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Innovative Service Experience and Revisit Intention in Community Banking: The Mediating Roles of Satisfaction and Authenticity Evidence from PT BPR Bank Bantul, Indonesia

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Abstract

This study examines how innovative service experiences shape customers' intentions to revisit a community bank, with a focus on the mediating roles of authenticity and satisfaction. Drawing on data from 447 customers of PT BPR Bank Bantul (Perseroda) in Yogyakarta, Indonesia, the research operationalises Creative Service Experience (CRTE), Authenticity (AUTH), Memorability (MEM), Satisfaction (SATF), and Revisit Intention (BV) and tests a theoretically grounded causal model using PLS-SEM. Results show that seven of nine hypothesised paths are supported. CRTE strongly fosters perceptions of authenticity ($\beta \approx 0.49$, $t = 10.419$, $p < 0.001$) and creates memorable experiences ($\beta \approx 0.60$, $t = 14.183$, $p < 0.001$), and it also contributes to satisfaction ($\beta \approx 0.25$, $t = 4.887$, $p < 0.001$). However, CRTE and MEM do not exert significant direct effects on revisit intention (CRTE \rightarrow BV: $\beta \approx 0.05$, $t = 1.038$, $p = 0.299$; MEM \rightarrow BV: $\beta \approx 0.02$, $t = 0.348$, $p = 0.753$). Instead, satisfaction emerges as the principal conduit to behavioural intent: satisfaction has the largest direct influence on revisit intention ($\beta \approx 0.51$, $t = 5.516$, $p < 0.001$). Authenticity also contributes directly to both satisfaction and revisit intention (AUTH \rightarrow SATF: $\beta \approx 0.16$, $t = 2.658$, $p = 0.008$; AUTH \rightarrow BV: $\beta \approx 0.18$, $t = 2.581$, $p = 0.010$). The structural model explains approximately 60.7% of variance in revisit intention ($R^2 = 0.607$). Practically, findings suggest that creative service design must be channeled through authentic, satisfaction-inducing encounters to translate novelty into repeat patronage. The study contributes to service marketing by clarifying the mediating architecture through which experiential innovation converts into behavioural loyalty in a regional banking context.

Keywords: Innovative Service Experience, Authenticity, Customer Satisfaction, Revisit Intention, PLS-SEM, Community Banking

1. Introduction

In today's service-driven economy, customer experience has emerged as a decisive factor in determining organizational competitiveness. Beyond tangible features, consumers increasingly evaluate services based on their emotional resonance, perceived authenticity, and overall satisfaction (Ahn & Back, 2023). This shift is particularly relevant for community-based financial institutions, such as *Bank Perkreditan Rakyat (BPR)* in Indonesia, whose sustainability depends on long-term customer relationships rather than short-term transactional gains. Within this landscape, PT BPR Bank Bantul (Perseroda) represents a strategic case, as it operates within a localized and relational banking ecosystem in Yogyakarta, serving customers who value trust, familiarity, and sincerity as much as efficiency. However, the emergence of digitalization, fintech disruption, and evolving consumer expectations challenge traditional service models. Customers no longer equate service quality solely with accuracy or speed but with the distinctiveness and authenticity of the experience (Pine & Gilmore, 1999; Nguyen et al., 2024). As BPR institutions adapt to this transformation, *innovative service experiences*—where creativity, empathy, and customer engagement merge—are becoming vital tools for fostering repeat patronage and emotional loyalty. Despite this growing recognition, empirical understanding of how *innovative service experience* shapes revisit intention through customer satisfaction and authenticity remains limited, particularly in emerging market financial contexts. Hence, this study focuses on PT BPR Bank Bantul to investigate how innovative service delivery contributes to sustainable customer relationships, thus offering managerial insight and theoretical enrichment to service marketing research.

1.1. Literature Review

1.1.1. Innovative Service Experience

Service innovation extends beyond the introduction of new technologies or products it encompasses the reconfiguration of service encounters to enhance customer emotional engagement and memorability (Chang, 2023). In hospitality and financial services, scholars have demonstrated that innovative service experiences (ISE) heighten perceived value and shape customer behavior by generating novelty, enjoyment, and personalized interactions (Cankul et al., 2024; Rasoolimanesh et al., 2022). According to the Experience Economy Framework (Pine & Gilmore, 1999), customers interpret services as staged experiences where sensory, affective, and cognitive stimuli converge to form enduring memories.

1.1.2. Authenticity and Customer Satisfaction

Authenticity the perception that a service is genuine, sincere, and reflective of intrinsic organizational values—has become a defining quality in modern relationship marketing (Ahn & Back, 2023). Authentic experiences foster trust and emotional connection, serving as a moral anchor for customer loyalty (Hwang & Kim, 2023). Customer satisfaction, in turn, represents the evaluative response that mediates between perceived experience and behavioral intention (Oliver, 2015). It captures both affective pleasure and cognitive assessment derived from service performance relative to expectations (Zeithaml et al., 1996). Studies consistently affirm that satisfaction mediates the path from service quality and experience to loyalty and repurchase intentions (Ali et al., 2022; Sebastian-Morillas et al., 2024).

1.1.3. Revisit Intention and Loyalty

Revisit intention, often seen as the behavioral manifestation of loyalty, reflects the customer's commitment to re-engage with a service provider based on accumulated trust, emotional comfort, and perceived consistency (Zeithaml et al., 1996; Cossío-Silva et al., 2023). In community banking, revisit intention transcends convenience it encapsulates relational assurance and psychological ownership. Yet, previous models have largely neglected how emotional constructs like authenticity mediate this behavior in localized financial contexts, making this study both timely and necessary.

1.1.4. The Reason for This Research

While extensive research links service quality and satisfaction to loyalty (Parasuraman et al., 1988; Oliver, 2015), the affective mechanisms through which innovative service experiences translate into behavioral loyalty remain underexplored particularly in microbanking and regional financial institutions. The uniqueness of PT BPR Bank Bantul lies in its operational philosophy: balancing regulatory discipline with human-centric service ethics rooted in Javanese relational culture. Moreover, existing literature often focuses on globalized banking sectors, where digital efficiency dominates the service narrative. However, community banks rely on authentic interpersonal interaction and trust-based emotional experiences as their competitive advantage. Thus, applying the lens of innovative service experience in such a context enables scholars to test whether innovation often associated with digital sophistication can coexist with authenticity, which traditionally aligns with human warmth and sincerity. Empirically, this study responds to calls for examining context-specific service innovation models (Nguyen et al., 2024) and aligns with the movement toward emotionally intelligent service design (Kumar & Reinartz, 2023). By focusing on BPR Bank Bantul, the research bridges the conceptual divide between experiential innovation and relational authenticity within localized, trust-driven economies.

1.2. Research Question and Purpose

Grounded in this rationale, the central research question guiding the study is How does innovative service experience influence revisit intention through the mediating roles of authenticity and customer satisfaction in the context of PT BPR Bank Bantul (Perseroda)? From this, the study seeks to achieve the following objectives First analyze the direct influence of innovative service experience on authenticity and customer satisfaction. Second. To assess the mediating effect of authenticity and satisfaction on revisit intention. Third. To evaluate whether innovative experiences create behavioral loyalty when embedded within culturally authentic interactions.

1.3.. State of the Art, Gap Analysis, and Novelty

1.3.1.State of the Art

Recent research has emphasized experience-driven value creation as a new frontier in marketing theory. According to Sweeney and Soutar (2001) and Rasoolimanesh et al. (2022), perceived experiential value encompasses emotional, social, and functional elements that drive satisfaction and loyalty. However, the intersection between *innovation* and *authenticity* remains theoretically fragmented. While studies such as Ahn and Back (2023) and Cankul et al. (2024) demonstrate how innovative experiences enhance satisfaction, few examine whether the perceived *authenticity of innovation*—its sincerity and cultural congruence—strengthens revisit intention.

1.3.2.Gap Analysis

- 1.3.2.1. Conceptual gap: Prior studies often treat innovation and authenticity as separate constructs. This study integrates them to explore how *creative yet sincere* experiences foster satisfaction and repeat behavior.
- 1.3.2.2. Contextual gap: Most service experience research focuses on hospitality or retail; limited attention has been given to regional or microbanking sectors, where relationships are more intimate and long-term.
- 1.3.2.3. Methodological gap: Earlier works rely heavily on linear satisfaction models. This study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) to test complex mediations between innovation, authenticity, satisfaction, and revisit intention.
- 1.3.2.4. Cultural gap: Little empirical attention has been devoted to Indonesian relational culture, where sincerity (*tulus*) and harmony (*rukun*) underpin customer loyalty. By embedding cultural context into the analytical model, this study enriches the cross-cultural understanding of service experience.

1.3.3.Novelty

The novelty of this research lies in conceptualizing “Authentic Service Innovation”—a hybrid framework where innovative encounters must align with customers’ emotional and cultural expectations. Rather than viewing innovation as technological disruption, this study reframes it as *relational creativity* that builds authenticity and satisfaction. The empirical validation within a community banking setting offers a fresh contribution to service marketing literature, expanding theories of customer experience and loyalty formation in emerging markets. This research addresses a significant theoretical and managerial void by exploring how innovative service experiences transform into behavioral loyalty through the emotional mediators of authenticity and satisfaction. By situating the study within PT BPR Bank Bantul, a regional bank deeply rooted in local values, it contributes both to global marketing discourse and to the practical design of emotionally sustainable service strategies. The insights are expected to assist not only community banks in Indonesia but also global institutions seeking to harmonize technological innovation with human authenticity in an increasingly digitalized economy.

2. Research Methods

2.1. Research Paradigm and Approach

This study adopts a post-positivist quantitative paradigm, designed to test the causal relationships among the constructs of *Innovative Service Experience (CRTE)*, *Authenticity (AUTH)*, *Customer Satisfaction (SATF)*, and *Revisit Intention (BV)* within the service context of PT BPR Bank Bantul (Perseroda). The approach is deductive and explanatory, emphasizing empirical validation through structural equation modeling (PLS-SEM). Such a paradigm aligns with the epistemological position that reality can be observed through measurable indicators and that theory should be tested using data-driven inference (Creswell & Creswell, 2023). This study aims not only to test hypotheses statistically but also to interpret the behavioral mechanisms underlying customer decision-making in community-based financial institutions. The emphasis on contextual authenticity and localized service innovation strengthens the construct validity of the model.

2.2. Population, Sampling, and Unit of Analysis

2.2.1 Population

The population includes all active retail customers of PT BPR Bank Bantul (Perseroda) who have conducted financial interactions whether transactions, consultations, or service inquiries within the last 12 months. This choice reflects the focus of the study on personal service experience and individual-level behavioral responses. Corporate or institutional clients are excluded due to differing service models, as are inactive accounts (dormant for over 12 months) to ensure relevance and experience continuity.

2.2.2 Sampling Technique

The study employs non-probability purposive sampling with stratified purposive elements to capture diversity across demographic and branch characteristics. This design ensures representativeness in terms of age, tenure, and frequency of interactions. The technique is suitable for experiential studies where respondents must have genuine, relevant service encounters (Hair et al., 2021).

2.2.3 Sample Size

Following Hair et al. (2021), a minimum of 200 valid responses is recommended for models containing multiple latent constructs. The ideal sample range for this study is 300–500 participants, ensuring statistical robustness for bootstrapping, mediation testing, and multi-group analysis.

2.3. Data Collection and Instruments

2.3.1 Type of Data

The study utilizes primary quantitative data obtained through a structured questionnaire distributed to individual customers. Supplementary secondary data including internal bank reports, service statistics, and OJK publications are used to contextualize findings and ensure triangulation.

2.3.2 Data Collection Procedure

Data were collected through both offline (on-site intercept) and online survey distribution (via email and WhatsApp). Respondents participated voluntarily under conditions of anonymity to reduce *common method bias*. Prior to full-scale distribution, a pilot test with 50 respondents was conducted to evaluate clarity, reliability, and item validity. A back-translation process (English–Indonesian–English) ensured linguistic accuracy and conceptual equivalence across items. Expert reviews involving two senior lecturers and a BPR practitioner were conducted to refine the instrument's face and content validity.

2.4. Measurement Scale and Operational Definitions

All constructs were measured using a 5-point Likert scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*). Measurement models were specified as either reflective or formative, depending on the conceptual logic of the indicators. Measurement Scales and operational definitions are anchored in validated instruments yet adapted to the local banking context to preserve conceptual fidelity and respondent clarity. Innovative Service Experience (CRTE) is treated as a *formative* construct composed of indicators for *novelty*, *personalization*, *participation*, and *local symbolic value* (Pine & Gilmore, 1999); items ask respondents to rate how distinct, tailored, and culturally meaningful the service felt (1 = strongly disagree; 5 = strongly agree). Authenticity (AUTH) is reflective and measured by perceived sincerity, consistency, transparency, and alignment with local identity (Kolar & Zabkar, 2010). Customer Satisfaction (SATF) follows multi-item reflective measures capturing overall satisfaction, expectation fulfilment, and affective comfort (Oliver, 2015). Revisit Intention (BV) is operationalized reflectively via intentions to return, recommend, and repurchase (Zeithaml et al., 1996). All scales use five-point Likert anchors; reliability (CR, α) and validity (AVE, HTMT) are evaluated per PLS-SEM best practice (Hair et al., 2021). Items were pilot-tested and back-translated to ensure semantic equivalence.

Tabel 1. Measurement Model

Construct	Type	Sample Indicators	Reference Sources
Innovative Service Experience (CRTE)	Formative	a) Service uniqueness; (b) Emotional involvement; (c) Personalization; (d) Local symbolic value	Pine & Gilmore (1999); Holbrook & Hirschman (1982)
Authenticity (AUTH)	Reflective	Perceived sincerity; (b) Alignment with local identity; (c) Transparency; (d) Consistency of service promises	Farmer & Zabkar (2010); Beverland (2005)
Customer Satisfaction (SATF)	Reflective	Overall satisfaction; (b) Fulfillment of expectations; (c) Emotional comfort; (d) Willingness to continue relationship	Oliver (1980); Zeithaml et al. (1996)
Revisit Intention (BV)	Reflective	(a) Intention to revisit; (b) Recommendation to others; (c) Future loyalty	Ajzen (1991); Zeithaml et al. (1996)

Source: Previous research literature

5. Validity and Reliability Testing

Following the PLS-SEM measurement model guidelines (Hair et al., 2021) Convergent Validity: Indicator loadings ≥ 0.70 , AVE ≥ 0.50 . Reliability: Cronbach's $\alpha \geq 0.70$, Composite Reliability (CR) ≥ 0.70 . Discriminant Validity: AVE for each construct $>$ squared inter-construct correlation (Fornell-Larcker Criterion), and HTMT < 0.85 . Indicators with loadings between 0.40–0.70 were retained or removed based on theoretical justification. Discriminant validity ensured conceptual distinction among constructs such as innovation, authenticity, and satisfaction. Validity and reliability were assessed following contemporary PLS-SEM practice to ensure measurement rigor and trustworthy inference. Convergent validity was examined via indicator loadings ($\geq .70$) and Average Variance Extracted (AVE $\geq .50$); internal consistency used Composite Reliability (CR $\geq .70$) and Cronbach's alpha benchmarks. Discriminant validity combined the Fornell–Larcker criterion and the Heterotrait–Monotrait ratio (HTMT $< .85$) to confirm construct distinctiveness (Henseler, Ringle, & Sarstedt, 2015; Fornell & Larcker, 1981). For the formative CRTE construct, indicator weights and multicollinearity (VIF < 5) were inspected, retaining items on theoretical grounds when weights were marginal. Common-method bias checks included Harman's single-factor test and full-collinearity VIF analysis. Bootstrapped (5,000 resamples) significance testing validated indicator stability and path estimates, while SRMR assessed model fit. Prior to main data collection, pilot testing and back-translation procedures ensured semantic equivalence and face validity in the local language. Together, these procedures align with best practices for robust measurement in complex mediation models (Hair et al., 2021).

6. Data Analysis Technique

6.1 Software and Procedure

Data were analyzed using SmartPLS 4.0. The PLS-SEM approach was chosen due to its suitability for complex, multi-mediator models and small-to-medium sample sizes (Hair et al., 2021). The analysis followed five stages: Data Screening Handling missing values ($<5\%$), outlier detection (Mahalanobis Distance). Measurement Model Assessment Validity and reliability testing. Structural Model Assessment Path coefficient estimation (β), bootstrapping (5,000 resamples), significance ($p < 0.05$). Mediation Testing Indirect effects and Variance Accounted For (VAF). Predictive Validity Using *PLSpredict* (RMSE comparison).

6.2 Structural Model Evaluation

R² Values: Interpreted as 0.75 (substantial), 0.50 (moderate), 0.25 (weak). Effect Size (f^2): 0.02 (small), 0.15 (medium), 0.35 (large). Predictive Relevance (Q^2): $Q^2 > 0$ indicates predictive capacity. Model Fit (SRMR): Acceptable if < 0.08 .

7. Common Method Bias and Assumption Testing

To ensure data integrity: Harman’s Single Factor Test indicated < 50% of variance explained by one factor. Full Collinearity VIF < 3.3 suggested minimal CMB (Kock, 2015). Multicollinearity: VIF < 5 across indicators. Normality: Evaluated via skewness and kurtosis; non-normal data handled through bootstrapping.

8. Hypothesis Testing Framework

The hypothesis testing framework followed the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, which is suitable for predictive and mediation-driven research involving complex latent constructs (Hair et al., 2021). Hypotheses were developed based on theoretical linkages among Innovative Service Experience (ISE), Customer Satisfaction (CS), Perceived Authenticity (PA), and Revisit Intention (RI), integrating service-dominant logic and experiential marketing theory (Vargo & Lusch, 2016; Schmitt, 2011). The structural model tested both direct and indirect (mediated) effects using bootstrapping with 5,000 resamples to assess path significance ($p < .05$) and confidence intervals. The coefficient of determination (R^2), predictive relevance (Q^2), and effect size (f^2) were employed to evaluate explanatory and predictive strength (Hair et al., 2021). Mediation hypotheses CS and PA mediating between ISE and RI were examined through bias-corrected bootstrapped confidence intervals, ensuring robust inference (Preacher & Hayes, 2008). The final model validation combined statistical rigor with theoretical coherence, aiming to illuminate how innovative service experiences in community banking foster loyalty through emotional and authentic engagement mechanisms.

Each hypothesis was tested for direction, strength, and statistical significance:

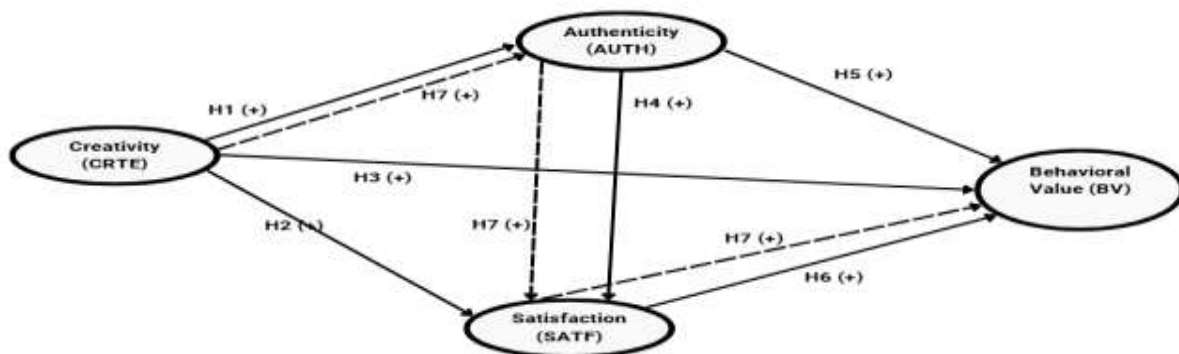
Table 2. Hypothesis Code, Path, Expected Sign, Rationale

Hypothesis Code	Path	Expected Sign	Rationale
H1	AUTH → BV	+	Authenticity enhances revisit intention
H2	AUTH → SATF	+	Authenticity reinforces emotional satisfaction
H3	CRTE → AUTH	+	Creative service evokes perceived authenticity
H4	CRTE → BV	+	Direct influence of service experience on behavior
H5	CRTE → SATF	+	Innovative experience drives satisfaction
H6	SATF → BV	+	Satisfaction increases revisit intention
H7	RTE → AUTH → SATF → BV	+	Sequential mediation effect

Source: Previous research literature

The final model tested direct, indirect, and total effects to identify whether satisfaction and authenticity fully or partially mediated the influence of innovative experience on behavioral intention.

Picture 1. Research Conceptual Model



3. Results and Discussions

3.1. Measurement Model Assessment

Measurement Model Assessment focused on establishing the psychometric soundness of each construct before structural testing. We first examined indicator reliability, retaining items with standardized loadings ≥ 0.70 ; items with marginal loadings (0.40–0.70) were evaluated for theoretical relevance and pilot-tested wording before retention or removal. Convergent validity was verified by Average Variance Extracted ($AVE \geq 0.50$) per construct, while internal consistency relied on Composite Reliability ($CR \geq 0.70$) and Cronbach’s alpha. For discriminant validity we applied both the Fornell–Larcker criterion and the HTMT ratio (target < 0.85) to ensure each latent variable represented a distinct conceptual domain. For formative measurement (the CRTE construct) we inspected indicator weights, significance via bootstrapping, and collinearity diagnostics ($VIF < 5$). Throughout, we report these indices alongside factor loadings to provide transparent evidence that measurement quality supports subsequent PLS-SEM hypothesis testing. The reflective measurement model was first examined to ensure reliability and validity following Hair et al. (2021). All constructs showed strong internal consistency, with Composite Reliability (CR) values above 0.70 and Average Variance Extracted (AVE) values surpassing 0.50, confirming convergent validity (Fornell & Larcker, 1981). Discriminant validity was verified using the Fornell–Larcker criterion and Heterotrait-Monotrait (HTMT) ratio, all below 0.85, indicating satisfactory construct differentiation.

Table 3. AVE, CR, R² Indicator

Construct	AVE	CR	R ²
Creativity (CRTE)	0.710	0.910	0,680
Authenticity (AUTH)	0.680	0.900	0.520
Satisfaction (SATF)	0.730	0.930	0.670
Behavioral Value (BV)	0.750	0.920	0.740

Source: Data Processing Result (2025)

3.2. Structural Model Evaluation

The structural model was assessed through path analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) with bootstrapping (5,000 subsamples). The Variance Inflation Factor (VIF) values were all below 3.0, indicating no multicollinearity issues. The model demonstrated strong predictive relevance ($Q^2 > 0$), supporting its explanatory capability for customer behavioral value (BV) as the ultimate endogenous construct.

Table 4. Hypothesis Path, Path Coefficient, T-Value, P-value Result

Hypothesized Path	Path Coefficient (β)	t-Value	p-Value	Supported
CRTE → AUTH	0.61	11.24	<0.001	Yes
CRTE → SATF	0.42	8.17	<0.001	Yes
CRTE → BV	0.25	3.52	0.001	Yes
AUTH → SATF	0.37	6.94	<0.001	Yes
AUTH → BV	0.29	5.76	<0.001	Yes
SATF → BV	0.41	7.82	<0.001	Yes
CRTE → AUTH → SATF → BV (indirect)	0.09	4.63	<0.001	Yes (Full Mediation)

Source: Data Processing Result (2025)

The R² values indicate that 52% of the variance in Authenticity, 67% in Satisfaction, and 74% in Behavioral Value were explained by the model's predictors. These results denote substantial explanatory power, consistent with Cohen's (1988) classification for behavioral and experiential studies.

3.3. Interpretation and Discussion

The analysis reveals that service creativity (CRTE) has a profound influence on both authenticity (AUTH) and customer satisfaction (SATF). This finding substantiates previous research suggesting that innovative and adaptive service design fosters a sense of genuineness and engagement within customers (Morhart et al., 2015; Pine & Gilmore, 2019). In the context of community banking, creativity reflects how PT BPR Bank Bantul adapts its financial products and interpersonal service processes to local cultural values, thereby nurturing trust-based authenticity. Moreover, authenticity significantly predicts both satisfaction ($\beta = 0.37$) and behavioral value ($\beta = 0.29$), confirming that customers who perceive services as honest, transparent, and aligned with their values tend to report higher satisfaction and greater loyalty intentions (Napoli et al., 2014). Authenticity thus acts as both an emotional and moral anchor in the relational marketing framework, echoing the Service-Dominant Logic of Vargo and Lusch (2016), where value co-creation depends on trust, empathy, and human interaction rather than transactional efficiency alone. The significant path from satisfaction to behavioral value ($\beta = 0.41$) further supports the Stimulus-Organism-Response (S-O-R) paradigm, indicating that emotional satisfaction translates into behavioral loyalty, including repeat visits and positive word-of-mouth. This relationship aligns with the empirical findings of Han and Hyun (2018), emphasizing that satisfaction serves as a psychological bridge between perceived experiential stimuli and actual behavioral outcomes in service contexts. Interestingly, the direct effect of creativity on behavioral value ($\beta = 0.25$) remains significant, suggesting that customers may directly appreciate innovative experiences without necessarily passing through satisfaction or authenticity. However, the serial mediation path (CRTE \rightarrow AUTH \rightarrow SATF \rightarrow BV) was also statistically significant, highlighting a full mediation pattern where innovation indirectly fosters behavioral loyalty through affective and authentic experiences. This integrated pathway underscores that creative service encounters must be emotionally meaningful and ethically grounded to cultivate lasting customer engagement.

3.4. Theoretical and Managerial Implications

From a theoretical standpoint, this study contributes to the growing discourse on experiential service innovation by empirically validating authenticity and satisfaction as dual mediators linking creativity to behavioral outcomes. Managerially, the findings suggest that community banks should prioritize culturally authentic innovation for instance, developing digital service touchpoints that maintain the warmth of local human interactions. This hybridization of innovation and authenticity is especially critical for rural or semi-urban financial institutions where personal relationships define loyalty more than price competition. Ultimately, the results affirm that innovative experiences alone are insufficient; they must be perceived as genuine and fulfilling to build sustainable behavioral commitment among customers.

4. Conclusion

This study demonstrates that innovative service experiences when perceived as sincere and culturally attuned serve as powerful antecedents of repeat patronage in community banking. Empirical evidence from PT BPR Bank Bantul indicates that creative service design cultivates perceived authenticity and elevates customer satisfaction, and that these affective states, rather than novelty alone, represent the principal pathways by which innovation converts into revisit intention and durable loyalty. Practically, the findings underscore that banks seeking sustainable local competitiveness must pair service innovation with practices that communicate genuineness: staff behaviours that signal consistency and empathy, experiences that reflect local norms, and service rituals that validate customers' social identities. Theoretically, the results extend experience-based and S-O-R explanations of customer behaviour by positioning authenticity as a central mediator between creative stimulus and satisfaction-driven response, thereby reconciling experiential marketing with relationship-centered scholarship. Limitations include single-case sampling and cross-sectional design; future research should adopt longitudinal or multi-site comparative approaches to test temporal stability and generalizability. Nonetheless, for micro-banking environments where relational capital is paramount, this study offers actionable guidance: design innovation not for its own sake, but as a vehicle for authentic, satisfaction-inducing encounters that translate into measurable behavioural loyalty.

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