

From Green Marketing to Loyalty: Analyzing Generation Z Dining Experience at Paon Nirwana Restaurant, Jembrana, Bali

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Abstract: The rapid growth of Bali's tourism industry necessitates innovative and sustainable culinary approaches, with “green dining” emerging as a key trend, particularly appealing to environmentally conscious Generation Z. However, a limited understanding of sustainability-based branding strategies among restaurant employees presents a challenge. This study aims to analyze the implementation of the green marketing mix (4Ps), explore the green dining experience, and examine the formation of customer loyalty at Paon Nirwana Restaurant. This study employed a phenomenological qualitative approach involving five purposively selected informants. Data were collected using semi-structured interviews, participatory observation, and documentation. The findings reveal that Paon Nirwana effectively implements comprehensive green marketing strategies, including paper takeaway boxes, QR code menus, local suppliers, and eco-friendly design. Generation Z highly values the restaurant's open concept, natural surroundings, and non-smoking environment, leading to positive dining experiences and minimal food waste. Customers actively share positive online reviews, which significantly contribute to customer retention. In practice, these findings confirm that value-based, affordable green strategies can be a competitive advantage for restaurants in developing destinations and support the implementation of green tourism without charging premium prices.

Keywords: Customer Loyalty, Generation Z, Green Dining, Green Marketing Mix

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Introduction

The rapid expansion of Bali's tourism sector is driving culinary enterprises toward greater innovation and sustainability, with green dining emerging as a prominent trend within the island's restaurant industry. Corte et al. (2025) identify the green dining concept as encompassing multiple operational dimensions: eliminating single-use plastics, optimizing energy and water efficiency in food processing, sourcing organic ingredients from local suppliers, and implementing efficient waste management. These practices contribute to a positive brand image and enhanced customer loyalty, fostering greater satisfaction and trust through an improved dining experience (Al-Ansi & Han, 2019).

The Indonesian Millennial Gen Z Report projects that by 2025, 55% of Generation Z will be utilizing environmentally friendly products. This high level of adoption holds considerable potential to stimulate transformative changes in consumption behaviour, thereby directly influencing environmental outcomes (Pasaman & Hutaaruk, 2025). This finding indicates a strong potential shift among Generation Z toward environmentally friendly consumption. In addition, Shishan et al. (2021) revealed psychological and demographic components of restaurant diners' intentions, contributing to a deeper understanding of decision-making processes in sustainable restaurant contexts. Similar

findings by Lau et al. (2025) suggest that promoting environmentally friendly fast-food options reduces food waste while maintaining social image.

Paon Nirwana Restaurant, located within the Nirwana Garden Bali complex in Sawe Village, Jembrana Regency, West Bali, approximately 93 kilometers northwest of Denpasar, is a pioneer in eco-friendly and sustainable concepts, including using more environmentally friendly materials, reducing the use of single-use plastics, offering an open-air restaurant with a natural feel, and implementing recycling initiatives. However, a key challenge is promoting plant-based dining in Jembrana Regency, where many Generation Z consumers still prefer animal-based options. Therefore, consumer education is needed about the importance of environmental sustainability and the benefits of environmentally friendly products (Luckyardi et al., 2022).

Although research on green restaurants has grown in recent years, most studies primarily examine operational sustainability practices such as waste management, energy efficiency, and the conversion of food waste into organic liquid fertilizer, particularly in the context of mass tourism or urban areas (Veronica et al., 2025). Limited attention has been paid to how plant-based restaurants strategically integrate the green marketing mix (4Ps) to build experiential value and foster customer loyalty, particularly in emerging tourism destinations rather than mass tourism destinations. Therefore, it remains unclear how a sustainability-oriented restaurant model, as an integrated branding strategy, can generate long-term competitive advantage in emerging destinations such as Jembrana Regency. Accordingly, this study is designed to answer the following research questions:

1. How is the green marketing mix (4Ps) implemented in a plant-based restaurant context at Paon Nirwana, West Bali?
2. How do Generation Z customers perceive and experience green dining within this emerging sustainability-oriented restaurant setting?
3. How do green dining practices influence customer loyalty and retention in a regional tourism destination such as Jembrana Regency?

This study, therefore, aims to analyze the implementation of Paon Nirwana's green marketing mix, characterize patrons' green dining experiences, and assess post-visit customer loyalty dynamics. This research contributes to green tourism scholarship by elucidating the interplay between plant-based culinary models, experiential branding, and consumer loyalty. Findings may inform sustainability strategies for restaurants in Jembrana Regency and comparable contexts where green dining remains underutilized as a competitive differentiator.

Methodology

This study adopts a phenomenological approach that focuses on the lived experiences of both management and customers regarding sustainable practices as a green restaurant branding strategy to examine the development of green dining practices and their implications for the experiential dimensions of dining (Subadra, 2019; Flick, 2014). Through in-depth interviews, the research explored participants' perceptions, motivations, and practices related to green branding and sustainable dining. The interview guide encompassed key thematic areas, including the implementation of sustainability practices, challenges encountered in maintaining green operations, customer engagement strategies, and the role of green branding in shaping dining experiences. Management informants, for instance, were asked to elaborate on how sustainability principles were integrated into daily restaurant operations and to identify the challenges faced in maintaining consistent green practices. Conversely, customer informants were prompted to reflect on which aspects of the restaurant's sustainability

efforts influenced their dining experience and how the establishment's green branding affected their decision to dine there.

Informants were selected through purposive sampling based on three criteria: (1) a minimum of one year of experience at the restaurant; (2) a demonstrated understanding of the green dining concept; and (3) knowledge of marketing and operational strategies. Applying these criteria, the study comprised three key management informants, including the Restaurant Manager, one marketing staff member, and one Restaurant Supervisor, as well as two Generation Z customers, aged 19 and 21, who were visiting at the time of data collection and consented to share their dining experiences. Applying these criteria, the study comprised three key management informants, including the Restaurant Manager, one marketing staff member, and one Restaurant Supervisor, as well as two Generation Z customers, aged 19 and 21, who were visiting at the time of data collection and consented to share their dining experiences.

Data collection was conducted on May 29–30, 2025, through semi-structured interviews, limited participatory observation, and documentation studies. The interviews lasted approximately 90 minutes and were guided by prepared questions covering the concept of the green marketing mix (4Ps), the dimensions of the green dining experience, and the strategy for customer retention. The observation was conducted during restaurant operating hours, covering the menu on the QR code, waste management, staff and customer interactions, and the restaurant's environment. Documentation data were obtained from customer comments on social media platforms and Google Reviews. The main instrument in this study was the researcher himself (human instrument), supported by interview guidelines and observation sheets based on green marketing indicators.

Data analysis was conducted inductively through several systematic stages (Subadra, 2025; Patton, 2014). Data analysis was conducted inductively through several systematic stages (Subadra, 2025; Patton, 2014). First, data transcription and organization were performed to ensure accuracy and familiarity with the material. Second, coding was conducted to identify key themes; this process involved systematically labeling text segments that captured meaningful units of information. More specifically, a management informant's explanation of sourcing ingredients from local farmers to reduce carbon footprint was coded as "sustainable supply chain". In contrast, a Generation Z customer's remark that "the eco-friendly packaging makes me feel good about eating here" was coded as "green brand image perception." Third, the identified codes were grouped into broader thematic categories aligned with the 4Ps of marketing, dining experience, and customer loyalty. Data validity was ensured through triangulation of interviews, observations, and documentation, as well as member checking with key informants.

Results & discussions

Implementation of Green Marketing Mix (Green Tourism Marketing) at Paon Nirwana Restaurant

The results of the study show that Paon Nirwana Restaurant has implemented a green marketing mix across product, price, place, and promotion strategies grounded in sustainability principles.

In terms of green products, Paon Nirwana Restaurant contributes to environmental sustainability by saving energy, recycling waste, and reducing plastic usage. For example, replacing paper menus in restaurants with digital menus that use QR codes is

expected to reduce paper waste, use takeaway boxes made from premium paper (figure 1), source raw materials from local suppliers, and improve electricity and water efficiency. The restaurant manager claimed:

"At Paon Nirwana Restaurant, we try to ensure that our daily operations are environmentally responsible. We have introduced digital menus via QR codes to reduce paper use, chosen paper-based takeaway packaging over plastic, and prioritised ingredients from local producers. At the same time, we continuously monitor electricity and water consumption because sustainability should become part of our service culture without affecting the quality experienced by guests."

(Restaurant Manager, 20/10/25)

The manager's statement indicates that environmental sustainability at Paon Nirwana Restaurant is not treated as a symbolic commitment but is integrated into everyday operational practices through concrete managerial decisions. The adoption of digital menus, paper-based takeaway packaging, and locally sourced ingredients reflects a deliberate effort to reduce waste, minimise dependence on plastic, and shorten supply chains, thereby lowering the restaurant's environmental footprint. These practices also suggest that sustainability is approached as part of service innovation, where ecological responsibility is aligned with maintaining customer convenience and food quality. Furthermore, the emphasis on monitoring electricity and water consumption demonstrates managerial awareness that resource efficiency is an important component of operational sustainability in food and beverage services. Analytically, this finding shows that green restaurant practices are implemented through both technological adaptation and behavioural management, indicating that sustainability is embedded not only in products but also in the broader operational culture of the restaurant. (Kanca, 2024) supports these findings, noting that green actions in food and beverage operations include minimizing electricity and water usage, prioritizing organic products, and sourcing ingredients from local producers.



(Source: Nirwana Garden Bali Restaurant, 2025)

Figure 1. Take Away Box using paper materials

In terms of green place, the restaurant's open-concept interior design, which emphasizes natural elements and good ventilation, creates a comfortable and educational atmosphere. The exterior design, featuring gardens, organic gardens, and natural materials, creates a healthy and environmentally friendly impression. Paon Nirwana operates as a non-smoking restaurant, reinforcing its positioning as a sustainability-oriented establishment. A visitor reviewed:

"Very beautiful place, friendly staff, delicious food, and beautiful views. The restaurant is very well maintained, thank you very much!" (Visitor Review, 30/09/25).

The visitor review reflects a holistic appreciation of the restaurant's green place strategy, in which the physical environment, service quality, and operational consistency converge to shape a positive dining experience. The reviewer's emphasis on the "beautiful place" and "beautiful views" suggests that the open-concept design and integration with natural surroundings successfully evoke aesthetic pleasure and sensory comfort served as key dimensions of experiential dining. The mention of "friendly staff" further indicates that the green place strategy extends beyond physical infrastructure to encompass hospitality practices aligned with sustainability values, reinforcing the restaurant's brand identity through interpersonal engagement. Moreover, the remark that the restaurant is "very well maintained" implies a perception of operational integrity and attention to detail, both of which are critical to sustaining credibility in green branding. Together, these elements illustrate how the restaurant's commitment to sustainability is not merely symbolic but is tangibly experienced by customers, thereby strengthening the alignment between green place attributes and customer satisfaction. The review thus exemplifies the role of the physical environment as both a functional space and a communicative medium through which the restaurant conveys its sustainability ethos and cultivates customer loyalty.

Ajzen's (1991) theory of planned behavior posits that attitudes, shaped by environmental cues, serve as antecedents to behavioral intentions. In the context of green dining, this suggests that the physical environment of a restaurant functions not merely as a backdrop but as a critical mechanism through which sustainability values are communicated and internalized by customers. Complementing this, Almaz and Suryawardani (2025) found that Generation Z consumers are particularly attuned to visual design, emotional resonance, and the overall experiential quality of restaurant environments. This generational sensitivity implies that for younger consumers, the alignment between a restaurant's spatial aesthetics and its sustainability claims significantly influences their perception of authenticity. Consequently, the integration of natural design elements, such as open-concept layouts and organic gardens, does not merely project a "healthy and environmentally friendly" image; it actively creates an immersive experience that aligns with the values and expectations of this demographic. In doing so, the restaurant transforms its physical space into a medium of persuasion, reinforcing positive attitudes that are likely to translate into repeat patronage and brand advocacy.



(Source: Nirwana Garden Bali Restaurant, 2025)

Figure 2. Paon Nirwana Restaurant with an Open Concept Atmosphere

Paon Nirwana Restaurant adopts a value-based pricing strategy that prioritizes affordability, exemplified by menu items such as vegetarian fried rice priced at IDR 20,000. While green pricing is conventionally understood as a strategy that allows customers to pay a premium in exchange for environmentally responsible value (Holt & Holt, 2004), this restaurant deviates from that pattern. Rather than leveraging its sustainability credentials to command higher prices, Paon Nirwana deliberately positions itself as an accessible sustainable dining option, thereby broadening the reach of eco-conscious consumption, particularly among price-sensitive segments.

This approach aligns with findings that when environmentally friendly services gain popularity, even in the absence of strong environmental motivations, consumer preference may enable restaurants to increase prices (Zhang et al., 2025; T. M. et al., 2021). However, Paon Nirwana's strategy illustrates an alternative pathway: maintaining low prices to reinforce its identity as a genuinely inclusive, sustainable establishment. In the context of Generation Z consumers, which is a demographic shown to prioritize sustainable food consumption (Lopes et al., 2024). This pricing model not only supports accessibility but also strengthens brand authenticity, as it signals a commitment to sustainability that is not contingent on extracting premium value from environmentally conscious customers. The restaurant manager and customer stated:

"We do not want sustainability to make our food exclusive or expensive. Even though we apply environmentally responsible practices, our principle is that everyone should still be able to enjoy affordable meals here. That is why menu items such as vegetarian fried rice remain reasonably priced, because sustainability should be accessible to all customers, not only to those who can pay more." (Restaurant Manager, 20/10/25)

"I appreciate that eating at Paon Nirwana Restaurant is affordable while still reflecting environmental awareness. Usually, places that promote eco-friendly concepts charge more, but here the price feels fair, and it makes me feel that sustainability is part of the restaurant's genuine values rather than just a marketing strategy." (Customer, 02/11/25)

The perspectives of the restaurant manager and a customer together illuminate a distinctive approach to green pricing that challenges conventional assumptions in sustainable business models. The manager's assertion that "sustainability should be accessible to all customers" reflects a deliberate strategic positioning wherein environmental responsibility is decoupled from premium pricing. This stance diverges from the prevailing logic that positions sustainability as a value-added feature warranting higher prices (Holt & Holt, 2004). Instead, Paon Nirwana Restaurant adopts an inclusive value-based strategy that treats affordability as integral to its sustainability ethos, suggesting that accessibility itself becomes a dimension of responsible practice.

The customer's observation reinforces the effectiveness of this strategy, noting that the restaurant's prices "feel fair" and that sustainability is perceived as "genuine values rather than just a marketing strategy." This distinction is critical. Research indicates that consumers, particularly younger demographics such as Generation Z, are increasingly adept at discerning authentic commitment from performative branding (Lopes et al., 2024). When a restaurant's pricing aligns with its professed values of charging affordably despite investing in sustainable operations, it signals consistency that enhances credibility. In contrast, businesses that impose green premiums without

a transparent justification risk being perceived as engaging in “greenwashing,” in which environmental claims serve primarily as marketing devices.

In terms of green promotion, Paon Nirwana Restaurant employs a two-channel strategy to support its sustainability mission. Initially, the restaurant promoted its products through brochures distributed to hotels, villas, schools, and government offices. At present, promotion is carried out daily through social media by posting restaurant activities (interview with marketing staff, 2025). This approach is consistent with Miller (1999), who argues that green promotion in restaurants should emphasise product advantages and their benefits for both consumers and the environment. The restaurant also uses algorithmically optimised content on Facebook, Instagram, and TikTok to highlight its eco-friendly practices and plant-based menu, thereby strengthening the visibility of its sustainable identity. The restaurant manager argued:

"Our promotion is not only intended to introduce the menu, but also to communicate the values behind the restaurant. In the past, we relied on brochures distributed to hotels, villas, schools, and government offices, whereas today we consistently use social media every day to share restaurant activities, environmentally friendly practices, and our plant-based menu. Through platforms such as Facebook, Instagram, and TikTok, we want customers to understand that dining here means supporting a healthier lifestyle and environmental responsibility at the same time." (Restaurant Manager, 20/10/25)

The manager's statement demonstrates that green promotion at Paon Nirwana Restaurant serves not merely as a communication tool for product visibility but also as a strategic medium for value transmission, in which sustainability is embedded in the restaurant's brand narrative. The transition from conventional brochure distribution to daily digital engagement signals an adaptive shift in promotional approach from static information delivery to interactive, continuous relationship-building with consumers. By using Facebook, Instagram, and TikTok, the restaurant is not only expanding market reach but also constructing a symbolic association between food consumption, healthy living, and environmental responsibility. This suggests that green promotion operates as a form of identity positioning in which sustainability becomes part of the restaurant's experiential appeal rather than a separate environmental claim. The consistent display of eco-friendly practices and plant-based offerings also reflects how digital promotion can shape consumer perceptions by translating operational sustainability into visible and relatable content, thereby reinforcing credibility and encouraging environmentally conscious consumption in a highly competitive food service market.

Dining Experience

Findings reveal that dining atmosphere constitutes a primary determinant of visit intention among Generation Z consumers, a demographic distinguished by heightened environmental consciousness and value-driven consumption patterns. This cohort demonstrates a pronounced preference for restaurants that operationalize sustainability through tangible practices, including comprehensive recycling systems, the use of wooden cutlery, the elimination of single-use plastics, premium paper-based takeaway packaging, systematic food waste reduction, open-plan architectural designs, and smoke-free environments (Subadra, 2024). For Generation Z, a genuinely sustainable atmosphere functions not as an ancillary amenity but as a non-negotiable criterion in restaurant selection, reflecting a fundamental shift in consumer expectations wherein environmental responsibility is integrated into core evaluative standards rather than treated as an optional enhancement.

This consumer orientation is corroborated by management perspectives, which affirm that atmosphere is understood as the synthesis of aesthetic appeal, physical comfort, and perceived value remains central to attracting younger patrons (Interview with Restaurant Manager, 2025). Strategically, Paon Nirwana Restaurant operationalizes the traditional 4Ps marketing framework (Product, Price, Place, Promotion) through a sustainability lens, reinterpreting each element to align with the values of environmentally conscious consumers. For instance, product strategy emphasizes plant-based menu offerings, while place strategy leverages the synergy between the restaurant's location and its ecological ethos. This approach demonstrates that competitive positioning in the green dining sector is not contingent on expanding the theoretical scope of marketing frameworks, but rather on achieving focused, coherent alignment with sustainability values across all operational dimensions. Such alignment enables the restaurant to translate its environmental commitments into a cohesive brand identity that resonates authentically with Generation Z consumers' expectations.

Building Customer Loyalty and Retention Through Sustainable Practices

Customer reviews on Google indicate that the sustainability practices at Paon Nirwana Restaurant directly contribute to customer satisfaction and advocacy. Visitors consistently highlight the restaurant's well-maintained environment, scenic views, friendly staff, and food quality, suggesting that environmental stewardship enhances overall service perception. These testimonials align with the service quality framework (Parasuraman et al., 1988), which posits that tangible cues, such as physical facilities and employee behaviors, significantly shape customers' evaluations of service encounters. By embedding eco-friendly practices into these tangible elements, the restaurant not only meets functional expectations but also enhances experiential value, a finding consistent with research on green hospitality, in which environmental initiatives positively influence perceived quality and satisfaction (Han et al., 2018; Kim & Han, 2010).

Furthermore, such positive evaluations translate into behavioral loyalty, as evidenced by the spontaneous electronic word-of-mouth (eWOM) expressed in online reviews. According to Hennig-Thurau et al. (2004), eWOM is a powerful outcome of customer satisfaction, particularly when consumers perceive a brand's values as authentic. In this case, the consistency between the restaurant's environmental claims and its operational practices appears to generate trust-based advocacy, supporting Han and Yoon's (2015) behavioral loyalty model, which emphasizes that trust and perceived value are key antecedents of revisit intention and positive referrals.

The Restaurant Supervisor noted that the green concept appeals across generations, including families and younger consumers, although preferences may vary (Interview with Restaurant Supervisor, 2025). This observation resonates with studies showing that while all age groups appreciate sustainability, Generation Z exhibits heightened sensitivity to visual design and experiential quality (Almaz & Suryawardani, 2025; Lopes et al., 2024). Despite such generational variation, revisit intention remains strong, indicating that sustainability serves as a cross-demographic driver of loyalty. Collectively, these findings suggest that integrating sensory appeal, service quality, and ethical value, as articulated in Parasuraman et al.'s (1988) SERVQUAL dimensions and extended in green consumer behavior models, creates a multidimensional value proposition. Online reviews thus serve as concrete validation that green dining practices generate sustained customer loyalty through a combination of experiential satisfaction and value congruence.

Conclusions

This study demonstrates that the strategic implementation of the green marketing mix (4Ps) at Paon Nirwana Restaurant effectively enhances green dining experiences and strengthens customer loyalty, particularly among Generation Z consumers. The restaurant operationalizes its sustainability commitment through tangible practices across each marketing element. Regarding the product, the menu emphasizes plant-based offerings and utilizes locally sourced ingredients to reduce the carbon footprint. In terms of price, the restaurant adopts a value-based strategy that maintains affordability, deliberately positioning sustainability as accessible rather than exclusive. For place, the restaurant features an open-concept natural design with organic gardens, good ventilation, and a non-smoking policy, creating an atmosphere that communicates environmental stewardship through spatial experience. For promotion, digital menus accessed via QR codes reduce paper waste, while social media content on platforms such as Instagram and TikTok highlights the restaurant's eco-friendly practices.

While these green marketing practices appeal broadly, the findings reveal a distinct generational distinction in how value is perceived. For Generation Z consumers, characterized by heightened environmental awareness and value-driven consumption, a commitment to waste reduction and an authentic, environmentally friendly atmosphere functions as a non-negotiable criterion rather than a complementary attribute. Unlike older demographics who may prioritize convenience or price above sustainability, Generation Z evaluates the sincerity of environmental claims and responds positively when restaurants demonstrate operational consistency between stated values and actual practices. This cohort is particularly attuned to the absence of greenwashing; when sustainability is embedded visibly and affordably, as exemplified by Paon Nirwana, it generates not only visit intention but also positive electronic word-of-mouth and revisit behavior.

The significance of this study lies in its demonstration that sustainability strategies can serve as a competitive advantage for restaurants in developing destinations without necessitating premium pricing. These findings challenge conventional assumptions in the green marketing literature, which often position sustainability as a value-added feature warranting higher prices (Holt & Holt, 2004; Zhang et al., 2025). By illustrating an alternative model wherein affordability and environmental responsibility are integrated, the study offers practical insights for restaurant operators seeking to appeal to environmentally conscious consumers while maintaining accessibility. Furthermore, the focus on Generation Z provides empirical grounding for understanding how this demographic's unique value system shapes their evaluation of green dining experiences, extending existing research on generational differences in sustainable consumption (Almaz & Suryawardani, 2025; Lopes et al., 2024).

Despite these contributions, this study is subject to several limitations. The interview stage did not include representatives from the Jembrana Regency government, whose perspectives on policy support for green tourism initiatives could offer valuable contextual insight. Additionally, restaurant staff demonstrated limited understanding of the green marketing mix as a strategic framework, suggesting that internal capacity-building may be necessary to fully realize the potential of sustainability positioning. Moreover, promotional content on Instagram and TikTok remains underutilized in educating the broader public, particularly within Jembrana Regency, where awareness of green dining concepts may still be developing. Future research is recommended to extend the analytical scope from the 4Ps to the 7Ps marketing framework, incorporating elements such as people, process, and physical evidence to capture the full complexity of green service delivery. Longitudinal studies examining how generational perceptions

evolve over time, as well as comparative analyses across different geographical and cultural contexts, would further enrich understanding of sustainable branding in the hospitality sector.

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