

Influence of Wellness Value on Tourists' Intention to Revisit a Spa: A Case Study of Health Land Spa & Massage in Bangkok

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Abstract: Wellness tourism plays a significant role in the economic and tourism industry in many countries, especially in Thailand. Considering motivations for well-being and the uniqueness of Thai massage and spa, some tourists include wellness activities as part of their trip. Hence, many international tourists regard spa and massage as a must-try experience when traveling to Thailand. In the same vein, many businesses offer a variety of services, ambiances, and experiences to attract more customers. However, for wellness providers and business competition, customer revisit is both crucial for competitive advantage and challenging to maintain sustainability. This study investigates the relationship between perceived wellness value and tourists' intention to revisit a spa, comparing tourists who receive only a single service type with tourists who use variety of services. It also examines service type satisfaction, spa ambience, and relaxation as predictors for perceived wellness value from international tourists. To collect data from real tourists visiting a wellness venue, this study uses Health Land Spa & Massage, one of the largest spa chains in Bangkok, Thailand, as a case study to examine their intrinsic responses and revisit intentions. An online questionnaire was used to collect data from international spa and massage customers of various nationalities who agreed to participate in the survey. Statistical analyses were conducted to test causal relationships among variables and mean differences between groups. The findings reveal a statistically significant difference between tourists who use a single service and those who use a variety of service types. Moreover, service type satisfaction, ambience, and relaxation contribute to perceived wellness value, fostering an intention to visit a spa and massage venue. Based on these results, both theoretical and practical implications for spa and massage businesses are discussed, along with relevant suggestions. Therefore, spa businesses can adjust their strategies to effectively enhance sales.

Keywords: Wellness Tourism, Service Type Satisfaction, Ambience, Relaxation, Perceived Wellness Value, Revisit Intention

1. Introduction

Wellness tourism has become one of the most contribution to economic growth in many countries (Tripathi and Said, 2023). According to Global Wellness Institute's (GWI), the global wellness market is forecasted to skyrocket and reach 1.4 trillion USD, meaning that it will be 40% increased comparing to the market from 2024 (GWI, 2023). Although international tourism experienced a standstill in 2020, many countries in Asia still grow in wellness tourism continuously (Kunaviktikul, 2022). In the similar vein, In Thailand, wellness tourism had forecasted to increase the market size by 16.7% and will reach 91.4 billion USD in 2030 (Mariam Faizullahoy, 2025).

Spa contributes to majority of the revenue of the wellness tourism market (Jorge Pelegrín-Borondo, 2020). Each spa has its own uniqueness and features including treatments, equipment, or service procedures (Mendonça and Pedro, 2021), which can be determined when a tourist make a decision. Service components of each spa are varied in many types of treatments (Dini and Pencarelli, 2022). Moreover, many research studies have indicated that service quality has positively affected customers' satisfaction (Ningsih and Kurdi, 2023; Sangpikul, 2023). However, the impact of service type satisfaction or even the variety of services that customers receive on perceived wellness value is still understudied.

Not only types of services and massages in a spa, ambience is also a significant factor in eliciting pleasant feelings of customer loyalty to revisit the spa (Kantorová et al., 2023). The ambience in a spa has attributes as sensory cues, which are multifaceted which combines music, scent, light, and everything in the room to sooth mind and spirit of customers (Cauchi and Falzon, 2023; Valente-Pedro et al., 2025). Moreover, the ambient environment is also a key antecedent to emotional engagement that then increases favorable behavioral outcomes, leading to customers' loyalty (Li, 2021). Although the ambience of the spa can be seen as a pull factor that draws customers to experience wellness tourism (Bočkus et al., 2023), it is unclear that a tourist would perceived wellness value from spa's ambience or not.

Many studies suggest that spas generate relaxation. For example, Sansiriphun et al. (2023) illustrates that a massage can reduce fatigue and enhance muscle flexibility and relaxation. Maccarone et al. (2023) mentioned that relaxation can be triggered by warm water, which is used by a spa warm bath to reduce muscle tension. At the same time, many wellness tourists also seek relaxation and escape form their daily life when they visit a spa

(Pelegrín-Borondo et al., 2020). However, the influence of relaxation itself on perceived wellness is still questionable.

Furthermore, when tourists search for a destination that promotes wellness tourism, they tend to focus on the wellness value of the destinations. This wellness value is reflected in tourist destinations that emphasize wellness-oriented offerings compared to other destinations (Dini and Pencarelli, 2022). When customers use a spa, they experience well-being from the experience including rest, relaxation, and mood lift, resulting in strengthening loyalty intentions and likeliness to repeat patronage (Huang et al., 2019). At the same time, customers also consider the brands of service providers and associate with their perception of wellness value (Ahn and Back, 2019). Therefore, examining the influence of perceived wellness value on revisit intention within spa contexts warrants further investigation.

Given the growing recognition of wellness tourism as a key dimension of contemporary travel behavior, understanding how different spa service experiences shape tourists' perceptions and behavioral intentions have become more critical. Despite growing literature on wellness tourism, few studies have empirically compared how single versus multiple service experiences influence perceived wellness value in Asian spa contexts. To address this gap, the present study aims to examine the relationship between perceived wellness value and tourists' intention of revisiting a spa, comparing tourists who receive a single type of service with those who experience a variety of services. Moreover, the study investigates how service type satisfaction, spa ambience, and relaxation contribute to perceived wellness value among international tourists. The findings are expected to offer both theoretical and managerial insights into designing spa experiences that enhance customer well-being and foster long-term loyalty.

2. Literature Review

Wellness tourism has emerged as a major segment of the global tourism industry, with spas playing a central role in promoting physical, mental, and emotional well-being. Understanding the factors that shape tourists' experiences and behavioral intentions in spa settings is therefore essential. Previous studies have emphasized that tourists' perceptions of wellness value are influenced by multiple experiential dimensions, including service type, ambience, and relaxation. These elements collectively determine perceived wellness value and revisit intention. This literature review synthesizes existing research on these key variables, providing theoretical foundations and identifying gaps that inform the conceptual framework of the present study.

2.1 Service Variety and Satisfaction

Many spas offer a variety of programs and services on their menus (Sangpikul, 2023). For example, different massage techniques, facials, hydrotherapies, and spa packages. Moreover, Gronostajska-Kadecka (2025) map hotel spa zones as service bundles and list services into difference zones such as thermal wet areas (saunas, steam, hammam), hydro circuits and pools, treatment rooms for massage/beauty, movement/fitness spaces, and relaxation lounges. In some locations, spa programs offer mineral-water baths, mud packs, inhalation therapies, and showers. These distinct modalities jointly address complex symptom constellations such as fatigue and pain, showcasing how spas orchestrate varied techniques within one care cycle (Costantino et al., 2024). Among various options of spa treatments to choose from, Buxton and Michopoulou (2021) frame spas as value co-creation settings where enable guests to assemble personally meaningful experiences, implying that more varied options expand co-creation opportunities, translating into higher perceived wellness value. Moreover, types of services in spa and treatment elicit customer loyalty (Kantorová et al., 2023). Namely, when customers are satisfied with services, they tend to visit the same spa again repeatedly. Therefore, these hypotheses are proposed:

H1: Multiple services influence perceived wellness value more than a single service.

H2: Service type satisfaction influences perceived wellness value.

2.2 Ambience

Buxton and Michopoulou (2021) defined ambience within spa contexts as the sensory-symbolic layer such as aroma, music, lighting, decor, ritualized cues and artifacts, that co-creates meaning and authenticity for guests. Ambience is reframed as multisensory stimuli intentionally designed to influence body–mind–spirit outcomes (Valente-Pedro et al., 2025). The spa ambience attributes include scent, tactile materials, symbolic objects, and ritual-design as critical to the spa ambience (Buxton and Michopoulou, 2021). Ambience triggers many positive

emotions, heals the mind, reduces stress, and promotes peace and happiness which relate to well beings (Cauchi and Falzon, 2023). Moreover, Kantorová et al. (2023) reported that spa environment influences customers' loyalty, meaning that a good ambience can result in revisit a spa in the future. Combined with this, different types of tools and elements can be used to create a mindful ambience. For example, aromatherapy combined with essential oils, can emit fragrances that contribute to lowering stress and anxiety (Cauchi and Falzon, 2023). As a result, wellness value will be perceived as a byproduct of a good ambience. Therefore, the hypothesis is proposed:

H3: Ambience influences perceived wellness value.

2.3 Relaxation

One of the main factor that wellness tourists focus on when using a spa is to receive relaxation as a core emotion and to escape from their busy life (Loureiro et al., 2013; Pelegrín-Borondo et al., 2020). Relaxation in a spa can be derived from services and treatments such as sauna, pools, massage, and body care (Bočkus et al., 2023). Particularly, Sen massage can relief stiffness of the muscles and reduce pain and fatigue. At the same time, the massage can promote relaxation of the muscles (Sansiriphun et al., 2023). In numerous spas, elevated temperatures and warm water are commonly integrated into treatments. These conditions can help alleviate muscle pain and promote a sense of well-being among tourists (Maccarone et al., 2023).

H4: Relaxation influences perceived wellness value.

2.4 Wellness Value

Dini and Pencarelli (2022) defined wellness value as an experiential value that tourist can perceive by comparing benefits that they experience to other places. Additionally, wellness value is a combination of physical and mental benefits that customers internally process whether they achieve well-being or not (Ahn and Back, 2019). Likewise, when tourists feel emotional and social value from wellness experiences, satisfaction rises and triggers intention to revisit wellness destinations (Seow et al., 2024). Wellness value propositions can be derived from elements in wellness destinations (Dini and Pencarelli, 2022). Therefore, higher perceived value embedded in the emotional experience boosts satisfaction and translates into intention to revisit a spa (Suban, 2025). As a result, tourists might tend to revisit a spa after perceived wellness value. Therefore, the hypothesis is proposed:

H5: perceived wellness value influences re-visit intention.

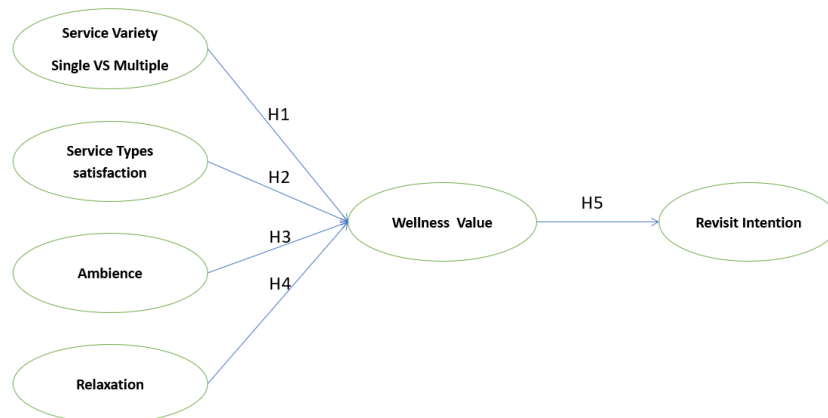


Figure 1: Research Model

3. Methodology

Among many spa places in Bangkok, Thailand, Health Land and Spa was selected as a case study in this research because it is the largest and most well-known spa in Bangkok, for over twenty years. With insight and personal connection to the spa, the researchers gathered information from Health Land and Spa privilege card databases and reached out to consented participants via email. The researchers designed a self-administered questionnaire using established measurement items as the main data collection tool. Namely, service types satisfaction scales were adapted from Dam and Dam (2021), ambience scales were adapted from Jani and Han (2014), relaxation scales were adopted from Gorn et al. (2004), perceived wellness value scales were adapted from Choi et al.

(2015), and lastly, revisit intention scales were adapted from Nguyen Viet et al. (2020). The measurement instruments demonstrated strong reliability, with Cronbach's alpha values ranging from .85 to .96. All items were assessed using a seven-point Likert scale, anchored from "strongly disagree" (1) to "strongly agree" (7), following a seven-point bipolar format. Independent samples t-Test were used to test Hypothesis 1 and Multiple regression test was used to test Hypotheses 2 – 5.

4. Results

From the 150 questionnaires emailed to the sample group, after 2 following up emails, 124 responses were received. Among them, 113 were fully completed (91%), while 11 were incomplete or failed the screening question (9%) and were removed from the analysis. Therefore, only a total of 113 valid responses were analyzed. Regarding gender, slightly more than half of the participants were male (50.4%), followed by females (46.0%), while 3.5% preferred not to identify their gender. In terms of age distribution, most respondents were between 31–40 years (29.2%) and 41–50 years (29.2%). Participants aged 51–60 and those above 60 years each accounted for 17.7% of the sample, whereas only 6.2% were 30 years old or younger. The participants consist of 29 nationalities and the majority of them were Chinese (11.5%), followed by the USA (9.7%), and Hong Kong and British (8.0% each). This demographic profile suggests that the majority of spa customers in this study were mature adults within the 31–50 age range, indicating that midlife consumers constitute a significant segment of the spa market.

Table 1: Sample Characteristics

Gender	n	%	Nationalities (top 10)	n	%
Male	57	50.4	Chinese	13	11.5
Female	52	46.0	USA	11	9.7
Prefer not to say	4	3.5	Hong Kong	9	8.0
			British	9	8.0
Age	n	%	Japan	7	6.2
Equal or less than 30	7	6.2	Francaise	7	6.2
31 - 40	33	29.2	Australian	6	5.3
41 - 50	33	29.2	Canadian	6	5.3
51 - 60	20	17.7	Myanmar	6	5.3
Above 60	20	17.7	Cambodian	4	3.5
Service Used	n	%			
Single service	43	38.1			
Multiple services	70	61.9			

An independent samples t-test was conducted to compare perceived wellness value between spa customers who received a single service and those who used a variety of services. Prior to analysis, assumptions of normality and homogeneity of variances were assessed. Levene's test for equality of variances indicated a significant difference in variances between groups ($F = 16.309$, $p < .001$), suggesting that equal variances could not be assumed. Therefore, the t-test results for unequal variances were reported. The results revealed a significant difference in perceived wellness value between the two groups, $t(59.86) = -5.02$, $p < .001$. Participants who experienced a variety of spa services ($M = 5.94$, $SD = 0.66$) reported a higher level of perceived wellness value compared to those who received a single service ($M = 4.99$, $SD = 1.13$). The mean difference of -0.95 (95%) indicates a large and meaningful effect, suggesting that customers who enjoy a range of spa services perceive greater overall wellness benefits.

Table 2: Results of the independent samples test.

		Levene's Test		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Wellness Value	Equal variances assumed	16.309	.000	-5.655	111	.000
	Equal variances not assumed			-5.020	59.858	.000

A multiple regression analysis was conducted to examine the influence of service types satisfaction, ambience, and relaxation on tourists' perceived wellness value. The model was statistically significant, $F(3,109) = 127.68$, $p < .001$ indicating that the independent variables collectively explained a substantial proportion of variance in perceived wellness value. The overall model demonstrated a strong predictive power with an $R = .882$ and $R^2 = .778$, suggesting that approximately 77.8% of the variance in perceived wellness value was accounted for by the predictors.

Table 3: Results of the multiple regression analysis.

	Model	Beta	t	Sig.
1	(Constant)		-5.002	0
	Service Types Satisfaction	0.144	1.944	0.055
	Ambience	0.278	4.525	0
	Relaxation	0.559	7.81	0

a. Dependent Variable: Wellness value

	Model	Beta	t	Sig.
1	(Constant)		-5.51	0
	Wellness Value	0.848	16.883	0

a. Dependent Variable: Revisit intention

As shown in Table 3, relaxation ($\beta = .559$, $t = 7.81$, $p < .001$) and ambience ($\beta = .278$, $t = 4.53$, $p < .001$) exerted significant positive effects on perceived wellness value. In contrast, service satisfaction ($\beta = .144$, $t = 1.94$, $p = .055$) showed a marginal effect, indicating that while it contributes to wellness perception, its influence is weaker compared to relaxation and ambience. Lastly, a simple linear regression was conducted to examine the effect of perceived wellness value on tourists' intention to revisit the spa. The model was statistically significant, $F(1, 111) = 285.04$, $p < .001$, and explained approximately 72.0% of the variance in revisit intention ($R^2 = .72$, Adjusted $R^2 = .717$). The results revealed a strong positive relationship between perceived wellness value and revisit intention ($\beta = .848$, $t = 16.88$, $p < .001$).

5. Discussion

The findings confirm that perceived wellness value significantly predicts tourists' intention to revisit a spa, aligning with prior studies highlighting perceived value as a key driver of loyalty in wellness tourism (Ahn and Back, 2019; Suban, 2025). Tourists who used a variety of services reported higher wellness value than those using a single service, supporting the idea that diverse offerings enhance perceived benefits through greater value co-creation (Buxton and Michopoulou, 2021). Moreover, tourists who used multiple services at a spa can spend longer time at the spa, absorbing the longer holistic ambience regaining vitality, and resulting in perceiving more wellness value of the spa.

Regression results indicate that ambience and relaxation were the strongest predictors of perceived wellness value, while service satisfaction had only a marginal effect. This emphasizes that emotional and sensory experiences, rather than functional quality alone, shape tourists' perceptions of well-being. The results reinforce the view that multisensory ambience—through scent, lighting, and sound—elicits psychological comfort and wellness (Cauhi and Falzon, 2023; Li, 2021). Relaxation, the most influential factor, confirms earlier findings that stress relief and emotional balance are central to spa experiences (Loureiro et al., 2013; Sansiriphun et al., 2023).

Finally, the strong link between perceived wellness value and revisit intention echoes previous studies showing that emotional and sensory fulfillment drive customer loyalty (Huang et al., 2019; Seow et al., 2024). Overall, these results demonstrate that wellness value is a multidimensional construct shaped by ambience, relaxation, and service variety. Spas that design holistic, multisensory experiences can enhance customer well-being and sustain long-term loyalty.

6. Implications

This study advances understanding and offers implications on two fronts. For theoretical Implications, this study enhances the understanding of wellness tourism by confirming that perceived wellness value mediates the link between spa experience attributes and behavioral intention. The results reinforce the holistic perspective of wellness value as a multidimensional construct combining physical, emotional, and sensory dimensions (Dini and Pencarelli, 2022). By identifying ambience and relaxation as dominant predictors, the study supports the servicescape framework emphasizing multisensory environments as determinants of perceived well-being

(Valente-Pedro et al., 2025). Moreover, the significant effect of service variety extends the value co-creation concept (Buxton and Michopoulou, 2021), showing that diverse service options enable guests to build personalized wellness experiences. These findings validate perceived wellness value as a robust predictor of revisit intention in Asian spa contexts, thereby broadening the generalizability of wellness value theory.

For practitioners, the findings highlight that ambience and relaxation are stronger drivers of wellness perception than service satisfaction. Spa managers should prioritize sensory design—lighting, aroma, and music—to evoke calmness and psychological comfort (Cauchi and Falzon, 2023). Offering customizable service packages and varied treatments can enhance perceived value and customer engagement in fact, instead of marketing individual treatments, managers may adopt comprehensive bundle promotions as a core strategy. For example, managers can offer promotions such as “buy one treatment, get one free,” or set the price of a single treatment slightly higher to encourage customers to purchase two treatments at a marginally higher—or even the same—cost as one. Since operational quality alone has limited impact, managers should also emphasize emotional differentiation and authentic Thai service rituals (Sangpikul, 2023). Finally, reinforcing post-visit relationships through loyalty programs or wellness memberships can convert perceived wellness value into repeat patronage and positive word-of-mouth.

7. Limitations and Future Research

Although this study provides valuable insights into wellness tourism behavior, several limitations should be acknowledged. First, the data were collected from a single spa chain in Bangkok, which may limit the generalizability of findings to other cultural or service contexts. Future studies should examine diverse spa settings or cross-country samples to validate the model across regions. Second, the study employed a quantitative cross-sectional design, which restricts causal interpretation. Longitudinal or mixed-method approaches could better capture changes in wellness perceptions over time. Third, additional psychological factors such as mindfulness, emotional attachment, or destination image could be explored as mediators or moderators to extend the current model. Future research might also compare pre- and post-experience evaluations to measure shifts in perceived wellness value more precisely.

8. Conclusion

This study confirms that perceived wellness value is a pivotal factor influencing tourists’ intention to revisit spas. Among the key predictors, ambience and relaxation exert the strongest effects, while service satisfaction contributes marginally. Tourists who experienced a variety of services perceived greater wellness value than those using a single service, highlighting the importance of diverse and sensory-rich offerings. These findings highlight that wellness experiences are holistic, encompassing emotional, physical, and environmental dimensions. For spa operators, designing immersive ambience and relaxation-focused treatments can enhance perceived value and long-term loyalty. By empirically validating the central role of perceived wellness value in the Thai spa context, this study advances wellness tourism literature and provides a foundation for comparative research across global destinations.

Ethical and AI Clarification

The IRB, approval no. SIU/FOM 098-2025, granted a waiver of written consent for this minimal-risk, anonymous survey; proceeding past the information page constituted informed consent. The authors used ChatGPT to summarize personal reading notes and filter articles in Google Scholar to study. All text in the submitted manuscript was written and verified by the authors. AI-generated text was not directly inserted without substantial human revision and fact-checking.

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