

Super Priority Destination Mandalika: Quality of Sport Tourism Services

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ABSTRACT

Sports tourism adds value to destinations, boosting visitor numbers and strengthening their global tourism appeal. In Indonesia, there are several regions that promote sports tourism to boost tourist visits and the regional economy, including NTB Province with Mandalika. Mandalika has now become a super priority destination in NTB Province and the center of attention in the development of sports tourism. To ensure this development runs well, it is necessary to understand the factors that influence the quality of service in this destination. Therefore, this research is needed to assess the quality of sport tourism services in Mandalika. The data collection technique uses scraping and crawling then creates a questionnaire and the results are analyzed using statistical tests. The results of the analysis show that event management has the most significant influence on the perception of service quality at sports event destinations with an influence of 97.7%. Besides that, the importance of event management in improving service quality, destination managers must utilize social media and online advertising as an effective marketing strategy and collaborate with sports influencers to increase tourist interest and participation.

Keywords: Service quality, sports tourism, mandalika, NTB, destination.

INTRODUCTION

The global rise in demand for active travel experiences underscores the need for research on sports tourism, which enhances both physical well-being and the economies of destinations. Sports tourism is a form of tourism that emphasizes physical activity and participation in various types of sports or recreational activities (Nugraha et al.,

2021). This involves traveling to destinations that offer the infrastructure and facilities to engage in specific sporting activities, such as hiking, surfing, skiing, mountain climbing, diving, or participating in major sporting events such as marathons, golf tournaments, or soccer matches. The aim of sports tourism is to provide an enjoyable holiday experience while maintaining health and fitness, as well as providing an economic boost to destinations that offer a variety of sports activities (Khairuddin & Komaini, 2020). Apart from that, sports tourism can also be an economic boost for a region because it increases tourist visits and attracts participation in sporting events. Sports tourism is present to provide added value for the intrinsic and extrinsic elements of destinations in an area which has implications for increasing the number of visitors (Santos et al., 2023).

Sport Tourism is an outdoor activity carried out for some time with the aim of watching or carrying out certain sports activities. Sport Tourism not only has an economic impact, but also has a social impact on the local community. One of them is the pride they bring because their region hosts sports tourism (Ananda et al., 2022).

Beside in Jambi City and Tanah Datar Regency which have been explained above, there are several regions that promote sports tourism to boost tourist visits and the regional economy as explained in previous research below, including NTB Province with Mandalika which is the topic of this research.

Mandalika has now become a super priority destination in NTB Province and the center of attention in the development of sports tourism. To ensure this development runs well, it is necessary to understand the factors that influence the quality of service in this destination. The development and holding of international

racing sports events in Mandalika is one of Indonesia's long-term plans so that it can become a central destination for world tourism by utilizing the various potentials it has (Kusumayani et al., 2023)

Service quality at a tourist destination refers to the level of excellence or satisfaction perceived by visitors with the services they receive while spending time at that destination. This covers various aspects, including staff friendliness, cleanliness, availability of facilities, quality of food and drinks, safety, and ease of accessibility.

The super priority destination Mandalika does not yet have data to assess service quality or as a basis for recommendations to destination managers. This research is a solution to overcome these problems, which has the following objectives:

- a. Knowing the variables that most influence the quality of service in sport tourism destinations.
- b. Provide recommendations to destination managers in marketing strategies for the sport tourism tourist segment.

This research refers to several previous studies such as the title "Establishing the Village as a Sports Tourism Destination" where event management training was proven to be able to generate creative ideas and encourage people to think about opportunities as a sports tourism destination (Julianti et al., 2022). The title "Potential for increasing tourism through paragliding in Palu City" which focuses on facilities to support comfort for visitors so that special attention is needed by tourist attraction managers to maintain the safety and comfort of visitors (Gunawan & Asgaf, 2023). The title "Potential for the Development of Sports Tourism (Sport Tourism) in Enggano District, North Bengkulu Regency, Bengkulu Province" concludes that the lack of budget has an impact on hampering the provision of infrastructure and tourism promotion (Dari et al., 2022). The title "Tourists' Perceptions About Sports Tourism in Mirah Fantasia, Lateng Village, Banyuwangi Regency" shows that social media promotion is very influential in conveying information about the potential and attractiveness of sports tourism in Mira Fantasia because it is easily accessible to tourists (Prayoga et al., 2021). The title "Application of Data Mining to Predict the Number of Tourists Using the Multiple Linear Regression Algorithm" concludes that the prediction results using multiple linear regression can help decision makers to improve supporting facilities for tourist attractions and can measure targets for achieving local original income in the tourism sector (Yanto et al., 2024). Titled "Systematic Review: Developing Sports Tourism

for Sustainable Economic Development" where effective policy alignment and stakeholder engagement are critical to the success of sports tourism initiatives, ensuring that diverse interests and expertise are utilized to create a comprehensive and sustainable strategy (Gharibpoor et al., 2024).

A strategic tourism marketing framework for sports mega events which the case of Athens Classic (Authentic) Marathon, the results indicate that the evaluation of the event and of the destination is much related to the level of satisfaction. Moreover, the three variables (destination image, event image and satisfaction) are found to have a significant effect on the intention to revisit the destination (Zouni et al, 2021). Hosting the Formula 1 is most effective for Canada but has no significant impact in Australia and the United Kingdom. ATP Tennis and PGA Golf have a significant impact on at least two countries (Ramasamy et al, 2022). Impacts of active sport tourism in the Greek region of Messinia, golf generated higher income and more employment units than the other activities, displaying all of the characteristics of a propulsive activity, a concept derived from the growth pole theory (Drakakis et al, 2021). The conditionality impact of outdoor sports events on weather, the long short-term memory analysis revealed that solar activity had the greatest influence on the temperature (Petrovic et al, 2021). Attitudes of the local population in border municipalities on development of sport-event tourism, which analysis of categorical variables (Chi-square test) and coefficients of correlation, together with descriptive statistics, indicated that the local community has reliable attitudes on potentials for development of sport-events (Markovic et al, 2021). Sport tourism in Tahiti, although Tahiti may not appear to be a major destination for sports tourism, the economic, social, and environmental questions that it raises are nevertheless of interest and an opportunity to examine some contemporary issues shaping tourism in general in Tahiti (Aussant, 2024).

Concurrent to this progression in business, research interest in the analysis of sports tourism has also grown with a broad range of topics that include not only the traditional economic impact (Wood and Meng, 2020) and resident perceptions (Ritchie et al., 2020) but also the impact on the environment (Jiménez-García et al., 2020), potential increase in the number of tourists after the events (Meurer and Lins, 2018).

METHODOLOGY

This research was carried out using the following steps:

Before data collection, observations were made to ensure the success and quality of data collection. The observations made were:

- a) Align with the purpose of data collection:
- b) Determine the appropriate data source and of course it can be accessed legally and in accordance with the applicable privacy policy. Based on the results of observations, the data sources used were review data on Google Maps and questionnaires
- c) Validate the data source.

Data collection techniques used scraping and questionnaires. Scraping in this study took data from reviews on Google Maps. Data from Google Maps reviews has several significant advantages, especially for promotional analysis and strategic decision making for Mandalika Management, in this case ITDC and the NTB Provincial Government.

Meanwhile, data crawling in this research uses incremental crawling, where data collection involves identifying and retrieving only new data or that has changed since the previous collection. So there is savings in time and resources and avoids re-fetching the same data. After the data or all reviews on Google Maps have been successfully crawled, they are then exported to Excel, making the data easier to process and analyze.

The scraping results are clustered as a reference for categories and question content in the questionnaire. Questionnaires were distributed to Sport Tourism visitors in Mandalika. The sampling technique in this research is a systematic sampling technique. To obtain the research sample size, a preliminary survey was carried out to estimate the customer behavior of tourists as respondents at sports events in Mandalika based on proportions. Next, it will be used to determine the sample size that must be observed using the following sampling formula:

$$n = \frac{Npq}{(N-1)D + pg} \quad (1)$$

With:

n = sample size that must be observed in this study

N = Population number of tourists

p = proportion of tourist behavior

q = 1-p

D = B/4, where B is the error limit or alpha

The number of samples was taken systematically by proportioning the number of samples according to the number of days in the month of collection. Sampling was carried out in accordance with the sports event schedule,

and the number of sample respondents was as determined.

The analytical method used in research to answer the objectives of this research is as follows:

1. Validity Testing and Reliability Checking

Validity testing and reliability testing are to ensure that the instruments used in this research are valid and reliable. Validity is calculated using the correlation formula and reliability checks are measured based on the Cronbach alpha goodness-of-fit value. Validity testing and reliability checking are carried out on each research variable used in the instrument using the following formula:

$$r_{xy} = \frac{n \sum xy - (\sum x)(\sum y)}{n \sum x^2 - (\sum x)^2} \quad (2)$$

Where :

r = Pearson's Product Moment correlation coefficient

x = Score for each question given by the respondent

y = Total score of the questions given by the respondent

n = number of respondents,

Hypothesis Formulation:

H0 : r = 0 (Statements do not measure the same aspect)

H1 : r ≠ 0 (The statement measures the same aspect)

Critical area: Reject H0

After testing the validity and obtaining all valid variables, a reliability check is then carried out. The calculation of the research data reliability coefficient uses the Cronbach Alpha coefficient which is obtained from calculations using the following formula:

$$C_{\alpha} = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum_{b=1}^k S_b^2}{S_{tot}^2} \right) \quad (3)$$

Where :

C_{α} = instrument reliability coefficient (Cronbach's alpha)

k = number of questions given by the respondent

$\sum_{b=1}^k S_b^2$ = total variance of questions given by respondents

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S_{tot}^2 = Total variance

Reliability or constancy criteria are obtained by comparing the Cronbach Alpha value. The following is a table of Cronbach Alpha goodness criteria values:

Table 1. Cronbach Alpha goodness criteria

<i>Cronbach Alpha's Value</i>	Criteria
0.00 – 0.20	Less reliable
0.21 – 0.40	Somewhat reliable
0.41 – 0.60	Quite reliable
0.61 – 0.80	reliable
0.81 – 1.00	Very reliable

2. Descriptive statistical analysis was used to determine the description of the characteristics of sports event tourists in the super priority destination Mandalika.
3. Gap Analysis is used to find out which variables have the most influence on service quality at sports events in the super priority destination Mandalika, which will be presented in a Cartesian diagram.
4. Regression analysis is used to determine the comparison of service quality at sports events in the super priority destination Mandalika.

The types and sources of data are explained in detail so that readers can understand well the type of research/study and all the research/study data used. Meanwhile, the analytical method conveys a description of the procedure or approach, including determining parameters or variables, data collection methods, and data processing and analysis methods. The description can also include certain mathematical formulations or formulas so that the numerical results can be validated. For standard formulas and materials, there is no need to re-explain them, just include the reference source, unless modified. The explanation of the method is presented in detail and clearly so that the research/study method used can be repeated by other researchers.

RESULT AND DISCUSSIONS

Results

The results of scraping and crawling produce several factors that influence the quality of sport tourism services in the Mandalika destination, namely:

- a. Element dimensions of service quality
 1. Physical Evidence (Tangibles): Professionalism of staff and personnel appearance at Sport Events at Super Priority Destinations Mandalika
 2. Reliability: Consistency of the event implementation time with the announced rounddown
 3. Responsiveness: Staff response to questions and complaints
 4. Guarantee (Assurance): Politeness and friendliness of staff during the event

5. Empathy: Staff ability to provide personalized service
- b. Variables that have the most influence on service quality
 1. Infrastructure
 - a. Accommodation transportation available to and around the super priority destination Mandalika
 - b. Supporting facilities (such as toilets, parking lots and rest areas) in the super priority destination Mandalika
 2. Event Management
 - a. Organizing a Sports Event at the Super Priority Destination Mandalika
 - b. A series of events at the Sports Event at the Super Priority Destination Mandalika
 3. Security and Health
 - a. Security system at the Sport Event destination at the Mandalika Super Priority Destination
 - b. Health services at Sport Event destinations in Mandalika Super Priority Destinations
 4. Natural Environment and Cleanliness
 - a. Natural beauty and photo spots around the Sport Event destination at the Mandalika Super Priority Destination
 - b. Cleanliness around the Sport Event destination at the Mandalika Super Priority Destination
 5. Availability of Food and Souvenirs
 - a. Availability of a variety of food and souvenirs at Sport Event destinations in Mandalika Super Priority Destinations
 - b. Prices and quality of food and souvenirs at Sport Event destinations in Mandalika Super Priority Destinations
 6. Economy
 - a. The entrance ticket price matches the quality of service provided at the Sport Event at the Super Priority Destination Mandalika
 - b. Prices for quality goods and services offered at Sport Events at Super Priority Destinations Mandalika

Validity and Reliability Test

To obtain correct data and conclusions that are in accordance with the actual situation, an instrument is needed that is valid, consistent and precise in providing research data (reliable). So, to ensure that the research results are accurate and reliable, validity and reliability tests need to be carried out. The validity test aims to

measure whether a question item is valid or not, while the reliability test aims to measure the consistency of a person's answers to the question items in a questionnaire. Validity and reliability tests for sports event tourist questionnaire data at the super priority destination Mandalika are as follows:

Table 2. Reliability test of sports event tourist questionnaire data at the super priority destination Mandalika

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.853	.865	7

Based on Table 1, the Cronbach's Alpha obtained was $0.853 > 0.60$, so all the question items on the sports event tourist questionnaire at the super priority destination Mandalika were reliable.

Table 3. Reliability test of sports event tourist questionnaire data at the super priority destination Mandalika

Item-Total Statistics					
Scale Mean if Deleted	Scale Variance if Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Deleted	
Y	39.8450	33.197	.884	.963	.811
X1	50.6550	50.951	.892	.859	.800
X2	50.2300	49.887	.902	.957	.796
X3	50.7250	60.200	.419	.289	.857
X4	49.0900	54.173	.741	.699	.820
X5	51.0000	63.688	.211	.089	.881
X6	50.6050	58.311	.571	.374	.842

To test the validity of the data, we can look at table 2 (r_count) then we compare it with (r-table), the r-table value with $df=198$ and an alpha of 0.05 of 0.116. Based on the results of the analysis in Table 3, it can be concluded that all questions on the variables are valid as stated in Table 4

Table 4. Validity of sports event tourist questionnaire data at the super priority destination Mandalika

variable	Corrected Item-Total Correlation	R-Table	Information
Y	.884	0,116	valid
X1	.892	0,116	valid
X2	.902	0,116	valid
X3	.419	0,116	valid
X4	.741	0,116	valid
X5	.211	0,116	valid
X6	.571	0,116	valid

Classic assumption test

A regression model can be called a good model if it meets classical assumptions. Therefore, classical assumption testing is very necessary before carrying out regression analysis. This classic assumption test aims to ensure that the model built matches the characteristics of the data and the analysis carried out provides valid and reliable results.

a. Normality test

The normality test aims to determine whether a data distribution is normal or not. The normality test is very important because it is one of the requirements for parametric testing, namely that the data must have a normal distribution. Based on the analysis carried out on sports event tourist data in the super priority destination Mandalika, it is as follows:

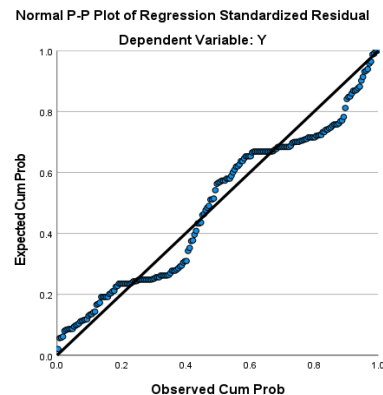


Figure 1. Normality test of sports event tourist data in the super priority destination Mandalika

Based on Figure 1, the data is normally distributed because the data distribution is gathered around the test line which leads to the top right and there is no data that is far from the data distribution.

b. Homogeneity Test

A good regression model is one where homoscedasticity occurs in the model, or heteroscedasticity does not occur.

The homogeneity test is used to determine whether several population variants are the same or not. This test was carried out as a prerequisite for independent sample t test and Anova analysis. The underlying assumption in analysis of variance (Anova) is that the variances of the populations are the same. Homogeneous data is taken from a single population, all outside processes that could potentially influence the data must remain constant over the entire sample time period.

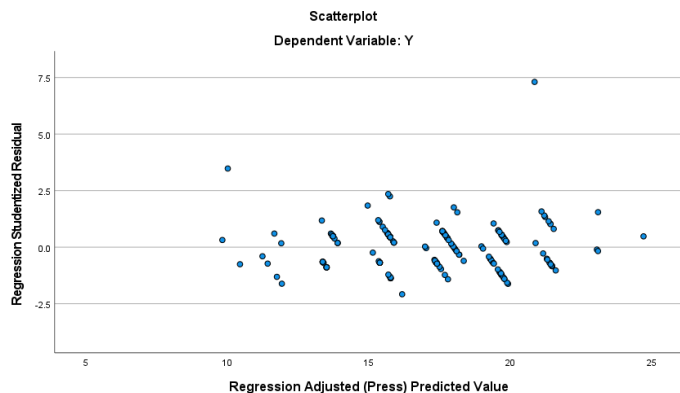


Figure 2. Scatter plot for sports event tourist data in the super priority destination Mandalika

Based on Figure 2, the scatterplot shows that the points are spread randomly, both above and below the number zero (0) of the vertical axis or y-axis. Thus, it can be concluded that the data on sports event tourists in the super priority destination Mandalika is not heteroscedastic or homogeneous in this regression model.

c. Multicorrelation Test

This multicorrelation test aims to find out whether there is a relationship between the independent variables that has multicorrelation problems (symptoms of multicollinearity) or not. Multicorrelation is a very high or very low correlation that occurs in the relationship between independent variables. This multicorrelation test must be carried out if the number of independent variables is more than one. The results of the multicorrelation test analysis are as follows:

Table 5. Multicorrelation test results for sports event tourist data in the super priority destination Mandalika

<i>Coefficients^a</i>			
Model		Collinearity Statistics	
		Tolerance	VIF
(Constant)			
1	X1	.155	6.465
	X2	.246	4.057

X3	.715	1.398
X4	.301	3.321
X5	.917	1.091
X6	.631	1.585

Based on the results from Table 5, the VIF values for X1, X2, X3, X5, X6 < 10, So for all independent variables, sports event tourist data in the super priority destination Mandalika, there are no symptoms of multicollinearity among the independent variables.

Correlation Analysis

Correlation analysis aims to test whether there is a close relationship between one variable and another variable which is described by the size of the correlation coefficient. The results of the correlation analysis for sports event tourist data in the super priority destination Mandalika are as follows:

Table 6. Correlation coefficient for each independent variable on the dependent variable data on sports event tourists in the super priority destination Mandalika

		<i>Correlations</i>						
		Y	X1	X2	X3	X4	X5	X6
Pearson	Y	1.000	.879	.977	.402	.694	.262	.562
Correlation	X1	.879	1.000	.855	.460	.816	.185	.582
	X2	.977	.855	1.000	.373	.662	.261	.575
	X3	.402	.460	.373	1.000	.520	-.001	.211
	X4	.694	.816	.662	.520	1.000	.100	.493
	X5	.262	.185	.261	-.001	.100	1.000	.149
	X6	.562	.582	.575	.211	.493	.149	1.000
Sig. (1-tailed)	Y	.	.000	.000	.000	.000	.000	.000
	X1	.000	.	.000	.000	.000	.004	.000
	X2	.000	.000	.	.000	.000	.000	.000
	X3	.000	.000	.000	.	.000	.492	.001
	X4	.000	.000	.000	.000	.	.080	.000
	X5	.000	.004	.000	.492	.080	.	.018
	X6	.000	.000	.000	.001	.000	.018	.
N	Y	200	200	200	200	200	200	200
	X1	200	200	200	200	200	200	200
	X2	200	200	200	200	200	200	200
	X3	200	200	200	200	200	200	200
	X4	200	200	200	200	200	200	200
	X5	200	200	200	200	200	200	200
	X6	200	200	200	200	200	200	200

Based on the results of the analysis in table 6, each independent variable is significant and positively correlated with the dependent variable (service quality). Infrastructure (x1) is positively and very strongly correlated at 87.9%, event management (x2) is positively and very strongly correlated at 97.7%, positively and security (x3) is quite strongly positively correlated at 40.2%, View nature (x4) has a strong positive correlation of 69.4%, availability of food and souvenirs (x5) has a positive but low correlation of

26.2%, and economic factors (x6) has a fairly strong positive correlation of 56.2%,

Multiple Regression Analysis

Regression analysis is an analysis used to measure the influence of the independent variable on the dependent variable. If the measurement of this influence involves one independent variable (x) and the dependent variable (y), it is called simple linear regression analysis, whereas if the measurement of influence involves two or more independent variables (x1, x2,..., xn) and one The dependent variable is called multiple regression analysis. The results of data analysis of sports event tourists in the super priority destination Mandalika obtained a constant of 3.553, indicating that if there was no increase in the value of the independent variables (x1, x2, x3, x4, x5, x6) then the y value would be 3.553. The x1 coefficient of 0.313 states that each addition (because of the + sign) of one value to the x1 variable will give a score increase of 0.313. coefficient x1 significantly influences variable y by $0.000 < 0.05$. The x2 coefficient of 1.665 states that each addition (because of the + sign) of one value to the x2 variable will give a score increase of 1.665, the x2 coefficient has a significant effect on the y variable of $0.000 < 0.05$. The x3 coefficient of 0.037 states that each addition (because of the + sign) of one value to the x3 variable will give a score increase of 0.037, the x3 coefficient does not have a significant influence on the y variable in the model because $0.308 > 0.05$. The x4 coefficient of 0.030 states that each addition (because of the + sign) of one value to the x4 variable will give a score increase of 0.030, the x4 coefficient has a significant effect on the y variable of $0.048 < 0.05$. The x5 coefficient of 0.030 states that each addition (because of the + sign) of one value to the x5 variable will give a score increase of 0.030, the x5 coefficient has a significant effect on the y variable of $0.027 < 0.05$. The x6 coefficient of -0.054 states that for every additional value of the x6 variable, if the other variables are constant, the y value will decrease the score by 0.054, the x6 coefficient does not have a significant influence on the y variable in the model because $0.194 > 0.05$.

Discussion

In this research, the quality of sport tourism services in developing quality tourism in the super priority destination Mandalika is discussed based on the results of the analysis that has been carried out. This discussion includes analysis of the results obtained from surveys and field observations, as well as the implications of these

findings in the context of tourism development in the super priority destination Mandalika to answer all problems according to the research objectives.

Variables that Most Influence the Quality of Service at Sport Event Destinations

The results of the analysis show that the variable that has the greatest significant influence on the perception of service quality at sports event destinations is event management at 97.7%. This shows that almost the entire experience and perception of service quality is greatly influenced by how the event is managed. Factors influencing event management include:

1. Event Planning: careful coordination and planning is necessary, including coordination between teams, preparing a clear schedule, and handling efficient logistics.
2. Event implementation: it is necessary to provide clear and easily accessible information for participants and spectators, including event schedules, location maps and event rules.
3. Post-Event Evaluation: it is necessary to carry out a thorough evaluation after the event to assess performance and identify areas that need improvement, collect and analyze feedback from participants and spectators to improve the quality of service at future events.

Based on this research, several recommendations are suggested for destination managers to develop effective marketing strategies in the sport tourism segment. First, infrastructure improvement is essential, involving investment in the enhancement of sports facilities, transportation, and accommodation, along with ensuring supporting amenities like toilets, parking areas, and adequate medical facilities to boost tourist satisfaction. Second, staff training should be prioritized to improve service quality, focusing on training staff to be friendlier, more responsive, and professional. Additionally, effective promotion through social media and digital platforms is crucial, as well as collaborating with influencers to raise tourist awareness and attract interest. To maintain an attractive environment, environmental management is recommended by implementing waste management and conservation programs that support cleanliness and natural beauty. Finally, tight security measures are needed to foster a sense of safety among tourists, which will enhance their loyalty and trust in the destination.

CONCLUSION

Based on the research that has been conducted, the results of the analysis show that event management has the most significant influence on the perception of service quality at sports event destinations with an influence of 97.7%. This shows that effective planning, implementation and management of sports events is very important in increasing visitor satisfaction and positive perceptions of service quality. Besides that, the importance of event management in improving service quality, destination managers must utilize social media and online advertising as an effective marketing strategy and collaborate with sports influencers to increase tourist interest and participation.

The recommendation for destination managers is that destination managers must continue to develop adequate infrastructure to support sporting events, both main facilities and other supporting facilities to increase tourist comfort and satisfaction. Then improving the quality of event management, as well as training and development for event staff must be a priority to ensure effective event management. Organizers must also adopt advanced technology and management systems to optimize event planning and execution. And finally, destination managers must implement a comprehensive marketing strategy with a focus on promotion through social media, online advertising and partnerships with influencers. Sustainable and attractive promotions will help increase awareness and participation in sporting events in Mandalika.

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DECLARATIONS

Conflict of Interest, We declare no conflict of interest, financial or otherwise.

ETHICAL APPROVAL

The corresponding author, on behalf of all authors, affirms that the study complies with ethical standards. No human

subjects or animals were involved in the research, and all procedures were conducted in accordance with applicable ethical guidelines and regulations.

INFORMED CONSENT

On behalf of all authors, the corresponding author confirms that all informants have given their informed consent and agreed to the inclusion of their information in the study.

DATA AVAILABILITY

The data supporting the findings of this study can be obtained from the corresponding author upon request.

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