



## Service creativity, service excellence, and digital marketing on repeat purchase behavior mediated by customer satisfaction: Educational insights from wellness yoga programs

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### ABSTRACT

This study explores the influence of service creativity, service excellence, and digital marketing on repeat purchase behavior, with a focus on the educational aspects of wellness yoga programs. Conducted across various regions including Bandung, Klaten, Mojokerto, and Ubud, with a sample of 200 respondents, the research employed AMOS 24 for data analysis. The findings reveal that service excellence, digital marketing strategies, customer satisfaction, and brand image significantly affect repeat purchase behavior. Notably, brand image has a strong influence, potentially fostering customer loyalty and repeat purchases. The study highlights the importance of understanding the educational needs of yoga practitioners, suggesting that yoga studio managers should directly engage with practitioners to tailor services to their specific learning needs. This research contributes to the educational field by offering insights into how service-dominant logic can enhance the learning experience within wellness yoga programs. It underscores the necessity for yoga programs to prioritize service quality, thereby enhancing the educational value and overall effectiveness of yoga health tourism.



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## INTRODUCTION

The convergence of wellness tourism and education provides a one-of-a-kind chance to investigate the ways in which the quality of service can improve both the outcomes of health care and the learning experiences of individuals. Wellness tourism, as described by Swarbrooke & Horner (2007), is travel that is undertaken with the intention of improving one's health and giving tourists the opportunity to participate in activities that are beneficial to their overall well-being. In this context, Voigt (2010) differentiates between medical tourism, which refers to the practice of receiving traditional medical treatments, and wellness tourism, which is centered on the avoidance of health problems and the implementation of holistic health activities. The concept of wellness tourism was first introduced by Halbert L. Dunn (1959), it places an emphasis on a holistic and all-encompassing perspective of well-being, which encompasses not only the physical but also the mental, emotional, social, and spiritual elements. Within the context of today's health-conscious society, where stress management, healthy lifestyles, and pleasant social connections are essential components of well-being (Dunn, 1959), this holistic approach is becoming increasingly relevant.

Yoga has evolved as an important component among the many different types of wellness tourism, particularly when it comes to the setting of educational health tourism. Not only does yoga tourism provide opportunity for personal growth and development, but it also provides opportunities for physical advantages (Susanti, 2022). Yoga tourism is a form of tourism that involves traveling to

locations that offer yoga courses, retreats, and workshops. Because practitioners of yoga are interested in gaining a more profound comprehension of yoga theory, techniques, and practices, the educational component of yoga is one of the most appealing aspects of the practice.

There is a great possibility that Indonesia, with its extensive cultural history and environmental diversity, might emerge as a prominent destination for wellness tourism, including yoga. On the other hand, Luthfiya et al., (2021) point out that the idea of wellness tourism is not well recognized, even inside the country of Indonesia. The difficulty is in increasing knowledge and comprehension of the educational value of wellness tourism, not only among prospective tourists but also among members of the community in which Wellness Tourism is located.

Prior research on yoga wellness tourism has examined multiple elements that impact its effectiveness. According to a study conducted by Telej & Gamble (2019), the implementation of successful marketing tactics such as social media utilization, website development, partnerships with travel agents, and word-of-mouth promotion are essential for establishing a robust reputation and drawing in tourists. In their study, Maharani et al., (2020) found two main factors that influence yoga tourism in Bali: push factors, which include the desire for self-development and unique experiences, and pull ones, such as the surrounding environment, safety, and service availability. Lagatama & Danendra Putra (2020) highlighted the significance of yoga as a spiritual encounter that is promoted through social media and influencers, frequently presented as wellness getaways.

Nevertheless, these studies have not thoroughly examined the level of service excellence necessary in wellness tourism, specifically from an educational standpoint. A novel approach to enhance educational experiences is provided by the incorporation of yoga into wellness tourism. In addition to the fact that yoga is advised by medical professionals for its physical benefits, such as the decrease of stress and the improvement of the quality of sleep (Hamilton, 2018), yoga is also suggested for its ability to promote a deeper connection between the mind, the body, and the spirit. In the context of wellness yoga programs, the purpose of this study is to investigate the ways in which service quality, namely service inventiveness, service excellence, and digital marketing, can have an impact on the intention to make subsequent purchases. Through the utilization of the service-dominant logic theory Vargo & Lusch (2004), the purpose of this research is to offer fresh perspectives on the function of education in the field of wellness tourism.

Because of the findings, it is anticipated that they will make a contribution to the continuing discussion regarding service quality and wellness tourism by drawing attention to the significance of comprehending the educational requirements of yoga practitioners. Additionally, the purpose of this research is to provide yoga studio managers with actionable solutions that can be used to improve the quality of service, which will ultimately lead to increased customer satisfaction and the promotion of repeat purchase behavior. This study highlights the potential of yoga as a vital component of educational health tourism, which is capable of enriching both the mind and the body. This potential is shown by the fact that wellness tourism is linked with educational practices like yoga.

## METHOD

This research is included in the quantitative research category because of data collection, data analysis, and statistical testing (Sekaran & Bougie, 2017). This research data comes from internal data collected at one time (cross sectional) in 2023, and obtained from primary and secondary data. The primary data collection technique was through a questionnaire distribution technique, and secondary data collection in this study used the library study method (Sugiyono, 2010). The data is then processed using AMOS 24.

The general population of this study is yoga participants in Bandung, Klaten, Mojokerto, Trenggalek, Tulungagung, Kediri, Badung and Ubud. The target population is yoga participants in yoga studios in Java and Bali (Sekaran & Bougie, 2017).

Samples were obtained using non-probability sampling analysis with a purposive sampling method, in order to obtain accurate respondents for research analysis (Sekaran & Bougie, 2017). Determination of sample size is based on considerations of representativeness and proportionality. The minimum number of samples in the study was 174 respondents and was determined by calculating 5 to 10 x 29, a number from the number of indicators (Hair et al., 2016). Then the sample was also determined using g power software, with statistical power of 0.95 and effect size of 0.3, and a total sample of 134 was found.

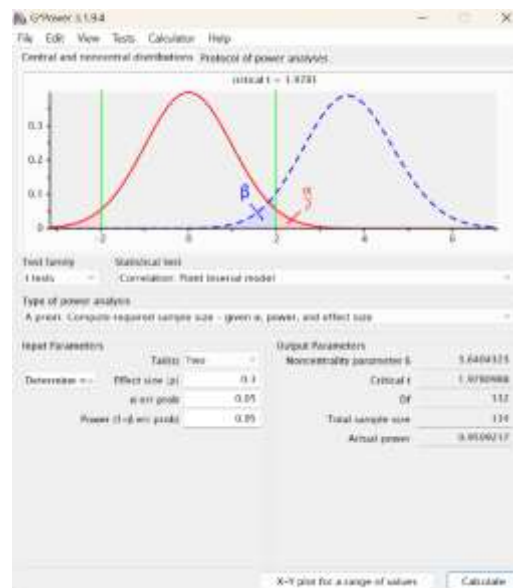


Figure 1. G Power Sampling

## RESULT AND DISCUSSION

### Service-dominant logic

The service-dominant logic (SDL) theory proposed by Vargo & Lusch (2004) changes the traditional view of marketing by emphasizing that service is the main basis of economic exchange. In SDL, marketing is seen as a social and economic process, in which knowledge and skills become the basic units of exchange. Goods are seen simply as a distribution mechanism for the provision of services. This theory emphasizes that the source of competitive advantage comes from operant resources, namely the ability to act based on knowledge. Vargo & Lusch (2014) use the word service considering that service is a process, which utilizes human, organizational, information and relationship resources (operant resources) who have skills and knowledge for the benefit of many parties. So collaboration between service providers and customers is important to foster, even in the long term. The key to Goods-Dominant Logic is physical results, while Service-Dominant Logic emphasizes intangible services, which can only be felt after being purchased. Apart from that, the difference also lies in the position of the customer. In general, the Service-Dominant Logic concept views customers as an integrated part of the company, so it is important to be able to work together and learn from customers, to be able to understand customer needs which are so dynamic. Therefore, Service-Dominant Logic recognizes flexibility, so that customers can choose services that suit their needs. Deuten & Rip (2000), Kjellberg & Helgesson (2006), Lawrence & Suddaby (2006), Chandler & Vargo (2011), Scoot (2014), Vargo & Lusch (2016), Brusoni et al. (2023).

## Service Creativity

Service creativity is the ability to create new ideas or ways of providing better and innovative services to customers. In a business context, service creativity involves the ability to think more broadly and find more effective solutions to meet customer needs. This involves the ability to combine different elements, such as products, services and processes, in innovative and differentiated ways. Service creativity also involves the ability to adapt to changing customer needs and anticipate unexpected situations (Lei et al., 2023; Ameen et al., 2024; Lyu et al., 2024)

The results of this research regarding the influence of service creativity on customer satisfaction are not supported, where yoga instructors and teams who make creative offers of yoga services or other related services do not necessarily increase customer satisfaction. In other words, even though the yoga services offered are creative, customers may not necessarily feel satisfied if the price paid does not match their expectations (Coelho et al., 2011; Kaloko, 2020).

### **H1: Service Creativity has a positive influence on Customer Satisfaction is not supported.**

The hypothesis which states that Service Creativity has a positive influence on Repeat Purchase Behavior is not supported. The data provided reflects the results of statistical tests for the hypothesis which states that creativity in service does not have a significant influence on repeat purchase behavior (Tsaur & Lin, 2004).

### **H5: Service creativity has a positive influence on repeat purchase behavior is not supported**

The hypothesis that Service Creativity has a positive influence on Repeat Purchase Behavior through Customer Satisfaction is not supported. The repeat purchase behavior indicator, namely recognizing the yoga studio logo, does not have a high influence, compared to service creativity and customer satisfaction. This indicates that other factors not studied may be more influential in driving repeat purchase behavior (Coelho et al., 2011; Shams et al., 2012).

### **H8: Service Creativity has a positive influence on Repeat Purchase Behavior through Customer Satisfaction is not supported.**

## Excellent service

Service excellence is the ability of a service provider to consistently meet and sometimes even exceed customer expectations. This means that the true meaning of excellent service is relative to the service itself and customer expectations of it (Gouthier et al., 2012; Asif & Gouthier, 2014; Gouthier, 2023;).

Service Excellence predicted in the hypothesis to have a positive influence on Customer Satisfaction is supported, and the results of the analysis confirm that the hypothesis that service excellence contributes positively to customer satisfaction is supported by the data analyzed. This hypothesis is in accordance with research conducted by Meuter et al. (2000); Rita et al. (2019); C. H. J. Wu & Liang (2009).

### **H2: Service Excellent has a positive influence on Customer Satisfaction is supported.**

The hypothesis which states that Service Excellence has a positive influence on Repeat Purchase Behavior is not supported. The data provided reflects the results of statistical tests for the hypothesis which states that excellent service does not have a significant influence on repeat purchase behavior (Ranaweera & Neely, 2003).

### **H6: Service Excellent has a positive influence on Repeat Purchase Behavior is not supported.**

The hypothesis that excellent service has a positive influence on repeat purchase behavior through customer satisfaction is not supported. Service excellence in activities may include a variety of elements, from the quality of instruction to facilities and support services such as food, accommodations, and additional activity programs. Although according to Rita et al. (2019) high service standards are often considered the key to increasing customer satisfaction and encouraging repeat purchases, the findings show that in the context of yoga, this relationship is not supported. the hypothesis suggests that other factors may have more influence on a customer's decision to repurchase.

For example, aspects such as a spiritual experience, environmental comfort, or the opportunity to connect with a community that aligns with personal values may be more important to yoga participants than just the technical quality of the service (Al-Gasawneh & Dalain, 2023).

**H9: Service Excellent has a positive influence on Repeat Purchase Behavior through Customer Satisfaction is not supported.**

### Digital Marketing

Digital marketing is the use of digital technology and media to achieve marketing goals. Digital marketing involves various strategies, such as social media marketing, online branding, online advertising, and quality after service. In this way, companies can increase visibility, increase brand awareness, and improve the quality of service to customers (Dwivedi et al., 2021; Singh et al., 2024; Taherdoost, 2023).

The hypothesis that Digital Marketing has a positive influence on Customer Satisfaction is supported. The results of the analysis confirm that the hypothesis that digital marketing contributes positively to customer satisfaction is strongly supported by the data analyzed, where this hypothesis is in accordance with research conducted by Brill et al. (2019); Dash et al. (2021); Donio' et al. (2006).

**H3: Digital marketing has a positive influence on customer satisfaction is supported.**

The hypothesis which states that Digital Marketing has a positive influence on Repeat Purchase Behavior is not supported. Descriptive statistics show that even though yoga studios have active social media with a large number of followers, likes and comment interactions, this does not necessarily indicate that customers will have repeat purchase behavior. Customers who already recognize the yoga studio logo do not necessarily influence repeat purchase decisions. Digital marketing through social media may not be strong enough to encourage repeat purchase behavior because there are other more influential factors such as service quality, price, or customer loyalty that need to be explored further (Lamberton & Stephen, 2016).

**H7: Digital Marketing has a positive influence on Repeat Purchase Behavior is not supported.**

The hypothesis that digital marketing has an influence on repeat purchase behavior through customer satisfaction is supported. Digital marketing has become a highly effective tool in reaching potential yoga participants, introducing them to new concepts, and building awareness about the benefits of yoga practice. Focus on improving the overall quality of services, strengthening the community built around the yoga retreat, or creating a deeper and more meaningful experience for participants (Pappas et al., 2014; Park & Kim, 2003).

**H10: Digital Marketing has a positive influence on Repeat Purchase Behavior through supported Customer Satisfaction is supported.**

### Repeat purchase behaviour

Repeat Purchase behavior is repeated purchasing behavior carried out by customers. This behavior occurs when customers buy the same product or service repeatedly, showing loyalty and faithfulness to the brand or company. Repeat purchase behavior is influenced by various factors, including service quality, customer satisfaction, and customer engagement (Niu, 2024; Sharma & Singh, 2023; Sharp & Sharp, 1997)

### Brand Image

Brand image is a mental picture or perception that customers have about a brand or brands. Brand image involves various elements, such as image, reputation, and brand identity, that influence customers' perceptions of the brand (Araújo et al., 2023; Gómez-Rico et al., 2023; Watson et al., 2024).

The hypothesis that Customer Satisfaction has a positive influence on Repeat Purchase Behavior with Brand Image moderation is supported. High customer satisfaction encourages repurchase intentions, and a strong brand image acts as a moderator that strengthens this influence. When customers

are satisfied with the service and have a good perception of the brand image, they tend to be more loyal and make repeat purchases. This hypothesis is in line with research from Ranjbarian et al. (2012); Syam et al. (2022); C.-C. Wu (2011)

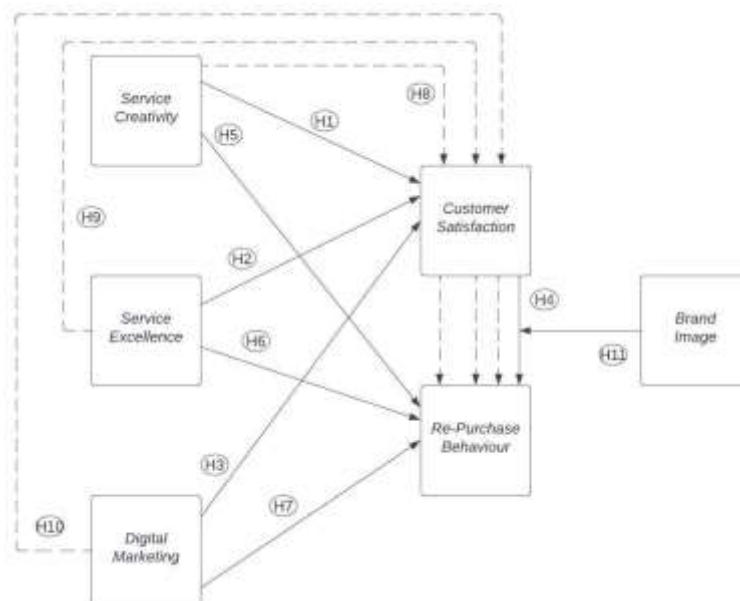
**H11: Customer satisfaction has a positive influence on repeat purchase behavior with brand image moderation is supported.**

**Table 1. Analysis Table**

	Hypothesis	Estimate	S.E.	C.R.	P	Information
H1	Service_Creativity > Customer_Satisfactions	0,01	0,22	0,03	0,98	Not supported
H2	Service_Excellent > Customer_Satisfactions	0,4	0,18	2,27	0,02	Supported
H3	Digital_Marketing > Customer_Satisfactions	0,7	0,15	4,8	***	Supported
H4	Customer_Satisfactions > Repeat_Purchase_Behavior	0,44	0,14	3,1	0	Supported
H5	Service_Creativity > Repeat_Purchase_Behavior	-0,13	0,23	-0,56	0,58	Not supported
H6	Service_Excellent > Repeat_Purchase_Behavior	0,27	0,19	1,44	0,15	Not supported
H7	Digital_Marketing > Repeat_Purchase_Behavior	0,06	0,19	0,29	0,77	Not supported
H11	Moderasi Brand Image > Repeat_Purchase_Behavior	0	0	3,6	***	Supported

	Hipotesis	Sobel	S.E.	P	Keterangan
H8	Service_Creativity > Customer_Satisfactions > Repeat_Purchase_Behavior	0.04	0.09	0.96	Not supported
H9	Service_Excellent > Customer_Satisfactions > Repeat_Purchase_Behavior	1.81	0.09	0.06	Not supported
H10	Digital_Marketing > Customer_Satisfactions > Repeat_Purchase_Behavior	2.60	0.11	0.00	Supported

Source: 2024 Research Data Analysis Results



**Figure 2. Conceptual Framework**

### Measurement Model

Based on the data table below, the analysis shows that all variables have adequate Standard Loading Factor (SLF), Composite Reliability (CR) and Average Variance Extracted (AVE) values. The variable "Service\_Creativity" has a CR value of 0.8337 and an AVE of 0.5058, which indicates good reliability and validity. The variable "Service\_Excellent" also shows a good CR value of 0.8040 and AVE of 0.5084. "Digital\_Marketing" has the highest CR value of 0.8612 with an AVE of 0.5538, indicating this construct is very strong. "Customer\_Satisfaction" shows the highest reliability with a CR of 0.8942 and an AVE of 0.6291. Meanwhile, "Repeat\_Purchase\_Behavior" has a CR value of 0.7079 and an AVE of 0.548, indicating adequate values although slightly lower than the others. Finally, "Brand\_Image" has a CR value of 0.9216 and an AVE of 0.7041, indicating that this construct is very reliable and has high convergent validity. Overall, all variables in the table show good reliability and validity, supporting the feasibility of the measurement model.

**Table 2. Standar Factor Loading, CR, AVE Testing Model**

Variabel		Model 2		
		SLF	CR	AVE
<i>Service_Creativity</i>	X1#5	0,82		
	X1#4	0,76		
	X1#3	0,76	0,833719	0,50576
	X1#2	0,64		
	X1#1	0,54		
<i>Service_Excellent</i>	X2#5	0,8		
	X2#3	0,69		
	X2#2	0,73	0,803971	0,50835
	X2#1	0,62		
<i>Digital_Marketing</i>	X3#5	0,76		
	X3#4	0,76		
	X3#3	0,75	0,861165	0,5538
	X3#2	0,73		
	X3#1	0,72		
<i>Customer_Satisfaction</i>	Z1	0,78		
	Z2	0,82		
	Z3	0,86	0,894242	0,62908
	Z4	0,75		
	Z5	0,75		
<i>Repeat_Purchase_Behavior</i>	Y1	0,72		
	Y2	0,76	0,707859	0,548
		1,48		
<i>Brand_Image</i>	W2	0,78		
	W1	0,77		
	W3	0,93	0,921598	0,70414
	W4	0,96		
	W5	0,73		

In the next data below, it is known that "Service\_Creativity" has the highest correlation with "Service\_Excellent" (0.866) and "Digital\_Marketing" (0.835), indicating that creativity in services is closely related to service excellence and digital marketing. "Service\_Excellent" also has a high correlation with "Digital\_Marketing" (0.806) and "Customer\_Satisfactions" (0.773), indicating that service excellence is closely related to customer satisfaction and digital marketing effectiveness. "Customer\_Satisfactions" has a high correlation with "Repeat\_Purchase\_Behavior" (0.824), indicating that customer satisfaction has a big influence on repeat purchase behavior. "Brand\_Image" has a moderate correlation with the other variables, with the highest correlation with "Digital\_Marketing" (0.781) and the lowest correlation with "Customer\_Satisfactions" (0.551). This shows that brand image is also influenced by various aspects of service and marketing, although the impact is more varied. Overall, the table shows the existence of a strong and interrelated relationship between various aspects of service, marketing and customer behavior.

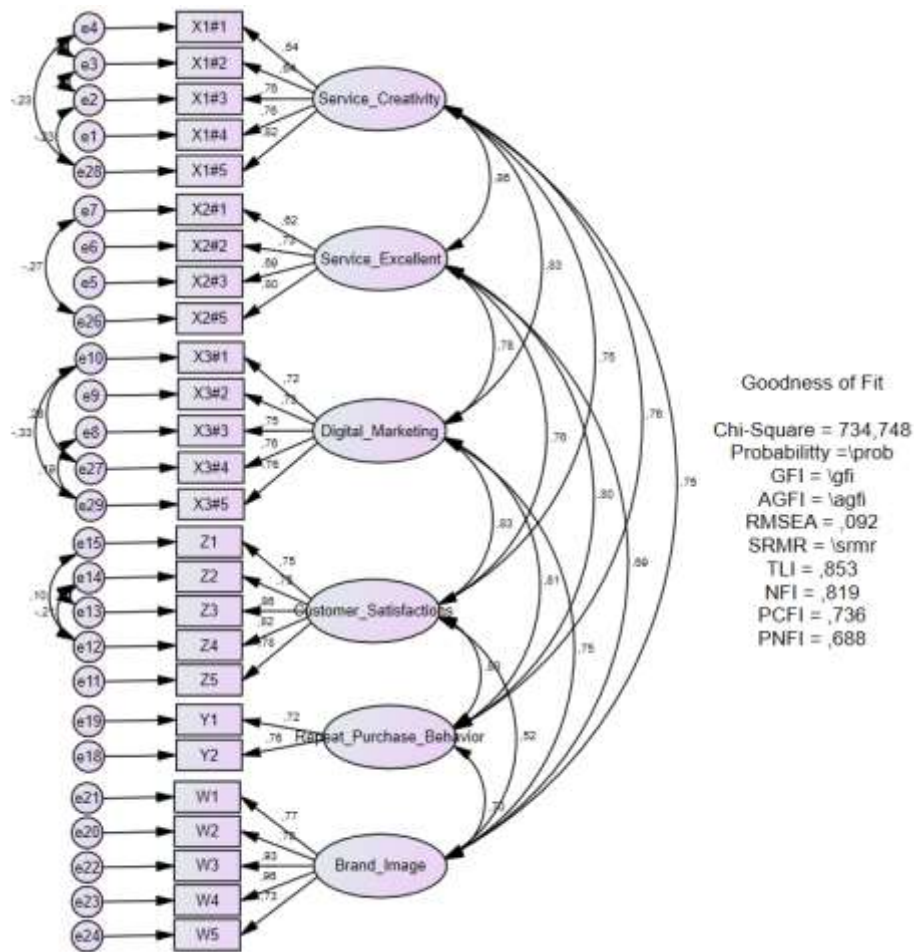
**Table 3. Heterotrait-Monotrait**

	<b>Service_Creativity</b>	<b>Service_Excellent</b>	<b>Digital_Marketing</b>	<b>Customer_Satisfactions</b>	<b>Repeat_Purchase_Behavior</b>
<b>Service_Excellent</b>	0,866				
<b>Digital_Marketing</b>	0,835	0,806			
<b>Customer_Satisfactions</b>	0,751	0,773	0,819		
<b>Repeat_Purchase_Behavior</b>	0,709	0,815	0,795	0,824	
<b>Brand_Image</b>	0,767	0,735	0,781	0,551	0,714

Source: Processed by researchers using Gaskin, J., James, M., and Lim, J. (2019) (Hossain, 2023), "Master Validity Tool", AMOS Plugin

Analysis of the diagram and table below shows that the proposed structural model has an overall good fit. The path diagram shows strong relationships between latent variables such as "Service\_Creativity," "Service\_Excellent," "Digital\_Marketing," "Customer\_Satisfactions," "Repeat\_Purchase\_Behavior," and "Brand\_Image," with path coefficient values mostly above 0.7, indicating significant relationships. The goodness of fit test results show a Chi-Square value of 734.748, GFI = 0.851, AGFI = 0.812, RMSEA = 0.092, SRMR = 0.065, TLI = 0.853, NFI = 0.819, PCFI = 0.736, and PNFI = 0.688, which generally indicates this model is quite good at explaining empirical data. Based on the table, the CMIN/DF value of 2,691 is within the acceptable range (between 1 and 3), so it can be concluded that this model fits the data. These values indicate that the model has adequate reliability and validity and can be used for further analysis in the context of the research in question.





**Figure 3. Confirmatory Factor Analysis**

Source : Researcher's Process Using AMOS 24. *Estimates value of Standardized Regression Weights (Standard Loading Factor)*

This study provides a significant contribution to the advancement of wellness tourism, specifically in the realm of yoga, by investigating the influence of service originality, service excellence, and digital marketing on repeat purchase behaviour. The study focusses primarily on the educational components of wellness yoga programs, illustrating how recognising and meeting the learning requirements of yoga practitioners can greatly improve their entire experience.

This research emphasises the importance of including educational components into service delivery in order to achieve a high level of service quality, using the service-dominant logic theory. The results indicate that customer satisfaction plays a role in connecting service quality aspects and repeat purchase behaviour. Additionally, brand image functions as an important moderator, strengthening customer loyalty and encouraging continued involvement with yoga programs.

Furthermore, the research highlights the need of yoga studios proactively interacting with practitioners to comprehend their educational requirements, which may involve a more profound understanding of yoga philosophy, tailored instruction, and chances for personal growth. Yoga studios can improve customer happiness and enhance the educational experience of practitioners by customising their offerings to fit specific educational needs. This, in turn, increases the overall value and effectiveness of yoga as a type of health tourism.

Ultimately, this research indicates that yoga programs should place a high importance on ensuring educational excellence as a fundamental aspect of their service provision. By engaging in this practice, individuals can cultivate a deeper and enduring bond with yoga instructors, resulting in a higher likelihood of repeat purchases and establishing yoga as an essential component of educational health tourism that positively impacts both mental and physical well-being.

## CONCLUSION

This study makes significant contributions to the subject of wellness tourism, particularly in the context of yoga, by investigating the impact of service inventiveness, service excellence, and digital marketing on repeat purchase behavior. The study emphasizes the importance of understanding and meeting yoga practitioners' educational needs, demonstrating how service-dominant reasoning can improve the overall learning experience in wellness yoga programs. The data show that customer satisfaction mediates the association between service quality parameters and repeat purchase behavior, whereas brand image is an important moderator, strengthening customer loyalty and boosting repeat purchases. This study underlines that for yoga programs to succeed in encouraging repeat purchases, yoga studio managers must prioritize service quality by actively engaging with practitioners and adapting services to their unique learning goals. Yoga studios can boost client satisfaction while also increasing the educational value and effectiveness of yoga health tourism.

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