

The Influence of the Location of Pertamina Mandalika International Street Circuit on the Decision to Visit Lombok Through Lombok International Airport, West Nusa Tenggara

Edelwistin Erningpraja¹ Annike Resty Putrie²

Air Transportation Management D-IV Study Program, Sekolah Tinggi Teknologi
Kedirgantaraan Yogyakarta, Bantul Regency, Province Daerah Istimewa Yogyakarta,
Indonesia^{1,2}

Email: Edelwistin@gmail.com¹

Abstract

There are four media that are the strategy of the Indonesian government in promoting its tourism within the framework of the 'Wonderful Indonesia' branding, namely online media, electronic media, print media and space media. This research looks at how the influence of the location of the Pertamina Mandalika Internasional street circuit has on the decision to visit Lombok via Lombok International Airport, NTB. As well as how much influence the location of the Pertamina International Street Circuit has on the decision to visit Lombok via Lombok International Airport, NTB. This research is a quantitative research, data sources used are primary data and secondary data. The population of this study were passengers using a sample of 100 respondents, with data collection techniques: surveys, literature studies, and instrument tests. The data analysis technique used: simple linear regression, T test, and the coefficient of determination, which was processed using SPSS version 22. The value (a) or a constant of 8.562 this value indicates that at the Pertamina Mandalika Internasional Street Circuit (X) Location it was worth 0 or not increases, then the Visit Decision (Y) will still be worth 8.562. the regression coefficient value (b) is 0.611 (positive) which shows a unidirectional effect, which means that if the Pertamina Mandalika International Street Circuit Location is increased by one unit, it will increase the Visit Decision by 0.611 units. With a sig value $(0.000) \leq (0.05)$, which means the location of the Pertamina Mandalika International Sreet Circuit has an influence on the interest in visiting Lombok through Lombok International Airport. The location of Pertamina Mandalika International Street Circuit contributes 62.6% to the interest in visiting Lombok through Lombok International Airport and the remaining 37.4% is influenced by other factors which are not summarized in this study. The results showed that the Pertamina Mandalika International Street Circuit location variable had a significant influence on the interest in visiting Lombok through Lombok International Airport, NTB.

Keywords: Location, Pertamina Mandalika Internasional Street Circuit, Interest in Visiting



This work is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-nc-sa/4.0/).

INTRODUCTION

The government is developing the city of Lombok into a tourist spot that will always attract visitors to visit Lombok. At the beginning of 2022 the Indonesian government built the first Pertamina Mandalika Internasional Street Circuit MotoGP in Indonesia. Mandalika is a tourist area located in Central Lombok, West Nusa Tenggara. The Mandalika tourist area with a land size of 1,035.67 square meters where the land is managed under PT Indonesia Tourism Development Corporate (ITDC) which is unique, namely the beach with a length of 14.6 km. 'Wonderful Indonesia' has an important role here, especially in promoting this tourism destination. Through this brand, tourism potential will be promoted in the Mandalika tourism area, Lombok, West Nusa Tenggara. However, the promotion of tourism potential in the area of course still needs to be accompanied by efforts to improve tourism conditions in Mandalika.

The reason for choosing Mandalika as the host for MotoGP will boost Indonesia's tourism sector. The Mandalika article has stunning natural beauty so that it can be an attraction for tourists to come directly to watch MotoGP 2022. Not only the scenery, the sunset at Mandalika is also considered the best. This MotoGP event will be profitable in terms of income and benefit the local community.

Rantetadung (2012) states that the influence of tourist visits is very significant for the development of the tourism industry and local revenue so that domestic and foreign tourists are attracted to visit. With the support of the allocation of funds from the government every year, the tourism sector develops tourist attractions so that they are visited by many tourists. The large number of tourists visiting makes the tourism sector have the potential to increase the number of passengers at Lombok International Airport.

Based on the growth in the number of passenger movements and aircraft movements, this was influenced by the 2022 MotoGP event at the Mandalika Circuit in March 2022. This can be seen in the increase in the number of passengers in March 2022 compared to the previous two months. In detail, in January 2022 there were around 126 thousand passengers and in February 2022 there were 103 thousand passengers, in March 2022 the number jumped to more than 200 thousand passengers (2022, Lombok Airport.co.id).

The impact of the influence of the location of the Pertamina Mandalika International Street Circuit can certainly increase the decision of visitors to watch the MotoGP match which will influence the decision to visit Lombok via Lombok International Airport. The growth in the number of passenger movements and aircraft movements was influenced by the 2022 MotoGP event at the Mandalika Circuit which took place in March 2022 (2022, Regional.Kompas.com). And there are several events that will be held in Lombok such as World Superbike and World Challenge as well as Lombok's natural wealth which makes the decision to visit Lombok increase so that it will affect the increase in the number of passengers at Lombok International Airport.

According to Satrio (2021), in his research he explained. Through this brand, tourism potential will be promoted in the Mandalika tourism area, Lombok, West Nusa Tenggara. However, the promotion of tourism potential in the area certainly still needs to be accompanied by efforts to improve tourism conditions in Mandalika. There are several previous studies that are relevant to this research. It was explained that there are four media that are the strategy of the Indonesian government in promoting its tourism within the framework of the 'Wonderful Indonesia' branding, namely online media, electronic media, print media and space media.

Based on the description above and referring to the case of the influence of the location of the Pertamina Mandalika International Street Circuit on the decision to visit Lombok, the authors are interested in conducting further research related to "The Effect of the Location of the Pertamina Mandalika International Street Circuit on the Satisfaction of Visiting Lombok Through Lombok International Airport, Ntb". The formulation of the problem in this study includes: Is there an influence of the location of the Pertamina Mandalika International Street Circuit on the decision to visit Lombok via Lombok International Airport, NTB? And how much influence does the location of the Pertamina Mandalika International Street Circuit have on the decision to visit Lombok via Lombok International Airport, NTB? The objectives of this study include: To determine the influence of the location of the Pertamina Mandalika International Street Circuit on the decision to visit Lombok via Lombok International Airport, NTB, and To determine how much influence the location of the Pertamina Mandalika International Street Circuit has on the decision to visit Lombok via Lombok International Airport.

Literature review

Location

According to Dhamayanti (2021) location is related to the method of delivering products to consumers and strategic location. Location influences the decision to visit, meaning that the easier the location is to reach, the decision to visit will increase. Based on PM 20 of 2014 concerning Procedures and Procedures for Determining Airport Locations Chapter 2 Scope of Article 2 states that determining the location of an airport contains: coordinates and airport master plans. While Article 3 states that the determination of the airport location as referred to in Article 2 is determined by observing: the National Airport master plan, Aviation safety and security, harmony and balance with local culture and other activities related to the airport location, Economic feasibility, financial, social, regional development, technical development, and operational and environmental feasibility.

Pertamina Mandalika International Street Circuit

Even though the Mandalika Circuit is included in the 2021 WSBK and MotoGP 2022 calendars, the West Indonesia race track is currently still under Subject to Homologation (STH) status, aka still waiting for homologation. Homologation is the procedure that must be followed to obtain a circuit licence. Each circuit must pass homologation before holding MotoGP and WSBK races. According to the Head of Operations – Sporting Mandalika Grand Prix Association (MGPA), DyanDilato, the reason why the circuit was built in Mandalika is because the location is one of the four leading super priority tourism destinations (DPSP), including Labuan Bajo, Mandalika, Likupang and Lake Toba.

MotoGP at the Pertamina Mandalika International Street Circuit is a racing arena that will be used as an arena for the upcoming MotoGP. Central Lombok officially became the host of this event. As is well known, Dorna Sports has confirmed Indonesia as the organizer of WSBK at The Mandalika on November 11-13. For this reason, ITDC continues to focus on ensuring The Mandalika area, especially JKK, is ready to host the WSBK event. Currently, the construction of the circuit track has reached 100 percent and is completing the homologation process, while the construction of several supporting facilities such as the Race Control, Pit Building, and Medical Center is targeted for completion in the fourth week of October 2021. The implementation of WSBK will be a trigger for the revival of Indonesian tourism in the period of adaptation to habits. new, as well as providing a multiplier effect for the people around the region, NTB, and even Indonesia.

Visiting Decision

According to Firmansyah (2018), the consumer's decision to visit is comparable to the consumer's decision to make a purchase. The purchase decision is the stage in the buyer's decision process where the consumer actually buys. Purchasing decisions can also be interpreted as human processes or stages in solving problems when buying an item or service to fulfill their wants and needs which consist of the process of recognizing their needs and desires, the process of seeking information, evaluating or evaluating alternative purchases, making purchasing decisions. , and the last is consumer behavior after making a purchase. To make these decisions, consumers need a lot of information according to their needs and the situation they are experiencing. There are internal (psychological) factors that can influence the consumer's decision-making process in buying products and services, namely:

1. Motivation, namely encouragement from within oneself,
2. Perception (Perception), input or information suggestions from existing experiences,

3. Attitude Formation is a reflection of the attitude of likes/dislikes something,
4. Integrity, namely the response that someone will take whether to buy or use a product/service or not.

Lombok International Airport

Lombok International Airport, (English: Lombok International Airport) (IATA: LOP, ICAO: WADL), also known as Zainuddin Abdul Madjid International Airport, is a domestic and international airport located in Praya, Central Lombok, West Nusa Tenggara, Indonesia. This airport is operated by PT Angkasa Pura I and was opened for the first time on October 1, 2011 to replace the function of Selaparang Airport, Mataram City. This airport was inaugurated by the president of the Republic of Indonesia, Susilo Bambang Yudhoyono. The architecture of this airport has the characteristics of a traditional Sasak house. Located right in the heart of the "exotic" island of Lombok, precisely on Jalan Tanak Awu. Serving domestic and international flights.

Location of Lombok International Airport in Tanak Awu, Central Lombok Regency, Lombok island, Indonesia. This airport is located southeast of Mataram City, the provincial capital of West Nusa Tenggara and \pm 8 kilometers south of the small town of Praya, the capital of Central Lombok Regency. The airport was built on an area of 550 hectares. When Lombok International Airport operates, all existing flight schedules at Lombok's Selaparang Airport are moved to the new airport. As Selaparang Airport cannot accommodate wide body aircraft it is hoped that international and domestic services will soon complete routes for wide body aircraft which cannot land in Mataram.

Hypothesis

The hypothesis is a temporary response that still has to be proven true. The hypothesis taken from this research is:

H₀ : There is no influence of the location of the Pertamina Mandalika International Street Circuit on the decision to visit Lombok via Lombok International Airport, NTB.

H_a : There is an influence on the location of the Pertamina Mandalika International Street Circuit on the decision to visit Lombok via Lombok International Airport, NTB.

RESEARCH METHODS

Research design is a strategy the researcher uses to test hypotheses and select questions thoroughly in a logical and systematic way to discuss and analyze what happened to the most appropriate and research-focused answers. This research is a quantitative research, data sources used are primary data and secondary data. Secondary data is data that has been collected to solve the problem at hand, In this study, the sources of secondary data were literature, articles, journals, and sites on the internet related to the research being conducted. Primary data is data obtained from the first source either from individuals or individuals. The data was obtained from Lombok International Airport service users who were asked for responses through a questionnaire given, regarding research variables which included the Pertamina Mandalika International Street Circuit location variable, and visiting decision variables.

Population and Sample

The population of this study are passengers who use Lombok International Airport services. The total population in this study amounted to 62,349 passengers in August 2022, the data was obtained from Lombok International Airport passenger data. The sample in this study

totaled 100 respondents. The type of sampling technique in this study used simple random sampling, then according to Sugiyono (2010), it was said to be simple (simple) because the taking of sample members from the population was done randomly without regard to the strata in the population. The type of sampling technique with this technique is done by randomly selecting sample members from passengers who have used the services of Lombok International Airport.

Data Collection Technique



Figure 1. Data Collection Techniques

Research Instruments

In this study, the research instrument used a questionnaire/questionnaire, with a Likert scale. The Likert scale is used to measure one's attitudes, opinions, and perceptions of social phenomena.

1. Validity Test. The examiner uses the validity test by comparing the r count and r table numbers. If $r \text{ count} > r \text{ table}$ then the item is said to be valid, and if $r \text{ count} < r \text{ table}$ then the item is said to be invalid.
2. Reliability Test. To see whether a measuring tool is reliable or not, a statistical approach is used, namely through the reliability coefficient and if the reliability coefficient is greater than 0.60 then overall the statement is declared reliable. Declared reliable from the results of the decision where the value of Cronbach Alpha > 0.60 then the item is declared reliable and vice versa if the value of Cronbach Alpha < 0.60 then the item is said to be unreliable.

Data Analysis Technique

1. Test Simple Linear Regression Analysis. Simple linear regression analysis is performed to estimate the effect of two or more independent variables on a dependent variable or to show whether there is a functional relationship between two or more independent variables with the dependent variable Akbar & Usman (2011) $Y = \alpha + b.X + e$. Information:
 Y = dependent variable (employee performance)
 a = Constant Value
 b = Regression Coefficient
 X = Independent independent variable (recruitment process) (selection)
 e = error term (error factor)
2. Partial Test (t-test). Acceptance or rejection of the hypothesis is seen from the following criteria: If the significant value is > 0.05 , the hypothesis is rejected (the regression coefficient is not significant). This means that partially the independent variable has no significant effect on the dependent variable. And if the significant value ≤ 0.05 then the hypothesis is accepted (significant regression coefficient). This means that partially the independent variable has a significant effect on the dependent variable.

3. The coefficient of determination (R^2). A small R^2 value means that the ability of the (independent) variables to show the variety of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the dependent variation (Ghozali, 2011).

RESEARCH RESULTS AND DISCUSSION

Simple Linear Regression Test

Table 1. Coefficients (a)
Coefficients (a)

Model	Unstandardized Coefficients		Standardized Coefficients	t		Sig.
	B	Std. Error	Beta	B	Std. Error	
1	(Constant)	8,562	2,317		3,696	,000
	X	,611	,048	,791	12,807	,000

a Dependent Variable: Y
Source: 2023 Research Data

Based on table 1 above, it can be seen that the constant value (a value) is 8.562 and for location (β value) is 0.611 so that a simple linear regression equation can be obtained as follows: $Y = a + bX$ $Y = 8.562 + 0.611X$ Which means: constant value the resulting value is 8.562 which is positive, this value indicates that when the Pertamina Mandalika International Street Circuit (X) Location is worth = 0 or does not increase, the decision to visit (Y) will still be worth 8.562, which means that the decision to visit does not increase. The variable regression coefficient of the Pertamina Mandalika International Street Circuit (X) Location variable is 0.611 which has a positive meaning so that the Pertamina Mandalika International Street Circuit (X) Location has an influence on the interest in visiting Lombok. This means that every time the X variable increases by one unit, there will be an increase in interest in visiting Lombok (Y) by 0.611 units.

Partial Test (T Test)

Table 2. T test results
Coefficients (a)

Model	Unstandardized Coefficients		Standardized Coefficients	t		Sig.
	B	Std. Error	Beta	B	Std. Error	
1	(Constant)	8,562	2,317		3,696	,000
	X	,611	,048	,791	12,807	,000

Dependent Variable: Y
Source: 2023 Research Data

Based on table 2, it shows that the test results are to find out whether or not the independent variable (X_1) has an influence on the dependent variable (Y). The basis for making this T test decision is by comparing the sig value to 0.05, namely: H_0 : There is no influence of the location of the Pertamina Mandalika International Street Circuit on the decision to visit Lombok through Lombok International Airport, NTB. $0.000 > 0.05$, so there is no significant effect of variable X on variable Y. H_a : There is an influence of the location of the Pertamina Mandalika International Street Circuit on the decision to visit Lombok via Lombok International Airport, NTB. $0.000 \leq 0.05$, then there is a significant influence of variable X on variable Y. From the sig value of the results of the table above, the result is 0.000 so it can be concluded that the sig value is $0.000 \leq 0.05$, which means that the hypothesis is accepted or partially the location

variable Pertamina Mandalika International Street Circuit has a significant effect on the variable of interest in visiting Lombok.

Determination Coefficient Test

Table 3. Model Summary
Summary models

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,791(a)	,626	,622	3,856

a Predictors: (Constant), X
Source: 2023 Research Data

Based on table 3, it shows that the coefficient of determination or R Square obtains a value of 0.626, meaning that the location variable of Pertamina Mandalika Internasional Street Circuit contributes 0.626 or 62.6%. From the R Square result of 62.6% because the strategic location of the Pertamina Mandalika Internasional Sreet Circuit is in front of the main road, close to various tourist attractions such as beaches, hills, tourist villages and circuits. The circuit located in the Special Economic Zone (KEK) is used as a MotoGP and WSBK race arena. The R Square result is 62.6% of the interest in visiting Lombok through Lombok International Airport.

Discussion

From the results of the simple linear regression equation it explains that, if the location of the Pertamina Mandalika Internasional Street Circuit is assumed to be = 0 then the decision to visit (Y) is constant, namely 8.562, which means that the decision to visit will increase by 8.562 and the variable regression coefficient of the location of Pertamina Mandalika Internasional Street Circuit (X) of 0.611 has a positive meaning so that the Location of the Pertamina Mandalika International Street Circuit has an interest in visiting Lombok. This means that every time there is an increase in the Pertamina Mandalika International Street Circuit Location variable there will be an increase in interest in visiting Lombok. The location of the Pertamina Mandalika International Street Circuit has a very significant effect on the Satisfaction of Visiting Lombok Through Lombok International Airport. Based on the results of the T test with a sig value of $0.000 \leq 0.05$, which means that the hypothesis is accepted or partially the location variable of Pertamina Mandalika Internasional Street Circuit has a significant influence on the variable of interest in visiting Lombok.

The Determination Coefficient of Location of Pertamina Mandalika International Street Circuit contributes 62.6% to Satisfaction Visiting Lombok Via Lombok International Airport. It can be concluded that the location of the Pertamina Mandalika International Street Circuit has increased interest in visiting Lombok through Lombok International Airport. Where apart from the location of the Pertamina Mandalika International Street Circuit with Lombok International Airport and beautiful Lombok tourism, visitors' interest in visiting Lombok has increased.

Based on the results of the data processed by the researchers in the study, it was found that the location of the Pertamina Mandalika International Street Circuit had a significant effect on Interest in Visiting Lombok through Lombok International Airport. Based on previous research in the journal Dhamayanti (2021), entitled Effects of Location, Promotion, and Tourism Image on the Decision to Visit Tourist Attractions in Pacitan City, the results show that location, promotion and tourism image variables have a significant effect on the decision to visit tourist attractions in Pacitan City. So it can be concluded that there are similarities in the researchers' research and previous research, namely the location variable has a significant effect on the decision to visit.

CONCLUSION

The Pertamina Mandalika International Street Circuit Location Variable has a significant influence on the interest in visiting Lombok through Lombok International Airport. It can be seen from the sig value $(0.000) < (0.05)$, which means the location of the Pertamina Mandalika International Street Circuit has an influence on the interest in visiting Lombok through Lombok International Airport. The location of Pertamina Mandalika International Street Circuit contributes 62.6% or 37.4% to interest in visiting Lombok through Lombok International Airport.

Suggestions for Angkasa Pura; As explained in the research, the location of the Pertamina Mandalika International Street Circuit influences interest in visiting Lombok, where the location of the Pertamina Mandalika International Street Circuit can increase interest in visiting Lombok. So that the Lombok Airport can provide the best service to continue to increase the interest of service users at Lombok International Airport. For further research; As for some suggestions that need to be considered for future researchers, the next researcher is expected to review more sources and references related to the location and interest in visiting so that the research results can be better and more complete in terms of updated literature. Future researchers are expected to be more prepared in the process of collecting and collecting data so that research can be carried out better.

BIBLIOGRAPHY

- Akbar, P.S., & Usman, H. (2011). *Metodologi Penelitian Sosial*. Jakarta: Bumi Aksara.
- Arikunto, S. (2006). *Metode Penelitian Kualitatif*. Jakarta: Bumi Aksara.
- Bandar Udara Internasional Lombok. (2022). Bandara Lombok Catat Pertumbuhan Jumlah Penumpang 74 Persen.
- Dhamayanti, P. (2021). Pengaruh Lokasi, Promosi, dan Citra Wisata Terhadap Keputusan untuk Mengunjungi Tempat Wisata di Kota Pacitan (*Doctoral dissertation*, Universitas Muhammadiyah Surakarta).
- Firmansyah, M. A. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)*. Yogyakarta: CV Andi Offset. hlm. 35-37.
- Ghozali, Imam. (2006). *Aplikasi Analisis Multivariate dengan Program SPSS* (Edisi Ke 4). Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2009). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: UNDIP.
- Ghozali, Imam. (2011). *Aplikasi Analisis Multivariate dengan Program SPSS 19*. Cetakan kelima. Semarang: Badan Penerbit Universitas Diponegoro.
- Kiswanto, A. H. (2011). Pengaruh Harga, Lokasi Dan Fasilitas Terhadap Keputusan Berkunjung Wisatawan Di Objek Wisata Dampo Awang Beach Rembang. *Eprint: UNNES*.
- Kompas.com. (2022). Imbas event MotorGP, Bandara Lombok catat kenaikan pergerakan penumpang sebesar 74 persen
- Morissan. (2012). *Metode Penelitian Survei*. Jakarta: Kencana.
- Rahman, N., & Fakhrudin, A. (2022). Pengaruh Lokasi Dan Fasilitas Transportasi Terhadap Minat Pengguna Jasa Layanan Bandar Udara Internasional Yogyakarta. *Jurnal Kewarganegaraan*, 6(1), 1156-1164.
- Rantetadung, M. (2012). Analisis Pengaruh Dukungan Pemerintah Kunjungan Wisatawan Terhadap Pendapatan Asli Daerah Di Kabupaten Nabire, *Jurnal Agroforesti Fakultas Pertanian Vol.7,No 1*.
- Riantika, I. (2016). Pengaruh *electronic word of mouth*, daya tarik, dan lokasi terhadap keputusan berkunjung wisatawan di Curug Sidoharjo. *Skripsi. Program Studi Manajemen Jurusan Manajemen Fakultas Ekonomi Universitas Sanata Dharma. Yogyakarta*.

- Saputri, R. A. (2021). Pengaruh Pengetahuan Santri, Lokasi, Dan Fasilitas Perbankan Syariah Terhadap Minat Menabung Di Bank Syariah Dengan Kepercayaan Sebagai Variabel Intervening (Studi Kasus Santri Pondok Pesantren Sunan Giri).
- Satrio, M. A. (2021). Upaya Pemerintah Indonesia dalam Meningkatkan Pariwisata Mandalika Melalui Kerangka *Branding 'Wonderful Indonesia'*. *Indonesian Perspective*, 6(1).
- Sugiarto, Sitinjak. (2006). *Lisrel*. Edisi Pertama. Cetakan Pertama. Yogyakarta: Penerbit Graha Ilmu.
- Sugiyono. (2010). *Statistika untuk Penelitian*. Cetakan ke-16. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.
- Walgito, Bimo. (2010). *Pengantar Psikologi Umum*. Yogyakarta: CV Andi Offset.