

## The Effect of Social Media and Event Facilities on Visitor Satisfaction at the Sunday Race Event at Mandalika Kuta Circuit

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### ABSTRACT

This study aims to analyze the effect of social media and facilities on Visitor Satisfaction at the Sunday Race Event at Mandalika Kuta Circuit. This research is a type of associative quantitative research. The population in this study were all visitors who had visited the Mandalika Sunday Race Event. The main research instrument is a questionnaire distributed online to 100 respondents. The data were analyzed using Structural Equation Modeling - with Partial Least Square (PLS). The findings of this study are that social media has a positive and significant effect on visitor satisfaction. Then, facilities also have a positive and significant effect on visitor satisfaction.

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## **INTRODUCTION**

The tourism industry is one of the leading sectors in the Indonesian economy which continues to grow rapidly (Dávid et al., 2024). Tourism is one of the strategic sectors that makes a major contribution to the economic, social and cultural development of a region (Alamsyah et al., 2021). In recent years, tourism is not only limited to natural and cultural destinations, but has also developed towards activity-based tourism or what is known as event tourism. One form is sport tourism, which is tourism developed through organizing sports activities that attract tourists to come and watch, and even participate in the event. Along with the development of this trend, many regions in Indonesia have begun to develop the potential of sport tourism as a superior attraction, one of which is the Mandalika Special Economic Zone (SEZ) in Central Lombok, West Nusa Tenggara.

Mandalika has geographical and infrastructure advantages that support the development of sports tourism, especially through the construction of Pertamina Mandalika International Circuit, an international standard racing circuit that has hosted various automotive events, both national and international. One of the regular events organized is the Sunday Race, a motorcycle racing event that not only features competition between racers, but is also packed with various entertainment and supporting facilities to attract visitors. This event is an important momentum to increase tourist visits, introduce Mandalika as a leading destination, and increase visitor satisfaction and loyalty.

In organizing an event such as Sunday Race, visitor satisfaction is a key factor that determines the success of an event. Satisfied visitors will have a positive impact in the form of word of mouth, loyalty to the event, and potential repeat visits. This visitor satisfaction does not appear suddenly, but is influenced by various factors, two of which are very relevant in today's digital era are social media and event facilities.

Social media plays an important role in distributing information, shaping expectations, and creating engagement between organizers and potential visitors (Sigala, 2018). Optimal utilization of social media can increase public enthusiasm and participation in the event, as well as influence visitors' perceptions of the quality of the event. In addition, social media also allows for two-way communication that can strengthen the visitor experience, both before, during, and after the event takes place (Sigala, 2018). With the increasing accessibility of social media, various organizations and event organizers are now leveraging this platform to attract audiences. Social media has proven to be an effective tool in increasing visitation interest, as explained in the research of Miftahulhasanah and Maranisya (2023) which shows that promotion through social media has a direct effect on tourist interest in visiting certain events. This is in line with the research of Risdiansyah et al., (2023) which underlines the importance of utilizing social media as a cost-effective and efficient promotional tool for various activities. The development of various features on social media platforms also opens up opportunities for event organizers to interact more closely with their audience. Research by Wahyuni et al., (2020) shows that the use of social media

in promoting tourism objects provides wider access to the community, making promotion more effective.

Meanwhile, event facilities include all forms of facilities and infrastructure provided by the organizer to support visitor comfort and safety, such as parking areas, toilets, seating, food and beverage stands, direction information, and accessibility to the location. The availability and quality of these facilities will greatly affect visitors' direct experience in the field, which ultimately contributes to overall satisfaction. Adequate facilities can contribute to visitors' positive experience, which impacts their level of satisfaction. Research by Pratama (2023) shows that the quality of facilities significantly affects tourist satisfaction. Then research by Yoga et al., (2023) highlights the importance of optimal facility planning to enhance visitors' experience at an event, which in turn can increase their satisfaction.

However, there is still a gap between visitors' expectations of event services and the reality they experience in the field. Therefore, it is necessary to conduct further studies on the extent of the influence of social media and event facilities on visitor satisfaction, especially at Sunday Race events at the Mandalika Circuit.

## **THEORETICAL REVIEW**

### ***Visitor Satisfaction***

According to Kotler dan Keller (2008) satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought against the expected performance (or results). According to Budiarto and Santoso (2020) customer satisfaction can be understood as a post-purchase evaluation in which customer perceptions of the performance of services received are in line with their expectations. A similar approach is taken by Wajdi (2022) which states that satisfaction reflects the customer's assessment of the performance of a product or service. Indicators for measuring visitor satisfaction, according to Indrasari (2019) are: 1) Expectation conformity, 2) Interest in visiting again, and 3) Willingness to recommend.

### ***Social Media***

Social media is a tool on the internet that allows users to present themselves or communicate by sharing text, images, videos, and forming virtual social ties (Nasrullah, 2015). Furthermore, Snelson (2016) also explains that social media is a set of internet-based applications that build on the ideological and technological foundations of Web 2.0 that enable the use of user-generated content. Thus, social media is not just a platform for communication but also an important tool for democratizing information and giving voice to users from various backgrounds. Solis (2010) explains the 4Cs that uses as indicators in using social media, including: 1) Context, 2) Communication, 3) Collaboration, and 4) Connection. Research by Wulandari et al., (2020) shows that the image built on social media can strengthen the experience felt by visitors, which in turn increases their satisfaction. Then research by Azzahra and Nainggolan (2022) also shows a positive influence between social media on visitor satisfaction.

H1: Social media has a positive and significant effect on visitor satisfaction

### Facility

Facilities are an important factor that must be considered by a company engaged in services. Event facilities are an important element in organizing various activities that involve gathering crowds, such as concerts, conferences, festivals, and other events. In this context, event facilities can be defined as facilities and infrastructure that support the continuity of an event as well as the comfort of the participants who attend. These facilities cover various aspects, ranging from physical infrastructure such as buildings and multipurpose rooms, to supporting services such as accommodation, food and beverages, and accessibility for all visitors, including those with special needs (Khadijah & Pratiwi, 2023). Indicators for facilities according to Syardiansah (2017) are as follows: 1) Completeness of facilities, 2) Facility conditions, and 3) Facility usefulness. Research by Purnama and Milania (2022) found that facility performance plays a significant role in determining visitor satisfaction. When facilities are well maintained, visitors feel higher satisfaction, which highlights the importance of effective facility management. In addition, Anwar and Indayani (2024) also showed that facility quality also contributes to visitor satisfaction.

H2: Facilities have a positive and significant effect on customer satisfaction

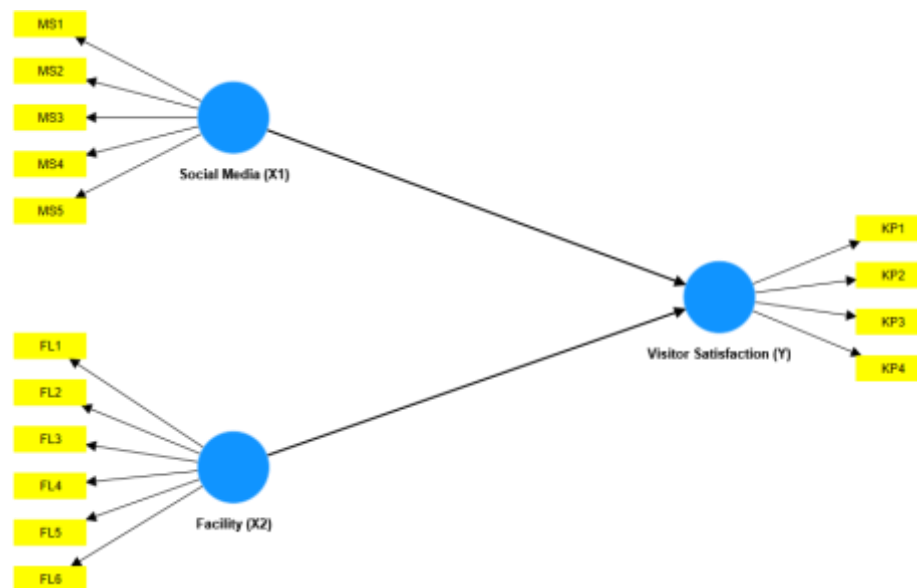


Figure 1. Conceptual Framework

## METHODOLOGY

This type of research uses quantitative research with an associative approach. Associative research according to Sujarweni (2015) is research that aims to determine the relationship between two or more variables, with this research a theory can be built that can serve to explain, predict, and control a phenomenon. The population in this study were all visitors to the Sunday Race Mandalika event with a sample size of 100 respondents. The sample in this study

was taken using nonprobability sampling technique with purposive sampling method. The data collection tool in this study used a questionnaire distributed online to all respondents. The questionnaire in this study used a Liker scale of 1-5 from strongly disagree to strongly agree. The characteristics of the respondents in this study include the following:

Table 1. Respondent Characteristics

Description	Number (%)
<b>Gender</b>	
Male	30 (30)
Female	70 (70)
<b>Age Group</b>	
21-25 years old	50 (50)
26-30 years old	35 (35)
31-35 years old	15 (15)
<b>Last Education</b>	
SMA/SMK	16 (16)
D1/D2/D3	35 (35)
D4/S1	40 (40)
S2	9 (9)
<b>Monthly Income</b>	
< Rp. 2.000.000	45 (45)
Rp. 2.000.000 – Rp. 5.000.000	42 (42)
Rp. 5.000.001 – Rp. 10.000.000	13 (13)
<b>District/city</b>	
West Nusa Tenggara	85 (85)
Others	15 (15)

Source: Primary data analysis, 2025

The data analysis method uses SEM-PLS with the help of the SmartPLS application. The initial stage of SEM-PLS testing is to test the outer model which refers to the validity and reliability test (Kock, 2021). The validity test consists of convergent validity and discriminant validity. Discriminant validity uses the Loading Factor value and Average Variance Extracted (AVE). The limit of the Loading Factor value is 0.7 while the AVE is 0.5. Discriminant validity uses the square root value of the AVE provided that this value must be greater than the correlation value between constructs. Then the reliability test in PLS can use the Cronbach's alpha method. Cronbach's alpha is used to measure the lower limit of the reliability value of a construct and ensure the value of composite reliability. The variable is said to be reliable if it provides a Cronbach's alpha value  $\geq 0.7$  (Hair et al., 2010). The second stage of SEM-PLS testing is the inner model. The path coefficient test is the main reference in making research hypothesis decisions (Kock, 2021).

**RESULTS AND DISCUSSION**

In this study, the validity test was carried out through Convergent Validity testing, assessed based on Outer Loadings or Loading Factor and Average Variance Extracted (AVE). Ghozali (2006) reveals that an item has a loading value (Loading factor) greater than 0.7. Based on Table 2 below, it can be seen that the loading factor value for each statement is  $> 0.7$ . Then the expected AVE value is  $> 0.5$  (Hussein, 2015). Based on Table 2 below, it can be seen that the AVE value of each variable is  $> 0.5$ . This confirms that all variables in this study meet the convergent validity test. Then Table 2 also shows that each variable has a composite reliability value and Cronbach's alpha value  $> 0.7$ . So it can be concluded that the variables in this study have good reliability.

Then in Table 3, each variable in this study has met the criteria for discriminant validity, namely having a cross loading value  $> 0.7$ . In addition, the overall correlation value of each indicator against its variable is higher when compared to the correlation value of each indicator against other variables.

Table 2. Validity and Reliability

Measurement Item	Loading	Cronbach's Alpha	Composite Reliability	AVE
<b>Social Media</b>		0.937	0.943	0.800
Information conveyed through social media uses language that is interesting and easy to understand.	0.824			
The content of social media messages clearly describes the schedule, location, and activities to be organized.	0.819			
Sunday Race event social media responds quickly to questions or comments from followers.	0.939			
I feel involved promotional activities or event interactions through social media.	0.943			
I felt emotionally connected to the Sunday Race event because of the interaction through social media.	0.938			
<b>Facility</b>		0.915	0.920	0.702
The facilities available at the Sunday Race location are complete and meet the needs of visitors.	0.848			
Information or directions in the event area are well provided and helpful.	0.871			

The facilities at the Sunday Race event are in good condition and suitable for use.	0.810			
The event facilities looked well-organized and professional.	0.792			
The facilities made it easy for me to enjoy the event.	0.867			
I feel comfortable with the facilities provided during the event.	0.833			
<b>Visitor Satisfaction</b>		0.877	0.889	0.734
The Sunday Race event lived up to my expectations before attending this event	0.920			
The information I obtained beforehand matches my experience during this event.	0.787			
I am interested in attending the Sunday Race event again in the future.	0.930			
I did not hesitate to promote the Sunday Race event through my personal social media.	0.776			

Source: Primary data analysis, 2025

Table 3. Cross Loading

	<i>Social Media</i>	<i>Facility</i>	<i>Visitor Satisfaction</i>
SC1	0.824	0.764	0.715
SC2	0.819	0.769	0.722
SC3	0.939	0.770	0.837
SC4	0.943	0.786	0.852
SC5	0.938	0.784	0.854
FL1	0.688	0.848	0.708
FL2	0.832	0.871	0.855
FL3	0.591	0.810	0.725
FL4	0.573	0.792	0.653
FL5	0.778	0.867	0.773
FL6	0.830	0.833	0.847
VS1	0.884	0.814	0.920
VS2	0.682	0.762	0.787

VS3	0.876	0.818	0.930
VS4	0.582	0.740	0.776

Source: Primary data analysis, 2025

The R-Square value is used to measure the level of variation in changes in the independent variable on the dependent variable. The coefficient of determination (R<sup>2</sup>) ranges from 0 (0%) < 1 (100%). The higher the coefficient of determination, the higher the ability of the independent variables to explain variations in changes in the independent / dependent variable (Suliyanto, 2011). The R-Square value for variables is shown in Table 4 below, the R-Square value of the Visitor Satisfaction variable is 0.878 or 87.8% influenced by the independent variable.

Table 4. R-Square (R<sup>2</sup>)

Variabel	R-square
Visitor Satisfaction	0.878

Source: Primary data analysis, 2025

Table 5. Results of Hypothesis Testing

	Relationship	Original sample	T statistics	P value	Conclusion
H1	Social Media → Visitor Satisfaction	0.406	2.861	0.004	Supported
H2	Facility → Visitor Satisfaction	0.564	4.037	0.000	Supported

Source: Primary data analysis, 2025

Based on the results in the table above, hypothesis testing shows that Social Media (SC) on Visitor Satisfaction (VS) has a positive and significant effect (B = 0.406; p = 0.004). Thus, H1 is supported. Furthermore, Facility (FL) on Visitor Satisfaction (VS) has a positive and significant effect (B = 0.564; p = 0.000). This means that H2 is supported.

***The Effect of Social Media on Visitor Satisfaction***

Based on the results of hypothesis testing in Table 5, it is concluded that social media has a positive and significant effect on visitor satisfaction at the Sunday Race Event at Mandalika Circuit, Kuta. This finding confirms that social media not only serves as a communication tool, but also plays a strategic role in building a more enjoyable and meaningful visitor experience. Through social media, information about events can be disseminated quickly and evenly. Visitors have easy access to schedules, ticket information, and exclusive content that builds enthusiasm before the event. In addition, social media opens up a two-way interaction space, allowing visitors to express opinions, share experiences, and even contribute to shaping the image and atmosphere of the event. These results are in line with research by Azzahra and Nainggolan (2022), which shows that social media has a positive influence on visitor satisfaction.

### *The Effect of Facility on Visitor Satisfaction*

Based on the results of hypothesis testing in Table 5, it is known that facilities have a positive and significant effect on visitor satisfaction at the Sunday Race Event at the Mandalika Circuit, Kuta. This finding shows that facilities have an important contribution in creating a comfortable and enjoyable experience for visitors. Facilities in the context of an event include various aspects, ranging from the availability of parking areas, clean toilets, adequate seating, location accessibility, information boards, to the availability of food and beverage stands. All of these elements not only support the smooth operation of the event, but also have a direct impact on the perception and comfort level of visitors while at the event location. In the service industry, especially in organizing events, facilities are one of the service quality indicators that are most easily perceived directly by consumers. When visitors feel that their basic needs are well met, such as ease of access, environmental cleanliness, and security, their satisfaction tends to increase, and the potential to return to attend similar events is greater. This result strengthens the findings of research by Purnama and Milania (2022) which states that facility performance has a significant influence on visitor satisfaction.

### **CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of the research that has been conducted, it can be concluded that social media and facilities have a positive and significant influence on visitor satisfaction at the Sunday Race Event at Mandalika Circuit, Kuta. Social media plays an important role as a means of disseminating information, building enthusiasm, and creating interaction space between organizers and visitors. Meanwhile, adequate facilities, such as parking areas, toilets, seating, and information boards, proved to provide comfort and support the smooth running of the event. Both of these factors directly influenced visitors' positive perceptions and contributed to the overall success of the event.

Based on these findings, it is recommended that event organizers continue to optimize the use of social media by presenting informative, interactive, and interesting content to reach more potential visitors. In addition, improving the quality and quantity of facilities needs to be a priority, considering that visitor comfort is highly dependent on the availability of adequate facilities and infrastructure.

### **FURTHER STUDY**

For future research, it is recommended that the scope of variables be expanded to include other factors that also have the potential to influence visitor satisfaction, such as service quality, ticket prices, digital experience, or security and safety aspects during the event. In addition, research can be conducted using a qualitative approach to dig deeper into the subjective experiences of visitors, so as to obtain a more comprehensive understanding of the factors that influence their satisfaction.

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