



RESEARCH ARTICLE

From Mandalika MotoGP Spectators to Loyal Visitors: Factors Influencing Sports Tourists' Interest in Returning to Mandalika

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ABSTRACT

The purpose of this paper is to investigate the relationship between destination image, perceived quality, perceived value, satisfaction and revisit intention in sports tourism in Indonesia. Every year, specifically on September 27-29, 2024, at the Mandalika circuit, Lombok Island, West Nusa Tenggara Province, Indonesia, an international MotoGP race is held. The statistical population of this study consisted of tourists who traveled to the province of West Nusa Tenggara in Indonesia as a sports tourism destination in 2024. A random sample of 302 tourists were tourists from various countries who were going to watch the MotoGP race. The tourists were asked to answer the questionnaire that had been provided and then analyzed using structural equation modeling (SEM). Structural equation modeling (SEM) was used to explore the relationship between the research variables. The results showed that sports tourists' perceptions of destination image, perceived quality and perceived value positively influenced satisfaction and revisit intention. The results of this study help to better understand behavioral intentions, which can be an acceptable basis for increasing revisits of sports tourists to sports destinations.

INTRODUCTION

The tourism business has currently grown very rapidly, so that in several countries tourism has been used as the main framework of the economy because it is considered an economic generator and a provider of employment. In addition, the rapid growth of the tourism industry due to increasing free time, increasing disposable income, and better transportation infrastructure, so that consumers can increase their travel compared to before (Sirgy & Su, 2000). This is in line with the statement of the President of the Republic of Indonesia Joko Widodo who determined tourism as the country's leading development sector, and can even be the largest source of foreign exchange, even surpassing the oil and gas sector (Ministry of Tourism, 2017). In addition, the tourism industry is one of the pioneers of international growth in the service industry (Fourie & Santana-Gallego, 2011) and it is predicted that international tourism demand will reach one billion people per year by 2020 (Coshall & Charlesworth, 2011). With this huge opportunity, several countries have made tourism an important source of commercial activity, income, employment, and international exchange (Haber & Lerner, 2002), thus becoming a major source of annual income in this industry.

Sport tourism has become one of the fastest growing sectors in the global tourism industry. Sport tourism attracts tourists not only to enjoy sports matches or events, but also to experience new things, explore destinations, and interact with local cultures. One form of sport tourism that is increasing in popularity in Indonesia is motorcycle racing, especially at the Mandalika Circuit, Lombok. This circuit is internationally known as one of the hosts of the MotoGP event and is a major attraction for domestic and foreign tourists.

Tourism around the Mandalika Circuit, located in Lombok, West Nusa Tenggara, has grown rapidly, especially since the inauguration of this circuit as a host for the MotoGP event and various other international races. The Mandalika area not only offers a sport tourism experience, but also natural beauty and cultural richness that make it an attractive tourist destination for various groups of tourists.

The success of organizing MotoGP at the Mandalika Circuit has a significant impact on the economy and tourism of the area. However, maintaining and increasing the number of visits by sport tourists does not only depend on the popularity of the event, but also on various factors that influence their intention to revisit (revisit intentions). Revisit intentions are important to study because they reflect visitor loyalty and the potential for long-term development for sport tourism destinations. Several factors that generally influence the revisit intentions of sport tourists include the quality of facilities, perceived quality of service, emotional experiences, and social and cultural values felt by tourists during their visit. According to (Chen & Tsai, 2007; Quintal & Polczynski, 2010), one of the factors that influences the revisit of sport tourists is the conclusion of tourists from the destination image, perceived quality, and values that attract sport tourists and need to be developed. This study focuses on identifying factors that influence the revisit intentions of MotoGP tourists at the Mandalika Circuit. By understanding these factors, it is hoped that sports tourism destinations in Mandalika can improve their marketing strategies and service development, so as to provide a more memorable experience for tourists. The results of this study are also expected to contribute to destination managers and local governments in designing sustainable strategies to maintain the loyalty of sport tourists, which will ultimately have a positive impact on local and international economic growth.

According to research conducted by (Weed & Bull, 2009), tourist sport is a phenomenon that includes tourism activities where sport plays a major role, either as an attraction or as an activity carried out by tourists during their trip. In this concept, sport becomes a motivation for tourists to visit a destination or becomes an important element that adds value to the tourism experience. Several other researchers have stated that sports tourism is one of the tourism sectors with the highest growth in the world (Bull & Weed, 1999; Gratton & Taylor, 2000) and has a lot of economic capacity. Sports tourism is one of the growing sectors in the global travel and tourism industry (Sung Moon et al., 2011). One of the factors that influences the return visits of sports tourists is the conclusion of tourists from the destination image, perceived quality, and value that attracts sports tourists and needs to be developed (Chen & Tsai, 2007; Quintal & Polczynski, 2010). Research on the factors that influence the return visits of tourists to sports tourism destinations can provide strategies to increase the attractiveness of sports tourists and improve the economic level of the destination. Given its importance, this study explores the relationship between destination image, perceived quality, perceived value, satisfaction, and intention to revisit the MotoGP Mandalika sports tourism destination. It must be acknowledged that the variables in this study have not been widely studied as a comprehensive model in Indonesia to date.

Mandalika and MotoGP

Around the Mandalika Circuit, tourists can enjoy exotic beaches such as Kuta Mandalika Beach, Tanjung Aan Beach, and Seger Beach, which are famous for their white sand and clear blue water. These beaches also offer marine tourism activities such as surfing, snorkeling, and swimming. In addition to the beauty of the beaches, the Mandalika area is also famous for its enchanting hills, such as Merese Hill, which offers views of the open sea and is a favorite spot to enjoy the sunset. Not only nature, Mandalika is also known for the richness of Sasak culture, the indigenous tribe of Lombok. Tourists can visit traditional villages such as Sade Village and Ende Village, which maintain authentic Sasak culture and customs. Here, visitors can see firsthand the daily life of the Sasak people, traditional house architecture, and handicrafts such as the famous ikat weaving. In addition, the government and developers have invested in supporting facilities, such as hotels, restaurants, and shopping centers, to provide comfort for tourists. Mandalika is also developing as an environmentally friendly tourism destination, with various efforts to reduce negative impacts on nature through sustainable tourism practices. Infrastructure support, natural beauty, and cultural richness around the Mandalika Circuit make this area one of the potential tourism destinations in Indonesia and increasingly popular in the eyes of the world.

MotoGP Mandalika 2024 is part of the MotoGP international motorcycle racing calendar held at the Mandalika Circuit, Lombok, Indonesia. This event is one of the series in the MotoGP world championship, where racers from all over the world compete using prototype motorbikes from various manufacturers. The Mandalika Circuit, with its beautiful coastal and ocean views, is the main attraction in the MotoGP racing calendar and introduces global audiences to the natural beauty of Indonesia. 2024 is the third year this race has been held in Mandalika since it first hosted it in 2022. With a track length of around 4.3 kilometers and 17 corners, the Mandalika Circuit provides technical challenges for racers with a combination of fast and slow corners. This circuit is designed to provide an exciting and safe racing experience for racers and become a center of attention for racing fans around the world.

MotoGP Mandalika also has a significant economic impact on the local community, especially in the tourism and creative economy sectors. Thousands of visitors, both local and international, flock to Lombok to witness this event, thereby increasing revenues for the hotel, restaurant, transportation and local product sectors.

Theoretical background

Revisit intention

Revisit intention is a major research topic in tourism destinations and has been mentioned as an important behavioral intention (Jani & Han, 2011). Tourist behavior includes destination choice, subsequent evaluation, and future behavioral intention (Chen & Tsai, 2007). Subsequent evaluation is about visitors' perceived value and satisfaction, while future behavioral intention refers to the willingness to revisit the same destination in the future and recommend it to others (Hume et al., 2007; Ryu & Han, 2010). Revisiting a destination and sharing positive WOM are important sources of benefits (Marinkovic et al., 2014).

Destination image

Destination image is one of the important factors that can influence tourists' decisions in choosing a destination (Beerli et al., 2004). Most definitions of destination image refer to individual or group perceptions of a place (Jenkins, 1999). Tasci & Gartner (2007) identified that destination image consists of two main components: actual image and ideal image. Actual image is a picture that tourists have of the real conditions or facts about the destination, which can be objective elements such as facilities, weather, tourist attractions, and services available at the destination. While the ideal image is a picture that tourists have of how they hope the destination will look or feel. This image is more subjective and is based on the personal hopes and dreams of tourists.

Tasci and Gartner also discuss that destination image can be influenced by many external factors such as media, advertising, recommendations from friends or family, and reviews and testimonials on the internet. The image that is formed not only plays a role in attracting tourists, but also in creating long-term loyalty. Therefore, tourism destination managers need to focus on creating a positive and realistic image, and be able to meet tourist expectations. The overall or comprehensive image will be formed through the interaction of these components (Gartner, 1994). Several studies have shown that the image of a tourist destination has an impact on the value perceived by tourists (KAZEMI et al., n.d.; Ryu et al., 2008). Many tourism researchers have discussed the reasons why people travel. They have studied tourist behavior; and found that the image of a tourist destination is very important (Chon, 1990) and this perception has an impact on tourist satisfaction (Prayag & Ryan, 2012; Veasna et al., 2013). Tourism image has a positive effect on satisfaction (Bigne et al., 2001). Destination image is assessed based on the characteristics of its resources and attractions (Stabler, 2013) which make tourists interested in revisiting the destination (Beerli et al., 2004). Destination image is a variable that has an impact on the choice of destinations to be revisited by tourists (Alcañiz et al., 2005; Bigne et al., 2001).

Based on the opinions of several authors above, four hypotheses are formulated as follows:

H1. Destination image with a sports tourism has a positive on perceived quality.

H2. Destination image with a sports tourism has a positive on perceived value.

H3. Destination image with a sports tourism has a positive on tourists' satisfaction.

H4. Destination image with a sports tourism has a positive on revisit intention.

Perceived quality

Perceived quality is a consumer's perception of the quality of a product or service based on their experience, which can affect customer satisfaction and loyalty. Some authors state that perceived quality is a consumer's perception of the reliability, consistency, and ability of a product or service to meet their expectations. Assessment of this quality includes elements such as service quality, speed of response, friendliness of staff, and reliability of the facilities used (Baker & Crompton, 2000; Clemes et al., 2011). Clemes et al. stated that the higher the perceived quality of a service, the more likely consumers will feel satisfied and show loyalty. Meanwhile (Lai & Chen, 2011) emphasized that perceived quality is a consumer assessment that includes the functional and emotional aspects of a service. They stated that perceived quality not only includes the physical aspects of the product or service, such as facilities and completeness of the service, but also emotional aspects, such as feelings of comfort and trust in the service. Thus, this perception of quality can shape the level of satisfaction and desire to return to use the service in the future (Marinkovic et al., 2014). Overall, perceived quality includes various aspects that are not only limited to the physical elements of a service or product, but also emotional and interactional aspects. All of the experts above agree that positive quality perceptions tend to increase customer satisfaction and loyalty and encourage the intention to reuse the service. Among many factors, researchers have identified that high-quality service significantly affects customer satisfaction (Kim et al., 2013). According to (Clemes et al., 2011; Lai & Chen, 2011), perceived quality is an important factor that influences satisfaction and behavioral intentions, which must receive special attention in tourism destination management. Many researchers argue that perceived quality can be considered as an antecedent of satisfaction (Baker & Crompton, 2000; Kozak & Rimmington, 2000; Marinkovic et al., 2014). Furthermore (Petrick & Backman, 2002), states that quality is an antecedent of perceived value. Quality has been shown to be effective in behavioral intentions (Petrick, 2004). In particular, the improvement of service quality significantly affects tourists' intention to revisit (Patrick et al., 2001). If tourists' expectations are met and they perceive high quality service, they are more likely to revisit (Atilgan et al., 2003; Quintal & Polczynski, 2010). Therefore, the fifth, sixth, and seventh hypotheses are:

H5. Perceived quality with a sports tourism has a positive effect on the perceived value.

H6. Perceived quality with a sports tourism has a positive effect on tourists' satisfaction.

H7. Perceived quality with a sports tourism has a positive effect on revisit intention.

Perceived value

According to (Zeithaml, 1988), perceived value is an overall assessment made by consumers of the benefits obtained from a product or service compared to the costs incurred to obtain it. Zeithaml emphasized that perceived value is a subjective concept and is influenced by individual perception, where consumers compare the benefits felt (such as quality, experience, or satisfaction) with the sacrifices made, whether in the form of costs, time, or effort. Meanwhile, according to (Lovelock & Wright, 2007), perceived value is a customer's perception of the balance between the benefits received from a product or service and the sacrifices made to obtain it. Lovelock added that perceived value is not only influenced by the quality of the product or service itself, but also by the overall consumer experience, including aspects of service, interactions with staff, and satisfaction with all elements of the service obtained. Overall, both Zeithaml and Lovelock argue that perceived value is the result of a comparison between benefits and sacrifices, and that this value is subjective, varies from one individual to another, and influences consumer satisfaction and decisions to return to using the product or service in the future. Several literature reviews have shown that perceived value can be an important predictor of satisfaction (Cronin Jr et al., 2000; Dmitrović et al., 2009; McDougall & Levesque, 2000). Lee et al. (2011) in their study found that tourists' perceptions of value have an influence on their satisfaction. Furthermore (Jin et al., 2013), stated that many researchers agree that perceived value has a significant influence on tourists' behavioral intentions. Perceived value has an impact on the intention to revisit (Quintal & Polczynski, 2010). Various researchers have also shown that high levels of perceived value lead to future purchasing intentions and behavior (Baker & Crompton, 2000; Grewal et al., 1999). Buzzell (1987) believe that the perceived value of products and

services is what influences consumer behavior and can be the best predictor of competitive success. The eighth and ninth hypotheses are:

H8. Perceived value with a sports tourism has a positive effect on tourists' satisfaction.

H9. Perceived value with a sports tourism has a positive effect on revisit intention.

Tourists' satisfaction

According to Yvette & Turner (2003), satisfaction is a state that describes a person's feelings obtained from an evaluation of the experience or service received, where the experience or service meets or exceeds individual expectations. In the context of tourism, tourist satisfaction is measured based on how their expectations of the services, products, or experiences provided in the destination can be met. If the experience obtained matches or even better than expectations, then tourists will feel satisfied; conversely, if not, then they will feel dissatisfied. According to Athiyaman (2004), customer satisfaction theory is a concept that states that customer satisfaction is the result of a comparison between the customer's initial expectations of a product or service with the real experience they feel after using the product or service. If the performance of the product or service matches or exceeds expectations, customers will feel satisfied; however, if the performance is below expectations, customers will feel dissatisfied. This theory emphasizes that customer satisfaction is subjective and influenced by initial expectations and perceptions of the quality of the experience received. Tourist satisfaction is generally formed through their evaluation of destination features based on their expectations and one of the most important factors of tourists' revisit to a destination depends on their satisfaction from their previous visit to the destination (Guntoro & Hui, 2013). Tourists' feelings towards a destination imply the destination features from their perspective (Alegre & Garau, 2010).

It has been agreed that customer satisfaction will lead to loyalty; not limited to physical products, but also in the context of tourism (Som & Badarneh, 2011). Meanwhile, according to Um et al. (2006), the intention to revisit is an extension of satisfaction. When tourists get a pleasant experience from a tourist destination, they may feel satisfied with the place, leading to an increased intention to revisit. The literature offers several studies that confirm the positive impact of tourist satisfaction on the intention to revisit (Assaker & Hallak, 2013; Chen & Tsai, 2007; Khasawneh & Alfandi, 2019; Rojas-de-Gracia & Alarcón-Urbistondo, 2019). Satisfied tourists are likely to revisit a destination, recommend it to other tourists or have a positive attitude towards the destination. On the other hand, dissatisfied tourists are unlikely to revisit the destination and not recommend it to others; worse, they may have a negative attitude towards it and damage its marketing reputation (Yvette & Turner, 2003). Because of its ability to influence future purchasing behavior, understanding what makes consumers satisfied has been found to be one of the most important issues in business (Oliver, 1997). Therefore, the final hypothesis is:

H10. Tourists' satisfaction with a sports tourism destination has a positive effect on revisit intention.

A summary of all the proposed relationships is shown in Figure 1:

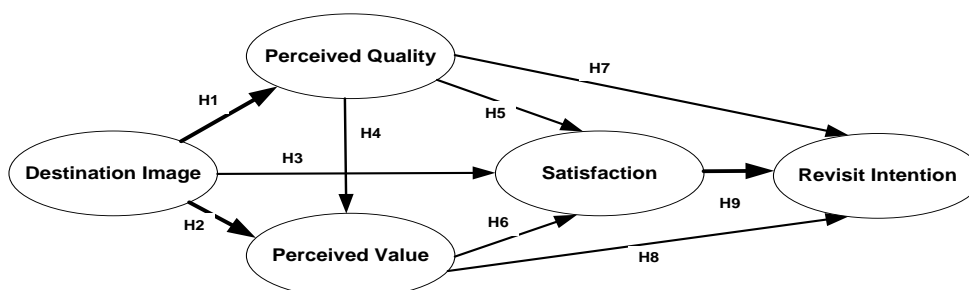


Figure 1. Research Model

METHODOLOGY

Pilot test

A preliminary study was conducted to evaluate the accuracy and consistency of the instruments used. The content validity in this study was assessed through the participation of three experts in tourism

marketing and service marketing, along with three professionals from the tourism industry. The results of the content validity assessment showed unanimous agreement among the experts that the instrument effectively measured the targeted variables comprehensively. Furthermore, this study not only assessed content validity but also construct validity and reliability. The results of the validity test obtained Cronbach's alpha values for latent variables ranging from 0.73 to 0.89, which is above the recommended threshold value of 0.70 (Nunnally & Bernstein, 1994). Thus, it can be concluded that all instruments used are valid and reliable.

Sampling and data collection

The target population of this study is foreign and local tourists visiting tourist destinations on Lombok Island, West Nusa Tenggara Province, Indonesia, ahead of the Mandalika GP-2024 motorcycle racing event which will take place on 27-29 September 2024.

After individuals agreed to participate in the survey, questionnaires were distributed by 20 tour guides. A total of 400 visitors were interviewed, 386 surveys were completed. After discarding invalid forms due to missing values (Zhang et al., 2018). So that only 302 responses were considered valid for further analysis. The valid percentage was around 78%.

Table 1 describes the demographic characteristics of the respondents. One hundred and eighty-nine respondents were male and 113 respondents were female and more than 80% were between 20 and 40 years old. Most of the survey participants had a high level of education, where 60.0% had a university degree or higher qualification. The majority of respondents were employees (71.0%). Table 1 shows a detailed description of the participant attributes.

Table 1: Respondents' demographic profile.

Variable	Classification	Frequency	Percentage (%)
Gender	Male	189	0,63
	Female	113	0,37
Marital status	Single	120	0,40
	Married	182	0,60
Age	Less than 20	9	0,03
	20-30	124	0,41
	31-40	128	0,42
	More than 41	41	0,14
Highest education level	High school	30	0,10
	University/college	181	0,60
	Post graduate	64	0,21
	Technical	27	0,09
Occupation	Student	34	0,11
	Employee	215	0,71
	Unemployed	53	0,18
Country of origin	Germany	33	0,11
	Spain	34	0,11
	Italy	36	0,12
	UK	32	0,11
	China	28	0,09
	USA	22	0,07
	Malaysia	30	0,10
	Singapore	27	0,09
	Indonesia	26	0,09
	Others	34	0,11

Instruments and selection

Five constructs were used in this study such as DI, PQ, PV, TS, and RI. The constructs for DI, PQ, PV, and RI were measured using a 5-point Likert-type scale (range, 1 = strongly disagree to 5 = strongly agree), while the TS construct was measured using a 5-point Likert-type scale (range, 1 = very dissatisfied to 5 = very satisfied). The Cronbach's alpha value of all constructs was above 0.70 (Table 5).

The instrument for measuring destination image used a questionnaire from (Jalilvand et al., 2012), the instrument to measure perceived quality uses a questionnaire from (Žabkar et al., 2010), the instrument to measure perceived value uses a questionnaire from (Gallarza & Saura, 2006; Quintal & Polczynski, 2010), the instrument to measure tourist satisfaction uses a questionnaire from (Nguyen Viet et al., 2020; Quintal & Polczynski, 2010), and to measure revisit intention uses a questionnaire from (Nguyen Viet et al., 2020; Žabkar et al., 2010).

Data analysis

Data analysis for the current study used SEM-PLS (partial least squares structural equality modeling) which helps to enable simultaneous assessment of the measurement model and the structural model (Marcoulides et al., 2009). In addition, PLS is suitable for analyzing small sample sizes (Chin, 1998). To conduct SEM and evaluate whether the proposed research framework fits the data better using SmartPLS 3 (Ringle et al., 2015) and SPSS 21 to test the proposed hypotheses. SmartPLS software was used to evaluate and interpret the PLS-SEM model, while SPSS was used to estimate inter-construct correlations and descriptive statistics, including Skewness and Kurtosis. According to (Joo et al., 2017), Skewness and Kurtosis were checked to ensure that the data were normally distributed. Inter-construct correlations among variables were evaluated along with the mean and SD of the variables. Next, SEM analysis was conducted to investigate the relationship between DI, PQ, PV, TS, and RI visiting tourist destinations.

RESULTS

Table 2 shows the inter-construct correlation values, mean, SD, Kurtosis, and Skewness, respectively. The mean values range from 3.452 to 3.880, SD ranges from 0.990 to 1.214, Skewness ranges from -0.022 to 0.721, and Kurtosis ranges from -0.048 to 0.660, respectively. Therefore, there is no significant problem in the collected data since the Kurtosis value is below 10 and the Skewness value is below 3 (Kline, 2023). The inter-construct correlations are statistically significant (see Table 2).

Table 2: Correlation and descriptive analysis

Variable	M	SD	SK	KT	DI	PQ	PV	RI	TS
Destination Image	3.452	0.990	-0.022	-0.048	----				
Perceived Quality	3.880	1.040	-0.109	.384	0.778**	----			
Perceived Value	3.733	1.214	.721	-0.148	0.783**	0.804**	----		
Revisit Intention	3.510	0.990	.351	.660	0.838**	0.772**	0.837**	----	
Tourist Satisfaction	3.682	1.080	-0.291	-0.048	0.799**	0.713**	0.730**	0.814**	----

Note. SK=skewness; KT= kurtosis; DI=destination image; PQ=perceived Quality; PV=perceived value; RI=revisit intention; TS=tourist satisfaction.

**Correlation significant at .01 level.

Measurement model

To check the reliability of the construct, using the Cronbach's α value. The minimum acceptable value for α is 0.7 (Nunnally, 1978). Furthermore, measuring the convergent validity (CV) and discriminant validity (DV) values, the measurement of the CV value uses the recommended criteria (Fornell & Larcker, 1981) with the provisions that it must have a value greater than 0.5, construct reliability must be greater than 0.8, and the average variance extracted (AVEs) must be higher than 0.5. The results show that all FL values are above the recommended level of 0.7. Composite reliability (CR) for all variables has a value greater than 0.8, and AVEs for all constructs have exceeded the threshold value of 0.5. Detailed descriptions are given in Table 3 and Table 4.

Table 3: Loading factor per indicator

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
DI-1 ← Destination Image	0.768	0.768	0.027	28.847	0.000
DI-2 ← Destination Image	0.850	0.849	0.020	43.353	0.000
DI-3 ← Destination Image	0.792	0.792	0.025	31.600	0.000
DI-4 ← Destination Image	0.770	0.769	0.026	29.564	0.000
DI-5 ← Destination Image	0.784	0.785	0.024	33.286	0.000
PQ-1 ← Perceived Quality	0.761	0.761	0.031	24.336	0.000
PQ-2 ← Perceived Quality	0.717	0.715	0.036	19.685	0.000
PQ-3 ← Perceived Quality	0.839	0.839	0.017	49.306	0.000
PQ-4 ← Perceived Quality	0.788	0.788	0.027	29.119	0.000
PQ-5 ← Perceived Quality	0.812	0.812	0.025	33.109	0.000
PV-1 ← Perceived Value	0.714	0.711	0.028	25.187	0.000
PV-2 ← Perceived Value	0.759	0.761	0.025	30.427	0.000
PV-3 ← Perceived Value	0.759	0.754	0.033	23.123	0.000
PV-4 ← Perceived Value	0.767	0.767	0.023	33.341	0.000
PV-5 ← Perceived Value	0.784	0.783	0.024	32.423	0.000
RI-1 ← Revisit Intention	0.819	0.820	0.021	38.158	0.000
RI-2 ← Revisit Intention	0.722	0.720	0.034	21.537	0.000
RI-3 ← Revisit Intention	0.762	0.763	0.027	28.550	0.000
RI-4 ← Revisit Intention	0.839	0.839	0.019	44.031	0.000
TS-1 ← Tourist Satisfaction	0.752	0.751	0.032	23.503	0.000
TS-2 ← Tourist Satisfaction	0.774	0.775	0.020	38.794	0.000
TS-3 ← Tourist Satisfaction	0.777	0.777	0.028	27.657	0.000
TS-4 ← Tourist Satisfaction	0.858	0.858	0.019	45.280	0.000
TS-5 ← Tourist Satisfaction	0.744	0.743	0.029	26.102	0.000

The results of the analysis as in Table 3 show that all indicators that measure the construct specifically have a value > 0.70 so that each construct has reached the minimum standard that has been determined. The convergent validity of a research tool refers to the extent to which the tool produces responses that represent measurable ideas.

The three main aspects used in measuring convergent validity are loading factor, composite reliability (CR) and average extractor (AVE) (Hair et al., 2011).

Table 4: Construct reliability and validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Destination Image	0.853	0.857	0.895	0.629
Perceived Quality	0.844	0.852	0.889	0.615
Perceived Value	0.814	0.818	0.870	0.573
Tourist Satisfaction	0.842	0.852	0.887	0.612
Revisit Intention	0.794	0.804	0.866	0.619

Based on the research results, it can be concluded as follows: (1) the destination image construct with DI1-DI5 components has a loading factor > 0.70, CR > 0.70 and AVE > 0.50, (2) the perceived quality construct with PQ1-PQ5 components has a loading factor > 0.70, CR > 0.70 and AVE > 0.50, (3) the perceived value construct with PV1-PV5 components has a loading factor > 0.70, CR > 0.70 and AVE > 0.50, (4) the tourist satisfaction construct with TS1-TS5 components has a loading factor > 0.7, CR > 0.7 and AVE > 0.5, and (5) the revisit intention construct with RI1- RI4 components has a loading factor > 0.7, CR > 0.7 and AVE > 0.5. The next external evaluation of the model is discriminant validity using cross loadings and correlation between variables and the AVE root. The cross loading

results show that the correlation value (loading) of each component in its construct is higher compared to the correlation of the component with other constructs (Table 5). Thus, it can be said that the general model has met the cross loading requirements.

Table 5: Cross loadings of research variables

	Destination Image	Perceived Quality	Perceived Value	Revisit Intention	Tourist Satisfaction
DI-1	0.768	0.669	0.634	0.649	0.643
DI-2	0.850	0.670	0.640	0.662	0.626
DI-3	0.792	0.533	0.571	0.586	0.549
DI-4	0.770	0.521	0.574	0.582	0.551
DI-5	0.784	0.663	0.668	0.810	0.765
PQ-1	0.588	0.761	0.546	0.597	0.618
PQ-2	0.522	0.717	0.511	0.467	0.434
PQ-3	0.657	0.839	0.641	0.652	0.575
PQ-4	0.613	0.788	0.647	0.597	0.531
PQ-5	0.659	0.812	0.773	0.685	0.618
PV-1	0.529	0.504	0.714	0.527	0.515
PV-2	0.582	0.586	0.759	0.754	0.541
PV-3	0.588	0.508	0.759	0.584	0.543
PV-4	0.652	0.791	0.767	0.662	0.612
PV-5	0.600	0.614	0.784	0.616	0.544
RI-1	0.683	0.657	0.666	0.819	0.638
RI-2	0.539	0.460	0.498	0.722	0.596
RI-3	0.586	0.593	0.763	0.762	0.546
RI-4	0.802	0.692	0.685	0.839	0.769
TS-1	0.502	0.449	0.466	0.510	0.752
TS-2	0.791	0.659	0.673	0.804	0.774
TS-3	0.612	0.595	0.599	0.577	0.777
TS-4	0.571	0.534	0.564	0.571	0.858
TS-5	0.571	0.500	0.502	0.642	0.744

As seen in table 5, it is known that all indicators used in this study have a value >0.60. This means that the results have met the requirements for explanatory research and can be said to be valid (Ghozali & Latan, 2015; Hair et al., 2011). In addition, it is known that the cross loadings value of all indicator correlations has a higher value than the correlation in other variables. So it can be interpreted that all statement items to measure the variables destination image, perceived quality, perceived value, tourist satisfaction and revisit intention are valid and can be used to measure each variable.

Table 6: R Square

	R Square	R Square Adjusted
Perceived Quality	0.606	0.605
Perceived Value	0.709	0.707
Revisit Intention	0.794	0.792
Tourist Satisfaction	0.672	0.669

The R-square value criteria of 0.75 is strong, 0.50 is moderate, and 0.25 is weak (Ghozali & Latan, 2015; Hair et al., 2011). From the table above, it is stated that the R-square value of the revisit intention variable is 0.794, which means that the R-square value of the revisit intention variable is categorized into the "strong" category. From this figure, it can be interpreted that the revisit intention variable is influenced by the variables of perceived value, perceived quality and tourist satisfaction by 79.4% and the rest (20.6%) is influenced by other factors outside the study. While the R-square value

of the tourist satisfaction variable has a value of 0.672, which means that the R-square value of the tourist satisfaction variable is categorized into the "moderate" category. From this figure, it can be interpreted that the tourist satisfaction variable is influenced by the variables of destination image, perceived value, and perceived quality by 67.2% and the rest (32.8%) is influenced by other factors outside the study. Likewise, the R-square value of the variables perceived value and perceived quality, respectively obtained results of 0.709 and 0.606, so that these two variables fall into the moderate category.

Table 7: Hypothesis testing

	Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Conclusion
1	Destination Image → Perceived Quality	0.778	35.997	0.000	Significant
2	Destination Image → Perceived Value	0.400	7.763	0.000	Significant
3	Destination Image → Tourist Satisfaction	0.537	8.710	0.000	Significant
4	Perceived Quality → Perceived Value	0.492	10.465	0.000	Significant
5	Perceived Quality → Tourist Satisfaction	0.131	2.043	0.042	Significant
6	Perceived Value → Tourist Satisfaction	0.205	3.509	0.000	Significant
7	Perceived Quality → Revisit Intention	0.139	2.811	0.005	Significant
8	Perceived Value → Revisit Intention	0.435	8.245	0.000	Significant
9	Tourist Satisfaction → Revisit Intention	0.397	8.428	0.000	Significant

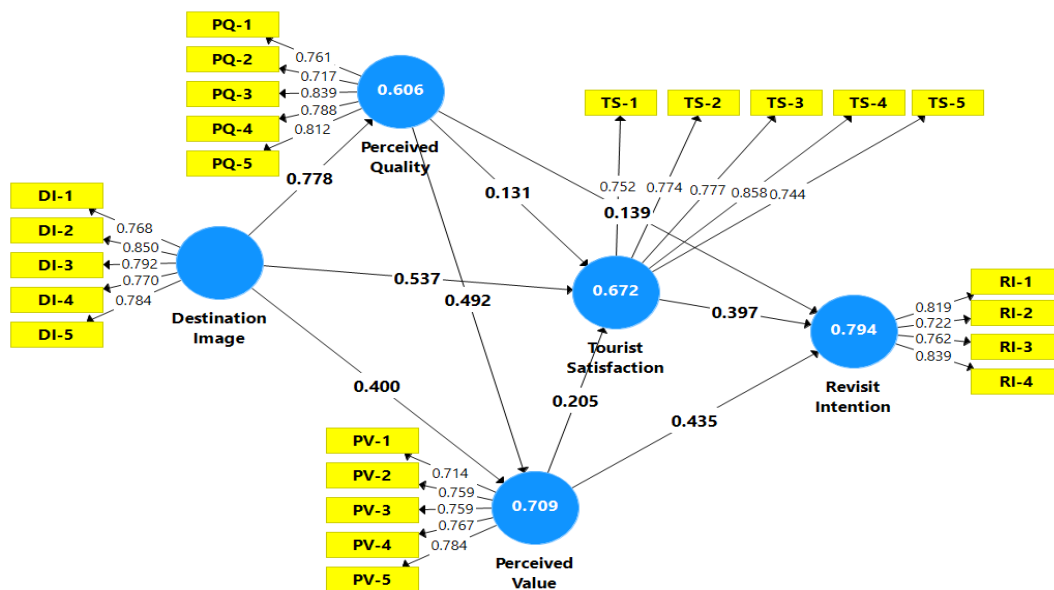


Figure 2: The findings of path analysis of travelers' revisit intention.

DISCUSSION

This study resulted in a positive and significant relationship between destination image, perceived quality, perceived value, tourist satisfaction, and revisit intention of sports tourists in the province of West Nusa Tenggara. The results of this study indicate a collection of different assessment processes, affective reactions, and comparative responses. Destination image, perceived quality, and perceived value (services provided at the destination) are cognitive aspects of behavior. The level of tourist satisfaction includes cognitive and affective aspects, while revisits indicate the conative aspect of tourist behavior. The findings of the study indicate the suitability of the relationship in the cognitive-affective-conative theoretical framework that the level of tourist

satisfaction to some extent (indirectly) influences their behavioral intentions (revisiting) through the effect of quality. So that this finding is in line with the findings of (Cronin Jr et al., 2000) and shows that measuring the level of tourist satisfaction alone is not enough to predict their behavioral responses. The results of hypothesis testing reveal that these findings in Indonesia as a developing country are consistent with the findings of similar studies in other developed countries. The findings of this study are in line with the results of other tourism studies (Baker & Crompton, 2000; Cole & Illum, 2006; Jin et al., 2013). This research model includes variables of destination image, perceived quality, perceived value, and tourist satisfaction from visiting sports tourism destinations that can explain most of their intention to revisit and show the suitability of the model. In contrast to this study, (Chen & Tsai, 2007) showed that quality does not directly affect the level of satisfaction and behavioral intention. This study determines and supports the hypothesis about the effect of perceived quality on revisit intention while some variables can independently affect the existing relationship (e.g. weather conditions, natural attractions).

Managerial implication

The results of this study provide a number of managerial implications both theoretically and practically in the service literature and for stakeholders in Mandalika, including local governments, MotoGP organizers, tourism industry players, and local communities, in developing strategies to increase sports tourist loyalty, especially in a deeper understanding of destination image, perceived quality, perceived value, satisfaction, and intention to revisit.

By increasing support, empathy, and efficiency to tourists, managers can increase their satisfaction and loyalty to the tourist destination. Feedback from sports tourists plays a major role in improving service quality. Sports tourism destinations that are oriented towards the market philosophy must provide higher quality services than other destinations in order to increase tourist satisfaction and loyalty. Because tourists are the main and important factor in managing a destination; therefore, destination managers must build a competitive sports tourism destination atmosphere, destinations that can create more loyalty to their sports tourists are more successful.

Because the knowledge and experience of tourists towards tourist destinations are increasing, so they always demand the best and right service. On the other hand, with the increasingly tight changes and competition in the tourism business, sports tourism destination managers must conduct investigations and analyze the quality of service and understand their strengths and weaknesses in order to meet the increasing needs of tourists and ensure their survival because there is no meaningful sports tourism destination without tourists. Undoubtedly, mistakes and shortcomings are inevitable in tourism activities, but the main point in tourism service activities is to meet the needs in satisfying tourists and building tourist loyalty and the final influence is the willingness to make return visits.

Therefore, sports tourism managers and authorities in West Nusa Tenggara province must be able to maintain long-term relationships with tourists and improve the image, quality, and value of the destination. A definite marketing plan for various parts of the tourism destination is needed for the sports tourism industry in West Nusa Tenggara province; managers of this industry must pay more attention to this issue. The needs of sports tourists must be respected and their expectations must be given sufficient attention. The data collected from the sports tourism industry of West Nusa Tenggara province will turn into knowledge if the authorities analyze the data obtained from tourists and use the results as practical knowledge in sports tourism policies and events. Cultural heritage and sports tourism managers must improve the quality of sports tourists' experiences as their management goals and ensure that the quality of experience results in satisfaction when they plan long-term strategies.

Tourist experience is a key concept in tourism marketing because the level of tourist satisfaction is often determined by the experience gained. To build a high-quality experience, sports tourism managers must act on the components of experience quality to meet tourist expectations. Overall, based on the resulting hypothesis, it can be concluded that sports tourism authorities in West Nusa Tenggara Province must provide the right foundation to increase the level of tourist satisfaction and repeat visits related to destination image, perceived quality, and perceived value.

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