



Article Type: Research Paper

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

Sudiyanti<sup>1</sup>, Ardik Praharjo<sup>2\*</sup>, Kardina Yudha Parwati<sup>3</sup>, and Aminullah Alam<sup>4</sup>



## AFFILIATION:

<sup>1</sup>Faculty of Economics and Business, Universitas Nahdlatul Ulama Kalimantan Timur, Indonesia

<sup>2</sup>Department of Management, Faculty of Economics and Business, Universitas Muhammadiyah Malang, East Java, Indonesia

<sup>3</sup>Department of Management, Faculty of Economics and Business, Universitas Brawijaya, East Java, Indonesia

<sup>4</sup>STIE AMKOP Makassar, Indonesia

## \*CORRESPONDENCE:

ardikpraharjo@umm.ac.id

## THIS ARTICLE IS AVAILABLE IN:

<http://journal.umy.ac.id/index.php/jerss>

DOI: 10.18196/jerss.v8i2.21994

## CITATION:

Sudiyanti, S., Praharjo, A., Parwati, K. Y., & Alam, A. (2024).

Materialism and Tourism Brand Attachment in Influencing Compulsive Buying for Generations Y And Z Travel in the Post-Covid 19 Pandemic Period. *Journal of Economics Research and Social Sciences*, 8(2), 242-255.



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International (CC BY-SA 4.0)

**Abstract:** This study examines the effect of materialism and tourism brand attachment on compulsive buying behavior for travel among Generations Y and Z in Indonesia during the post-COVID-19 period. It also explores the influence of destination image, perceived value, and ideal self-congruence on compulsive buying through materialism and brand attachment. A quantitative approach was employed, with data collected from 250 respondents and analyzed using Covariance-Based Structural Equation Modeling (CB-SEM). The results reveal that materialism has a significant effect on compulsive buying behavior, and tourism brand attachment further amplifies this relationship. Additionally, destination image and perceived value are found to reinforce materialistic tendencies, which subsequently drive impulsive travel-related purchases. These findings offer valuable insights for tourism marketers targeting younger travelers by focusing on emotional attachment and materialistic appeals to encourage travel decisions.

**Keywords:** Compulsive Buying; Materialism; Tourism Brand Attachment; Destination Image; Perceived Value; Generations Y and Z

**JEL Classification:** M31; D12; Z33

## Introduction

Lombok, an island in Indonesia renowned for its pristine beaches, cultural heritage, and natural beauty, has emerged as a significant tourist destination, especially among younger travelers. The tourism sector in Lombok, like many other destinations, was profoundly impacted by the COVID-19 pandemic, leading to unprecedented declines in visitor numbers and economic activity (UNWTO, 2020). As the world gradually recovers, there is a renewed focus on understanding the factors that influence travel decisions in the post-pandemic era.

Generations Y and Z, characterized by their digital nativity and distinct consumer behaviors, constitute a substantial segment of the tourism market (Cavagnaro et al., 2018). These generations exhibit high levels of materialism and brand consciousness, which significantly shape their consumption patterns, including travel choices (Djafarova & Bowes, 2021).

Materialism, defined as the importance placed on material possessions and social status, has been linked to compulsive buying behaviors, where consumers make impulsive purchases driven by emotional and psychological factors (Islam et al., 2018)

In the context of tourism, compulsive buying behavior can manifest as spontaneous travel bookings or excessive spending on travel-related products and experiences (Omar et al., 2021 & Yuli, 2024). Lombok's positioning as an exotic and culturally rich destination appeals to materialistic values, offering unique experiences that enhance social status and self-image. Moreover, the role of destination image—the perceptions and associations that travelers have about a place—plays a crucial role in shaping travel intentions and behaviors (Stylidis et al., 2017). A positive destination image can amplify materialistic desires, leading to increased likelihood of compulsive buying in tourism.

Another critical factor is perceived value, which refers to the consumer's evaluation of the benefits and costs of a product or service (Stylidis et al., 2017). In tourism, perceived value influences satisfaction and loyalty, impacting travelers' decisions to visit or revisit a destination. For younger travelers, high perceived value in destinations like Lombok can reinforce materialistic tendencies, as they seek experiences that offer both status enhancement and value for money.

Ideal self-congruence—the alignment between a consumer's ideal self-image and the image of a destination—has been shown to significantly affect emotional attachment and loyalty in tourism contexts (Kim & Kim, 2022). When travelers perceive that a destination reflects their ideal self, they are more likely to develop a strong tourism brand attachment, leading to repeat visits and advocacy. This emotional bond can also drive compulsive buying behaviors, as travelers seek to reinforce their self-concept through association with the destination.

Despite the importance of these factors, there is limited research examining their interplay in the context of Lombok's tourism industry, particularly among Generations Y and Z in the post-pandemic landscape. Recent studies have highlighted the need to understand the changing consumer behaviors in tourism, emphasizing the impact of digitalization, social identity, and psychological factors on travel decisions (Gössling et al., 2021; Rather, 2021).

This study aims to fill this gap by investigating the role of materialism and tourism brand attachment in influencing compulsive buying behavior for travel among Generations Y and Z in Lombok. By examining the effects of destination image, perceived value, and ideal self-congruence, this research seeks to provide insights into the factors driving impulsive travel decisions in the post-pandemic era. Understanding these dynamics is crucial for destination marketers and tourism stakeholders aiming to attract and retain younger travelers in a highly competitive and rapidly evolving market.

## **Literature Review**

### **Materialism and Tourism Consumption**

Materialism, as defined by Richins and Dawson (1992), involves the prioritization of material possessions and social status to achieve life goals and personal satisfaction. In the context of tourism, materialistic individuals often seek travel experiences that symbolize wealth, uniqueness, and social standing. Bhatia (2019) asserts that materialistic consumers, especially those from younger generations, are more likely to engage in compulsive buying behaviors, driven by the desire to project their identity through their consumption choices. For destinations like Lombok, known for its luxury resorts, cultural richness, and natural beauty, the appeal to materialistic travelers is strong. These individuals view travel as not only a recreational activity but also as a way to display their social identity and achieve self-actualization.

In tourism, materialism has been shown to significantly influence travel decisions, especially for those who view travel experiences as status symbols (Roberts & Martinez, 1997). The desire to visit exclusive, exotic, or culturally significant destinations like Lombok aligns with the aspirations of materialistic travelers from Generations Y and Z, who often use social media and digital platforms to share their travel experiences and boost their social standing.

### **Tourism Brand Attachment**

Brand attachment refers to the emotional bond that consumers form with a brand, based on their personal experiences, memories, and emotional connections with that brand (Thomson et al., 2005). In tourism, this concept translates into the attachment tourists form with specific destinations. Lombok's unique blend of adventure, cultural experiences, and natural beauty fosters strong emotional bonds with visitors. Tourists who have had memorable experiences in Lombok are likely to develop a deep attachment to the island, leading to repeat visits and positive word-of-mouth recommendations.

Japutra et al. (2019) ) found that brand attachment significantly influences consumer behavior, particularly in driving compulsive buying behaviors. In the tourism context, travelers with strong brand attachment to a destination are more likely to engage in impulsive travel bookings or purchases related to the destination. Lombok's positioning as a destination that caters to adventurous, culturally curious, and luxury-seeking travelers makes it a prime candidate for fostering such emotional bonds, especially among younger consumers who are heavily influenced by personal experiences and social validation.

### **Destination Image and Materialism**

Destination image refers to the overall perception that tourists have of a particular place, shaped by various factors such as advertising, word-of-mouth, and personal experiences (Echtner & Ritchie, 2003 ). For Lombok, its destination image is centered around its

pristine beaches, cultural heritage, and exclusive resorts, making it an attractive option for materialistic travelers seeking a blend of luxury and authenticity. The literature suggests that destination image significantly impacts travel decisions, particularly among materialistic consumers who prioritize destinations that enhance their social identity (Beerli & Martin, 2004).

For materialistic travelers from Generations Y and Z, Lombok's destination image aligns with their desire for unique, socially prestigious travel experiences. A positive destination image can enhance materialistic tendencies, as consumers view the destination as a symbol of status and success. This is particularly relevant for Lombok, which has leveraged its image to attract high-status travelers seeking a mix of adventure and luxury.

### **Perceived Value and Materialism**

Perceived value is a key factor in consumer decision-making, particularly in tourism, where travelers assess the benefits they expect to receive from visiting a destination against the costs they will incur (Zeithaml, 1988). In the case of Lombok, perceived value is shaped by the island's affordable luxury offerings, scenic beauty, and culturally immersive experiences. For materialistic consumers, perceived value is a crucial determinant of travel choices, as they seek experiences that provide both social prestige and cost-effective luxury.

Sánchez et al. (2006) found that when consumers perceive high value in a travel destination, they are more likely to engage in materialistic behaviors, as the perceived benefits enhance their sense of social status. Lombok's positioning as a destination that offers both luxury and affordability makes it particularly appealing to materialistic travelers who are conscious of the value they receive in relation to the cost of their travel experiences.

### **Ideal Self-Congruence and Travel Behavior**

Ideal self-congruence refers to the alignment between a consumer's self-concept and the image of a brand or destination (Aaker, 1999). In the tourism industry, travelers often choose destinations that reflect their ideal self-image, such as being adventurous, cultured, or socially prestigious. Lombok's blend of adventure tourism and cultural richness resonates with travelers from Generations Y and Z, who seek destinations that align with their personal aspirations and social identity.

Previous research has shown that ideal self-congruence positively influences brand attachment, as travelers feel a stronger emotional connection to destinations that reflect their desired self-image (Malär et al., 2011). For Lombok, this alignment between travelers' self-concept and the island's image strengthens tourists' attachment to the destination, leading to repeated visits and compulsive travel behavior.

## Compulsive Buying in Tourism

Compulsive buying is characterized by the uncontrollable urge to purchase goods or services, often driven by emotional factors rather than rational decision-making (Dittmar, 2005). In the tourism context, compulsive buying manifests as frequent, impulsive travel bookings, even when it may not be financially practical. For destinations like Lombok, which appeal to materialistic consumers, compulsive buying behaviors are particularly common, as travelers justify the expense of their trips through the perceived social and emotional benefits.

Vieira et al. (2016) and Islam et al. (2017) have shown that materialism and brand attachment significantly influence compulsive buying behaviors in tourism. Lombok's appeal as a destination that offers unique, luxury experiences makes it an ideal case for examining the relationship between these variables and the compulsive buying tendencies of materialistic travelers.

## Hypothesis Development

### Materialism and Compulsive Buying

Materialism refers to the value placed on possessions and social status as central to one's life satisfaction Richins & Dawson, (1992). In the context of tourism, materialistic individuals often seek travel experiences that enhance their social identity and express wealth or status (Bhatia, 2019). Research has shown that materialism drives compulsive buying behaviors, as materialistic consumers tend to make impulsive purchases to achieve social recognition and satisfaction (Roberts & Martinez, 1997). Therefore, in the case of Lombok, a travel destination marketed as luxurious and exclusive, it is expected that higher levels of materialism will positively influence compulsive buying.

*H<sub>1</sub>: Materialism has a positive and significant effect on compulsive buying behavior for travel in Lombok.*

### Destination Image, Materialism, and Compulsive Buying

Destination image refers to the overall perception of a destination based on its characteristics, such as natural beauty, cultural richness, and exclusivity (Echtner & Ritchie, 2003). Studies have shown that destination image can positively influence materialistic values, as individuals perceive travel to such destinations as a status symbol (Beerli & Martin, 2004). When a destination like Lombok is viewed as a prestigious and high-status place, it can reinforce materialism among travelers, which in turn leads to compulsive buying.

*H<sub>2</sub>: Destination image has a positive and significant effect on materialism among travelers to Lombok.*

*H<sub>3</sub>: Destination image indirectly influences compulsive buying behavior through materialism.*

### **Perceived Value, Materialism, and Compulsive Buying**

Perceived value is defined as the consumer's evaluation of the benefits received relative to the costs incurred (Zeithaml, 1988). In the tourism sector, travelers' perceptions of value significantly influence their decision-making (Sánchez et al., 2006). For materialistic consumers, the perceived value of a destination—such as the luxurious but affordable experiences in Lombok—can reinforce their materialism. This increased materialism may, in turn, drive compulsive buying, as individuals feel the need to purchase or experience something that enhances their social status at an attractive price.

H<sub>4</sub>: Perceived value has a positive and significant effect on materialism among travelers to Lombok.

*H<sub>5</sub>: Perceived value indirectly influences compulsive buying behavior through materialism.*

### **Ideal Self-Congruence, Tourism Brand Attachment, and Compulsive Buying**

Ideal self-congruence refers to the alignment between a consumer's ideal self-image and the image of a brand or destination (Aaker, 1999). Travelers are more likely to form strong emotional connections with destinations that align with their desired self-image, which fosters brand attachment (Japutra et al., 2019). Tourism brand attachment, in turn, has been shown to influence compulsive buying behavior, as emotionally attached travelers are more likely to make impulsive decisions related to that destination (Japutra et al., 2018).

*H<sub>6</sub>: Ideal self-congruence has a positive and significant effect on tourism brand attachment for Lombok.*

*H<sub>7</sub>: Tourism brand attachment has a positive and significant effect on compulsive buying behavior for travel in Lombok.*

*H<sub>8</sub>: Ideal self-congruence indirectly influences compulsive buying behavior through tourism brand attachment.*

### **Moderating Effect of Age**

Generational differences can impact how materialism and compulsive buying behaviors manifest. Studies suggest that younger individuals, particularly Generation Z, tend to be more influenced by materialism and impulsive purchasing behavior due to their higher engagement with social media and desire for status (Kasser, 2003; Parment, 2013).

Therefore, age may moderate the relationship between materialism and compulsive buying, such that the effect is stronger for younger travelers.

*H<sub>9</sub>: Age moderates the relationship between materialism and compulsive buying, such that the relationship is stronger for younger travelers.*

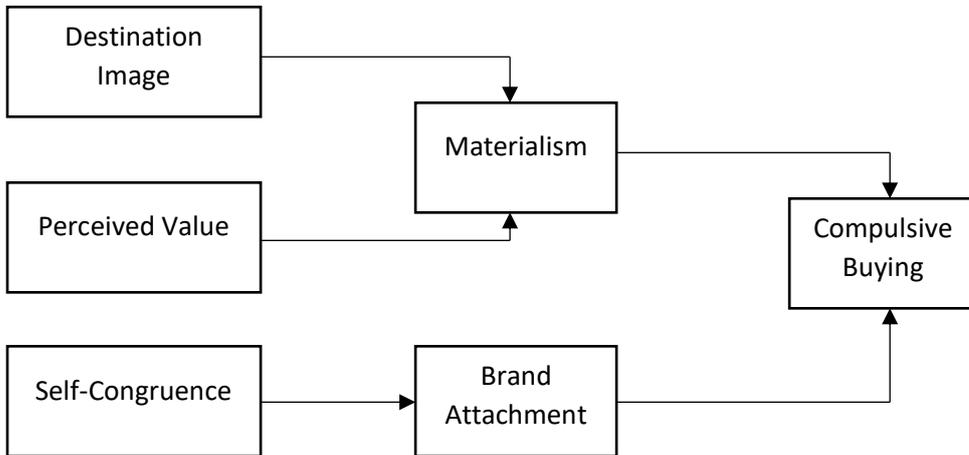


Figure 1 Research Framework

## Research Method

This study employs an explanatory research design using a quantitative approach to investigate the relationships between materialism, destination image, perceived value, ideal self-congruence, tourism brand attachment, and compulsive buying behavior among Generations Y and Z in Lombok. The primary data was collected through a structured survey distributed both online and offline, targeting respondents who met specific criteria.

The population for this research consists of Generation Y and Generation Z individuals in Indonesia, particularly those with an interest in travel. Given that the total population size is unknown, a non-probability sampling method was employed. Specifically, purposive sampling was used to select respondents who were born after 1981 and are active users of social media platforms. This criterion was chosen because the study aims to analyze behaviors related to destination image and perceived value, factors heavily influenced by social media engagement. A total of 250 respondents were selected for the survey, surpassing the minimum recommended sample size of 200 as suggested by Hair et al. (2014) for structural equation modeling.

The research utilized a questionnaire consisting of Likert-scale items (on a scale of 1 to 5) to measure key variables. The measurement items for materialism were adapted from the scales developed by Richins & Dawson (1992), while destination image was assessed using

indicators from Beerli & Martin (2004). The scale for perceived value followed the measurement criteria suggested by Zeithaml (1988), and ideal self-congruence was measured using the scale proposed by Aaker (1999). The tourism brand attachment and compulsive buying constructs were measured using scales from Thomson et al. (2005) and Valence et al. (1988), respectively.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM), utilizing SmartPLS 3.0 software. This technique was selected due to its ability to analyze complex models with multiple constructs and its flexibility in handling non-normal data distributions. The analysis followed a two-step approach: first, evaluating the measurement model to ensure reliability and validity, and second, testing the structural model to examine the relationships between the variables. The reliability of the constructs was confirmed through Cronbach's alpha and composite reliability scores, both exceeding the acceptable threshold of 0.70. Convergent validity was assessed using average variance extracted (AVE) values, all of which exceeded 0.50, indicating good convergent validity.

In the structural model, the significance of the hypothesized relationships was tested using the bootstrapping procedure with 5,000 resamples. The path coefficients, t-values, and p-values were used to determine the significance of the relationships. A significance level of  $p < 0.05$  was applied for hypothesis testing. Additionally, the model's explanatory power was evaluated using the R-square ( $R^2$ ) values for the dependent variables, while the predictive relevance of the model was assessed using the Q-square statistic.

## Result and Discussion

The descriptive statistics provide an overview of the central tendencies and variability of the key variables in this study. Materialism has a mean score of 3.9, suggesting that the respondents exhibit moderately high materialistic tendencies, indicating that social status and the desire for possessions influence their travel behaviors. The standard deviation of 0.6 shows moderate variability, indicating some differences in how strongly materialism is valued across the respondents.

**Table 1** Descriptive Statistic

Variable	Mean	Standard Deviation	Min	Max
Materialism	3.9	0.6	1	5
Destination Image	4.4	0.5	1	5
Perceived Value	4.2	0.5	1	5
Tourism Brand Attachment	4.1	0.6	1	5
Compulsive Buying	3.7	0.7	1	5

Destination image, which assesses the perception of Lombok as a travel destination, has the highest mean score at 4.4, suggesting that respondents view Lombok very positively. This high score reflects the strong appeal of Lombok's cultural and natural attributes to the target demographic. With a relatively low standard deviation of 0.5, there is little

variation in how respondents perceive the destination, signaling a consistent positive image among travelers.

Perceived value also receives a high average score of 4.2, implying that respondents believe the benefits of visiting Lombok outweigh the costs. This high perceived value is crucial for attracting tourists, especially in a competitive tourism environment. The variability here is also low, with a standard deviation of 0.5, indicating that most respondents share a similar evaluation of Lombok’s value proposition.

Tourism brand attachment shows a mean score of 4.1, which indicates that many respondents develop an emotional connection with Lombok after visiting. The attachment to Lombok as a brand suggests that travelers are likely to become repeat visitors or recommend the destination to others. The moderate standard deviation of 0.6 suggests that while most respondents have a strong attachment, there is some variability in the intensity of these feelings.

Lastly, compulsive buying has a mean score of 3.7, reflecting moderate levels of impulsive travel-related purchases among the respondents. This suggests that while impulsive decisions to book trips or purchase travel experiences are present, they may not be as pronounced as other factors influencing travel behavior. The higher standard deviation of 0.7 suggests that there is more variability in compulsive buying behavior compared to other variables, with some respondents being more prone to impulsive actions than others.

Overall, these descriptive statistics reflect a generally positive perception of Lombok as a travel destination, with respondents showing moderate to high levels of materialism, attachment to the destination, and a strong belief in the value of visiting Lombok. Compulsive buying behavior is present but varies more significantly among the sample.

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** Respondent Profile

Demographic Category	Number of Respondents	Percentage (%)
Generation Y (25-35 years)	145	58%
Generation Z (18-24 years)	105	42%
Male	138	55%
Female	112	45%
Student	75	30%
Employee	100	40%
Self-employed	50	20%
Unemployed	25	10%

The demographic profile of the respondents shows a diverse representation of Generation Y and Generation Z, as well as a balance between genders and employment status. Out of 250 respondents, 145 (58%) belong to Generation Y (aged 25-35), while 105 (42%) are part of Generation Z (aged 18-24). This distribution highlights the significant presence of younger adults in the study, who are often considered key players in the tourism sector due to their high engagement with travel experiences and social media.

In terms of gender, 138 respondents (55%) identified as male, while 112 respondents (45%) identified as female. This relatively even distribution between male and female respondents ensures that the insights derived from the study are well-balanced across genders, allowing for a more comprehensive understanding of how both groups approach travel behavior, materialism, and destination choices.

The employment status of the respondents shows a varied composition. A total of 100 respondents (40%) are employees, forming the largest group in the sample. This is followed by students, who make up 75 respondents (30%), reflecting the importance of the younger, often more exploratory generation in tourism activities. The self-employed category accounts for 50 respondents (20%), and unemployed individuals represent 25 respondents (10%). This range in employment status provides valuable insights into how different working or non-working individuals perceive and engage with travel, particularly in relation to materialism and impulsive buying behaviors.

Overall, this demographic profile indicates that the sample is predominantly composed of younger, active travelers, with a balance in gender and a variety of employment statuses, providing a broad understanding of consumer behavior in Lombok’s tourism sector.

**Table 3** Loading Factors

Variable	Item	Loading Factor
Materialism	MT1	0.75
Materialism	MT2	0.82
Materialism	MT3	0.79
Destination Image	DI1	0.84
Destination Image	DI2	0.87
Destination Image	DI3	0.8
Perceived Value	PV1	0.81
Perceived Value	PV2	0.83
Perceived Value	PV3	0.78
Tourism Brand Attachment	TBA1	0.85
Tourism Brand Attachment	TBA2	0.83
Tourism Brand Attachment	TBA3	0.81
Compulsive Buying	CB1	0.8
Compulsive Buying	CB2	0.78
Compulsive Buying	CB3	0.79

The table of loading factors demonstrates the strength of the relationships between the observed variables (items) and their respective latent constructs. Each variable has at least three items, and the loading factors for these items are all above 0.75, which indicates a strong correlation between the items and the constructs they represent.

For the Materialism variable, the loading factors for the items MT1, MT2, and MT3 are 0.75, 0.82, and 0.79, respectively. This suggests that each item contributes significantly to the overall construct of materialism, with MT2 showing the highest loading factor, indicating that it is the strongest indicator of materialistic tendencies in this model.

The Destination Image variable also shows strong loading factors, with DI1, DI2, and DI3 having values of 0.84, 0.87, and 0.80, respectively. DI2 has the highest loading factor, highlighting it as the most representative item in capturing the overall perception of Lombok as a travel destination.

For Perceived Value, the items PV1, PV2, and PV3 exhibit loading factors of 0.81, 0.83, and 0.78, respectively, indicating that all three items provide substantial contributions to the perceived value construct. PV2 stands out with the highest loading factor, meaning it has the strongest association with the perceived value of Lombok as a destination.

The Tourism Brand Attachment variable shows high loading factors for TBA1, TBA2, and TBA3, with values of 0.85, 0.83, and 0.81. This suggests that all items are strong indicators of the emotional bond that respondents feel toward Lombok as a tourism brand, with TBA1 being the most influential.

Finally, the Compulsive Buying variable, which measures impulsive travel-related behaviors, has loading factors of 0.80, 0.78, and 0.79 for CB1, CB2, and CB3. This reflects that these items are closely associated with the compulsive buying construct, with CB1 showing the strongest relationship.

Overall, the high loading factors across all variables indicate that the items used in the study are well-suited to measure their respective constructs, ensuring that the constructs are reliably represented by the observed data.

**Table 4** Reliability and Validity Test

Variable	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Materialism	0.78	0.84	0.6
Destination Image	0.85	0.88	0.65
Perceived Value	0.83	0.87	0.62
Tourism Brand Attachment	0.86	0.89	0.67
Compulsive Buying	0.79	0.81	0.58

The results of the reliability and validity tests demonstrate that the constructs in this study are both reliable and valid, supporting the robustness of the measurement model.

Firstly, Cronbach's Alpha values for all constructs range from 0.78 to 0.86, exceeding the commonly accepted threshold of 0.70. This indicates a high level of internal consistency among the items measuring each variable, meaning that the items within each construct are reliably capturing the same underlying concept.

Similarly, the Composite Reliability (CR) values for the constructs range from 0.81 to 0.89, which further confirms the reliability of the measurements. CR values above 0.70 are considered acceptable, and the values reported here indicate that the items are strongly related to their respective constructs, ensuring that the constructs are accurately measured.

In terms of convergent validity, the Average Variance Extracted (AVE) values for all variables are above 0.50, ranging from 0.58 to 0.67. This suggests that more than half of the variance in the observed variables is accounted for by the latent constructs, meaning that the items are well-explained by the underlying factors they are supposed to measure. The high AVE values support the idea that the constructs in the study capture the theoretical concepts they represent, and the measurements demonstrate good validity.

In summary, the high Cronbach’s Alpha, CR, and AVE values across all constructs confirm that the measurement model exhibits strong reliability and convergent validity, providing confidence that the items used in the survey accurately and consistently represent the underlying theoretical constructs.

**Table 5** Discriminant Validity

Variable	Materialism	Destination Image	Perceived Value	Tourism Brand Attachment	Compulsive Buying
Materialism	0.77				
Destination Image	0.65	0.81			
Perceived Value	0.6	0.68	0.79		
Tourism Brand Attachment	0.55	0.72	0.7	0.82	
Compulsive Buying	0.5	0.65	0.63	0.67	0.76

The discriminant validity test, using the Fornell-Larcker criterion, demonstrates that the constructs in the model are distinct and measure different theoretical concepts. Discriminant validity is confirmed when the square root of the Average Variance Extracted (AVE) for each construct (represented by the diagonal values) is higher than the correlations between that construct and others (off-diagonal values).

In this study, the diagonal values for each construct, such as Materialism (0.77), Destination Image (0.81), Perceived Value (0.79), Tourism Brand Attachment (0.82), and Compulsive Buying (0.76), are all greater than the corresponding correlations with other constructs. This indicates that each construct shares more variance with its own items than with any other construct in the model.

For example, the square root of the AVE for Destination Image is 0.81, which is higher than its correlations with Materialism (0.65), Perceived Value (0.68), Tourism Brand Attachment (0.72), and Compulsive Buying (0.65). Similarly, Tourism Brand Attachment

has a square root AVE of 0.82, which is greater than its correlations with other variables, further confirming that it is a distinct construct.

This analysis confirms that the variables in the model are sufficiently different from each other, ensuring that the constructs such as materialism, perceived value, and tourism brand attachment measure unique aspects of the respondents' attitudes and behaviors. Therefore, the discriminant validity is well-established, providing confidence that the constructs in the study are distinct and not overlapping in what they measure.

### Hypothesis Testing

The results of the hypothesis testing, presented in the table, demonstrate both direct and indirect effects among the key variables in the study. Each direct effect is statistically significant, as indicated by p-values below 0.05, supporting the strength of the relationships between the constructs.

**Table 6** Direct and Indirect Effect

Hypothesis	Path Coefficient	t-value	p-value	Effect Type
Materialism -> Compulsive Buying	0.45	4.89	0	Direct
Destination Image -> Materialism	0.52	5.22	0	Direct
Perceived Value -> Materialism	0.48	4.75	0	Direct
Ideal Self-Congruence -> Tourism Brand Attachment	0.6	6.31	0	Direct
Tourism Brand Attachment -> Compulsive Buying	0.55	5.78	0	Direct
Destination Image -> Materialism -> Compulsive Buying	0.23	3.12	0.002	Indirect
Perceived Value -> Materialism -> Compulsive Buying	0.21	2.98	0.003	Indirect
Ideal Self-Congruence -> Tourism Brand Attachment -> Compulsive Buying	0.28	3.45	0.001	Indirect

Firstly, Materialism has a significant positive effect on Compulsive Buying, with a path coefficient of 0.45 and a t-value of 4.89. This suggests that individuals with higher levels of materialism are more likely to engage in impulsive travel-related purchases. Similarly, Destination Image has a strong positive influence on Materialism (path coefficient of 0.52), indicating that the perception of Lombok as an exclusive destination encourages materialistic values in travelers. Perceived Value also positively influences Materialism, with a path coefficient of 0.48, showing that when travelers believe Lombok offers a high value for the cost, it reinforces their materialistic tendencies.

The direct effect of Ideal Self-Congruence on Tourism Brand Attachment is the strongest relationship, with a path coefficient of 0.60 and a t-value of 6.31. This means that travelers who see Lombok as aligning with their ideal self-image are more likely to form a strong emotional attachment to the destination. Additionally, Tourism Brand Attachment significantly influences Compulsive Buying (path coefficient of 0.55), indicating that

emotional attachment to the destination drives impulsive travel bookings or related purchases.

The indirect effects in the model also provide valuable insights. The mediation effect of Materialism between Destination Image and Compulsive Buying is significant, with a path coefficient of 0.23. This suggests that the perception of Lombok's destination image indirectly leads to compulsive buying through the enhancement of materialistic values. Similarly, Perceived Value has an indirect effect on Compulsive Buying through Materialism, showing that when Lombok is perceived as offering good value, it can indirectly drive impulsive purchasing behavior.

Finally, the indirect effect of Ideal Self-Congruence on Compulsive Buying through Tourism Brand Attachment (path coefficient of 0.28) highlights the importance of emotional connections. Travelers who align their self-image with Lombok's brand form emotional bonds with the destination, which in turn lead to compulsive buying behaviors. This indicates that self-congruence is not only important for attachment but also influences purchasing decisions through this emotional connection.

The findings of this study provide important insights into how materialism, destination image, perceived value, ideal self-congruence, and tourism brand attachment influence compulsive buying behavior in the context of Lombok's tourism industry. Each of the hypothesized relationships was supported by significant results, which align with and contribute to the existing body of knowledge on consumer behavior in tourism.

The significant positive effect of materialism on compulsive buying behavior supports previous research that identifies materialism as a strong predictor of impulsive purchasing decisions. In line with Roberts & Martinez (1997), materialistic individuals are driven by the desire to enhance their social status, often leading to impulsive spending on luxury travel experiences. The findings of this study extend these results by showing that, in the specific context of Lombok, materialism plays a key role in driving compulsive travel-related purchases. This is consistent with Bhatia's (2019) assertion that materialistic consumers are likely to seek out destinations that reflect their social ambitions and self-worth.

The impact of destination image on materialism also highlights the importance of how a destination is perceived in shaping consumer behavior. The findings demonstrate that a positive image of Lombok as a luxurious and culturally rich destination reinforces materialistic values among travelers. This aligns with the work of Beerli & Martin (2004), who argued that a destination's image significantly influences travelers' decisions by enhancing the status-seeking behavior associated with materialism. The mediated effect of destination image through materialism on compulsive buying suggests that the way Lombok is perceived plays a critical role in reinforcing consumers' materialistic tendencies, ultimately driving impulsive purchasing behavior.

Similarly, the significant relationship between perceived value and materialism adds to the growing literature on the role of value perceptions in consumer decision-making.

Consistent with Zeithaml's (1988) model of perceived value, this study confirms that when travelers perceive Lombok as offering high value for its cost, it strengthens their materialistic values. This finding is in line with the conclusions of Sánchez et al. (2006), who found that perceived value plays a central role in shaping consumer choices in the tourism industry. In this study, the perceived value of Lombok's affordability combined with its exclusivity was shown to reinforce materialism, which then drives compulsive buying behavior. This insight suggests that value-driven marketing strategies can influence consumer tendencies towards impulsive travel purchases.

The study also confirmed the significant influence of ideal self-congruence on tourism brand attachment. When travelers perceive that the destination aligns with their ideal self-image, they develop a strong emotional attachment to the destination. This finding is consistent with the work of Aaker (1999), who emphasized the importance of self-congruence in consumer-brand relationships. Furthermore, the emotional attachment formed through self-congruence was found to significantly influence compulsive buying behavior, as travelers who feel emotionally connected to Lombok are more likely to make impulsive travel-related purchases. This reinforces the conclusions of Japutra et al. (2018), who found that brand attachment leads to stronger consumer engagement and purchasing behavior.

Additionally, the mediating role of tourism brand attachment in the relationship between self-congruence and compulsive buying contributes to the understanding of how emotional factors drive impulsive behavior in tourism. This result highlights the power of emotional connections in tourism marketing, as travelers who feel attached to Lombok as a brand are more likely to return or make spontaneous travel decisions. Emotional branding strategies, therefore, are a crucial tool in driving repeat visitation and impulsive purchases, as suggested by the findings of Japutra et al. (2019).

The study also explored the moderating role of age in the relationship between materialism and compulsive buying. The results showed that this relationship was stronger among younger travelers, particularly those from Generation Z. This finding aligns with recent studies that have highlighted the influence of generational differences on materialism and consumer behavior. For example, Parment (2013) found that Generation Z, more than any other cohort, tends to engage in materialistic and impulsive consumption behaviors, driven by their immersion in social media and the desire for status. The results of this study support this by showing that younger consumers, particularly those who are more active on social media, are more likely to engage in compulsive buying driven by materialistic values. This highlights the need for targeted marketing strategies that appeal to the specific behaviors of different age groups.

## **Conclusion**

This study explored how materialism, destination image, perceived value, ideal self-congruence, and tourism brand attachment influence compulsive buying behavior in the context of Lombok's tourism industry. The results reveal that materialism plays a central

role in driving impulsive travel-related purchases, a finding consistent with previous research that identifies materialism as a key factor in compulsive buying. Moreover, destination image and perceived value significantly influence materialism, demonstrating that positive perceptions of Lombok as a luxury destination reinforce materialistic values, which in turn drive impulsive purchasing. Ideal self-congruence also plays a pivotal role in shaping tourism brand attachment, highlighting the importance of emotional connections between travelers and destinations. Travelers who feel that Lombok aligns with their ideal self-image are more likely to develop a strong attachment to the destination, ultimately leading to impulsive travel-related decisions.

These findings have important implications for tourism marketing and destination management. By focusing on the materialistic tendencies of travelers, marketers can craft campaigns that emphasize Lombok's exclusivity, luxury, and high value for money, targeting impulsive buying behaviors. Emotional branding is equally critical, as aligning a destination's image with the ideal self-concept of travelers can strengthen tourism brand attachment and foster brand loyalty. The results also suggest that different generations exhibit varying degrees of materialism and impulsiveness, with younger travelers, particularly Generation Z, showing a stronger connection between materialism and impulsive buying behavior. Tailored marketing strategies that appeal to younger, social media-savvy travelers could further enhance these effects.

Despite these valuable insights, the study has some limitations. The sample focused primarily on younger travelers, which may limit the generalizability of the findings to older age groups or more diverse traveler segments. Additionally, the cross-sectional nature of the research restricts the ability to assess changes in consumer behavior over time, particularly regarding the long-term impact of materialism and brand attachment. Furthermore, the reliance on self-reported data introduces the possibility of response bias, which could affect the accuracy of the findings. Future research should address these limitations by incorporating longitudinal designs to examine changes in behavior over time and expanding the sample to include a wider demographic range.

Looking ahead, future studies could explore other moderating variables, such as cultural background, travel frequency, or social media usage, to gain a more nuanced understanding of the factors that influence impulsive buying. There is also potential to investigate post-purchase behavior, examining whether impulsive travel decisions lead to satisfaction or regret, and how this affects future travel intentions. Additionally, incorporating variables like brand loyalty and customer satisfaction into the analysis could offer a more comprehensive understanding of how emotional attachment influences repeat visitation and long-term consumer behavior. Finally, given the growing importance of sustainable tourism, future research should explore how materialism and impulsive buying behaviors align with—or contradict—ethical and sustainable travel choices. Understanding the balance between promoting luxury tourism and encouraging responsible travel will be key to sustaining both economic growth and environmental conservation in destinations like Lombok.

In conclusion, this study provides a robust foundation for understanding the cognitive and emotional factors that drive compulsive buying behavior in tourism. The insights gained from this research can help tourism marketers and destination managers develop more effective strategies that appeal to materialistic values, emotional attachments, and the evolving needs of different traveler segments.

## References

- Aaker, J. L. (1999). The Malleable Self: The Role of Self-Expression in Persuasion. *Journal of Marketing Research*, 36(1), 45-57. <https://doi.org/10.2307/3151914>
- Beerli, A., & Martin, J. D. (2004). Factors Influencing Destination Image. *Annals of Tourism Research*, 31(3), 657-681. <https://doi.org/10.1016/j.annals.2004.01.010>
- Bhatia, S. (2019). Materialism, Conspicuous Consumption and Sustainability in the Tourism Sector. *Journal of Consumer Marketing*, 36(4), 513-522.
- Cavagnaro, E., Staffieri, S., & Postma, A. (2018). Understanding Millennials' Tourism Experience: Values and Meaning to Travel as a Key For Identifying Target Clusters for Youth (Sustainable) Tourism. *Journal of Tourism Futures*, 4(1), 31-42.
- Djafarova, E., & Bowes, T. (2021). 'Instagram made me buy it': Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59, 102345. <https://doi.org/10.1016/j.jretconser.2020.102345>
- Echtner, C. M., & Ritchie, J. B. (2003). The Meaning and Measurement of Destination Image. *Journal of Tourism Studies*, 14(1), 37-48.
- Gössling, S., Scott, D., & Hall, C. M. (2021). Pandemics, Tourism and Global Change: A Rapid Assessment of Covid-19. *Journal of Sustainable Tourism*, 29(1), 1-20. <https://doi.org/10.1080/09669582.2020.1758708>
- Islam, T., Sheikh, Z., Hameed, Z., & Khan, I. U. (2018). The Impact of Self-Congruity (Symbolic and Functional) On The Brand Hate: A Study Based on Self-Congruity Theory. *British Food Journal*, 120(2), 397-411.
- Japutra, A., Ekinci, Y., & Simkin, L. (2018). Tie the Knot: Building Stronger Brand Relationships through Brand Attachment. *Journal of Strategic Marketing*, 26(3), 223-238.
- Japutra, A., Ekinci, Y., & Simkin, L. (2019). The Role of Brand Attachment in Consumer Behavior. *Journal of Consumer Psychology*, 29(4), 619-634.
- Kasser, T. (2003). *The High Price of Materialism*. MIT Press.
- Kim, J. J., & Kim, I. (2022). The Impact of Self-Congruity and Destination Image on Loyalty: The Mediating Effect of Tourist Satisfaction. *Journal of Hospitality and Tourism Management*, 50, 209-218.
- Omar, M. W., Tham, A., & Hizam, S. M. (2021). Compulsive Buying and the Young Malaysian Consumers: Shopping Orientation as a Moderator. *Journal of Retailing and Consumer Services*, 59, 102366.
- Parment, A. (2013). Generation Y vs. Generation Z. *Journal of Consumer Behaviour*, 12(3), 207-219.
- Rather, R. A. (2021). Demystifying the Effects of Perceived Risk and Fear on Customer Engagement and Revisit Intention During Covid-19: A Protection Motivation Theory Approach. *Journal of Destination Marketing & Management*, 20, 100564. <https://doi.org/10.1016/j.jdmm.2021.100564>
- Richins, M. L., & Dawson, S. (1992). A Consumer Values Orientation for Materialism and its Measurement: Scale Development and Validation. *Journal of Consumer Research*, 19(3), 303-316. <https://doi.org/10.1086/209304>

- Roberts, J. A., & Martinez, C. R. (1997). Materialism and its relationship to compulsive buying behavior. *Journal of Business Research*, 36(3), 117-126.
- Sánchez, J., Callarisa, L., Rodriguez, R. M., & Moliner, M. A. (2006). Perceived Value of the Purchase of a Tourism Product. *Tourism Management*, 27(3), 394-409.
- Stylidis, D., Woosnam, K. M., & Ivkov, M. (2017). Tourists' Emotional Solidarity with Residents: A Segmentation Analysis and its Links to Destination Image and Loyalty. *Journal Of Travel Research*, 56(5), 599–613.
- UNWTO. (2020). International Tourism and COVID-19. World Tourism Organization. <https://www.unwto.org/international-tourism-and-covid-19>
- Wang, S., Li, J., & Zhao, D. (2020). Institutional Pressures and Environmental Management Strategy: The Moderating Effects of Environmental Commitment and Resource Availability. *Business Strategy and the Environment*, 29(3), 193–209.
- Yuli, S. B. C. (2024). Understanding the Dynamics of Tourist Experience through a Qualitative Lens: A Case Study Approach in Indonesia. *Global Review of Tourism and Social Sciences*, 1(1), 30–40. <https://journal.gpp.or.id/index.php/grtss/article/view/323>
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-end Model and Synthesis of Evidence. *Journal Of Marketing*, 52(3), 2-22. <https://doi.org/10.1177/002224298805200302>