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# The Effects of the 3P Marketing Mix and 4A Destination Attributes on Sustainable Tourism Development: Evidence from the Mandalika SEZ

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**Abstract**

**Purpose** – Driven by the rapid development of hallmark international sports events and emerging operational frictions in the Mandalika Special Economic Zone (SEZ) such as event-season accommodation price surges, information gaps, and post-event waste management challenges this study aims to analyze the influence of tactical marketing mix controls (3P: Price, Place, Promotion) and destination experiential attributes (4A: Attraction, Accessibility, Amenity, Ancillary) on visitors' evaluative perceptions of sustainable tourism development.

**Methodology** – A quantitative approach with an explanatory design was employed. Data were collected through questionnaires from 128 visitors who had visited the Mandalika SEZ. Data were analyzed using Partial Least Squares-Structural Equation Modeling (SEM-PLS) with SmartPLS 4.

**Findings** – The 3P marketing mix has a positive and significant direct effect on visitors' perceptions of sustainable tourism, with a path coefficient of 0.4716, while the 4A destination attributes also exert a positive and significant direct effect, with a path coefficient of 0.3459. The integrated framework accounts for 60.07% of the total variance in sustainable tourism evaluations.

**Implications** – Destination management requires integrating responsible marketing governance with structural attribute enhancements. Authorities must enforce price transparency during mega-events, adopt eco-friendly practices, and ensure local Sasak community inclusion in the tourism value chain.

**Originality** – This study introduces a novel 3P+4A framework replacing "Product" with Cooper's 4A attributes. Grounded in Cognitive Framing Theory and Sharia business ethics (Maqasid al-Shariah and Hifzh al-Bi'ah), it clarifies how marketing levers and destination attributes jointly shape visitor sustainability perceptions.

## Introduction

Tourism has evolved into a key driver of global economic growth, contributing significantly to job creation, local income generation, and regional infrastructure expansion (Sun et al. 2025). However, uncontrolled tourism expansion frequently triggers critical sustainability challenges, including ecological degradation, severe waste accumulation, socio-cultural displacement, and

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economic leakage (Bisht et al. 2025; Cranmer et al., 2023). Consequently, modern destination governance requires a strategic paradigm shift toward sustainable tourism development, balancing economic viability, environmental preservation, socio-cultural integrity, and institutional capacity (Rinaldi et al. 2022; Tien, 2022). In Indonesia, this imperative is exemplified in the development of Special Economic Zones (SEZs) designed to accelerate regional economic growth through mega-tourism projects (Adnyawati, 2025). A primary focal point of this national strategy is the Mandalika Special Economic Zone (SEZ) in Central Lombok, designated as a Super-Priority Destination centered on marine, eco-tourism, and international sports tourism (Zitri et al. 2025).

Despite its rapid transformation into a world-class sports tourism hub driven by hallmark events such as the MotoGP and World Superbike (WSBK), Mandalika SEZ faces severe real-world sustainability dilemmas (Agarwal et al., 2024; Stojanović et al., 2024). Empirically, the destination struggles with post-event environmental pressures, notably massive municipal solid waste surges following major international races that exceed local management capacity (Reinhold et al., 2023). Furthermore, the destination suffers from dynamic pricing friction and accommodation rate transparency issues during peak event periods, creating visitor dissatisfaction regarding cost-to-value perceptions (Durán et al. 2021). Additional empirical challenges include uneven economic distribution among local micro-enterprises, infrastructure bottlenecks in accessibility, and ecological stress on surrounding coastal ecosystems (López-Sanz et al. 2021). These operational and environmental vulnerabilities demonstrate that scaling visitor volumes alone cannot guarantee destination success; rather, long-term competitiveness depends on optimizing destination management attributes while maintaining multi-dimensional sustainability (Khan et al. 2021).

To address these empirical challenges, destination management must integrate commercial marketing tactics with spatial and experiential destination attributes (Archi et al., 2023). In traditional marketing literature, McCarthy's 4P framework (Product, Price, Place, Promotion) serves as the standard operational mix (Loureiro & Nascimento, 2021). However, applying the standard 4P framework directly to tourism destinations poses a theoretical limitation: a tourism "product" is not a discrete, tangible commodity, but rather a complex, multi-faceted destination experience (Kusumaningrum et al., 2024). To resolve this theoretical mismatch, this study replaces the generic "Product" dimension with Cooper's destination framework comprising the 4As: Attraction, Accessibility, Amenity, and Ancillary services (Muluneh et al. 2022). By retaining the tactical marketing controls, Price, Place, and Promotion (3P) and integrating them with the experiential destination components (4A), the conceptualized "3P+4A" framework provides a tailored matrix capable of capturing both marketing interventions and destination operational realities (MacEachern et al., 2024; .

Although prior empirical studies have explored destination competitiveness, a systematic critique of existing literature reveals critical theoretical and empirical gaps. First, conventional studies predominantly evaluate marketing mix elements (4P/7P) or destination attributes (4A) in isolation, focusing almost exclusively on traditional outcome metrics such as short-term tourist satisfaction, destination image, or revisit intention (Fatima et al. 202); Marbun et al., 2024; Sudarmanto et al. , 2025). Second, existing empirical models fail to capture how tactical commercial levers (3P) synergize with core structural attributes (4A) to directly drive institutional, environmental, and socio-economic dimensions of sustainable tourism development (Streimikiene et al., 2021). Third, there is a notable scarcity of empirical research evaluating this integrated framework within state-driven, event-centric Special Economic Zones in emerging economies, where sustainability trade-offs are most acute.

To bridge these identified gaps, this study examines the impact of the integrated 3P+4A framework on sustainable tourism development in the Mandalika SEZ from the visitor perspective. Specifically, this research aims to analyze both the individual (partial) effects of the marketing mix dimensions (Price, Place, Promotion) and destination attribute dimensions (Attraction, Accessibility, Amenity, Ancillary), as well as their simultaneous collective effect on sustainable destination development.

Theoretically, this study advances destination marketing literature by introducing a novel conceptual synthesis that bridges tactical commercial marketing controls (3P) with spatial-

experiential destination management attributes (4A). Unlike traditional marketing models (e.g., McCarthy's 4P or Booms & Bitner's 7P) that treat tourism as a discrete, tangible product, the proposed 3P+4A framework recognizes that a tourism "product" is a complex, multi-dimensional destination experience. By decoupling tactical commercial levers (Price, Place, Promotion) from core structural attributes (Attraction, Accessibility, Amenity, Ancillary), this integrated framework establishes a distinct conceptual model capable of evaluating how commercial marketing tactics synergize with destination management realities.

Furthermore, from a Sharia Business Management perspective, this research contributes to the growing literature on ethical destination governance by grounding sustainable tourism within the foundational principles of Maqasid al-Shariah (the higher objectives of Islamic law). Within this framework, sustainable tourism development is conceptualized not merely through conventional economic or environmental metrics, but as a realization of Hifzh al-Bi'ah (preservation of the environment), Hifzh al-Mal (preservation of wealth through transparent and equitable economic exchange), and Hifzh al-Thaqafah (preservation of socio-cultural heritage). In the context of the Mandalika SEZ in Lombok a region recognized globally for its Islamic cultural heritage and halal tourism potential evaluating visitors' perceptions of destination marketing and attributes through the lens of Sharia business ethics provides a novel theoretical positioning that aligns commercial competitiveness with holistic environmental stewardship and socio-economic justice.

## Literature Review

### Sustainable Tourism Development

Sustainable tourism development is a tourism management approach that seeks to balance economic benefits, environmental protection, and socio-cultural sustainability over the long term. This concept emerged in response to the negative impacts of mass tourism, which can strain natural resources, cause environmental degradation, and diminish local community involvement in tourism activities (Damiasih, 2025).

The concept of sustainable tourism is frequently linked to the Triple Bottom Line (TBL) framework, which emphasizes a balance between economic (profit), social (people), and environmental (planet) dimensions. Over time, the cultural aspect has also come to be viewed as a crucial element, as local identity serves as a key asset that distinguishes a tourism destination (Huang et al. 2022). Consequently, the success of sustainable tourism development is measured not only by economic growth but also by a destination's ability to maintain ecosystems, preserve culture, and enhance the well-being of the local community.

### Tourism Destination Competitiveness

Tourism destination competitiveness refers to a region's ability to create valuable tourism experiences for visitors while simultaneously preserving the resources that form the destination's foundation. Unlike singular manufactured products, tourism competitiveness emerges from a combination of attractions, services, facilities, the local community, and destination management systems (Tavitiyaman et al. 2021).

Models proposed by Crouch and Ritchie, as well as Dwyer and Kim, explain that destination competitiveness is influenced by core resources, supporting factors, destination management, and implemented development policies (Lee et al. 2021). In practice, destination competitiveness is shaped by a blend of "hard factors" such as infrastructure, accessibility, and facilities and "soft factors" such as destination image, community hospitality, and the tourism experience (Zulvianti et al. 2022). The combination of these factors serves as the basis for creating a destination that is both competitive and sustainable.

### The Evolution of the Destination Marketing Mix (Marketing Mix: 3P+4A)

The marketing mix concept was first introduced by McCarthy through the 4P model (Product, Price, Place, and Promotion). However, the tourism industry's characteristics—being intangible, experience-based, and involving direct interaction necessitated an evolution of this approach toward a perspective better aligned with the nature of services (Han, 2021).

In tourism destination management, the 4A concept (Attraction, Accessibility, Amenity, and Ancillary) is used to describe the key components that define the quality of a tourism area (Fatima et al., 2024; MacEachern et al., 2024). Integrating the 3P marketing elements (Price, Place, Promotion) with the 4A destination management elements (Attraction, Accessibility, Amenity, Ancillary) yields the 3P+4A framework; this serves not only as a marketing strategy but also as a destination management approach that supports high-quality tourism experiences and sustainable tourism development (Damiasih, 2025; Marbun et al., 2024).

**The Influence of the 3Ps (Price, Place, Promotion) on Sustainable Tourism**

The 3P elements in destination marketing play a crucial role in shaping tourist perceptions while supporting sustainable destination management. "Price" relates to how tourists perceive the balance between cost and the value of the experience gained. Transparent and fair pricing strategies can enhance tourist trust and strengthen the destination's image (Huang et al., 2022; Tavitiyaman et al., 2021).

In the context of tourism, "Place" encompasses ease of access to information, service distribution, and the destination's capacity to manage visitor flows. Effective distribution management can help alleviate tourist concentration in specific locations, thereby supporting a balanced use of the destination (Cranmer et al., 2023; Tien, 2022)

Meanwhile, "Promotion" plays a role in building the destination's image and communicating sustainability values to tourists. Promotional efforts that integrate environmental and cultural messages can raise tourist awareness regarding responsible tourism behavior (Archi, et al., 2023).

Based on the preceding discussion, the research hypothesis is formulated as follows:
**H1:** Price, Place, and Promotion (3P) have a positive influence on sustainable tourism in the Mandalika Special Economic Zone (SEZ).

**The Influence of the 4As (Attraction, Accessibility, Amenity, Ancillary) on Sustainable Tourism**

The 4A components are fundamental to destination development, as they reflect an area's capacity to provide quality tourism experiences while supporting long-term sustainability. Attractions serve as the primary draw and must be developed in a manner that preserves the authenticity of natural resources and local culture (Khan et al., 2021).

Accessibility ensures that tourists can easily reach and enjoy the destination; however, its development must account for environmental considerations to avoid increasing pressure on the tourism area (Sudarmanto et al., 2025). Amenities encompass supporting facilities such as accommodation, restaurants, sanitation, and public facilities that require management based on sustainability principles to mitigate the negative impacts of tourism activities (Huang et al., 2022).

Finally, the Ancillary component relates to institutional aspects, regulations, and stakeholder coordination, all of which are crucial for ensuring effective and inclusive destination management (Tavitiyaman et al., 2021; Zulvianti et al., 2022). Consequently, strengthening all 4A elements is vital for creating tourism destinations that possess ecological, social, and economic resilience.

Based on the preceding discussion, the research hypothesis is formulated as follows:
**H2:** Attraction, Accessibility, Amenity, and Ancillary (4A) have a positive impact on sustainable tourism in the Mandalika Special Economic Zone (SEZ).

## Research Methods

This study employs a quantitative explanatory research design to empirically evaluate the causal relationships between destination marketing mix components, destination attributes, and sustainable tourism development in the Mandalika Special Economic Zone (SEZ). Aligned with the conceptual structural specification illustrated in Figure 1, the measurement model operationalizes Marketing Mix (3P), Tourism Destination Attributes (4A), and Sustainable Tourism as reflective latent constructs (Hair et al., 2021). Grounded in consumer perception theory, a

reflective outer model setup is theoretically justified because tourists' assessments of individual destination components such as price affordability, spatial accessibility, or attraction appeal are highly correlated manifestations of their underlying, overall perceptual evaluation of the destination (Coltman et al., 2008). In this framework, Marketing Mix (3P) and Tourism Destination Attributes (4A) serve as reflective exogenous predictor constructs, while Sustainable Tourism serves as the reflective endogenous outcome variable.

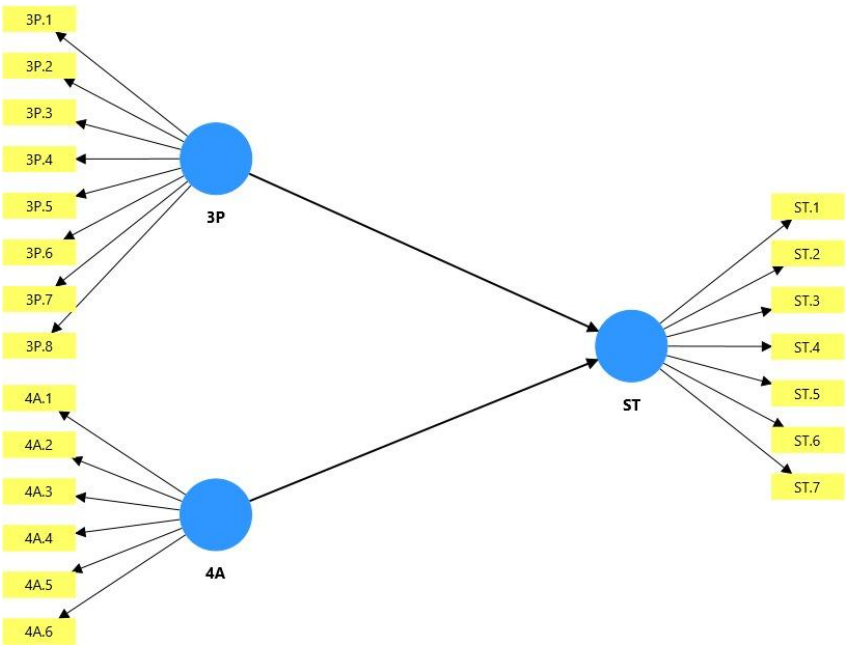


**Figure 1.** PLS-SEM Research Model

This study was conducted in the Mandalika Special Economic Zone (SEZ), Central Lombok Regency, West Nusa Tenggara Province, Indonesia. The research site was selected based on its characteristics as a national strategic priority destination featuring a combination of coastal marine tourism, international sports event infrastructure, and Sasak socio-cultural values. The target population consists of domestic and international tourists who have visited the Mandalika SEZ. Because tourist arrivals fluctuate dynamically across event and non-event seasons, the population is defined as unbounded or infinite.

The unit of analysis is the individual tourist. To ensure respondents possess adequate experiential knowledge to evaluate destination conditions, four inclusion criteria were established: (1) domestic or international tourists aged 18 years or older; (2) having spent a minimum continuous stay of 24 hours in the Mandalika area; (3) having direct experience utilizing available service facilities, infrastructure, or attractions; and (4) participating voluntarily. The 24-hour minimum visit duration was strictly applied to guarantee that respondents had comprehensive exposure to accommodation, dining, accessibility networks, and environmental conditions.

To capture spatial variation and prevent localized sampling bias across the Mandalika SEZ, data collection employed a multi-stage sampling approach combining spatial stratification and systematic random sampling.

First, the study area was divided into three distinct spatial strata: (1) the Sports/Circuit Zone (centering on the Pertamina Mandalika International Circuit and main commercial event plazas); (2) the Nature/Beach Zone (encompassing Kuta Beach, Tanjung Aan, and Seger Beach); and (3) the Socio-Cultural Zone (comprising Ende and Sade traditional Sasak villages). Second, within each spatial stratum, respondents were selected using a systematic random sampling protocol with a fixed sampling interval of 5. Field enumerators stationed at main exit/entry access checkpoints approached every 5th tourist passing the sampling point, verifying their eligibility through initial screening questions prior to questionnaire administration.

Data were gathered using a dual-channel distribution approach combining face-to-face intercept questionnaire administration (onsite) with digital survey collection via QR codes. To

resolve potential sampling inconsistency and eliminate duplicate responses across channels, rigorous methodological and technical controls were enforced: (1) Every respondent was required to answer an initial verification question: "Have you previously completed this survey during your current visit to Mandalika?" Affirmative responses resulted in immediate survey termination. (2) Onsite digital entries were geotagged and timestamped to verify synchronous data collection within designated research zones.

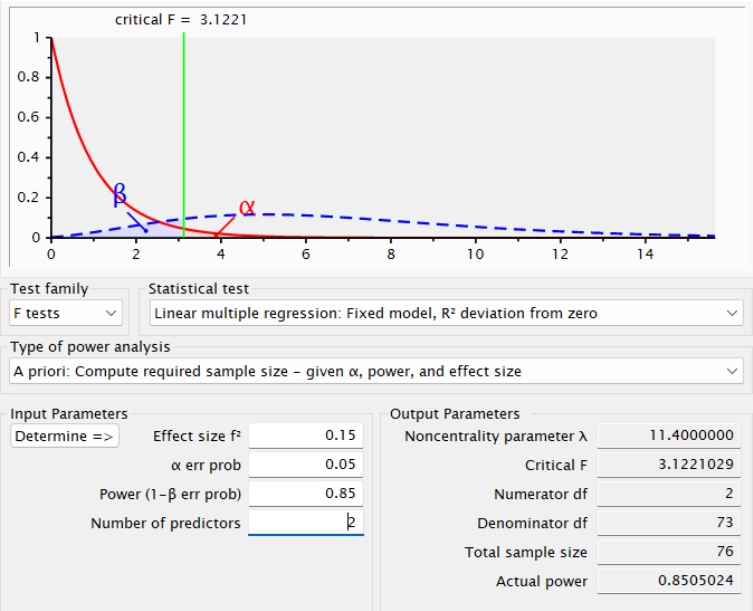


**Figure 2.** G*Power Analysis

The sample size was determined using an a priori power analysis approach with the aid of GPower software (version 3.1.9.7). The GPower calculation was performed using the "F tests – Linear multiple regression: Fixed model, $R^2$ deviation from zero" option, specifying an effect size (f2) of 0.15 (medium effect), a significance level of 0.05, two predictor variables (3P and 4A), and a statistical power 0.85. The calculation established a minimum requirement of 76 respondents (actual statistical power = 0.8505).

During empirical field data collection, a total of 145 questionnaires were gathered across both channels. Following data screening for incomplete entries, unengaged straight-line responses, and multivariate outliers, a final clean sample of n = 128 valid responses was retained (68 from onsite intercepts and 60 from digital channels). This final sample size substantially exceeds the G*Power minimum threshold of 76, achieving an ex-post statistical power exceeding 0.95, thereby providing robust statistical capacity to detect structural path coefficients without risking Type II errors.

Data collection was conducted using a closed-ended questionnaire measured on a 7-point Likert scale ranging from 1 ("Strongly Disagree") to 7 ("Strongly Agree"). The questionnaire items were developed and adapted from established literature to capture the specific operational context of the Mandalika SEZ. Table 1 presents the operational definitions, dimensions, indicator codes, measurement focus, and primary source references for all research constructs.

**Table 1.** Measurement

| Construct | Dimension | Indicator Code | Statement Measurement Focus | Primary Source |
|---|---|---|---|---|
| Marketing Mix (3P) | Price | 3P_1 | Affordability of tourism goods and services. | Adapted from McCarthy (1960); Kotler & Keller (2016); Sukardi & Dasih (2025) |
| | | 3P_2 | Price transparency and consistency across accommodation/dining. | |
| | | 3P_3 | Perceived cost-to-experience value ratio. | |

| | | | | |
|---|---|---|---|---|
| | Place | 3P_4 | Convenience of booking and access channels. | |
| | | 3P_5 | Availability and helpfulness of tourism information centers. | |
| | | 3P_6 | Integration of local distribution channels and micro-enterprises. | |
| | Promotion | 3P_7 | Effectiveness and reach of digital marketing campaigns. | |
| | | 3P_8 | Clarity and accuracy of promotional event messaging. | |
| Destination Attributes (4A) | Attraction | 4A_1 | Uniqueness and aesthetic appeal of coastal scenery. | Adapted from Cooper (2008); MacEachern et al. (2024); Zitri et al. (2025) |
| | | 4A_2 | Appeal and quality of international sports tourism events. | |
| | Accessibility | 4A_3 | Quality and safety of road infrastructure leading to destination. | |
| | | 4A_4 | Availability and connectivity of local public transportation. | |
| | Amenity | 4A_5 | Quality and hygiene standards of accommodation and dining facilities. | |
| | Ancillary | 4A_6 | Efficiency and accessibility of visitor information services. | |
| Sustainable Tourism (ST) | Economic | ST1 | Creation of local employment and business opportunities. | Adapted from UNWTO (2018); Elkington (1997); Rinaldi et al. (2022) |
| | | ST2 | Equitable distribution of tourism economic benefits and support for local Sasak micro-enterprises (MSMEs). | |
| | Environmental | ST3 | Efficiency of post-event waste management and litter control. | |
| | | ST4 | Protection and conservation of surrounding coastal ecosystems. | |
| | | ST5 | Sustainable resource management, focusing on freshwater conservation and energy efficiency in coastal facilities | |
| | Socio-Cultural | ST6 | Protection and respect for local Sasak cultural values. | |
| | Institutional | ST7 | Active inclusion of local community in destination decision-making. | |

The primary data analysis was performed using the Partial Least Squares-based Structural Equation Modeling (SEM-PLS) method with the aid of SmartPLS 4 software. SEM-PLS was selected because it is suitable for analyzing relationships between latent constructs, possesses strong predictive capabilities, and does not require a multivariate normal distribution of the research data (Hair & Sarstedt, 2021).

The SEM-PLS analysis was conducted in two main stages. The first stage involved evaluating the measurement model (outer model) to assess the validity and reliability of the research constructs. The second stage involved evaluating the structural model (inner model) to examine the relationships between variables by analyzing path coefficients, the coefficient of determination ($R^2$), effect size ($f^2$), and predictive relevance ($Q^2$).

Instrument validity and reliability testing was conducted using the Confirmatory Factor Analysis (CFA) approach via SmartPLS 4 software. The measurement model (outer model) was evaluated based on several criteria: a loading factor ≥ 0.70 to indicate indicator convergent validity, an Average Variance Extracted (AVE) ≥ 0.50 to indicate construct validity, a Composite Reliability

(CR) ≥ 0.70 to indicate construct internal consistency, and a Cronbach's Alpha ≥ 0.70 to ensure the reliability of the research instrument (Hair & Sarstedt, 2021).

Hypothesis testing was performed using the bootstrapping procedure in SmartPLS 4. Relationships between variables were considered significant if the t-statistic exceeded 1.96 and the p-value was less than 0.05 at a 95% confidence level. Through this procedure, the study evaluated the extent to which the 3P and 4A constructs influence the achievement of Sustainable Tourism in the Mandalika Special Economic Zone (SEZ) from the visitors' perspective.

## Results and Discussion

### Respondent Characteristics

This study collected data from domestic and international tourists who had visited the Mandalika Special Economic Zone (SEZ) in Central Lombok Regency, West Nusa Tenggara Province. Data collection was conducted by distributing questionnaires directly to tourists in key areas of the study site specifically the sports/circuit zone, the nature/beach zone, and the socio-cultural zone as well as through online questionnaire distribution.

Of the total questionnaires collected, 128 respondents met the study criteria and were included in the final sample. This figure meets the minimum sample size requirement determined by an *a priori* power analysis using G*Power. Respondent characteristics were analyzed based on demographic aspects and travel details, including gender, age, place of origin, education level, occupation, and frequency of visits to the Mandalika SEZ. The distribution of respondent characteristics is presented in Table 2.

**Table 2.** Respondent Characteristics

| Characteristics | Category | Number / Percentage |
|---|---|---|
| Gender | Male | 54 (42,2%) |
| | Female | 74 (57,8%) |
| Age | 18–25 years old | 62 (48,4%) |
| | 26–35 years old | 42 (32,8%) |
| | 36–45 years old | 16 (12,5%) |
| | >45 years old | 8 (6,3%) |
| Tourist Origin | Local (NTB) | 46 (35,9%) |
| | Non-local (NTB) | 78 (60,9%) |
| | International | 4 (3,2%) |
| Education Level | High School/Equivalent | 42 (32,8%) |
| | Diploma | 18 (14,1%) |
| | Bachelor's Degree (S1) | 60 (46,9%) |
| | Postgraduate | 8 (6,2%) |
| Occupation | Student | 38 (29,7%) |
| | Private Sector Employee | 36 (28,1%) |
| | Civil Servant/SOE Employee | 18 (14,1%) |
| | Entrepreneur | 22 (17,2%) |
| | Other | 14 (10,9%) |
| Frequency of Visits to Mandalika SEZ | 1 time | 74 (57,8%) |
| Characteristics | 2–3 times | 38 (29,7%) |
| Gender | >3 times | 16 (12,5%) |

*Source: Primary data processed in (2026)*

Based on Table 2, the respondents' characteristics indicate that the majority of visitors to the Mandalika SEZ fall within the productive age group and possess a relatively high level of education, thereby enabling them to evaluate various aspects of the tourist destination. The predominance of tourists from outside the West Nusa Tenggara (NTB) region demonstrates that the Mandalika SEZ possesses an appeal capable of reaching a broader tourism market, while the presence of local tourists highlights the area's role as a regional destination. Furthermore, the variation in visit frequency indicates that most tourists have firsthand experience in evaluating the quality of attractions, facilities, accessibility, and support services, as well as the sustainability aspects implemented in the destination's management. Overall, the respondents' characteristics meet the research criteria for providing insights into the influence of the 3P+4A components on sustainable tourism development in the Mandalika SEZ.

**Measurement Model Evaluation (Outer Model)**

The measurement model (outer model) evaluation was conducted to assess the quality of the research instruments through tests of convergent validity, discriminant validity, and construct reliability. In this study, convergent validity was used to ensure that the indicators for each construct—3P (Price, Place, Promotion), 4A (Attraction, Accessibility, Amenity, Ancillary), and Sustainable Tourism—effectively represented the latent variables being measured. The assessment was based on the outer loading values of each indicator and the Average Variance Extracted (AVE), with a loading factor ≥ 0.70 and AVE ≥ 0.50 serving as the acceptance thresholds for convergent validity (Hair & Sarstedt, 2021). The results of the convergent validity and construct reliability tests are presented in Table 3.

**Table 3.** Convergent Validity and Composite Reliability Results

| Variables | Outer Loading Range | Cronbach's Alpha | Composite Reliability (rho_c) | AVE | Description |
|---|---|---|---|---|---|
| 3P | 0.6702 – 0.8598 | 0.8988 | 0.9192 | 0.5888 | Valid & Reliable |
| 4A | 0.7450 – 0.8698 | 0.9074 | 0.9285 | 0.6846 | Valid & Reliable |
| Sustainable Tourism | 0.7790 – 0.9068 | 0.9297 | 0.9435 | 0.7051 | Valid & Reliable |

*Source: Data analysis using SmartPLS 4 (2026)*

Based on Table 3, the measurement model evaluation results indicate that all research constructs namely 3P, 4A, and Sustainable Tourism have met the criteria for convergent validity and construct reliability. The loading factor values for the 3P construct range from 0.6702 to 0.8598, the 4A construct ranges from 0.7450 to 0.8698, and the Sustainable Tourism construct ranges from 0.7790 to 0.9068. Although one indicator within the 3P construct has a loading factor slightly below 0.70, this value is acceptable because all constructs exhibit Average Variance Extracted (AVE) values above the minimum threshold of 0.50. The AVE values for the constructs are 0.5888 for 3P, 0.6846 for 4A, and 0.7051 for Sustainable Tourism, indicating that each construct adequately explains the variance of its constituent indicators. Furthermore, the Cronbach's Alpha and Composite Reliability (rho_c) values for all constructs exceed 0.70: specifically, 0.8988 and 0.9192 for 3P; 0.9074 and 0.9285 for 4A; and 0.9297 and 0.9435 for Sustainable Tourism. Consequently, all research constructs are deemed to satisfy convergent validity criteria and demonstrate good reliability, making them suitable for the subsequent structural analysis stage.

To verify that the research constructs are empirically distinct, discriminant validity was evaluated using the Heterotrait-Monotrait Ratio of Correlations (HTMT) (Henseler et al., 2015). As presented in Table 4, all HTMT values fall well below the conservative threshold of 0.85, establishing robust discriminant validity.

**Table 4.** Discriminant Validity Assessment (HTMT Ratio)

| Constructs | Marketing Mix (3P) | Destination Attributes (4A) | Sustainable Tourism |
|---|---|---|---|
| Marketing Mix (3P) | - | | |
| Destination Attributes (4A) | 0.742 | - | |
| Sustainable Tourism | 0.685 | 0.612 | - |

*Source: Data analysis using SmartPLS 4 (2026)*

## Structural Model Evaluation (Inner Model)

### *Coefficient of Determination (R-Square)*

The predictive capability of the structural model was evaluated by examining the R-square ($R^2$) values for each endogenous variable. The results are presented in Table 5.

**Table 5.** Coefficient of Determination (R-Square) Results

| Endogenous Variable | R-Square | R-Square Adjusted | Description |
|---|---|---|---|
| Sustainable Tourism | 0.6007 | 0.5943 | Moderate |

*Source: Data analysis using SmartPLS 4 (2026)*

Based on Table 5, the structural model evaluation yields an $R^2$ value of 0.6007 and an Adjusted $R^2$ value of 0.5943 for the endogenous construct of Sustainable Tourism. Based on established PLS-SEM benchmark criteria (Chin, 1998; Hair et al., 2021), these results demonstrate that the integrated 3P+4A framework possesses a moderate yet substantial explanatory power, accounting for 60.07% of the total variance in sustainable tourism development within the Mandalika SEZ from the visitors' perspective, while the remaining 39.93% is influenced by external unmodeled factors.

## Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping method with SmartPLS 4. A hypothesis is considered supported if the bootstrapping value at a 5% alpha level approaches or exceeds 0.95 (equivalent to $p < 0.05$). The results of the structural path analysis are presented in Figure 3 and Table 6.

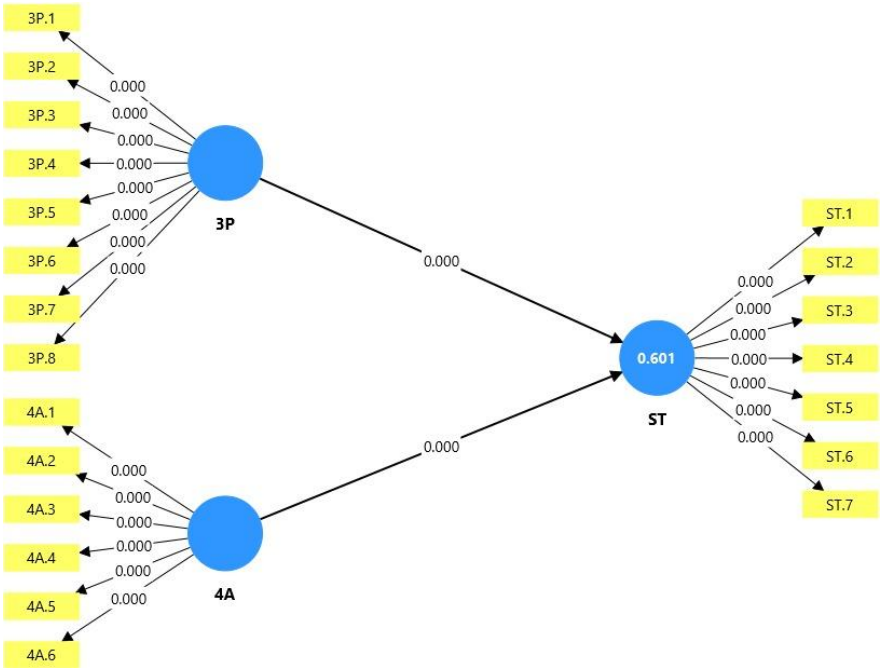


**Figure 3.** Results of Bootstrapping

**Table 6.** Results of Bootstrapping (T-Statistic and P-Value)

| Variable Relationships | Koefisien β | Effect Size ($f^2$) | Achieved Power | T Statistics | P Values | Decision |
|---|---|---|---|---|---|---|
| 3P → Sustainable Tourism | 0.4716 | 0.2068 | 0.9999 | 3.1632 | 0.001 | Significant |
| 4A → Sustainable Tourism | 0.3459 | 0.1113 | 0.9883 | 2.1374 | 0.034 | Significant |

Based on the results of the bootstrapping test in Table 6, all structural relationships in the research model show a statistically significant influence with a t-statistic value > 1.96 and a p-value < 0.05. The influence of 3P on Sustainable Tourism obtained a path coefficient (β) value of 0.4716, an effect size ($f^2$) value of 0.2068, achieved power of 0.9999, a t-statistic value of 3.1632, and a p-value of 0.001. These results show that 3P has a positive and significant effect on Sustainable Tourism, so the first hypothesis (H1) is declared accepted.

Furthermore, the influence of 4A on Sustainable Tourism obtained a path coefficient (β) of 0.3459, an effect size ($f^2$) of 0.1113, achieved power of 0.9883, a t-statistic value of 2.1374, and a p-value of 0.034. These findings show that 4A also has a positive and significant effect on Sustainable Tourism, so the second hypothesis (H2) is declared accepted.

Overall, the test results prove that both destination marketing strategies through Price, Place, and Promotion (3P) and strengthening destination attributes through Attraction, Accessibility, Amenity, and Ancillary (4A) have a real contribution in supporting the development of Sustainable Tourism in the Mandalika SEZ.

To evaluate the predictive relevance and out-of-sample forecasting capability of the structural model, blindfolding and PLSpredict procedures were executed in SmartPLS 4 for the endogenous construct (Sustainable Tourism). In PLS-SEM, a $Q^2$ value greater than zero ($Q^2 > 0$) demonstrates that the model possesses satisfactory predictive relevance for the target latent variable (Hair et al., 2021). The construct-level evaluation results are summarized in Table 7.

**Table 7.** Predictive Relevance

| Endogenous Variable | Q2 (Blindfolding) | Q2 predict (PLSpredict) | Predictive Relevance / Category |
|---|---|---|---|
| Sustainable Tourism | 0.4182 | 0.3328 | High |

*Source: Data analysis using SmartPLS 4 (2026)*

As presented in Table 7, the structural model yields a construct-level $Q^2$ value of 0.4182 via blindfolding and a $Q^2$ predict value of 0.3328 via the PLSpredict procedure for Sustainable Tourism. Because both values are substantially greater than zero, the empirical findings confirm that the integrated 3P+4A framework exhibits strong out-of-sample predictive relevance. This demonstrates that the conceptual model is not only statistically explanatory but also holds high predictive capability in forecasting visitors' evaluations of sustainable tourism outcomes within the Mandalika SEZ.

**The Influence of Marketing Mix (3P) on Visitors' Perceptions of Sustainable Tourism**

The empirical findings confirm that the operational marketing mix construct (3P: Price, Place, Promotion) exerts a positive and statistically significant direct effect on visitors' perceptions of sustainable tourism development in the Mandalika SEZ (beta = 0.4716, t = 3.1632, p = 0.001). The substantial effect size ($f^2$ = 0.2068) and statistical power (0.9999) demonstrate that tactical marketing interventions serve as pivotal drivers in shaping how tourists evaluate destination governance, economic equity, and environmental responsibility. These results align with modern destination marketing theories, which contend that marketing mix elements within sustainable tourism contexts extend beyond mere commercial sales generation; they operate as primary

instruments for framing visitor expectations, promoting responsible conduct, and communicating destination values (Sukardi & Dasih, 2025).

Regarding the Price dimension, empirical observations indicate that visitors' evaluations of pricing fairness, transparency, and cost-to-value ratios play a critical role in shaping perceptions of economic sustainability. In the context of the Mandalika SEZ which experiences extreme demand fluctuations during hallmark international events such as MotoGP unregulated price surge behavior and accommodation rate inflation frequently create visitor friction. A transparent, standardized pricing mechanism mitigates perceptions of commercial exploitation, fostering perceived economic trust between tourists, local business operators, and destination managers (Muluneh et al., 2022). This finding corroborates prior research by Reinhold et al. (2023), who established that perceived pricing integrity directly influences tourists' assessments of destination ethical governance.

Furthermore, the Place dimension emphasizes that seamlessly integrated information distribution, digital ticketing platforms, and localized service access points enhance visitors' perceptions of operational sustainability. In Mandalika, accessible digital channels allow tourists to navigate site options, observe visitation guidelines, and access local micro-enterprise markets, thereby preventing spatial overcrowding at fragile coastal spots. The Promotion dimension reinforces that marketing communication plays a transformative role when moving beyond aesthetic imagery to embed responsible tourism messaging. Promotional campaigns highlighting waste minimization, marine ecosystem protection, and respect for Sasak cultural traditions actively cultivate sustainable visitor behaviors (Cranmer et al., 2023). Statistically, these findings confirm H1 and corroborate empirical evidence from Fatima et al. (2024), who demonstrated that sustainable marketing mix practices positively shape visitor sustainability evaluations.

**The Influence of Destination Attributes (4A) on Visitors' Perceptions of Sustainable Tourism**

Structural path analysis reveals that destination experiential attributes (4A: Attraction, Accessibility, Amenity, Ancillary) exert a positive and statistically significant direct effect on visitors' perceptions of sustainable tourism (beta = 0.3459, t = 2.1374, p = 0.034). With an effect size of $f^2$ = 0.1113 and statistical power of 0.9883, the findings support H2, confirming that physical, spatial, and institutional destination attributes represent indispensable structural pillars of sustainable destination evaluations. This finding supports Cooper's framework (2008), asserting that a destination's core appeal and supporting infrastructure form the tangible baseline of the visitor experience (MacEachern et al., 2024).

The Attraction dimension serves as a foundational component, as Mandalika's appeal relies on a delicate synthesis of coastal natural resources, mega-sports event infrastructure, and Sasak cultural authenticity. Preserving natural beach landscapes and traditional Sasak cultural integrity without over-commercialization directly influences visitor perceptions of environmental and socio-cultural preservation (Zitri et al., 2025). Regarding Accessibility, efficient transport networks and clear directional navigation enhance visitor satisfaction; however, visitors increasingly evaluate accessibility through an ecological lens, favoring transport solutions that minimize congestion and coastal ecosystem stress (Archi et al., 2023).

The Amenity dimension demonstrates that supporting facilities such as accommodation hygiene, dining quality, public restrooms, and utility infrastructure are evaluated by visitors not only for comfort but also for environmental management practices. The visible implementation of eco-friendly practices, waste collection bins, and water conservation in Mandalika's coastal facilities directly enhances visitors' evaluations of destination environmental stewardship (Bisht et al., 2025). Finally, the Ancillary dimension underscores the vital role of destination institutional governance, community inclusion, and emergency management services. Institutional coordination between the Mandalika SEZ Development Corporation (ITDC), local government, and local Sasak communities signals structured governance, which visitors associate with long-term destination resilience (Rinaldi et al., 2022).

**Comparison of the Influence of 3P and 4A on Sustainable Tourism**

A key theoretical contribution of this study lies in explaining why the operational marketing mix exerts a stronger influence on visitors' sustainability evaluations than structural destination attributes. From a theoretical standpoint, this structural difference can be explained through Cognitive Framing Theory and the Customer Experience Journey model (Kotler & Keller, 2016). In mega-event-centric destinations like the Mandalika SEZ, the tourist decision-making process is heavily mediated by digital information search, price evaluations, and promotional framing prior to physical arrival. Tactical marketing controls (3P) specifically price transparency during event peak seasons and clear digital communication act as the primary cognitive filter through which tourists form baseline expectations regarding destination fairness and institutional integrity.

When tourists encounter dynamic price spikes, hidden fees, or misleading promotional information, immediate cognitive friction occurs, severely undermining their perception of destination sustainability regardless of how pristine the natural beach attractions (4A) may be. Conversely, core destination attributes (Attraction, Accessibility, Amenity, Ancillary) are frequently perceived by modern travelers as structural "hygiene factors" (baseline expectations). Tourists naturally expect beautiful beaches and accessible roads when visiting a designated Super-Priority SEZ; thus, high-quality 4A attributes fulfill basic operational expectations but generate less incremental variance in driving positive sustainability perceptions compared to highly sensitive operational marketing levers (3P).

Furthermore, this empirical pattern reflects the unique economic dynamics of the Mandalika SEZ as an event-driven destination. During major international racing events, visitor touchpoints are heavily concentrated on ticketing, accommodation pricing, local transportation costs, and promotional event guidance (3P). Consequently, tactical marketing execution exerts an immediate, highly sensitive impact on visitor perceptions. Nevertheless, 3P and 4A remain complementary constructs: while 3P shapes expectations and initial perceptual evaluations, 4A delivers the physical reality required to validate those perceptions over time (Sukardi & Dasih, 2025).

**Methodological Boundary Conditions: Perceptions vs. Actual Sustainability**

To ensure rigorous scientific interpretation, an explicit distinction must be maintained between statistically significant visitor perceptions and objective, physical measures of sustainability. The empirical findings of this study reflect tourists' evaluative perceptions measured via structured survey instruments, rather than direct environmental audits (e.g., empirical waste tonnage, carbon footprint metrics) or macro-economic accounting (e.g., regional GDP distribution figures).

While positive visitor perceptions are crucial because they directly drive visitor satisfaction, positive word-of-mouth, and revisit intentions (Fatima et al., 2024), high perception scores do not serve as definitive proof of absolute ecological or socio-economic sustainability. For instance, a tourist may perceive a destination as environmentally clean based on well-maintained public beach plazas (Amenity/3P Promotion), even if underlying municipal waste processing capacity remains ecologically strained during mega-events (Kusumaningrum et al., 2024). Therefore, while the 3P+4A framework successfully predicts 60.07% of the variance in visitor-evaluated sustainability ($R^2 = 0.6007$), destination authority decision-making must triangulate these perceptual metrics with objective ecological indicators and local community socio-economic impact assessments.

**Implications of Mandalika SEZ Management**

The empirical results provide actionable strategic insights for the Mandalika SEZ Development Corporation (ITDC), West Nusa Tenggara regional government, and tourism stakeholders. First, Given the dominant impact of the 3P construct, destination managers must establish clear pricing governance to prevent price gouging during hallmark sports events. Implementing standardized upper-tier accommodation rates and transparent digital pricing displays will protect visitor value perceptions and foster sustainable economic relationships.

Second, Promotional campaigns should shift from pure commercial advertising to responsible destination storytelling. Marketing collateral must actively integrate educational messages regarding coastal conservation, waste reduction guidelines, and support for authentic local Sasak micro-enterprises.

Third, to validate visitor expectations established by 3P marketing, destination authorities must strengthen physical environmental controls. This includes expanding integrated waste processing facilities, enforcing eco-certification for hotels and dining venues, and preserving coastal buffer zones.

Overall, destination managers must enhance local Sasak community involvement in tourism decision-making and economic value chains. Ensuring that local micro-enterprises are spatially integrated into event zones enhances socio-cultural preservation and delivers inclusive regional economic growth.

## Conclusion

This study demonstrates that the integrated 3P+4A framework effectively explains visitors' perceptions of sustainable tourism development in the Mandalika SEZ, with operational marketing mix tactics exerting a significantly stronger direct influence than structural destination attributes. Theoretically, this research advances destination marketing literature by replacing the generic "Product" dimension with Cooper's 4A framework to align with experiential tourism, proving that in mega-event SEZs, tactical marketing levers (3P) particularly pricing transparency and digital messaging act as primary cognitive filters shaping visitor evaluations of destination ethics. However, these empirical findings must be interpreted with analytical caution, as they capture visitors' evaluative perceptions rather than direct, objective physical audits of ecological preservation, local economic distribution, or governance performance. Practically, destination managers (ITDC and regional authorities) must enforce price-capping regulations during international hallmark events (e.g., MotoGP), transition to responsible marketing campaigns, upgrade eco-friendly amenity infrastructure, and ensure inclusive local Sasak community involvement in the tourism value chain. Methodologically, the study acknowledges key limitations, including its single-destination scope in Mandalika, reliance on cross-sectional self-reported survey data, and a predominantly domestic sample composition. To address these boundaries, future research should implement longitudinal multi-stakeholder designs, incorporate objective environmental and economic accounting metrics, and conduct comparative assessments across diverse destination contexts (such as Labuan Bajo or Bali) to enhance theoretical generalizability.

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