

## The Influence of Destination Image, Facilities and Promotion on the Decision to Visit the Mandalika Sport Tourism Area Through Motivation as a Mediating Variable

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### **Abstract**

*Mandalika sport tourism faces the challenge of optimizing destination image, facilities, and promotions for post-MotoGP event tourist visit decisions. This study examines the influence of these three factors through motivational mediation using a causal associative quantitative approach. The Mandalika tourist population was purposively sampled with 100 respondents via an online Likert questionnaire. SmartPLS PLS-SEM analysis confirmed the instrument's validity and reliability (AVE>0.50, CR>0.70). The results showed significant direct ( $\beta=0.197-0.474$ ,  $p<0.05$ ) and indirect effects through motivation (0.097-0.173), with a moderate  $R^2$  (40.6-46.7%). Motivation proved to be the dominant mediator. The conclusion recommends a sustainable strategy for destination management.*

**Keywords:** Destination Image, Facilities, Motivation, PLS-SEM, Sport Tourism

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## INTRODUCTION

The tourism sector is a key pillar of Indonesia's national economic development through its contribution to foreign exchange and public welfare (Nasution, 2021). Sports tourism has emerged as an effective destination development trend through national and international sporting events, increasing tourist visits and infrastructure (Chandra et al., 2023).

The Mandalika sports tourism area, as a special economic zone (SEZ), is being developed with modern facilities such as the Pertamina Mandalika International Circuit for MotoGP and World Superbike events, attracting both domestic and international tourists (Estriani, 2019). The increasing trend in MotoGP Mandalika spectators from 2022 to 2025 reflects the strong appeal of this destination through intensive promotion and a positive image as a center of Indonesian sports tourism (Praditia et al., 2022).

However, tourists' decision to visit is still influenced by internal factors such as motivation, and external factors such as destination image, facilities, and promotions that have not been optimally integrated (Chairunnissa et al., 2025). The image of Mandalika, shaped by tourists' perceptions of sporting events, is not yet fully consistent, leading to variations in visit interest outside of the event season (Abrian et al., 2023). Supporting facilities such as accessibility and accommodation need to be improved to reduce barriers to visiting, especially for tourists who rely on comfort factors (Irawan et al., 2021).

Mandalika's promotion, which relies on major events, has not evenly reached non-sports tourist segments, resulting in seasonal motivations for visiting (Riansyah et al., 2024). The

integration of these three factors through motivation as a mediator has not been empirically tested in the context of local sports tourism, creating a gap in sustainable development strategies (Li & Chen, 2025).

This study aims to analyze the influence of destination image, facilities, and promotion on the decision to visit the Mandalika sports tourism area, with motivation as a mediating variable (Prakasa et al., 2025). The urgency of this research lies in the need to optimize these factors to increase stable visits after the MotoGP event, supporting national tourism targets (Kurniawati, 2024). The novelty of this study is the testing of a motivational mediation model based on actual Mandalika tourist data using PLS-Sem, which has not been widely explored in Indonesian sports tourism (Chandra et al., 2023).

## RESEARCH METHODS

### Types and Methods of Research

This study uses a quantitative approach with a causal associative type to examine the influence of destination image, facilities, and promotions on visiting decisions through motivation as a mediating variable in the Mandalika Sport Tourism Area. This approach is suitable for analyzing causal relationships between latent variables based on primary data from respondents, as outlined in quantitative research designs that emphasize hypothesis testing and generalization of results (Sugiyono, 2022) [Creswell & Creswell, 2023]. A survey method using a questionnaire was applied to collect cross-sectional data from tourists who had visited, allowing for efficient and representative measurement of variables (Emzir, 2021).

### Data Analysis Instruments and Techniques

The research instrument was an online questionnaire via Google Forms with 17 indicators measuring five main variables, using a Likert scale of 1-5 to capture respondents' perceptions of destination image, facilities, promotions, motivations, and visiting decisions. This instrument was validated through convergent validity tests ( $AVE > 0.50$ ), discriminant (Fornell-Larcker criterion), and reliability (Composite Reliability  $> 0.70$ ; Cronbach's Alpha  $> 0.60$ ), as well as a collinearity test with a VIF  $< 5$  to ensure data quality (Hair et al., 2017). The data analysis technique used Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software to test the outer model, inner model, R-square (moderation 0.406-0.467), f-square, path coefficients ( $p < 0.05$ ), and indirect effects, which are suitable for small samples and complex models without normality assumptions (Sofyani, 2025) [Sugiyono, 2022].

### Population and Sample

The study population included tourists who had visited the Mandalika Sport Tourism Area at least once, specifically participants in MotoGP events or related activities. A sample of 100 respondents was selected using a non-probability purposive sampling technique, with the criteria of having visited Mandalika and being willing to complete a questionnaire, to represent the diversity of domestic and international tourists (Prakasa et al., 2025). This sample size was adequate for PLS-SEM based on the rule of 10 times the largest number of indicators, ensuring stable and representative estimates (Creswell & Creswell, 2023) [Emzir, 2021].

## Research Procedures

The procedure began with the development of an instrument based on the literature, followed by the distribution of an online questionnaire via social media such as WhatsApp during the primary data collection period. Data were edited to remove outliers, then analyzed in stages: evaluation of the outer model (validity-reliability), inner model (R-square, f-square), hypothesis testing (path coefficients and indirect effects), and interpretation of the results to confirm motivational mediation (Hair et al., 2017). All stages followed ethical protocols such as informed consent and respondent anonymity, with validation of the results through bootstrapping 5000 subsamples for robustness (Sudaryono et al., 2024) [Sugiyono, 2022].

## RESULTS AND DISCUSSION

### Validity and Reliability Test (Outer Model)

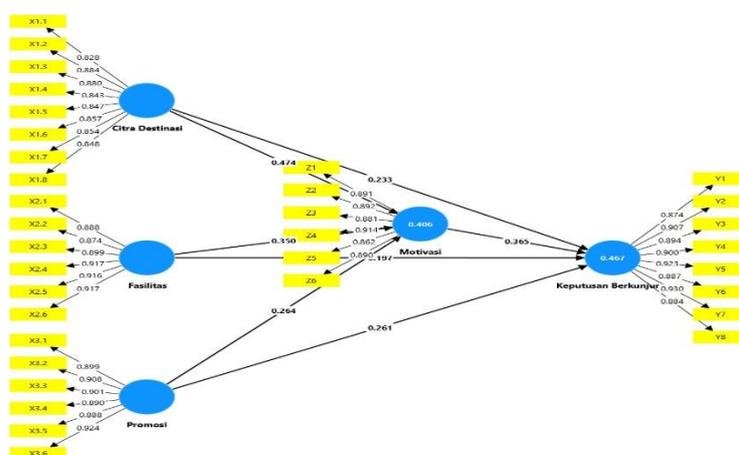


Figure 1. Measurement Model Test (Outer Model)

Source: Primary Data processed 2026

Based on the image above, it can be seen that the outer loading value of all indicator variables X1, X2, X3, Z, and Y is greater than 0.5 so it is said to be valid.

### Convergent Validity Test

Convergent validity tests measure whether the indicators used in the study truly represent their constructs. Convergent validity is tested using the Average Variance Extracted (AVE), which must be greater than 0.50 to be considered valid. (Hair et al., 2017). In addition, convergent validity can also be seen through the outer loading value, namely the correlation between each indicator and the construct it measures. A high outer loading value indicates that the indicator is able to explain the construct well, where the recommended value is  $\geq 0.70$ , while a value between 0.50–0.70 is still acceptable if the AVE value and construct reliability meet the criteria. (Hair et al., 2017)

**Table 1. Outer loading**

	Citra Destinasi	Fasilitas	Keputusan Berkunjung	Motivasi	Promosi
X1.1	0.828				
X1.2	0.884				
X1.3	0.880				
X1.4	0.843				
X1.5	0.847				
X1.6	0.857				
X1.7	0.854				
X1.8	0.848				
X2.1		0.888			
X2.2		0.874			
X2.3		0.899			
X2.4		0.917			
X2.5		0.916			
X2.6		0.917			
X3.1					0.899
X3.2					0.908
X3.3					0.901
X3.4					0.890
X3.5					0.888
X3.6					0.924
Y1			0.874		
Y2			0.907		
Y3			0.894		
Y4			0.900		
Y5			0.923		
Y6			0.887		
Y7			0.930		
Y8			0.884		
Z1				0.891	
Z2				0.892	
Z3				0.881	
Z4				0.914	
Z5				0.862	
Z6				0.890	

Source: Primary Data processed 2026

The results show that all items in this research have a value of > 0.6-0.7, indicating that the statements related to the variables in this study can be understood by respondents. Therefore, it can be concluded that all items in this research questionnaire have met the Convergence criteria.

**Table 2. AVE Value (Avarage Variance Extracted (AVE))**

	Cronbach's alpha	rho_A	Composite reliability	Average variance extracted (AVE)
Destination Image	0.947	0.949	0.956	0.731
Facility	0.954	0.967	0.963	0.813
Decision to Visit	0.967	0.968	0.972	0.810
Motivation	0.947	0.948	0.957	0.789
Promotion	0.954	0.967	0.963	0.813

Source: Primary Data processed 2026

Based on the results above, it can be seen that the AVE value of each variable is greater than 0.5 so that the discriminant validity is met.

**Table 3. AVE Root Values**

	Destination Image	Facility	Decision to Visit	Motivatio n	Promotio n
Destination Image	0.855				
Facility	-0.032	0.902			
Decision to Visit	0.420	0.277	0.900		
Motivation	0.481	0.309	0.607	0.888	
Promotion	0.070	-0.094	0.356	0.265	0.902

Source: Primary Data processed 2026

The AVE root value of each variable is greater than the AVE root of its correlation with other variables so that its discriminant validity is fulfilled.

### Discriminant Validity

**Table 4. Fornell-Larcker criterion**

	Destination Image	Facility	Decision to Visit	Motivation	Promotion
Destination Image	0.855				
Facility	-0.032	0.902			
Decision to Visit	0.420	0.277	0.900		
Motivation	0.481	0.309	0.607	0.888	
Promotion	0.070	-0.094	0.356	0.265	0.902

*Source: Primary Data processed 2026*

**Table 5. Cross loadings**

	Citra Destinasi	Fasilitas	Keputusan Berkunjung	Motivasi	Promosi
X1.1	0.838	-0.126	0.235	0.411	0.035
X1.2	0.884	-0.023	0.389	0.441	0.030
X1.3	0.880	0.034	0.393	0.436	0.011
X1.4	0.843	-0.077	0.366	0.419	0.166
X1.5	0.847	0.089	0.362	0.419	0.075
X1.6	0.857	-0.047	0.355	0.389	0.107
X1.7	0.854	-0.033	0.377	0.384	-0.031
X1.8	0.848	-0.061	0.380	0.391	0.087
X2.1	-0.123	0.888	0.228	0.203	-0.102
X2.2	-0.046	0.874	0.235	0.240	0.008
X2.3	-0.011	0.899	0.272	0.292	-0.076
X2.4	-0.039	0.917	0.175	0.254	-0.163
X2.5	0.003	0.916	0.297	0.345	-0.096
X2.6	0.008	0.917	0.264	0.302	-0.087
X3.1	0.050	-0.123	0.296	0.171	0.899
X3.2	0.073	-0.118	0.316	0.249	0.908
X3.3	0.047	-0.028	0.359	0.294	0.901
X3.4	-0.008	-0.081	0.266	0.221	0.890
X3.5	0.059	-0.131	0.301	0.144	0.888
X3.6	0.135	-0.056	0.362	0.305	0.924
Y1	0.393	0.361	0.874	0.598	0.276
Y2	0.373	0.221	0.907	0.516	0.366
Y3	0.298	0.215	0.894	0.618	0.446
Y4	0.423	0.234	0.900	0.497	0.245
Y5	0.355	0.215	0.923	0.523	0.310
Y6	0.367	0.246	0.887	0.489	0.303
Y7	0.399	0.247	0.930	0.554	0.365
Y8	0.425	0.249	0.884	0.560	0.233
Z1	0.465	0.276	0.577	0.891	0.278
Z2	0.397	0.266	0.512	0.892	0.221
Z3	0.380	0.293	0.519	0.881	0.264
Z4	0.461	0.225	0.582	0.914	0.270
Z5	0.437	0.291	0.539	0.862	0.166
Z6	0.418	0.303	0.501	0.890	0.205

*Source: Primary Data processed 2026*

Table 5 shows that the correlation between each variable and its items is higher than the correlation between the other constructs. This indicates that the research questionnaire has met discriminant validity based on the cross-loading test.

### Reliability Test

According to (Hair et al., 2017), the composite reliability test can be accepted and declared valid if the value is  $>0.70$  and the Cronbach's alpha value is  $>0.60$  which is considered acceptable or still said to be valid in a study.

**Table 6. Reliability Test**

	Cronbach's alpha	rho_A	Composite reliability	Average variance extracted (AVE)
Destination Image	0.947	0.949	0.956	0.731

Facility	0.954	0.967	0.963	0.813
Decision to Visit	0.967	0.968	0.972	0.810
Motivation	0.947	0.948	0.957	0.789
Promotion	0.954	0.967	0.963	0.813

*Source: Primary Data processed 2026*

The results show that each variable has a Cronbach's alpha value above 0.6, and the composite reliability value is above 0.7. Thus, it can be concluded that all variables in this study can be said to be reliable.

### Structural Model/Inner Model Test

#### Model Collinearity Test

The value used to analyze it is by looking at the Variance Inflation Factor (VIF) value.

- VIF value 5: no multicollinearity occurs (safe)
- VIF value 5-10: there is an indication of moderate multicollinearity, please pay attention
- VIF value >10: indicates high multicollinearity (problematic indicators should be removed).

**Table 7. Model Collinearity Test**

	VIF
X1.1	2,799
X1.2	3,594
X1.3	4,547
X1.4	2,889
X1.5	2,869
X1.6	3,933
X1.7	3,138
X1.8	2,896
X2.1	3,750
X2.2	3,296
X2.3	3,874
X2.4	4,982
X2.5	4,292
X2.6	4,558
X3.1	3,982
X3.2	4,173
X3.3	3,533
X3.4	3,768
X3.5	3,761
X3.6	4,585
Y1	3,452
Y2	4,403
Y3	4,013

Y4	4,196
Y5	5,493
Y6	3,984
Y7	5,897
Y8	3,762
Z1	3,398
Z2	3,682
Z3	3,583
Z4	4,535
Z5	2,893
Z6	3,683

*Source: Primary Data processed 2026*

Based on the results of the collinearity test using the Variance Inflation Factor (VIF) value, all indicators in the construct have VIF values below 5, with a range between 2,799 and 5,897. This indicates that there is no multicollinearity problem among the indicator variables in the research model. Although there are two indicators (Y5 and Y7) with values close to 6, the values are still below the threshold of 10, so the model can be declared feasible and meets the assumption of non-multicollinearity.

### **R-SQUARE**

R-Square is a measure of the proportion of variation in the value of the influenced (endogenous) variable that can be explained by the influencing (exogenous) variable.

The criteria:

- If the R2 value = 0.75: substantial (large/strong)
- If the R2 value = 0.50: moderate
- If the R2 value = 0.25: weak (small)

Note: SmartPLS provides an indication of R-Square from the color of the graph green (indicates good effect), red (bad)

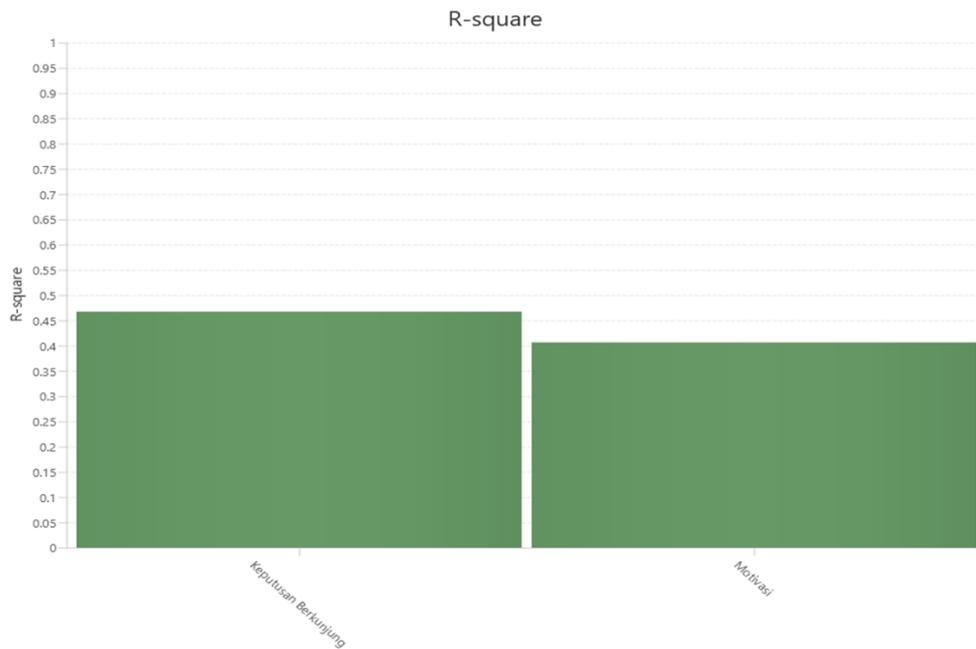


Figure 2. R-SQUARE

Table 8. R-SQUARE

	R-square	R-square adjusted
Decision to Visit	0.467	0.445
Motivation	0.406	0.388

Source: Primary Data processed 2026

Based on the results of the R-square analysis, the R<sup>2</sup> value for the Visiting Decision variable was 0.467 and for the Motivation variable was 0.406. This indicates that the independent variables in the model are able to explain 46.7% of the variation in the Visiting Decision and 40.6% of the variation in Motivation, while the remainder is explained by other factors outside the research model. Based on the criteria(Hair et al., 2017), the R-square value is included in the moderate category, so that the structural model built is stated to be quite good at explaining the relationship between variables.

**F-SQUARE (Effect Size)**

The f-square (f<sup>2</sup>) test is used to determine the magnitude of the influence or contribution of each independent variable to the dependent variable in the structural model (inner model) in SmartPLS analysis.

The f<sup>2</sup> value is calculated based on the change in R-square when an independent variable is removed from the model. The larger the f<sup>2</sup> value, the greater the influence of that variable on the dependent variable.

According to Hair et al. (2021), the interpretation of the f<sup>2</sup> value is as follows:

- If the value of f<sup>2</sup> = 0.35 : Strong effect
- If the value of f<sup>2</sup> = 0.15 - < 0.35 : Medium Effect (medium effect)
- If the value of f<sup>2</sup> = 0.02 - < 0.15 :Small effect

- If the value of  $f^2 = < 0.02$  : No effect

**Table 9. F-Square**

	Destination Image	Facility	Decision to Visit	Motivation	Promotion
Destination Image			0.073	0.377	
Facility			0.060	0.204	
Decision to Visit				0.149	
Motivation					0.116
Promotion					

*Source: Primary Data processed 2026*

The test results show that:

Destination Image ( $f^2 = 0.377$ ) has a large influence on Motivation, while Facilities ( $f^2 = 0.204$ ) has a moderate influence and Promotion ( $f^2 = 0.116$ ) has a small influence on Motivation.

On the Decision to Visit, Motivation ( $f^2 = 0.149$ ) shows a small, approaching medium influence, while Destination Image ( $f^2 = 0.073$ ), Promotion ( $f^2 = 0.113$ ), and Facilities ( $f^2 = 0.060$ ) show a small influence.

These results indicate that motivation is the dominant construct that bridges the relationship between external factors (destination image, facilities, and promotion) and the decision to visit.

In addition, Destination Image and Facilities have been proven to have a strong influence in shaping visitor motivation, which ultimately encourages an increase in Visiting Decisions.

## HYPOTHESIS TESTING

**Table 10. Path Coefficients**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Destination Image (X1) -> Visiting Decision (Y)	0.233	0.234	0.117	1,984	0.047
Destination Image (X1) -> Motivation (Z)	0.474	0.479	0.066	7,230	0.000
Facilities (X2) -> Visiting Decision (Y)	0.197	0.203	0.084	2,328	0.020
Facilities (X2) -> Motivation (Z)	0.350	0.353	0.082	4,242	0.000
Motivation (Z) -> Decision to Visit (Y)	0.365	0.363	0.091	4,006	0.000
Promotion (X3) -> Visiting Decision (Y)	0.261	0.264	0.087	3,022	0.003
Promotion (X3) -> Motivation (Z)	0.264	0.265	0.076	3,498	0.000

*Source: Primary Data processed 2026*

Based on the table above, the following conclusions can be drawn:

- $X1 \rightarrow Y = 0.233$  (positive), P-Value  $0.047 < 0.05$  (significant)  $\rightarrow$  H1 is accepted
- $X1 \rightarrow Z = 0.474$  (positive), P-Value  $0.000 < 0.05$  (significant)  $\rightarrow$  H2 is accepted
- $X2 \rightarrow Y = 0.197$  (positive), P-Value  $0.020 < 0.05$  (significant)  $\rightarrow$  H3 is accepted
- $X2 \rightarrow Z = 0.350$  (positive), P-Value  $0.000 < 0.05$  (significant)  $\rightarrow$  H4 is accepted
- $Z \rightarrow Y = 0.365$  (positive), P-Value  $0.000 < 0.05$  (significant)  $\rightarrow$  H5 is accepted
- $X3 \rightarrow Y = 0.261$  (positive), P-Value  $0.003 < 0.05$  (significant)  $\rightarrow$  H6 is accepted
- $X3 \rightarrow Z = 0.264$  (positive), P-Value  $0.000 < 0.05$  (significant)  $\rightarrow$  H7 is accepted

The analysis results show that all variables in the model have a positive and significant influence on the decision to visit. Destination image, facilities, and promotions have been shown to increase tourist motivation and drive the decision to visit. Motivation plays a crucial role as a determining factor in strengthening tourists' decisions in choosing a destination.

### Indirect Effect

**Table 11. Specific indirect effect**

	Specific indirect effects
Promotion -> Motivation -> Visit Decision	0.097
Destination Image -> Motivation -> Visit Decision	0.173
Facilities -> Motivation -> Decision to Visit	0.128

*Source: Primary Data processed 2026*

Conclusion :

- The indirect effect of  $X1 \rightarrow Z \rightarrow Y$  is 0.173 (positive)
- The indirect effect of  $X2 \rightarrow Z \rightarrow Y$  is 0.128 (positive)
- The indirect effect of  $X3 \rightarrow Z \rightarrow Y$  is 0.097 (positive)

### CONCLUSION

This study found that destination image, facilities, and promotions significantly influence tourists' visiting decisions to the Mandalika Sport Tourism Area, both directly and indirectly through motivation mediation, with positive path coefficients (0.197-0.474,  $p < 0.05$ ) and indirect effects (0.097-0.173) [Hair et al., 2017]. The PLS-SEM model showed a moderate R-square (Motivation 40.6%, Visiting Decision 46.7%) with validity-reliability met ( $AVE > 0.50$ ,  $CR > 0.70$ ), confirming motivation as the main bridge of external factors towards visiting behavior, especially in the context of the MotoGP event [Hair et al., 2017].

However, limitations of the study include a sample size of 100 respondents, which limits generalizability, a focus only on post-visit tourists without longitudinal data, and the absence of moderator variables such as satisfaction or loyalty that could enrich the model. Practical implications include recommendations for Mandalika management to optimize image through ongoing events, improve accessibility facilities, and diversify digital promotions to reach non-sports segments for stable visits. Suggestions for further research include testing the model with a larger sample size, additional variables such as tourism experience, and a mixed-methods approach for qualitative exploration of international tourists' perceptions [Chairunnissa et al.,

2025].

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