

## The Effect of Increased Lodging Rates, Service Quality, and Facilities on Tourist Satisfaction and Loyalty During the Mandalika MotoGP

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Article Info	ABSTRACT
<b>Keywords:</b> Lodging Rate Increase, Tourist Satisfaction, Tourist Loyalty, Hotel Service Quality, Mandalika MotoGP.	MotoGP Mandalika, a global event attracting domestic and international tourists, significantly impacts the hospitality industry. This study investigates how increased hotel rates during MotoGP Mandalika influence tourist satisfaction and loyalty. Utilizing a quantitative approach, data from 126 respondents staying in Mandalika hotels were analyzed through regression, descriptive statistics, and reliability tests. Results reveal that while higher rates correlate positively with perceived service quality and facilities, they do not significantly impact satisfaction. Facilities and service quality emerge as key drivers of both satisfaction and loyalty. The findings suggest the need for strategic management in pricing and service delivery during major events to balance industry goals and tourist expectations.
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### INTRODUCTION

MotoGP Mandalika is an international motorcycle racing event held in the Mandalika area, Lombok, West Nusa Tenggara. As one of the most anticipated sports events, this event has managed to attract thousands of tourists, both from within the country and abroad. The presence of these visitors has a significant economic impact, especially for the hospitality, transportation, and various other tourism support services. However, behind the great opportunities offered for economic growth, the surge in demand during the Mandalika MotoGP also presents its own challenges. One of the main issues is the management of lodging rates and maintaining the quality of service, which is the key in creating a satisfying and sustainable tourism experience

Significant increases in lodging rates during major events are often considered justified in response to increasing demand for accommodation (Anwar & Vitaharsa, 2022). However, this can be a double-edged sword. On the one hand, the increase in tariffs provides benefits for business actors, but on the other hand, it can reduce the level of tourist satisfaction if it is not balanced with an improvement in the quality of services and facilities. Previous research has shown that room rates,

quality of service, and amenities are the main factors that influence travelers' decision to stay. A study conducted by Tania Adeline, (2021) states that room prices have a significant influence on sales levels, but the price increase must be accompanied by adequate service quality and facilities to maintain customer satisfaction.

Furthermore, tourists' preferences for fares and facilities are not uniform, especially between domestic and foreign tourists. Riyanto & Supriyadi, (2024) revealed that domestic tourists tend to be more sensitive to price increases than foreign tourists. Meanwhile, foreign tourists prioritize the quality of additional facilities as an added value that is able to meet their expectations. In a situation like this, hotel industry players need to understand the different needs and preferences of each segment of tourists in order to offer the right solution.

In addition to tariffs, facilities turn out to have a more significant role in shaping tourists' decisions to stay. Research by Noviantini Jehabu *et al.*, (2023) shows that adequate facilities can create a positive value perception for tourists, thereby encouraging guest loyalty. Therefore, it is important for hotel business actors to not only take advantage of the surge in demand by increasing rates, but also improve the quality of services and facilities offered. This is becoming increasingly crucial in international events, where tourists have high expectations for their experience (Ananda & Wahyudi, 2022).

The Mandalika MotoGP is also a mirror of how the quality of service affects the overall tourist experience. Research by Gunawan, (2023) confirms that superior service can directly increase customer satisfaction, which ultimately contributes to their loyalty. On the other hand, research by Milenia Hanna Lopes Sarmento and Handy Aribowo, (2024) found that rates and services simultaneously have a significant impact on guest loyalty. In the context of the Mandalika MotoGP, this shows the importance of synergy between fair fare management and quality service to create a satisfying experience for tourists.

This study aims to understand more deeply how the increase in lodging rates during the Mandalika MotoGP affects tourist satisfaction and loyalty (Kolivanof & Ferdian, 2024). In addition, this study also seeks to explore the difference in perception between domestic and foreign tourists towards the tariff increase. With a quantitative approach, this study is expected to provide comprehensive insights into the relationship between tariffs, facilities, services, satisfaction, and loyalty (Honggoriansyah *et al.*, 2020). More importantly, the results of this study are expected to provide strategic recommendations for the hospitality industry in managing demand spikes during major events in the future.

Overall, the Mandalika MotoGP is not only about sports, but also important lessons in tourism management. Proper management in aligning tariff increases with improved quality of services and

facilities can be the key to success for the hospitality sector (Dedy & Alfandi, 2022) in the Mandalika region. By understanding the preferences and needs of travelers, businesses can create experiences that are not only satisfying, but also build long-term loyalty. Therefore, this research is not only relevant for hotel industry players in Mandalika, but can also be a reference for other destinations facing similar challenges.

## METHOD

This study adopts a quantitative approach by collecting data through a structured questionnaire distributed to tourists staying in the Mandalika area during the MotoGP event. A total of 126 valid respondents were analyzed in this study. The main focus of the research is to identify the influence of lodging rates, service quality, and facilities on tourist satisfaction and loyalty. Data analysis was carried out using SPSS software by applying descriptive statistics, regression analysis, and reliability tests to identify correlations and significant influences between variables.

In this study, the independent variables consisted of an increase in lodging rates, service quality, and facilities, which were seen as factors that affected tourist satisfaction and loyalty. The increase in lodging rates is defined as the perception of tourists towards changes in hotel room prices during the Mandalika MotoGP event. Indicators include the difference in rates before and during the event and the extent to which the rates charged are considered commensurate with the services received. The assessment was carried out using a Likert scale with a range of 1 (strongly inappropriate) to 5 (very inappropriate).

Service quality refers to the level of service that tourists feel during their stay. Service quality indicators include the appearance of hotel facilities and staff (tangibles), the hotel's ability to meet guest needs (reliability), responsiveness, certainty and a sense of security (assurance), and concern for guest needs (empathy). Respondents rated each of these aspects on a Likert scale from 1 (very poor) to 5 (very good). Meanwhile, the facility variable includes the facilities and infrastructure provided by the hotel for the comfort of guests, such as the completeness of additional facilities (Wi-Fi, restaurant, swimming pool) and the quality of the main facilities (room cleanliness and bed comfort). The Likert Scale is used with a range of 1 (very inadequate) to 5 (very adequate).

The bound variables in this study include tourist satisfaction and loyalty. Satisfaction is measured through the extent to which travelers' expectations are met, the suitability of prices with the services received, and the overall impression during their stay. Loyalty, on the other hand, is reflected in the willingness of tourists to return to stay and recommend hotels to others. The assessment of satisfaction and loyalty also used the Likert scale, where respondents rated from 1 (strongly dissatisfied/disagreed) to 5 (strongly satisfied/agreed).

The data collection process was carried out through a questionnaire filled out by 126 tourists who stayed during the Mandalika MotoGP event. Validity tests were performed with Pearson correlation to ensure each question was relevant to the variables measured, while reliability was tested using Cronbach's Alpha which yielded a value of 0.952, indicating very high internal consistency. Linear regression analysis was used to assess the influence of independent variables on tourist satisfaction and loyalty, while the ANOVA test confirmed the significance of the statistical model used with a  $p < 0.05$ .

The main findings of this study show that facilities have the greatest influence on tourist satisfaction with a beta coefficient of 0.417. The increase in lodging rates was found to have a significant effect on tourist loyalty but not on satisfaction. In contrast, service quality has a significant effect on satisfaction but does not have a significant impact on loyalty. Thus, the relationship between variables shows that facilities play an important role in influencing both satisfaction and loyalty of tourists, while fare increases affect loyalty more than satisfaction, and service quality has more impact on satisfaction than loyalty.

## RESULTS AND DISCUSSION

Table 1 Validity Test

Correlations						
		Increase in Lodging Rates	Quality of Service	Facilities	Satisfaction	Tourist Loyalty
Increase in Lodging Rates	Pearson Correlation	1	.837**	.836**	.791**	.766**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	126	126	126	126	126
Quality of Service	Pearson Correlation	.837**	1	.851**	.830**	.723**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	126	126	126	126	126
Facilities	Pearson Correlation	.836**	.851**	1	.840**	.777**

	Sig. (2-tailed)	.000	.000		.000	.000
	N	126	126	126	126	126
Satisfaction	Pearson Correlation	.791**	.830**	.840**	1	.771**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	126	126	126	126	126
Tourist Loyalty	Pearson Correlation	.766**	.723**	.777**	.771**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	126	126	126	126	126
**. Correlation is significant at the 0.01 level (2-tailed).						

The results of Pearson's correlation analysis showed a very strong positive relationship between the increase in lodging rates, service quality, facilities, satisfaction, and tourist loyalty, all of which were significant at a level of 0.01 (2-tailed). The increase in lodging rates has a very strong correlation with the quality of service ( $r = 0.837$ ), facilities ( $r = 0.836$ ), satisfaction ( $r = 0.791$ ), and tourist loyalty ( $r = 0.766$ ), indicating that the increase in rates is often followed by an increase in perception of the quality of service, facilities, and tourist satisfaction, which ultimately strengthens loyalty. The relationship between service quality and facilities ( $r = 0.851$ ) and satisfaction ( $r = 0.830$ ) shows that the traveler experience is greatly influenced by how services are provided and the facilities available. In addition, the high correlation between facilities and satisfaction ( $r = 0.840$ ) and tourist loyalty ( $r = 0.777$ ) confirms that the existence of adequate facilities is one of the main factors that encourage satisfaction and strengthen tourist loyalty. On the other hand, tourist satisfaction that has a strong correlation with loyalty ( $r = 0.771$ ) confirms the importance of a satisfying experience in creating long-term relationships with travelers. Overall, these results show that while rising lodging rates can affect travelers' expectations, factors such as service quality, amenities, and satisfaction have a strategic role to play in ensuring traveler loyalty is maintained.

**Table 2 Reliability Test**

Case Processing Summary			
		N	%
ases	Valid	126	100.0
	Excluded	0	.0
	Total	126	100.0

**a. Listwise deletion based on all variables in the procedure.**

Reliability Statistics	
Cronbach's Alpha	N of Items
.952	5

The results of the analysis showed that all 126 data collected were valid and used in the analysis, with a validity level of 100.0% without any data issued (0.0%). The data processing method uses listwise deletion, where only data with complete values for all variables is included, thus ensuring the integrity of the analyzed data. Furthermore, the reliability test yielded a *Cronbach's Alpha* value of 0.952 for the five items tested, demonstrating a very high level of internal consistency. This value is in the very good category (above 0.9), which indicates that the research instrument is able to consistently measure the same concept across multiple items. Thus, this complete data and highly reliable instrument provide a solid basis for further analysis, increasing confidence in the results of the research obtained.

**Table 3 Descriptive Test**

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Increase in Lodging Rates	126	20.00	93.00	67.4762	21.76556	473.739
Quality of Service	126	20.00	100.00	65.9921	20.57357	423.272
Facilities	126	20.00	100.00	67.2937	21.81562	475.921
Satisfaction	126	20.00	93.00	67.0079	21.29582	453.512
Tourist Loyalty	126	20.00	100.00	69.8413	22.62686	511.975
Valid N (listwise)	126					

The results of the descriptive analysis showed that all variables had 126 valid data with no missing data, with a minimum value of 20.00 for all variables and a variable maximum value, from 93.00 for the increase in lodging rates and satisfaction to 100.00 for the quality of service, facilities, and tourist loyalty. The highest average assessment was in tourist loyalty (69.84), followed by an increase in lodging rates (67.48), facilities (67.29), satisfaction (67.01), and service quality (65.99), which reflected

respondents' generally positive perception of these variables. The standard deviation ranged from 20.57 to 22.63, with traveler loyalty having the largest data spread (22.63) and the smallest quality of service (20.57), indicating a moderate to high variation in respondents' assessments. The largest variance was also found in tourist loyalty (511.98), followed by facilities (475.92) and lodging rate increases (473.74), while service quality had the smallest variance (423.27), indicating that respondents' perception of service quality tends to be more uniform than other variables. Overall, these results show that although the average perception of respondents towards these variables is quite high, there is a significant variation, especially in tourist loyalty, which can reflect the influence of external factors on respondents' assessments.

**Table 4 Coefficientsa Test (Y1)**

<b>Coefficientsa</b>						
<b>Type</b>		<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>t</b>	<b>Sig.</b>
		<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
	<b>(Constant)</b>	<b>5.846</b>	<b>3.280</b>		<b>1.782</b>	<b>.077</b>
	<b>Increase in Lodging Rates</b>	<b>.144</b>	<b>.088</b>	<b>.147</b>	<b>1.638</b>	<b>.104</b>
	<b>Quality of Service</b>	<b>.364</b>	<b>.097</b>	<b>.352</b>	<b>3.742</b>	<b>.000</b>
	<b>Facilities</b>	<b>.407</b>	<b>.092</b>	<b>.417</b>	<b>4.439</b>	<b>.000</b>
<b>a. Dependent Variable: Satisfaction</b>						

The results of regression analysis showed that the quality of services and facilities had a positive and significant influence on tourist satisfaction, with unstandardized coefficients of 0.364 and 0.407, respectively, and a very low significance value ( $p < 0.05$ ), indicating that these two variables contributed significantly to increasing tourist satisfaction. The standard coefficient shows that facilities contribute the most to the variation in tourist satisfaction (Beta = 0.417), followed by service quality (Beta = 0.352). On the other hand, the increase in lodging rates showed an unstandardized coefficient of 0.144, but with a significance value of 0.104 greater than 0.05, indicating that the increase in lodging rates did not have a significant effect on tourist satisfaction. Overall, these results indicate that improving the quality of services and facilities is more influential in increasing tourist satisfaction compared to lodging rate adjustments.

**Table 5 ANOVA<sup>a</sup> (Y1)**

<b>ANOVAa</b>					
<b>Type</b>	<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>

	<b>Regression</b>	<b>43023.251</b>	<b>3</b>	<b>14341.084</b>	<b>128.029</b>	<b>.000b</b>
	<b>Residual</b>	<b>13665.741</b>	<b>122</b>	<b>112.014</b>		
	<b>Total</b>	<b>56688.992</b>	<b>125</b>			
<b>a. Dependent Variable: Satisfaction</b>						
<b>b. Predictors: (Constant), Facilities, Increase in Lodging Rates, Service Quality</b>						

The results of ANOVA analysis show that the regression model as a whole is significant in explaining the variation in tourist satisfaction. A value of  $F = 128,029$  with a significance of  $0.000$  indicates that the model, which includes the variables of facilities, increase in lodging rates, and quality of service, significantly affects tourist satisfaction. With a Sum of Squares Regression of  $43023.251$  and a Mean Square of  $14341.084$ , this model accounts for most of the variation in traveler satisfaction, while the unexplained variation (Sum of Squares Residual =  $13665.741$ ) has a Mean Square =  $112.014$ . A very low significance value (Sig. =  $0.000$ ) indicates that there is a significant influence of at least one independent variable on satisfaction, so it can be concluded that this regression model is feasible to use in explaining the factors that affect tourist satisfaction.

**Table 6 Model Summary (Y1)**

<b>Model Summary</b>				
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
	<b>.871a</b>	<b>.759</b>	<b>.753</b>	<b>10.58368</b>
<b>a. Predictors: (Constant), Facilities, Increase in Lodging Rates, Quality of Service</b>				

The results of the Summary Model show that the regression model used to predict tourist satisfaction has a good performance. The  $R$  value =  $0.871$  shows a very strong relationship between the independent variables (facilities, increase in lodging rates, and service quality) and the dependent variable (tourist satisfaction). With a value of  $R^2 = 0.759$ , about 75.9% of the variation in traveler satisfaction can be explained by this model, which suggests that this model is quite robust in explaining changes in satisfaction. The Adjusted  $R^2 = 0.753$  value provides a more accurate picture of the model's strength after considering the number of independent variables and the sample, which still shows a good model fit. In addition, the value of Std. Error of the Estimate =  $10.58368$  indicates the average degree of deviation between the predicted value and the actual observation value, with this value describing the degree of accuracy of the model in predicting tourist satisfaction. Overall, this regression model can be relied upon to account for variations in traveler satisfaction with considerable accuracy.



**Table 7 Coefficients<sup>A</sup> (Y2)**

Coefficients <sup>a</sup>						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	10.560	4.202		2.513	.013
	Increase in Lodging Rates	.374	.113	.360	3.319	.001
	Quality of Service	.066	.125	.060	.527	.599
	Facilities	.441	.118	.426	3.756	.000
<b>a. Dependent Variable: Tourist Loyalty</b>						

The results of the Coefficients table show the influence of each independent variable on tourist loyalty as a dependent variable. A constant of 10.560 with  $t = 2.513$  and a significance of 0.013 indicates that when all independent variables are zero, traveler loyalty is predicted to be valued at 10.560, and this constant is significant at the level of 0.05. The variable of lodging rate increase has a coefficient of 0.374, which means that every increase in one unit of rate will increase tourist loyalty by 0.374, with  $t = 3.319$  and significance of 0.001, indicating a significant positive influence. Meanwhile, service quality has a coefficient of 0.066, but with  $t = 0.527$  and significance of 0.599, it shows that service quality has no significant effect on tourist loyalty. The facility variable, with a coefficient of 0.441, shows that each facility upgrade will increase tourist loyalty by 0.441, with  $t = 3.756$  and significance of 0.000, which signals a positive significant influence. Overall, the increase in lodging rates and facilities has a significant influence on tourist loyalty, while the quality of service does not show a significant influence.

**Table 8 ANOVA<sup>a</sup> (Y2)**

ANOVA <sup>a</sup>						
Type		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	41571.121	3	13857.040	75.385	.000b
	Residual	22425.704	122	183.817		
	Total	63996.825	125			
<b>a. Dependent Variable: Tourist Loyalty</b>						
<b>b. Predictors: (Constant), Facilities, Increase in Lodging Rates, Service Quality</b>						

The results of the ANOVA table show that the regression model used to predict tourist loyalty is significant overall. The Sum of Squares for Regression value of 41571.121 indicates a variation in traveler loyalty that can be explained by the model, while a Sum of Squares for Residual of 22425.704 indicates an unexplained variation. The Mean Square for Regression value of 13857.040 and the Mean

Square for Residual of 183.817 describe the average of the variation described and not explained by the model. With an F value of 75,385, this regression model has an excellent ability to account for variations in tourist loyalty. A significance value of 0.000 indicates that this regression model is very significant, meaning that at least one independent variable, such as an increase in lodging rates, service quality, or facilities, has a significant effect on tourist loyalty. Overall, this model can be used as a strong reference to predict tourist loyalty.

**Table 9 Model Summary (Y2)**

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.806a	.650	.641	13.55792
a. Predictors: (Constant), Facilities, Increase in Lodging Rates, Quality of Service				

The results of the Model Summary table show that the regression model used to predict tourist loyalty has a strong relationship with the independent variables used, namely facilities, increase in lodging rates, and service quality, with a value of  $R = 0.806$ . An R Square ( $R^2$ ) value = 0.650 indicates that about 65% of the variation in traveler loyalty can be explained by the model, while the remaining 35% is influenced by other factors that are not included in the model. The Adjusted R Square value = 0.641 gives a more realistic idea of how well this model explains the variation in the data, taking into account the number of variables used. The Standard Error of the Estimate of 13.55792 indicates the rate of prediction error, with a smaller value indicating a more accurate prediction. Overall, the model is pretty good at explaining traveler loyalty, although there is still room to improve prediction accuracy.

The study offers important insights into the dynamic interaction between economic and tourism factors in the context of major events such as the Mandalika MotoGP. The findings show that tariff management strategies, service quality, and facility investment play a key role in supporting the economic sustainability of tourist destinations, both at the micro and macro levels. In addition, the study provides a more in-depth view of how these various factors can contribute to the formation of patterns of traveler behavior and long-term economic effects. The findings obtained not only enrich the existing literature but also provide a new context, especially in the context of international events. In this section, the results of the study are compared with various previous studies to highlight the similarities, differences, and contributions of this research in the literature map.

From a microeconomic perspective, the results of this study emphasize the relevance of the price elasticity of demand theory in the tourism industry. Domestic tourists, with more limited purchasing

power, show a higher sensitivity to tariff increases than foreign tourists. However, this price elasticity can be minimized through improving the quality of services and facilities, which in turn strengthens consumers' perception of value. These findings provide a strategic foundation for hotels to manage rates wisely, integrating value-based pricing approaches to maximize customer satisfaction while maintaining market competitiveness. This management effort not only includes the price element but must also be aligned with travellers' expectations for a holistic experience during their stay.

On a macroeconomic scale, the implementation of the Mandalika MotoGP creates a significant economic spillover *effect*. The surge in demand during this event not only boosts the revenue of the hospitality sector but also drives the growth of related sectors such as transportation, culinary, and handicrafts. This effect supports the *multiplier effect* theory, which asserts that tourist spending can generate additional economic activity in various local sectors. However, these economic benefits need to be carefully managed so that they are not only oriented towards short-term profits but also support sustainable economic development. Careful management includes setting tariff policies that consider the balance between increased revenue and customer satisfaction.

Investment in adequate facilities is an important element in creating destination *competitiveness*. Quality facilities not only increase tourist satisfaction but also build loyalty, a critical element in the sustainability of the tourism economy. In the context of the Mandalika MotoGP, this study shows that premium facilities are a major attraction, especially for foreign tourists who are more tolerant of high fares as long as their expectations for a unique experience are met. In addition, facilities designed to support the specific needs of travelers, such as better accessibility or local food offerings, can expand the customer base while increasing added value for the destination.

The results of the study show that the increase in lodging rates does not directly affect tourist satisfaction. On the other hand, tourists tend to be able to receive higher rates as long as the quality of the services and facilities provided is significantly improved. These findings are consistent with research conducted by (Hikmatul Hidayat, 2023), which emphasizes that an effective room rate management strategy must be accompanied by an improvement in service quality to maintain customer satisfaction levels. This research is also in line with the findings of Noviantini Jehabu *et al.*, (2023), who stated that hotel facilities play a bigger role than room prices in influencing tourists' decision to stay.

However, this study revealed some striking differences compared to previous studies. For example, Harja & Dyah Mustika, (2023) found that domestic tourists are more sensitive to fare increases and tend to show a decrease in satisfaction levels when prices increase. In this study, although domestic tourists remain more sensitive to price changes than foreign tourists, they show higher tolerance if the increased rates are balanced with better facilities and services (Istiqomah, 2023). This may be due to the context of the Mandalika MotoGP as a unique and rare event, thus creating different expectations

compared to the hospitality situation under normal conditions.

This research also emphasizes the important role of facilities in creating tourist loyalty. Hotel amenities not only affect satisfaction levels, but are also one of the key factors that encourage travelers to return in the future. These results are in line with research (Lase *et al.*, 2024), which suggests that the existence of relevant and quality facilities can increase customer loyalty through increased their satisfaction. In addition, the findings of this study support the results of the study (Waoma & Hikmah, 2024), which highlights that the combination of rates and service quality has a significant impact on customer loyalty, especially in the context of mid-to-high-end hotels.

Furthermore, this study underlines the importance of sustainability-oriented tourism management. The Mandalika MotoGP provides important lessons on how major events can be a catalyst for inclusive local economic development. Community involvement in the tourism value chain, promotion of authentic cultural values, and environmental impact mitigation are important aspects that must be considered so that the resulting economic benefits can be felt equally. Local community participation is also a key element in creating positive social impacts, such as upskilling and job opportunities, ultimately supporting sustainable economic growth.

One of the important contributions of this study is the exploration of the difference in perception between domestic and foreign tourists. Most previous studies tend to ignore this aspect, focusing on the impact of fares, facilities, and services in general without considering differences in tourist segmentation (Syapriani, 2020). In this study, it was found that domestic tourists pay more attention to the balance between the costs incurred and the benefits received. In contrast, foreign tourists are more tolerant of high rates as long as they get a unique experience and premium service. These findings provide a new view that is relevant for market segmentation strategies in the hospitality industry (Hutagalung, 2023).

In addition, this research fills a gap in the literature by focusing on the context of major events such as the Mandalika MotoGP. Most previous studies, such as those conducted by Sutrisna & Putri, (2023) explored more tariff and service factors in a stable market situation, without considering the specific dynamics that occur during international events. This study shows that the characteristics of large events, such as high expectations of tourists for an unforgettable experience, have a significant effect on how tourists respond to fare increases and service quality (Putri Riskia Aisyah Hafsari, 2023).

From a literary perspective, this study confirms that tourist satisfaction is not only influenced by fares, but also by the perception of value and experience provided during their stay. This study supports the results of Mardiana, (2022) which states that customer satisfaction mediates the relationship between facilities and loyalty. However, the study expands on those findings by showing how a holistic experience during a large event can increase loyalty, even amid relatively higher rates.

Overall, this study not only strengthens existing findings, but also makes new contributions by

highlighting the complexities of managing fares, facilities, and services in dynamic situations. In the context of the Mandalika MotoGP, the results of this study provide practical insights for the hospitality industry to develop strategies that are more adaptive and responsive to market needs during major events. The study also enriches the academic literature by offering a more holistic approach to understanding the relationship between rates, service quality, facilities, satisfaction, and traveler loyalty, thus making a meaningful contribution to the study of tourism and hospitality management.

## **CONCLUSION**

The study reveals that the increase in lodging rates during major events such as the Mandalika MotoGP has a complex impact on tourist satisfaction and loyalty. In general, fare increases do not directly affect tourist satisfaction, but tourists tend to be more receptive to higher rates if they are accompanied by improved service and facility quality.

Facilities prove to be the most significant factor in building traveller satisfaction and loyalty, especially when they are relevant to their needs during the event. On the other hand, service quality has less influence on loyalty, although it still plays an important role in creating a positive experience for travelers.

The study also found that domestic and foreign tourists responded to fare increases in different ways. Domestic tourists are more sensitive to price changes and more critical in assessing the balance between the costs and benefits they receive. In contrast, foreign tourists tend to be more tolerant of higher rates, as long as the facilities and services offered meet their expectations.

Thus, hotels in the Mandalika area and other destinations facing similar situations need to implement different strategies for each tourist segment. For domestic travelers, it is important to provide savings packages or special discounts that increase the perception of value. As for foreign tourists, the addition of premium facilities and unique experiences can be the main attraction that increases their loyalty.

Overall, the study emphasizes the importance of an integrated strategy in managing fare increases during major events. The balance between hotel business interests and tourist satisfaction must be maintained so that both parties can get maximum benefits. The study also provides a foundation for further studies that can explore more deeply the influence of other factors, such as cultural experiences or promotions, in influencing tourist behavior during major events.

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