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Analysis of Factors Influencing the Decision to Visit Mandalika for Domestic Tourists

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Abstract: The factors that influence tourists' decisions to visit the Mandalika area are crucial for tourism stakeholders in developing tourism marketing strategies in Mandalika. If tourism stakeholders can identify these factors, it will be easier to focus marketing strategy planning on consumer needs, thus increasing the likelihood of Mandalika being chosen by domestic tourists. This study aims to determine the factors influencing domestic tourists' decisions to visit the Mandalika area and to identify the most important or dominant factors influencing their decision to visit the Mandalika area. The primary objective of this research is to provide stakeholders with a foundation for developing tourism marketing strategies that align with the most important needs and desires of domestic tourists in Indonesia. This study began by listing the 24 factors most frequently considered by domestic tourists when selecting a tourist destination. Then, using the Cochran Q Test iteration method, 15 factors were identified as the most important, with Personal Motivation ranking number one among the most important factors to consider when choosing a tourist destination.

Keyword: Cochran Q Test, Tourism Consideration Factors, Tourism Visit Decision

INTRODUCTION

As of April 2024, foreign tourist arrivals in Indonesia reached 1.07 million. This number represents a 2.41 percent increase compared to March 2024 month-to-month (m-to-m) and a 23.23 percent increase compared to the same month last year (y-o-y). Foreign tourists visiting Indonesia in April 2024 were dominated by tourists from Malaysia (15.99 percent), Australia (11.99 percent), and China (8.06 percent). Cumulatively, foreign tourist arrivals from January to April 2024 increased by 24.85 percent compared to the same period in 2023. This increase was primarily recorded at Ngurah Rai International Airport in Bali and Soekarno-Hatta International Airport in Banten, with increases of 28.92 percent and 38.31 percent, respectively.

Meanwhile, the number of domestic tourist trips in April 2024 reached 756,020, representing a 9.28 percent increase compared to March 2024 (month-to-month) and a 33.13

percent increase compared to the same month the previous year (year-on-year). Malaysia was the most popular destination for domestic tourists in April 2024 (33.17 percent), followed by Singapore (16.33 percent), Saudi Arabia (10.65 percent), and China (5.44 percent).

The Room Occupancy Rate (TPK) in star-rated hotels in April 2024 reached 47.14 percent, an increase of 5.77 points year-on-year and 3.73 points month-on-month. In contrast to the ROR for starred hotels, the ROR for non-starred hotels in April 2024 reached 26.21 percent, up 4.35 points year-on-year and 4.11 points month-on-month. Meanwhile, the average length of stay at starred hotels remained unchanged compared to April 2023, at 1.63 nights.

In an effort to divert domestic tourist visits to domestic destinations, the government has developed various new tourist destinations. Some of these include the Mandalika area in Lombok, the Golomori area in West Flores, and Balige in North Sumatra, all with their extensive facilities.

The Mandalika area offers marine tourism with stunning beaches and underwater scenery. Mandalika is named after a legendary figure, Princess Mandalika, known for her beauty. Every year, the people of Central Lombok celebrate the Bau Nyale ceremony, a ritual involving the search for sea worms believed to be the incarnation of Princess Mandalika. This celebration is a unique cultural event that attracts both local and international tourists.

Located in the southern part of Lombok Island, the Mandalika area was designated as a Special Economic Zone (SEZ) for Tourism through Government Regulation No. 52 of 2014. Covering an area of 1,035.67 hectares and facing the Indian Ocean, the Mandalika area is expected to accelerate the development of the highly promising tourism sector in West Nusa Tenggara Province. The Mandalika area has a concept of environmentally conscious tourism development, with the development of tourist attractions and attractions always oriented towards preserving the values and quality of the environment within the community.

To support tourism development in the Mandalika area, the Mandalika Circuit has been built as a tourism anchor in South Lombok. Construction of the Mandalika Circuit began in 2016 and was completed in 2021. The circuit was designed by architect Hermann Tilke, known for designing numerous international racing circuits. The Mandalika Circuit in West Nusa Tenggara has hosted various prestigious racing events, including MotoGP, World Superbike, and other racing events.

The Mandalika Circuit is surrounded by beaches and mountains, offering stunning views for racers, tourists, and racing fans alike. Adequate facilities include a paddock, grandstands, and a spacious parking area. The circuit also provides space for large events, such as concerts and festivals, making it a versatile venue.

On September 28th and 29th, the International MotoGP event was held at the Mandalika Circuit, featuring 21 of the world's top riders. Jorge Martin emerged victorious after dominating 27 laps with a time of 41 minutes and 43.89 seconds. Pedro Acosta and Francesco Bagnaia rounded out the podium in second and third.

The 2024 MotoGP attracted more than 120,000 spectators, far exceeding the 102,929 spectators the previous year. This figure not only demonstrates the strong enthusiasm for international motorcycle racing but also has a significant economic impact on West Nusa Tenggara (NTB). The Micro, Small, and Medium Enterprises (MSMEs) sector has seen rapid growth, with local products and culinary specialties becoming increasingly popular with visiting tourists. In addition to local MSMEs, many MSMEs from other regions were also invited by the Lombok Tourism Office to participate in this event. This collaboration enriches the visitor experience and provides an opportunity for businesses to market their products internationally.

Of course, as with any market segment, tourism stakeholders need to understand the decision-making process of domestic tourism consumers and the factors that influence domestic tourists' choice of tourism destinations. According to Horner and Swarbrooke (2007), there are two main factors that tourism consumers consider when choosing a tourism

destination: those that determine whether consumers will take a vacation or not, and those that determine the type of trip and experience they will have if they take a vacation.

In more detail, they outlined these factors, including: personal motivation, the availability of attractive tourist attractions and products, advice and recommendations from travel agents, information obtained about the destination from tourism organizations and travel agents, recommendations from friends, acquaintances, or relatives (word of mouth), the political, security, and technological conditions of the destination, the environmental hygiene of the destination, special promotions from tourism organizations, the climate and weather of the destination, attitudes, opinions, and perceptions of the destination, the lifestyle of the tourist consumer, current knowledge about the destination, hobbies and interests, and past experiences, and tourism consumers who have visited a particular tourist destination.

In line with Horner and Swarbrooke, Goeldner & Ritchie (2012) also added several factors influencing the decision to choose a tourist destination, such as: commitment to family, income level, consumer personality, transportation and road access, and supporting infrastructure such as accommodation, food and beverages at the hotel, and so on.

The numerous factors that domestic tourists must consider when planning their vacations and tours create a unique challenge for tourism organizers/stakeholders. It is important to note that the level of importance of all of these factors varies for each consumer, whether viewed from a demographic, geographic, or psychographic perspective. Identifying and determining factors that support decisions in selecting a tourist destination is crucial for stakeholders in developing their tourism marketing strategies—determining the product, price, distribution, and promotion methods of tourist destinations to attract and persuade domestic tourists to visit a destination.

The inability of stakeholders to determine the most important factors can lead to misguided tourism marketing strategies. We may enhance and promote factors that may be considered less important (or even unimportant at all), so that instead of attracting domestic tourists to our destinations, they will instead go to other domestic destinations or even to other international destinations, such as Malaysia, Thailand, and Singapore, which are also aggressively developing their tourism to suit the preferences of their consumers.

Based on this background, it is necessary to conduct a study "ANALYSIS OF FACTORS INFLUENCING THE DECISION TO VISIT MANDALIKA FOR DOMESTIC TOURISTS" to gain insight into the factors considered most important by domestic tourists in choosing a tourism destination.

The objectives of this study are as follows: 1) To determine the factors influencing the decision to choose a tourist destination for domestic tourists in Indonesia; 2) To identify the most important or dominant factors influencing the decision to choose a tourist destination for domestic tourists in Indonesia.

METHOD

Population and Sample Size Determination

The population in this study was domestic tourists who frequently travel to domestic tourist destinations. The population used in this study was 55.7 million domestic tourists, sourced from 2013 BPS data. The sampling technique used in this study was snowball sampling. Online sampling was conducted by placing questionnaires in tourism social media groups. The method for determining the sample size was the Slovin formula, as follows:

$$n = \frac{N}{1 + Ne^2}$$

Note:

n = Number of samples

N = Population

e = Error tolerance limit

The error tolerance limit used in this study is 0.05 (5%), resulting in the following sample size:

$$n = \frac{55,7 \text{ juta}}{1 + 55,7 \text{ juta} (0.05)^2} = 399,991$$

Rounded to 400 sample respondents

Operational Definitions

Factors suspected of influencing the decision to choose a tourist destination for domestic tourists, as shown in Table 1.

Table 1: Operational Definitions of Variables

Var	Factor	Var	Factor
X1	Personal Motivation	X13	Hobby and Interest
X2	Object and tour product availability	X14	Past Experiences
X3	Travel Agent recommendation	X15	Working Commitment
X4	Tour Destination Information from Travel Organization and Travel Agent	X16	Family Commitment
X5	Words of Mouth	X17	Personal Healthy
X6	Politic and Security Condition	X18	Income Stages
X7	Hygienity Environment Condition	X19	Personality
X8	Promo Special from Travel Organization or Travel Agent	X20	Transportation and access
X9	Weather and Climate	X21	Main Facility and supporting
X10	Attitude, Opinion and Perception	X22	Package Price
X11	Life style	X23	Event and entertainment
X12	Object destination Knowledge	X24	Supporting Technology (internet and other information resources)

Cochran Q-Test Method for Determining Dominant Factors

According to Simamora (2004), the Cochran Q-Test is used to statistically analyze the success rate of data, testing hypotheses on several dichotomously related variables that have the same mean value. The Cochran Q-Test is used when the data is nominal, with more than two samples, is non-independent, and has binary responses such as success (1) versus failure (0) or yes (1) versus no (0).

Using the Cochran Q-Test formula, we can test the level of importance of each valid factor and eliminate subjectivity regarding a factor. This test reveals the existence of relationships between several factors. From the factors considered important by consumers, factors with the most "No" responses are discarded through statistical iterations, until finally a factor is found that truly reflects the level of consideration (highest level of importance) in determining the decision to choose a tourist destination. The formula used for the Cochran Q-Test is as follows:

$$Q = \frac{(k-1)\{k\sum C_j^2 - (\sum C_j)^2\}}{k\sum R_i\sum R_i^2}$$

Note:

k = Number of variables

n = Number of respondents (observations)

C_j = Total responses for variable j (column)

R_i = Total responses for observation i

The hypotheses developed in this study are:

Ho: All factors influencing domestic tourists' decisions have the same proportion of YES responses.

Ha: All factors influencing domestic tourists' decisions have different proportions of YES responses.

The inference decision is to reject Ho and accept Ha if $Q_{hit} > Q_{Tab}$, and to accept Ho and reject Ha if $Q_{hit} < Q_{tab}$.

Where:

- If Ho is rejected, the proportion of YES responses still differs across all influencing factors. This means there is no agreement among respondents regarding the factors being analyzed.
- If Ho is accepted, the proportion of YES responses across all factors is considered equal. Thus, all respondents are considered to agree on all attributes as factors to be considered.

RESULTS AND DISCUSSION

The study, "Analysis of Factors Influencing Destination Selection Decisions for Domestic Tourists," aims to identify the factors considered most important or dominant by domestic tourists when selecting a destination. Identifying the dominant factors in destination selection will undoubtedly provide stakeholders with insights into developing tourism marketing and promotion strategies that align with the needs and desires of domestic consumers. The research conducted a study from various sources and included 24 factors that are usually considered by tourists in determining tourist destinations, namely: Personal Motivation (X1), Availability of Tourist Objects & Products (X2), Recommendations from Travel Agents (X3), Information from tourist destinations from tourism organizations and travel agents (X4), Word of Mouth or recommendations from friends, relatives and colleagues (X5), Political and Security Conditions at tourist destinations (X6), Hygiene/cleanliness and environmental conditions at tourist destinations (X7), Special Promos from tourism organizations or travel agents (X8), Weather and Climate (X9), Attitudes, opinions and perceptions towards tourist destinations (X10), Lifestyle (X11), Current Knowledge about Tourist Destinations (X12), Hobbies and Interests (X13), Past Experience (X14), Commitment to work (X15), Commitment to family (X16), Personal health (X17), Income Level (X18), Personality (X19), Transportation & Road Access (X20), Main facilities and Supporting factors (X21), tour package prices (X22), events and entertainment at tourist destinations (X23), and supporting technologies such as the internet and other information technologies (X24). These 24 factors were then iteratively tested using the Cochran Q Test to identify the factors considered most dominant and important by domestic tourists.

A summary of the Cochran Q Test results can be seen in Table 2.

Table 2. Summary of the Cochran Q Test Stages for Factors Influencing Tourist Destination Selection

Stages	Cocchran's Q Test	X2 Table	(df)	Test	Notes
1	818.940	44.182	(23)	Ho rejected	delete X3 (Travel Agent Recommendation)
2	519.655	42.798	(22)	Ho rejected	delete X15 (Working Commitment)
3	370.664	41.402	(21)	Ho rejected	delete X24 (Supporting Technology)
4	305.025	39.998	(20)	Ho rejected	delete X8 (Special Promo)
5	237.187	38.583	(19)	Ho rejected	delete X4 (Information from Travel Organization)
6	162.778	37.157	(18)	Ho rejected	delete X14 (Past Experiences)
7	93.686	35.717	(17)	Ho rejected	delete X16 (Family Commitment)
8	64.275	34.268	(16)	Ho rejected	delete X11 (Life style)
9	37,27	32.803	(15)	Ho rejected	delete X22 (Package Price)
10	12.867	31.318	(14)	Ho accepted	all answer have equal Yes

Source: Processed data, February 2025

Table 2 shows that the Cochran test was conducted in ten stages to determine the most dominant factors influencing domestic tourists' destination decisions. Of the 24 factors, 15 were ultimately identified as the most dominant and important when domestic tourists were selecting their destination. After identifying the most important factors for domestic tourists in choosing a destination, we can rank the importance of these factors based on the "Yes" and "No" responses given by domestic tourist respondents. The ranking of the important factors considered by domestic tourists can be seen in Table 3.

Table 3. List of Rankings of Tourist Destination Factors

Factor	No	Yes	Ranking
Personal Motivation	82	318	1
Attitude, Opinion and Perception	85	315	2
Object & Tour Product availability	86	314	3
Main Facility and supporting	86	314	4
Event and Entertainment	92	308	5
Hobby and Interest	93	307	6
Personality	94	306	7
Transportation and access	95	305	8
Hyginiety Environment Condition	98	302	9
Words of Mouth	99	301	10
Object Destination Knowledge	100	300	11
Income stages	102	298	12
Personal Healthy	103	297	13
Weather and Climate	104	296	14
Politic and Security Condition	106	294	15

Source: Processed data, February 2025

Table 3 shows that the highest-ranking factor is personal motivation, based on the proportion of "Yes" and "No" responses. This is understandable, as motivation is the "trigger" of the travel process. It's called a trigger because each traveler has their own unique reasons, influenced by the strength of push and pull factors of a socio-psychological nature.

The presence of these push factors leads to a person's desire to travel. According to Swarbrooke & Horner (2007), these factors include: physical motivation (relaxation, health, comfort, etc.), social motivation (visiting friends and family, meeting colleagues, engaging in

activities that bring prestige, etc.), a desire to learn about the culture, customs, traditions, and arts of other regions, self-actualization, and security.

Based on these motivations, a person's desire to travel is determined. Meanwhile, political and security conditions are ranked the lowest in importance. Therefore, political and security conditions are less of a concern for domestic tourists compared to the other fourteen factors. The third-place ranking in Table 3 is occupied by the availability of tourist attractions and products and personality, as they have an equal proportion of "Yes" and "No" responses. This is also true for the 13th-place ranking, which is occupied by weather and climate, and hobbies and interests.

The results of the calculations and analysis conducted above can then be used as a basis for developing relevant marketing programs to attract domestic tourists, tailored to the specific circumstances and characteristics of specific tourism consumers. Tourism stakeholders can design their tourism marketing mix, encompassing Product (tangible aspects, service elements, and branding), Price (discounts, affordability), Place (determining the role of intermediaries, direct sales, and others), and Promotion (advertising, brochures, sales promotions), taking into account factors considered important by domestic tourists in choosing a destination.

For example, when tourism stakeholders create promotional programs to encourage tourists to visit a particular destination, they can consider materials related to personal motivation, the formation of positive attitudes, opinions, and perceptions, emphasizing the uniqueness of the tourist attraction and its distinctive tourism product, and the suitability of the tourist destination to the personality of specific tourist consumer groups—of course, also taking into account consumer behavior and segmentation.

Promotion can also consider using the internet and prioritizing a heavy word-of-mouth campaign by forming communities concerned with specific tourist destinations to spread knowledge about them, promoting the completeness of facilities, the availability of comprehensive transportation modes, and convenient road access.

All marketing and promotional programs based on these important factors are expected to provide a greater opportunity for domestic tourists to choose to visit.

CONCLUSION

Conclusions

1. The Cochran Q Test, conducted on 24 factors influencing domestic tourists in choosing a tourist destination, yielded 15 factors considered most important/dominant by domestic tourists: Personal Motivation (X1), Availability of Tourist Attractions & Products (X2), Word of Mouth or recommendations from friends, relatives, and colleagues (X5), Political and Security Conditions at the tourist destination (X6), Hygiene/cleanliness and environmental conditions at the tourist destination (X7), Weather and Climate (X9), Attitudes, opinions, and perceptions toward the tourist destination (X10), Current Knowledge of Tourist Destinations (X12), Hobbies and Interests (X13), Personal Health (X17), Income Level (X18), Personality (X19), Transportation & Road Access (X20), Main and Supporting Facilities (X21), Events and Entertainment at the tourist destination (X23).
2. Based on the proportion of Yes and No answers for each factor, a ranking of the level of importance of each factor can be determined. important factors, where the results and discussion indicate that Personal Motivation is the factor with the highest ranking of importance, considered more important than other factors.

Recommendation

1. Tourism stakeholders can create marketing and promotion programs for their tourism destinations based on the factors considered important by domestic tourists when choosing Mandalika as a tourist destination.

2. Further research is needed regarding the factors considered important by domestic tourists in choosing Mandalika as a tourist destination. This study simply aims to determine the most important factors and does not provide a more detailed explanation of the factors concerned. For example, studies and research on personal motivation to identify the driving factors for tourists to vacation, or more detailed research on the formation of attitudes, opinions, and perceptions of a destination, are needed.

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