

The Impact of Green Entrepreneurial Orientation on Green Service Innovation with the Mediating Role of Green Communication Quality in Hotels of Guilan Province

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The purpose of this study was to evaluate the mediating role of green communication quality in the impact of green entrepreneurial trends on green service innovation in the hospitality industry of Guilan province. The purpose of the study is applied and re-surveyed. The population of the study consisted of three-star and four-star hotels in Guilan province. 33 hotels were ed by convenience sampling method and managers and representatives (middle manager, supervisor, etc.) were surveyed. The data gathering tool was the standardized questionnaire of previous researchers. The reliability of the questionnaire was estimated by Cronbach's alpha higher than 0.7 and the validity of the questionnaire was confirmed by content validity. Structural equation modeling based on partial least squares approach was used for data analysis by Smart PLS3 statistical software. The findings of the study showed that green entrepreneurial trends have a positive and significant effect on the quality of green communications and green service innovation. The positive and significant impact of green communication quality on green service innovation was also confirmed and the mediating role of green communication quality on the relationship between green entrepreneurial trends and green service innovation in the hospitality industry of Guilan was also confirmed. On this basis, it can be said that by improving the quality of green communications in hotels in Guilan province and green entrepreneurial trends, green service innovation will also be enhanced.

Keywords : Green Entrepreneurial Trends, Green Communication

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