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Investigating How Consumer Susceptibility Moderates The Relationship Between Job Burnout, Ego Depletion, And Compulsive Buying Among Indonesian Migrant Workers

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ABSTRACT

This research delves into the impact of job burnout on compulsive buying behavior within a group of 210 Indonesian domestic migrant workers in Taiwan. The study explores how ego depletion mediates this relationship and how consumer susceptibility to interpersonal influence moderates it. A survey method was used to collect data from participants, and the data were analyzed using structural equation modeling. The findings reveal that job burnout significantly heightens compulsive buying tendencies. However, ego depletion does not act as a mediating factor. On the contrary, consumer susceptibility to interpersonal influence plays a significant moderating role between ego depletion and compulsive buying, indicating that greater susceptibility weakens the impact of ego depletion on compulsive buying behavior. These results underscore the importance of addressing job burnout and considering interpersonal influences to mitigate compulsive buying behaviors among Indonesian domestic migrant workers in Taiwan, potentially enhancing their mental and financial well-being through targeted interventions.

Keyword: Job Burnout; Ego Depletion; Compulsive Buying; Consumer Susceptibility to Interpersonal

ABSTRAK

Penelitian ini menyelidiki dampak kelelahan kerja terhadap perilaku pembelian kompulsif pada sekelompok 210 pekerja rumah tangga Indonesia di Taiwan. Studi ini mengeksplorasi bagaimana penipisan ego memediasi hubungan ini dan bagaimana kerentanan konsumen terhadap pengaruh interpersonal memoderasinya. Metode survei digunakan untuk mengumpulkan data dari partisipan, dan data dianalisis menggunakan model persamaan struktural. Temuan mengungkapkan bahwa kelelahan kerja secara signifikan meningkatkan kecenderungan pembelian kompulsif. Namun, penipisan ego tidak bertindak sebagai faktor mediasi. Sebaliknya, kerentanan konsumen terhadap pengaruh interpersonal memainkan peran moderator yang signifikan antara penipisan ego dan pembelian kompulsif, yang menunjukkan bahwa kerentanan yang lebih besar akan melemahkan dampak penipisan ego terhadap

perilaku pembelian kompulsif. Hasil-hasil ini menggarisbawahi pentingnya mengatasi kelelahan kerja dan mempertimbangkan pengaruh antarpribadi untuk memitigasi perilaku pembelian kompulsif di kalangan pekerja migran Indonesia di Taiwan, yang berpotensi meningkatkan kesejahteraan mental dan finansial mereka melalui intervensi yang ditargetkan.

Kata kunci: Job Burnout; Ego Depletion; Compulsive Buying; Consumer Susceptibility to Interpersonal

INTRODUCTION

Compulsive buying behavior significantly impacts individuals, causing excessive debt, guilt, missed loan payments, social criticism, and legal problems (Janiszewski, 2023). It involves uncontrollable buying urges (Kovács et al., 2022), with prevalence estimates from 3.4% to 6.9% in adults and 5.9% to 11.5% among university students (He et al., 2021).

Indonesian domestic migrant workers face broader challenges, including low wages and exploitative practices (Elias, 2010). "Ethnic niches" reflect societal perceptions, expecting minimal demands from these workers (Elias, 2010). They also face limited access to health information and services, leading to health disparities (Huang et al., 2020). Their migration experiences are diverse, with some engaging in serial migration (Liao & Gan, 2020). Social protections in places like Singapore aim to reduce vulnerabilities, though legal protection and employment insurance issues persist (Yeoh et al., 2020; Fae, 2023).

Job burnout concerns managers due to its negative impact on well-being and organizational outcomes (Charoensukmongkol et al., 2016). It decreases job satisfaction, commitment, and increases the intention to change jobs (Hameli, 2024). Burnout is linked to depression, reduced job performance, and decreased commitment (Hui et al., 2022). Emotional exhaustion hinders effective job performance (Farivar & Esmaeelinezhad, 2021).

The repercussions of job burnout extend to organizational outcomes, including decreased productivity, high turnover rates, and low job satisfaction (Tong, 2024). Job burnout has also been linked to reduced job performance and intentions to leave jobs early, ultimately impacting overall organizational performance (Danish et al., 2019; Cavanaugh et al., 2020). Organizations must address job burnout as it leads to physical, mental, and emotional exhaustion in employees, affecting their capacity to contribute effectively (Shehata al., 2022). Strategies to alleviate burnout include promoting work-life balance, fostering high-quality leader-member relationships, and enhancing employee engagement (citations omitted), thereby enhancing overall organizational performance.

Job burnout can lead to impulsive or compulsive behaviors through various mechanisms. When individuals experience job burnout, characterized by emotional exhaustion, depersonalization, and feelings of work ineffectiveness Leone *et al.* (2023), they may seek coping mechanisms to alleviate their stress and emotional strain. This can manifest in impulsive behaviors such as excessive shopping, overeating, or substance abuse as a way to escape or numb their negative emotions (Roh, 2019). Burnout has been associated with dysfunctional attitudes, including depression and negative orientations towards work, contributing to impulsive decision-making (Hui et al., 2022). Moreover, burnout can diminish individuals' sense of accomplishment, leading to reduced job satisfaction and organizational commitment, prompting compulsive behaviors such as workaholism or perfectionism (Margaretha, 2019). Additionally, burnout can result in physical and emotional exhaustion, driving individuals to seek immediate gratification or relief through impulsive actions (Roh, 2019). The negative impact of burnout on job performance and satisfaction can create a cycle

where individuals resort to impulsive or compulsive behaviors as a temporary escape from work-related stressors.

Ego depletion refers to a temporary state where an individual's self-control resources are diminished due to prior acts of self-control Herdian & Putri (2022). This depletion can lead to impulsive or compulsive behaviors as individuals struggle to exert control over their actions. It has been linked to various aspects of behavior and decision-making, showing that it can result in reduced self-control and increased likelihood of engaging in impulsive behaviors such as cheating, increased alcohol consumption, and dishonesty (Christiansen et al., 2012; Wu et al., 2019). Individuals experiencing ego depletion may find it challenging to resist immediate gratification or impulses, leading to behaviors not aligned with their long-term goals or values (Wu et al., 2019). Moreover, ego depletion has been associated with a decrease in self-efficacy, further contributing to difficulties in exerting self-control and resisting impulsive urges (Chow et al., 2015). Additionally, ego depletion can impact cognitive performance and decision-making processes, potentially increasing the likelihood of impulsive actions (Singh & Göritz, 2018).

Previous research has highlighted the influence of others on consumers during purchases, particularly online (Aragoncillo & Orús, 2018). This extends to the benefits of sharing personal comments and obtaining information, shaping buying decisions (Palalić et al., 2020). Current research focuses on compulsive buying in live streaming commerce, linking it to fear of missing out (FOMO) and social influence, showing positive effects on FOMO and compulsive buying (Sun & Bao, 2023). Social influence affects impulse buying, studied in various contexts (Chuang et al., 2015). Fear of missing out (FOMO) moderates the impact of influencer exposure on buying behavior (Dinh, 2023). The study compares Word of Mouth (WoM) and social media influencers on buying behavior (Kamaldeep, 2021), finding that companions increase impulse buying while family reduces it (Huang & Suo, 2021). Impulse buying is motivated by promotions, product interactions, and consumer traits (Barcelona et al., 2022). Perceived personalization ads significantly influence online impulse buying (Aslam et al., 2021).

Compulsive buying is linked to psychological factors like materialism and self-esteem (Yurchisin & Johnson, 2004). Personal traits such as openness and conscientiousness influence compulsive buying (Shahjehan et al., 2012; Zerach, 2015). Situational factors like social influence and online shopping also play roles (Raudsepp & Parts, 2014). Social media influencers, FOMO, and brand attachment affect compulsive buying tendencies (Çengel & Oztek, 2023). Financial literacy, personality traits, and cultural values also influence compulsive buying (Paylan & KAVAS, 2022; Braquehais et al., 2012; Townsend & Silver, 2015).

Studies have indicated that ego depletion, a temporary state where an individual's self-control resources are depleted, can mediate the connection between job-related stressors and negative outcomes like burnout and turnover intentions Duan et al. (2019). Furthermore, ego depletion has been shown to moderate the relationship between perceived overqualification and knowledge hiding, suggesting its influence on behaviors under specific circumstances (Yeşiltaş et al., 2022). Additionally, research has explored how ego depletion mediates the relationship between job insecurity and employee silence, illustrating how ego depletion can affect employee behaviors and perceptions in the workplace (Yu et al., 2022). Similarly, the mediating role of burnout has been examined in the association between employee silence and adverse outcomes, underscoring the impact of psychological factors on employee performance and intentions (Shaukat & Khurshid, 2021).

Research by (Silvera et al., 2008) underscores the role of affect, social influence, and subjective well-being in impulse buying, highlighting the link between negative affect and susceptibility to

interpersonal influence (Silvera et al., 2008). Zhang et al. (2018) found that impulsiveness moderates online reviews and impulse buying behavior, emphasizing individual traits' impact on buying decisions (Zhang et al., 2018). Luo (2005) suggested considering susceptibility to influence in future studies on impulse buying, stressing interpersonal factors' significance (Luo, 2005). Park & Lee (2009) proposed a model connecting consumer characteristics, attitude toward online reviews, and their outcomes, noting the potential moderating role of consumer susceptibility to interpersonal influence (Park & Lee, 2009).

Socio-cultural factors, like social influence and subjective well-being, significantly influence compulsive buying behavior (Silvera et al., 2008). Chronic impulse buying, often triggered by negative emotions and low self-esteem, can serve as an escape, especially for Indonesian domestic migrant workers facing job burnout. Economic factors like consumption expenditure and labor dynamics contribute to their economic well-being and job-related stress (Albar & Ratnasari, 2022). The impact of economic growth and income distribution on poverty levels further highlights economic challenges for migrant workers. Perceptions of money value and emotional brand attachment can shape purchasing intentions, especially for halal cosmetic products (Muksininna & Ratnasari, 2022). The Masterplan Ekonomi Syariah Indonesia 2019-2024 outlines economic goals affecting migrant workers' financial well-being. Materialism's antecedents and consequences shed light on the psychological motivations behind compulsive buying among migrant workers (Santini et al., 2017), offering insights into their unique challenges.

Existing studies have highlighted stress factors impacting foreign-born workers (Doki et al., 2018) and challenges in social integration and opportunities for migrant workers (Chen & Wang, 2015). However, there's a gap in understanding how these affect job burnout and compulsive buying among Indonesian domestic migrant workers. While interventions for integration and radicalization prevention have been explored (Pino-Brunet et al., 2021), targeted interventions addressing psychological well-being and consumer behaviors are needed. Socio-cultural and economic constraints may worsen job burnout and compulsive buying (Chen & Wang, 2015). Validating obesity status among female migrant workers underscores the need for comprehensive health and mental well-being interventions (Huang et al., 2020). Additionally, emotional intelligence predicts work motivation among prospective migrant workers (Anwar, 2024), suggesting interventions could improve job satisfaction and reduce burnout.

The literature has focused on ego depletion's effects on behavior, yet research on its impact on compulsive buying among Indonesian domestic migrant workers is lacking. Understanding this relationship could guide targeted interventions addressing psychological and behavioral challenges. Emotional intelligence, forgiveness, and self-compassion interventions may benefit workers facing burnout and compulsive buying (Syafira & Paramastri, 2018; Rahman et al., 2019; Wang *et al.*, 2015). Self-set goals and chronic ego depletion's influence on goal adherence can empower workers to set and achieve meaningful goals (Wenzel et al., 2016; Mehri et al., 2016). Exploring the link between ego depletion and risk behavior can inform interventions aimed at reducing impulsive financial behaviors (Unger & Stahlberg, 2011), helping workers make informed financial decisions.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Job burnout can significantly influence compulsive buying behavior among individuals, including Indonesian domestic migrant workers. The potential relationship between job burnout and compulsive buying behavior can shed light on the psychological and behavioral

mechanisms underlying these phenomena. Research by Roberts et al. (2014) has explored the influence of contingent self-esteem on compulsive buying tendencies. This study suggests that individuals with contingent self-esteem may be more susceptible to engaging in compulsive buying behavior as a means of bolstering their self-worth through material possessions. Job burnout, characterized by emotional exhaustion, depersonalization, and reduced personal accomplishment, can exacerbate feelings of low self-esteem and dissatisfaction, potentially leading individuals to seek solace in compulsive buying behaviors. Moreover, the study by Salama et al. (2022) indicates that job burnout partially mediates the relationship between work stress and turnover intentions. This finding suggests that the psychological strain experienced due to job burnout can influence individuals' intentions to leave their jobs. In the context of Indonesian domestic migrant workers, job burnout resulting from challenging work conditions and socio-cultural stressors may contribute to feelings of emotional exhaustion and dissatisfaction, which could manifest in compulsive buying behavior as a maladaptive coping mechanism. Additionally, the study by Anaza et al. (2020) highlights the detrimental outcomes of burnout, including its negative impact on job performance, job satisfaction, and organizational commitment. Job burnout can lead to decreased job satisfaction and increased turnover intentions, which may further exacerbate stress and emotional distress, potentially leading to impulsive or compulsive buying behaviors among migrant workers.

H₁: Job Burnout Influencing Compulsive Buying

Ego depletion can indeed play a mediating role in the relationship between job burnout and compulsive buying behavior among individuals, including Indonesian domestic migrant workers. Ego depletion is a temporary state where an individual's self-control resources are diminished, leading to difficulties in regulating impulses and making decisions. Job burnout, characterized by emotional exhaustion, depersonalization, and reduced personal accomplishment, can contribute to ego depletion as individuals experience high levels of stress and fatigue in the workplace. Research by Ahtziger et al. (2015) has suggested that individuals prone to compulsive buying should avoid shopping in a state of ego depletion, as it may exacerbate impulsive behaviors. Ego depletion can weaken self-control and decision-making abilities, making individuals more susceptible to engaging in compulsive buying as a way to cope with stress or seek immediate gratification. The depletion of self-control resources due to ego depletion can further exacerbate the impulsive tendencies associated with compulsive buying behavior. Moreover, the study by Ahtziger et al. (2015) has highlighted the negative impact of burnout on job performance and job satisfaction, which can contribute to emotional distress and maladaptive coping mechanisms such as compulsive buying. Ego depletion may serve as a psychological mechanism through which job burnout influences compulsive buying behavior, as individuals experiencing burnout may struggle to resist impulsive urges and engage in excessive buying to alleviate negative emotions or stress.

H₂: Ego Depletion Mediating Job Burnout and Compulsive Buying

Research by Silvera et al. (2008) has emphasized the impact of social influence on consumer behavior, particularly in the context of compulsive buying behavior. Individuals highly susceptible to interpersonal influence may exhibit more impulsive purchasing tendencies, especially when experiencing ego depletion. Furthermore, a study by Lin & Chen (2012) has explored the influence of consumers' susceptibility to interpersonal influence on impulse buying behaviors, underscoring the role of social factors in shaping impulsive purchasing decisions. Individuals with high susceptibility to interpersonal influence may be more inclined towards compulsive buying behavior, especially when facing ego depletion. Understanding the moderating effect of consumer susceptibility to interpersonal influence between ego depletion and compulsive buying behavior can inform targeted interventions aimed at addressing the social and psychological factors influencing impulsive purchasing tendencies. These

interventions may involve enhancing emotional intelligence, promoting self-control strategies, and providing education on resisting social influences to mitigate the impact of ego depletion on compulsive buying behavior among Indonesian domestic migrant workers.

H₃: Consumer Susceptibility to Interpersonal Influence Moderating Ego Depletion and Compulsive Buying

The research framework that describes the relationship between variables is shown in Figure 1

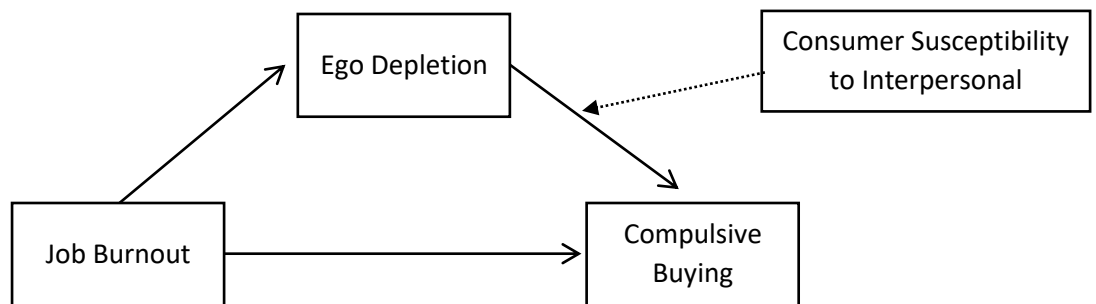


Figure 1. Research Model

RESEARCH METHOD

Object and Subject of Research

The study sample included 210 female Indonesian household workers, primarily from Java Island, gathered through online and offline surveys. Their working hours typically range from 7:00 AM to 11:00 PM, with some working 24 hours to care for the elderly, as highlighted by Hartini (2019). This study focuses on household migrant workers due to their high potential for work-related stress.

Data Collection and Techniques

Data were collected using offline and online questionnaires through snowball sampling, where participants were recruited via information from previous respondents (Vogt, 1999). This method was applied informally to gather data from the target population (Hendricks, Blanken, & Adriaans, 1992) and formally for qualitative research to reach difficult-to-list populations (Snijders, 1992).

To obtain accurate data on social interactions, the study was conducted over two weeks, as suggested by Wheeler & Reis (1991). In the first week, the impact of Lunch Breaks Autonomy, Job Burnout, and Abusive Supervision on Ego Depletion was assessed. The second week examined the effect of Ego Depletion on Compulsive Buying, moderated by Consumer Susceptibility to Interpersonal Influence.

During the first phase, 170 offline questionnaires were distributed in three Indonesian restaurants in Hualien, Taiwan, during lunch breaks, with additional distribution via Facebook. Ultimately, 91 respondents completed the forms, but due to errors, 51 samples were discarded, leaving 210 valid samples. In the second phase, 170 offline questionnaires were again distributed face-to-face, resulting in another 210 valid responses.

Compulsive Buying

Ronald and O'Guinn's (1992) compulsive buying scale, a clinical screener, was adapted for this study due to its extensive use in consumer behavior research. This scale employs a five-point Likert scale, where participants rate their agreement from 1 (Strongly Disagree) to 5 (Strongly

Agree). The items on the scale reflect specific behaviors, motivations, and feelings related to buying, effectively classifying approximately 88 percent of subjects accurately.

Ego Depletion

A scale by Twenge, Muraven, and Tice (2004), adapted from Christian and Ellis (2011), was utilized in this study. This scale, previously used to measure morning depletion (Johnson & Barnes, 2014), was relevant to the study's objectives. It ranges from 1 ("Very slightly or not at all") to 5 ("Very much").

Job Burnout

Khedhaouria and Cucchi (2019) measured job burnout using the Shirom-Melamed Burnout Measure (Shirom & Melamed, 2006), which includes 14 valid items divided into three subscales: physical fatigue, emotional exhaustion, and cognitive weariness.

Consumer Susceptibility to Interpersonal Influence

Consumer susceptibility to interpersonal influence was measured using the construct by Bearden, Netemeyer, and Teel (1989), which defines it as the need to identify with or improve one's image in the eyes of significant others through the acquisition and use of products and brands, the willingness to conform to others' expectations in purchase decisions, and the tendency to learn about products and services by observing others or seeking information.

RESULT AND DISCUSSION

Validity Test

Construct Validity and Realibility

The value of convergent validity can be assessed based on the Average Variance Extracted (AVE), where each construct should be above 0.5. According to Fornell and Larcker (1981), an AVE value is allowed to be below 0.5 as long as the Composite Reliability value is above 0.6, as shown in the following table 1.

Table 1. Average Variance Extracted Result

	Composite Reliability	Average Variance Extracted (AVE)
Ego Depletion	0,732	0,480
Consumer Susceptible to Interpersonal Influence	0,875	0,470
Job Burnout	0,869	0,401
Compulsive Buying	0,862	0,677
Total Average		0.507

Source: Data Processed (2024)

Heterotrait Monotrait Ratio Of Correlation (HTMT)

According to Gold et al. (2001), the Heterotrait Monotrait Ratio of Correlation (HTMT) has a higher level of sensitivity compared to cross-loading and the Fornell and Larcker criterion. Based on discriminant validity, a variable is considered valid if the HTMT value is less than 0.90. The HTMT test results are as follows:

Table 2. HTMT Table

	Ego Depletion	Susceptible to Interpersonal Influence	Job Burnout	Compulsive Buying
Ego Depletion				
Susceptible	0,181			
Job Burnout	0,481	0,185		
Compulsive Buying	0,491	0,477	0,436	

Source: Data Processed (2024)

Realibility Test

The next analysis to ensure there are no measurement reliability issues is to look at the composite reliability value. This is intended to evaluate the outer model or unidimensionality test. The cutoff value used for this measurement is composite reliability > 0.7, as shown in the following output table.

Table 3. Realibility Test Table

	Composite Reliability
Ego Depletion	0,732
Susceptible to Interpersonal Influence	0,875
Job Burnout	0,869
Compulsive Buying	0,862

Source: Data Processed (2024)

Structural Model Analysis

Inner model or structural model analysis is used to ensure that the model is accurate or sturdy. The inner model value can be seen through the R square, F Square values which are then processed to see their predictive relevance.

Table 4. R Square Table

	R Square	R Square Adjusted
Compulsive Buying	0,344	0,330
Ego Depletion	0,093	0,088
Total Average		0.209

Source: Data Processed (2024)

Table 5. F Square Table

	Compulsive Buying
Compulsive Buying	
Consumer Susceptibility to Interpersonal Influence	0,188
Ego Depletion	0,059
Job Burnout	0,109
Moderating Effect 1	0,059
Total Average	0.103

Source: Data Processed (2024)

F-Square is the change in R-Square when an exogenous variable is removed from the model. The cutoff for F-square effect size is defined as (≥ 0.02 small; ≥ 0.15 medium; ≥ 0.35 large) (Cohen, 1988). Based on the table above, it can be concluded that the F-square value for this

model is relatively small (0.103 > 0.02). However, this result is not problematic because the F-square indicates that, outside of the observed variables, there might be other exogenous variables that can explain the relationship with the endogenous variable more accurately or strongly. Additionally, looking at the R-square value, the proposed model in the study shows an R-square value of 0.344 or 34% for the latent variable compulsive buying, which means that ego depletion, job burnout, and consumer susceptibility to interpersonal influence can explain 34% of the variance in the dependent variable compulsive buying.

Further analysis that can be carried out to prove that this research model is good can be seen through Q2. Below, testing the inner model can be done by looking at the Q2 (predictive relevance) value as follows.

Table 6. Construct Crossvalidated Redundancy

	SSO	SSE	Q ² (=1-SSE/SSO)
Compulsive Buying	573,000	455,424	0,205
Consumer Susceptible to Interpersonal Influence	1528,000	1528,000	
Ego Depletion	573,000	555,377	0,031
Job Burnout	1910,000	1910,000	
Moderating Effect 1	191,000	191,000	
Total Average			0,118

Source: Data Processed (2024)

Prediction relevance (Q square) or known as Stone-Geisser's. This test was carried out to determine the prediction capability using the blindfolding procedure. If the values obtained are 0.02 (small), 0.15 (medium) and 0.35 (large) (Gozali, 2006; Jaya et.al, 2008). The Q2 value in this study is categorized as small (0.118 > 0.02).

The final test of the model is to look for the Goodness of Fit (GoF) value. The GoF value in PLS testing must be searched manually so the author uses a formula that refers to Tenenhaus (2004)

$$GoF = \sqrt{AVE \times R^2}$$

$$GoF = \sqrt{0.507 \times 0.209}$$

$$GoF = 0.031$$

According to Tenenhaus (2004), there are 3 levels in measuring the goodness of fit value, namely small GoF = 0.1, medium GoF = 0.25 and large GoF = 0.38. Based on the calculations above, it can be concluded that overall, the model selection in this study has a small suitability or GoF value so that it can be concluded that the model formed is less robust.

Hypothesis Analysis

Table 7. Hasil Uji Hipotesis 1

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Job Burnout -> Compulsive Buying	0,284	0,295	0,058	4,907	0,000

Source: Data Processed (2024)

Burnout Influence Compulsive Buying

A positive original sample value of 0.284 indicates that there is a positive relationship between Job Burnout and Compulsive Buying. This means that the higher the level of job burnout, the higher the tendency to engage in compulsive buying.

Research by Roberts et al. (2014) has highlighted the role of contingent self-esteem in compulsive buying tendencies. Individuals with contingent self-esteem may be more susceptible to engaging in compulsive buying behavior as a means of bolstering their self-worth through material possessions. Job burnout, which can contribute to feelings of low self-esteem and dissatisfaction, may further exacerbate compulsive buying tendencies among individuals. Moreover, the study by Achziger et al. (2015) has suggested that ego depletion, a state where an individual's self-control resources are diminished, can mediate the relationship between job burnout and compulsive buying behavior. Ego depletion weakens self-control and decision-making abilities, making individuals more susceptible to impulsive behaviors like compulsive buying, especially when experiencing burnout.

Table 8. Hasil Uji Hipotesis 2

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Job Burnout -> Ego Depletion -> Compulsive Buying	0,063	0,063	0,036	1,733	0,084

Source: Data Processed (2024)

Ego Depletion Mediating Job Burnout and Compulsive Buying

The original sample value of 0.063 indicates a weak positive relationship between Job Burnout and Compulsive Buying through Ego Depletion. However, the p-value of 0.084 is greater than the commonly accepted significance level of 0.05, indicating that this relationship is not statistically significant.

In the context where ego depletion does not mediate the relationship between job burnout and compulsive buying, it could imply that other factors or mechanisms are at play. For example, job burnout may directly influence compulsive buying behavior without the need for ego depletion as an intermediary factor. The emotional distress and dissatisfaction associated with burnout could directly trigger compulsive buying tendencies in individuals, bypassing the need for ego depletion to exacerbate impulsive behaviors.

Research by Ren et al. (2010) found that implicit positive emotion can counteract ego depletion, suggesting that positive emotions may mitigate its effects on self-regulation. This study indicates that self-regulation can counteract ego depletion, highlighting the complex interplay between emotional states and self-control processes. Additionally, Dorris (2009) demonstrated that ego depletion can impair conscious efforts at self-regulation. This finding suggests that ego depletion may hinder individuals' ability to engage in deliberate self-regulation, leading to difficulties in controlling behavior and making decisions. Moreover, Schnabel & Pollatos (2022) found that alexithymia, a condition characterized by difficulties in identifying and expressing emotions, exacerbates the effects of ego depletion on self-regulation processes. This study suggests that individuals with alexithymia may struggle more with self-regulation when experiencing ego depletion.

Table 9. Hasil Uji Hipotesis 3

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Moderating Effect -> Compulsive Buying	-0,250	-0,234	0,079	3,155	0,002

Source: Data Processed (2024)

Consumer Susceptibility to Interpersonal Influence Moderating Ego Depletion and Compulsive Buying

The original sample value of -0.250 indicates a negative moderating effect of Consumer Susceptibility to Interpersonal Influence on the relationship between Ego Depletion and Compulsive Buying. The p-value of 0.002 is well below the commonly accepted significance level of 0.05, indicating that this moderating effect is statistically significant.

One relevant study by Adamczyk (2021) examines compulsive and compensative buying among online shoppers. The research suggests that individuals with very positive attitudes towards online shopping and frequent online shopping habits may exhibit the strongest susceptibility to compulsive buying. Understanding the influence of social factors on compulsive buying tendencies can provide insights into how consumer susceptibility to interpersonal influence might moderate the relationship between ego depletion and compulsive buying behavior. Another pertinent study by Kocatürk & Eroğlu (2022) delves into the influence of impulse and hedonic buying tendencies on online compulsive buying. The study indicates that consumers may engage in compulsive buying behavior to escape negative emotions and seek social acknowledgment. This research offers valuable insights into the role of emotional and social factors in compulsive buying tendencies, which could be influenced by consumer susceptibility to interpersonal influence.

CONCLUSION

The study aimed to explore the influence of job burnout on compulsive buying behavior among Indonesian domestic migrant workers in Taiwan, focusing on the mediating role of ego depletion and the moderating effect of consumer susceptibility to interpersonal influence. The findings of the study provide several important insights.

Firstly, job burnout was found to have a positive and significant effect on compulsive buying behavior, with an original sample value of 0.284 and a p-value of 0.000. This indicates that higher levels of job burnout are associated with an increased tendency for compulsive buying. This highlights the critical need for addressing job burnout to mitigate its adverse effects on purchasing behaviors.

Secondly, the analysis revealed that ego depletion does not mediate the relationship between job burnout and compulsive buying, as evidenced by the original sample value of 0.063 and a p-value of 0.084. This suggests that the direct pathway from job burnout to compulsive buying is not significantly influenced by the level of ego depletion experienced by the individuals.

Finally, consumer susceptibility to interpersonal influence was found to significantly moderate the relationship between ego depletion and compulsive buying, with an original sample value of -0.250 and a p-value of 0.002. This indicates that the positive relationship between ego depletion and compulsive buying weakens as susceptibility to interpersonal influence increases. In other words, individuals who are more influenced by others' opinions and behaviors are less likely to engage in compulsive buying when experiencing ego depletion.

These findings underscore the complex interplay between job burnout, ego depletion, and consumer susceptibility to interpersonal influence in influencing compulsive buying behaviors. Interventions aimed at reducing job burnout and leveraging the moderating role of interpersonal influence could be effective in curbing compulsive buying tendencies among Indonesian domestic migrant workers in Taiwan. Addressing these factors could lead to better mental health and financial well-being for this population.

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