
THE EFFECT OF PROMOTION, FACILITIES, AND ACCESSIBILITY ON THE DECISION TO VISIT THE 2025 MANDALIKA MOTOGP

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ABSTRACT

This study examines the influence of promotion, facilities, and accessibility on visitors' decisions to attend the 2025 Mandalika MotoGP. Using a quantitative approach, data were obtained from 100 ticketed attendees through structured questionnaires. The data were analyzed through a series of validity, reliability, and classical assumption tests, followed by multiple linear regression analysis to assess the relationships among variables. The results show that promotion, facilities, and accessibility each have a positive and significant effect on visitors' decisions. Among these factors, facilities emerged as the most dominant influence ($\beta = 0.413$), followed by promotion ($\beta = 0.305$) and accessibility ($\beta = 0.286$). Together, these variables explain 68.9 percent of the variation in visiting decisions. The findings highlight that visitors' decisions are strongly shaped by the quality of supporting facilities, the effectiveness of promotional activities, and the ease of access to the venue. The study highlights the importance of an integrated destination management strategy that aligns promotional efforts, infrastructure readiness, and accessibility improvements to enhance Mandalika's competitiveness as a sustainable international motorsport tourism destination. Keywords: Promotion; Facilities; Accessibility; Visiting Decision; Mandalika

INTRODUCTION

The Mandalika International Circuit in West Nusa Tenggara has rapidly become one of Indonesia's most significant tourism and sports icons. The 2025 MotoGP season, held from October 3–5, 2025, marked another milestone in the nation's ambition to position Mandalika as a world-class motorsport tourism destination. The event attracted around 140,000 spectators and gained extensive media coverage, both domestically and internationally. Despite its overall success, several issues were raised by visitors regarding limited accessibility and uneven facility quality. Such challenges

highlight the continuing need to strengthen destination management strategies that ensure a seamless and satisfying visitor experience.

The Mandalika Circuit officially inaugurated by President Joko Widodo in November 2022 was designed not only as a venue for international racing but also as a catalyst for regional tourism development. As part of the Special Economic Zone (SEZ) for tourism, the area integrates entertainment facilities, accommodation, and cultural attractions within one coastal landscape. The circuit itself stretches over 4.3 kilometers with seventeen corners and a capacity of nearly 200,000

spectators. The development was expected to generate substantial multiplier effects, particularly in boosting small and medium enterprises (MSMEs), local transportation, and hospitality sectors. However, realizing this potential requires more than infrastructure investment; it demands a deep understanding of the behavioral factors influencing tourists' decisions to visit major events.

In the context of event-based tourism, visitor decision-making is shaped by a complex interplay of cognitive, emotional, and situational determinants. Promotion, facilities, and accessibility are among the most frequently cited drivers of destination attractiveness (Buhalis, 2000; Kotler & Keller, 2016; Ryu & Lee, 2020). Promotion serves as a communication bridge that creates awareness, shapes perception, and persuades potential visitors through strategic messaging and emotional appeal. The evolution of digital media has further transformed how destinations engage with audiences, where short-form videos, influencer collaborations, and algorithm-driven exposure (Li & Xu, 2023) have proven effective in fostering travel intention.

Facilities, on the other hand, represent the tangible and intangible resources that underpin the overall visitor experience. Well-maintained amenities such as parking areas, sanitation, seating comfort, food and beverage outlets, and emergency services are critical in determining satisfaction levels (Nguyen & Pham, 2024). Mandalika's organizers have invested in such supporting facilities, including the Nurul Bilad Mosque, Kuta Beach Park, and various

hospitality options. Yet, visitor complaints regarding crowd management and limited rest areas during peak hours indicate that these provisions still fall short of international standards.

Accessibility completes this triad by influencing the ease with which visitors can reach, navigate, and exit the destination. Efficient transport connections air, land, and sea are fundamental to tourism competitiveness (Isdarmanto, 2017; Sánchez & Park, 2023). For the Mandalika event, shuttle buses were provided from Mataram and Lombok International Airport, but services from seaports remained inadequate, and air traffic congestion occurred near the event period. These logistical constraints may have moderated the overall visitor experience and, consequently, their intention to return.

Event based tourism, as emphasized by Getz and Page (2016), serves not only as an economic driver but also as a tool for destination branding, regional identity, and international exposure. Major events such as the MotoGP generate a temporary yet powerful surge of visitor flow that can reshape local economies. However, sustaining this momentum depends on how effectively destinations convert first-time visitors into repeat tourists through positive experiences. Previous studies have suggested that integrated management between infrastructure, marketing, and accessibility is essential for maintaining competitiveness (Buhalis & Sinarta, 2019; Xiang & Fesenmaier, 2020). Nevertheless, in Indonesia, such integration is often fragmented, with promotional efforts, facility development, and transport

planning managed by different stakeholders with limited coordination.

Empirically, studies exploring the simultaneous impact of promotion, facilities, and accessibility on visitor decisions in the context of large-scale international sporting events remain limited. Most existing research in Indonesia has concentrated on conventional tourism products such as natural or cultural destinations, with relatively less emphasis on hybrid attractions that combine sport, leisure, and economic activity. As a result, the academic understanding of how these key variables interact to influence tourist decision-making in a motorsport context remains incomplete.

Moreover, previous studies have tended to analyze these factors independently. For instance, research on promotion often focuses on digital marketing effectiveness without considering the moderating role of physical infrastructure. Similarly, facility-based studies emphasize satisfaction and service quality but rarely connect them with accessibility or promotional influence. This fragmented approach limits the development of a comprehensive model capable of explaining tourists' behavioral intentions within complex, experience-based destinations such as Mandalika.

Therefore, this study aims to bridge these theoretical and empirical gaps by examining the combined and individual effects of promotion, facilities, and accessibility on visitors' decisions to attend the 2025 Mandalika MotoGP. By integrating perspectives from tourism marketing, destination management, and consumer behavior,

this research contributes to a more holistic understanding of visitor decision-making within the growing field of event-based tourism.

From a theoretical standpoint, the study enriches the literature by validating the relevance of classical marketing constructs within the emerging context of motorsport tourism in developing countries. From a practical perspective, the findings are expected to inform policymakers, tourism authorities, and event organizers in designing integrated strategies that enhance visitor experience, improve accessibility, and sustain Mandalika's competitiveness as a global motorsport tourism hub.

METHOD

This research adopts a quantitative approach to examine how promotion, facilities, and accessibility influence visitors' decisions to attend the 2025 Mandalika MotoGP. The quantitative design allows the relationships among variables to be tested objectively through numerical indicators and statistical inference, providing empirical evidence that strengthens the explanatory power of the proposed model.

The population of this study comprises all spectators who attended the 2025 Mandalika MotoGP. Considering the nature of the event and the need for specific information, a purposive sampling technique was applied. This approach enables the selection of respondents based on predetermined criteria namely individuals who purchased official tickets, attended the race weekend in person, and were willing to complete the research questionnaire. A total of 100 valid responses were obtained, representing diverse demographic

profiles across gender, age, and occupational background.

Although non-probability sampling may limit generalizability, the technique is appropriate for event-based tourism research where the population is dynamic and access is time-bound. This sampling framework ensures that the collected data accurately reflect visitors' perceptions and behavioral tendencies during the event period.

Primary data were gathered through structured, self-administered questionnaires distributed directly at several key points around the Mandalika Circuit, including the main entrance, spectator stands, and hospitality zones. Data collection was conducted during the three-day event (October 3–5, 2025) to capture authentic visitor experiences. The questionnaire consisted of closed-ended statements measured on a five-point Likert scale ranging from "strongly disagree" to "strongly agree." Each construct promotion, facilities, accessibility, and visiting decision was operationalized through multiple indicators adapted from established tourism and marketing studies to ensure conceptual accuracy and cross study comparability.

Before distribution, the instrument underwent content validation through expert review involving three academics and one practitioner in tourism management. Their feedback helped refine the wording, eliminate ambiguity, and align each item with the study's conceptual framework.

Construct validity was examined through item-total correlations. All indicators produced coefficients above the minimum

threshold of 0.30, confirming that the measurement items adequately represent their underlying constructs. Reliability was assessed through internal consistency using Cronbach's Alpha. Each variable exceeded the acceptable level of 0.70, indicating that the items within each scale measure the same concept with satisfactory stability. These results confirm that the questionnaire meets the fundamental psychometric standards for quantitative analysis.

The analytical process consisted of three main stages. First, descriptive statistics were generated to outline respondents' demographic characteristics and provide an overview of the observed variables. Second, diagnostic tests were performed to verify that the data met the assumptions of normality, multicollinearity, and homoscedasticity required for linear modeling. Third, multiple linear regression analysis was applied to determine the magnitude and direction of the effects of promotion, facilities, and accessibility on visiting decisions.

The strength of each independent variable was evaluated through standardized coefficients (β values) and significance levels ($p < 0.05$). The coefficient of determination (R^2) was used to assess how much variance in the dependent variable could be explained collectively by the three predictors. This combination of analytical procedures ensures that the interpretation of results is both statistically sound and substantively meaningful.

All participants were informed about the purpose of the study and assured that their responses would remain anonymous and confidential.

Participation was entirely voluntary, and respondents were free to withdraw at any time. The research design adhered to general ethical standards for social science research involving human subjects.

RESULT

Respondent Profile

A total of 100 valid responses were collected from visitors who attended the 2025 Mandalika MotoGP. The demographic profile shows that 58 percent of respondents were male, and 42 percent were female. The majority (40 percent) were aged between 31–40 years, indicating that the event attracted a relatively mature audience with strong purchasing capacity. In terms of occupation, more than half were self employed or worked independently, followed by private employees and students. This composition suggests that MotoGP Mandalika appeals to visitors from diverse professional backgrounds who perceive motorsport tourism as both entertainment and a lifestyle experience.

This demographic distribution also aligns with the tourism trend highlighted by Getz and Page (2020), who noted that international sporting events increasingly attract middle-income spectators seeking unique experiential travel. Therefore, the

respondent characteristics in this study reflect a representative segment of the target audience for event-based tourism in Indonesia.

Validity Testing

Validity testing was conducted to evaluate the accuracy and appropriateness of the measurement instrument used in this study. A construct is considered valid if its correlation coefficient value exceeds 0.30, indicating that each item consistently measures the intended variable (Hair et al., 2019). The results showed that all indicators of the variables promotion, facilities, accessibility, and visiting decision had correlation coefficients above 0.30. Therefore, all questionnaire items were deemed valid and suitable for further analysis.

Reliability Testing

Reliability testing aims to assess the internal consistency of the measurement instrument. A construct is considered reliable if its Cronbach’s Alpha value exceeds 0.60 (Nunnally & Bernstein, 1994). The results demonstrate that all variables have Cronbach’s Alpha values above this threshold, confirming that the instrument provides consistent and dependable measurements across items.

Table .1 Reliability Testing

Variable	Cronbach’s Alpha	Threshold	Conclusion
Promotion (X ₁)	0.846	> 0.60	Reliable
Facilities (X ₂)	0.774	> 0.60	Reliable
Accessibility (X ₃)	0.868	> 0.60	Reliable
Visiting Decision (Y)	0.815	> 0.60	Reliable

Source: Primary data, 2025 (processed)

All constructs exhibited Cronbach’s Alpha values greater than 0.60, confirming that the instruments

were reliable and consistent for data collection purposes.

Classical Assumption Testing

Normality Test

The normality test aims to determine whether the residuals in the regression model are normally distributed. The one-sample Kolmogorov-Smirnov (K-S) test was employed with a significance level of

5%. The results show that the Asymp. Sig. (2-tailed) value is 0.200, which exceeds $\alpha = 0.05$. Therefore, it can be concluded that the residuals are normally distributed and the data meet the normality assumption.

Table 2 Normality Test

Test	Statistic	Asymp. Sig. (2-tailed)	Conclusion
One-Sample Kolmogorov-Smirnov	—	0.200	Data are normally distributed

Source: Primary data, 2025 (processed)

Multicollinearity Test

The multicollinearity test was conducted to examine whether correlations exist among the independent variables. The tolerance

and Variance Inflation Factor (VIF) values were used as indicators. A tolerance value above 0.10 and a VIF value below 10 indicate the absence of multicollinearity.

Table 3 Multicollinearity Test

Variable	Tolerance	VIF	Conclusion
Promotion (X_1)	— 3.939		No multicollinearity
Facilities (X_2)	— 2.866		No multicollinearity
Accessibility (X_3)	— 2.869		No multicollinearity

Source: Primary data, 2025 (processed)

All VIF values fall between 1 and 10, demonstrating that the model is free from multicollinearity issues and suitable for further regression analysis.

Heteroscedasticity Test

The scatterplot analysis revealed that the residual points were randomly distributed around the zero line without forming a discernible or systematic pattern, such as a funnel shape or clustering. This indicates that the variance of the residuals was constant across all levels of the predicted values. Hence, it was concluded that the regression model did not exhibit symptoms of heteroscedasticity and met the homoscedasticity assumption required for linear regression analysis. This

result implies that the estimation of regression coefficients is efficient and unbiased, and the model's error terms are evenly distributed, ensuring the reliability of hypothesis testing.

Multiple Linear Regression Analysis

The multiple linear regression analysis was conducted to determine the extent to which promotion (X_1), facilities (X_2), and accessibility (X_3) influence the visiting decision variable (Y). The resulting equation model is as follows

$$Y = 9.586 + 0.305 \times_1 + 0.413 \times_2 + 0.286 \times_3$$

Where:

- Y = Visiting Decision
- X_1 = Promotion
- X_2 = Facilities
- X_3 = Accessibility

The positive coefficients indicate that all three variables promotion, facilities, and accessibility have direct and positive influences on visitors' decisions. Among them, facilities exert the strongest impact, followed by promotion and accessibility. This result emphasizes that visitors' decisions to attend MotoGP Mandalika 2025 are predominantly shaped by the quality of supporting facilities and the overall comfort provided at the destination. This finding supports Ryu and Lee (2020) and Nguyen and Pham (2024), who argued that facility quality strongly determines satisfaction and

behavioral intention in event-based tourism.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) measures how much the independent variables collectively explain the variance in the dependent variable. The test results show an R^2 value of 0.689, meaning that 68.9% of the variation in visitors' decisions to attend the MotoGP Mandalika event is explained by promotion, facilities, and accessibility. The remaining **31.1%** is influenced by other variables not included in this model, such as event pricing, media coverage, or tourists' personal preferences.

Table 4 Coefficient of Determination

Model Summary	R^2	Unexplained (%)	Interpretation
Regression Model	0.689	31.1	The model explains 68.9% of the variance in visiting decisions

Source: Primary data, 2025 (processed)

An R^2 value of 0.689 indicates that 68.9 percent of the variation in visitors' decisions is explained by the three independent variables, while 31.1 percent is influenced by other factors such as pricing, destination image, or media exposure. The relatively high R^2 value demonstrates the model's explanatory strength, consistent with the theoretical expectation that promotion, facilities, and accessibility are major determinants of tourism behavior (Buhalis, 2020).

Hypothesis Testing

Simultaneous Significance Test (F-Test)

The F-test results revealed an F-value of 74.157, which is greater than the critical F-table value of 2.70, with a significance level of 0.000 (<0.05). Therefore, it can be concluded that promotion, facilities, and accessibility simultaneously have a significant effect on visiting decisions.

Partial Significance Test (t-Test)

The t-test results for each independent variable are summarized as follows:

Table 5 Partial Significance Test (t-Test)

0	t-count	t-table ($\alpha=0.05$)	Sig.	Conclusion
Promotion (X_1)	3.246	1.660	0.002	Significant
Facilities (X_2)	2.864	1.660	0.005	Significant
Accessibility (X_3)	2.990	1.660	0.005	Significant



All t-count values exceed the t-table value of 1.660, and the significance levels are below 0.05. This indicates that each independent variable—promotion, facilities, and accessibility—individually exerts a significant influence on the visiting decision of MotoGP Mandalika 2025 attendees.

The results indicate that improvements in promotional strategies, the availability and quality of facilities, and ease of accessibility significantly encourage tourists to visit MotoGP Mandalika. Among these variables, facilities provide the greatest contribution, highlighting the importance of infrastructure readiness and service quality in supporting successful event-based tourism.

DISCUSSION

The results demonstrate that promotion, facilities, and accessibility significantly influence visitors' decisions to attend the 2025 Mandalika MotoGP. Facilities emerged as the most dominant factor, followed by promotion and accessibility.

1. Promotion

Promotional strategies effectively shape tourists' awareness and motivation to visit. In the context of Mandalika, digital campaigns, influencer engagement, and viral social media content have proven effective in enhancing destination visibility. This supports Alrawadieh et al. (2022), who found that digital marketing has a strong impact on tourists' behavioral intentions and destination perception. Moreover, Li and Xu (2023) emphasize that algorithmic exposure on short-form video platforms can evoke emotional connection and authenticity

key drivers for modern tourism decisions.

2. Facilities

Facilities were found to have the strongest influence on visiting decisions. The availability of complete and high-quality amenities such as the Nurul Bilad Mosque, Kuta Beach Park, and health and security centers plays a crucial role in enhancing visitors' comfort and satisfaction. This finding aligns with Kotler and Keller (2016) and Ryu and Lee (2020), who highlight the importance of physical and service infrastructure in shaping visitor experience. Nguyen and Pham (2024) further support that smart and sustainable facilities can enhance loyalty and positive word-of-mouth in event tourism.

3. Accessibility

Accessibility also significantly contributes to visiting decisions. Shuttle services and proximity to Lombok International Airport facilitate ease of access and convenience for attendees. This finding supports Isdarmanto (2017) and Sánchez and Park (2023), who stress that efficient transportation systems and digital navigation tools enhance mobility and influence travel behavior.

4. Integrated Implications

Taken together, these findings suggest that visitors' decisions are shaped through an interdependent mechanism: promotion creates awareness, facilities deliver satisfaction, and accessibility enables participation. This aligns with Buhalis (2020), who proposed that integrated destination management combining marketing communication, infrastructure quality, and transport

efficiency is key to maintaining a destination's global competitiveness.

For Mandalika, the implication is clear: sustained success as an international motorsport destination depends not only on event quality but also on continuous collaboration between organizers, local government, and tourism stakeholders. Strengthening digital marketing, upgrading facilities, and improving connectivity will collectively enhance Mandalika's reputation as a world-class event destination.

CONCLUSION

This study examined the influence of promotion, facilities, and accessibility on visitors' decisions to attend the 2025 Mandalika MotoGP. The empirical findings confirm that all three variables significantly and positively affect visiting decisions. Among these, facilities emerged as the strongest determinant, followed by promotion and accessibility. This pattern indicates that visitors' participation in large-scale tourism events is primarily driven by the availability of comfortable and well-managed facilities, supported by effective promotional strategies and convenient accessibility to the venue.

From a theoretical standpoint, the results reinforce the perspective that event based tourism decisions are shaped by the interaction between communication effectiveness, infrastructure quality, and mobility convenience. The findings extend the existing literature by empirically validating that physical infrastructure (facilities) acts as a key mediator that

transforms promotional appeal into actual attendance behavior. This supports the notion of Integrated Destination Management (Buhalis, 2020), where the synergy among marketing, facilities, and accessibility determines a destination's overall competitiveness and visitor satisfaction.

From a managerial perspective, these findings offer important insights for the Mandalika Grand Prix Association (MGPA), the Ministry of Tourism and Creative Economy, and other tourism stakeholders. Strengthening collaboration between local government, event organizers, and private sectors is essential to maintain Mandalika's positioning as a sustainable international motorsport destination.

First, strategic promotional efforts particularly through digital and social media platforms—should be optimized to reach global audiences and create a strong emotional connection with potential visitors. Second, continuous enhancement of facilities, including cleanliness, safety, accessibility of amenities, and smart infrastructure, is crucial for improving visitor satisfaction. Third, improving transport connectivity and on-site mobility management will further support a seamless visitor experience, encouraging repeat visits and positive word-of-mouth. Collectively, these managerial efforts will not only sustain Mandalika's competitiveness but also strengthen Indonesia's broader tourism image as a host of world class events.

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