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Materialism and Tourism Brand Attachment in Influencing Compulsive Buying for Generations Y And Z Travel in the Post-Covid 19 Pandemic Period

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Abstract: This study aims to analyze the effect of materialism and tourism brand attachment on compulsive buying for travel in generations Y and Z in Indonesia. This study also to analyse the influence of the predecessors of materialism and compulsive buying such as SNS advertisement, celebrity endorsement, and ideal self-congruence. This research is an explanatory research with a quantitative approach. A survey using a questionnaire was conducted to collect primary data in this study. The population in this study is all Y and Z generations in Indonesia. The sample in this study was determined using a non-probability sampling method because the total population is not known with certainty. The sampling technique used was purposive sampling with the criteria (1) maximum birth in 1981, because the research wanted to explain about compulsive buying in generations Y and Z, (2) active users of social media or social network services (SNS), because this research wanted explain the effect of variables related to the use of SNS such as SNS advertisement, celebrity endorsement, and ideal self-congruence on compulsive buying. The number of respondents in this assessment was 250 respondents. The data obtained was then analyzed using Covariance Based Structural Equation Modelling.

Keywords: Compulsive Buying; Materialism; Tourism Brand Attachment

JEL Classification: M31; D12; Z33

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Introduction

The tourism sector is one of the main driving sectors of the Indonesian people's economy which was heavily affected during the Covid 19 pandemic. Therefore this sector requires a fast and massive recovery, one way is to encourage people's compulsive buying to travel during the post-pandemic period. Generations Y and Z are the largest generations of Indonesia's total population, namely, at 53.81% based on the 2020 Indonesian Population Census Report, which this generation is a potential market for the domestic tourism industry. This is supported by the behavior of this generation who have high ambitions to achieve new things in their lives (Bhatia, 2019), so that this generation does not only shop based on needs but also based on the desire to satisfy their ambitions. This behavior makes the need for travel a primary need for generations Y and Z, as a form of fulfilling the need for self-actualization, self-esteem and existence. This

motivation stimulates the emergence of materialist values in generations Y and Z which can encourage compulsive buying for travel. This statement is in accordance with the results of previous research conducted by Vieira et al., (2016), Islam et al., (2017), Bhatia (2019), which found that materialism has a significant and positive effect on compulsive buying.

Generations Y and Z are young people who are very tech savvy (Bush et al., 2004). Generations Y and Z are very dependent on technology, the internet and social media in carrying out their daily lives, so that when it comes to shopping this generation will be greatly influenced by technology both in the information search process and the shopping process. Before shopping, Gen Y and Z tend to look for references from social media or reviews from celebrities who are their idols. In choosing tourist attractions, Y and Z generations will get a lot of information from exposure to advertisements on social network services (SNS advertisements) such as Instagram, Facebook and so on, in which in these advertisements there are many tourist attractions that use celebrity endorsements.) to attract Gen Y and Z to visit. Exposure of information from SNS advertisements and celebrity endorsements will also inspire Y and Z generations to form ideal self-concepts, which will become the basis for matching the self-concept of Y and Z generations with the values possessed by tourist attractions. The more suitable, the greater the potential for the emergence of Y and Z generation intentions to visit these tourist attractions.

The more intense exposure to information from SNS advertisements, celebrity endorsements and the process of matching consumers' self-concept (ideal-self-congruence) with this information will increase the attachment of generations Y and Z to a tourist spot (tourism brand attachment). This tourism brand attachment will eventually be able to stimulate compulsive purchases to visit tourist attractions. This is in accordance with previous research conducted by Japutra et al., (2019) and Lim et al., (2020) which found that strong attachment to a brand increases the tendency of young consumers to do compulsive buying. However, research by Yasin and Anandya (2023) explains that there is the negative effect of actual self-congruence and the positive effect of materialism on impulsive buying.

Based on the explanation of the phenomenon and the results of previous research, this study aims to analyze and explain the effect of materialism and tourism brand attachment on compulsive buying for travel in generations Y and Z in Indonesia and to analyze and explain the influence of the antecedents of materialism and compulsive buying for travel in generation X. and Y such as SNS advertisement, celebrity endorsement, and ideal self-congruence.

Literature Review

Materialism is how ownership and acquisition of something or material is to realize the purpose of life and the desired status (Sabah, 2017). Richins and Dawson (1992) explain that material values such as the centrality of property in life, the use of wealth to assess the success of others and oneself, the belief that ownership and acquisition from

someone lead to happiness and life satisfaction. Materialism is able to influence consumer intention to buy a product/service. Materialistic consumers are eager to own more goods to project wealth, status, uniqueness, and social respect (Bhatia, 2019; Mason 2001). The higher the consumption level of someone who has high materialistic values, the happier the consumer will be. It is this feeling of happiness and satisfaction that drives consumers with high materialistic values to do compulsive buying. Compulsive buying has a positive relationship with purchasing products or services that reflect a certain social status (Roberts and Martinez, 1997). Compulsive buying is an obsession with buying anything in an uncontrolled and irrational way (Bhatia, 2019). Goods consumed by consumers are not only to obtain social status, but also function as a symbol of who a person is and who they want to be, therefore, this consumption activity is able to express consumer identity and a better identity (Dittmar, 2005a).

Previous research conducted by Vieira et al., (2016), Islam et al., (2017), Bhatia (2019), found that materialism has a significant and positive effect on compulsive buying. Previous research conducted by (Yingjiao, 2008) explained that the motivational perspective of young consumers who engage in compulsive buying tends to be driven by materialistic values that are used to enhance consumers' self-identity in public. The results of this study are also in line with the findings of Joung's research (2013) that consumers with high materialistic values will show a higher level of compulsive buying behavior compared to non-materialistic consumers. However, research conducted by Joung (2013), Vieira et al., (2016), Islam et al., (2017), Bhatia (2019), there has been no research that explains the effect of materialism on compulsive buying in the tourism industry.

Vieira et al. (2016), Islam et al. (2017), and Bhatia (2019) focus broadly on the relationship between materialism and compulsive buying without specifying a particular industry. Yingjiao (2008) and Joung (2013) dive into the motivational aspects, focusing on how materialistic values influence compulsive buying behavior, particularly in enhancing self-identity.

Based on the rationalization and previous research, the researcher proposes the following hypothesis:

H_1: Materialism has a positive and significant influence on compulsive buying.

Compulsive buying was found to be related to how a person has an emotional attachment to an object (O'Guinn and Faber, 1989). The emotional bond can be a strong bond between the consumer and a brand, product, service or place. Brand attachment or brand attachment is an emotional bond between consumers and a brand, which consists of 3 dimensions, namely: affection, passion, and connection (Thomson et al., 2005). Research conducted by Horvath and Birgelen (2015), found that compulsive consumers tend to show high emotional attachment to a particular brand. This may also apply to the tourism industry, consumers who have a strong attachment to a tourist spot will tend to have the intention to visit that place. Attachment to a tourist spot can arise in someone because

the place has certain memories, or because of its beauty, because the experience offered to visitors is different/unique compared to other places and so on. The results of this study are in line with the findings of Kaufmann et al. (2016) that brand attachments have a positive and significant influence on consumer compulsive buying behavior. Strong attachment to a brand increases the tendency of young consumers to do compulsive buying (Japutra et al., 2019; Lim et al., 2020). Therefore in this study, it can be hypothesized that:

H_2: Tourism brand attachment has a positive and significant effect on compulsive buying.

Younger generations are more likely to be attracted to innovative products than previous generations and tend to be receptive to pressure groups, advertisements, and promotional offers (Marvin et al 2002). Group recommendations and celebrity endorsements have an important role in increasing the materialistic behavior of the younger generation (Chan, 2011). Admiration for celebrities among the younger generation is common, recent estimates put forward by Shimp & Andrews (2013) show that around 20 percent of all advertisements worldwide use well-known figures as spoke persons. Consumers trust celebrities as a source of information that is credible and interesting to pay attention to, this gives power to products to attract potential consumers and increase consumer materialism. Celebrities transfer the image attached to them on the advertised product or service and indirectly the consumers who become the audience of the campaign will match the value that the celebrity brings with them. If the value brought by the celebrity exceeds or is equal to the consumer's self-concept, the consumer will have the intention to have that value or image by buying the product or service advertised by the celebrity. This is likely to occur in the tourism industry. Research conducted by Muslin et al (2017) found that celebrity endorsements have a significant and positive effect on materialism. This is because consumers idolize celebrities in advertisements, which show their attractiveness both in appearance, wealth, ownership of expensive products and this encourages consumers to buy the same product or visit the same place as the celebrity which in turn increasing consumer materialism and compulsive buying. Based on the results of the previous research, the researcher proposed the following hypothesis:

*H_3: Celebrity endorsements have a positive and significant effect on materialism.*

Marvin et al (2002), have explained that tend to be receptive to advertisements, and promotional offers. Generations Y and Z are generations that are engaged with the use of the internet and social media. Advertisements on Social Networking Services (SNS) can stimulate materialism. Previous literature explains that advertising can have a positive influence in increasing materialism because advertising is made as attractive as possible to stimulate consumer interest and desire for the products advertised by the company (Yang & Ganahl, 2004). Advertising aims to create a culture so that the audience seeks success, happiness, status, popularity, and familiarizes with social stereotypes that exist in society in general (Chan, 2003). The influence of tourist spot advertisements on social

media may also have the same effect on consumer materialism values. Advertisements show the beauty, uniqueness, luxury, even the exclusivity of a tourist spot, which encourages consumers to want to visit the place as a form of self-esteem, prestige, existence, or even social status. Previous research conducted by Buijzen and Valkenburg (2003), Chan (2003), and Muslim (2017) found that TV advertising has both long-term and short-term effects on materialist values. Based on the rationalization and previous research, the researcher proposes the following hypothesis:

H_4: SNS advertisement has a positive and significant effect on materialism.

Consumers will use a brand to express their actual and ideal self-concept (Aaker, 1999; Ekinci, Sirakaya-Turk, & Preciado, 2013). For example, someone who buys Gucci products wants to express his ideal self-concept as a person who is fashionable and exclusive. Research by Hollenbeck & Kaikati (2012) explains that high compatibility between brand image and consumers' actual or ideal self-concept, makes consumers feel that the brand increases self-verification and self-enhancement motivation, thus consumers will feel more attached or bound to the brand. This might happen in the tourism industry where consumers will evaluate the brand of a tourist spot and match it with the ideal self-concept that is owned by consumers. The higher the compatibility between the consumer's ideal-self concept and the branding of tourist attractions, the closer the consumer's attachment to these tourist attractions will be. For example, people who have an ideal self-concept of being friendly and sociable will choose tourist spots that have lots of crowds and offer hospitality like Bali. This statement is in accordance with the results of research conducted by (Malär et al., 2011; Japutra et al., 2018; Japutra et al., 2019) which found that ideal self-congruence has a positive and significant effect on brand-attachment. Based on the rationalization and previous research, the researcher proposes the following hypothesis:

H_5: Ideal self-congruence has a positive and significant effect on tourism brand attachment.
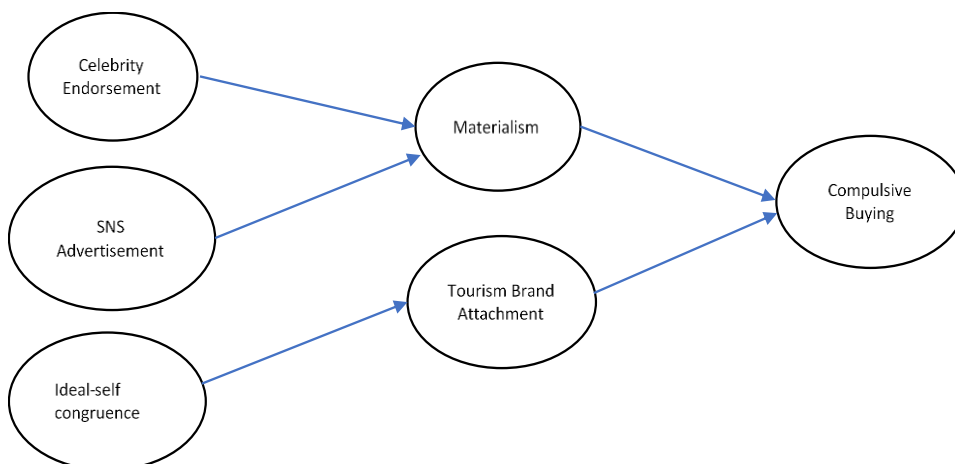
Figure 1 Research Framework

Research Method

This research is an explanatory research using a quantitative approach. The data used in this study are primary data obtained from surveys (both online and offline) using questionnaires as a data collection tool. The questionnaire in this study used a 5-level Likert scale. The population in this study is all Y and Z generations in Indonesia. The sample in this study was determined using a non-probability sampling method because the total population is not known with certainty. The sampling technique used is purposive sampling. The terms of the respondents in this study were (1) maximum birth in 1981, because the research wanted to explain about compulsive buying in generation Y and generation Z, (2) active users of social media or social network services (SNS), because this research wanted to explain the influence variables related to the use of SNS such as SNS advertisement, celebrity endorsement, and ideal self-congruence towards impulse buying. The number of samples in this study uses an estimation technique, which in the maximum likelihood estimation (MLE) Hair, et al (2014), recommends a minimum sample size of 200 to provide a strong basis for estimation. Therefore in this study using a total sample of 200 respondents.

Measurement of the variables of this study adopted from previous studies. The ideal-congruence variable is measured by 3 indicators proposed by Japutra (2018) and Sirgy et al. (1997). The celebrity endorsement variable is measured using the 4 indicators proposed by Islam et al (2017) and Sheldon et al. (2004). The SNS advertisement variable is measured using the 4 indicators proposed by Islam et al (2017) and Moschis & Moore (1992). The materialism variable is measured using the 6 indicators proposed by Islam et al (2017) and Richins & Dawson (1992. The tourism brand attachment variable is measured using the 9 indicators proposed by Thomson et al. (2005) and Taryadi et al. (2021). The compulsive buying variable is measured using 5 indicators put forward by Islam et al (2017) Valence et al (1988) The data obtained from the subsequent distribution of questionnaires. The data collected in this study were then analyzed using the Covariance Based Structural Equation Modelling (Partial Least Square-SEM) method to describe the relationship between variables using three stages, namely evaluating the outer model, inner model, and testing the hypothesis (t test).

Result and Discussion

The inferential statistical analysis approach in this study is Partial Least Square (PLS) which will be calculated using SmartPLS 3.0 software. PLS is an equation model of the Structural Equation Model (SEM) which has changed from covariant-based to variant-based (Ghozali, 2015). PLS can be used to confirm a theory and can be used to build relationships that do not yet have a theoretical basis. PLS analysis will be carried out by eliciting two models, namely the outer model and the inner model, the results of the two models are as follows:

The criteria used in this study are if the outer loading coefficient or loading factor is above 0.5, then the item is declared valid and suitable for use in research. Table 1 shows that

the loading factor value of all items for each latent variable is more than 0.5. This means that all items in this study are valid.

Table 1 Convergent Validity Results

|	Original Sample (O)	Standard Deviation (Stdev)	T Statistics (|O/Sterr|)	P-Value
CB2 <- Compulsive Buying	0.752	0.752	0.052	14.492
CB3 <- Compulsive Buying	0.801	0.798	0.041	19.403
CB4 <- Compulsive Buying	0.835	0.830	0.044	19.050
CB5 <- Compulsive Buying	0.740	0.732	0.074	10.046
CE1 <- Celebrity Endorsement	0.877	0.877	0.024	36.949
CE2 <- Celebrity Endorsement	0.858	0.855	0.042	20.636
CE3 <- Celebrity Endorsement	0.790	0.788	0.051	15.413
CE4 <- Celebrity Endorsement	0.896	0.894	0.023	38.213
ISC1 <- Self Image Congruence	0.721	0.709	0.151	4.779
ISC2 <- Self Image Congruence	0.888	0.891	0.024	36.653
ISC3 <- Self Image Congruence	0.828	0.828	0.058	14.157
MT1 <- Materialism	0.564	0.573	0.091	6.214
MT2 <- Materialism	0.726	0.732	0.056	12.936
MT3 <- Materialism	0.773	0.765	0.069	11.194
MT4 <- Materialism	0.760	0.744	0.113	6.727
MT5 <- Materialism	0.820	0.808	0.063	12.956
MT6 <- Materialism	0.757	0.750	0.068	11.083
SNS1 <- SNS Advertisement	0.835	0.826	0.062	13.527
SNS2 <- SNS Advertisement	0.761	0.755	0.089	8.528
SNS3 <- SNS Advertisement	0.651	0.634	0.144	4.509
SNS4 <- SNS Advertisement	0.872	0.869	0.039	22.445
TBA1 <- Tourism Brand Attachment	0.667	0.680	0.064	10.470
TBA2 <- Tourism Brand Attachment	0.619	0.616	0.119	5.188
TBA3 <- Tourism Brand Attachment	0.723	0.721	0.070	10.287
TBA4 <- Tourism Brand Attachment	0.612	0.605	0.132	4.649
TBA5 <- Tourism Brand Attachment	0.724	0.715	0.112	6.460
TBA6 <- Tourism Brand Attachment	0.680	0.668	0.106	6.417
TBA7 <- Tourism Brand Attachment	0.818	0.820	0.036	22.734
TBA8 <- Tourism Brand Attachment	0.835	0.834	0.034	24.782
TBA9 <- Tourism Brand Attachment	0.838	0.838	0.037	22.409
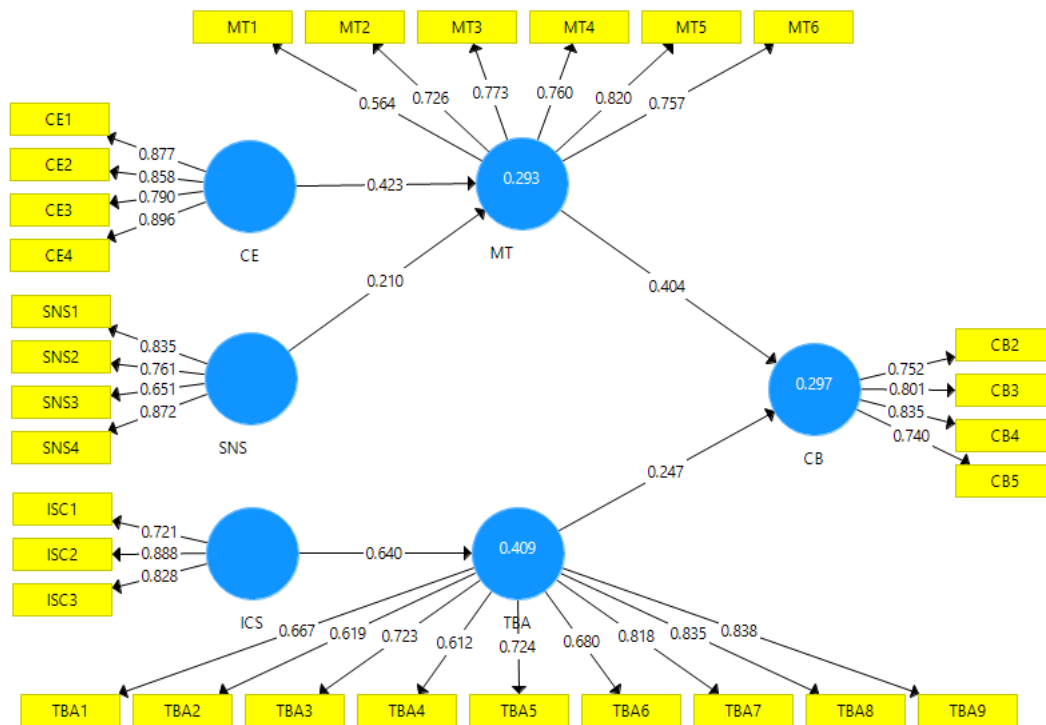
Figure 2 Convergent Validity Test Results

The criterion for an item can be said to have good discriminant validity in this study, namely the cross loading value of the items on the constructed construct must be greater than the cross loading value on the other constructs. Table 2 shows that the cross loading value of each item for each of the latent variables it forms has the highest value compared to the cross loading values of these items on other latent variables in the study, thus all of these statement items have high discriminant validity.

Table 2 Discriminant Validity Test Results

	Celebrity Endorsement	Compulsive Buying	Materialism	SNS Advertisement	Self Image Congruence	Tourism Brand Attachment
CB2	0.385	**0.752**	0.402	0.446	0.325	0.409
CB3	0.198	**0.801**	0.408	0.132	0.259	0.334
CB4	0.249	**0.835**	0.387	0.203	0.211	0.242
CB5	0.196	**0.740**	0.335	0.191	0.157	0.208
CE1	**0.877**	0.319	0.498	0.295	0.372	0.282
CE2	**0.858**	0.176	0.395	0.312	0.290	0.210
CE3	**0.790**	0.257	0.347	0.410	0.370	0.270
CE4	**0.896**	0.378	0.467	0.358	0.369	0.249
ISC1	0.244	0.328	0.396	0.370	**0.721**	0.398
ISC2	0.359	0.283	0.408	0.449	**0.888**	0.636
ISC3	0.385	0.174	0.405	0.400	**0.828**	0.493
MT1	0.158	0.553	**0.564**	0.378	0.319	0.336
MT2	0.328	0.541	**0.726**	0.294	0.239	0.242
MT3	0.482	0.203	**0.773**	0.285	0.419	0.251

Table 2 Discriminant Validity Test Results (cont')

	Celebrity Endorsement	Compulsive Buying	Materialism	SNS Advertisement	Self Image Congruence	Tourism Brand Attachment
MT4	0.325	0.334	**0.760**	0.107	0.360	0.229
MT5	0.484	0.263	**0.820**	0.215	0.407	0.275
MT6	0.469	0.186	**0.757**	0.333	0.438	0.248
SNS1	0.356	0.269	0.294	**0.835**	0.377	0.440
SNS2	0.255	0.178	0.305	**0.761**	0.310	0.269
SNS3	0.235	0.272	0.212	**0.651**	0.377	0.338
SNS4	0.375	0.299	0.350	**0.872**	0.501	0.367
TBA1	0.317	0.130	0.264	0.291	0.473	**0.667**
TBA2	0.149	0.141	0.164	0.225	0.329	**0.619**
TBA3	0.059	0.241	0.150	0.119	0.385	**0.723**
TBA4	0.151	0.232	0.191	0.472	0.393	**0.612**
TBA5	0.122	0.365	0.217	0.299	0.380	**0.724**
TBA6	0.211	0.330	0.212	0.228	0.406	**0.680**
TBA7	0.233	0.342	0.360	0.379	0.561	**0.818**
TBA8	0.321	0.370	0.367	0.389	0.566	**0.835**
TBA9	0.298	0.342	0.355	0.457	0.606	**0.838**

The next test is to look at construct reliability or latent variables. The test is based on two criteria, namely the value of composite reliability and Cronbach alpha. Construct measuring instruments are declared reliable if the composite reliability value and the Cronbach alpha value are above 0.70. Table 3 shows that the composite reliability and Cronbach alpha values of all latent variables in this study have values above 0.7, so it can be said that the measurement instruments for all latent variables in this study are reliable. The AVE values for the four latent variables studied also have a value greater than 0.5, so it can be concluded that the model measurement evaluation has good discriminant validity.

Table 3 Reliability Test Results

	AVE	Composite Reliability	Cronbach Alpha
Celebrity Endorsement	0.879	0.896	0.917
Compulsive Buying	0.791	0.796	0.863
Materialism	0.830	0.828	0.876
SNS Advertisement	0.789	0.816	0.863
Self Image Conguence	0.749	0.795	0.855
Tourism Brand Attachment	0.889	0.906	0.910

The Goodness of Fit Model test is intended to find out how well exogenous variables can explain the endogenous variables in the research. The Goodness of Fit Model research test can be by looking at the Q-Square predictive relevance value. Q-Square predictive relevance is calculated based on the R-Square (R2) value of all the dependent variables in the study. The Q-Square predictive relevance value is in the range $0 < Q2 < 1$, where the closer to 1, the better the research model. The magnitude of Q2 has the same value as the total determination coefficient in path analysis. Table 4 shows the R-Square value of the dependent variable in this study as follows:

Table 4 R Square Results

Variable	R Square
Compulsive Buying	0.297
Materialism	0.293
Tourism Brand Attachment	0.409

Nilai Q^2 = $1 - (1 - R_1{}^2)(1 - R_2{}^2)(1 - R_3{}^2)$
= $1 - (1 - 0.297) \times (1 - 0.293) \times (1 - 0.409)$
= 0.706

The result of this calculation is Q2 with a value of 0.706. This figure shows that the diversity of data generated from the structural model examined in this study is 70.6%, and the remaining 29.4% is explained by other variables outside the research model.

Knowing the relationship between variables in this study, it can be seen from the significance of the estimated parameters. The statistical test for testing the hypothesis is the t-test. The results of hypothesis testing in this study can be seen in Table 5 as follows:

Table 5 Results of Direct Influence Hypothesis Testing

Hypothesis	Variable	Coefficient	t-statistic	p-value	Information
H1	Materialism -> Compulsive Buying	0.404	5.059	0.000	Significant
H2	Tourism Brand Attachment -> Compulsive Buying	0.247	2.049	0.041	Significant
H3	Celebrity Endorsement -> Materialism	0.423	3.673	0.000	Significant
H4	SNS Advertisement -> Materialism	0.210	2.125	0.034	Significant
H5	Self Image Congruence -> Tourism Brand Attachment	0.640	10.542	0.000	Significant

The t-test in testing the hypothesis is carried out by comparing the value of the t-statistic with the t-table, if the t-statistic is greater than the t-table then the research hypothesis is declared acceptable, and if the t-statistic is smaller than the t-table then the research hypothesis will be rejected. T-table in this study is 1.96. The hypothesis is also accepted if the p-value is less than 0.05, and rejected if the p-value is more than that value.

Based on the research results in Table 5, it can be seen that materialism has a positive and significant influence on compulsive buying, thus hypothesis 1 is accepted. The stronger the nature of materialism in young consumers, the more likely young consumers will be to do compulsive buying to visit a tourist spot. The results of this study are in line with the findings of several previous researchers, namely Joung (2013), Vieira et al., (2016), Islam et al., (2017), Bhatia (2019) who found that high materialistic values will indicate a level of compulsive behavior. buying is higher, but in this previous study no one has explained the relationship between these two variables in the tourism sector.

Based on the research results in Table 5, it can be seen that tourism brand attachment has a positive and significant influence on compulsive buying, thus hypothesis 2 is accepted. The stronger attachment of visitors to tourist destination brands will further increase the tendency of young consumers to engage in compulsive buying. The results of this study are in accordance with the results of research conducted by Kaufmann et al. (2016), Japutra et al., (2019), Lim et al., (2020). That brand attachments have a positive and significant influence on consumer compulsive buying behavior.

Based on the research results in Table 5, it can be seen that celebrity endorsements have a positive and significant influence on materialism, thus hypothesis 3 is accepted. The more attractive the celebrity who endorses a tourist spot and the more interesting the information conveyed about the uniqueness of the tourist spot, it will trigger an increase in the materialism attitude of young consumers to travel. The results of this study are in accordance with the results of research conducted by Chan (2011), Shimp & Andrews (2013), and Muslin et al (2017), who found that celebrity endorsements had a significant and positive effect on materialism.

Based on the research results in Table 5, SNS advertisement has a positive and significant effect on materialism, thus hypothesis 4 is accepted. The higher the exposure of an SNS advertisement in a tourist spot, the more interesting information young consumers will receive, which will increase the materialism of young consumers towards travel. This research supports the results of research conducted by Buijzen and Valkenburg (2003), Chan (2003), and Muslim (2017) who found that advertising has a significant long-term and short-term influence on consumer materialism values.

Based on the research results in Table 5, it can be seen that Ideal self-congruence has a positive and significant influence on tourism brand attachment, thus hypothesis 5 is accepted. The more suitable the consumer's self-concept with the image of a tourist spot, the closer or stronger the consumer's relationship with the tourist spot will be. The results of this study are in accordance with the results of research conducted by Malär et al., (2011), Japutra et al., (2018), Japutra et al., (2019) which found that ideal self-congruence has a positive and significant effect on brand-attachment.

The finding, as presented in Table 5, indicate that celebrity endorsements significantly and positively influence materialism among young consumers, particularly in the context of tourism. This suggests that when a celebrity endorses a tourist spot, especially one who is perceived as attractive and relatable, it can enhance the appeal and desirability of the location. The celebrity's influence extends beyond just promoting the destination; it shapes the attitudes and values of young consumers, leading to an increase in materialistic tendencies. This phenomenon can be explained through the concept of social learning theory, which posits that individuals, especially young consumers, are likely to emulate the behaviors, values, and attitudes of role models or public figures they admire. When celebrities endorse a particular lifestyle or destination, it often conveys a message of success, status, and exclusivity. Young consumers, who are in a stage of identity formation, may internalize these messages, associating material wealth and possessions with personal fulfillment and social acceptance.

The results of this research align with the findings of Chan (2011), Shimp & Andrews (2013), and Muslin et al. (2017), who also concluded that celebrity endorsements have a significant and positive effect on materialism. These studies suggest that celebrities serve as powerful symbols of success and material wealth, and their endorsements can effectively communicate and reinforce materialistic values among consumers.

Furthermore, this research adds to this body of knowledge by demonstrating that in the context of tourism, the impact of celebrity endorsements on materialism is particularly pronounced. The unique and exclusive experiences that celebrities often portray when endorsing tourist spots can create a desire among young consumers to replicate these experiences, not just for personal enjoyment but as a means of enhancing their social image and identity. This, in turn, can lead to a stronger inclination towards materialism as they equate travel and leisure activities with personal and social success.

Conclusion

The conclusion from this study is that materialism and tourism brand attachment can influence generations Y and Z to show compulsive buying behavior in post-pandemic Covid-19 travel. This study also found that the materialism attitude of Y and Z generations for post-pandemic tourism was influenced by celebrity endorsers who provided information about interesting things from a tourist spot as well as exposure to SNS advertisements that contained information on the uniqueness of these tourist attractions. Meanwhile, tourism brand attachment to generations Y and Z can be influenced by ideal self-congruence or compatibility between the self-concept desired by generations Y and Z and the image of a tourist destination.

This study only analyzes the dependent variable using cognitive factors. It is recommended that further research be able to elaborate on how affective factors such as emotions, moods, stress levels influence the behavior of visitors to tourist attractions after the Covid-19 pandemic. This research is also limited to researching only generations Z and Y, further research is suggested to be able to examine the demographics of visitors to broader tourist attractions.

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