



Do Satisfied Visitors Intend to Revisit a Large Sports Event? A Case Study of a Large Sports Event In Indonesia

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- A) conception and design of the study
- B) acquisition of data
- C) analysis and interpretation of data
- D) manuscript preparation
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Abstract

Only a few studies on large sports tourism explore motorsport events such as the Moto Grand Prix. The present study addresses this gap by examining the factors influencing visitors' satisfaction and intention to revisit related to the large sports event of MotoGP, Indonesia. The data were collected from visitors who had attended the MotoGP event in Indonesia using an online questionnaire with purposive sampling. The partial Least Square-Structural Equation Modeling (PLS-SEM) analysis was applied in this study to analyze the data. The findings indicate that hospitality, accessibility, and attraction significantly influenced visitor satisfaction at the MotoGP sports event in Mandalika, Indonesia. However, the factors of hospitality, infrastructure, accessibility, and attraction are insignificant where it concerns visitors' intention to revisit. Moreover, satisfaction successfully influences visitors to revisit the MotoGP event in Indonesia. This study contributes to research on sports event management in large sports events by examining the factors that influence satisfaction and intention to revisit in the context of the MotoGP sports event, and contributes both theoretically and practically to research on sports events and tourism.

Keywords: intention to revisit; satisfaction; sports event; MotoGP; Indonesia.

Introduction

Sports events are a component of the tourism sector that reflects a high-quality product (Perić, 2018). Sports events bring advantages for the participants and passive participants in travel planning. Furthermore, sports events bring benefits to tourism and tourist destinations (Kaplanidou & Vogt, 2010). In addition, as a part of the tourism sector, sports events can be an enjoyable experience for visitors (Kaplanidou, 2006); they benefit from tourists promoting an enjoyable image of the destination (Chalip et al., 2003) and tourists often intend to revisit (Škori et al., 2021).

Some benefits of hosting a sporting event include creating opportunities for tourist destinations and improving destination image in the event's hosting area (Dimanche, 2003). Hosting sports mega-events in the tourism sector can also bring advantages to the nation's economy and promote the image of the destination (Arnegger & Herz, 2016). Moreover, sports events can affect the nation or the development urban infrastructure (Gaudette et al., 2017; Richards & Palmer, 2012) by giving the wage or incentive economic aspect and employment in hosting sports events (Hall, 2006; Preuss, 2006).

Furthermore, the Indonesian government developed the Mandalika circuit to support sports tourism by hosting the MotoGP and World Superbike (WSBK) event (Pahrudin et al., 2023). The event has been held in Lombok, Indonesia since 2021. Mandalika is one of five super-priority areas that have been developed as a special economic tourism zone (Government Regulation, 25/2014). As part of sports tourism, the development of the Mandalika circuit can increase the attraction of sports events, especially motorsport. In addition, the circuit is located near tourist destinations, such as beaches, hills, and social and cultural amenities that are suited to both local and international tourists. These kinds of destinations are opportunities for tourists or visitors to revisit the event at the Mandalika circuit, making it an enduring symbol that boosts the image of the area and increases visitor numbers (Daniels & Norman, 2003).

In the existing research literature on tourism, many scholars have discussed an event's brand and city's image and the intention of revisiting sporting events (Kozak, 2001; Osti et al., 2012). The studies that discuss tourist behavior have mainly focused on the specific sports events and the size difference of events (Daniels & Norman, 2003; Wilson, 2006). On the other, Škori et al. (2021) revealed that the intention to revisit did not influence visitors' satisfaction with major sports events. In addition, the case of sports events and tourism development in Mandalika, Indonesia has been analyzed from a big data perspective (Caraka et al., 2023). These studies aimed to examine the impact of an event's image on tourist satisfaction, revisit intention, and tourism connectivity. However, there is a limited number of studies on specific large sports events such as the MotoGP to examine the visitor satisfaction linked to revisit intention with several indicators such as hospitality, accessibility, attraction, and behavioral intention.

This study addresses the previously mentioned gap by studying elements of the visitors' intention to revisit the MotoGP Mandalika in Indonesia. The study has three main aims. First, to try to identify the factors influencing satisfaction and revisit the intention to host the large sports event of MotoGP Mandalika. Second, to examine the relationship of satisfaction to visitor revisit intention toward the large sports event of MotoGP Mandalika, Indonesia, that was held for future events of the MotoGP Mandalika. Third, to analyze the path model through structural-equation modeling based on the factors influencing visitors' satisfaction and revisiting intention to the large-sport event of MotoGP.

Given these aims, the current study adds to the sports tourism literature and helps stakeholders, promoters, and event organizers better grasp the visitor's intention to revisit. As a result, using this body of work, we attempt to improve our understanding of what drives

events by evaluating visitors' reasons to revisit their goal toward MotoGP Mandalika. Practically, understanding the attendance of visitors revisiting the intention of a large sports event can contribute to stakeholders and sports event marketing, gaining a more effective marketing position and developing a more effective targeted promotional campaign for future motorsport events in Indonesia.

Literature Review and Hypothesis Development

Sports Event

The sports event is part of the tourism sector as its stakeholders are connected to the all of the participants (athletes, sports tourism, event organizers), places, and activities (Weed & Bull, 2012). The impact of sports events has both passive and active effects on destinations in the tourism sector (Shamir & Ruskin, 1984).

Sports events create an agenda for host communities and affect both social and economic fields (O'Brien & Chalip, 2007). Respectively, sports events can bring community development (Schulenkorf & Edwards, 2012), public welfare (Kaplanidou, 2012), and the development of social capital (Schulenkorf et al., 2011; Zhou & Kaplanidou, 2018). Furthermore, sports events can have a positive and negative impact on stakeholders such as participants, sponsors, the media, the hotel and restaurant industry, businesses, host communities, managers, and promoters (Stokes, 2018). As a result, the success of sports events depends on the interactions or relationships among the stakeholders.

Small-scale and large-scale sports events can be based on the region of analysis (regional or hallmark), the number of participants, and the effect (Müller & Gogishvili, 2015; Page & Connell, 2014). Furthermore, Gammon (2014) stated that a sports event can be categorized by the number of tickets sold, with small-scale, medium-scale, and large-scale events being the most common. The size of sports events can be classified according to social and political authorities; for example, the government of Western Australia revealed that if the number of participants exceeds 5000, the event is classified as large (Government of Western Australia, 2009). In addition, the critical indicator of small sports events is that the event can generally be conducted within the existing infrastructure and is easy to manage for the participants (Higham, 1999; Jago & Shaw, 1998). With these indicators, small sports events have a substantial economic and social impact when being hosted. Furthermore, there are types of large sports events, such as the FIFA World Cup, Asian Games, and Olympics, that are held every two to four years and much money is spent on infrastructure to host them. In addition, large

sports events can impact the economic field in they are hosted (Malchrowicz-Moško & Poczta, 2018).

Hospitality on Satisfaction and Revisit Intention

Current consumer behavior research has discovered that customer perception of a product's increased worth and quality will lead to a repeat purchase. This assertion is based on the idea that consumers who perceive more than they have provided are more inclined to repurchase the same goods. It may be claimed that high-value perception is positively connected with behavior (Dolnicar et al., 2015; He et al., 2018; Tapar et al., 2017). In the context of business literature, satisfaction is a process of evaluation from the experiences (Bitner & Hubbert, 1994). However, in the tourism literature, satisfaction is the whole experience from the post processes of the experience (Pizam et al., 1978).

Following the literature, this study focuses on satisfaction by aggregating the entire experience, since the experience is the antecedent of customer satisfaction (Otto & Ritchie, 1996). This study tries to understand the satisfaction of the visitor based on their experience rather than its attribute. Research on large sports events (Olympic Games, Expo Milan Large Event 2015) examines the impact of hospitality on attitude and the intention to reattend (Michopoulou & Giuliano, 2018; Rocha & Fink, 2017). These scholars found that hospitality indicators, such as safety, customer priority, and event capacity, significantly contribute to visitors' attitudes and intentions to revisit the event and the country. Furthermore, attitude is one of the sub-dimensions of hospitality in the special event (Cole & Chancellor, 2009). In addition, the results also found that positive attitudes in the context of large sports events such as the 2016 Olympic Games were influenced by attributes such as attractions and hospitality (Rocha & Fink, 2017). Thus, we can conclude that the customer experience influences consumer satisfaction.

Hospitality is one of the first sub-dimensions of festival quality, including the attitude and behavior the special events (Cole & Chancellor, 2009). The attribute of hospitality has positively influenced satisfaction (Song et al., 2017). Lee et al. (2008) revealed that tourists' perception of service quality could contribute to satisfaction and loyalty. Moreover, the attribute of hospitality, such as service quality at events or festivals, is a dimension predictor for tourist satisfaction (Song et al., 2014). Service quality and customer satisfaction are the main reason for customers purchasing products (Han & Ryu, 2009). In addition, Al-Tit (2015) revealed that the relationship between service quality in the hospitality industry positively impacts customer satisfaction and return visits. Moreover, the service quality variable is an indicator of customer satisfaction, which influences the intention to revisit (Kim et al., 2010). Accordingly, we proposed the

following hypothesis in the context of the large sport events of MotoGP Mandalika:

Hypothesis 1: Hospitality significantly and positively impacts visitor satisfaction.

Hypothesis 2: Hospitality significantly and positively impacts the intention to revisit.

Infrastructure on Satisfaction and Revisit Intention

The study on local community satisfaction with tourism development, including infrastructure, is one of the factors that can support the host community in sports tourism. Researchers believe that the support of infrastructure in tourism development is an important part of tourist satisfaction (Ekicia & Cizelb, 2014). Moreover, tourist satisfaction is a crucial issue in tourism development, including tourism infrastructure; for example Ko and Stewart (2002) revealed that tourist infrastructure is positively correlated to tourist satisfaction. Previous studies found that tourism infrastructure is one of the ways to facilitate improved goods and services for tourists and to enhance tourism destination image (Liu et al., 2017). Therefore, the research of Chi & Qu (2008) and Isa et al. (2018) revealed that the components of infrastructure on tourist destination, positively correlates with a good destination and contributes to tourist satisfaction. Thus, tourism infrastructure contributes to tourist satisfaction in the tourist destination (Khuong et al., 2020).

In addition, research on tourism infrastructure and its effect on revisit intention, including studies of infrastructure in a wine destination (Bonn et al., 2016), medical destination (Abdul-Rahman et al., 2023), airport infrastructure (Seetanah et al., 2020), and travel infrastructure (Acharya et al., 2023) have revealed that high-quality infrastructure can influence tourist intentions to revisit a destination. The overall quality of infrastructure can be categorized as a predictor of tourist loyalty. Studies by Chen & Funk (2010) and Hui et al. (2007) stated that infrastructure is a component of tourist satisfaction and influences tourists' intention to revisit. In addition, the excellent quality of infrastructure is an element and predictor for tourist revisit intention (Loi et al., 2017).

In the context of a large sports event, infrastructure is an indicator that can contribute to conducting the event. Rocha & Fink (2017) stated that high-quality infrastructure in a large sports event is one of the indicators of visitors attending the 2016 Rio Olympics Games. The community's infrastructure was also successfully part of the social legacy outcome of the event, especially in the context of the Olympic Games (Ribeiro et al., 2022). Furthermore, the infrastructure in large sports events such as Dubai Expo 2020 influences tourist behavior, including satisfaction with visiting the event (Haneef et

al., 2019). Thus, from some explanation in some studies, we offer the hypothesis of this study in the context of the large sports event MotoGP:

Hypothesis 3: Infrastructure significantly and positively impacts visitor satisfaction.

Hypothesis 4: Infrastructure significantly and positively impacts revisit intention.

Accessibility on Satisfaction and Revisit Intention

Accessibility is one of the components that might increase visitor numbers to a tourist destination (Boes et al., 2015). Accessibility refers to the availability of services as a strategy in tourism for increasing the number of tourists. The destination's accessibility may be characterized by the availability of physical infrastructure and transportation systems that facilitate movement through services and public infrastructure. Mobility in tourism is one of the factors that might help a place attract tourists (Rahman, 2019). In the tourism industry, accessibility is one of the most significant factors influencing visitors' willingness to visit a place (Isa et al., 2019) and tourist satisfaction (Suhartanto & Triyuni, 2016). Cham et al. (2021) discovered that high accessibility with strong infrastructure and transportation at the destination has a substantial influence on tourists' impression of the destination image and increases tourism competitiveness. Rahman (2019) also revealed that accessibility has a significant impact on satisfaction in the case of medical tourism in Malaysia.

Furthermore, the accessibility of events is one of the indicators of the destination brand in the events. For example, accessibility to a large sports event in Dubai (Haneef et al., 2019). Easy accessibility to events was a successful indicator of the intention of visitors to revisit the events. It was also supported by Jiménez-Andres (2024), who revealed that the accessibility of a large event (Dubai Expo) significantly influences visitor behavior. Accessibility is the key to leading a large event and contributing to the people and communities (Jiménez-Andres, 2024). Moreover, scholars such as Chin et al. (2018) have focused on visitor accessibility and satisfaction. Furthermore, the quality of accessibility can impact visitor satisfaction and revisit intention to tourist destinations (Allameh et al., 2015). Thus, this study examines the impact of accessibility in the large sports event of MotoGP on visitor satisfaction and revisit intention.

From several explanations in this study, we proposed the hypothesis:

Hypothesis 5: Accessibility significantly and positively impacts visitor satisfaction.

Hypothesis 6: Accessibility significantly and positively impacts revisit intention.

Attraction on Satisfaction and Revisit Intention

Attraction is an event in tourist destinations due to reflecting the satisfaction of visitors (Vengesai, 2003). Attraction is essential in tourism because it can encourage tourists to visit and focus their attention on the destination (Hu & Wall, 2005). Based on a study by Inskeep (1991), attraction can be categorized into several kinds: nature, culture, and special events.

Furthermore, attraction is anything that has exceptional value and beauty in the destination (Erislan, 2017), which can contribute to trust and tourist satisfaction. The study by Jin et al. (2015) stated that the attractions significantly influence the tourist experience. At the same time, if the attraction correlates with destination credibility, it contributes to tourist revisit intention (Boes et al., 2015). Furthermore, the attraction is the primary reason for the tourist to revisit a destination (Robustin, Andi, et al., 2018). The quality of attraction in the destination is a component of tourist satisfaction. Tourists will consider an attraction for selecting a destination image (Echtner & Ritchie, 1993). Furthermore, the diverse regions of tourists in Singapore revealed that satisfaction with attraction is an essential component for tourists with the destination (Hui et al., 2007).

Some studies used attraction as indicators in large sport events such as Dubai and Expo 2022 and the 2016 Olympic Games (Haneef et al., 2019; Rocha & Fink, 2017). Attraction is a part of the event's attributes that successfully influence behavior. This attraction influenced the positive behavior of the visitors at the events. The attraction in events like large sports events is a part of building the destination brands that influence behavior (Haneef et al., 2019). Furthermore, another study of large sports events, such as the 2016 Olympic games, was conducted by (Rocha and Fink (2017), who stated that visitors' behavior was affected by the attraction and hospitality of the events. Thus, the following research hypothesis in the context of the large sport event of MotoGP, Indonesia:

Hypothesis 7: Attraction significantly and positively impacts visitor satisfaction.

Hypothesis 8: Attraction significantly and positively impacts revisit intention.

Satisfaction and Revisit Intention

The willingness of the tourist revisit to the destination is defined as a revisit intention, and it mediated by the constructs between attitude and behavior (Ajzen & Fishbein, 1980). Studies found that the visit to return is a predictor of behavior (Ryan & Bonfield, 1980). Regarding behavior, satisfaction predicts revisit intention (Kaplanidou & Gibson, 2010). The satisfaction of visitors toward tourist destinations and attractions influences their desire to revisit the destination. Scholars on satisfaction

with tourism and post-purchase behavior have conducted several studies. The results claimed that satisfaction is a successful predictor of future behavior intentions (Baker & Crompton, 2000) and has a positive relationship between satisfaction and intention to revisit (Abdulla et al., 2019; Julaimi et al., 2016).

Several studies have discussed satisfaction and visit to return in tourism literature (Jang & Feng, 2007; Shonk & Chelladurai, 2008). At this point, the satisfaction was the predicate to visitor revisit intention (Kozak, 2001). A study by Wicker et al. (2012) found that satisfaction plays a crucial role in revisiting intention; and also revealed that satisfaction has a higher effect on revisiting a city than revisiting an event, especially the event of the marathon. Furthermore, some scholars (Brown et al., 2017;

Michopoulou & Giuliano, 2018; Prayag & Grivel, 2018; Wicker et al., 2012) conducted studies on large sports events (EXPO Milan 2015 mega-event, Marathon, Interamnia World Cup, and London 2012 Olympic Games) using satisfaction as an indicator in their studies. The results found that satisfaction is one of the indicators of visitor behavior and revisit intentions toward the events. In addition, the participants who are highly satisfied with the event are more likely to revisit their intention toward the event. Hence, the following research hypothesis in the context of the large sports event of MotoGP, Mandalika Indonesia:

Hypothesis 9: Visitor satisfaction significantly and positively impacts revisit intention.

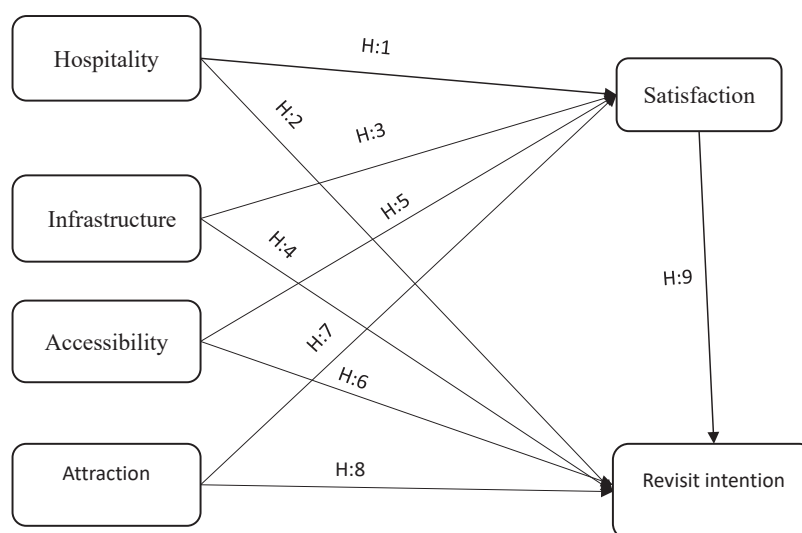


Figure 1. Theoretical Framework and hypothesis development.

Methodology

There are measurements in this study to achieve its aims, such as measurement of validity and reliability, discriminant validity, and measurement of structure path modeling or hypothesis testing. The quantitative technique was used in this study to answer the hypothesis of the study based on Figure 1. The researchers in this study ensured the anonymity of the respondents.

Measurement Instrument

This study used several construct items for the research measurement instruments. All constructs of the measure items were adopted from several previous studies. Indicators of hospitality were designed by modifying from previous scholars (Huang et al., 2016) with three indicators. Infrastructure was operationalized by modifying from scholars (Huang et al., 2016) with five indicators. Accessibility was developed from pre-

vious scholars (Pai et al., 2020; Robustin, Sularso, et al., 2018) with four indicators. Four items of questions, which were slightly modified from previous researchers (Biswas et al., 2020) and (Huang et al., 2016), were used to assess the items of attraction. Three indicators were adopted from previous research to measure satisfaction (Lee et al., 2020; Mohammed et al., 2021; Shi et al., 2022; Brown et al., 2016). Finally, four indicators were adopted (Lee et al., 2020; Mohammed et al., 2021; Shi et al., 2022) to measure the variable intention to revisit the event. Several items were adopted and developed in this study because they have strong reliability in their reference studies. The Likert-type scale (1, strongly disagree to 7, strongly agree) was applied in this study to measure the items or indicators of the questions. The questions of the questionnaire were designed in the Indonesian language since respondents are Indonesian visitors. Table 1 shows the research measurement instrument.

Table 1. Research Measurement Instrument

Variable	Indicators/dimensions	Sources
Hospitality	1. Service behavior 2. Staff service 3. Hospitality	(Huang et al., 2016)
Infrastructure	1. Public infrastructure 2. Cleanliness 3. Public Transformation 4. Public facilities 5. Price of Service/Goods	(Huang et al., 2016)
Accessibility	1. Easy to access 2. Convenience 3. Access to arena 4. Easy to use	(Pai et al., 2020; Robustin, Sularso, et al., 2018)
Attraction	1. Festival and performance 2. Culture attraction. 3. Natural attraction. 4. Attractions and sceneries performance.	(Biswas et al., 2020; Huang et al., 2016)
Satisfaction	1. Right decision 2. Experience 3. good place	(Brown et al., 2016; Lee et al., 2020; Mohammed et al., 2021; Shi et al., 2022)
Revisit intention	1. Revisit 2. Motivated to revisit 3. Willingness to revisit 4. Willingness to recommend	(Lee et al., 2020; Mohammed et al., 2021; Shi et al., 2022)

Sampling and Procedure

The population in this study is 801. A total of 102 visitors respondents attended the Moto Grand Prix Mandalika series event 2022. The sample of this study is local visitors who had visited the event of MotoGP Mandalika, Indonesia. This study used purposive sampling to choose a sample of the study. To attain the potential of the respondents of the study, the data were collected through the online questionnaire and were distributed through social media platforms such as WhatsApp, Instagram, Facebook and by e-mail. The participants were prompted to fill out the survey questions by clicking the link. In the body of the information, instructions on how to fill out the questionnaire are supplied to all respondents.

To find potential respondents for this study, screening questions were used to reach suitable respondents. In sum, 305 respondents who had visited the event of the MotoGP series in Mandalika were collected from an online survey. After screening the data and deleting some because it did not progress to the following analysis stage, we had 221 usable responses or 73 percent rate of participants from the total of responses. Thus, this sample size was more

significant than the minimum criteria in the structural equation model (Kline, 2015).

Data Analysis

The Structural Equation Modeling-Partial Least Squares (SEM-PLS) method was used to examine the hypothesis of the study. This method is a statistical strategy for predicting complicated circumstances in structural model estimation (Henseler et al., 2009). Thus, the SEM-PLS was used to examine the relationship between the variables. Furthermore, SEM is measuring the reflective measurement model in order to assess internal consistency by measuring validity and reliability (Hair et al., 2017). The factor-loading threshold is set at 0.70 (Henseler et al., 2009). Furthermore, the suggested convergent validity threshold was 0.5 (Fornell & Larcker, 1981). The composite reliability cut-off value exceeded 0.7 (Nunnally & Bernstein, 1994), and the extracted average variance should be greater than 0.5 (Fornell & Larcker, 1981).

As a result, this study uses a variety of ways to determine discriminant validity. The first method looked at

the Fornell-Larcker Criterion by comparing the square root of the AVE for each construct correlation. Second, cross-loading was employed to test discriminant validity, which guarantees that item values are loaded into constructs.

Result and Discussion Section

Demographic Profile

The first information of the demographic profile refers to general information about the respondents. Demographic respondent explains the information of gender, age,

education, income, and occupation. Initially, we received 305 responses, of which 221 were considered valid. The respondents were divided into 132 males and 89 females. Most respondents were aged 18–24 (126 responses). For educational background, the 165 respondents had bachelor's degrees, 34 had master's degrees, 27 had senior high school backgrounds, and 4 had doctoral degrees. In terms of income, 104 respondents had an income less than IDR. 1.000.000 (67.92 USD). As for occupation, the majority of the respondents were students (118 student/undergraduate students), 48 had full-time jobs, 29 had part-time jobs, 22 were professional, and four worked in business. **Table 1** contains general information about respondents.

Table 1. Demographic profile

Variables	Responses	Frequency	Percent
Gender	Male	132	59.7
	Female	89	40.3
Age (years olds)	18-24	126	57
	25-34	69	31.2
	35-44	16	7.2
	45-54	8	3.6
	55+	2	0.9
Education	Senior High School	27	12.2
	Bachelor	156	70.6
	Master	34	15.4
	Doctor	4	1.8
Income	Less than 1.000.000	104	47.1
	IDR 1.000.000-5.000.000	70	31.7
	IDR 5.000.000-10.000.000	36	16.3
	IDR 10.000.000-15.000.000	7	3.2
	More than 15.000.000	4	1.8
Occupation	Student	118	53.4
	Full-time job	48	21.7
	Part-time job	29	13.1
	Businessman	4	1.8
	Professional	22	10
Total		221	100

Source: Author.

Validity and Reliability

For the process of the analyzing the data in SEM, there are two analyses of the data in SEM-PLS, namely measurement modeling and structural modeling. First, measurement modeling included convergent and discriminant validity. Table 2 shows the results of convergent validity, such as factor-loading, Cronbach's alpha, composite reliability, and average variance extracted (AVE). The value of all the items' factor-loading exceeds the

expected value of 0.7 (Henseler et al., 2009). The value of Cronbach's alpha was also sufficient because the value of Cronbach's alpha exceeded the cut-off value of 0.7. Furthermore, the value of composite reliability (CR) was acceptable because all of the constructs had a value of more than 0.70. Finally, all of the constructs' AVE values were higher than the recommended value of 0.50. Thus, the measurement modeling in this study was supported to reach convergent validity.

Table 2. Construct validity and internal consistency

Construct	Items	Factor Loadings	Cronbach's alpha	Composite reliability	Average Variance Extracted (AVE)
Accessibility	AC1	0.886	0.920	0.922	0.717
	AC2	0.848			
	AC3	0.768			
	AC4	0.846			
	AC5	0.813			
	AC6	0.912			
Attraction	AT1	0.915	0.945	0.948	0.785
	AT2	0.857			
	AT3	0.887			
	AT4	0.876			
	AT5	0.926			
	AT6	0.853			
Hospitality	Hos1	0.881	0.929	0.929	0.778
	Hos2	0.891			
	Hos3	0.904			
	Hos4	0.861			
	Hos5	0.871			
Infrastructure	IF1	0.910	0.941	0.948	0.808
	IF2	0.918			
	IF3	0.849			
	IF4	0.910			
	IF5	0.906			
Revisit Intention	R1	0.957	0.963	0.963	0.900
	R2	0.964			
	R3	0.964			
	R4	0.908			
Satisfaction	S1	0.903	0.920	0.922	0.807
	S2	0.909			
	S3	0.907			
	S4	0.873			

Note: AC: Accessibility, AT: Attraction, Hos: Hospitality, IF: Infrastructure, R: Revisit, S: Satisfaction.

Table 3 illustrates the discriminant validity calculated in this investigation using the criteria of Fornell-Larcker. Based on the Fornell-Larcker criteria, the value of AVE square root should be more

than the value of the correlation between the two constructs (Fornell & Larcker, 1981). From **Table 3**, it can be concluded that the discriminant validity was acceptable in this study.

Table 3. Discriminant validity (Fornell-Larcker Criterion)

	Accessibility	Attraction	Hospitality	Infrastructure	Revisit Intention	Satisfaction
Accessibility	0.847	-				
Attraction	0.664	0.886	-			
Hospitality	0.744	0.657	0.882	-		
Infrastructure	0.865	0.606	0.748	0.899	-	
Revisit Intention	0.669	0.800	0.704	0.624	0.949	-
Satisfaction	0.725	0.877	0.732	0.658	0.889	0.898

Furthermore, cross-loading was applied in the second method to evaluate the discriminant validity. The value of items in cross-loading is loaded into its construct. As shown in **Table 4**, all of the items of

accessibility packed into its construct were sufficient in the cross-loading value to each construct. Thus, the discriminant validity by using cross-loading was supported in this research.

Table 4. Discriminant validity (Cross-Loading)

Items	Accessibility	Attraction	Hospitality	Infrastructure	Revisit intention	Satisfaction
AC1	0.886	0.492	0.628	0.776	0.542	0.558
AC2	0.848	0.476	0.638	0.822	0.532	0.553
AC3	0.768	0.567	0.574	0.643	0.542	0.631
AC4	0.846	0.579	0.613	0.717	0.572	0.586
AC5	0.813	0.641	0.611	0.651	0.581	0.677
AC6	0.912	0.595	0.703	0.790	0.614	0.655
AT1	0.592	0.915	0.530	0.550	0.689	0.727
AT2	0.601	0.857	0.493	0.599	0.669	0.707
AT3	0.576	0.887	0.569	0.522	0.629	0.757
AT4	0.445	0.876	0.506	0.424	0.673	0.756
AT5	0.658	0.926	0.617	0.537	0.728	0.805
AT6	0.639	0.853	0.739	0.581	0.832	0.881
Hos1	0.718	0.603	0.881	0.667	0.599	0.655
Hos2	0.722	0.536	0.891	0.713	0.573	0.591
Hos3	0.649	0.565	0.904	0.630	0.615	0.648
Hos4	0.569	0.603	0.861	0.615	0.650	0.659
Hos5	0.629	0.585	0.871	0.678	0.660	0.668
IF1	0.777	0.525	0.687	0.910	0.558	0.569
IF2	0.762	0.526	0.694	0.918	0.572	0.595
IF3	0.760	0.437	0.609	0.849	0.457	0.483
IF4	0.782	0.603	0.632	0.910	0.555	0.622

Items	Accessibility	Attraction	Hospitality	Infrastructure	Revisit intention	Satisfaction
IF5	0.807	0.609	0.730	0.906	0.638	0.663
R1	0.600	0.738	0.692	0.591	0.957	0.840
R2	0.644	0.748	0.698	0.606	0.964	0.868
R3	0.641	0.730	0.650	0.595	0.964	0.843
R4	0.652	0.822	0.631	0.574	0.908	0.822
S1	0.664	0.804	0.663	0.593	0.812	0.903
S2	0.711	0.745	0.708	0.655	0.853	0.909
S3	0.661	0.812	0.675	0.639	0.811	0.907
S4	0.562	0.793	0.580	0.467	0.714	0.873

Structural Path Model

Using Smart-PLS 4, structural equation modeling-partial least square was performed in this study to test our hypotheses. We used the path coefficient construct (Falk & Miller, 1992) to measure the path model. Furthermore, R^2 is one of the criteria in the structural evaluation model. R^2 (R square) is sufficient if the value of R^2 is more than 0.1 or close to one. The satisfaction construct has a value $R^2 = 0.799$ or 79.9% and is explained by constructs of hospitality, infrastructure, accessibility, and attraction. In addition, the value of R^2 for the revisit intention construct is 0.821, or 82.1% is explained by the explained by constructs of hospitality, infrastructure, accessibility, attraction, and satisfaction. Thus, the model is supported by the endogenous construct with an R^2 value of more than 0.01. Furthermore, evaluating the fit research model was conducted with several criteria, such as SRMR with a threshold not exceeding 0.10 and NFI closer to 1 (Hu & Bentler, 1998). In addition, d_ULS and d_G were used to evaluate the exact model fit with values 95 to 99 bounds

(Dijkstra & Henseler, 2015). As shown in Figure 2, model fit criteria SRMR= 0.069; d_ULS = 2.227; d_G = 2.111; NFI = 0.749 were acceptable. Thus, this study was fine with the model fit.

Table 5 explains the results of hypothesis testing. The results show that accessibility on revisit intention was not significant ($\beta = -0.031$, $t = 0.429$); attraction on revisit intention was not significant ($\beta = 0.080$, $t = 0.795$); hospitality was not a significant influence on revisit intention ($\beta = 0.105$, $t = 1.885$); infrastructure was not a significant influence on revisit intention ($\beta = 0.036$, $t = 0.386$); and infrastructure did not have a significant influence on satisfaction ($\beta = -0.045$, $t = 0.637$). These hypotheses were rejected. However, accessibility had a significant influence on satisfaction ($\beta = 0.180$, $t = 1.991$); attraction had a significant influence on satisfaction ($\beta = 0.651$, $t = 12.151$); and hospitality had a significant influence on satisfaction ($\beta = 0.205$, $t = 2.935$), so the hypotheses were accepted. In addition, satisfaction significantly influenced revisit intention ($\beta = 0.741$, $t = 9.118$), so the hypothesis was accepted.

Table 5. Hypothesis results.

	Original sample	T-values	P-values	Decision
Accessibility -> Revisit intention	-0.031	0.429	0.668	Unsupported
Accessibility -> Satisfaction	0.180	1.991	0.047***	Supported
Attraction -> Revisit intention	0.080	0.795	0.427	Unsupported
Attraction -> Satisfaction	0.651	12.151	0.000***	Supported
Hospitality -> Revisit intention	0.105	1.885	0.060	Unsupported
Hospitality -> Satisfaction	0.205	2.935	0.003***	Supported
Infrastructure -> Revisit intention	0.036	0.386	0.699	Unsupported
Infrastructure -> Satisfaction	-0.045	0.637	0.524	Unsupported
Satisfaction -> Revisit intention	0.741	9.118	0.000***	Supported

***Significant at the $p < 0.05$ level (two-tailed).

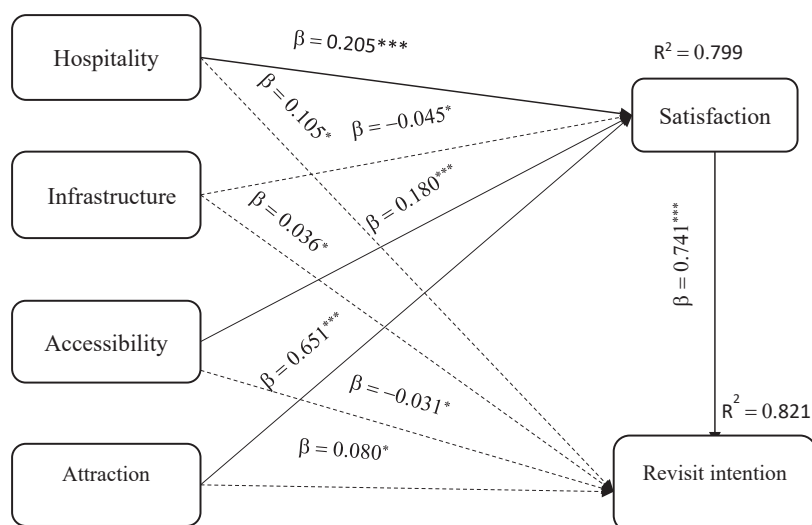


Figure 2: Structural Model

Discussion

This study examines several factors of visitors' satisfaction on revisit intention to the large sporting event of MotoGP in Lombok, Indonesia. This study assessed and examined visitors' satisfaction based on hospitality, infrastructure, accessibility, and attraction. The result of this study is explained in several parts below.

Hospitality was determined to be an influential and significant element contributing to satisfaction in this study. However, it had no significant impact on visitors' revisit intention in the case of the MotoGP Mandalika event in Indonesia. Hospitality significantly and positively impacts visitor satisfaction, or the hypothesis was accepted in this study. Hospitality is one of the indicators of events that have an impact on visitor satisfaction. In the case of the significant sports event MotoGP Mandalika, the visitors believe that the hospitality of the hosting event, such as local staff, the local committee, service of local society, and the behavior of hotel and home-stay staff can affect the satisfaction of visitors. The result indicates that visitors were satisfied with the hospitality of the local staff, local committee, local society, local hotel staff, and the restaurant staff's behavior during the MotoGP Mandalika event. In addition, the significance of hospitality on satisfaction in the MotoGP Mandalika, due to the committee and stakeholders of the event offering some of the hospitalities to the visitors such as: 1) transportation from the waiting arena to the main racing arena, 2) friendliness of the local society and hotel staff and good restaurant service during the event. This result was supported by several studies (Cole & Chancellor, 2009; Lee et al., 2008; Song et al., 2017), which stated that the attributes of hospitality, such as the attitude and behavior of the staff and the committee, contribute to visitor satisfaction.

In addition, a study (Al-Tit, 2015) found that the service quality in hospitality positively impacts satisfaction and revisit intention. The result was also in line with a study by (Rocha & Fink, 2017) on the large sports event of the 2016 Olympic Games in Brazil, which revealed that attraction and hospitality of the events influence attendance at the games. Moreover, Rocha & Fink (2017) revealed that the higher value of hospitality in the Olympic Games, such as accommodation, infrastructure, and personal safety, contributes to the visitors' positive attitude.

However, the second hypothesis was rejected, or hospitality had an insignificant revisit intention on the MotoGP Mandalika event. This indicates that the hospitality of the local staff, the committee, staff behavior, and the hospitality of local society did not influence the intention to revisit the MotoGP event in the future. Furthermore, reasons why hospitality was not significant on visitors' revisit intention were: 1) stakeholders or the committee were not fully ready to host the event as the venue was still under construction, 2) the wait for the bus service from the waiting arena to the main racing arena was too long, 3) the hotel/restaurant accommodation is too expensive, 4) quality of the committee service is weak, as it has only hosted the MotoGP event twice. However, the result of this study is contrary to other studies (Al-Tit, 2015; Sarkar Sengupta & Pillai, 2017), which revealed that service quality and high hospitality positively impacted visitors' satisfaction and revisit intention. In addition, The result was also in line with the Expo Milan Large Event 2015 study by (Michopoulou & Giuliano, 2018), which revealed that hospitality (safety, customer priority, and event capacity) significantly contributes to satisfaction and revisiting intention. Moreover, the result also found that the hospitality of the Olympic event 2016 Brazil affected the attitude and visiting the country (Rocha & Fink, 2017).

Furthermore, the third hypothesis is that infrastructure did not significantly influence visitors' satisfaction with the MotoGP event in Mandalika. In addition, the negative assessment of the infrastructure can be interpreted as a negative assessment of the infrastructure in the MotoGP event arena: the roadway, the visitors' tribune and the airport all decreased visitor satisfaction. In reality, all of these facilities and others are still under construction. In addition, public infrastructure such as toilets, restrooms, and public trash facilities still need to be improved. For these reasons, the visitors felt that infrastructure in the arena did not satisfy visitors.

The fourth hypothesis found that visitors' perception of infrastructure had no significant influence on the revisit intention of the MotoGP event. The finding indicated that visitors' perception of the infrastructure had not influenced the decision to revisit the MotoGP event in the future, indicating that MotoGP is one of the most spectacular events and has prominent supporters worldwide. Visitors will try to revisit the next MotoGP event in Mandalika just because it is a MotoGP event. This result was contrary to some studies findings that the infrastructure contributes toward visitors' satisfaction (Ekicia & Cizelb, 2014; Ko & Stewart, 2002). Therefore, the studies from Chi & Qu (2008), Isa et al. (2018), and Khuong et al. (2020) revealed that infrastructure is an urgent matter in tourist destinations and contributes to tourist satisfaction and visitor's revisit intention (Acharya et al., 2023). Furthermore, the infrastructure in large sports events such as Dubai Expo 2020 contributes to a tourist attraction that influences the tourist experience, including satisfaction (Haneef et al., 2019).

Our results found that accessibility influences visitors' satisfaction with the MotoGP event in Mandalika significantly. The accessibility of the event has an impact on visitor satisfaction, including the ease of finding public infrastructure, the convenience of public transportation, access to the event, easy-to-find hotels and home-stays, and easy-to-use facilities in the arena. Some government policies implemented to support the event were successful, such as providing transportation, event guides, and public infrastructure (toilet, mosque, trash bank/place). These policies support the MotoGP event by increasing and improving services to visitors and creating satisfaction with the MotoGP event. This result was supported by the study of Yoo et al. (2017), which stated that accessibility strongly predicts visitor or tourist satisfaction with the high accessibility and connectivity toward the event. Other studies found that visitors believe that accessibility can influence the decision to revisit a destination (Ab Karim & Chi, 2010). With good quality accessibility, it tried to decrease costs and time and create a good travel experience for visitors (Ritchie & Crouch, 2010). This was also supported by Jiménez-Andres (2024), who revealed that the accessibility of a large event (Dubai Expo) significant-

ly impacts the tourism experience. However, our study found that the impact of accessibility on visitors' revisit intention of the MotoGP Mandalika is not significant, or the hypothesis was rejected. The result of the study implied the image of the MotoGP event was a stronger influence on visitors desire to attend the event rather than the accessibility to the event. Therefore, the event image of MotoGP in Indonesia is essential in shaping visitors' behavior in the image of sports tourism. The result is in line with the study by Kusumah (2023), which revealed that sports fans will flock to watch a MotoGP event wherever it takes place in the future.

Attraction is on the agenda for hosting the MotoGP event in Mandalika. The result found that attraction influences visitors' satisfaction in this study. There are some attractions that the committee has conducted to support the event successfully, such as music concerts, art and culture performances, culture attractions, scenery attractions or natural attractions, jazz festivals, and others. These activities were designed to entertain the visitors who had attended the MotoGP event. In addition, the Mandalika is one of the projects in Indonesia for the Special Economic Zone (SEZ), which has become a tourism attraction and one of the arenas of large motorsport events such as MotoGP, Superbike, and others (Pahrudin et al., 2023). Several studies supported this result that the attraction can contribute to tourists' satisfaction and revisit intention (Erislan, 2017; Jin et al., 2015) and to trust tourist satisfaction and experiences. Furthermore, other studies on large sports events, such as the 2016 Olympic Games, were conducted by Rocha & Fink (2017), who stated that visitors' behavior was affected by the attraction and hospitality of the events.

Furthermore, the attraction did not significantly influence the revisit intention of visitors to the MotoGP event in Mandalika for the next session. This result implies that the attraction conducted did not contribute to the visitor's intention to revisit the event. Thus, this study claims that some attractions were not an essential determinant of the revisit intention when visitors attended. Visitors who have attended the MotoGP event pay attention to attending the event rather than the attraction. The insignificant relationships are also based on settings such as festivals and museums (Mehmetoglu & Engen, 2011) and tourism based on nature or nature-based tourism (Sotiriadis, 2017). The result was contrary to several studies stating that attraction correlates with destination credibility, then the credibility of the destination will increase tourist revisit intention (Boes et al., 2015). In addition, Varnajot (2020) found that a the large sport event (the Tour de France) has the opportunity to increase the local economy and become a tourist attraction. Moreover, Gibson et al. (2008) revealed that the brand image as a part of the attraction in the context of the Olympic Games significantly impacts the attendance of the event.

In this study, we found that satisfaction with the event of MotoGP Mandalika had a significant impact on revisit intention, or the hypothesis was accepted in this study. The visitors' positive experience and satisfaction impacted the intention to revisit the event. Visitors were satisfied with some of the offerings by the committee and stakeholders, such as the availability of the festival and performances, cultural and natural attractions, accessibility of the event venue. This result was supported by Jeong & Kim (2020), who stated that the visitors' level of satisfaction with the goods and services is based on the value of the goods or services in the sports event. Moreover, several studies partially support the finding that satisfaction predicts future visitors' behavior intentions and intention to revisit (Abdulla et al., 2019; Baker & Crompton, 2000; Julaimi et al., 2016). At the same time, the level of satisfaction will increase the visitor revisit intention (Kozak, 2001), and satisfaction is the critical factor in the revisit intention of the event, especially in the event of the marathon (part of the large sport event) (Wicker et al., 2012). Furthermore, the satisfaction is one of antecedents of behavior intention to visit the Interamnia World Cup, the large annual handball event in Italy (Prayag & Grivel, 2018). In addition, great satisfaction toward the event of Marathon can increase attendance (Mouratidis et al., 2020).

Theoretical and Practical Contributions

Theoretical Contribution

This study provides a theoretical contribution to tourism and sports events by enhancing large sports events, especially motorsport (MotoGP), and destination management knowledge regarding visitor satisfaction and revisit intention. The study confirmed that the factors that influence satisfaction in hosting the MotoGP event, such as accessibility, attraction, and hospitality, can contribute to satisfaction in hosting a large sports event. The result of the study is also a scenario for improvement of visitor satisfaction for the integrated concept that considers both satisfaction and revisit intention of the large sports event. Thus, the result of this study extends our understanding of visitor behavior in revisiting intention toward the large sports event. This study contributes to the theoretical positioning that: 1) large sports events can provide substantial contributions to the indicators of visitors' perception of satisfaction and revisit intention, especially the MotoGP event. Furthermore, this study can contribute to the literature on sports events in the context of the visitors' behavior.

Practical contribution

The present study offers policymakers, sports tourism, and the event industry consideration for future events in the case of the MotoGP event. The regional and central govern-

ments, committees, and stakeholders must work together effectively and efficiently to ensure the MotoGP event runs well. Some agendas to solve problems in the arena of the event, such as improving and expanding the connectivity of the infrastructure to the event, providing accessibility to the event (such as transportation, security, and increasing the number of flights to Lombok), providing many attractions, and increase the hospitality of the host event toward visitors. In light of the the problems of hosting the event for the first time at the Mandalika Circuit, the government and stakeholders should be more concerned with solving problems, such as safety and security in the event area to ensure, to increase visitor revisit intention in the future. Moreover, the government should promote the event more effectively in advance through several channels, such as conferences, websites, social media, and exhibitions, to give visitors information about the MotoGP arena in Mandalika. Such initiatives are essential to provide new information about the MotoGP Mandalika, including information on accommodation with prices acceptable for visitors, transportation, and information on destinations around the circuit, which could encourage their visit decision to the event.

Industry or event organizers, particularly the management of the MotoGP event under the joint coordination of the Federation Internationale de Motocyclisme (FIM) Indonesia, ITDC (Indonesia Tourism Development Corporation), and stakeholders, need to work together and prepare well to organize the event to achieve visitor satisfaction. Significantly, to stay appealing, the event's management and committee should regularly enhance and sustain multiple current events and contribute toward visitor revisit intention for the next MotoGP 2023 in Mandalika, Indonesia. Therefore, it is recommended that the event organizer collaborates with all stakeholders, such as the local governments and both the Ministry of Tourism and Creative Economy (MENPAREKRAF) and Ministry of Youth and Sports (MENPORA) to support the event of the MotoGP 2023 successfully. Moreover, based on the result of the study, it is recommended that the event organizer and stakeholders increase the hospitality of local staff, local committee, hotel and restaurant staff to increase the revisit intention of visitors to the MotoGP event. Sports event management agencies and local government agencies should regularly organize and upgrade indicators such as accessibility, attraction, hospitality, and infrastructure to enhance visitor satisfaction and revisit intention.

Limitations and Future Research Agenda

This study has some limitations that need to be considered for future studies. First, the respondents in this study are Indonesian visitors who attended the event of

the MotoGP Mandalika, Indonesia, so the results of the study cannot be generalized. Moreover, this study only evaluates the characteristics that impact satisfaction and return intention toward the large sports event like MotoGP Mandalika. Second, because of the study sample, the result cannot be generalized to the other events. The sampling procedure of this study does not guarantee over- or under-sampling of any particular group of visitors.

Furthermore, our final suggestions for future research. First, future research should be undertaken at significant sporting events such as the World Super Bike (Motor Sport) and the Moto Cross Grand Prix (MotoGP) held in West Nusa Tenggara, Indonesia. Scholars can conduct this study to compare significant events that have significantly impacted the region and society. Second, because of the study's sample, the result cannot be generalized to the other events. From the methodology section, this study used a quantitative method with the SEM-PLS approach to examine the satisfaction indicators of revisit intention from hosting MotoGP events in Indonesia. To deeply understand the visitor's behavior at MotoGP, research should be conducted using mixed methods or qualitative insight; it would likely be better to understand visitors' revisit intention after the event for future study. Third, this study focuses on the significant sports event of the MotoGP in Indonesia from the perspective of the host community toward the travel and tourism industry. Future study topics may include other forms of event tourism, such as cultural events, music events, religious tourist events, and others, to examine the large sports events in the tourism sector, especially in Indonesia. In this study, satisfaction significantly influenced revisit intention. Future studies may examine the factors influencing the visitor's decision toward the large sports event of MotoGP Mandalika, such as motivation, experience, and satisfaction toward sports events.

Conclusion

The result of the study indicated that the visitors' satisfaction has a role in the intention to revisit the MotoGP event in the future. However, some indicators, such as hospitality, accessibility, infrastructure, and accommodation, did not impact the intention to revisit the MotoGP event in Mandalika.

Visitors believe that satisfaction is one of the indicators for deciding to attend the event. When hosting the event, governments and stakeholders should consider creating events to increase the intention to revisit. In addition, stakeholders also need to pay attention to several indicators that influence visitor satisfaction and intention to revisit, such as infrastructure, hospitality, accessibility, and accommodation. Governments, committees, and stakeholders may focus on the infrastructure because

it can enhance the satisfaction of hosting the MotoGP Mandalika. Therefore, governments and the event committee should have strategic advice on the managerial and marketing strategies to increase the Quality of Hospitality, infrastructure, accessibility, and attraction to attract visitors to the event that will be hosted in the next session. These findings contribute to the large sports event literature and visitors' behavior in tourism and sports tourism.

Competing Interests

The author(s) declare that there is no competing interest in this research for any trade associations or financial interest by the author.

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