



ayu tirtayani <tirtayaniayu@gmail.com>

Submission to Journal of Cultural Marketing Strategy

14 pesan

ayu tirtayani <tirtayaniayu@gmail.com>
Kepada: jake@multicultural-science.org

10 Juni 2021 pukul 12.25

Dear Dr. Jake Beniflah

Hope all is well with you.

I am here to submit our manuscript to Journal of Cultural Marketing Strategy.


We confirm that this work is original and has not been published elsewhere, nor is it currently under consideration for publication elsewhere.

In this paper, we report on / show that to examine and explain the effect of of Tri Kaya Parisudha implementation on personal happiness and success in one's life. The population of this research is the Hindu community in Bali who have implemented the concepts of the Tri Kaya Parisudha. This is significant because it is important for the Hindu community in Bali to more intensively implement the teachings contained in the Tri Kaya Parisudha in order to bring people to higher personal happiness and life success by harmonizing good and right thoughts (Manacika), good and right words (Wacika), and good and right deeds (Kayika).

We believe that this manuscript is appropriate for publication by the Rupkatha Journal because this research can enrich the concept of the relationship between the implementation of the teachings of Tri Kaya Parisudha and life success by considering the personal happiness as a mediating variable and the impact of personal happiness on life success.

We have no conflicts of interest to disclose.


We declare that no funding has been received for research and publication.

 **Tri Kaya Parisudha Manuscript.docx**
130K

ayu tirtayani <tirtayaniayu@gmail.com>
Kepada: Ni Nyoman Kerti Yasa <ninyomankertiy@gmail.com>

10 Juni 2021 pukul 12.43

[Kutipan teks disembunyikan]

 **Tri Kaya Parisudha Manuscript.docx**
130K

Jake Beniflah <jake@multicultural-science.org>
Kepada: ayu tirtayani <tirtayaniayu@gmail.com>

23 Juni 2021 pukul 04.22

Dear Ayu,

Thank you for your email and I am sorry for the late reply.

I will send you some comments from our editors by Thursday of this week.

Your paper has been accepted conditionally to the proposed edits.

Best wishes,

Jake

[Kutipan teks disembunyikan]

--

Best Regards,

Jake

Dr. Jake Beniflah
Executive Director
Center for Multicultural Science

Co-Founder and Editor
The Journal of Cultural Marketing Strategy

Mobile: (415) 713-5253
Email: jake@multicultural-science.org
Calendar: calendly.com/jakebeniflah

ayu tirtayani <tirtayaniayu@gmail.com>
Kepada: Jake Beniflah <jake@multicultural-science.org>

23 Juni 2021 pukul 14.02

That's great, thank you very much.
[Kutipan teks disembunyikan]

ayu tirtayani <tirtayaniayu@gmail.com>
Kepada: Jake Beniflah <jake@multicultural-science.org>

28 Juni 2021 pukul 11.48

Hello Sir.

May I know the review results of my paper? Thank you

Regards

Ayu
[Kutipan teks disembunyikan]

ayu tirtayani <tirtayaniayu@gmail.com>
Kepada: Jake Beniflah <jake@multicultural-science.org>

1 Juli 2021 pukul 10.58

Dear Dr. Jake Beniflah

May I know the review results of my paper? Thank you

Regards

Pada tanggal Rab, 23 Jun 2021 pukul 04.23 Jake Beniflah <jake@multicultural-science.org> menulis:
[Kutipan teks disembunyikan]

ayu tirtayani <tirtayaniayu@gmail.com>
Kepada: Jake Beniflah <jake@multicultural-science.org>

7 Juli 2021 pukul 19.28

Dear Jake Beniflah

Hope this email finds you well
May I know the review result? So I can revise it as soon as possible. Thank you

Pada tanggal Rab, 23 Jun 2021 pukul 04.23 Jake Beniflah <jake@multicultural-science.org> menulis:
[Kutipan teks disembunyikan]

ayu tirtayani <tirtayaniayu@gmail.com>
Kepada: Jake Beniflah <jake@multicultural-science.org>

12 Juli 2021 pukul 19.56

Dear Jake Beniflah

Hope this email finds you well.

We confirm that this work is original and has not been published elsewhere, nor is it currently under consideration for publication elsewhere.

In this paper, we report on / show that to examine and explain the effect of Tri Kaya Parisudha implementation on personal happiness and success in one's life. The population of this research is the Hindu community in Bali who have implemented the concepts of the Tri Kaya Parisudha. This is significant because it is important for the Hindu community in Bali to more intensively implementing the teachings contained in the Tri Kaya Parisudha in order to bring people to higher personal happiness and life success by harmonizing good and right thoughts (Manacika), good and right words (Wacika), and good and right deeds (Kayika).

We believe that this manuscript is appropriate for publication by the Journal of Cultural Marketing Strategy because this research can enrich the concept of the relationship between the implementation of the teachings of Tri Kaya Parisudha and life success by considering personal happiness as a mediating variable and the impact of personal happiness on life success.

We have no conflicts of interest to disclose.

May I know the review result? as you said on 23rd of June.

Thank you

Regards

Ayu Tirtayani

[Kutipan teks disembunyikan]

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Jake Beniflah <jake@multicultural-science.org>
Kepada: ayu tirtayani <tirtayaniayu@gmail.com>

13 Juli 2021 pukul 01.50

I will let you know once I hear back from the reviewers. Some have been on vacation.

Thanks,

Jake

--

Dr. Jake Beniflah
Executive Director
The Center for Multicultural Science
Tel: +1 415-713-5253

Founding Editor

The Journal of Cultural Marketing Strategy

Henry Stewart Publications

[Kutipan teks disembunyikan]

Jake Beniflah <jake@multicultural-science.org>
Kepada: ayu tirtayani <tirtayaniayu@gmail.com>

24 Juli 2021 pukul 08.10

Dr. Tirtayani,

Your paper has been accepted. I will be sending you suggestions this weekend. My apologies for the delay in contacting you.

Thanks,

--

Dr. Jake Beniflah
Executive Director
The Center for Multicultural Science
Tel: 415-713-5253

Founding Editor

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-

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ayu tirtayani <tirtayaniayu@gmail.com>
Kepada: Jake Beniflah <jake@multicultural-science.org>

24 Juli 2021 pukul 10.51

Dear editorial team,

Thank you for your information, do you have LoA for my manuscript?

Regards

Ayu Tirtayani
[Kutipan teks disembunyikan]

Jake Beniflah <jake@multicultural-science.org>
Kepada: ayu tirtayani <tirtayaniayu@gmail.com>

24 Juli 2021 pukul 11.33

Lao?

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From: ayu tirtayani <tirtayaniayu@gmail.com>

Sent: Friday, July 23, 2021 7:51:33 PM

[Kutipan teks disembunyikan]

[Kutipan teks disembunyikan]

ayu tirtayani <tirtayaniayu@gmail.com>
Kepada: Jake Beniflah <jake@multicultural-science.org>

24 Juli 2021 pukul 11.46

LoA (Letter of Acceptance)
[Kutipan teks disembunyikan]

Jake Beniflah <jake@multicultural-science.org>
Kepada: ayu tirtayani <tirtayaniayu@gmail.com>

24 Juli 2021 pukul 11.48

We move quickly. You'll hear from us in efits and we have reserved you a space. The manuscript would publish in sept/oct.

Jake

[Kutipan teks disembunyikan]

[Kutipan teks disembunyikan]

Founder and Editor
Journal of Cultural Marketing Strategy
Henry Stewart Publications

(415) 713-5253



ayu tirtayani <tirtayaniayu@gmail.com>

Manuscript Edits

6 pesan

Jake Beniflah <jake@multicultural-science.org>
Kepada: ayu tirtayani <tirtayaniayu@gmail.com>

25 Juli 2021 pukul 03.27

Dear Dr Tirtayani,

Your paper was well received among our reviewers.

Below are required edits for publication:

- Review paper for typos (there are some, as early as title and abstract)
- Please double space, use Times New Roman, 12-font for manuscript
- When discussing implications and abstract, we believe the findings can be applied to any culture open to this philosophy, not just in Bali (agree?)
- Use [Vancouver](#) citations (see attached paper for reference)*
- Separate page for bios, email addresses, academic addresses for each author
- High resolution pics as attachments (pls name each pic jpg)
- Tables should be placed after the conclusion (not within paper)
- Standardize fonts on tables and images

*I would be happy to show you how to do this via Word. Do not do this manually.

Can you get this to me by next Thursday, July 29? The publisher will send you a release form soon and the paper is expected to publish in late Sept/early October.

Pls reach out with any questions.

Thanks,

--

Dr. Jake Beniflah
Executive Director
The Center for Multicultural Science
Tel: 415-713-5253

Founding Editor

The Journal of Cultural Marketing Strategy

Henry Stewart Publications

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ayu tirtayani <tirtayaniayu@gmail.com>
Kepada: Jake Beniflah <jake@multicultural-science.org>

25 Juli 2021 pukul 11.18

Dear Jake Beniflah

Thank you for your email. I will revise it asap, we will use Mendeley. Thank you

Regards

Ayu Tirtayani
[Kutipan teks disembunyikan]

ayu tirtayani <tirtayaniayu@gmail.com>
Kepada: Nyoman Weda <nyomanweda15@gmail.com>

27 Juli 2021 pukul 11.09

ini revisi vancouver pake mandeley contoh udah terlampir, thanks
[Kutipan teks disembunyikan]

2 lampiran

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ayu tirtayani <tirtayaniayu@gmail.com>
Kepada: Jake Beniflah <jake@multicultural-science.org>

28 Juli 2021 pukul 21.56

Dear Jake Beniflah,

Hope this email finds you well.
I have revised the manuscript as attached.

Thanks and regards

Ayu Tirtayani
[Kutipan teks disembunyikan]

7 lampiran



Prof. Dr. Ni Nyoman Kerti Yasa, SE, MS.jpg
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I Gusti Ayu Tirtayani, SE., MM,.png
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I Gusti Ngurah Jaya Agung Widagda K..jpg
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Jake Beniflah <jake@multicultural-science.org>
Kepada: ayu tirtayani <tirtayaniayu@gmail.com>

7 Agustus 2021 pukul 03.22

Ayu,

I will submit the manuscript to the publisher, tonight. Thank you.

I will need high resolution headshots for business purposes for all authors.

[Kutipan teks disembunyikan]

ayu tirtayani <tirtayaniayu@gmail.com>
Kepada: Jake Beniflah <jake@multicultural-science.org>

7 Agustus 2021 pukul 20.50

Dear Jake Beniflah

Attached are high-resolution photos that can be provided. Thankyou

Regards

Ayu Tirtayani

[Kutipan teks disembunyikan]

5 lampiran



I Gusti Ayu Tirtayani, SE., MM.jpg
1737K



Prof. Dr. Ni Nyoman Kerti Yasa, SE, MS.jpg
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Ida Ayu Putu Widani Sugianingrat.jpg
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Balinese Culture

by Iga Tirtayani

Submission date: 18-Jul-2023 10:49AM (UTC+0700)

Submission ID: 2132925571

File name: Tri_Kaya_Parisudha_Manuscript_proof_1.pdf (335.17K)

Word count: 6552

Character count: 32511

2 Balinese Culture - The Effect of the "Tri Kaya Parisudha" Implementation on Personal Happiness and Life Success

- 1.Ni Nyoman Kerti Yasa, Faculty of Economics and Business, Udayana University, Bali, Indonesia, Email: kertiyasa@unud.ac.id, ORCHID ID: 0000-0003-1655-8220
- 2.I Gusti Ngurah Jaya Agung Widagda, Faculty of Economics and Business, Udayana University, Bali, Indonesia Email: agjayawidagda@unud.ac.id
- 3.Ida Ayu Putu Widani Sugianingrat, Faculty of Economics, Business, and Tourism, Hindu Indonesia University, Bali, Indonesia, Email: widanidayu47@gmail.com
- 4.Putu Laksmita Dewi Rahmayanti, Faculty of Economics, Business, and Tourism, Hindu Indonesia University, Bali, Indonesia, Email: laksmita72@gmail.com
- 5.I Gusti Ayu Tirtayani, Faculty of Economics and Business, Pendidikan Nasional University, Bali, Indonesia. Email: ayutirtayani@undiknas.ac.id

Abstract

The purpose of this study was to examine and explain the effect of ²of Tri Kaya Parisudha implementation on personal happiness and success in one's life. The population of this research is the Hindu community in Bali who have implemented the concepts of the Tri Kaya Parisudha. Sampling by means of non probability sampling using purposive sampling approach as many as 147 people. The data analysis technique used is Path Analysis by the SEM-PLS approach. The results shows that the implementation of the ²Tri Kaya Parisudha increases personal happiness and the success of one's life; while personal happiness can increase life success. Therefore, for the Hindu community in Bali or to any culture open to this philosophy, it is necessary to intensify the ³implementation of the Tri Kaya Parisudha ⁹in order to bring people to better personal happiness and life success by harmonizing good

and right thoughts (Manacika), good and right words (Wacika), and good and right deeds (Kayika).

2

Keywords: Tri Kaya Parisudha, personal happiness, life success, Hindu community, Bali.

1. Introduction

Success in life is something that everyone dreams of. People work and pray to realize their dreams of becoming successful people. A successful life can show better quality of life. Success in life usually provides many pleasures in life, such as having an abundance of money, a high position in a job, lots of cars, luxurious houses, which can help people materially and immaterially. Actually, the success of life is not only measured by everything in the form of material. Life success can also be measured non-materially such as living in harmony, having good relationships with other people, having a good health, having a high level of calmness which has an impact on feelings of pleasure. ^{1,2} This is expressed in the results of a study conducted by Mohit et al. ³, which states that the success of a person's life is influenced by the activities and actions he takes. Someone who always tries to do good certainly can bring his life to a higher level of life success. ⁴ This is also supported by the results of research conducted by Salaj et al. ⁵

The success of a person's life can be influenced by several factors, including the level of education, the type of work, family, and the teachings that are implemented. As for the Hindu community in Bali, many teachings come from local wisdom, which was passed on by their ancestors. One of this local wisdom is the concepts of Tri Kaya Parisudha, which consists of Manacika (good and right-thinking), Wacika (saying what is good and right), and Kayika (doing good and right). The concept of Tri Kaya Parisudha has been instilled in the Hindu community in Bali since childhood, both in the family and school environment ⁶. It's just that as human beings, some can implement it well and there are still those who are which affected their life. Research on the effect of the teachings of Tri Kaya Parisudha on life success has not been widely carried out but the effect of implementing the concepts of Tri Kaya Parisudha on business success has been done by Yasa et al.⁷, which shows the

results that businesses that implement a value-based service strategy or the teachings of Tri Kaya Parisudha have higher performance. Referring to the results of this study, the relationship between the implementation of Tri Kaya Parisudha's teachings on life success needs to be studied.

In addition, the implementation of Tri Kaya Parisudha also has an effect on personal happiness. This is because by always thinking good and right (Manacika), saying good and right (Wacika), and doing good and right (Kayika), brings a person to have happiness in his heart.⁸ According to Gandhi⁸, that by always harmonizing good thoughts, good words, and good deeds, a person is able to achieve happiness. The values contained in the teachings of Tri Kaya Parisudha are also able to make a person achieve higher happiness. Following what was conveyed by Sudaria⁹ in the Hindu Mimbar, Ministry of Religion of the Republic of Indonesia, regarding speech control, in Kekawin Nitisastra, which is Kusuma Wicitra, said: "Wasita nimittanta manemu Laksmi, Wasita nimittanta Pati kepangguh, Wasitha nimittanta manemu Duhka, Wasita nimittanta Manemu Mitra". (With words, we can find happiness. With words, we can find death. With words, we can find sorrow. With words, we can find friends). So by saying good and true, someone can achieve his happiness. Furthermore, personal happiness also has a role as capital to achieve higher life success.¹⁰ This condition is caused by having personal happiness or positive feelings and hearts, such as a person who always enthusiastic and happy in his life can cause a person to always feel healthy and easygoing which leads to a harmonious life, maintained health, better at work, which could lead to raise in income. With an increase in income, the wealth owned can be shown by home and cars ownership are also increasing. So one's happiness can increase the success of one's life both materially and non-materially. Based on the background of the existing problems, this study has a goal: to know and explain the effect of implementing the teachings of *Tri Kaya Parisudha* on personal happiness and life success

2. Literature Review

2.1 *Tri Kaya Parisudha*

The implementation of Tri Kaya Parisudha is shown usually by someone by always thinking good and right (*Manacika*), saying good and right (*Wacika*), doing good and right (*Kayika*). Good thinking is shown by always having good thoughts, such as: thinking of being able to help others, thinking of making others happy, and thinking of not hurting others. In the *Sarasamusccaya* sloka 80, it is stated: *Apan ikang manah ngaranya, ya ika withing indriya, maprawertti ta ya ring cubhacubhakarma, matangnyanikang manah ja prihen kahrtanya sakareng*. According to Kajeng¹¹, what is called the mind, is the source of lust, it is what drives good or bad deeds, therefore, it is the mind that should be endeavored to control. Furthermore, saying what is good (*Wacika*), is indicated by speaking politely, saying what makes others happy, not hurting people, saying what does not badmouth people, saying not to slander (honest). In the *Sarasamuscaya* Sloka 132 it is written: *Kuneng lwir ingujarakena nihan, satya taya, hawya taya makawak hingsa, haywa makawak upet, hitawasana ta ya, haywa ta parusya, haywa pecunya, wangkana lwirining tan yogya ujarakena*. According to Kajeng¹¹, it can be translated as follows: The words that should be spoken are: words that contain truth; don't be a heart prick, don't be a curse. Useful words should; Don't be harsh, don't say something influenced by anger, don't be selfish, don't speak slanderous words; Such are the words that should not be issued. The third Tri Kaya Parisudha is doing good (*Kayika*). In the *Sarasamuscaya* sloka 76, it reads: *Nihan yang tan ulahakena, syamatimati mangahalahal, si paradara, nahan tang telu tan ulahakena ring asing ring parihasa, ring ring apatkala ri pangipyan tuwi singgajana jugeka*, which is translated as follows: This is what should not be done: killing, steal, commit adultery; these three should not be carried out against anyone, whether they make fun of, whether in a state of hardship, even in an emergency, these three should be avoided. ¹¹ In this research, doing good is shown by liking to help others who are lacking in material, helping people who are sick, and helping people who are in trouble. Furthermore, the teachings of Tri Kaya Parisudha usually build a positive attitude. ¹² *Tri Kaya Parisudha* are a harmony of *Manacika*, *Wacika*, and *Kayika*. ¹³

2.2 Personal Happiness

Kahneman and Deaton¹⁴ state that personal happiness is a positive emotion that is owned by a person, which shows a happy mood. Happiness is sometimes subjective because it involves feelings of the heart. This is also revealed in a study conducted by Dezi et al.¹⁵, which states that personal happiness can be shown by a happy mood and able to bring out creativity. Personal happiness can also be associated with intellectual abilities (16,17). The concept of personal happiness in this study is measured by indicators of feeling always happy, feeling always optimistic, feeling uplifting, always smiling, and having a feeling of peace. According to Newman et al.¹⁸, said that personal happiness can affect a person's quality of life. According to Grant et al.¹⁹; Rego and Cunha²⁰ say that happiness encourages work productivity. In addition, happiness is identical to positive emotions causing people to become stronger and more proactive Hahn et al.²¹

2.3 Life Success

Kahneman¹⁴ states that life success can be shown by life satisfaction. Life satisfaction can bring someone to realize their life goals including their life goals to achieve success. ²²⁻²⁶ Success in life is the result of performance dreamed of by everyone who can show the quality of life both materially and non-materially. Material life success is shown by the ability to have wealth, such as income or income earned, income savings owned, abundant fortune ²⁷; and non-material success is shown by career success at work, level of health, and harmony with his family. ²⁸ The success of life also shows that the quality of life is getting higher.

2.4 Conceptual Framework

Success in life is the end result that someone wants to achieve. Success in life is indicated by the level of income, level of welfare, harmony in life, health of a person so that it can be said that success in life can be seen from a material and non-material perspective. The success of this life can be influenced by the level of one's personal happiness and also by

the teachings that are implemented, such as implementing the teachings of *Tri Kaya Parisudha*.

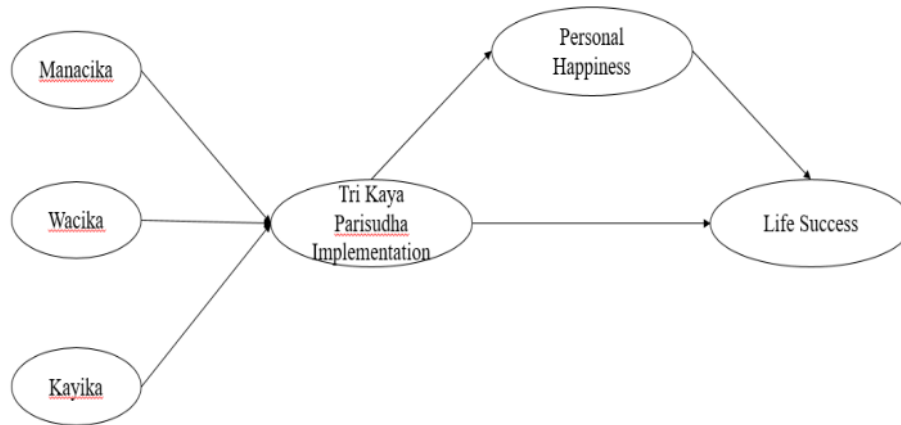


Fig 1. Conceptual Framework

2.5 Research Hypothesis:

Based on the existing conceptual framework, the research hypothesis that can be compiled is as follows.

H1: *Tri Kaya Parisudha* implementation have positive and significant effect on personal happiness.

H2: *Tri Kaya Parisudha* implementation have positive and significant effect on life success.

H3: Personal happiness have positive and significant effect on life success.

3.

Resea

rch Methodology

This research uses a quantitative approach, aims to examine the effect of the *Tri Kaya Parisudha* implementation on personal happiness and life success. This research was conducted on Hindu communities in Bali who already know and implement the concepts of *Tri Kaya Parisudha*. The size of the sample taken was 147 respondents who are Hindus in Bali taken by non-probability sampling using a purposive sampling approach. Data was

collected through distributing questionnaires as a research instrument in the form of a google form distributed via WhatsApp, which tested its validity and reliability on a sample of 30 respondents, the results showed that all variable indicators were valid because the correlation value was above 0.30 and was reliable because the value of Cronbach's Alpha is above 0.6. Furthermore, it is followed by data collection according to the targeted sample size. After the data was collected, all 147 respondents were analyzed by Path Analysis using the SEM-PLS approach.

4. Research Results and Discussion

4.1 Characteristics of respondents

Based on the results of the study, the characteristics of respondents based on demographic factors such as: gender, age, status, education level, and income. Meanwhile, based on their age, there were 100 respondents (68.03%) aged 20 to 30 years; as many as 18 respondents (12.24%) aged over 30 years to 40 years; as many as 19 respondents (12.93%) aged over 40 years to 50 years; and as many as 10 respondents (6.80%) aged over 50 years to 60 years. Judging from the marital status, 94 respondents (63.9%) were unmarried and 53 respondents were married (36.1%). In terms of education level, as many as 84 respondents (57.1%) have high school education, as many as 2 respondents (1.4%) have diploma degrees, 13 respondents (8.8%) have undergraduate degrees, and 48 respondents (32.7%) have postgraduate degrees. When viewed from their work, as many as 20 respondents (13.6%) were civil servants, 15 private employees (10.2%), 8 respondents (5.4%) were professionals, 9 respondents (6.1%) were entrepreneurs, and other job as many as 95 respondents (64.6%). Furthermore, the respondent's income can be explained who has an income level of Rp. 2 million to Rp. 5 million is as many as 117 respondents (79.6%), who have an income above Rp. 5 million to Rp. 15 million as many as 26 respondents (17.7%), who have an income above Rp. 15 million to Rp. 25 million as many as 2 respondents (1.4%), and those who have an income above Rp. 25 million as many as 2 respondents (1.4%).

4.2. Description of Research Variables

Data collection through questionnaires consisted of respondents' statements based on each variable, namely: **Tri Kaya Parisudha** Implementations, **Personal Happiness and Life**

Success. The respondent's assessment of the variables in the research needs to be conducted to determine the frequency distribution based on the interval value, as for determining the interval value in question is as follows.

$$Interval = \frac{Maximum\ value - Minimum\ value}{Number\ of\ Classes} = \frac{5-1}{5} = 0.80.....(1)$$

The score in this study has the highest maximum value of 5 and the lowest of at least 1, so the measurement criteria can be arranged as follows in Table 1.

4.2.1 Description Variable³ of the Tri Kaya Parisudha Implementation

The Tri Kaya Parisudha Implementation variable consists of three dimensions, namely Manacika (good thinking), Wacika (saying good), and Kayika (doing good). Manacika is measured by three indicators, Wacika is measured by five indicators, and Kayika is measured by three indicators, which are presented in Table 2.

Based on the data in Table 2, it shows that 3 statements regarding Manacika (good and right thinking) obtained an average value of 4.49 and are included in the criteria with the assessment category of 4.21 - 5.00, which is very high. This means that the Hindu community in Bali who became the respondents in this study had implemented the teachings of Tri Kaya Parisudha in the first Parisudha, namely Manacika (good and correct thinking). Furthermore, for the implementation of the second Parisudha teachings, namely Wacika (saying what is good and right), out of 5 statements which indicate that Wacika obtained an average score of 4.28 and was included in the assessment category range of 4.21 - 5.00 which is very high as well. This means that the Hindu community in Bali has also implemented Wacika teachings by always saying what is good and right is also very high. Likewise, for the third Parisudha, namely Kayika, obtained an average rating of 4.18 and was included in high criteria. This reflects that the Hindu community in Indonesia has implemented the teachings of always doing good.

4.2.2 Variable Description of Personal Happiness

Based on the data in Table 3, it shows that 5 statements regarding personal happiness get an average value of 4.15 and are included in the criteria with the assessment category of 3.41

- 4.20, which is high. This means that the Hindu community in Bali who became respondents in this study on average already had high personal happiness.

4.2.3 Description of Successful Life Variables

Table 4 shows that 5 statements about life success obtained an average value of 4.02 and were included in the criteria with the assessment category from 3.41 to 4.20, namely high. This means that the Hindu community in Bali who became the respondents in this study had on average a high life success.

4.3 PLS SEM Analysis Results

This study uses a two-stage approach to measuring the model before it is used for hypothesis testing, which aims to verify the validity and reliability of a research model. First, by analyzing convergent validity, followed by analyzing discriminant validity.

4.3.1 Outer Model Test

4.3.1.1 Convergent Validity

The outer model test is carried out to ensure the research indicators are feasible to use as their role in measuring the research variables, so to see whether a model is valid to be the basis for research, three criteria must be met, namely: (1) all loading indicators must be above 0.65 (2) Composite Reliability (CR) must be above 0.8, and (3) Average Variance Extracted (AVE) for each construct must exceed 0.5.

Based on Table 5, it shows that all outer loading indicators have a value above 0.65 with a range between 0.650 to 0.963 meaning that it is at the recommended limit, then the Composite Reliability (CR) value is in the range between 0.886 to 0.951, all of which are above 0.8 meaning that all constructs are formed. has good consistency as a research model, the third is the value of Average Variance Extracted (AVE) where all values are above 0.5, namely with a range from 0.547 to 0.866 so it can be concluded that the research model in this study has good validity.

4.3.1.2 Discriminant Validity

To evaluate discriminant validity, a research model is suggested to ensure that the root value of the Average Variance Extracted (\sqrt{AVE}) of a latent variable must be greater.

Discriminant validity is considered good if the root value of AVE ($\sqrt{\text{AVE}}$) in Table 6 and 7 is greater than 0.5. The research model proposed in this study can be considered good, where the smallest $\sqrt{\text{AVE}}$ value is 0.740

4.3.2 Inner Model Test

Structural models focus on the hypothesized relationships or pathways between latent variables. The results of the inner model test can be seen in Figure 2.

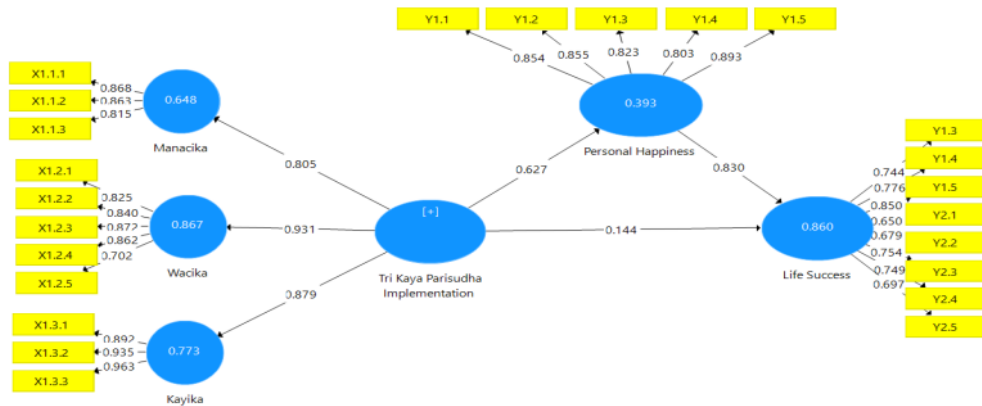


Fig 2. Structural Model

The structural model was evaluated using the R-square for the dependent construct and the t test and the significance of the structural path parameter coefficients.

4.3.1.3 Coefficient of Determination (R²)

In this study, a bootstrap will be carried out which will produce two structural model measurements, namely: the t-test and R² values which will be interpreted the same as multiple regression analysis in general. The predictive strength of a research model can be seen by looking at the R² value generated by the bootstrapping process, in Table 8 the R² value for each exogenous variable contained in the model will be presented.

Based on Table 8, it can be explained that the highest R² value is in the life success variable of 0.860 which means that as many as 86% of the life success variables can be explained by the constructs contained in the model, namely manacika, wacika, kayika, and personal happiness, while the lowest value is found in personal happiness variable with 0.393, which means that 39.3% of the personal happiness variable can be explained by the constructs

that affect these variables, namely the implementation of the teachings of Tri Kaya Parisudha, namely Manacika (good and right thinking), Wacika (saying good and right), and Kayika (doing good and right). From the examination of the R² value, it can be concluded that in general the predictive ability of this research model is good, seen from almost all variables that have R² values equal to or above 0.50.

4.4 Hypothesis testing

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output path coefficients which are presented in Table 9.

Hypothesis testing is done using t-statistics and looking at the p-value. If the p-value < 0.05, the hypothesis is accepted. Based on Table 9, it can be explained that the implementation of the Tri Kaya Parisudha concept on personal happiness has a t-statistic value of 10.046 with a p-value of 0.000 < 0.05, so the hypothesis is accepted. This means that the better the implementation of the Tri Kaya Parisudha concept, the higher the level of personal happiness. The implementation of the Tri Kaya Parisudha concept on life success has a t-statistic value of 3.335 with a p-value of 0.001 < 0.05, so the hypothesis is accepted. This means that the better the implementation of the Tri Kaya Parisudha concept, the higher the life success rate. Personal happiness on life success has a t-statistic value of 24.760 with a p-value of 0.000 < 0.05, so the hypothesis is accepted. This means that the higher the personal happiness, the higher the level of life success (Table 9).

4.4.1 Indirect Effect Testing (Mediation Test)

Test the mediating role of personal happiness on the effect of implementing the values of Tri Kaya Parisudha on life success by examining the indirect effects which are the output of Smart PLS as presented in Table 10. Based on Table 10, it can be explained that the t-statistic value is greater than the t-table value. (10.818 > 1.96), personal happiness significantly mediates the implementation of the Tri Kaya Parisudha concept on life success (Table 10).

4.5 Discussion

4.5.1 The Effect of the Tri Kaya Parisudha Implementatio on Personal Happiness

Based on the results analysis, the effect of Tri Kaya Parisudha implementation on personal happiness, the beta coefficient value is 0.627 with a significance level of $0.000 \leq 0.05$, which means that H_0 is rejected and H_1 is accepted. These results mean that the variable of Tri Kaya Parisudha implementation has a positive and significant effect on personal happiness. So, the more intensively people implement the concept of the Tri Kaya Parisudha, which is shown by thinking well (manacika), saying good (wacika), and doing good (kayika), the higher one's personal happiness will be.

The results of this study at the same time strengthen the results of previous research conducted by Gandhi⁸; Kaieng¹¹, which states that the implementation variable of the Tri Kaya Parisudha teachings has a positive and significant effect on personal happiness. The results of this study are supported by Rosalina¹⁰, which found the results of the Tri Kaya Parisudha variable have a positive and significant effect on personal happiness so that it can be concluded that the of Tri Kaya Parisudha implementation has a positive and significant effect on personal happiness, this means, implementation of the teachings of Tri Kaya Parisudha increases personal happiness.

4.5.1 The Effect of the Tri Kaya Parisudha Implementation on Personal Happiness

Based on analysis, the effect of Tri Kaya Parisudha implementation on personal happiness, the beta coefficient value is 0.627 with a significance level of $0.000 \leq 0.05$, which means that H_0 is rejected and H_1 is accepted. These results mean that the variable Tri Kaya Parisudha implementation has a positive and significant effect on personal happiness. So, the more intensively people implement the teachings of the Tri Kaya Parisudha, which is shown by thinking well (manacika), saying good (wacika), and doing good (kayika), the higher one's personal happiness will be.

The results of this study at the same time strengthen the results of previous research conducted by Gandhi⁸; Kajeng¹¹, which states that the variable Tri Kaya Parisudha implementation has a positive and significant effect on personal happiness. The results of this study are supported by Rosalina¹⁰, which found the results of the Tri Kaya Parisudha variable have a positive and significant effect on personal happiness so that it can be concluded that the implementation of Tri Kaya Parisudha has a positive and significant

effect on personal happiness, this means, the better implementation of Tri Kaya Parisudha is able to increase personal happiness.

4.5.2 The Effect of Tri Kaya Parisudha Implementation on Life Success

Based on analysis, the effect of Tri Kaya Parisudha implementation on life success, beta coefficient value is 0.144 with a significance level of $0.001 \leq 0.05$, which means that H_0 is rejected and H_1 is accepted. These results mean, the variable implementation of the teachings of Tri Kaya Parisudha has a positive and significant effect on life success. So, the more intensive the implementation of Tri Kaya Parisudha, which is shown by thinking well (manacika), saying good (wacika), and doing good (kayika), the higher one's life success will be.

The results of this study at the same time strengthen the results of previous research conducted by Gandhi⁸, which states that the implementation variable of the Tri Kaya Parisudha teachings has a positive and significant effect on life success. The results of this study are reinforced by the research of Sulyantini¹², which found that the Tri Kaya Parisudha variable has a positive and significant effect on life success so that it can be concluded that the implementation of Tri Kaya Parisudha has a positive and significant effect on life success, this means, by increasing the implementation of Tri Kaya Parisudha will be able to increase the success of one's life.

4.5.3 The Effect of Personal Happiness on Life Success.

Based on results of analysis the effect of personal happiness on life success, beta coefficient value is 0.830 with a significance level of $0.000 \leq 0.05$, which means that H_0 is rejected and H_1 is accepted. This result means that personal happiness has a positive and significant effect on life success. This means that the higher a person's personal happiness is shown by things such as: always feeling happy, always optimistic, always enthusiastic, always smiling, and having a feeling of peace, the success of his life will be increased.

The results of this study at the same time strengthen the results of previous studies conducted by Abele et al.²³ on personal happiness can increase the success of his life. There are several other researchers who have found that happiness can increase life success, including career success.^{22,29,30} This result is also reinforced by the research results of

Benson et al. ³, found the results of research that personal happiness has a positive and significant effect on life success. It can be concluded that personal happiness has a positive and significant influence on life success, this means that the higher personal happiness is able to increase the success of his life.

4.5.4 The Role of Personal Happiness Mediates the Effect of Tri Kaya Parisudha Implementation on Life Success

The implementation of Tri Kaya Parisudha which is shown by thinking well (Manacika), saying good (Wacika), and doing good (Kayika), has been shown to have a positive and significant effect on personal happiness. Likewise, higher personal happiness has a positive and significant effect on life success. Based on hypothesis testing on the role of personal happiness mediate the effect of Tri Kaya Parisudha implementation on life success, it is accepted with a total effect value of 0.521. This implies that the effect of implementing the teachings of Tri Kaya Parisudha on life success can be greater through personal happiness. Personal happiness shown by feeling that is always good and positive can increase a person's productivity at work so that his income, savings, and fortune increase and positive feelings are also able to build behavior to live healthily and in harmony with family and other people.

4. Conclusion

The results of this study are: 1) The implementation of the Tri Kaya Parisudha has a positive and significant effect on personal happiness. These results mean that, the better the implementation of the Tri Kaya Parisudha, the better the personal happiness of the Hindu community in Bali. 2) The Tri Kaya Parisudha The results of this study are: 1) The implementation of the Tri Kaya Parisudha implementation has a positive and significant effect on life success. This result means that, the better the implementation of Tri Kaya Parisudha, the more successful the life of the Hindu community in Bali will be. 3) Personal happiness has a positive and significant effect on life success. This result means that, the higher the personal happiness, the more successful the life of the Hindu community in Bali will be. 4) Personal happiness is able to partially mediate the effect of Tri Kaya Parisudha

implementation on life success. This result means that personal happiness is able to strengthen the effect of Tri Kaya Parisudha implementation on life success.

5. Research Implications

This study can enrich the concept of the relationship between the implementation of the teachings of Tri Kaya Parisudha and life success by considering the personal happiness as a mediating variable and the impact of personal happiness on life success. Therefore, for the Hindu community in Bali or to any culture open to this philosophy, it is necessary to intensify the implementation of the Tri Kaya Parisudha concepts in order to be able to increase their personal happiness and ultimately lead to life success or a better quality of life.

6. Limitations and future research

This research was only conducted on the Hindu community in Bali, so the results of the research cannot be generalized to different areas. Likewise, the exogenous variable is only the Tri Kaya Parisudha implementation, and in the future it can be added with other local wisdom values from the Hindu community in Bali such as belief in Karmapala teachings, the values of Tri Hita Karana, and Catur Paramitha. In addition, the endogenous variables of life success can be seen from two dimensions, namely the material dimension and the non-material dimension.

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Table 1. Measurement Criteria for Description of Research Variables

No.	Score Range	Score Interpretation Tri Kaya Parisudha Implementation, Personal Happiness and Life Success
1	1.00 – 1.80	Very low
2	1.81 – 2.60	Low
3	2.61 – 3.40	Neutral
4	3.41 – 4.20	High
5	4.21 – 5.00	Very high

Table 2. Description of Variables Tri Kaya Parisudha Implementation

No	Variable Indicators	Mean	Interpretation
	Tri Kaya Parisudha Implementation (X)		
	Manacika	4.49	Very high
1	Always think about helping others	4.54	Very high
2	Always think of making other people happy	4.49	Very high
3	Always think of not hurting other people	4.46	Very high
	Wacika	4.30	Very high
1	Always speak politely	4.28	Very high
2	Always say what makes people happy	4.16	High
3	Always say something that doesn't hurt people's feelings	4.18	High
4	Always say things that don't demonize people	4.30	Very high
5	Always say something that is not slanderous	4.58	Very high
	Kayika	4.18	High
1	Always help people who are deprived of material	4.12	High
2	Always help people who are sick	4.20	Very high

3	Always help people who are in trouble	4.23	Very high
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Table 3. Variable Description of Personal Happiness

No	Variable Indicators	Mean	Interpretation
	Personal Happiness (Y1)	4.15	High
1	Always feel happy every day	3.95	High
2	Always feel optimistic about life	4.32	Very high
3	Always be enthusiastic in carrying out activities	4.19	High
4	Always feel like you can smile every day	4.21	Very high
5	Always have a feeling of peace	4.07	Tinggi

Table 4. Variable Description of Successful Life

No	Variable Indicators	Mean	Interpretation
	Life Success (Y2)	4.02	High
1	Increasing income	3.73	High
2	Increasing savings	3.76	High
3	Increasing fortunes	4.01	High
4	Better Health condition	4.24	Very high
5	Better Family harmony	4.37	Very high

Table 5. Model Size Results

Constructs	Dimension	Indicator	Outer Loading	Composite Reliability	Average Variance Extracted (AVE)
Tri Kaya Parisudha Implementation	Manacika	X1.1	0.868	0.886	0.721
		X1.2	0.863		
		X1.3	0.815		
		X2.1	0.825	0.912	0.676

	Wacika	X _{2.2}	0.840			
		X _{2.3}	0.872			
		X _{2.4}	0.862			
		X _{2.5}	0.702			
		Kayika	X _{3.1}	0.892	0.951	0.866
			X _{3.2}	0.935		
	X _{3.3}		0.963			
Personal Happiness (Y ₁)		Y _{1.1}	0.854	0.926	0.716	
		Y _{1.2}	0.855			
		Y _{1.3}	0.823			
		Y _{1.4}	0.803			
		Y _{1.5}	0.893			
Life Success (Y ₂)		Y _{2.1}	0.650	0.906	0.547	
		Y _{2.2}	0.679			
		Y _{2.3}	0.754			
		Y _{2.4}	0.749			
		Y _{2.5}	0.697			

Source: Processed data, 2021

Table 6. Correlation Between Latent Variables

Construct	TKP	Manacika	Wacika	Kayika	Personal Happiness	Life Success
Tri Kaya Parisdha (TKP) Implementation	1.000	0.805	0.931	0.879	0.627	0.665
Manacika	0.805	1.000	0.647	0.577	0.484	0.478

Wacika	0.931	0.647	1.000	0.721	0.570	0.596
Kayika	0.879	0.577	0.721	1.000	0.578	0.652
Personal Happiness	0.627	0.484	0.570	0.578	1.000	0.921
Life Success	0.665	0.478	0.596	0.652	0.921	1.000

Source: Processed data, 2021

Table 7. AVE and RSAVE Value

Construct	Average Variance Extracted (AVE)	RSAVE
Manacika	0.721	0.853
Wacika	0.676	0.822
Kayika	0.866	0.931
Personal Happiness	0.716	0.846
Life Success	0.547	0.740

Source: Processed data, 2021

Table 8. Coefficient of Determination

Construct	R ²
Personal Happiness	0.393
Life Success	0.860
Note: only endogenous (dependent) variables have R ² value	

Source: Processed data, 2021

Table 9. Path Coefficient

Correlation between variables	Path Coefficient	t-statistic	p-values	Sig.
Tri kaya parisudha implementation → Personal happiness	0.627	10.046	0.000	Significant
Tri kaya parisudha implementation → Life Success	0.144	3.335	0.001	Significant
Personal happiness → Life Success	0.830	24.760	0.000	Significant

Source: Processed data, 2021

Table 10. Indirect Effects

Correlation between variables	Path Coefficient	t-statistic	p-values	Information
Tri kaya parisudha implementation (X) → Personal happiness (Y1) → Life success (Y2)	0.521	10.818	0,000	Accepted

Source: Processed data, 2021

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Received: 9th August, 2021



Ni Nyoman Kerti Yasa

Lecturer, Udayana University, Indonesia

Ni Nyoman Kerti Yasa is a lecturer in the fields of strategic management and marketing management at Udayana University. Her research interests include consumer behaviour and business strategies for small and medium-sized enterprises. From 2016 until early 2020, she was Deputy Dean I in charge of Academic and Planning at the Faculty of Economics and Business, Udayana University. She has also served as Secretary of the Department of Management, Faculty of Economics and Business at Udayana University, as well as Head of Quality Assurance for the Faculty of Economics.

Faculty of Economics and Business, Udayana University, Jl. P. B. Sudirman, Kec. Denpasar Selatan, Kabupaten Denpasar, Bali 80232, Indonesia
E-mail: kertiyasa@unud.ac.id



I. Gusti Ngurah Jaya Agung Widagda K.

Lecturer, Udayana University, Indonesia

I. Gusti Ngurah Jaya Agung Widagda K. is a lecturer at Udayana University. His professional interests lie in marketing, most notably, consumer behaviour within Bali's small and micro business sector. He received his management doctorate from Brawijaya University.

Faculty of Economics and Business, Udayana University, Jl. P. B. Sudirman, Kec. Denpasar Selatan, Kabupaten Denpasar, Bali 80232, Indonesia
E-mail: agjayawidagda@unud.ac.id



Ida Ayu Putu Widani Sugianingrat

Lecturer, Hindu Indonesia University, Indonesia

Ida Ayu Putu Widani Sugianingrat is Head of the Master of Management Study Program at the University of Hindu Indonesia and Chief Editor of the *Widya Management Journal*. Her research focuses on human resource management. She obtained her doctorate in human resource management from Udayana University.

Faculty of Economics, Business and Tourism, Hindu Indonesia University, Jl. Sangalangit, Kec. Denpasar Timur, Kabupaten Denpasar, Bali 80238, Indonesia
E-mail: widanidayu47@gmail.com



Putu Laksmita Dewi Rahmayanti

Research Assistant, Hindu Indonesia University, Indonesia

Putu Laksmita Dewi Rahmayanti is a research assistant and lecturer in the Hindu Indonesia University's Faculty of Economics, Business and Tourism. She holds a bachelor's degree and master's degree in management from Udayana University.

Faculty of Economics, Business, and Tourism, Hindu Indonesia University, Jl. Sangalangit, Kec. Denpasar Timur, Kabupaten Denpasar, Bali 80238, Indonesia
E-mail: laksmita72@gmail.com



I. Gusti Ayu Tirtayani

Lecturer, Universitas Pendidikan Nasional, Indonesia

I. Gusti Ayu Tirtayani is a lecturer at the Universitas Pendidikan Nasional and editor of *Eurasia: Economics and Business* and *Biotika*. She obtained her master's degree in management from Udayana University.

Faculty of Economics and Business, Universitas Pendidikan Nasional, Jl. Bedugul No.39, Kec. Denpasar Selatan, Kabupaten Denpasar, Bali 80224, Indonesia

E-mail: ayutirtayani@undiknas.ac.id

Abstract This study explores how the practice of *Tri Kaya Parisudha* — a philosophy that encourages positive thoughts, words and deeds — influences personal happiness and 'life success' among Balinese Hindus. Based on SEM-PLS path analysis, the results indicate not only that *Tri Kaya Parisudha* increases personal happiness and life success, but that personal happiness also contributes to life success. This suggests that positive thoughts, words and deeds can indeed have a tangible impact on people's wellbeing.

KEYWORDS: *Tri Kaya Parisudha*, personal happiness, life success, Hindu community, Bali

INTRODUCTION

Success is something that everyone wants — not least because of the better quality of life that it usually implies. It is often measured in material terms, such as higher income or greater authority at work. Material success, however, is not the sole indicator of a successful life: good relationships with other people, good health, inner peace — all of these are signs of a life lived well and, by dint, drivers of happiness.^{1,2}

As Mohit *et al.*³ have argued, the success of a person's life is influenced by the activities they pursue and the actions they take. Indeed, Grum and Grum have shown that people who aspire always to do good can realise a higher level of life success.⁴ This is supported by Salaj *et al.*⁵

A person's success in life will be influenced by multiple factors, including the level of their education, the type of work they do, their family, and cultural influences and teachings. Within Bali's Hindu community, for example, many teachings take the form of local wisdom, passed down from generation to generation. A cornerstone of these teachings is the philosophy of *Tri Kaya Parisudha*, which consists of *Manacika* (thinking good and right thoughts), *Wacika* (saying what is good

and right), and *Kayika* (doing good and right).

The concept of *Tri Kaya Parisudha* is instilled from childhood, in both the home and school environment.⁶ Naturally, the extent to which the philosophy is embraced varies from one person to another: while some pay only lip-service to it, others claim that it has changed their life for the better.

While evidence regarding the relationship between *Tri Kaya Parisudha* and life success has to date been largely anecdotal, the relationship between *Tri Kaya Parisudha* and business success has been investigated by Yasa *et al.*,⁷ who found that businesses that implement a value-based service strategy or the teachings of *Tri Kaya Parisudha* perform better than those that do not. This suggests that the relationship between *Tri Kaya Parisudha* and personal life success warrants further attention.

The philosophy of *Tri Kaya Parisudha* holds that thinking good and right things (*Manacika*), saying good and right things (*Wacika*) and doing good and right things (*Kayika*) gladdens the heart.⁸ Indeed, according to Gandhi,⁹ it is through harmonising good thoughts, good words and good deeds that one can achieve happiness. Simply put, embracing the philosophy of *Tri Kaya Parisudha* can improve a person's happiness.

Personal happiness is also a stepping stone to greater life success.¹⁰ Specifically, a person who is always enthusiastic and happy is likely to be more resilient to the challenges of daily life, which is likely to make them cope better at work, and in turn make them a better candidate for promotion and hence earn more money. With greater wealth, a person is better able to satisfy their material desires, whether those take the form of home or car ownership, experiences, or the purchase of fast-moving consumer goods and so forth. In short, happiness can improve one's life in both material and non-material ways.

With the above in mind, the present study seeks to understand better how embracing the philosophy of *Tri Kaya Parisudha* impacts on personal happiness and life success.

LITERATURE REVIEW

Tri Kaya Parisudha

The implementation of *Tri Kaya Parisudha* is manifest by thinking good and right things (*Manacika*), saying good and right things (*Wacika*), and doing good and right things (*Kayika*).

Good thinking (*Manacika*) refers to having good thoughts, such as considering how to help others, how to make people happy, and how best not to hurt others. This is discussed in sloka 80 of the *Sarasamuscaya*: 'Apan ikang manah ngaranya, ya ika withing indriya, maprawerti ta ya ring cubhacubhakarma, matangnyanikang manah ja prihen kahrtanya sakareng'¹¹ [the mind is the source of lust; it drives good or bad deeds, and as such one must endeavour to control it].

Saying good things (*Wacika*), meanwhile, takes the form of, among other things, speaking politely, saying things to make other people happy, being truthful, and not hurting or badmouthing people. This is discussed in sloka 132 of the *Sarasamuscaya*: 'Kuneng lwir ingujarakena nihan, satya taya, hawya taya makawak hingsa, haywa makawak upet, hitawasana ta ya, haywa ta parusya, haywa pecunya, wangkana lwirining tan yogya ujarakena'¹² [Utter no lies,

break no hearts and speak never ill of others; do not be unkind or speak out of anger; be neither self-seeking or slanderous: such words as these should never be spoken].

Doing good things (*Kayika*) is discussed in sloka 76 of the *Sarasamuscaya*: 'Nihan yang tan ulahakena, syamatimati mangahalahal, si paradara, nahan tang telu tan ulahakena ring asing ring parihasa, ring ring apatkala ri pangipyan tuwi singgajana jugeka' [Never kill, steal or commit adultery — these actions are never acceptable. Regardless of whether one has been slighted, or whether one finds oneself in a state of hardship or even an emergency, these three should be avoided].¹³ For the purpose of the present research, doing good is interpreted as liking to help others who lack material wealth, helping people who are sick, and helping people who are in trouble.

Following the philosophy of *Tri Kaya Parisudha* usually helps to build a positive attitude.¹⁴ This can be attributed to the harmonious foundation of *Manacika*, *Wacika* and *Kayika*.¹⁵

Personal happiness

According to Kahneman and Deaton,¹⁶ personal happiness is a positive emotion that is owned by a person, manifesting as a happy mood. Happiness is sometimes subjective because it involves feelings of the heart. This is also revealed in a study conducted by Dezi *et al.*,¹⁷ which states that personal happiness can manifest as a happy mood that fosters creativity. Personal happiness can also be associated with intellectual abilities.^{18,19}

In the present study, the concept of personal happiness is measured using the indicators of feeling happy, feeling optimistic, feeling uplifting, smiling, and having a sense of inner peace. According to Newman *et al.*,²⁰ personal happiness can affect a person's quality of life. According to Grant *et al.*,²¹ Rego and Cunha,²² happiness encourages work productivity. In addition, happiness is a positive emotion that causes people to become stronger and more proactive.²³

Life success

As Kahneman²⁴ argues, being happy with one’s life is an indicator of personal success. It suggests one has not simply provided for one’s basic needs, but also realised one’s goals. To be sure, providing for one’s basic needs carries with it a sense of daily satisfaction, but realising one’s life goals is more profoundly satisfying due to the long-term efforts required.²⁵⁻²⁹ The quality of a person’s life may be measured in terms of both material and non-material successes. For example, material success may take the form of wealth, such as income or savings,³⁰ while non-material success may take the form of career satisfaction, level of health, and/or positive relationships with family.³¹ Simply put, a successful life is one in which a person has improved their quality of life.

CONCEPTUAL FRAMEWORK

The present study assumes that everyone wants a successful life. The study also holds that while there are numerous ways to measure success in life, these fall into two categories: material (eg wealth, possessions etc) and non-material (eg good relationships, health etc). The study aims to explore the relationship between life success and personal philosophy (here, *Tri Kaya Parisudha*) and between life success and happiness.

Research hypotheses

Based on the conceptual framework shown in Figure 1, the following are hypothesised:

- H₁:** The implementation of *Tri Kaya Parisudha* has a positive and significant effect on personal happiness.
- H₂:** The implementation of *Tri Kaya Parisudha* has a positive and significant effect on life success.
- H₃:** Personal happiness has a positive and significant effect on life success.

RESEARCH METHODOLOGY

The authors recruited 147 study participants from Hindu communities in Bali who were familiar with the concepts of *Tri Kaya Parisudha* and reported aiming to live by its principles. Respondents were recruited via non-probability sampling using a purposive sampling approach. Data were collected using a Google Form questionnaire distributed via WhatsApp. The validity and reliability of the questionnaire were initially tested on a sample of 30 respondents. The results showed that all variable indicators were valid because the correlation value was above 0.3, and were reliable because the Cronbach’s alpha was above 0.6. The 147 responses were analysed by path analysis using partial least squares structural equation modelling (SEM-PLS).

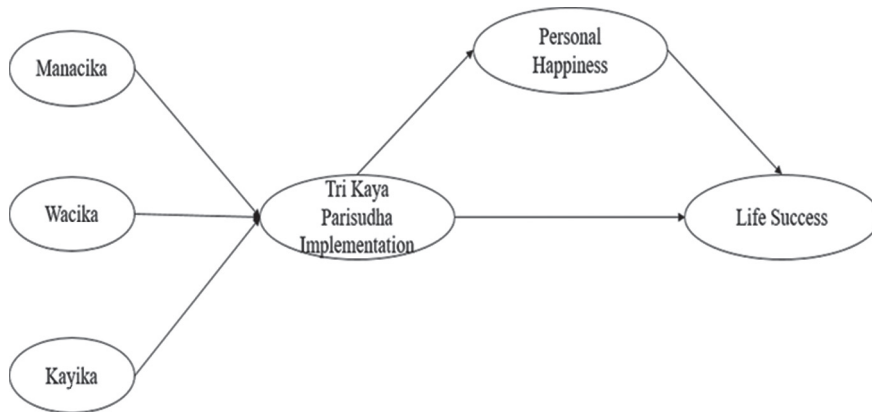


Figure 1: Conceptual framework

RESULTS AND DISCUSSION

Characteristics of respondents

One hundred respondents (68.03 per cent) were aged 20–30 years; 18 respondents (12.24 per cent) were aged 30–40 years; 19 respondents (12.93 per cent) were aged 40–50 years; and ten (6.80 per cent) were aged 50–60 years. In terms of marital status, 94 respondents (63.9 per cent) were unmarried, while 53 were married (36.1 per cent). In terms of education level, 84 respondents (57.1 per cent) reported having high school education only, two (1.4 per cent) reported having a diploma degree, 13 (8.8 per cent) reported having an undergraduate degree, and 48 (32.7 per cent) reported having a postgraduate degree. With respect to work, 20 respondents (13.6 per cent) were civil servants, 15 (10.2 per cent) were private employees, eight (5.4 per cent) were professionals, nine (6.1 per cent) were entrepreneurs, and 95 (64.6 per cent) described their job as ‘other’. Finally, in terms of income, 117 respondents (79.6 per cent) reported having an annual income level of Rp. 2–5 million; 26 respondents (17.7 per cent) reported having an annual income level of Rp. 5–15 million; two respondents (1.4 per cent) reported having an annual income level of Rp. 15–25 million; and two reported having an annual income level in excess of Rp. 25 million

Research variables

The questionnaires examined the study participants’ responses to three variables: *Tri Kaya Parisudha* implementation, personal happiness and life success.

Equation 1 provides the interval value required to determine the frequency distribution of the variables:

$$\begin{aligned} \text{Interval} &= \frac{\text{Maximum value} - \text{Minimum value}}{\text{Number of Classes}} \\ &= \frac{5 - 1}{5} = 0.80 \end{aligned} \quad (1)$$

Scores range from 1 to 5, with the measurement criteria defined as follows:

- 1.00–1.80: very low.
- 1.81–2.60: low;
- 2.61–3.40: neutral;
- 3.41–4.20: high;
- 4.21–5.00: very high.

Implementation of Tri Kaya Parisudha

The *Tri Kaya Parisudha* implementation variable consists of three dimensions, namely *Manacika* (thinking good things), *Wacika* (saying good things) and *Kayika* (doing good things). *Manacika* is measured by three indicators, *Wacika* is measured by five indicators, and *Kayika* is measured by three indicators. Table 1 summarises these.

Based on the data in Table 1, the three statements regarding *Manacika* (good and right thinking) obtained a mean value of 4.49, which is very high. In terms of *Wacika* (saying what is good and right), the five statements obtained a mean score of 4.28, which is also very high. Likewise, for *Kayika* (doing what is good and right), the three statements obtained a mean rating of 4.18, which is high. The scores indicate that the respondents in this study adhere closely to the philosophy of having good thoughts, saying good things, and doing what is good and right.

Personal happiness

As per the data in Table 2, the five statements regarding personal happiness obtain a mean value of 4.15, which is high. These scores indicate that the respondents in this study tend towards having high personal happiness.

Description of successful life variables

As per the data in Table 3, the five statements regarding life success obtain a mean value of 4.02, which is high. These scores indicate

Table 1: Variable indicators of *Tri Kaya Parisudha* implementation (X1)

Variable indicators	Mean	Interpretation
<i>Manacika</i>	4.49	Very high
1: Always think about helping others	4.54	Very high
2: Always think about making other people happy	4.49	Very high
3: Always be careful not to hurt other people	4.46	Very high
<i>Wacika</i>	4.30	Very high
1: Always speak politely	4.28	Very high
2: Always say what makes people happy	4.16	High
3: Always say things that do not hurt people's feelings	4.18	High
4: Always say things that do not demonise people	4.30	Very high
5: Always be honest	4.58	Very high
<i>Kayika</i>	4.18	High
1: Always help deprived people	4.12	High
2: Always help people who are sick	4.20	Very high
3: Always help people who are in trouble	4.23	Very high

Table 2: Variable indicators of personal happiness (Y1)

Variable indicators	Mean	Interpretation
Personal happiness (Y1)	4.15	High
1: Always feel happy every day	3.95	High
2: Always feel optimistic about life	4.32	Very high
3: Always be enthusiastic in carrying out activities	4.19	High
4: Always feel like you can smile every day	4.21	Very high
5: Always have a feeling of peace	4.07	High

Table 3: Variable description of successful life (Y2)

Variable indicators	Mean	Interpretation
Life success (Y2)	4.02	High
1: Increasing income	3.73	High
2: Increasing savings	3.76	High
3: Increasing fortunes	4.01	High
4: Better health condition	4.24	Very high
5: Better family harmony	4.37	Very high

that the respondents in this study tend to feel they enjoy a highly successful life.

PLS-SEM analysis results

This study uses a two-stage approach to measure the model prior to hypothesis testing, the first stage of which is to analyse

convergent validity, and the second to analyse discriminant validity.

Outer model test
Convergent validity

The outer model test is conducted to ensure the research indicators are capable of measuring the research variables. To see whether a model provides a valid basis for research, three criteria must be met: (1) all loading indicators must be greater than 0.65; (2) composite reliability (CR) must be greater than 0.8; and (3) average variance extracted (AVE) for each construct must be greater than 0.5.

As per Table 4, the outer loading indicators range from 0.650 to 0.963. As these values are all greater than 0.65, this means they fall within the recommended limit. The CR values range from 0.886 to 0.951. As these values are all greater than 0.8, this means that all constructs are suitably formed, indicating good consistency as a research model. Finally, AVE values range from 0.547 to 0.866, indicating that the research model has good validity.

Discriminant validity

To evaluate discriminant validity, a research model is proposed to ensure that the root

Table 4: Model size results

Constructs	Dimension	Indicator	Outer loading	CR	AVE			
Tri Kaya Parisudha implementation	Manacika	X1.1	0.868	0.886	0.721			
		X1.2	0.863					
		X1.3	0.815					
	Wacika	X2.1	0.825					
		X2.2	0.840					
		X2.3	0.872					
		X2.4	0.862					
		X2.5	0.702					
	Kayika	X3.1	0.892			0.951	0.866	
		X3.2	0.935					
		X3.3	0.963					
	Personal happiness		Y1.1			0.854	0.926	0.716
			Y1.2			0.855		
			Y1.3			0.823		
			Y1.4			0.803		
		Y1.5	0.893					
Life success		Y2.1	0.650	0.906	0.547			
		Y2.2	0.679					
		Y2.3	0.754					
		Y2.4	0.749					
		Y2.5	0.697					

CR, composite reliability; AVE, average variance extracted.

Table 5: Correlation between latent variables

Construct	Tri Kaya Parisdha implementation	Manacika	Wacika	Kayika	Personal happiness	Life success
Tri Kaya Parisdha implementation	1.000	0.805	0.931	0.879	0.627	0.665
Manacika	0.805	1.000	0.647	0.577	0.484	0.478
Wacika	0.931	0.647	1.000	0.721	0.570	0.596
Kayika	0.879	0.577	0.721	1.000	0.578	0.652
Personal happiness	0.627	0.484	0.570	0.578	1.000	0.921
Life success	0.665	0.478	0.596	0.652	0.921	1.000

value of the average variance extracted ($\sqrt{\text{AVE}}$) of a latent variable is greater than the correlation between that variable and the other variables.

Discriminant validity is considered good where $\sqrt{\text{AVE}}$ is greater than 0.5. The research model proposed in this study can be considered good, as the lowest $\sqrt{\text{AVE}}$ in Tables 5 and 6 is 0.74.

Table 6: AVE and RSAVE value

Construct	AVE	RSAVE
Manacika	0.721	0.853
Wacika	0.676	0.822
Kayika	0.866	0.931
Personal happiness	0.716	0.846
Life success	0.547	0.740

AVE, average variance extracted.

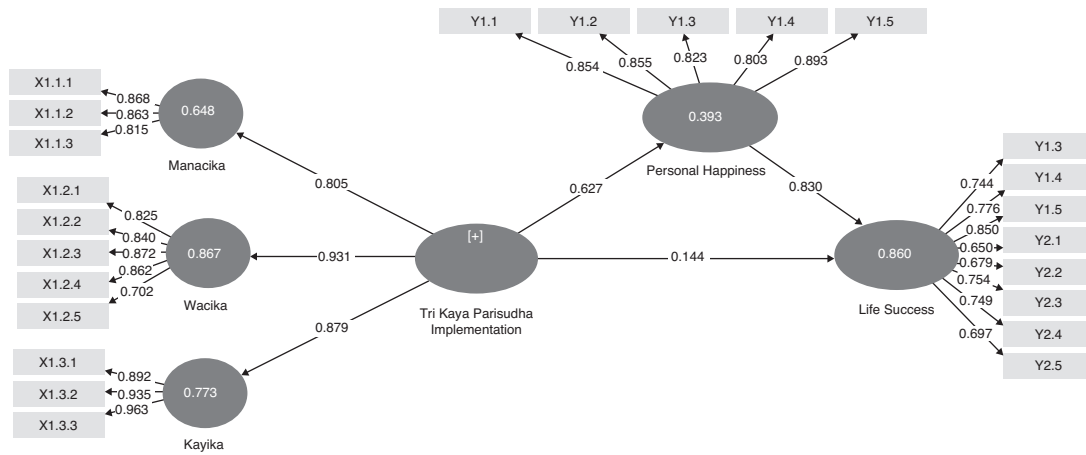


Figure 2: Results of the inner model test

Inner model test

Structural models focus on the hypothesised relationships or pathways between latent variables. Figure 2 shows the results of the inner model test.

The structural model was evaluated using the R² for the dependent construct in addition to the t-test to measure the significance of the structural path parameter coefficients.

Coefficient of determination (R²)

Bootstrap analysis is conducted to obtain two structural model measurements, namely, the t-test and R² values. These will be interpreted the same as multiple regression analysis in general. The predictive strength of a research model can be seen by examining the R² value generated by the bootstrapping process. Table 7 presents the R² value for each exogenous variable contained in the model.

Per Table 7, the highest R² value is the life success variable, at 0.860. This means that 86 per cent of the life success variables can be explained by the constructs contained in the model. The lowest value, meanwhile, is the personal happiness variable, at 0.393. This means that 39.3 per cent of the personal happiness variable can be explained by the constructs that affect these variables.

Table 7: Coefficient of determination

Construct	R ²
Personal happiness	0.393
Life success	0.860

Note: only endogenous (dependent) variables have R² value.

Following an examination of the R² value, one may conclude that the predictive ability of this research model is generally good, as almost all variables have R² values equal to or above 0.50.

HYPOTHESIS TESTING

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used for testing the hypothesis is the value contained in the output path coefficients, as presented in Table 8.

Hypothesis testing is conducted using t-statistics and examining the p-value. Where $p < 0.05$, the hypothesis is accepted. Per Table 8, the implementation of *Tri Kaya Parisudha* impacts on personal happiness with a t-statistic value of 10.046 ($p = 0.000$), so the hypothesis is accepted. This means that the better the implementation of the *Tri Kaya Parisudha* concept, the higher the level of personal happiness. The implementation of the *Tri Kaya Parisudha* concept impacts

Table 8: Path coefficient

Correlation between variables	Path coefficient	t-statistic	p-value	Significance
<i>Tri kaya parisudha</i> implementation → Personal happiness	0.627	10.046	0.000	Significant
<i>Tri kaya parisudha</i> implementation → Life success	0.144	3.335	0.001	Significant
Personal happiness → Life success	0.830	24.760	0.000	Significant

Table 9: Indirect effects

Correlation between variables	Path coefficient	t-statistic	p-value	Information
Tri kaya parisudha implementation (X) → Personal happiness (Y1) → Life success (Y2)	0.521	10.818	0.000	Accepted

on life success with a t-statistic value of 3.335 ($p = 0.001$), so the hypothesis is again accepted. This means that the better the implementation of the *Tri Kaya Parisudha* concept, the higher the life success rate. The impact of personal happiness on life success, meanwhile, has a t-statistic value of 24.760 ($p = 0.000$), so the hypothesis is accepted once again. This means that the higher the personal happiness, the higher the level of life success (Table 8).

Indirect effect testing (mediation test)

One can test the mediating role of personal happiness on the effect of implementing *Tri Kaya Parisudha* on life success by examining the indirect effects that are the output of smart PLS (see Table 9). Per Table 9, the t-statistic value is greater than the t-table value ($10.818 > 1.96$), hence personal happiness significantly mediates the implementation of *Tri Kaya Parisudha* on life success.

DISCUSSION

The impact of *Tri Kaya Parisudha* on personal happiness

Based on an analysis of the results, the effect of *Tri Kaya Parisudha* implementation on personal happiness, the beta coefficient value is 0.627 with a significance level of

0.000, hence H1 is accepted. These results indicate that the implementation of *Tri Kaya Parisudha* has a positive and significant effect on personal happiness. So, the more intensively people adhere to the philosophy of *Tri Kaya Parisudha*, the greater their personal happiness will be.

The results of this study support the work of Gandhi³² and Kajeng,³³ who argued that the implementation of *Tri Kaya Parisudha* has a positive and significant effect on personal happiness. The results of the present study are also supported by Rosalina,³⁴ who found that embracing *Tri Kaya Parisudha* has a positive and significant effect on personal happiness. It can therefore be concluded that the implementation of *Tri Kaya Parisudha* has a positive and significant effect on personal happiness.

The impact of *Tri Kaya Parisudha* on life success

Based on an analysis of the results, the effect of *Tri Kaya Parisudha* implementation on life success, beta coefficient value is 0.144 with a significance level of 0.001, which means that H2 is accepted. These results indicate that the implementation of *Tri Kaya Parisudha* has a positive and significant effect on life success. So, the more intensively people adhere to the philosophy of *Tri Kaya Parisudha*, the greater their life success will be.

The results of this study support the work of Gandhi,³⁵ who argued that the implementation of *Tri Kaya Parisudha* has a positive and significant effect on life success. The results of the present study are also supported by the research of Sulyantini,³⁶ which found the *Tri Kaya Parisudha* variable to have a positive and significant effect on life success. It can therefore be concluded that the implementation of *Tri Kaya Parisudha* has a positive and significant effect on life success.

The impact of personal happiness on life success

Based on an analysis of the results, the effect of personal happiness on life success, beta coefficient value is 0.830 with a significance level of 0.000, hence H3 is accepted. These results indicate that personal happiness has a positive and significant effect on life success. This indicates that the more a person manifests happiness — for example, in terms of optimism, enthusiasm, smiling and enjoying a sense of inner calm — the more likely they are to perceive their life as successful.

The results of this study support the work of Abele *et al.*³⁷ who found that personal happiness can increase life success. Other researchers have also found that happiness can increase life success, including career success.^{38–40} The findings of the present paper are also supported by the research conducted by Benson *et al.*,⁴¹ who found that personal happiness has a positive and significant effect on life success. It can therefore be concluded that personal happiness has a positive and significant influence on life success.

Personal happiness mediating the impact of *Tri Kaya Parisudha* on life success

The implementation of *Tri Kaya Parisudha* has been shown to have a positive and significant effect on personal happiness. Likewise, greater personal happiness has a

positive and significant effect on life success. This study finds that personal happiness mediates the effect of *Tri Kaya Parisudha* implementation on life success; this is accepted with a total effect value of 0.521. This implies that the impact of *Tri Kaya Parisudha* on life success is amplified by personal happiness. Positive feelings can increase a person's productivity at work, resulting in greater likelihood of increased responsibilities and pay. Positive feelings also help one to develop the behaviours necessary to live healthily and in harmony with family and other members of one's community.

CONCLUSION

This study finds that embracing the philosophy of *Tri Kaya Parisudha* has a positive and significant effect on personal happiness. Simply put, the more closely one adheres to the principles of thinking good thoughts, saying good things and doing good deeds, the greater the likelihood of realising personal happiness. The *Tri Kaya Parisudha* also has a positive and significant effect on life success. Again, the more closely one adheres to the principles of thinking good thoughts, saying good things and doing good deeds, the more likely one is to have a successful life.

The study also finds that personal happiness has a positive and significant effect on life success. In other words, the greater one's personal happiness, the more successful one's life will be. Furthermore, the study finds that personal happiness amplifies the positive impact of *Tri Kaya Parisudha* on life success.

Research implications

This study enriches understanding of the relationship between *Tri Kaya Parisudha* and life success by identifying personal happiness as a mediating variable. This suggests that any culture open to this philosophy would be advised to intensify their implementation of

the *Tri Kaya Parisudha* concepts in order to increase their personal happiness and realise a better quality of life.

Limitations and future research

This research was limited to the Hindu community in Bali, so the results cannot be generalised to different areas. Likewise, the implementation of *Tri Kaya Parisudha* is the only exogenous variable. Future studies would do well to investigate other forms of cultural wisdom. In Bali, for example, this might include the *Karmapala* teachings or the values of *Tri Hita Karana* and *Catur Paramitha*.

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