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FOMO Moderating Sport Event Tourism, Destination Image, Social Media Marketing Gen Z's Interest in visiting Motogp Mandalika

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ABSTRACT

Objectives: This study aims to determine and analyse the role of fear of missing out (FOMO) as a moderating variable influencing the impact of sport event tourism, destination image, and social media marketing on the interest of Gen Z tourists and their desire to watch MotoGP.

Methodology: The method employed in this study was a survey sample. The population in this study consisted of 110 Gen Z tourists aged 17–25 who wanted to watch Motogp. Purposive sampling was used as the sampling technique. Smartpls was utilised as the analytical tool.

Finding: The results indicate that sport event tourism has a positive and significant influence on visit intention. It also shows that destination image has a positive and significant influence on visit interest. Social media marketing has a positive and significant influence on visit interest. FOMO strengthens the influence of sport event tourism on visit intention. FOMO weakens the influence of destination image on visit interest. It also strengthens the influence of social media marketing on visit desire to visit.

Conclusion: This study demonstrates that sport event tourism, destination image, and social media marketing influence the intention to visit. On the other hand, FOMO can strengthen or weaken a tourist's decision to visit the Mandalika Motogp event.

Keywords: Destination Image; FOMO; Visit Intention; Social Media Marketing; Sport Event Tourism.

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INTRODUCTION

Lombok, located in NTB, is famous as a halal tourist destination that can influence the interest of local and foreign tourists. Famous for its halal tourism that attracts visitors, Supriyadi (2024). Lombok also has Mandalika, This area mixes tropical beauty with world-class sports facilities, making it a top sports tourism spot in Indonesia. Additionally, the area offers a variety of activities such as running tracks and parasailing, as well as other sports activities that can attract both local and international tourists. Hosting prestigious sports events enables Indonesia to

showcase its infrastructure, culture, and hospitality, which has the potential to enhance its international reputation and support tourism growth in regions like Lombok and Mandalika Rahmadana, V. & Prakoso, H. A., (2022). This has sparked interest in visiting these destinations and has become a big responsibility as hosts in organising the event Cho, et al., (2021). Expressing an interest in visiting a place not only shows a person's desire to visit but can also be an indicator of the success of marketing and destination management strategies.

Destination managers can design better programmes and promotions to attract tourists and enhance their experience during their visit by stimulating their interest in the destination Julian,dkk (2024). Sport events offer a quick and accessible solution to attract visitors, as they are driven by a sense of nationalism and support for athletes Bakir & Nathalia (2024). With a good destination image, tourist confidence grows, emotions remain managed, and loyalty increases, thereby encouraging them to visit Hidayatullah et al., (2020). Effective marketing strategies through social media platforms can attract attention and increase interest in visitation(Sari et al. 2022; Miftahulhasanah, 2023).

FOMO affects people emotionally and motivationally. The fear of missing out on certain opportunities causes discomfort and stress, which drives the desire to participate or follow current trends (Pratama & Santoso, 2021; Permana.,et,all 2025). Generation Z frequently experiences anxiety and worry that if they do not follow the latest trends, events, or other important developments, they will be left behind or considered irrelevant by their peers (kompasiana.com).

One way to strengthen the regional economy is to increase tourist visits. This has become one of the primary responsibilities for hosts, especially in organising international events. Effective promotional strategies are essential to attract tourists. Hence, this requires further research to understand how sports event tourism, destination image, and social media marketing can influence the desire to visit. It is also crucial to explore how FOMO (Fear of Missing Out) acts as a strengthening or weakening factor in this relationship. The role of FOMO as a driving force behind not wanting to miss out on experiences or special moments also requires further understanding. This study is urgently needed to fill the existing gap in the literature and provide a more comprehensive understanding of the factors that influence interest in visiting the Mandalika Motogp event.

Theoretically, interest in visiting can be explained through the Push and Pull Motivation Theory. In the context of the Mandalika Motogp, Push and Pull Motivation Situmorang & Manurung, (2024) used to describe how visitors choose to watch tourist sporting events. This theory helps explain how a combination of internal motivations (push) and external attractions (pull), reinforced by FOMO, influences tourists' interest in visiting the Mandalika Motogp.

LITERATURE REVIEW

Sport Event Tourism towards Visiting Interest

Sport events are an important element in attracting tourists. Sport events can significantly increase the economy of a community through tourist visits to tourist destinations Bakir & Nathalia, (2022).

H1: Sport Event Tourism has a positive impact on visitor interest.

Destination Image towards Visiting Interest

that destination image can influence visitors' decisions, indicating the direct and significant influence of destination image on the intention to visit Antika, et al., (2023).

H2: Destination image has a positive effect on visiting interest

Social Media Marketing towards Visiting Interest

Studies in the field of tourism reveal that social media marketing of events can influence visitors' decisions. Isman, et. al. (2020) Revealed that social media marketing has a significant impact on visitor interest, whereby an improvement in marketing strategies can encourage more people to visit.

H3: Social media marketing has a positive effect on the intention to visit.

FOMO strengthens Sport Event Tourism towards Visiting Interest

FOMO can increase consumer behaviour decisions in the context of sporting events by overcoming time and social barriers Kim et al., (2020). The results indicate that FOMO plays a role as an extrinsic motive driving individuals to attend events to avoid feeling left out.

H4: FOMO strengthens the influence of sports event tourism on visiting interest

FOMO Strengthens Destination Image towards Visiting Interest

FOMO increases the sense of urgency among visitors to keep up with trends, particularly information about the image of a destination Hikam, (2024). People with FOMO are more easily influenced by travel interests as they worry about missing out on popular destinations and interesting reviews. Increased Fear of Missing Out (FOMO) can cause people to prioritise destinations with a strong image, as they associate these destinations with social appeal and trends..

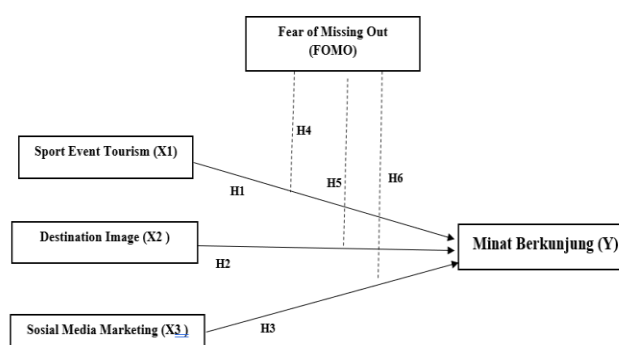
H5: FOMO strengthens the influence of destination image on visiting interest.

FOMO Strengthens Social Media Marketing towards Visiting Interest

FOMO functions as a reinforcing mechanism moderating the impact of social media marketing on visiting interest, particularly among Gen Z, who are vulnerable to social pressure and the desire not to be left behind Djafarova & Bowden, (2021).

H6: FOMO strengthens the influence of social media marketing on visiting interest

Figure 1. Research Model



METHOD

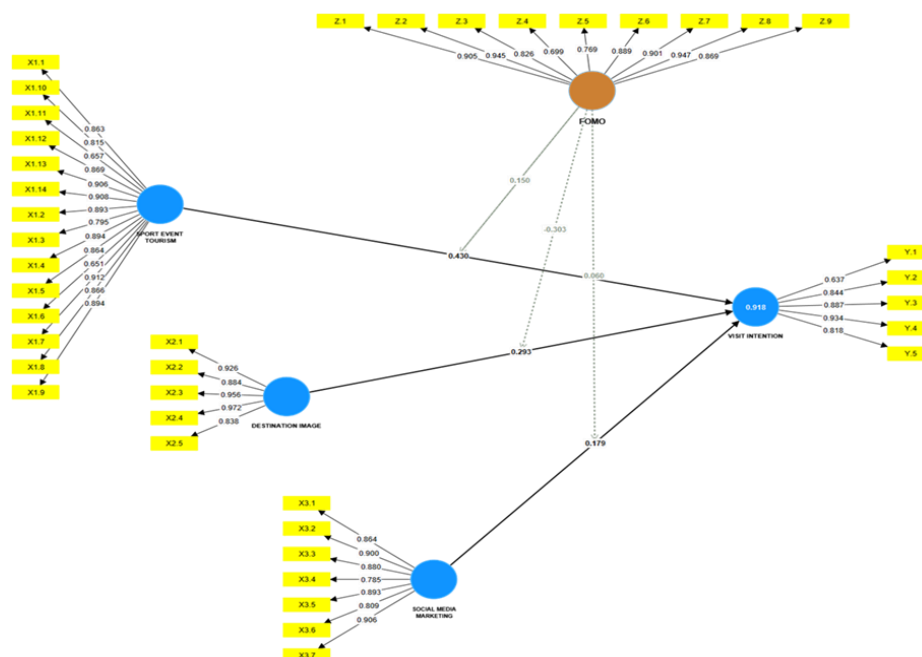
This study adopted a quantitative. This study used nonprobability sampling with a purposive sampling technique since the population was not known precisely. Samples were selected based on specific criteria relevant to the research objectives. Pallant (2020) The criteria for respondents are as follows: (1) Respondents from both Indonesia and abroad who have not yet watched and are interested in watching or have an interest in watching the Moto GP Mandalika event, and (2) Respondents must be at least 17–25 years old, as they are considered to have the ability to independently assess the quality of the event and their satisfaction. The population in this study refers to Gen Z tourists aged 17–25 years. In this study, the number of tourists cannot be counted, and the sample size is based on the following criteria, Setiabudhi et al. (2024) where the sample size is equal to 5-10 times the indicator of the total latent variables. Therefore, the sample in this study consisted of 110 samples. To maintain data relevance, researchers established specific respondent criteria. The questionnaire used was closed-ended and employed a 1–10 semantic differential scale, ranging from strongly disagree to strongly agree, to measure respondents' perceptions of the research variables. The collected data were processed using Smartpls software version 4.0.

RESULTS

Respondent Characteristics

There were 110 male respondents in this study who met the criteria. The respondents in this study were Gen Z tourists aged 17-25 years (Central Bureau of Statistics, 2023), who were then grouped into two age ranges. Based on the data collection results, many respondents were from the 20-25 age group, consisting of 91 people (82.73%). Then, based on gender, most respondents in this study were 57 people (51.82%). In terms of occupation, the majority of respondents in this study were civil servants, with 34 respondents (30.91%). Furthermore, regarding regional characteristics, the majority of respondents in this study were from Bali and Nusa Tenggara, with 77 respondents (70%). This indicates that the Mandalika Motogp is very attractive to residents.

Figure 2. Output of the Research Framework



Hypothesis Test

Table 1. The Result of the Hypothesis Tests

	Interrelationship between variables	Original Sample	T statistics	P values	Remark
H1	Sport Event Tourism > Visiting interest	0.430	3.677	0.000	Positive and Significant
H2	Destination Image > Visiting interest	0.293	3.419	0.001	Positive and Significant
H3	Social media marketing > Visiting interest	0.179	3.839	0.000	Positive and Significant
H4	Fomo X Sport Event Tourism X Visiting interest	0.150	4.757	0.007	Positive and Significant
H5	Fomo X Destination Image > Visiting interest	-0.303	2.721	0.000	Negative and Significant
H6	Fomo X Social media marketing > Visiting interest	0.060	2.018	0.044	Positive and Significant

Source: smartpls

Sport Event Tourism towards Visiting Interest

The results of the hypothesis testing in Table 4 indicate that sport event tourism has a positive and significant influence on the interest in visiting, with an original sample value of 0.430, a t-statistic of 3.667, and a p-value of 0.000. Therefore, Hypothesis 1 (H1) is accepted. This means that the better the sport event tourism, the greater the interest in visiting the Mandalika Motogp event. This occurs if sport event tourism creates a unique and interesting experience for tourists,

especially for motor sports enthusiasts. Events such as the Mandalika Motogp not only offer exciting races but also an energetic and exciting atmosphere that attracts people to attend in person. International-scale sports events like the Motogp Mandalika often become a major attraction for both domestic and international tourists. This increased the interest in visiting as the event is seen as a rare opportunity to witness a prestigious event in an exotic location like Mandalika. The results of this study are consistent with previous research conducted (Nirwana, B. N., et al. 2020 ; Bakir & Nathalia, 2024; Julian,dkk 2024), which found that Sport Event Tourism has a positive and significant effect on the intention to visit.

Destination Image towards Visiting Interest

Based on statistical testing results, the influence is positive with a value of 0.293. This impact is significant because the t-value is 3.419 ($>$ critical t-value 1.96) with a p-value of 0.001, which is less than 0.050 ($0.000 < 0.050$). Therefore, it can be concluded that Destination Image has a positive and significant effect on visit intention, and hypothesis two (H2) is accepted.

This means that the better the Destination Image in Mandalika, the more it influences visit intention. This occurs due to Mandalika's strong destination image as a destination that has successfully built a positive image among potential visitors. Effective Promotion and Branding are marketing efforts carried out by destination managers in Mandalika, and event organisers successfully create a positive impression and attract potential visitors. the results of previous studies conducted by (Antika, et al., 2023; Mahfudhotin & Nurfarida, 2020 ; Muliawan et al., 2024 ; Arviya, et al., 2024).

Social Media Marketing towards Visiting Interest.

Based on statistical testing, a positive coefficient value of 0.179 was obtained with a significance level that met the criteria ($t=3.839 > t\text{-critical}$ and $p=0.000 < \alpha=0.05$). These results confirm that social media marketing significantly influences visiting interest, so hypothesis H3 is accepted. This is due to the ability of social media marketing to build positive perceptions and increase tourist interest.

Strong social media marketing successfully builds high interest in visiting due to its ability to reach a wide audience, present attractive visual content, enable direct interaction, and utilise testimonials, targeting, and influencers. The findings are also supported by several previous studies, such as research done by Isman, et al. (2021) ; Sari et al., (2022) ; Miftahulhasanah & Maranisya (2023)

Fear of Missing Out Strengthens the Influence of Sport Event Tourism on Visitation Interest

The results of the statistical analysis indicate a positive correlation with a coefficient of 0.150. This correlation is statistically significant, as evidenced by a t-value of 4.757 (exceeding the t-table value of 1.96) and a p-value of 0.007, which is less than the significance level of 0.05. Therefore, it can be concluded that FOMO significantly enhances the impact of Sport Event Tourism on visit intention, thus accepting the fourth hypothesis (H4).

This is because FOMO is the fear of missing out on an event or important moment that is happening. In the context of the Motogp event in Lombok, FOMO encourages potential visitors not to miss the opportunity to witness this prestigious event firsthand. When potential visitors

see others (through social media or stories from friends) enjoying the experience at the event, they feel compelled to participate to avoid feeling left out. FOMO serves as an additional motivating factor that strengthens the connection between Sport Event Tourism and the desire to visit. FOMO reinforces the influence of Sport Event Tourism on the interest in attending the Motogp event in Lombok by creating a sense of urgency, exclusivity, and the desire not to miss out on valuable moments. The findings of this study also corroborate with previous research, see, for example, (Antolis & Istriani 2024 ; Muntoliah 2023).

Fear of Missing Out Weakens Destination Image and Visitor Interest

The statistical test results show a negative value of -0.303. This effect is significant because the t-value is 2.721 ($>$ critical t-value 1.96) with a p-value of 0.000, which is less than 0.050. Therefore, based on the statistical results, a significant negative relationship was found, and it can be concluded that FOMO weakens the Destination Image towards visiting interest, and hypothesis five (H5) is rejected. This means that the higher the FOMO on destination image towards visiting interest, the less it influences visiting interest in the Mandalika Motogp event.

Fear of Missing Out has a negative and significant impact on Destination Image and Visiting Interest in the Mandalika Motogp event. This indicates that FOMO weakens the influence of Destination Image on visiting interest.

This occurs because:

1. Issues related to the inadequacy of infrastructure and facilities at the Motogp Mandalika event may exacerbate negative perceptions. When individuals feel afraid of missing out (FOMO), they become more sensitive to negative issues, thereby reducing their interest in visiting.
2. Respondents in this study were from Bali and Nusa Tenggara, accounting for 70 per cent of the total. This geographical proximity not only increases the frequency of visits but also makes local communities more sensitive and directly exposed to various issues, including the negative impacts and security problems arising in the Mandalika area. This awareness can be influenced by direct experience or information from the immediate environment, thereby deepening their perception of the impact of Motogp Mandalika. This situation is further exacerbated by ongoing inter-regional conflicts around the Mandalika Motogp area, such as inter-village clashes. Additionally, the human resources (HR) in the Kuta Mandalika area are known for their strong character and tendency to resist local government regulations.

The research Khatami, et, al (2024), which states that FOMO weakens the destination image and reduces interest in visiting.

Fear of Missing Out Strengthens Social Media Marketing on Visitor Interest

The results of the statistical analysis indicate a positive coefficient of 0.060 with a significance level that meets the criteria ($t=2.018 > t\text{-table } 1.96$; $p=0.044 < \alpha=0.05$). This finding confirms that FOMO moderates the effect of social media marketing on visit intention, thereby supporting the fifth hypothesis (H6). This means that the higher the level of FOMO, the greater the influence of social media marketing on the intention to visit the Mandalika Motogp event.

FOMO is often triggered by trends and the popularity of an event on social media. If the Mandalika Motogp is widely discussed on platforms such as Instagram, TikTok, or Twitter with attractive visuals and positive testimonials, people who experience high FOMO will be more motivated to attend as they want to be part of a viral experience. The results of this study also support several previous studies, such as (Kim, et al., 2020 ; Dinh et al. 2023) that FOMO enhances the influence of social media marketing on visit interest.

CONCLUSION

The results indicate that Fear of Missing Out plays a significant role in strengthening interest in visiting the Mandalika Motogp event. Sport Event Tourism has proven to increase interest in visiting both directly and indirectly, as it not only offers exciting international races but also an energetic and vibrant event atmosphere. Meanwhile, Destination Image has a direct effect on visiting interest, but this influence becomes insignificant when FOMO is used as a moderating variable. On the other hand, Social Media Marketing has also been proven to influence visiting interest, both directly and indirectly.

This study provides implications for various stakeholders, including destination managers, event organisers, tourism marketers, and the government. Event organisers need to ensure that the Motogp event in Mandalika is well-designed, attractive, and provides a memorable experience for visitors. The success of the event will increase tourists' interest in returning in the future. The government and Mandalika Circuit Management need to ensure the availability of adequate infrastructure, such as roads, airports, and public transportation, to facilitate access to Mandalika. Good accessibility will attract more tourists to visit. The government can collaborate with the private sector and local communities to conduct more extensive joint promotions, both at the national and international levels. The safety and comfort of tourists must be a priority. The government must ensure that Mandalika is a safe and comfortable destination for visitors, including by providing security personnel and health facilities.

This study also has limitations, one of which is that the respondents in this study were domestic tourists. It is hoped that the next study will not only take samples from domestic tourists, but also cover a wider scope, such as using foreign tourists who want to watch the Mandalika Moto GP as respondents. Thus, researchers can obtain different perspectives between the visiting intentions of domestic tourists and foreign tourists.

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