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The Impact of Sports Tourism Motivation on Tourist Loyalty: The Chain Mediation Effect of Experience Quality and Tourist Satisfaction

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Abstract

This study aims to analyze the structural relationship between sports tourism motivation, experience quality, tourist satisfaction, and tourist loyalty in the context of international sports tourism, using empirical evidence from the 2025 Mandalika MotoGP in Indonesia. This study also explores the mediating role of experience quality and satisfaction in the relationship between motivation and tourist loyalty. A quantitative approach was used through Structural Equation Modeling (SEM) based on data from 300 respondents from ten countries. The research instrument was developed from validated constructs in the literature on sports tourism and service quality. Data analysis was conducted using SmartPLS 4.0 to test the measurement and structural models. The results indicate that all tested relationships are positive and statistically significant. Sports tourism motivation has a strong influence on experience quality, as well as direct and indirect influences on tourist loyalty through experience quality and tourist satisfaction. The R^2 values for experience quality (0.617) and tourist loyalty (0.672) demonstrate the model's strong ability to explain variance in sports tourism behavior.

Keywords: Sports tourism motivation, Experience quality, Tourist satisfaction, Tourist loyalty, MotoGP Mandalika, SEM.

Introduction

Sports have become a major draw in the global tourism industry, with increasing interest in activities that combine entertainment, competition, and destination experiences. The phenomenon of sports tourism not only strengthens local economies but also creates emotional and social experiences that deepen tourist loyalty to a destination (Higham & Hinch, 2018; Moyle et al., 2018). In the Indonesian context, the implementation of the Mandalika MotoGP since 2022 marks a significant milestone in the development of international sports tourism. Mandalika, located in West Nusa Tenggara, not only offers an international-standard circuit but also showcases the natural beauty, local culture, and friendly locals, creating a unique attraction for both domestic and international tourists (Muhaimin et al., 2023; Putra, 2023).

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Sports tourism refers to travel undertaken by individuals or groups to participate in, watch, or enjoy sporting activities outside their home environment (Weed & Bull, 2009). Within this framework, sports tourism motivation is a key determinant in explaining tourist behavior, including their satisfaction and loyalty. Motivations for sports tourism are typically influenced by the need for entertainment, sensation-seeking, social identity, and the desire to engage in activities that provide pride or memorable experiences (Funk & James, 2006). In the context of the Mandalika MotoGP, tourist motivations are not only hedonistic but also related to national pride and the experience of interacting with the global community of motorsport enthusiasts.

A key issue in sports tourism studies is how tourists' initial motivations can transform into experience quality, which in turn influences their satisfaction and loyalty (Kaplanidou & Vogt, 2010). Experience quality reflects tourists' perceptions of the overall experience during a tourism event, including aspects of service, facilities, social interactions, and emotional atmosphere (Chen & Tsai, 2007). In the context of the Mandalika MotoGP, experience quality encompasses perceptions of ease of access, area cleanliness, event security, quality of transportation and accommodation services, and interactions with local residents and the event organizers. High experience quality has the potential to build a positive destination image and increase tourist satisfaction with the event.

Furthermore, tourist satisfaction plays a crucial role as a mediator in the relationship between experience quality and tourist loyalty. Satisfaction reflects the degree of congruence between expectations and actual experiences during a visit (Oliver, 1997, 2014). Satisfied tourists tend to exhibit positive behaviors such as a desire to revisit, recommend the destination to others, and generate strong word-of-mouth (Baker & Crompton, 2000). In the context of an international event like the Mandalika MotoGP, satisfaction is an indicator of successful destination management and a determining factor in the sustainability of sports tourism in Indonesia.

The causal relationship between sports tourism motivation, experience quality, satisfaction, and loyalty has been extensively examined in the tourism literature. However, most previous research has focused on sports destinations in developed countries such as Japan, Australia, and Europe (Kaplanidou & Gibson, 2010). Meanwhile, research in the context of developing countries, particularly in Southeast Asia, is limited, despite significant differences in socio-cultural characteristics and tourism infrastructure. Indonesia, with its unique natural and cultural richness and strong government push to develop sports tourism, provides a relevant context for reexamining this conceptual model. The 2025 Mandalika MotoGP, as a global event that combines aspects of sport, culture, and tourism, offers an empirical opportunity to understand the psychological mechanisms and behavior of tourists within the framework of sports tourism motivation.

This research seeks to fill this gap by developing a chain mediation model that links sports tourism motivation to tourist loyalty through experience quality and tourist satisfaction. Theoretically, this model is based on the theory of planned behavior ((Ajzen, 1991) and expectancy-disconfirmation theory (Oliver, 1997), which explain that loyalty behavior is influenced not only by initial intentions (motivation) but also by perceptions of the quality and satisfaction experienced after participating in an activity. Therefore, this research assumes that the motivation of tourists participating in the Mandalika MotoGP will increase their perceived quality of their experience, which in turn drives satisfaction and ultimately strengthens loyalty to the destination and event.

Practically, this research has important implications for destination managers, event organizers, and policymakers. By understanding how tourist motivation shapes loyalty through experience and satisfaction, stakeholders can design more effective marketing and experience management strategies. For example, improving transportation facilities, comfortable accommodations, and emotionally valuable promotions can enhance tourists' positive perceptions of the quality of the experience. Furthermore, involving the local community in event services and promotions can strengthen Mandalika's positive image as a leading sports tourism destination in Southeast Asia.

The 2025 Mandalika MotoGP is expected to demonstrate Indonesia's ability to manage a mega-sports event that not only generates short-term economic benefits but also fosters long-term loyalty among tourists. Therefore, understanding the relationship between motivation, experience quality, satisfaction, and loyalty is crucial to supporting the sustainability of national sports tourism. This study aims to: (1) analyze the direct influence of sports tourism motivation on tourist loyalty; (2) examine the mediating role of experience quality and tourist satisfaction; and (3) identify the chain mediation effects between these variables in the context of the 2025 Mandalika MotoGP.

METHOD

This study uses a quantitative approach with an explanatory research design to examine the causal relationships between sports tourism motivation, experience quality, tourist satisfaction, and tourist loyalty in the context of the 2025 Mandalika MotoGP. This approach was chosen because it allows for testing theoretical models involving both direct and indirect relationships (chain mediation) between variables. The analysis was conducted using Structural Equation Modeling (SEM) based on Partial Least Squares (SmartPLS version 4.0) due to the predictive and complex nature of the research model (Sarstedt et al., 2021).

Participants and sample

The population in this study was all tourists attending the 2025 Mandalika MotoGP event, both domestic and international. The sample was determined using a purposive sampling technique with the following criteria: (1) respondents had watched MotoGP live at the Mandalika Circuit for at least one day; (2) were at least 18 years old; and (3) were willing to complete the questionnaire in full.

- The sample size was determined based on the recommendations of (Sarstedt et al., 2021) for SEM-PLS analysis, which is at least 10 times the number of indicators in the construct with the most paths. With a total of 26 indicators used, the minimum number of respondents was 260. However, to increase data reliability and representativeness, this study targeted data collection from approximately 300 respondents.
- Questionnaires were distributed offline (during the MotoGP event at the circuit, hotels, and culinary centers) and online using the Google Forms platform for tourists who had left the venue. Data collection took place over three weeks after the event.

Data collection

An instrument validated by experts in adolescent sexual health was used, with items on knowledge, attitudes and practices in sexual and reproductive health. A semi-structured interview script was structured to collect – through focus groups – students' and teachers' perceptions of the intervention.

Data Type and Source

This study used primary data obtained through a structured questionnaire survey. Secondary data was used as a supplement, including official reports from the Mandalika Grand Prix Association (MGPA), the Indonesia Tourism Board, and publications from the Ministry of Tourism and Creative Economy on sports tourism.

Instruments and Variable Operationalization

The research instrument was developed based on indicators adapted from previous literature using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). The following is a summary of the operationalization of the variables:

a. Sports Tourism Motivation (STM)

Sports tourism motivation is defined as the internal and external drives that drive tourists to attend international sporting events. Indicators adapted from (Funk et al., 2004; Funk & James, 2006; Yoon & Uysal, 2005) include:

- Entertainment seeking.
- Thrill and excitement seeking.
- National pride seeking.
- Social interaction with fan communities.
- Novelty experience seeking.

b. Experience Quality (EQ)

Experience quality is defined as tourists' perceptions of the overall superiority of their MotoGP experience. Indicators adapted from (Otto & Ritchie, 1996; Yoshida & James, 2010) include:

- Comfort of facilities and infrastructure at the circuit.
- Security and order during the event.
- Quality of service and friendliness of staff.
- Convenience of transportation and parking access.
- Emotional experiences while watching MotoGP.
- Positive interactions with tourists and local residents.

c. Tourist Satisfaction (TS)

Tourist satisfaction is defined as the degree of correspondence between expectations and actual experiences while attending the Mandalika MotoGP event. Indicators adapted from (Baker & Crompton, 2000; Oliver, 1997) include:

- Satisfaction with physical facilities and services.
- Satisfaction with the event's atmosphere and ambiance.
- Satisfaction with value for money.
- Overall satisfaction with the MotoGP viewing experience.

d. Tourist Loyalty (TL)

Tourist loyalty is defined as the tendency to revisit or recommend a destination to others. Indicators adapted from (Chen & Chen, 2010; Oppermann, 2000) include:

- Intention to attend the Mandalika MotoGP again in the future.
- Intention to visit the Mandalika destination outside the MotoGP season.
- Willingness to recommend the Mandalika MotoGP to others.
- Emotional loyalty to the Mandalika experience.

RESULTS

Characterization of the participants

The success of this research is inseparable from the support and active participation of various parties involved in the implementation and field data collection during the 2025 Mandalika MotoGP event. This study involved 300 respondents from ten countries: Indonesia, Australia, Japan, Malaysia, Singapore, Italy, Spain, the United Kingdom, France, and the United States. Respondents were spectators, tourists, and motorsports enthusiasts attending the Mandalika Circuit, with diverse demographic backgrounds in terms of age, education, and income levels.

The data collection process was conducted through a structured survey approach using a self-administered questionnaire distributed from Oct 02–05, 2025, coinciding with the main Mandalika MotoGP event. Researchers collaborated with the Mandalika MotoGP Organizing Committee, the West Nusa Tenggara Provincial Tourism Office, and student volunteers from the University of Mataram and the Lombok Tourism Polytechnic, who assisted in facilitating the distribution of questionnaires to tourists in the paddock, grandstands, festival zone, and accommodation areas around the Mandalika Special Economic Zone.

Logistical support was also provided by the Indonesia Tourism Development Corporation (ITDC) and the Mandalika Grand Prix Association (MGPA), which granted access to the research area and assisted in coordination with security and ticketing agencies. Sponsors and hospitality partners also assisted in distributing digital questionnaires to international spectators through the official Mandalika MotoGP online platform. From an academic perspective, this research also received conceptual support from the Center for Tourism and Creative Economy Studies (Puspakraf), which contributed to the development of measurement instruments and the validation of variable indicators such as sports tourism motivation, experience quality, tourist satisfaction, and tourist loyalty. Furthermore, several tourism experts from universities in Indonesia and Australia provided expert judgment to ensure the validity of the research content and the relevance of the research context to global sports tourism practices.

The active involvement of the respondents who volunteered their time to answer the questionnaire was a crucial contribution to the success of this research. They not only provided quantitative information regarding their motivations and experiences, but also shared additional qualitative insights regarding their perceptions of the facilities, event atmosphere, and destination value of Mandalika.

This collective participation from various stakeholders strengthens the credibility of the research results and reflects the collaborative spirit between academics, industry practitioners, and the government in advancing sustainable sports tourism in Indonesia. This cross-sectoral support is expected to serve as an effective collaboration model for similar tourism research in the future.

Table 1. Respondent Demographic Profile (N = 300)

No	Demographic Variable	Category	Frequency (n)	Percentage (%)
1	Country of Origin	Indonesia	120	40.0
		Australia	35	11.7
		Japan	30	10.0
		Malaysia	25	8.3

		Singapore	20	6.7
		Italy	20	6.7
		Spain	15	5.0
		United Kingdom	15	5.0
		Thailand	10	3.3
		France	10	3.3
2	Gender	Male	195	65.0
		Female	105	35.0
3	Age Group (years)	18–25	60	20.0
		26–35	100	33.3
		36–45	80	26.7
		46–55	40	13.3
		>55	20	6.7
4	Education Level	High School	40	13.3
		Diploma	55	18.3
		Bachelor's Degree	140	46.7
		Master's Degree	50	16.7
		Doctorate	15	5.0
5	Occupation	Student	45	15.0
		Private Employee	110	36.7
		Entrepreneur	65	21.7
		Government Officer	40	13.3
		Professional	25	8.3
		Retired	15	5.0
6	Frequency of Visit to Mandalika	First-time visitor	160	53.3
		Second visit	80	26.7
		Third or more	60	20.0
7	Purpose of Visit	Watching MotoGP	160	53.3
		Sport & Leisure Vacation	75	25.0
		Cultural Tourism	30	10.0
		Business Trip	20	6.7
		Visiting Friends/Relatives	15	5.0
	Total Respondents	—	300	100.0

Authors, 2025

The distribution of respondents by country of origin shows that the majority of tourists attending the 2025 Mandalika MotoGP were from Indonesia (40%), reflecting the dominance of the domestic market in this sports tourism event. This is understandable given the geographical proximity, easy transportation access, and the high enthusiasm of the Indonesian people for MotoGP racing. Furthermore, tourists from Australia (11.7%) and Japan (10.0%) came in second and third place, respectively. These two countries are known for having large MotoGP fan communities and close ties with the professional teams and riders participating in the event. Respondents from Malaysia (8.3%) and Singapore (6.7%) reflect the Southeast Asian regional market's increasingly active participation in international events in Mandalika. The presence of tourists from European countries such as Italy (6.7%), Spain (5.0%), and France (3.3%) demonstrates that the Mandalika MotoGP has successfully attracted global fans, particularly from the countries of origin of several world-renowned teams and riders. Meanwhile, tourists from Thailand (3.3%) and the United Kingdom

(5.0%) also contributed to the diversity of visitors, demonstrating that this event has become a competitive international sports tourism destination in the Asia Pacific region.

Measurement Model

The following describes the results of the reliability and convergent validity analysis based on the data in the table 2.

Table 2 Reliability and validity estimation

Constructs	Factor Loading	C.R	AVE	Cronbach Alpha
Experience Quality		0.896	0.590	0.860
EQ 1	0.754			
EQ 2	0.770			
EQ 3	0.822			
EQ 4	0.843			
EQ 5	0.704			
EQ 6	0.704			
Sports Tourism Motivation		0.903	0.610	0.871
STM 1	0.727			
STM 2	0.813			
STM 3	0.770			
STM 4	0.826			
STM 5	0.818			
STM 6	0.724			
Tourist Loyalty		0.879	0.911	0.674
TL 1	0.843			
TL 2	0.835			
TL 3	0.821			
TL 4	0.849			
TL 5	0.752			
Tourist Satisfaction		0.830	0.880	0.596
TS 1	0.705			
TS 2	0.745			
TS 3	0.786			
TS 4	0.846			
TS 5	0.772			

Authors, 2025

The table 2 shows the results of the convergent validity and construct reliability tests for the four latent variables in the research model, as measured by indicators with loading factor values, Composite Reliability (CR), Average Variance Extracted (AVE), and Cronbach's Alpha.

For the first construct, the loading factor values ranged from 0.704 to 0.843, with a Composite Reliability value of 0.896, an AVE of 0.590, and a Cronbach's Alpha of 0.860. All indicators met the minimum loading factor threshold of 0.70 (Hair et al., 2019), indicating that each item has a strong contribution to its construct. CR values above 0.70 and AVE values exceeding 0.50 also indicate good internal reliability and convergent validity.

The second construct had a factor loading between 0.724 and 0.826, with a Composite Reliability of 0.903, an AVE of 0.610, and a Cronbach's Alpha of 0.871. These results indicate excellent internal consistency and an adequate level of convergence between the indicators making up the construct.

The third construct displayed a factor loading in the range of 0.752–0.849, with a Composite Reliability of 0.911, an AVE of 0.674, and a Cronbach's Alpha of 0.879. A high AVE value indicates that more than 67% of the indicator variance can be explained by the latent construct, indicating very strong convergent validity.

Meanwhile, the fourth construct had a factor loading between 0.705 and 0.846, with a Composite Reliability of 0.880, an AVE of 0.596, and a Cronbach's Alpha of 0.830. These values remain above the recommended threshold (CR > 0.70; AVE > 0.50; Alpha > 0.70), thus confirming the construct's reliability and convergent validity.

Overall, the four constructs in this research model demonstrate excellent internal consistency and adequate convergent validity, in accordance with the criteria recommended by (Fornell & Larcker, 1981; Hair et al., 2019). This indicates that all indicators accurately and reliably represent the latent constructs in Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) analysis.

Value of R-Square (R²)

The following describes the results of the coefficient of determination (R² and Adjusted R²) tests based on the table data: The table shows the R² and Adjusted R² values for three endogenous constructs: Experience Quality, Tourist Loyalty, and Tourist Satisfaction. The R² value is used to assess how much variation in the endogenous constructs can be explained by the exogenous constructs in the structural model.

The Experience Quality construct has an R² value of 0.617 and an Adjusted R² of 0.616. This means that 61.7% of the variation in the quality of the tourism experience can be explained by exogenous variables, such as Sports Tourism Motivation. These values are considered strong, according to guidelines (Chin, 1998), which state that R² values of 0.67, 0.33, and 0.19 are categorized as strong, moderate, and weak, respectively.

Furthermore, the Tourist Loyalty construct has an R² value of 0.672 and an Adjusted R² of 0.669. This means that approximately 67.2% of the variation in tourist loyalty can be explained by the constructs of Experience Quality and Tourist Satisfaction. This value demonstrates high predictive ability, indicating that the combination of experience quality and tourist satisfaction plays a significant role in shaping tourist loyalty to the 2025 Mandalika MotoGP.

Meanwhile, the construct of Tourist Satisfaction has an R² of 0.574 and an Adjusted R² of 0.571, meaning that 57.4% of the variation in tourist satisfaction is explained by factors such as Sports

Tourism Motivation and Experience Quality. These values indicate a strong and significant relationship between motivation, experience, and satisfaction of sports tourists.

Overall, the R² values for the three endogenous constructs are at a moderate to strong level, indicating that the research model has good explanatory power. Thus, the proposed structural model is effective in explaining the dynamic influence of sports tourism motivation on tourist loyalty, both directly and through the mediation of experience quality and tourist satisfaction.

Structural Model Assessment

Because the evaluation of the measurement model confirmed the validity and reliability issue, the structural model needed to evaluate the hypotheses [30]. The path coefficients of the construct were measured through SmartPLS 4.0 analysis. In addition, using the bootstrapping procedure (5000 re-samples), the significance of the paths of the structural model was examined. Analysis of the structural model indicates that the data fit the index (SRMR = 0.07, d_ ULS = 2.067, d_ G = 1.443, $\chi^2 = 1814.775$, NFI = 0.682, RMS $\theta = 0.153$). The results are presented in Figure 1.

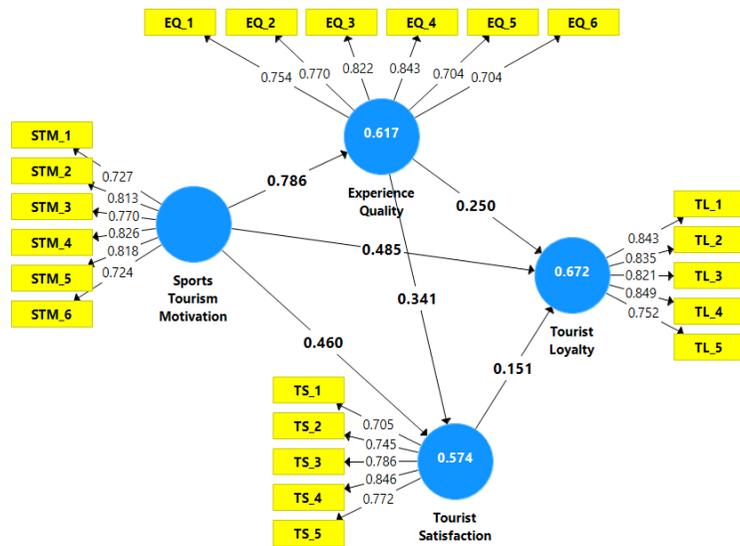


Figure 1. Results of the research model.

Table 3. Path Coefficients

Hypothetical Path	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Conclusions
Experience Quality → Tourist Loyalty	0.250	0.060	4.185	0.000	Supported
Experience Quality → Tourist Satisfaction	0.341	0.066	5.186	0.000	Supported
Sports Tourism Motivation → Experience Quality	0.786	0.020	40.266	0.000	Supported

Sports Tourism Motivation → Tourist Loyalty	0.485	0.062	7.851	0.000	Supported
Sports Tourism Motivation → Tourist Satisfaction	0.460	0.064	7.150	0.000	Supported
Tourist Satisfaction → Tourist Loyalty	0.151	0.054	2.782	0.006	Supported

Authors, 2025

The following describes the results of the structural relationship analysis (Path Coefficients) based on the table above:

The table above shows the results of the path coefficient estimates that examine the relationships between constructs in the structural model using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. These results are used to evaluate the strength and significance of the direct relationships between the latent variables: Sports Tourism Motivation, Experience Quality, Tourist Satisfaction, and Tourist Loyalty.

First, the relationship between Experience Quality and Tourist Loyalty has a path coefficient of 0.250, with a t-statistic of 4.185 and a p-value of 0.000. These results indicate a positive and significant effect at the 99% confidence level, thus supporting the hypothesis. This means that the higher the quality of the experience experienced by tourists during the Mandalika MotoGP event, the more likely they are to demonstrate loyalty to the destination.

Second, the relationship between Experience Quality and Tourist Satisfaction was also significant, with a coefficient of 0.341, a t-statistic of 5.186, and a p-value of 0.000. This demonstrates that a quality tourism experience plays a crucial role in increasing tourist satisfaction. In other words, the services, facilities, and positive atmosphere at a destination significantly contribute to their satisfaction levels.

Furthermore, the construct of Sports Tourism Motivation and Experience Quality had the highest coefficient of 0.786, a t-statistic of 40.266, and a p-value of 0.000. These results demonstrate a very strong and significant influence, indicating that sports tourism motivation plays a dominant role in shaping tourists' perceptions of the quality of their experience. The greater their drive or motivation to participate in the Mandalika MotoGP, the higher the perceived quality of their experience.

Furthermore, the relationship between Sports Tourism Motivation and Tourist Loyalty showed a coefficient of 0.485, a t-statistic of 7.851, and a p-value of 0.000. These results indicate that sports tourism motivation directly increases tourist loyalty. Thus, a strong interest and drive to enjoy MotoGP events contribute to their intention to revisit or recommend the destination.

Meanwhile, the relationship between Sports Tourism Motivation and Tourist Satisfaction has a coefficient of 0.460, a t-statistic of 7.150, and a p-value of 0.000. This indicates a positive and significant effect, indicating that sports tourism motivation also directly impacts tourist satisfaction levels. Tourists who are intrinsically and extrinsically motivated tend to be more satisfied with their experiences.

Finally, the relationship between Tourist Satisfaction and Tourist Loyalty shows a coefficient of 0.151, a t-statistic of 2.782, and a p-value of 0.006. Although the coefficient is relatively small

compared to other pathways, this effect remains significant at the 95% confidence level. This indicates that tourist satisfaction plays an important role as a predictor of loyalty, although its direct effect is weaker than the influence of motivation and experience.

Overall, all paths in the structural model showed p-values <0.05 and t-values >1.96 , thus supporting all research hypotheses. These findings confirm that, in the context of the 2025 Mandalika MotoGP, sports tourism motivation is a key factor driving the development of quality tourism experiences, satisfaction, and tourist loyalty. Furthermore, experience quality and satisfaction serve as important mediators in strengthening the relationship between motivation and tourist loyalty. (Funk & James, 2006; Kim et al., 2021).

Discussion

The results of the structural equation modeling (SEM) analysis indicate that all relationships between variables in this research model have significant path coefficients, with t-statistics above 1.96 and p-values below 0.05. This indicates that all hypotheses proposed in this study are supported by the empirical data.

First, the variable Sports Tourism Motivation has a very strong influence on Experience Quality, with a coefficient value of 0.786 ($t = 40.266$; $p = 0.000$). This result confirms that the higher a tourist's sports tourism motivation, the better the quality of their experience. This finding aligns with studies (Funk & James, 2006; Kim et al., 2021), which suggest that sports motivations such as personal achievement, health, and social enjoyment can increase tourists' emotional engagement, thereby strengthening their perceptions of experience quality.

Second, Sports Tourism Motivation also had a positive and significant effect on Tourist Satisfaction ($\beta = 0.460$; $t = 7.150$; $p = 0.000$) and Tourist Loyalty ($\beta = 0.485$; $t = 7.851$; $p = 0.000$). This indicates that the initial motivation to participate in sports tourism activities not only encourages positive experiences but also fosters satisfaction and long-term commitment to the destination. These results support the findings of (Alexandris et al., 2017; Kaplanidou & Vogt, 2010), which found that intrinsic and extrinsic motivations in sports tourism have direct implications for loyalty through experience and satisfaction.

Third, the influence of Experience Quality on Tourist Satisfaction ($\beta = 0.341$; $t = 5.186$; $p = 0.000$) and Tourist Loyalty ($\beta = 0.250$; $t = 4.185$; $p = 0.000$) was also proven significant. This means that the higher tourists' perceptions of the quality of their experiences during sports tourism activities, the higher their level of satisfaction and loyalty to the destination. Experience quality encompasses dimensions such as facilities, social interactions, services, and the emotional value gained during the activity (Chen & Chen, 2010; Otto & Ritchie, 1996).

Furthermore, Tourist Satisfaction also had a positive effect on Tourist Loyalty ($\beta = 0.151$; $t = 2.782$; $p = 0.006$). Although the coefficient value is relatively small compared to the other pathways, this result is still significant and indicates that satisfaction plays a crucial psychological role in shaping tourists' revisit intentions and positive recommendations. These findings are consistent with the theory of post-consumption behavior proposed by (Oliver, 1999), where satisfaction is a key determinant of loyalty formation.

Thus, the results of this study indicate that Sports Tourism Motivation plays a key role in creating quality experiences, enhancing satisfaction, and fostering tourist loyalty. Experience Quality and Tourist Satisfaction act as important mediators that bridge the influence of motivation on loyalty.

Conceptually, these findings strengthen the model of the relationship between motivation, experience quality, satisfaction, and loyalty in the context of sports tourism. Practically, sports tourism destination managers need to focus on enhancing tourists' motivational factors (such as promoting health, togetherness, and achievement), while maintaining experience quality standards through the provision of satisfactory facilities and services. In this way, tourist satisfaction and loyalty can be continuously enhanced, which in turn supports the sustainability of sports tourism destinations.

CONCLUSIONS

This study aims to analyze the relationship between Sports Tourism Motivation, Experience Quality, Tourist Satisfaction, and Tourist Loyalty in the context of international sports tourism, specifically at destinations such as Mandalika, which hosts the MotoGP event. The results of the Structural Equation Modeling (SEM) analysis indicate that all proposed hypotheses are accepted and the relationships between variables are statistically significant.

First, Sports Tourism Motivation was shown to have a strong direct influence on Experience Quality, Tourist Satisfaction, and Tourist Loyalty. This confirms that motivation is a key psychological factor that drives tourists to participate in, enjoy, and ultimately be loyal to sports tourism destinations. Second, Experience Quality had a positive effect on Tourist Satisfaction and Tourist Loyalty, indicating that positive and memorable experiences lead to emotional satisfaction and a tendency to revisit or provide positive recommendations. Third, Tourist Satisfaction plays a mediating role between experience and loyalty, reinforcing the view that satisfaction is a crucial element in building long-term relationships between tourists and destinations.

The high R-square values for the Tourist Loyalty (0.672) and Experience Quality (0.617) variables indicate that this model has strong predictive power in explaining sports tourist behavior. These findings enrich the tourism literature by confirming that loyalty is not solely built through experience or satisfaction, but is also rooted in motivational drives and the quality of interactions that occur during the tourist trip.

From a practical perspective, the results of this study provide strategic guidance for sports tourism destination managers, event organizers, and tourism authorities. To increase loyalty, strategies that combine increased participation motivation, quality experience management, and consistent satisfaction at every touchpoint with tourists should be emphasized. Community-based customer engagement programs, interactive digital experiences, and ongoing communication can strengthen tourists' emotional attachment to the destination.

Overall, this study confirms that the success of sports tourism destinations depends on the ability to understand and manage the dynamic interactions between tourist motivation, experience, satisfaction, and loyalty. The resulting empirical model not only contributes to the development of tourism behavior theory but also provides a basis for policy innovation and strategies for managing destinations that are sustainable and competitive in the global market.

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