

## **Enhancing Event Continuity Through Digital Marketing, Experience, and Consumer Loyalty: Insights from MotoGP Mandalika**

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### **ABSTRACT.**

*Large-scale international sporting events increasingly depend on effective digital engagement and memorable experiences to ensure long-term continuity. This study examines the effects of digital marketing and event experience on consumer loyalty and investigates how loyalty subsequently influences event continuity in the context of the MotoGP Mandalika, Indonesia. It also assesses the moderating role of perceived event quality. A quantitative research design was employed, with data collected from 248 MotoGP Mandalika spectators using a structured questionnaire. The proposed model was analyzed using Structural Equation Modeling with the Partial Least Squares approach (SEM-PLS) to test direct, indirect, and moderating effects. The results indicate that digital marketing and event experience significantly and positively influence consumer loyalty. Consumer loyalty, in turn, has a strong effect on event continuity, highlighting its crucial role in sustaining large-scale sporting events. However, perceived event quality does not moderate the relationships between digital marketing or event experience and consumer loyalty, suggesting that loyalty is shaped primarily by direct digital engagement and on-site experiential factors rather than by overall quality perceptions. The predominance of domestic respondents limits the generalizability of the findings to international audiences. This study contributes to the event and sports tourism literature by positioning consumer loyalty as a central mechanism linking marketing efforts and event experiences to long-term event continuity. It further clarifies the limited moderating role of perceived event quality, offering new insights into loyalty formation in large-scale international sporting events, particularly within emerging tourism destinations.*

**Keywords:** *Digital Marketing, Event Experience, Sports Tourism, Consumer Loyalty, Event Continuity, MotoGP*

### **INTRODUCTION**

The Mandalika MotoGP has rapidly become a flagship international sporting event in Indonesia, generating substantial economic value and global visibility. The 2025 edition alone is projected to contribute approximately IDR 4.8 trillion to the national economy, supported by the involvement of hundreds of MSMEs and significant local employment (Kontan, 2025).

Despite these benefits, the long-term sustainability of the event remains uncertain due to persistent financial challenges, including high hosting fees and dependence on government support. These structural issues highlight the need for a

more resilient model of audience engagement, revenue generation, and event continuity. (Antara, 2023; Tempo, 2023; Detik, 2024).

In this context, digital marketing has become a strategic instrument for strengthening global exposure, improving audience engagement, and enhancing conversions such as ticket sales and sponsorship prospects. Prior studies emphasize the role of digital interactions, platform engagement, and content effectiveness in shaping tourism and event performance. (Chaffey & Smith, 2022; Kotler et al., 2021; Peltier et al., 2020). Similarly, perceived event quality and event experience are widely recognized as key determinants of visitor satisfaction and consumer loyalty in the context of planned events and sports tourism. Recent studies show that positive evaluations of service delivery, program and core event attributes, environmental conditions, and value for money significantly shape visitors' behavioral intentions, including revisit intention and positive word-of-mouth recommendations (Calabuig Moreno et al., 2015); Su et al., 2016; (Hallmann et al., 2021). In large-scale sporting events, experiential elements such as atmosphere, facilities, crowd management, and emotional engagement play a crucial role in strengthening satisfaction and loyalty outcomes (Skavronskaya et al., 2020; Sevilmiş & Çevik, 2021). These findings suggest that perceived event quality and experience-based evaluations jointly influence how audiences form long-term attachment and commitment to recurring international events.

Although extensive research has examined marketing effectiveness, event quality, and visitor experience, several gaps remain. First, limited empirical evidence explains how digital marketing contributes to the continuity of international sporting events, particularly within emerging tourism destinations. Second, while prior studies affirm that visitor satisfaction and experience shape loyalty, very few integrate digital marketing, perceived event quality, and event experience into a single model that predicts event continuity. Third, the mediating role of consumer loyalty in linking these variables to long-term event sustainability remains underexplored, especially in the context of large-scale motorsport events.

To address these gaps, this study develops and tests an integrated framework that examines how digital marketing, perceived event quality, and event experience influence consumer loyalty and, subsequently, event continuity at the Mandalika MotoGP. By focusing on loyalty as a central mediating construct, this research provides new insights into how audience behavior contributes to the financial and operational sustainability of major international events. The study also introduces an empirical perspective from an emerging destination—a context underrepresented in the existing literature—thereby offering both theoretical and practical contributions to event management, tourism marketing, and sports tourism research.

## **LITERATURE REVIEW**

### **Digital Marketing**

Digital marketing has transformed how organizations promote products and services, particularly within tourism and international sporting events. It involves

using online platforms—social media, websites, mobile applications, and email—to reach broad and interactive audiences (Chaffey & Smith, 2017). In motorsport events such as Formula 1 and MotoGP, digital strategies extend beyond promotion by fostering long-term engagement and shaping consumer decisions, including ticket purchasing (Lee, 2023). Evidence from Formula 1 shows that digital initiatives including interactive content and online fan activities have reversed declines in audience interest and revived global fan engagement (Wood & Burkhalter, 2023).

Digital channels serve as extensions of service delivery, creating year-round engagement through mobile apps, behind-the-scenes content, live interaction features, and fan communities (Lee, 2023). These strategies strengthen emotional connection, enhance perceived value, and support sponsor interest. Social media engagement—likes, comments, shares—remains a key indicator of digital marketing effectiveness, as it strengthens consumer–brand relationships (Ashley & Tuten, 2015) and increases personalization (Dwivedi et al., 2015). Ultimately, digital marketing effectiveness in major events can be reflected through four indicators: social media engagement, content effectiveness, platform interactivity, and digital conversions such as online ticket sales (Kotler et al., 2021).

### **Perceived Event Quality**

Perceived event quality reflects consumers' subjective evaluations of an event's excellence based on expectations and actual experiences (Calabuig Moreno et al., 2015; Sevilmiş & Çevik, 2021). In event settings, it is a major driver of satisfaction, loyalty, and revisit intention (Su et al., 2016).

Tangible attributes—including accessibility, staff responsiveness, facility adequacy, and overall operational efficiency—significantly influence revisit decisions (Sevilmiş & Çevik, 2021). In motorsport events, staff friendliness, race presentation quality, and broadcast clarity enhance satisfaction, although price fairness and access convenience remain persistent concerns (S. Kim et al., 2016).

Perceived event quality comprises multiple dimensions: core event attributes (e.g., international prestige, program quality), peripheral services (facility support, ticketing, accessibility), environmental quality (cleanliness, aesthetics), and value for money (Calabuig Moreno et al., 2015; Sevilmiş & Çevik, 2021; Su et al., 2016). These elements collectively determine how spectators interpret their experiences and whether they develop loyalty toward an event.

### **Event Experience**

Event experience refers to visitors' cognitive, emotional, and sensory responses when interacting with an event (Hallmann et al., 2021). Within the Experience Economy framework, entertainment, aesthetics, escapism, and education shape overall experience quality, with entertainment and aesthetics being particularly influential in motorsport settings (Hallmann et al., 2021). Emotional and functional values—central to the experiential value framework—are also major

predictors of satisfaction and loyalty in Formula One (Musa & Kassim, 2013) and in digital or hybrid events (R. Wang et al., 2024).

Service marketing perspectives further highlight the role of service quality and the physical environment (servicescape) in shaping positive experiences (Hallmann et al., 2021). Emotional satisfaction, generated through atmosphere, staff interaction, and comfort, plays a critical role in cultivating loyalty (Oliver, 2014). Accessibility, accurate information, and clear communication significantly enhance visitor experience (J.-H. Kim et al., 2012; Theodorakis et al., 2015). Event experience can be assessed through service quality, atmosphere and facilities, emotional satisfaction, and accessibility—each contributing to memorable impressions and long-term loyalty (Skavronskaya et al., 2020). In the Mandalika MotoGP, experience includes race excitement, facility comfort, atmosphere, staff interactions, and ease of navigating event information.

### **Consumer Loyalty**

Consumer loyalty reflects both attitudinal and behavioral commitment to an event, including revisit intention, recommendation, emotional attachment, and willingness to pay (Rather et al., 2019). Loyalty stems from satisfaction, trust, emotional connection, and the perceived value of prior experiences (Leckie et al., 2018). In event contexts, loyalty is shaped by service quality, brand image, engagement, and experience quality, though empirical studies remain limited within motorsport settings (Sevilmiş & Çevik, 2021).

Loyal attendees return consistently, promote the event through word-of-mouth, and often accept premium prices for enhanced experiences (Aaker, 2014). These behaviors support financial viability, sponsor attractiveness, and the long-term sustainability of events such as the Mandalika MotoGP. Loyalty can be evaluated through revisit intention, word of mouth, event attachment, and willingness to pay a premium (Aaker, 2014; Paisri et al., 2022).

### **Event Continuity**

Event continuity refers to an event's ability to sustain operations over time through financial viability, community support, stakeholder collaboration, and stable attendance (Getz et al. 2019). Economic value—generated through spending and recurring visitation—plays a central role in continuity (Andersson et al., 2017). Loyal spectators contribute significantly to economic stability because repeat visitors typically spend more and provide recurring revenue essential for large events such as MotoGP (Del Chiappa et al., 2014; Pischedda et al., 2020).

Social legitimacy also contributes to continuity. When local communities perceive benefits outweighing costs, they provide crucial long-term support (Ramos-Ruiz et al., 2024; Roberts et al., 2022). Value co-creation among residents, organizers, and visitors strengthens acceptance and ownership (Byon et al., 2022). Strategic partnerships with governments, sponsors, and private stakeholders further ensure

the competitiveness and long-term viability of the event (Li et al., 2021; Stokes, 2014; H. Wang & Ran, 2023).

Thus, continuity at the Mandalika MotoGP relies on four dimensions: financial stability, community support, visitor growth, and strategic partnerships.

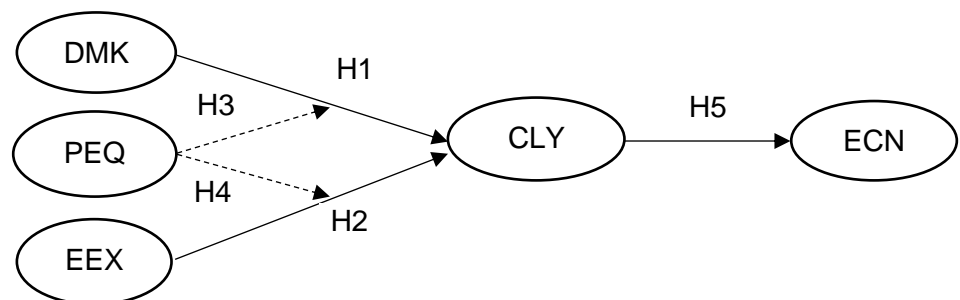
## Hypothesis Development

Drawing on relationship marketing theory, social cognitive theory, and experience economy theory, this study formulates five hypotheses related to digital marketing, event experience, perceived event quality, consumer loyalty, and event continuity.

Digital marketing enhances emotional closeness and engagement, thereby supporting loyalty (Ashley & Tuten, 2015; Chaffey & Smith, 2022; Lee, 2024; Wood & Burkhalter, 2023), leading to **H1**. Positive and memorable event experiences foster strong loyalty outcomes (Hallmann et al., 2021; Musa & Kassim, 2013; Skavronskaya et al., 2020), forming **H2**.

Perceived event quality strengthens the effect of digital marketing and experience on loyalty (Abdullah, 2019; Kieu et al., 2025; Sevilmış & Çevik, 2021), supporting **H3** and **H4**. Finally, loyal consumers contribute to financial stability, community support, and the long-term viability of events (Andersson et al., 2017; Getz et al. 2019; Li et al., 2021) forming **H5**.

Based on the five hypotheses developed, this study proposes a conceptual model that describes the causal relationship between digital marketing (DMK) and event experience (EEX) as independent variables, perceived event quality (PEQ) as a moderator, consumer loyalty (CLY) as a mediator, and event continuity (ECN) as a dependent variable, as depicted in the following model:



**Figure 1. Conceptual Research Framework**

This study employs Structural Equation Modeling (SEM) with the Partial Least Squares (PLS-SEM) approach using SmartPLS to evaluate the complex relationships among variables within the context of the Mandalika MotoGP.

## METHOD

This study employs a quantitative approach with a survey design to collect primary data from attendees of the 2025 Mandalika MotoGP. Purposive sampling was used, with respondents selected based on two criteria: (1) having direct experience

attending the Mandalika MotoGP, or (2) having substantial exposure to the event's digital marketing activities.

Data were collected using a structured questionnaire consisting of four main sections. First, respondents assessed the event's digital marketing strategies, including social media engagement, content effectiveness, platform interactivity, and digital conversions (Ashley & Tuten, 2015; Chaffey & Smith, 2022; Lee, 2024; Wood & Burkhalter, 2023). Second, event experience was measured through indicators of service quality, event atmosphere and facilities, emotional satisfaction, and ease of access and information (Hallmann et al., 2021; Musa & Kassim, 2013; Skavronskaya et al., 2020). Third, consumer loyalty was measured through revisit intention, word-of-mouth communication, brand attachment, and willingness to pay a premium (Leckie et al., 2018; Rather, 2020; Rather et al., 2019). Fourth, event continuity was assessed across four dimensions: financial stability, local community support, participant and visitor growth, and long-term collaboration with government and private-sector partners (Andersson et al., 2017; Brown et al., 2015; Getz, 2017; Li et al., 2021).

In addition, Perceived Event Quality was included as a moderating variable, consisting of four dimensions: (1) core event attributes such as program quality, international reputation, and uniqueness (Calabuig Moreno et al., 2015); (2) peripheral services including facilities, accessibility, security, and accommodation (Calabuig Moreno et al., 2015); (3) environmental quality such as aesthetics, cleanliness, and crowd management (Sevilmiş & Çevik, 2021); and (4) value for money, including ticket prices, additional fees, and promotional offerings (Su et al., 2016).

Data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares approach to test both direct and moderating effects within the proposed model. SEM was selected due to its suitability for analyzing complex causal relationships among latent variables. Following (Hair & Alamer, 2022), the minimum sample size was determined to be 5–10 times the number of estimated parameters. Thus, a model with 20 indicators requires at least 100–200 respondents to ensure valid and reliable results.

## RESULTS AND DISCUSSIONS

**Tabel 1. Respondent's Characteristics**

Characteristics	Category	Frequenc y	Percentage
<b>Sex</b>	Male	177	68,95%
	Female	77	31,05%
<b>Age</b>	15 – 21	13	5%
	22 – 28	62	25%
	29 – 35	88	35%
	36 – 42	61	25%

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	43 – 49	17	7%	
	50 – 56	7	3%	
	57 – 65	2	1%	
<b>Country / City of Origin</b>	Surabaya	23	9,27%	
	Jakarta	21	8,47%	
	Mataram	19	7,66%	
	Denpasar	18	7,26%	
	Malang	13	5,24%	
	Banyuwangi	10	4,03%	
	Australia	10	4,03%	
	Sumbawa	8	3,23%	
	Lombok Timur	8	3,23%	
	Yogyakarta	8	3,23%	
	Lombok	7	2,82%	
	Tengah			
		Palembang	6	2,42%
		Kediri	6	2,42%
		Sidoarjo	5	2,02%
		Jember	5	2,02%
		Makassar	5	2,02%
		Kupang	5	2,02%
		Bandung	4	1,61%
		Semarang	4	1,61%
		Cirebon	4	1,61%
		Solo	4	1,61%
		Flores	4	1,61%
		Padang	3	1,21%
		Sumbawa Barat	3	1,21%
		Samarinda	3	1,21%
		Serang	3	1,21%
		Banjarmasin	3	1,21%
		Tangerang	3	1,21%
		Bogor	3	1,21%
		Medan	3	1,21%
		Arab Saudi	2	0,81%
	Jombang	2	0,81%	
	Manado	2	0,81%	
	Bekasi	2	0,81%	
	Bima	2	0,81%	
	Jakarta Selatan	2	0,81%	

Bandar Lampung	2	0,81%
Pontianak	2	0,81%
Sumedang	1	0,40%
Dompu	1	0,40%
Lombok Utara	1	0,40%
Magelang	1	0,40%
Sumbawa	1	0,40%
Besar		
Malaysia	1	0,40%
Gorontalo	1	0,40%
Lombok Barat	1	0,40%
Pekanbaru	1	0,40%
Jambi	1	0,40%
Probolinggo	1	0,40%

**Table 2. Respondent's Responses**

Variable	Indicator	Code	Mean	Standard Deviation
<b>Digital Marketing</b>	Social Media Engagement	DMK1	4,635	0,669
	Content Effectiveness	DMK2	4,459	0,711
	Platform Interactivity	DMK3	4,203	0,930
	Digital Conversions	DMK4	4,304	0,819
<b>Event Experience</b>	Service Quality	EEX1	4,061	0,790
	Event Atmosphere and Facilities	EEX2	4,223	0,770
	Emotional Satisfaction	EEX3	4,020	0,842
	Accessibility and Information	EEX4	4,243	0,741
<b>Perceived Event Quality</b>	Core Event Attributes	PEQ1	4,784	0,540
		PEQ2	4,331	0,701
	Peripheral Services	PEQ3	3,986	0,788
		PEQ4	3,601	0,906
	Environmental Quality	PEQ5	3,966	0,926
		PEQ6	3,182	1,191
	Value for Money	PEQ7	4,642	0,707
		PEQ8	4,750	0,635
<b>Consumer Loyalty</b>	Repurchase Intention	CLY1	4,169	0,792
	Word of Mouth	CLY2	4,128	0,832
	Brand Attachment	CLY3	3,939	0,932
	Willingness to Pay a Premium	CLY4	2,689	1,345

		CLY5	4,385	0,663
<b>Event Continuity</b>	Financial Stability	ECN1	4,716	0,668
	Local Community Support	ECN2	4,128	0,887
	Participant and Visitor Growth	ECN3	4,743	0,605
	Sustainable Partnership	ECN4	4,858	0,545

A total of 248 respondents participated in this study. The majority were male (68.95%) and within the productive age range, particularly 29–35 years old (35%), followed by the 22–28 and 36–42 age groups (25% each). This demographic profile suggests that the Mandalika MotoGP attracts digitally active, highly mobile individuals with sufficient purchasing power to attend international sporting events.

Respondents originated from various regions in Indonesia—such as Surabaya, Jakarta, Mataram, and Denpasar—as well as from overseas locations including Australia and Saudi Arabia. This geographic diversity demonstrates the wide promotional reach and international appeal of the event. Given the dominance of digitally literate participants, the sample aligns well with the study’s purpose of examining how digital marketing, event experience, and perceived event quality influence consumer loyalty and event continuity.

Nevertheless, the sample is heavily dominated by domestic respondents, meaning the findings primarily reflect the perceptions of local audiences. This limits the generalizability of the results to international spectators, who may differ in expectations, experiences, and evaluative standards. Future studies should therefore incorporate a larger proportion of international respondents to obtain a more representative and globally relevant perspective.

## Validity and Reliability Test Results

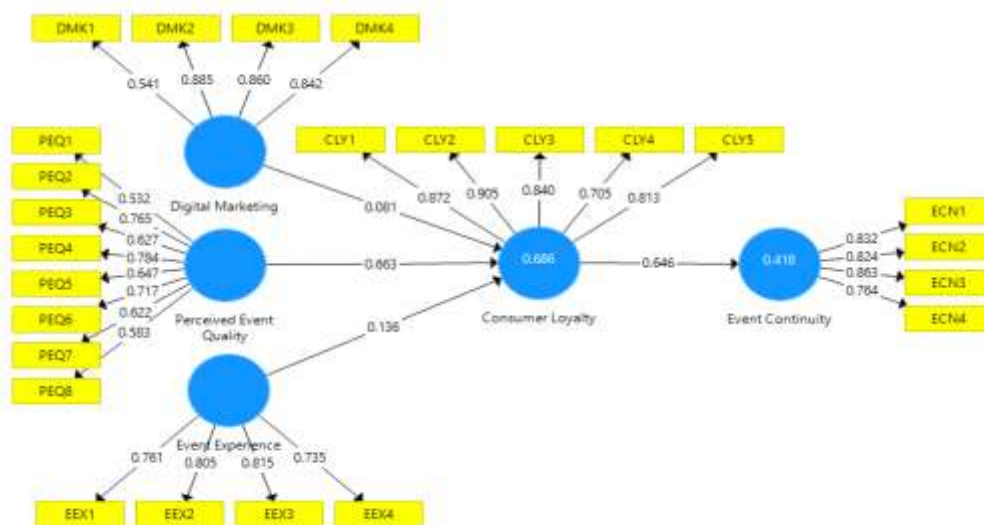


Figure 2. Validity Test Result

**Table 3. Validity Test Result**

<b>Variable</b>	<b>Code</b>	<b>Outer Loadings</b>
<b>Digital Marketing</b>	DMK1	0,541
	DMK2	0,885
	DMK3	0,86
	DMK4	0,842
<b>Event Experience</b>	EEX1	0,761
	EEX2	0,805
	EEX3	0,815
	EEX4	0,735
<b>Perceived Event Quality</b>	PEQ1	0,532
	PEQ2	0,765
	PEQ3	0,627
	PEQ4	0,784
	PEQ5	0,647
	PEQ6	0,717
	PEQ7	0,622
	PEQ8	0,583
<b>Consumer Loyalty</b>	CLY1	0,872
	CLY2	0,905
	CLY3	0,84
	CLY4	0,705
	CLY5	0,813
<b>Event Continuity</b>	ECN1	0,832
	ECN2	0,824
	ECN3	0,863
	ECN4	0,764

Based on the convergent validity assessment using outer loading values, most indicators in the model met the required validity threshold of 0.70, as recommended by Hair & Alamer (2022) and Najib Roodhi et al (2025). Constructs such as Event Experience, Consumer Loyalty, and Event Continuity demonstrated strong measurement performance, with all associated indicators exceeding the recommended cutoff. This indicates that the retained indicators accurately represent their respective constructs.

However, as presented in Figure 2, several indicators did not meet the minimum loading requirement of 0.70. These include DMK1 in the Digital Marketing construct and PEQ1, PEQ3, PEQ5, PEQ7, and PEQ8 in the Perceived Event Quality construct. To enhance the measurement quality and ensure construct validity, these indicators were removed from the model.

Following their removal, the model proceeded to a second PLS Algorithm run (Run 2) to obtain improved measurement results and ensure that only valid and reliable indicators were retained for subsequent structural analysis.

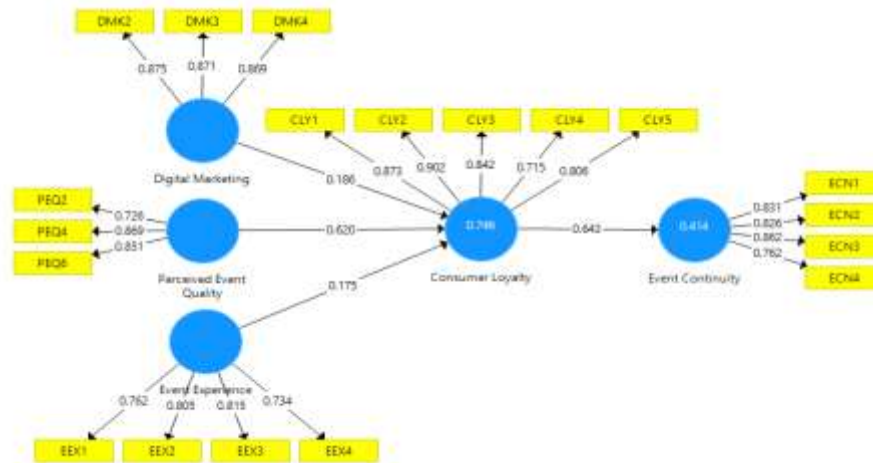


Figure 3. Validity and Reliability Test Results (Revised Model)

Table 4. Validity and Reliability Test Results (Revised Model)

Variable	Code	Factor Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Digital Marketing	DMK2	0,875	0,842	0,905	0,76
	DMK3	0,871			
	DMK4	0,869			
Event Experience	EEX1	0,762	0,785	0,861	0,608
	EEX2	0,805			
	EEX3	0,815			
	EEX4	0,734			
Perceived Event Quality	PEQ2	0,726	0,75	0,857	0,668
	PEQ4	0,869			
	PEQ6	0,851			
Consumer Loyalty	CLY1	0,873	0,886	0,917	0,689
	CLY2	0,902			
	CLY3	0,842			
	CLY4	0,715			
	CLY5	0,806			
Event Continuity	ECN1	0,831	0,856	0,892	0,674
	ECN2	0,826			
	ECN3	0,862			
	ECN4	0,762			

**Table 5. Discriminant Validity Test Results**

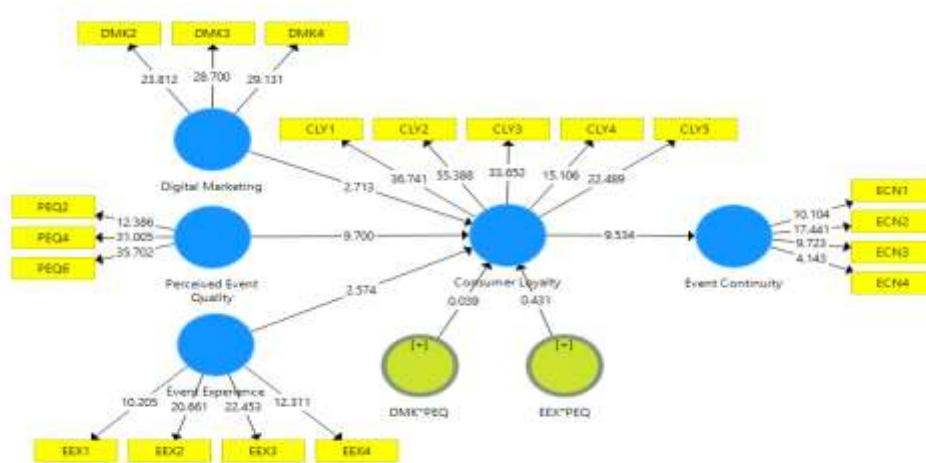
	CLY	DMK	EEX	ECN	PEQ
<b>CLY</b>					
<b>DMK</b>	0,669				
<b>EEX</b>	0,82	0,663			
<b>ECN</b>	0,614	0,754	0,652		
<b>PEQ</b>	0,515	0,643	0,879	0,618	

Based on the results presented in Table 4, all indicators achieved factor loading values above 0.70, indicating satisfactory construct validity. The Cronbach's Alpha and Composite Reliability values for all variables also exceeded 0.70, demonstrating strong and consistent internal reliability (Hair & Alamer, 2022). In addition, the Average Variance Extracted (AVE) values for all constructs were above 0.50, satisfying the requirements for convergent validity (Cheung et al., 2024).

Discriminant validity was also confirmed, as the Heterotrait-Monotrait Ratio (HTMT) values remained below the recommended threshold of 0.90, indicating that each construct is empirically distinct (Henseler et al., 2015).

Overall, these results confirm that the revised model is both valid and reliable, allowing the analysis to proceed to the inner model stage for hypothesis testing.

### Structural Model and Hypothesis Testing



**Figure 4. Structural Model Output**

To test the proposed hypotheses, this study employed Moderation Regression Analysis (MRA) within the Partial Least Squares Structural Equation Modeling (PLS-SEM) framework using SmartPLS 3. The structural model illustrates the relationships among the key constructs: Digital Marketing, Perceived Event Quality, and Event Experience as independent variables; Consumer Loyalty as the mediating variable; and Event Continuity as the dependent variable. The model also incorporates two

moderating interactions—Digital Marketing × Perceived Event Quality (DMK × PEQ) and Event Experience × Perceived Event Quality (EEX × PEQ)—to assess whether perceived event quality strengthens or attenuates the effects of the independent variables on consumer loyalty.

Each path in the model shows a path coefficient that represents the direction and magnitude of the relationships between constructs. Digital Marketing and Event Experience exert direct effects on Consumer Loyalty, which subsequently influences Event Continuity. The coefficient value of 9.534 from Consumer Loyalty to Event Continuity indicates a strong and substantial contribution of loyalty to event continuity. Meanwhile, the moderating interaction terms, represented by coefficients such as 0.039 and 0.431, provide initial insights into the potential moderating strength of perceived event quality. These effects were further assessed through bootstrapping to determine statistical significance.

Overall, the structural model demonstrates how digital marketing, perceived event quality, and event experience collectively influence consumer loyalty and, ultimately, event continuity. The inclusion of moderating effects offers a more nuanced understanding of the conditions under which these relationships are likely to intensify or weaken. Detailed results from the structural model estimation—including path significance, moderating effects, and final interpretations of the research hypotheses—are presented in the bootstrapping results table below.

**Table 6. Results of Direct, Indirect and Moderating Effects**

	T Statistics	P Values	Description
<b>Direct Effect</b>			
Consumer Loyalty -> Event Continuity	9,534	0,000	Significant
Digital Marketing -> Consumer Loyalty	2,713	0,007	Significant
Event Experience -> Consumer Loyalty	2,574	0,010	Significant
<b>Indirect Effect</b>			
Digital Marketing -> Consumer Loyalty -> Event Continuity	2,161	0,031	Significant
Event Experience -> Consumer Loyalty -> Event Continuity	2,329	0,020	Significant
Perceived Event Quality -> Consumer Loyalty -> Event Continuity	8,601	0,000	Significant
<b>Moderating Effect</b>			
PEQ moderates DMK to Consumer Loyalty	0,039	0,969	Not Significant
PEQ moderates EEX to Consumer Loyalty	0,431	0,667	Not Significant
PEQ moderates DMK to Consumer Loyalty -> Event Continuity	0,038	0,970	Not Significant
PEQ moderates EEX to Consumer Loyalty -> Event Continuity	0,412	0,680	Not Significant

To test the research hypotheses, Moderation Regression Analysis (MRA) was conducted within the Partial Least Squares Structural Equation Modeling (PLS-SEM) framework using SmartPLS 3. This method was selected because it enables simultaneous analysis of direct, indirect (mediation), and interaction (moderation) effects. Statistical significance was assessed using bootstrapping, with relationships considered significant when the t-value exceeds 1.96 and the p-value is below 0.05.

The results of the direct effect analysis show that Digital Marketing ( $t = 2.713$ ;  $p = 0.007$ ) and Event Experience ( $t = 2.574$ ;  $p = 0.010$ ) have positive and significant effects on Consumer Loyalty. This indicates that stronger digital marketing efforts and more positive event experiences lead to higher levels of loyalty. Consumer Loyalty also demonstrated a strong and significant effect on Event Continuity ( $t = 9.534$ ;  $p = 0.000$ ), reinforcing its central role in sustaining long-term event viability.

The indirect effect analysis further supports this pattern. Digital Marketing ( $t = 2.161$ ;  $p = 0.031$ ) and Event Experience ( $t = 2.329$ ;  $p = 0.020$ ) significantly influence Event Continuity through Consumer Loyalty. Perceived Event Quality also exerts a highly significant indirect effect on Event Continuity via Consumer Loyalty ( $t = 8.601$ ;  $p = 0.000$ ). These results confirm that loyalty functions as a key mediating mechanism linking marketing efforts, experiential factors, and perceived quality to event continuity.

In contrast, the moderating effect analysis shows that Perceived Event Quality does not moderate the relationships between Digital Marketing and Consumer Loyalty ( $t = 0.039$ ;  $p = 0.969$ ) or between Event Experience and Consumer Loyalty ( $t = 0.431$ ;  $p = 0.667$ ). Consistent with this, the interaction terms on the indirect paths to Event Continuity—DMK  $\times$  PEQ ( $t = 0.038$ ;  $p = 0.970$ ) and EEX  $\times$  PEQ ( $t = 0.412$ ;  $p = 0.680$ )—were also insignificant. Thus, perceived event quality does not strengthen or weaken the influence of digital marketing or event experience on either loyalty or event continuity.

Overall, the findings highlight Consumer Loyalty as the central variable connecting Digital Marketing, Event Experience, and Perceived Event Quality to Event Continuity. The absence of moderating effects suggests that these relationships operate directly, without being conditioned by variations in perceived event quality.

## **CONCLUSION**

This study demonstrates that digital marketing, event experience, and perceived event quality significantly contribute to the development of consumer loyalty. Using Structural Equation Modeling with SmartPLS 3, the findings confirm that these three variables have a strong direct influence on audience loyalty, which in turn substantially enhances event continuity. Thus, the long-term success of the Mandalika MotoGP relies heavily on the extent to which audiences feel engaged, satisfied, and motivated to revisit or recommend the event.

However, perceived event quality does not moderate the relationships between digital marketing or event experience and consumer loyalty. This indicates

that even when the event is perceived to be of high quality, it neither reinforces nor weakens the influence of digital marketing strategies or experiential factors on loyalty. Instead, these relationships remain direct and independent. Consequently, the moderation hypotheses are rejected, while the main hypotheses receive empirical support.

A key limitation of this study is that most respondents were domestic spectators. As a result, the findings primarily reflect local perspectives, which may differ from those of international visitors who vary in culture, expectations, and service preferences. Given that the Mandalika MotoGP is a global event, caution is needed when generalizing these results. Future research should incorporate a larger proportion of international respondents to enable a richer cross-cultural analysis.

The findings offer several practical implications. First, event organizers should strengthen digital marketing by enhancing creative content, leveraging storytelling, improving social media engagement, and collaborating with motorsport influencers and communities. Second, improving on-site event experience—such as facilities, crowd management, transportation, safety, and supporting entertainment—should remain a strategic priority. Third, although perceived event quality does not function as a moderator, maintaining high technical and operational standards is essential for sustaining trust and long-term reputation.

Going forward, marketing initiatives should aim not only to retain domestic audiences but also to expand international reach. This can be achieved through multilingual promotional content, partnerships with travel and hospitality providers, bundled travel packages, and a stronger presence on global platforms such as official MotoGP channels and international tourism websites. By integrating these insights into practice, organizers can strengthen consumer loyalty, enhance event continuity, and reinforce Indonesia's—particularly Mandalika's—position as a world-class sports tourism destination.

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