel, service quality, corporate identity, and accessibility, the respondent's replies to company image among hotels in Davao del Norte are therefore favorable and obvious.

The following computed mean scores, in order of highest to lowest, contributed to the overall mean score: 4.55 or interpreted as very high for the physical environment with a standard deviation of 0.57; 4.52 or evaluated as very high for contact personnel with a standard deviation of 0.48; 4.51 or interpreted as very high for the quality of service with a standard deviation of 0.47; 4.438 or evaluated as very high for corporate identity with a standard deviation of 0.558; and 4.39 or interpreted as very high for accessibility with a standard deviation of 0.557.

Table 3.
Level of Company Image among Hotels in Davao del Norte

Indicators	Mean	SD	Descriptive Level
Physical Environment	4.55	0.57	Very High
Contact Personnel	4.52	0.48	Very High
Quality of Service	4.51	0.47	High
Corporate Identity	4.438	0.558	Very High
Accessibility	4.39	0.557	Very High
Overall	4.49	0.44	Very High

Therefore, based on the results gathered, the indicators for company image are interpreted as very high except for the quality of service, which is high. Both very high and high are interpreted as above average and excellent. This means that the company image amongst Davao del Norte's hotels was extremely noticed and established. On the other hand, customers among hotels understand the importance of company image with the following indicators: physical environment, contact persons, service quality, corporate identity and accessibility will all significantly contribute to building and advertising a company's reputation in the market.

Additionally, until today, they never stop the process of promoting the competitiveness of hotels and any type of business in order to build an effective brand image that will help the hotel to have a strong market position. The following indicators generate a feeling of comfort, add value, help make recommendations, and increase brand value, convenient location, and effective brand reputation. The greater the image the hotel has, the greater the customer and the sale. In proportion to the study of Sangwan, A. D., & Bhakar, S. S. (2018), which asserts that a strong brand image is crucial to ensuring total organizational success in terms of improving financial performance, a property's market value, and other essential indicators including occupancy, pricing, revenue, and return on hotels' investment.

One of the main goals of the study is to determine whether or not green practices have a significant correlation with consumer loyalty to brand image among hotels in Davao del Norte. Pearson's *r* was used to determine the correlation between the two variables. The results of the computations are shown in Table 4.

The results showed the mean scores of the two variables, between the green practices and customer loyalty to company image among hotels in Davao del Norte, with the *R*-value of 0.605 and 0.735 and a *p*-value is 0.001. This data means that the relationship between the two variables is valuable. The hypothesis is, therefore, rejected.

Table 4.
Significance on the Relationship of Green Practices and Customer Loyalty to Company Image among Hotels in Davao del Norte

Independent Variables	Dependent Variable	r-value	r-squared	p-value	Decision
Green Practices	Company	0.605*	0.3660	0.001	Reject Ho
Customer Loyalty	Image	0.735*	0.5402	0.001	Reject Ho

*p < 0.05

According to studies on the relationships between variables, the independent variable has a positive impact on the dependent variable. In other words, the correlation's result demonstrates that if green practices and customer loyalty are strong, so too is the level of hotel chain image.

As a result, green practices and customer loyalty significantly influence the company's image. As regards to the study by Supriadi et al. (2017) who asserts that a hotel's advantage over rival establishments in the market is its capacity for sustainable operations and the green services they offer have an impact on their guests' pleasure through key elements like amenities, green space, an abundance of lovely plants that give shade, and a fresher, cleaner hotel environment. Additionally, the hotel's green image affects guests' behavioral intent to return.

Data shown in Table 5 are the regression coefficients to test the significant influence of green practices and customer loyalty on company image among hotels in Davao del Norte.

Table 5.
Regression Analysis on the Influence of Green Practices and Customer Loyalty to Company Image among Hotels in Davao del Norte

Independent Variables	(Understandardized Coefficients)		Standardized Coefficients	t-value	p-value	Decision
	B	SE	Beta			
(constant)	1.545	0.153				
Green Practices	0.147	0.041	0.189*	3.574	0.001	Reject Ho
Customer Loyalty	0.548	0.048	0.606*	11.437	0.001	Reject Ho
Dependent Variable: Company Image						
R = 0.748*			R ² = 0.560			
F-ratio = 188.792			P-value = 0.001			

The regression coefficient of green practices and customer loyalty significantly predicts company image. Using Pearson-r, the data revealed that the influence of green practices and

customer loyalty to company image amongst Davao del Norte's hotels has a p-value of 0.001 and an F-value of 188.792, respectively.

Given that the probability threshold is less than 0.05, it follows that environmentally friendly activities and customer loyalty have a considerable impact on the reputation of the business. According to the R^2 value of 0.560, green business practices and customer loyalty are responsible for 56% of the company's image, while other factors were responsible for the remaining 44%.

Since the probability level is below the 0.05 level of significance, the indicator for green practices had a substantial effect on company image among hotels in Davao del Norte with a beta of 0.189* and corresponding value of 0.001. Customer loyalty, has a beta of 0.606* and a p-value of 0.001, indicating that it significantly affects company image among Davao del Norte hotels because the probability level is below the 0.05 level of significance.

Data shown in Table 6 are the regression coefficients to test the significant influence of the domains of green practices on company image among hotels in Davao del Norte.

Table 6.

Regression Analysis on the Influence of the domains of Green Practices to Company Image among Hotels in Davao del Norte

Independent Variables	(Understandardized Coefficients)		Standardized Coefficients	t-value	p-value	Decision
	B	SE	Beta			
(constant)	2.373	0.154				
Energy Conservation	0.196	0.047	0.288*	4.210	0.001	Reject H_0
Water Conservation	- 0.010	0.049	- 0.015	- 0.209	0.834	Fail to Reject H_0
Waste Management	0.304	0.047	0.420*	6.529	0.001	Reject H_0
Dependent Variable: Company Image						
R = 0.630*		R ² = 0.397				
F-ratio = 64.967		P-value = 0.001				

Multiple linear regressions were used to analyze the data, and the results revealed that the effect of green practices on a company's reputation among Davao del Norte hotels had an F-value of 64.967 and a corresponding p-value of 0.001.

Given that the likelihood value is less than 0.05, this indicates that green practices have a substantial impact on a company's image. The R^2 result of 0.397 indicates that, whereas other factors affected 60.3% of the firm image in Davao del Norte hotels, green practices are thought to affect 39.7% of it.

Given that the probability level is below the 0.05 level of significance, and the indicator Energy Conservation had a beta of 0.288* and an associated p-value of 0.001, which reflects that energy conservation significantly affects the company image of hotels in Davao del Norte. Additionally, Water Conservation had a beta of - 0.015 and a corresponding p-value of 0.834, indicating that it has no discernible impact on the company image of hotels in Davao del Norte because the probability level exceeds the 0.05 level of significance. Last but not the least, Waste Management had a beta of 0.420* and an associated p-value of 0.001, indicating that it significantly affects the company image among hotels in Davao del Norte because the probability level is below the 0.05 level of significance.

Data shown in Table 7 are the regression coefficients to test the significant influence of customer loyalty on company image among hotels in Davao del Norte.

Table 7. Regression Analysis on the Influence of the domains of Customer Loyalty to Company Image among Hotels in Davao del Norte

Independent Variables	(Understandardized Coefficients)		Standardized Coefficients	t-value	p-value	Decision
	B	SE				
(constant)	1.236	0.175				
Trust	0.319	0.056	0.321*	5.748	0.001	Reject Ho
Commitment	0.065	0.056	0.074	1.161	0.247	Fail to Reject Ho
Switching Cost	0.251	0.039	0.374*	6.498	0.001	Reject Ho
Proportional Visits	0.002	0.043	0.003	0.053	0.958	Fail to Reject Ho
Word of Mouth	0.062	0.031	0.097*	2.015	0.045	Reject Ho
Cooperation	0.053	0.019	0.118*	2.700	0.007	Reject Ho
Dependent Variable: Company Image						
R = 0.774*			R ² = 0.600			
F-ratio = 73.127			P-value = 0.001			

According to the results from the multiple linear regression analysis, the influence of

customer loyalty toward brand image among Davao del Norte hotels has an F-value of 73.127 and a corresponding p-value of 0.001.

Since the likelihood value is below 0.05, it may be concluded that customer loyalty has a major impact on a company's reputation. The R² value of 0.600 indicates that 60% of the company image is influenced by customer loyalty among Davao del Norte hotels and 40% is influenced by other factors.

Since the probability level is below the 0.05 level of significance, the indicator trust had a beta of 0.321* and an associated p-value of 0.001, indicating that trust significantly affects company image among hotels in Davao del Norte. The fact that commitment had a beta of 0.074 and a corresponding p-value of 0.247, greater than the significance level of 0.05, indicates that commitment has no recognizable impact on the company image of hotels in Davao del Norte. However, switching cost had a beta of 0.374* and a corresponding p-value of 0.001, indicating that it significantly affects company image among hotels in Davao del Norte because the probability level is below the 0.05 level of significance. Proportional visits had a beta of 0.003 and an associated p-value of 0.958, indicating that they had no recognizable impact on the company image of hotels in Davao del Norte this is because the probability level exceeds the level of significance at 0.05. Additionally, word of mouth had a beta of 0.097* and a corresponding p-value of 0.045, indicating that it significantly affects hotel firm image in Davao del Norte because the probability level is above the 0.05 level of significance. Last but not the least, cooperation had a beta of 0.118* and an associated p-value of 0.007, indicating that it significantly affects company image among hotels in Davao del Norte because the probability level is above the level of significance at 0.05.

As a result, there is a relationship between customer loyalty and company image among hotels in Davao del Norte by the indicators trust, switching cost, word of mouth, and cooperation, while commitment and proportional visit do not. This is relative to the theory of Dam (2021), which claims that a good brand image also affects brand awareness, loyalty, and competitiveness. Maintaining a great brand reputation and constantly surpassing consumer expectations can help brands in attracting new clients and retaining current ones, thereby boosting credibility and loyalty.

4. Conclusion and Recommendation

These days though, guests' expectations in a hotel are through a higher level of a clean and sustainable environment. One of the most well-known concepts of sustainable development is green practices. The happiness of customers with green products will significantly increase their loyalty and produce greater impact on the brand image of the business. The research findings support the following judgments: Each and every indicator of green practices were tagged as very high, which means they are evident and very much observed. For customer loyalty, the indicators cooperation and switching cost were interpreted as high, while the other indicators, namely: trust, commitment, proportional visits, and word of mouth, were described as very high. Finally, when it came to company image, customers gave good marks for the physical environment, the people they interacted with, the corporate brand and accessibility.

Anent to this, the following recommendations were offered by the researcher to areas that need assessment and improvement. The areas under customer loyalty are cooperation and switching costs, which got high descriptive values. The researcher suggests extending the result of cooperation from high to very high by building better and strong relationships with its customers. "Get personal with your customers." Demonstrating to them that they are valued by offering

specials, rewards programs, and the use of vouchers to extend their stay at the hotel. The hotel, on the other hand, may get something from the customers through cooperation on surveys, feedback, and evaluation. Customers can then use it to spread the word about the hotel's goods and services to their personal networks on social media.

Additionally, to get a high-level result for switching costs, customers who were valued were the ones who stayed longer at the company. Hotel establishment must change their policies regarding the cancellation of reservations. Customers may cancel ahead of time and rebook their scheduled visit. The quality of service, food, ambiance, affordability, accessibility, and types of products must be enhanced, innovative, and properly established in order for the customers to experience no delays and excellent service throughout their stay at the hotel. This can help customers to genuinely feel their value and contribution towards the hotel, thus making it hard for them to decide to change hotels.

Moreover, quality of service was considered the most crucial aspect of a hotel establishment. To extend the result from high to very high, hotel establishments must conduct training, seminars, career development, and team building for their employees in order for them to continue growing in terms of knowledge and understanding of their job duties and responsibilities. Hotel establishments may also implement a cash voucher and incentives given to those employees who are performing well every month. A paid time off policy may also be implemented for employees for any vacation and sick leave without fear of losing their job after coming back from work. Employees may also be given a discount (10% - 15%) when they avail of any products and services by the hotel at any branch. Through this, employee morale may be practiced and boosted, thus enhancing and keeping them motivated to work and be able to address the needs and expectations of their clientele.

Moreover, there exists a significant influence between green practices and customer loyalty to company image among hotels in Davao del Norte. All the domains of green practices except for water conservation stated there is a significant influence between the two. For customer loyalty, except for commitment and proportional visits, the results confirm there is also a significant influence between loyalty and company image.

The outcome supported the thesis of the earlier study by Bashir, S. et al. (2020) who states that by interpreting the perception of a green brand as an associative network theory, helps in enhancing the explanation of outcome elements which includes brand preferences, loyalty and corporate image among green businesses.

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