






“The impact of music values on behavioral intention toward tourism: The mediating roles of emotional involvement and referential reflection”

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THE IMPACT OF MUSIC VALUES ON BEHAVIORAL INTENTION TOWARD TOURISM: THE MEDIATING ROLES OF EMOTIONAL INVOLVEMENT AND REFERENTIAL REFLECTION

Abstract

This study investigates the influence of Korean popular (K-pop) music values on behavioral intentions toward tourism, positing emotional involvement and referential reflection as mediating variables. Utilizing Partial Least Squares Structural Equation Modelling (PLS-SEM), data were analyzed from a sample of 153 Indonesian K-pop fans aged 18 to 50. Data were collected between January and April 2025 via questionnaire, adhering to strict ethical protocols regarding informed consent and confidentiality. The results indicate that four dimensions of K-pop music values —character-visual, imitation-attachment, message-vocal, and idol-aesthetic — exert significant positive effects on tourism behavioral intention through the mechanisms of emotional involvement and referential reflection. Path analysis reveals a sequential process: first, the four K-pop value measures significantly enhance both emotional involvement and referential reflection; second, these mediators positively influence behavioral intention; and third, this intention manifests in four specific tourism-related attitudes, namely familiarity with Korean culture, shopping and travel intentions, interest in Korean cuisine, and motivation to learn the Korean language. Collectively, these findings validate the mediating roles of emotional involvement and referential reflection in translating music values into tourism behavioral intentions.

Keywords music, Korea, Indonesia, intention, tourism, emotion, reflection

JEL Classification Z30, Z32, M21, M31

INTRODUCTION

In assessing the impact of music tourism, it is crucial to acknowledge that this tourism typology has evolved significantly on a global scale in recent years, driven largely by the increasing prominence of music events and dedicated tourist destinations (Orús et al., 2021; Trompeta et al., 2022). The nexus between music and tourism is substantial, as music constitutes a pivotal determinant in travel decision-making and the exploration of new destinations (Seo & Kim, 2019; Zhuang et al., 2023). Indeed, this relationship is historically rooted; since the inception of modern tourism, local music has served to attract early travelers, prompting destinations to host musical events to appeal to visitors (Kim et al., 2023; Oh et al., 2015).

Within this context, Korean popular music (K-pop), a contemporary genre originating from South Korea, has garnered significant popularity across numerous countries, including Indonesia (Kim et al., 2022; Kim et al., 2024; Lee & How, 2021). While extant literature, such as studies by Bae et al. (2017), Bang et al. (2021), Kim et al. (2008, 2022),



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and Rajaguru (2024), has examined the impact of K-pop artists on the tourism sector, limited research has incorporated the critical mediating roles of emotional involvement and referential reflection in strengthening tourism intentions. Furthermore, existing studies within the Indonesian context, including those by Melisa et al. (2023) and Suyanto et al. (2024), have predominantly focused on the broad impacts of Korean culture rather than specifically on Korean music. Consequently, this study investigates the influence of K-pop music values on behavioral intention toward tourism in Indonesia, explicitly modeling emotional involvement and referential reflection as mediating variables.

1. LITERATURE REVIEW

Popular music culture comprises cultural artifacts produced for mass consumption, designed to achieve commercial objectives through recognition and appreciation by a broad audience (Kim et al., 2022; Park, 2023; Rajaguru, 2024). This culture fosters a reciprocal connection between producers and consumers, suggesting it possesses the capacity to influence individual reactions to specific subjects (Bae et al., 2017; Bang et al., 2021; Kim et al., 2021; Lee et al., 2019). Kim et al. (2008) posited that various entertainment categories, including music, television, drama, pop stars, literature, and sports, constitute the most widely recognized forms of pop culture. Consequently, travel to destinations associated with music culture is frequently linked to an individual's participation in pop culture (Barradas & Sakka, 2022; Kim et al., 2020; Marc, 2015; Yeh, 2013). Regarding the measurement of these values, Kim et al. (2023) proposed three dimensions of popular music values: character-visual value (CVV), imitation-attachment value (IAV), and message-vocal value (MVV). Complementing this, Seo et al. (2020) identified idol-aesthetic (IA) as a distinct measure for music consumption values. The present study integrates these frameworks, employing all four dimensions to investigate the effects of K-pop music consumption values on behavioral intention toward tourism.

The significance of idol-aesthetic (IA) as a measure of popular music values has been acknowledged by numerous researchers (Lee et al., 2019; Liankai et al., 2021; Oh et al., 2015). Celebrity idol-aesthetics contribute significantly to tourists' destination choices (Li et al., 2023). Interactions with celebrities, such as actors and pop stars, are theorized to positively influence perceptions of tourist destinations and behavioral intentions; indeed, increased celebrity participation is correlated

with higher behavioral intentions (Cheung & Yue, 2003; Cheung & Yue, 2012; Lee, 2020; J. Lee & I. Lee, 2022; Yoon et al., 2024).

Popular music values exert direct effects on both emotional involvement and referential reflection. Both constructs represent forms of audience engagement with popular music culture (Kim et al., 2022; Kurniawan et al., 2022). In research regarding audience emotional involvement with media personalities, Hu et al. (2024) and Gong (2021) described involvement as a dynamic process linking media consumption with collaborative content creation through interactive means. Emotional involvement occurs when an audience participates in a media program, engages in a connection with the media, and undergoes reflection (Alsoud et al., 2023; Fairchild, 2007). Furthermore, emotional involvement refers to the extent to which an audience modifies their actions to consume additional content or engage in discourse with others (Cruz et al., 2024; Se. Kim & Sa. Kim, 2018; Sin & Omar, 2020; Zhou et al., 2023). Evidence suggests a robust bond exists between the music consumption values of an audience and their emotional involvement with K-pop idols (Zhang & Bi, 2019).

Studies examining the impact of music values on referential reflection have focused on how viewers relate media content to their personal experiences (Brodsky & Borowsky, 2022; Damjanovic & Kawalec, 2022; Juniora et al., 2022). These studies identified a connection between music values, audience participation, and tourism-related behavioral intentions (Kim et al., 2023; Kim et al., 2024). Specifically, music values derived from observing character-visuals, message-vocals, and celebrity idols in media can foster referential reflection and subsequent behavioral intentions (Razak et al., 2018; Subhankar & Anand, 2019). Moreover, referential reflection may be influenced by emotional involvement; when an audience emotion-

ally engages with popular music, they internalize these values, translating them into behavioral intentions to visit the country of origin (Izogo & Mpiganjira, 2020; Su et al., 2011).

As mediating variables, both emotional involvement and referential reflection may strengthen the effects of music values on behavioral intention toward tourism (Kim et al., 2023; Limic & Limb, 2023; Rajaguru, 2024). This behavioral intention typically manifests in four tourism-related outcomes: cultural familiarity, shopping and travel intention, culinary interest, and language-learning motivation. The global proliferation of Korean music has enhanced public understanding of Korean culture, shopping locations, cuisine, and language (Ko et al., 2013; M. J. Koo & M. H. Koo, 2022; Rajaguru, 2024). Featuring unique lyrics, musical instruments, and visually striking artists, Ding and Zhuang (2021) argue that viewers connect short-form video content with music values, assimilating them into their own life experiences. Such comparable travel experiences significantly influence travel intentions and the development of travel plans (Tian et al., 2024).

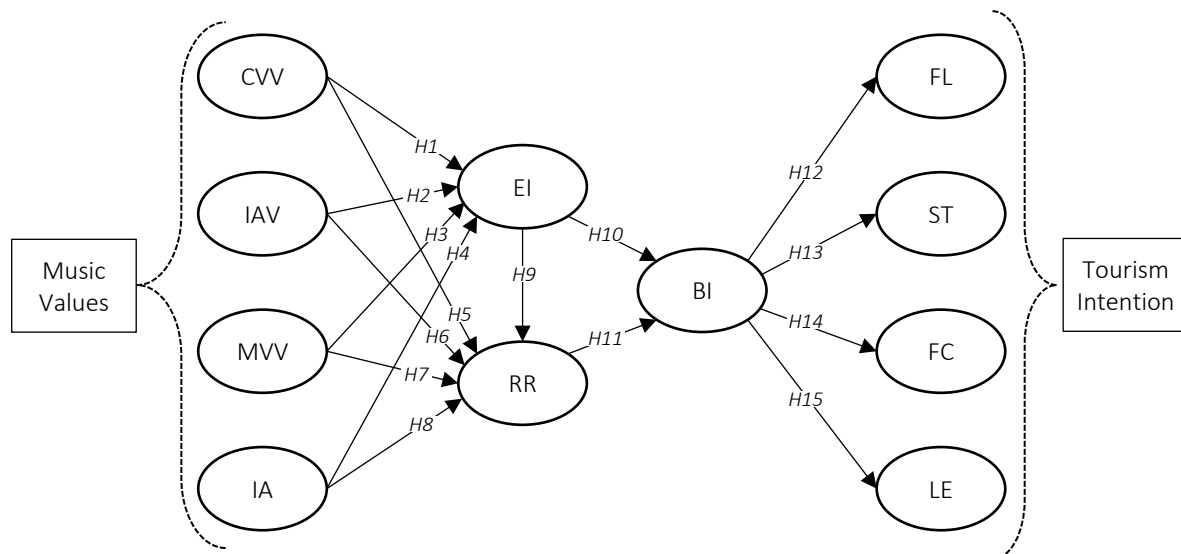
Furthermore, perceived credibility of viewers may prompt deeper reflection, causing resonance with the character or content, which ultimately shapes opinions regarding the video's location of origin (Son, 2023). Similarly, viewers frequently experience a strong, intimate, yet parasocial bond with the music and performers (e.g., singers), leading to various actions such as purchasing music and artist-linked products (Anglada-Tort et al., 2022; Iyer et al., 2020; Liu, 2023). Additionally, fan fascination with media personalities can extend to the filming sites of K-pop music videos, drawing them toward specific surroundings and locations, often resulting in visits to shopping districts within the travel destination (Lee, 2018; Saeji, 2020; Sellars, 1998).

Beyond entertainment, K-pop offers significant advantages for individuals interested in exploring Korean language and food traditions. Song lyrics play a pivotal role in enhancing comprehension of the Korean language (Engl, 2013; Jung, 2017). When enthusiasts desire a genuine connection to their favorite musicians, they often begin studying Korean to sing along with understanding (Belles-

Calvera, 2018; Dolean, 2016). Thus, K-pop lyrics catalyze the exploration of the Korean language for numerous individuals (Jin & Ryoo, 2012; Lee, 2022; Rojo et al., 2022). Subsequently, Korean cuisine frequently appears in various forms of Korean entertainment, such as dramas, variety shows, and reality programs. Audiences are consistently drawn to the food featured in these shows and express curiosity regarding dish names (Roh et al., 2023). Prior studies indicate that increased interaction with food significantly affects consumers' food-related behaviors and their intention to visit places associated with food activities (Kim et al., 2022).

Based on the literature review, the following hypotheses regarding the impacts of Korean popular music values on behavioral intention toward tourism, mediated by emotional involvement and referential reflection, are proposed:

- H1: Character-visual value, as the first measure of music values, generates a positive influence on audiences' emotional involvement.*
- H2: Imitation-attachment value, as the second measure of music values, has a positive impact on audiences' emotional involvement.*
- H3: Message-vocal value, as the third measure of music values, provides a positive effect on emotional involvement.*
- H4: Idol-aesthetic value, as the fourth measure of music values, presents a positive influence on audiences' emotional involvement.*
- H5: Character-visual value generates a positive impact on referential reflections.*
- H6: Imitation-attachment value has a positive effect on audiences' referential reflections.*
- H7: Message-vocal value provides a positive influence on audiences' referential reflections.*
- H8: Idol-aesthetic value give a positive impact on audiences' referential-reflections.*
- H9: Emotional-involvement generates a positive effect on referential-reflection.*



Notes: CVV is a symbol for character-visual value, IAV represents imitation- attachment value. MVV is the message-vocal value, IA denotes idol-aesthetic. EI represents emotional involvement, RR is for referential reflection. BI denotes behavioral involvement, whereas FL represents familiarity. ST is a symbol for shopping-traveling intention, FC denotes intention for food consumption, and LE is language effect.

Figure 1. Structural relationship

H10: Emotional-involvement presents a positive impact on behavioral-involvement.

H11: Referential-reflection triggers a positive correlation on behavioral-involvement.

H12: Behavioral-involvement has a positive effect on familiarity.

H13: Behavioral-involvement provides a positive impact on shopping-travel intention.

H14: Behavioral-involvement generates a positive influence on intention to consume food.

H15: Behavioral-involvement triggers a positive impact on language effect.

The hypotheses can be presented in a structural relationship as in Figure 1.

2. METHODOLOGY

Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed as the primary analytical method for this study. PLS-SEM is particularly suited for estimating structural relationships that align with the conceptual framework presented in Figure 1, allowing for the si-

multaneous testing of direct and indirect effects among exogenous and endogenous variables (Hair et al., 2014). Furthermore, this approach facilitates the examination of mediating roles within the model, thereby enabling a comprehensive evaluation of all previously formulated hypotheses.

The study participants comprised Indonesian K-pop fans, including college students, professionals, and general residents, aged between 18 and 50 years. Survey items were adapted from established instruments in prior literature (Kim et al., 2023; Seo et al., 2020; Touhami and Al-Haq, 2017). Participants were selected using purposive sampling via online K-pop fan communities, to ensure they were loyal K-pop enthusiasts.

Strict ethical protocols were observed throughout the research process. An informed consent statement was included on the first page of the questionnaire, providing a clear explanation of how impartiality, anonymity, and voluntary participation were ensured; respondents were afforded the option to consent or decline prior to proceeding. Data were collected between January and April 2025. Out of 160 distributed questionnaires, 153 valid responses were retained for analysis. The study received ethical approval from the Ethics Committee of the University of Surabaya (Clearance No. 423/KE/VIII/2024). Table 1 out-

lines the measurement constructs, items, and sources utilized in the questionnaire, corresponding to the structural model and hypotheses depicted in Figure 1.

Furthermore, Table 2 presents the socio-demographic profile of the participants, including information on K-pop music consumption habits and prior travel history to Korea. Regarding

gender distribution, the sample was predominantly female (87.1%). Participants were categorized into five age groups: 21-25 years (85.2%), 26-30 years (8.2%), 18-20 years (2.9%), 31-40 years (2.5%), and 41-50 years (1.2%). In terms of educational attainment, the majority of respondents held a college or university degree (93.0%). Marital status data indicated that 91.4% of participants were single.

Table 1. Construct of variables, items, and sources

Variable	Items	Description	Source
Character and visual performance value	CVV1	I was attracted by the amazing dance performances by K-pop singers.	Kim et al. (2023)
	CVV2	I am interested in K-pop singers and fashion styles and items (e.g., clothes, accessories, and hairstyles).	
	CVV3	I am attracted to aesthetic visualizations on screen (e.g., beautiful camera angles, cinematography).	
	CVV4	I am interested in the appearance of K-pop singers.	
	CVV5	I am interested in the collaboration and synchronization in singing and dancing by K-pop singer groups.	
	CVV6	I am attracted to the beautiful settings shown in K-pop music videos and TV shows.	
	CVV7	I am interested in the stage quality of K-pop singers or dancers.	
Imitation and attachment value	IAV1	I am interested in the locations in K-pop videos/TV shows (the locations shown interest me).	Kim et al. (2023)
	IAV2	I have an interest in imitating K-pop dances (e.g., because they are easy to follow).	
	IAV3	I have an interest in imitating K-pop songs (e.g., because they are easy to follow).	
	IAV4	K-pop songs and dances reflect the richness of current pop culture.	
Message and vocal value	MVV1	I am able to sing a K-pop song (e.g., voice, pitch, volume).	Kim et al. (2023)
	MVV2	K-pop songs and lyrics can increase emotional involvement.	
	MVV3	K-pop song lyrics have their own originality.	
	MVV4	K-pop song lyrics have interesting and touching messages.	
Idol aesthetic value	IA1	K-pop idols have Asian looks (smooth skin, eyes, hair, tall, slim, male-like broad shoulders, sharp and unique facial features).	Seo et al. (2020)
	IA2	Plastic surgery among K-pop idols is very common, whether they are beautiful or han.some. Their facial appeal is usually stunning.	
	IA3	K-pop idols often use innovative makeup, and they dare to try new looks and fashion outfits.	
	IA4	K-pop idols have a certain innocence and naivety that attracts audiences (unique personality qualities and having different music genres).	
Emotional involvement value	E11	My favorite K-pop singers became like my close friends.	Kim et al. (2023)
	E12	I really miss K-pop and my favorite singers, when I can't listen to their music.	
	E13	I feel like K-pop and my favorite singers are always with me.	
	E14	When I listen to K-pop music or watch K-pop performances, I feel like I am part of the story of the song.	
	E15	I feel comfortable listening to K-pop (or watching K-pop shows), because it's as if the star singers are my friends.	
Referential reflection value	RR1	K-pop understands and presents various kinds of news that I always want to know.	Kim et al. (2023)
	RR2	I feel like K-pop shows things as they are in real life.	
	RR3	I feel like K-pop shows me real life lessons and practices that I can relate to personally.	
	RR4	When a K-Pop singer expresses his/her opinion, I feel like it helps me understand what is happening.	
Behavioral involvement value	BI1	I set up a daily weekly schedule related to K-pop s that it becomes my daily activity.	Kim et al. (2023)
	BI2	I sometimes make comments when I listen to K-pop (or watch K-pop shows).	
	BI3	When there is a story about K-pop or my favorite singer in the newspaper, magazine, or on the internet, I am moved to read it.	

Table 1 (cont.). Construct of variables, items, and sources

Variable	Items	Description	Source
Familiarity value	FL1	I feel like my perception of Korea's image has gotten better because of K-pop.	Kim et al. (2023)
	FL2	I feel like I've become friendlier towards Korea because of K-pop.	
	FL3	I feel like I know Korea better because of K-pop.	
	FL4	I feel closer to Korea because of K-pop.	
Intention to shop and travel value	ST1	I want to participate in a tourism program about K-pop events in Korea.	Kim et al. (2023)
	ST2	I would like to participate in a tour program visiting K-pop agency company studios in Korea.	
	ST3	I want to visit a K-pop music video shooting location someday.	
	ST4	I want to visit a shopping place to buy products used by K-pop singers.	
	ST5	I would like to participate in a fan meeting in Korea if there is a chance.	
	ST6	I want to stay at a hotel where K-pop stars stay.	
	ST7	I want to visit a shopping place to buy products advertised by K-pop singers.	
	ST8	I want to visit a shopping place to buy cosmetic products during my tour to Korea.	
	ST9	I want to visit Korea regardless of the cost or distance.	
Intention to consume food value	FC1	I want to visit a Korean restaurant in my country.	Kim et al. (2023)
	FC2	I want to buy Korean food (e.g., kimchi, beer, soju, chicken, snacks, noodles, canned food).	
Korean Language value	LE1	I have always wanted to learn Korean.	Touhami and Al-Haq (2017)
	LE2	Korean is very easy to learn if I watch more Korean movies.	
	LE3	I don't study Korean but I know some Korean words from Korean movies.	

Table 2. Profile of respondents

Criteria	Subcriteria	%
Gender	Male	12.9%
	Female	87.1%
Age	18-20	2.9%
	21-25	85.2%
	26-30	8.2%
	31-40	2.5%
	41-50	1.2%
Educational level	Senior high school	2.9%
	Bachelor degree	93%
	Master or Doctorate	4.1%
Marriage status	Married	8.6%
	Single	91.4%
Occupation	Government employees	78.6%
	Self-employed	9.2%
	Student	3.1%
	Teacher/lecturer	1.6%
	Housewife	2.5%
	Unemployed	0.6%
	Others	4.4%
Current province of residence	East Java	73.1%
	West Java	13.5%
	Central Java	5.1%
	Others	8.3%
Monthly gross household income	<= IDR 5 million	85.6%
	IDR 5 million until < IDR 10 million	11.1%
	IDR 10 million until < IDR 15 million	2.5%
	IDR 15 million or above	0.8%
Getting to know Bangtan Boys (BTS)	Yes	93.8%
	No	6.2%

Table 2 (cont.). Profile of respondents

Criteria	Subcriteria	%
Interest in K-pop music	Strongly interested	83.6%
	Somewhat interested	16.4%
Method for listening to Korean pop music	Smart TV	51.1%
	Satellite TV channel	17.7%
	Smartphone	17.9%
	Internet, DVD, or others	13.3%
Week of listening to Korean pop music	Less than 30 minutes	59.6%
	30 minutes to 1 hours	19.9%
	1.1 to 3 hours	19.5%
	More than 3 hours	1%
Number of visits to places associated with Korean pop	0	98.4%
	1	1.2%
	2 or more	0.4%
Number of Korean singers known	2	6.2%
	3	7.2%
	4	7.4%
	5	42.3%
	6 or more	36.8%
	The satisfaction of listening to Korean music	Somewhat dissatisfied
Neutral		3.9%
Somewhat satisfied		54.8%
Strongly satisfied		40.5%
Travel to Korea during the holidays	0	89.9%
	1	7.2%
	2 or more	2.9%

Occupational distribution revealed that the largest proportion of respondents were employed in the public sector (78.6%), followed by self-employed individuals (9.2%), those in other occupations (e.g., hairdresser, waitress; 4.4%), students (3.1%), homemakers (2.5%), educators (1.6%), and unemployed participants (0.6%). Geographically, respondents were primarily based in East Java (73.1%), followed by West Java (13.5%), Central Java (5.1%), and other provinces including Bali, North Sumatra, and North Sulawesi (8.3%).

With respect to monthly income, approximately 85.6% of participants reported earnings below IDR 5,000,000. A smaller proportion earned between IDR 5,000,000 and IDR 10,000,000 (11.1%), while 2.5% reported incomes ranging from IDR 10,000,000 to IDR 15,000,000. The remaining 0.8% indicated monthly earnings exceeding IDR 15,000,000.

With respect to artist recognition, 93.8% of respondents reported awareness of the prominent K-pop group Bangtan Boys (BTS), while 42.3% indicated familiarity with six or more Korean pop artists or musical groups. Regarding weekly listen-

ing duration, the majority of participants (59.6%) reported spending less than 30 minutes engaged with K-pop content; smaller proportions reported listening for 30 minutes to 1 hour (19.9%), 1.1 to 3 hours (19.5%), and more than 3 hours (1.0%). Levels of interest in Korean popular music were predominantly high, with 83.6% of respondents selecting “strongly interested” and 16.4% selecting “somewhat interested.”

In terms of preferred consumption platforms, smart televisions constituted the most frequently cited channel (51.1%), followed by smartphones (17.9%). Finally, with regard to satisfaction levels, 40.5% of participants reported being “very satisfied” with their K-pop listening experiences.

3. RESULTS

Prior to examining the structural relationships between music values and behavioral intention toward tourism, the validity and reliability of the measurement instrument were rigorously evaluated. Table 3 presents the psychometric properties of the constructs, including outer loadings,

Cronbach’s Alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE). The results indicate that all measures satisfactorily exceeded established thresholds for convergent validity and internal consistency reliability (outer loadings > 0.70, CA > 0.70, CR > 0.70, AVE > 0.50), thereby confirming the adequacy of the dataset for subsequent structural model analysis.

Table 3 presents the measurement model results, demonstrating that all indicator outer loadings ranged from 0.791 to 0.934. These values exceed the recommended threshold of 0.70 (Hair et al., 2014), thereby confirming adequate convergent validity at the item level. Internal consistency reliability was established through both Cronbach’s Alpha and Composite Reliability (CR) coefficients, all of which surpassed the conventional bench-

Table 3. Results of validity and reliability

Variable	Items	Outer loading	Cronbach’s Alpha	Composite Reliability	AVE
Character and visual performance value	CVV1	0.877	0.947	0.957	0.760
	CVV2	0.868			
	CVV3	0.861			
	CVV4	0.876			
	CVV5	0.890			
	CVV6	0.857			
	CVV7	0.875			
Imitation and attachment value	IAV1	0.893	0.900	0.930	0.770
	IAV2	0.895			
	IAV3	0.895			
	IAV4	0.825			
Message and vocal value	MVV1	0.884	0.901	0.931	0.771
	MVV2	0.866			
	MVV3	0.883			
	MVV4	0.878			
Idol-aesthetic	IA1	0.884	0.909	0.936	0.786
	IA2	0.878			
	IA3	0.884			
	IA4	0.900			
Emotional involvement	E1	0.866	0.911	0.934	0.738
	E2	0.855			
	E3	0.868			
	E4	0.874			
	E5	0.832			
Referential reflection	RR1	0.897	0.897	0.929	0.765
	RR2	0.872			
	RR3	0.880			
	RR4	0.849			
Behavioral involvement	BI1	0.854	0.822	0.894	0.737
	BI2	0.842			
	BI3	0.879			
Familiarity	FL1	0.847	0.882	0.919	0.739
	FL2	0.860			
	FL3	0.861			
	FL4	0.870			
Shopping and travel intention	ST1	0.792	0.942	0.951	0.685
	ST2	0.791			
	ST3	0.814			
	ST4	0.840			
	ST5	0.827			
	ST6	0.852			
	ST7	0.850			
	ST8	0.841			
	ST9	0.837			
Intention to consume food	FC1	0.934	0.842	0.927	0.863
	FC2	0.924			
Language effect	LE1	0.923	0.888	0.923	0.750
	LE2	0.872			
	LE3	0.801			
	LE4	0.862			

mark of 0.70. Furthermore, Average Variance Extracted (AVE) for each construct exceeded the minimum criterion of 0.50, providing additional evidence of convergent validity.

Discriminant validity was subsequently assessed following the Fornell-Larcker criterion (Fornell & Larcker, 1981), with results presented in Table 4. As outlined by Henseler et al. (2015), the diagonal elements in Table 4 represent the square roots of the AVE values for each latent construct, while the off-diagonal elements denote the inter-construct correlations. Discriminant validity is established when the square root of the AVE for each construct exceeds its highest correlation with any other construct. The results confirm that this condition was satisfied for all constructs, indicating adequate discriminant validity within the measurement model.

To further corroborate discriminant validity, the Heterotrait-Monotrait ratio of correlations (HTMT) was employed as a supplementary assessment criterion (Henseler et al., 2015). This approach offers superior sensitivity and statistical

precision relative to traditional methods, particularly in detecting violations of discriminant validity in variance-based structural equation modeling. Following established guidelines, HTMT values below 0.90 indicate adequate discriminant validity between construct pairs (Gold et al., 2001). As presented in Table 5, all HTMT coefficients fell below this threshold, providing robust evidence that the latent constructs are empirically distinct and supporting the discriminant validity of the measurement model.

The final phase of the analysis involved evaluating the structural model to test the proposed hypotheses, with results summarized in Table 6. The findings indicate that the four dimensions of K-pop music values exert significant positive influences on emotional involvement. Specifically, character-visual value (CVV) demonstrated a significant positive effect on emotional involvement (EI), as evidenced by a positive path coefficient and statistical significance at the 5% level ($p < 0.05$), thereby supporting Hypothesis 1. Similarly, imitation-attachment value (IAV) yielded a significant positive relationship with emotional involvement, con-

Table 4. Results of discriminant Fornell-Larcker criterion

	CVV	IAV	MVV	IA	EI	RR	BI	FL	ST	FC	LE
CVV	0.872										
IAV	0.350	0.877									
MVV	0.396	0.403	0.887								
IA	0.307	0.307	0.438	0.886							
EI	0.409	0.439	0.468	0.562	0.859						
RR	0.471	0.502	0.558	0.482	0.583	0.875					
BI	0.481	0.466	0.522	0.437	0.543	0.664	0.859				
FL	0.499	0.460	0.538	0.472	0.547	0.649	0.615	0.859			
ST	0.530	0.510	0.551	0.499	0.588	0.674	0.654	0.717	0.827		
FC	0.448	0.416	0.468	0.379	0.487	0.555	0.541	0.587	0.611	0.929	
LE	0.363	0.360	0.435	0.371	0.474	0.635	0.571	0.553	0.551	0.460	0.866

Table 5. Heterotrait-Monotrait ratio of correlations (HTMT)

	CVV	IAV	MVV	IA	EI	RR	BI	FL	ST	FC	LE
CVV											
IAV	0.380										
MVV	0.428	0.446									
IA	0.331	0.340	0.485								
EI	0.439	0.481	0.515	0.618							
RR	0.510	0.557	0.620	0.533	0.642						
BI	0.544	0.542	0.605	0.505	0.625	0.772					
FL	0.546	0.519	0.604	0.527	0.610	0.730	0.722				
ST	0.560	0.554	0.598	0.540	0.635	0.733	0.744	0.786			
FC	0.503	0.480	0.538	0.433	0.555	0.638	0.651	0.681	0.686		
LE	0.393	0.400	0.484	0.411	0.524	0.710	0.664	0.621	0.599	0.528	

Table 6. Results for hypothesis testing

	Original sample (OS)	Sample Mean (SM)	Standard Deviation (STDEV)	t-statistics (OS/STDEV)	p-values
CVV → EI	0.158	0.163	0.050	3.192	0.001
IAV → EI	0.203	0.204	0.053	3.833	0.000
MVV → EI	0.156	0.156	0.057	2.755	0.003
IA → EI	0.383	0.373	0.083	4.601	0.000
CVV → RR	0.168	0.167	0.050	3.328	0.000
IAV → RR	0.201	0.198	0.043	4.614	0.000
MVV → RR	0.242	0.235	0.049	4.903	0.000
IA → RR	0.128	0.128	0.059	2.160	0.016
EI → RR	0.241	0.243	0.061	3.943	0.000
EI → BI	0.237	0.239	0.071	3.353	0.000
RR → BI	0.526	0.522	0.070	7.557	0.000
BI → FL	0.615	0.613	0.051	11.994	0.000
BI → ST	0.654	0.649	0.049	13.232	0.000
BI → FC	0.541	0.539	0.050	10.887	0.000
BI → LE	0.571	0.570	0.046	12.394	0.000

firming Hypothesis 2. Consistent with these findings, message-vocal value (MVV) significantly predicted emotional involvement ($p < 0.05$), providing support for Hypothesis 3. Finally, idol-aesthetic value (IA) also exhibited a significant positive effect on emotional involvement, validating Hypothesis 4.

The structural model analysis examined the influence of K-pop music value dimensions on referential reflection (RR). Results indicate that character-visual, imitation-attachment, message-vocal, and idol-aesthetic values all exerted significant positive effects on referential reflection, thereby supporting Hypotheses 5 through 8.

Regarding the mediating pathways, emotional involvement (EI) demonstrated a significant positive influence on both referential reflection (H9) and behavioral intention (H10), as evidenced by positive path coefficients and statistical significance at the 5% level ($p < 0.05$). Similarly, referential reflection exhibited a significant positive effect on behavioral intention (H11), confirmed by a positive coefficient and $p < 0.05$. Finally, behavioral intention demonstrated significant positive effects on all four tourism-related outcome variables (cultural familiarity, shopping-travel intention, food consumption intention, and language-learning effect), thereby confirming Hypotheses 12 through 15.

Following hypothesis testing, the structural model's explanatory power and predictive relevance were assessed using the coefficient of determina-

tion (R^2) and Stone-Geisser's Q^2 values, respectively. The results of this assessment are presented in Table 7.

Table 7. Results of explanatory power and predictive relevance

Variable	R-squared	Q-squared
EI	0.442	0.321
RR	0.517	0.389
BI	0.478	0.341
FL	0.378	0.277
ST	0.428	0.290
FC	0.293	0.250
LE	0.326	0.237

Table 7 presents the coefficient of determination (R^2) and Stone-Geisser's predictive relevance (Q^2) values, which assess the structural model's explanatory power and predictive capability, respectively. R^2 quantifies the proportion of variance in each endogenous construct explained by its antecedent variables. Following Chin's (1998) guidelines, R^2 values of approximately 0.19, 0.33, and 0.67 indicate weak, moderate, and substantial explanatory power, respectively. The results indicate that the four K-pop music value dimensions collectively explain 44.2% of the variance in emotional involvement (moderate) and 51.7% of the variance in referential reflection (moderate). Furthermore, emotional involvement and referential reflection together account for 47.8% of the variance in behavioral intention (moderate).

With respect to the outcome variables, behavioral intention demonstrates moderate explanatory

power for the four tourism-related constructs: cultural familiarity ($R^2 = 37.8\%$), shopping and travel intention ($R^2 = 42.8\%$), food consumption intention ($R^2 = 29.3\%$), and language-learning effect ($R^2 = 32.6\%$).

Predictive relevance was evaluated using Stone-Geisser's Q^2 criterion, wherein values greater than zero indicate that the model possesses adequate predictive capability for a given endogenous construct (Hair et al., 2014). As shown in Table 7, all Q^2 values exceeded zero, confirming the structural model's predictive relevance across all paths. Specifically, the model demonstrated moderate predictive relevance for the effects of K-pop music values on emotional involvement ($Q^2 = 32.1\%$) and referential reflection ($Q^2 = 38.9\%$). The combined predictive relevance of emotional involvement and referential reflection for behavioral intention was 34.1%. Finally, the predictive relevance of behavioral intention for the tourism outcome variables was as follows: cultural familiarity ($Q^2 = 27.7\%$), shopping and travel intention ($Q^2 = 29.0\%$), food consumption intention ($Q^2 = 25.0\%$), and language-learning effect ($Q^2 = 23.7\%$).

Table 8. Results of SRMR coefficient for goodness of fit

Coefficient	Estimated model
SRMR	0.040

While R^2 and Q^2 assess the explanatory power and predictive relevance of individual structural paths, the Standardized Root Mean Square Residual (SRMR) serves as a global measure of overall model fit (Henseler et al., 2015). SRMR results are presented in Table 8. The obtained SRMR value of 0.040 falls below the recommended threshold of 0.10 (Hu & Bentler, 1999), indicating adequate overall fit between the proposed structural model and the observed data.

A comprehensive summary of hypothesis testing results is presented in Table 9. Collectively, all hypothesized relationships were supported, demonstrating significant positive effects consistent with the proposed theoretical framework. Specifically, the four K-pop music consumption values — character-visual value (CVV), imitation-attachment value (IAV), message-vocal value (MVV), and idol-aesthetic value (IA) — exerted significant positive influences on emotional involvement

Table 9. Summary of the hypotheses results

	EI	RR	BI	FL	ST	FC	LE
CVV	Hypothesis 1 is supported: positive and significant	Hypothesis 5 is supported: positive and significant	–	–	–	–	–
IAV	Hypothesis 2 is supported: positive and significant	Hypothesis 6 is supported: positive and significant	–	–	–	–	–
MVV	Hypothesis 3 is supported: positive and significant	Hypothesis 7 is supported: positive and significant	–	–	–	–	–
IA	Hypothesis 4 is supported: positive and significant	Hypothesis 8 is supported: positive and significant	–	–	–	–	–
EI	–	Hypothesis 9 is supported: positive and significant	Hypothesis 10 is supported: positive and significant	–	–	–	–
RR	–	–	Hypothesis 11 is supported: positive and significant	–	–	–	–
BI	–	–	–	Hypothesis 12 is supported: positive and significant	Hypothesis 13 is supported: positive and significant	Hypothesis 14 is supported: positive and significant	Hypothesis 15 is supported: positive and significant

(EI), thereby supporting Hypotheses 1 through 4. Similarly, these four value dimensions significantly predicted referential reflection (RR), confirming Hypotheses 5 through 8.

Regarding the mediating pathways, emotional involvement demonstrated significant positive effects on both referential reflection (*H9*) and behavioral intention (*H10*). Referential reflection, in turn, exhibited a significant positive influence on behavioral intention (*H11*), supporting the proposed serial mediation mechanism. Finally, behavioral intention significantly predicted all four tourism-related outcome variables — cultural familiarity (*H12*), shopping and travel intention (*H13*), food consumption intention (*H14*), and language-learning effect (*H15*) — thereby confirming the final set of hypotheses.

4. DISCUSSION

The foregoing statistical analysis examined the influence of K-pop music values on tourism-related behavioral intentions among Indonesian fans, with emotional involvement and referential reflection serving as mediating mechanisms. The results provide robust empirical support for the proposed conceptual model, highlighting the pivotal role of emotional and cognitive engagement in facilitating the transformation of music consumption values into tourism intentions. The theoretical and practical implications of these findings are discussed further.

First, the results demonstrate that the four dimensions of K-pop music values — character-visual value (CVV), imitation-attachment value (IAV), message-vocal value (MVV), and idol-aesthetic value (IA) — exert significant positive influences on emotional involvement. This finding confirms that visual appeal, perceived parasocial closeness to idols, meaningful lyrics, and aesthetic presentation are critical antecedents in generating emotional bonds between audiences and K-pop content. These results align with prior studies emphasizing the role of visual and emotional attraction in popular culture consumption (Chan & Yeh, 2024; Ferguson & Thanyodom, 2023; Moon, 2024). Furthermore, this study extends existing literature by empirically demonstrating that these value dimensions operate simultaneously rather than

independently within a unified structural model.

Second, all four dimensions of K-pop consumption values significantly predicted referential reflection. This indicates that audiences actively relate K-pop content to their own life experiences, personal aspirations, and cultural imagination. Similar patterns have been observed in film- and drama-induced tourism studies, where media narratives encourage cognitive reflection and destination imagery formation (Bian & Haque, 2020; Chen, 2018, p. 14; Suyanto et al., 2024; Xu, 2023). Distinct from prior research that primarily focused on visual exposure, this study highlights the combined role of music, lyrics, and idol identity in stimulating reflective cognitive processing.

Third, emotional involvement exerted significant positive effects on both referential reflection and behavioral intention. These findings confirm that emotional engagement serves as a psychological bridge between passive media consumption and active behavioral response. This result corroborates earlier tourism and media studies suggesting that emotional immersion enhances cognitive processing and subsequent action (Kim et al., 2024; Lim et al., 2023; Patole et al., 2024). The present study strengthens this argument by quantitatively validating emotional involvement as a critical mediating variable within a PLS-SEM framework.

Fourth, referential reflection demonstrated a significant positive influence on behavioral intention, indicating that audiences who cognitively internalize K-pop content are more likely to translate reflection into concrete actions. This supports previous findings that reflective thinking enhances participatory behavior in tourism and cultural consumption contexts (Park et al., 2020; Sinnappan et al., 2021).

Finally, behavioral intention significantly predicted all four tourism-related outcome variables: cultural familiarity with Korea, shopping and travel intention, intention to consume Korean food, and intention to learn the Korean language. These results suggest that K-pop functions not merely as entertainment but as a multidimensional cultural gateway shaping diverse tourism-related behaviors. While previous K-pop studies often focused exclusively on destination image or travel inten-

tion, this study extends the literature by demonstrating broader behavioral outcomes encompassing language learning and culinary interest.

Collectively, this research contributes to the growing body of knowledge on popular culture-induced tourism by delineating a comprehensive

behavioral pathway from music consumption values to tourism-related intentions. By integrating emotional, cognitive, and behavioral dimensions, the findings offer a nuanced understanding of how K-pop drives international tourism engagement, providing both theoretical advancements and practical implications for destination marketers.

CONCLUSION

This study investigated the influence of Korean popular (K-pop) music consumption values on tourism-related behavioral intentions, positing emotional involvement and referential reflection as mediating mechanisms. Contextualized within Indonesia, a rapidly emerging cultural and tourism market in Southeast Asia, the research provides empirical evidence regarding the behavioral outcomes of Hallyu consumption.

Empirical results indicate that the four dimensions of K-pop music values — character-visual, imitation-attachment, message-vocal, and idol-aesthetic — significantly predict audiences' emotional involvement and referential reflection, which subsequently foster stronger behavioral intentions toward Korean music tourism. These intentions manifest in diverse outcomes, extending beyond travel and shopping motivations to encompass increased cultural familiarity, culinary interest, and language learning motivation. Collectively, the findings underscore the centrality of emotional and cognitive engagement in transforming music consumption into concrete tourism-oriented behaviors.

Crucially, emotional involvement and referential reflection function not merely as direct antecedents of tourism behavioral intention but also as vital mediating mechanisms that amplify the effects of music consumption values. Statistical analysis confirms that these constructs play significant roles in translating abstract music values into tangible tourism behavioral intentions.

Theoretically, this study extends the literature on music-induced tourism by integrating emotional involvement and referential reflection into a unified behavioral framework. From a managerial perspective, the findings suggest that tourism marketers and cultural policymakers should leverage emotional storytelling, aesthetic presentation, and the symbolic meanings embedded in K-pop content to enhance international tourism appeal.

Future inquiries should seek to expand this model by incorporating cross-cultural comparisons, employing longitudinal designs to capture temporal dynamics, or examining adjacent cultural products such as K-dramas, films, and online fan communities to further elucidate the dynamics between popular culture and tourism behavior.

AUTHOR CONTRIBUTIONS

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