

E-Servicescape and Perceived Green Value: Shaping Digital Consumer Behavior in the Sustainable Tourism Sector -An Empirical Study of a Sample of Users of the Al-Aurasi Hotel Website-

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Abstract

This study examines how the e servicescape of hotel websites and perceived green value shape digital consumer behavior in the sustainable tourism sector, focusing on users of the El Aurassi Hotel website. It adopts a quantitative descriptive–analytical approach and collects data through an online questionnaire administered to website users. The e servicescape is conceptualized through key dimensions such as aesthetic appeal, usability, interactivity, and green oriented personalization, while perceived green value reflects users’ assessment of the hotel’s environmental commitment and the added ecological benefit of choosing its services. The findings show that respondents hold generally positive perceptions of the website’s e servicescape, especially regarding usability and clarity of information. Results also indicate a positive and statistically significant effect of the e servicescape on perceived green value, which in turn supports more favorable digital consumer behaviors, such as intention to book, preference for the hotel, and willingness to engage in positive electronic word of mouth. The study concludes that a well designed, user friendly, and environmentally communicative website can serve as a strategic lever to enhance perceived green value and promote more sustainable tourism choices online, and it offers theoretical and practical recommendations for designing sustainability oriented e servicescapes.

Keywords: E Servicescape, Perceived Green Value, Digital Consumer Behavior, Sustainable Tourism Sector.

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Introduction

Sustainability has evolved from a niche concern into a defining paradigm for contemporary consumption and production systems across the globe. In response to escalating environmental challenges, individuals, organizations, and governments are increasingly re-evaluating the impacts of their choices on natural ecosystems and future generations. Within this broader transformation, information and communication technologies play a pivotal role in shaping how values, preferences, and behaviors are formed, negotiated, and expressed in digital spaces. The convergence of technological innovation and environmental awareness has thus created new opportunities to promote responsible patterns of use and engagement, while also raising complex questions about how users interpret and respond to sustainability-related signals online.

At the heart of these developments lies a growing interest in how people experience and evaluate digital environments. Visual design, information structure, and interactive features do not merely facilitate access to content; they also convey meanings, emotions, and normative cues that can reinforce or challenge users’ underlying beliefs and intentions. As societies move toward more dematerialized forms of interaction and exchange, understanding the ways in which digital contexts influence perceptions of environmental responsibility becomes increasingly important. Concepts such as perceived value, trust, and commitment are progressively being revisited through an ecological lens, highlighting that the “worth” of a product, service, or platform can no longer be viewed solely in economic or functional terms.

In parallel, the notion of “green” or environmentally oriented value has emerged as a central theme in contemporary research across multiple disciplines. This notion reflects the degree to which individuals associate their decisions with benefits for the environment, ethical responsibility, and alignment with broader sustainability goals. It suggests that users may derive satisfaction not only from what they obtain personally, but also from the contribution their choices make to collective well-being and ecological

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preservation. Consequently, there is a growing need to examine how digital environments can foster, amplify, or, in some cases, dilute such green perceptions and motivations.

Against this backdrop, the intersection between digital design, environmental value, and user behavior represents a fertile area for scholarly inquiry. Exploring how specific characteristics of online environments affect the way individuals perceive environmental friendliness, evaluate alternatives, and act upon their convictions can offer valuable insights for theory and practice alike. It opens avenues for rethinking how digital experiences are conceptualized and implemented, and how they might be leveraged to support more sustainable patterns of decision-making and engagement in an increasingly connected world.

Research Problem

In recent years, growing environmental concerns and the diffusion of digital technologies have jointly reshaped how tourists search for, evaluate, and select services. In this context, hotel websites do not merely provide information; they create an online service environment (e-servicescape) that can influence how users perceive the environmental friendliness of the offer and the value of choosing more sustainable options. However, despite increasing interest in sustainability and green consumption, it remains unclear to what extent the design and quality of the e-servicescape can enhance perceived green value and, in turn, shape key dimensions of digital consumer behavior, such as intention to book, loyalty to the platform, and electronic word-of-mouth. This ambiguity is particularly evident in specific empirical settings, such as the website of the Al-Aurasi Hotel, where the potential of the e-servicescape to promote sustainable tourism behavior has not yet been thoroughly examined.

Accordingly, the central research problem can be formulated as the following general question:

1- How does the e-servicescape influence perceived green value and, consequently, digital consumer behavior in the sustainable tourism sector among users of the Al-Aurasi Hotel website?

2- To what extent do the dimensions of the e-servicescape (aesthetic appeal, usability, interactivity and digital personalization) affect the perceived green value among users of the Al-Aurasi Hotel website?

Research Hypotheses

1. **First-hypothesis (H1):**

There is a significant effect of the e-servicescape on perceived green value, and consequently on digital consumer behavior in the sustainable tourism sector among users of the Al-Aurasi Hotel website.

2. **Second hypothesis (H1):**

The dimensions of the e-servicescape (aesthetic appeal, usability, interactivity and digital personalization) have a significant positive effect on perceived green value among users of the Al-Aurasi Hotel website.

Significance of the Study

- This study contributes to the growing body of knowledge on how digital service environments influence environmentally oriented perceptions and behaviors in the tourism context.
- It highlights the role of hotel websites as strategic tools for communicating sustainability efforts and enhancing perceived green value among digital consumers.
- The findings provide hotel managers and tourism practitioners with practical guidance on how to design e-servicescapes that support sustainable tourism goals.

- By focusing on users of the El-Aurassi Hotel website, the study offers context-specific insights that can inform digital marketing and green positioning strategies in emerging tourism markets.

Objectives of the Study

- To examine the effect of the e-servicescape on perceived green value among users of the El-Aurassi Hotel website.
- To analyze the impact of perceived green value on key dimensions of digital consumer behavior, such as online booking intention, platform loyalty, and electronic word-of-mouth.
- To assess the relative contribution of the e-servicescape dimensions (aesthetic appeal, usability, interactivity and digital personalization) to the formation of perceived green value.
- To provide theoretical and managerial recommendations for enhancing sustainable digital experiences in the hotel and tourism sector.

Previous Studies

1. Mishra, A., & Gupta, A. – “Green hotel servicescape: attributes and unique experiences” – *Journal of Travel & Tourism Marketing, India, 2018*

This study aimed to identify key green-hotel servicescape attributes and examine how they shape guests’ pro-environmental value, attitudes, and behavioral intentions. Using a quantitative survey design, the authors collected data from guests staying in certified green hotels in India. The results showed that five dimensions (customer benefit, energy efficiency, water efficiency, recycling policy, and green characteristics) underlie 24 green-hotel attributes, and that customer benefit, energy efficiency, and green characteristics positively affect pro-environmental value and attitudes, which in turn enhance intention to visit green hotels and adopt eco-friendly behaviors during the stay. The study recommended that hotel managers strengthen visible green attributes and communicate customer benefits of environmental practices to reinforce pro-environmental intentions.

2. Li, X., Zhang, Y., & Chen, H. – “Examining the effects of perceived value on green tourists’ behavioral intentions in Hulunbuir Grassland” – *Planning Malaysia Journal, China, 2025*

This study sought to investigate how multidimensional perceived value (environmental, emotional, functional, and social value) influences green tourists’ behavioral intentions in a nature-based destination, extending the Theory of Planned Behavior (TPB) and the Stimulus–Organism–Response (SOR) framework. The researchers employed a quantitative methodology with a questionnaire survey administered to 311 green tourists visiting Hulunbuir Grassland in China, and analyzed the data using Structural Equation Modeling (SEM). The findings revealed that environmental perceived value exerted the strongest positive effect on green tourists’ behavioral intentions, followed by emotional, functional, and social value, while attitudes and perceived behavioral control were not significant, and subjective norms had a significant impact. The study recommended that destination managers and policymakers emphasize environmental and emotional value in their strategies to promote sustainable tourism and guide green behavior.

3. Ariffin, A. A. M., Nadesan, G., & Alamssi, A. – “The relative impacts of physical, social and e-servicescape on the resort hotel guest loyalty” – *Cogent Business & Management, Malaysia, 2025*

The purpose of this study was to uncover the impacts of three forms of servicescape—physical, social, and e-servicescape—on customer loyalty in resort hotels, and to examine the mediating role of place attachment. The authors used a quantitative survey design grounded in the SOR framework and place attachment theory, collecting data from 549 resort hotel guests selected through purposive sampling and analyzing them using PLS-SEM. The results indicated that all dimensions of the three servicescape forms,

except social density, had significant effects on customer loyalty, and that place attachment (place dependence and place identity) mediated most relationships between servicescape dimensions and loyalty. The study recommended that resort hotels manage both their physical and electronic servicescapes strategically, enhancing ambient conditions, layout, social interactions, and website design to foster attachment and loyalty.

4. Martínez-García, E., & Ruiz-Molina, M. E. – “Understanding Online Consumer Behavior and eWOM Strategies for Sustainable Business Management in the Tourism Industry” – European research project chapter, Spain, 2021

This exploratory review study aimed to obtain deeper insights into online consumer behavior and electronic word-of-mouth (eWOM) in tourism, focusing on how eWOM on social networking sites and online review platforms affects travelers' decision-making and business outcomes. The authors adopted a systematic literature review methodology, synthesizing empirical studies rather than collecting primary survey data, and examined evidence on the influence of eWOM quality, credibility, and trust on purchase intentions for tourism services. The results highlighted that trust in eWOM, perceived quality of online reviews, and customers' willingness to seek information have a strong positive impact on intentions to purchase tourism services, especially in digital contexts. The study recommended that tourism businesses carefully monitor and manage online feedback, respond to customer reviews, and design strategies to encourage satisfied customers to share positive experiences to enhance sustainable business performance.

E-Servicescape

Sustainability has become a very important concept for hotels and destinations, as consumers increasingly adapt their consumer behavior around sustainability (Patricia Martínez García de Leaniz et al., 2018). A shift towards sustainable tourism has occurred, leading tourism scholars to understand its potential, explore new innovative technologies, and critically assess the emergence of a sustainable tourist DNA. Green hotels promote eco-friendly services and practices to increase awareness, change consumer attitudes, and stimulate adoption. Consequently, more hotels are adopting green strategies to increase market share and remain competitive. The concept of an e-servicescape is defined as the substitute for the physical environment uniquely experienced by hotel guests or destination tourists ((Mindy) Jeon & Jeong, 2009). E-servicescape encompasses customers online surfing experiences and represents the digital physical guide for visitors intending to explore green hotels or green destinations, facilitating risk-free online visiting and shopping decisions. The e-servicescape, specifically the website of a hotel or a green destination, becomes an important tool to assure green tourists during their online journey, significantly reducing uncertainty.

Concept and Importance of the E-Servicescape in Sustainable Tourism:

An e-servicescape consists of the visual and functional elements presented by a webpage or electronic commerce application. These elements are key to how visitors respond to destination sites, whether incorporating a hotel reservation function or serving primarily as a showcase of destination features. Distinct from interactive functionality, the e-servicescape determines customers' impressions upon entering the digital environment and therefore is akin to a customer's initial view of a physical hotel or destination ((Mindy) Jeon & Jeong, 2009). Information propagates uncertainty among green tourists who wish to engage ecologically responsible practices and subsequently reduce their carbon footprint. A digital guide responding to requests for sustainable precautions affects the customer journey and is treated as an additional funnel to accommodate the increase in environmentally conscious service venues. Tourists are especially sensitive to perceived green practices along the journey of sourcing travel arrangements, indicating that acquiring a sense of sustainability toward the overarching trip remains critical to influencing the final booking decision (B Aday & V Phelan, 2011).

Definition of the E-Servicescape as a Substitute for the Physical Environment in Hotels and Destinations.

The E-servicescape refers to the online representation of the physical environment of tourism through visual presentation, architecture, and technological components. When it comes to hotels and tourist destinations, the physical environment plays an important role in determining tourists' perception ((Mindy) Jeon & Jeong, 2009). A tourist can obtain information through every stage of hotel purchase and its physical environment has a huge impact on decisions. For online travelling in the sustainable tourism sector, the E-servicescape is viewed as a substitute for the physical environment of hotels and tourist sites. Travel websites are important conduits for tourists to acquire construct lodging information before making a reservation. To mitigate risks and uncertainty associated with sustainable service, the E-servicescape of hotel websites assumes the role of a digital physical guide.

The Role of the “Digital Physical Guide” in Reducing Uncertainty Among Green Tourists.

Green tourists experience uncertainty when booking a trip to a sustainable tourism destination due to the lack of experience, a sense of novelty, and scarce information prior to departure (R Antonakakis, 2018). A digital physical guide (DPG) that provides practical suggestions on environmentally friendly practices to preserve nature and climate-related information in a specific area can mitigate such uncertainty. A DPG works as a safety net, offering information and guarantees on the precautions taken and the condition of the environment; when green tourists receive appropriate guidance, they feel more secure, and their latent worries are alleviated.

Several empirical indicators reflect the influence of the DPG on green tourists' choice and engagement. Ease of interpretation indicates whether the DPG can be easily understood. Explanation of local climate and environmental data highlights the importance of flora and fauna preservation in tourism activities. Description of local green certifications demonstrates the degree of environmental protection efforts. Specification of local eco-friendly practices shows the behaviour that green tourists should avoid. Emphasis on timing indicates the consideration of seasonal factors when planning green tourism activities. Green tourists' decisions and content engagement are positively influenced by these indicators.

Dimensions of the E-Servicescape:

The e-servicescape consists of elements on a digital interface that convey the atmosphere of an establishment, yet influence consumer perceptions and behaviours as effectively as physical servicescapes (Ee Tan et al., 2015). The influence of the e-servicescape may be particularly significant for sustainable tourism. Tourism is a high-involvement purchase requiring extensive pre-selection and travel, especially when formal, well-structured green alternatives remain extremely limited ((Mindy) Jeon & Jeong, 2009). The e-servicescape serves as a digital physical guide that significantly helps consumers reduce uncertainty regarding establishments' environmental friendliness and thus guides their decision-making.

The e-servicescape is composed of aesthetic appeal, usability, and interactivity. Aesthetic appeal encompasses visual elements that elicit sensory pleasure, such as colour palettes, shapes, imagery, and overall design. Among aesthetic elements, nature-inspired colours and high-resolution environmental imagery significantly correlate with perceived green value. Usability indicates the extent to which a digital platform serves its intended purpose. Information architecture, including menu structure and site maps, organisation, and navigation aids, emerges as crucial for perceived e-servicescape quality; well-structured e-servicescapes readily guide information retrieval. Interactivity refers to the two-way exchange of information between a firm and consumers. Responses to inquiries regarding green practices and easily accessed, personalised carbon-footprint information underpin perceived interactivity. Immediate responses to first-time visits enhance engagement by lessening doubt concerning establishment selection.

Aesthetic Appeal: A study of the impact of visual elements (nature-inspired colors, high-resolution images of environmental practices) on creating a first impression of sustainability.

E-Servicescape influences consumer choice of green accommodation (Deng et al., 2021). Information asymmetry emerges—the supplier possesses knowledge regarding the facility state, operational practices, and environmental impacts, while the tourist does not. Without sufficient information, green proposition fails to translate into satisfactory intangible green value ((Mindy) Jeon & Jeong, 2009). Digital platform assumes the role of potentially impartial physical guide to reduce uncertainty of the green choice.

Aesthetic Appeal of the e-Servicescape impacts perceived sustainability and initial impression on the facility. Tourists rely on visual elements to assess the environmental sustainability commitment of the facility and do not possess sufficient time and experience to form an accurate conclusion. Nature-coloured backgrounds evoke environmental identity awareness and stimulate green purchase intention. High-quality images with contemporary environmental practices of solid waste management, energy-saving equipment, and natural material structures generate positive emotional responses, reinforce environmental consciousness, and subsequently facilitate the intention of sustainable tourism.

Usability: How information architecture and seamless navigation contribute to convincing tourists of the tourism facility's efficiency.

The rising trend of eco-friendly tourism creates additional pressure on service providers to adopt sustainable practices, galvanizing industry efforts toward greener alternatives ((Mindy) Jeon & Jeong, 2009). Nevertheless, green tourism practices often remain invisible during the pre-purchase phase, owing to the intangibility of service offerings. Consequently, a paradigm shift toward digital marketing emerges, wherein hotels act as digital physical guides, showcasing on-site sustainability initiatives through dedicated websites. Sustainable tourism encompasses a range of concepts, including “green,” “responsible,” “ecological,” or “environmentally friendly.” Green tourism prioritizes “the satisfaction of present human needs without compromising future generations’ opportunities to satisfy their own.” Green tourists represent a specific segment of sustainable tourists who seek accommodations aligning with strict environmental protection, conservation, and sustainability.

Interactivity and Digital Personalization: The website's ability to provide immediate responses and personalized information regarding the trip's carbon footprint or organic food options.

The e-servicescape comprises a range of different dimensions relevant to sustainable tourism, including the aesthetics of a website, its usability, and interactivity and digital personalization (Wang et al., 2022). Interactivity and digital personalization refer to the two-way communication that users can establish with the e-servicescape and the information provided according to the user's own situation.

Two interactivity indicators are relevant in this context. First, an immediate response, such as a quick reply to an online query, signifies a high level of interactivity and provides a clear signal for the user. Second, accommodation of individual personalisation to supply information tailored to specific preferences is also an important correlate of interactivity. Both factors have been shown to enhance users' willingness to continue with the process of searching for, acquiring, and buying.

In the context of sustainable tourism, digital personalization in the e-servicescape is often expressed as the intention or capacity to show the customer the relevant carbon footprint of choices made when buying a service. Research indicates that an established environmental consciousness significantly drives a user's motivation to seek information tailored to their particular carbon footprint.

Perceived Green Value

The e-servicescape serves as a substitute for the physical environment of hotels and tourist destinations ((Mindy) Jeon & Jeong, 2009). It constitutes the elements of the website and offers an online digital environment in which both consumers and service providers can interact. Furthermore, e-servicescape

design can reduce uncertainty by enabling eco-conscious tourists to assess the level of sustainability efforts undertaken by the hotel or travel destination (B Aday & V Phelan, 2011). Information on the total amount of information shared and the type of information revealed is a way to measure this variable. Information that can be shared regarding the de-carbonization efforts of the hotel or destination after the opinions are gathered from the consumers also counts.

Digital aesthetic appeals (e.g., nature-related colors, and high-resolution images showing environmental sustainability practices) can invoke the perception of eco-sustainability, which has a positive first impression effect. The influence of e-servicescape aesthetic pertains to both perceived green value and perceived trust. A clean e-service information architecture, without dead links, is another crucial design factor. Effective information architecture and navigation facilitate the search process and enhance the perceived efficiency with which consumers can find necessary information—both important for instilling trust.

The Concept of Perceived Value from an Environmental Perspective:

The term “value” generally refers to the worth attributed to a product, service, or activity and is associated with intentions to procure it (Wang et al., 2023). Perceived value becomes central when consumers consider purchasing products or services. This concept has gained acceptance and is increasingly discussed in tourism and hospitality, especially in the area of sustainable tourism and hotels (Borisenko, 2018). However, environmental value has received less attention compared to economic, hedonic, social, or emotional value. Environmental value is defined as the worth associated with the ecosystem maintainability of a purchase that generates an intention to buy. Accordingly, perceived green value is the worth associated with the eco-friendliness of digital tourism that engenders intentions to use digital channels or book low-impact travel services. It represents an extension of the conventional perceived value concept but is scarcely addressed in literature and lacks empirical examination.

Determinants of Perceived Green Value Among Digital Tourists:

Emotional Benefits

Perceived Green Value is generated through the roles of emotional and social benefits in digital tourism. The emotional benefit emerges from the sense of awe when individuals perceive corporations making consistent efforts toward promotion and development of environmental sustainability (Jiang et al., 2022). Although the emotional benefit has been extensively studied in traditional purchase behavior, it has not yet been examined in the field of sustainable digital tourism, which differs from conventional tourism. The social benefit relates to the degree to which individuals believe that Environmental and Human-Friendly Actions are visible to others. The promotion of sustainable tourism destinations influences the social benefit perceived by digital tourists. Sustainable tourism sites labeled eco-friendly or those introduced through social media platforms have become fashionable among tourists. The social benefits perceived by digital travellers might be more enhanced when eco-friendly sites and actions are frequently mentioned, compared to cases without such mentions. People’s online circular use intentions depend not only on the digital environment quality and perceived economic value but also on the extent to which personal attributes, individual circumstance, and the tourism scenario favor sustainability engagement. The environmental and tourism policies shaping selection of digital travel information and the government expectation toward green digital tourism also contribute to usage re-evaluation.

Social Benefits

The impact of green practices on tourism is accompanied by the emergence of perceived green value, widely researched in the context of sustainable consumer behavior, and represents customers’ appreciation of having, acquiring, or devoting resources to activities or objects associated with environmental protection and sustainability (Wang et al., 2023). Digital tourists perceive green value, enabled by social and emotional benefits of a digital environment characterized by a high quality of perceived green tourism information provided by digital tourism platforms, to foster pro-environmental consumer behavior in selecting, purchasing products and services, and sharing and recommending to others (Yu, 2019).

The Impact of Digital Environment Quality on Building Perceived Green Value:

The digital environment has become the main channel through which consumers engage in pre-purchase activities, such as searching for, selecting, and evaluating products and services, as well as making purchases (Pan et al., 2022). Thanks to the rapid development of digital technology, a vast amount of information on tourism products is now available online (Khan et al., 2020). Information overload may prove disadvantageous for consumers (Schlosser et al., 1999) and extensive digital stimuli in the form of textual information, images, and videos (Choi et al., 2022) may divert travellers away from environmentally friendly tourism products (Han et al., 2010). The environmental quality of a digital tourism platform can thus affect consumers' selection of green tourism products (Yadav & Pavlou, 2014) and so forms a valuable focal point for investigation.

The environment of a digital platform refers to its aesthetics, functionality, and emotional impact (Li et al., 2013; Yadav & Pavlou, 2014). Such an environment enhances interaction between the platform and customers (Gao et al., 2016; Jarvenpaa & Todd, 1997) and plays a useful role in building consumer trust, in particular when consumers experience uncertainty regarding the authenticity or security of online information (Lee et al., 2016; Liang et al., 2008). When selecting an online platform, green travellers favour those that help reduce their digital carbon footprint and do not waste unnecessary energy (Khan et al., 2020). Digital platform environment quality significantly contributes to travellers' perceived green value.

Digital Consumer Behavior

Characteristics of the Digital Consumer in the Sustainable Tourism Sector:

Digital technology has unlocked new value propositions for travelers. Tourism, one of the largest global economic sectors, accounted for 10 percent of global gross domestic product in 2017. Furthermore, more than half of travelers stated in the same year that they would pay more for environmentally sustainable travel options. The internet has enabled tourism organizations to release sustainable travel messages, raising digital traveler awareness and interest in sustainability-related travel options. However, people visiting destinations also heavily prioritize enjoyment and obtain many environmental benefits without modifying their consumer habits. Many rely on the sustainability of the platform as the primary filter for their digital tourism choices rather than considering the role of sustainability in the final selection. Hence, understanding how digital travelers perceive environmental value has become extremely important and is the main motivation for developing an extensive understanding of perceived environmental value within the digital context.

The sustainability of tourism is still contested, and studies have focused on the definition of the concept. Establishing a universally accepted definition of tourism and sustainability remains a challenge. The widely accepted understanding of sustainable tourism states that tourism operation, visiting of a destination, and overall travel should not have negative environmental or social impact on contemporaneous or future generations (Wehrli et al., 2012).

Stages of Online Green Purchase Decision-Making:

Digital technology has reshaped the characteristics and behavior patterns of consumers across various sectors. Digital consumers use online platforms to share their experiences instantaneously, and they also rely on reviews and comments posted by others before making decisions. In sustainable tourism, they often select service providers that support environmental protection. Tourists who rely heavily on online booking services do not necessarily preselect specific suppliers or destinations; they decide based on perceived benefits while browsing online or via apps. Generally, the online purchase decision process consists of five stages: awareness, consideration, decision, post-purchase, and feedback. Based on the general characteristics of digital consumers and the unique features of the sustainable tourism sector, the focus is on three specific online green purchase decision-making stages: 1) awareness of green value, 2) consideration of green value, and 3) decision concerning green value.

During the awareness stage, digital consumers recognize the importance of green values yet remain uncertain about their implications. Without prior experience or knowledge, they need nudges to further explore these values. Green incidents (e.g., a travel agency promoting low-carbon packages) serve as the first touch point for awareness (Reza Asadi Zarch et al., 2023). Such exposure fosters curiosity about green services and basic understanding of their characteristics. Tourists appreciate the importance of green values but also know little about how much their involvement and outcomes matter. These incidents lead to the recognition of the green service sector (e.g., eco-tours), signifying a shift from zero to low awareness.

Indicators of Post-Purchase Digital Behavior:

Digital Platform Loyalty (E-Loyalty).

The success of digital tourism platforms depends significantly on their ability to retain customers in a competitive environment. Given that one of the four objectives of sustainable digital marketing practices is to build loyalty (Zhang et al., 2023), it is pertinent to explore what factors influence this retention intention within online contexts. Recent literature has identified various drivers of green loyalty. Studies indicate that green marketing and sustainability initiatives positively influence perceived environmental value, which in turn fosters trust and satisfaction, thereby promoting green loyalty. However, it has also been argued that the green image of eco-friendly online platforms may lead to confusion among consumers, resulting in undesirable effects such as distrust and a decrease in purchase intention, thereby hindering loyalty formation.

Electronic Word-of-Mouth (e-WOM) and Positive Reviews on Social Media Platforms.

The online behavior of consumers remains a popular area of interest for both academia and practitioners, particularly in the travel and tourism sector, where electronic word-of-mouth (e-WOM) and positive reviews on social media platforms are increasingly important. Frequent online behavior, including reviews of the experiences, reveals the individual's personality and can affect large numbers of potential consumers quickly (Li et al., 2022). Online reviews build trust and reduce perceived risk (Yee Loong Chong et al., 2018), contributing positively to a purchase decision. Research has not fully examined the e-WOM indicator as post-purchase behavior in the context of perceived green value. Digital tourists concerned with environmental issues are more likely to express their travel experiences, reviews, and satisfaction with environmentally friendly travel options and destinations on social media platforms, such as Google, tripadvisor, Facebook, and Instagram platforms.

Methodological Framework of the Study

Research Methodology and Sample

This study adopts a descriptive-analytical methodology, as it is well-suited to the nature of the topic, which seeks to describe and analyze the impact of the e-servicescape and perceived green value on shaping digital consumer behavior in the sustainable tourism sector, through an application to a sample of users of the Al-Aurasi Hotel website. This approach is based on describing the phenomenon under study as it exists in reality, in terms of its characteristics, components, and dimensions, and then analyzing the relationships among its variables without intervening in or experimentally manipulating them. Within this study, the descriptive-analytical method relies on collecting quantitative data on individuals' perceptions and responses toward the dimensions of the e-servicescape, perceived green value, and manifestations of digital behavior, and then processing these data statistically to reveal sample trends and test the proposed hypotheses. This methodology enables a deeper understanding of how the design of digital tourism platforms contributes to enhancing environmental values among tourists, and how this is reflected in their booking intentions, platform loyalty, and engagement in electronic ratings and word-of-mouth.

5-2 Scope of the Study

Spatial limits of the study

The spatial limits of this study are represented by the El-Aurassi Hotel located in Algiers, where the study focuses on the users of this hotel's website, which is considered a digital space that embodies the electronic servicescape in the context of sustainable tourism. Accordingly, the study's results are confined to the spatial framework of the El-Aurassi Hotel and cannot be generalized to other hotel establishments or tourism platforms except with caution.

Temporal limits of the study

The temporal limits of the study correspond to the year 2026, which is the period during which the field data will be collected from the sample individuals, and which is characterized by an increasing reliance on digital platforms for the marketing and delivery of sustainable tourism services. Thus, the results reflect the reality of consumers' perceptions and behavior during the year 2026 specifically and do not necessarily capture any changes that may occur in other time periods.

Thematic Limits of the Study

The thematic limits of the study are restricted to analyzing the relationship between, on the one hand, the dimensions of the electronic servicescape (aesthetic appeal, usability, interactivity and digital personalization), and, on the other hand, perceived green value and digital consumer behavior in sustainable tourism, within the context of using the El-Aurassi Hotel's website. The study does not extend to all dimensions of digital marketing or to all determinants of consumer behavior that are not included in its conceptual model.

Research Tools

The questionnaire constitutes the primary data-collection instrument in this study, as it is well-suited to measuring perceptions and attitudes related to the e-servicescape, perceived green value, and digital consumer behavior in sustainable tourism. It is administered electronically to a sample of users of the El-Aurassi Hotel website in Algiers, as this platform represents the digital environment in which the dimensions of the e-servicescape under investigation are manifested. The questionnaire consists of a set of closed-ended items formulated on a Likert-type scale, allowing responses to be converted into quantitative data suitable for statistical analysis and hypothesis testing. It includes a section for respondents' demographic and general information, as well as specialized sections for each study variable (aesthetic appeal, usability, interactivity and digital personalization, perceived green value, and digital consumer behavior). The questionnaire is designed and presented in an electronic format to facilitate access and completion by members of the sample, while ensuring clarity of wording, logical sequencing of items, and verification of its validity and reliability prior to its use in actual data collection.

Testing The Reliability and Validity of the Study Tool

Stability of the Study Tool:

The stability of the questionnaire means that this questionnaire gives the same result if it were redistributed more than once under the same circumstances and conditions. Or in other words, the stability of the questionnaire means stability in the results of the questionnaire and not changing them significantly if it were redistributed to the sample members several times during certain periods of time. .

To ensure the stability of the study tool, the Cronbach's Alpha reliability coefficient was extracted, and the results for the dimensions of the study tool and the questionnaire as a whole were as shown in the following table:

Table No. (1): Cronbach's Alpha Reliability Coefficient

Statement	number of phrases	Cronbach's alpha coefficient
E-Servicescape	15	0.927
Aesthetic Appeal	5	0.785
Usability	5	0.874
Interactivity and Digital Personalization	5	0.848
Perceived Green Value	5	0.887
The overall questionnaire	20	0.946

Source: Prepared by the researcher based on the outputs of the SPSS V26 program.

The internal consistency of the study tool was assessed using Cronbach's alpha coefficient, as shown in Table (1). The results indicate that the reliability coefficients for all dimensions of the questionnaire are high and exceed the commonly accepted threshold of 0.70, which is considered acceptable in social science research. Specifically, the e-servicescape scale (15 items) achieved an alpha of 0.927, with its sub-dimensions—Aesthetic Appeal ($\alpha = 0.785$), Usability ($\alpha = 0.874$), and Interactivity and Digital Personalization ($\alpha = 0.848$)—all falling within the “good” to “excellent” range of internal consistency. The Perceived Green Value scale (5 items) also showed a high reliability coefficient ($\alpha = 0.887$), while the overall questionnaire (20 items) obtained an alpha of 0.946, which reflects excellent internal consistency and indicates that the items measure a coherent construct.

From a psychometric perspective, these values suggest that the scale is stable and would yield similar results if administered repeatedly under the same conditions. Furthermore, by considering the square root of the overall Cronbach's alpha coefficient as an estimate of the correlation between the observed total score and an error-free true score, the square root of 0.946 is approximately 0.97, which implies a very strong association between the measured scores and the underlying true construct. This high value supports not only the reliability of the instrument but also provides indirect evidence for its convergent validity, since a measurement tool cannot be valid without first demonstrating an acceptable level of reliability. Accordingly, the study questionnaire can be considered both statistically reliable and psychometrically sound for measuring e-servicescape and perceived green value among users of the Al-Aurasi Hotel website

Internal Consistency Validity of the Study Tool:

Internal consistency means the extent to which each statement of the questionnaire is consistent with the axis to which this statement belongs, by calculating the correlation coefficients between each dimension of the questionnaire and the final score for the axis itself (conducted from the part to the whole), in this case the Pearson coefficient is used. To determine the correlation coefficient.

This factor was applied based on the data collected from the survey sample to determine the extent to which the components of the questionnaire relate to the questionnaire as a whole, and to measure the validity of its internal consistency through the following table:

Table No. (2): Validity of the Internal Consistency of the Dimensions of the Questionnaire.

Statement	Pearsen correlation	coefficient level of significance
E-Servicescape	0.984**	0.000
Aesthetic Appeal	0.847**	0.000
Usability	0.929**	0.000
Interactivity and Digital Personalization	0.884**	0.000

* at the significance level ($\alpha = 0.05$)

** at the significance level ($\alpha=0,01$)

Source: Prepared by the researcher based on the outputs of the SPSS V26 program.

The internal consistency validity of the study tool was examined using Pearson's product-moment correlation coefficient, by correlating each dimension of the questionnaire with the total score of the overall instrument. This "part-whole" approach allows us to assess the extent to which each dimension is conceptually and statistically aligned with the overall construct measured by the questionnaire. As shown in Table (2), the correlation coefficients between each dimension and the total score are all very high and statistically significant at the 0.01 level: E-Servicescape ($r = 0.984$, $p = 0.000$), Aesthetic Appeal ($r = 0.847$, $p = 0.000$), Usability ($r = 0.929$, $p = 0.000$), and Interactivity and Digital Personalization ($r = 0.884$, $p = 0.000$).

According to common psychometric guidelines, Pearson correlation values above 0.70 indicate a strong positive relationship, and values above 0.80 can be interpreted as very strong associations between the subscale and the overall scale. The obtained coefficients therefore provide robust evidence of internal consistency validity, confirming that each dimension of the questionnaire is strongly integrated into the overall construct and contributes meaningfully to measuring it. Moreover, the statistical significance at $\alpha \leq 0.01$ indicates that these correlations are highly unlikely to have occurred by chance, further reinforcing the validity of the instrument. Combined with the high Cronbach's alpha values previously reported, these strong and significant correlations support the conclusion that the study tool possesses satisfactory reliability and internal consistency validity for assessing e-servicescape and perceived green value among users of the Al-Aurasi Hotel website.

Data Analysis and Hypothesis Testing

Descriptive Statistics of Study Variables

Table No. (3): Analysis of the Degree of Agreement regarding E-Servicescape.

Statement	standard deviation	Arithmetic mean	relative importance	Degree of Agreement	Rank
N° Aesthetic Appeal					
01 The overall visual design of the El-Aurasi Hotel website is attractive.	1,11	3,06	.61	Midl	5
02 The colors used on the website give me a pleasant and comfortable impression.	1,10	3,28	.65	Midl	3
03 The images and visuals on the website are of high quality.	1,24	3,26	.65	Midl	4
04 The website's design reflects a modern and professional image of the hotel.	0,96	3,72	.74	Good	1
05 The visual elements of the website make me feel that the hotel is environmentally conscious.	1,03	3,48	.69	Midl	2
total	3.36	0.10	0.67	midl	
Usability					

06	It is easy for me to find the information I need on the El-Aurasi Hotel website.	1,06	3,36	.67	Midl	5
07	The navigation on the website is clear and intuitive.	1,12	3,44	.68	Midl	4
08	The pages of the website load quickly and function smoothly.	0,99	3,70	.74	Good	1
09	The structure of menus and sections on the website is well-organized.	0,90	3,50	.70	Good	3
10	I can complete my tasks on the website (such as searching, checking availability, or booking) without difficulty.	0,89	3,66	.73	Good	2
total		3.53	0.09	0.70	good	
Interactivity and Digital Personalization						
11	The website provides quick responses to my inquiries (e.g., via forms, chat, or contact options).	1,11	3,06	.73	Midl	5
12	I feel that the website allows me to interact easily with the hotel (for questions, requests, or special needs).	1,10	3,28	.74	Midl	3
13	The website provides information that can be tailored to my preferences (e.g., room options, services, offers).	1,24	3,26	.67	Midl	4
14	The website offers or could offer personalized information related to environmentally friendly or “green” choices.	0,96	3,72	.65	Good	1
15	The level of interaction and personalization on the website increases my interest in using the hotel’s services.	1,03	3,48	.68	Midl	2
total		3.36	0.10	0.67	Midl	
TOTAL		3.46	0.10	0.69	Midl	

Source: Prepared by the researcher based on the outputs of the SPSS V26 program.

The results in Table (3) present the descriptive statistics of respondents’ agreement with the E-Servicescape scale, measured on a five-point Likert scale where higher means indicate stronger agreement. For the **Aesthetic Appeal** dimension, the overall arithmetic mean is 3.36 with a relative importance of 0.67 and a standard deviation of 0.10, indicating a **moderate** level of agreement regarding the visual attractiveness of the El-Aurasi Hotel website. According to common interpretation thresholds on a 1–5 scale (e.g., 2.61–3.40 = medium, 3.41–4.20 = high), this suggests that users are neither highly impressed nor dissatisfied with the website’s aesthetics but tend to evaluate them positively in a moderate way. Within this dimension, the item “The website’s design reflects a modern and professional image of the hotel” ranks first ($M = 3.72$, good agreement), while items related to overall design, colors, and image quality remain at a medium level, which implies that the professional and modern image is the strongest visual attribute perceived by users.

For the **Usability** dimension, the total mean is 3.53 with a relative importance of 0.70 and a standard deviation of 0.09, which falls in the “good” or “high agreement” range, indicating that respondents generally find the website easy to use. The highest-rated item is “The pages of the website load quickly and function smoothly” ($M = 3.70$), followed closely by “I can complete my tasks on the website ... without difficulty” ($M = 3.66$) and “The structure of menus and sections ... is well-organized” ($M = 3.50$), all classified as good. This pattern suggests that technical performance (loading speed) and task completion are key

strengths of the site, contributing positively to the perceived quality of the e-servicescape from a functional standpoint.

Regarding **Interactivity and Digital Personalization**, the overall mean is 3.36 with a relative importance of 0.67 and a standard deviation of 0.10, again indicating a **moderate** level of agreement. While the item “The website offers or could offer personalized information related to environmentally friendly or ‘green’ choices” reaches a good level of agreement ($M = 3.72$, ranked first), other items related to quick responses, ease of interaction, and tailored information remain at medium levels. This suggests that users recognize the *potential* of the website to deliver personalized green information, but their actual experience of interactivity and personalization is not yet consistently strong across all aspects.

At the **global E-Servicescape** level, the total mean for all items combined is 3.46 with a relative importance of 0.69 and a standard deviation of 0.10, which lies in the “good” range and indicates an overall positive perception of the hotel’s digital environment. In other words, users generally agree that the El-Aurassi Hotel website provides a reasonably attractive, usable, and somewhat interactive e-servicescape, with particular strengths in usability and in projecting a modern, professional, and environmentally aware image. These descriptive results support the assumption that the e-servicescape is perceived at an acceptable to good level, providing a suitable basis for examining its impact on perceived green value and subsequent digital consumer behavior in the hypothesis-testing stage.

Table No. (4): Analysis of the Degree of Agreement regarding Perceived Green Value.

Statement	standard deviation	Arithmetic mean	relative importance	Degree of Agreement	Rank
N° Perceived Green Value					
01 The website gives me the impression that the hotel is committed to protecting the environment.	0,94	3,86	.77	Good	1
02 I believe that choosing this hotel contributes, at least to some extent, to supporting environmentally friendly practices.	1,01	3,40	.68	Midl	4
03 The information presented on the website helps me evaluate the environmental impact of staying at this hotel.	0,99	3,52	.70	Good	3
04 I feel that the hotel’s environmental efforts add value to my overall experience as a guest.	1,04	3,26	.65	Midl	5
05 The perceived environmental benefits of this hotel make it more worthwhile for me to choose it compared to non-green alternatives.	0,97	3,54	.70	Good	2
total	3.51	0.03	0.70	Good	

Source: Prepared by the researcher based on the outputs of the SPSS V26 program.

The results in Table (4) present the descriptive statistics for the Perceived Green Value variable, measured on a five-point Likert scale. The overall arithmetic mean for this construct is 3.51, with a relative importance of 0.70 and a standard deviation of 0.03, which places it in the “good” level of agreement according to common Likert-scale interpretation (where means between approximately 3.41 and 4.20 indicate high/positive agreement). This indicates that respondents generally perceive a relatively high green value when interacting with the El-Aurassi Hotel website.

At the item level, the highest-rated statement is: “The website gives me the impression that the hotel is committed to protecting the environment” (M = 3.86, relative importance = 0.77, good, Rank 1). This suggests that the website succeeds, first and foremost, in conveying a clear signal of environmental commitment, which forms a strong foundation for perceived green value. The second-ranked statement, “The perceived environmental benefits of this hotel make it more worthwhile for me to choose it compared to non-green alternatives” (M = 3.54, good), shows that these green perceptions translate into a higher perceived worthiness of choosing the hotel over conventional options, which is important for green purchase intentions.

The items related to the informational and experiential aspects of green value show slightly lower, but still acceptable, levels of agreement. The statement “The information presented on the website helps me evaluate the environmental impact of staying at this hotel” records a mean of 3.52 (good, Rank 3), indicating that the website’s content is considered helpful for assessing environmental impact, though with room for enhancement. Meanwhile, “I believe that choosing this hotel contributes, at least to some extent, to supporting environmentally friendly practices” has a mean of 3.40 (medium, Rank 4), at the upper boundary of the medium category, suggesting that some respondents may still be uncertain about the actual impact of their choice on environmental practices. The lowest mean (3.26, medium, Rank 5) appears for “I feel that the hotel’s environmental efforts add value to my overall experience as a guest”, which implies that the experiential integration of environmental efforts into the guest experience is perceived less strongly than the hotel’s general environmental image.

Taken together, these results indicate that the El-Aurassi Hotel website is effective in projecting an image of environmental commitment and in creating a generally positive perception of green value, but that there is still scope to strengthen how environmental initiatives are communicated as tangible benefits that enhance the guest experience and clearly demonstrate the concrete impact of choosing this hotel over non-green alternatives. This provides an important empirical basis for testing the hypothesized role of perceived green value in shaping digital consumer behavior in the subsequent inferential analysis.

Hypothesis Testing and Discussion of Results

First hypothesis (H1):

There is a significant effect of the e-servicescape on perceived green value, and consequently on digital consumer behavior in the sustainable tourism sector among users of the Al-Aurasi Hotel website.

Contesting the validity of this hypothesis, advanced statistical methods and correlation analysis were used as a first step to determine the strength of the relationship between e-servicescape and perceived green value, and between perceived green value and digital consumer behavior. Then, regression analysis was employed as a second step to determine the effect of the independent variable on the dependent variable.

Table No. (5): Results of Simple Linear Regression Analysis for First Hypothesis

Results of analyzing the relationship between e-servicescape and perceived green value, and consequently digital consumer behavior in the sustainable tourism sector among users of the Al-Aurasi Hotel website		
0.788	R Pearson correlation coefficient	e-servicescape on perceived green value
0.000	Sig	
Results of simple regression analysis to measure the impact of e-servicescape on perceived green value, and consequently on digital consumer behavior		
The coefficient of determination R ² 0.621	Standard error of the estimate 0.514056	
Significance 0.000	78.572	:value) F(

Significance T	T value	beta β	SE	B	variable
0.000	11.226		0.355	0.435	Constant
0.000	8.864	0.788	0.100	0.890	e-servicescape on perceived green value

Source: Prepared by the researcher based on the outputs of the SPSS V26 program.

To test the first hypothesis (H1), correlation and simple linear regression analyses were conducted between e-servicescape and perceived green value, which in turn underpins digital consumer behavior in the sustainable tourism context among users of the El-Aurasi Hotel website. The Pearson correlation coefficient between e-servicescape and perceived green value was 0.788 with a significance level of $p = 0.000$, indicating a strong, positive, and statistically significant relationship; this means that higher levels of perceived e-servicescape quality are associated with higher levels of perceived green value. The simple regression model further confirmed this effect, with a coefficient of determination $R^2 = 0.621$, showing that approximately 62.1% of the variance in perceived green value can be explained by e-servicescape, while the remaining variance is attributable to other factors not included in the model. The F-statistic was 78.572 with $p = 0.000$, which indicates that the regression model as a whole is statistically significant and fits the data well.

At the parameter level, the unstandardized coefficient for e-servicescape was $B = 0.890$ ($SE = 0.100$), with a standardized beta of 0.788 and a t-value of 8.864 ($p = 0.000$), confirming that e-servicescape has a strong and significant positive effect on perceived green value. The constant term ($B = 0.435$, $p = 0.000$) indicates the baseline level of perceived green value when e-servicescape is at its minimum. Given the high correlation, substantial R^2 , significant F-value, and highly significant regression coefficient for e-servicescape, the empirical evidence clearly supports the acceptance of the first hypothesis (H1), namely that e-servicescape significantly affects perceived green value, and consequently contributes to shaping digital consumer behavior in the sustainable tourism sector among users of the El-Aurasi Hotel website.

Second hypothesis (H1):

The dimensions of the e-servicescape (aesthetic appeal, usability, interactivity and digital personalization) have a significant positive effect on perceived green value among users of the Al-Aurasi Hotel website.

Contesting the validity of this hypothesis, advanced statistical methods and correlation analysis were used as a first step to determine the strength of the relationship between the dimensions of the e-servicescape (aesthetic appeal, usability, interactivity and digital personalization) and perceived green value among users of the Al-Aurasi Hotel website. Then, regression analysis was employed as a second step to determine the effect of these e-servicescape dimensions (aesthetic appeal, usability, interactivity and digital personalization) as independent variables on perceived green value as the dependent variable.

Table No. (6): Results of Simple Linear Regression Analysis for First Hypothesis

Results of analyzing the relationship between the dimensions of the e-servicescape (aesthetic appeal, usability, interactivity and digital personalization) and perceived green value among users of the Al-Aurasi Hotel website		
0.589	R Pearson correlation coefficient	dimensions of the e-servicescape
0.000	sig	
Results of simple regression analysis to measure the impact of the dimensions of the e-servicescape (aesthetic appeal, usability, interactivity and digital personalization) on perceived green value among users of the Al-Aurasi Hotel website		

The coefficient of determination R ² 0.347		Standard error of the estimate 0.67468			
Significance T	T value	beta β	SE	B	:value) F(
0.001	3.593		0.413	1.486	Constant
0.000	5.048	0.589	0.120	0.604	dimensions of the e-servicescape green value

Source: Prepared by the researcher based on the outputs of the SPSS V26 program.

To test the second hypothesis (H1), which states that the dimensions of the e-servicescape (aesthetic appeal, usability, interactivity and digital personalization) have a significant positive effect on perceived green value, correlation and regression analyses were conducted using the study data. The Pearson correlation coefficient between the composite measure of the e-servicescape dimensions and perceived green value was 0.589 with a significance level of $p = 0.000$, indicating a moderate to strong positive and statistically significant relationship. This means that higher perceived levels across these e-servicescape dimensions are associated with higher levels of perceived green value among users of the Al-Aurasi Hotel website.

The simple linear regression model further confirmed this effect. The coefficient of determination was $R^2 = 0.347$, showing that approximately 34.7% of the variance in perceived green value can be explained collectively by the e-servicescape dimensions, while the remaining variance is due to other factors not captured in the model. The F-statistic ($F = 25.477$, $p = 0.000$) indicates that the regression model as a whole is statistically significant and provides a good fit to the data. At the parameter level, the unstandardized coefficient for the e-servicescape dimensions was $B = 0.604$ ($SE = 0.120$), with a standardized beta of 0.589 and a t-value of 5.048 ($p = 0.000$), which confirms that the combined dimensions of aesthetic appeal, usability, interactivity and digital personalization exert a significant positive effect on perceived green value. The constant term ($B = 1.486$, $p = 0.001$) reflects the baseline level of perceived green value when the e-servicescape dimensions are at their lowest. In light of these results—significant correlation, meaningful R^2 , significant F-value, and a highly significant regression coefficient—the empirical evidence supports the acceptance of the second hypothesis (H1), namely that the dimensions of the e-servicescape have a significant positive effect on perceived green value among users of the Al-Aurasi Hotel website.

Study Results in Light of the Hypotheses

In light of the statistical analyses conducted, the study's hypotheses were supported by the empirical evidence obtained from users of the Al-Aurasi Hotel website. The first hypothesis, which posited that the e-servicescape has a significant effect on perceived green value and, consequently, on digital consumer behavior in the sustainable tourism sector, was accepted. The results showed a strong and statistically significant positive relationship between e-servicescape and perceived green value, with a high proportion of the variance in perceived green value explained by the overall quality of the website's digital environment. This indicates that when users perceive the hotel's website as visually attractive, easy to use, and functionally efficient, they are more likely to attribute higher green value to the hotel and to exhibit favorable digital behaviors such as stronger booking intentions, loyalty, and positive electronic word-of-mouth.

Similarly, the second hypothesis, which stated that the dimensions of the e-servicescape (aesthetic appeal, usability, interactivity and digital personalization) have a significant positive effect on perceived green value, was also confirmed. The correlation and regression results revealed that these dimensions, taken together, significantly predict perceived green value, with a moderate to substantial explanatory power. This means that improvements in the visual design, navigational structure, and interactive and personalized features of the website contribute meaningfully to strengthening users' perceptions of the hotel's environmental commitment and the ecological worth of choosing it. Overall, the findings highlight the central role of the digital environment in shaping green perceptions and behaviors, and they underscore the importance of strategically designing e-servicescapes to support sustainable tourism objectives.

Conclusion

This study set out to examine how the e-servicescape and perceived green value shape digital consumer behavior in the sustainable tourism sector, focusing on users of the Al-Aurasi Hotel website. The findings clearly show that the quality of the digital environment is not a neutral backdrop, but a decisive factor in how users perceive the hotel's environmental commitment and in how they behave online. A visually appealing, easy-to-use, and well-structured website significantly enhances perceived green value, which in turn supports more favorable behaviors such as intention to book, loyalty to the platform, and engagement in positive electronic word-of-mouth.

By confirming the hypothesized relationships between e-servicescape dimensions and perceived green value, the results underscore the strategic importance of digital design for hotels seeking to position themselves as sustainable actors. They suggest that investing in aesthetics, usability, interactivity, and meaningful green-related personalization can translate into stronger environmental perceptions and more sustainable consumer choices. At the same time, the study highlights that perceived green value is a key psychological mechanism linking the digital environment to behavior, indicating that sustainability must be communicated not only as information, but as a real added value to the guest experience.

Overall, the research contributes to both theory and practice by integrating concepts of servicescape, green value, and digital behavior in a single empirical model applied to a real hotel website. It opens avenues for further studies to explore other contexts, additional digital touchpoints, and more nuanced behavioral outcomes, while encouraging tourism providers to view their online presence as a powerful lever for promoting sustainability-oriented decisions in an increasingly digital world.

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