

Residents' Perceptions of Motorcycle Racing Events: A Social Exchange Theory Analysis

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Abstract

This study examines how the residents of Tanjung Jabung Timur Regency perceives motorcycle racing events at the Zabak National Circuit in Jambi Province, Indonesia. Applying the Social Exchange Theory framework, the research used quantitative data from a survey questionnaire. This method approach explores public opinions on motorsport events, identifying factors that shape these perceptions. The study anticipates a mixed public response, acknowledging both the perceived economic and social benefits alongside concerns about noise, safety, and environmental consequences. Factors such as economic opportunities, community pride, noise pollution, traffic congestion, and environmental degradation are expected to significantly influence public perception. Positive perceptions are likely linked to higher event participation, while negative perceptions may lead to reduced involvement and community resistance. By analyzing the complex interplay of perceived benefits and costs associated with motorcycle racing events, this study provides valuable recommendations for event organizers and local authorities. These recommendations emphasize maximizing economic and social benefits while minimizing negative impacts through effective noise control, traffic management, safety protocols, and enhanced environmental sustainability.

Keywords: Motorcycle Racing, Social Exchange Theory, Residents Perception

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INTRODUCTION

Overview of motorsport events in Tanjung Jabung Timur and their importance to the region. Moreover, these events serve not only as a source of entertainment but also contribute significantly to local economic development by attracting tourism, fostering community engagement, and promoting regional culture, thereby enhancing the social fabric of Tanjung Jabung Timur (Tangkudung & Tangkudung, 2021). Moreover, these events serve not only as a source of entertainment but also contribute significantly to local economic development by attracting tourism, fostering community engagement, and promoting regional culture, thereby enhancing the social fabric of Tanjung Jabung Timur, which has been shown to play a critical role in the success of such sport tourism initiatives (Cost and benefits of sports events tourism, 2010).

This study utilizes the Social Exchange Theory as a conceptual framework to analyze community perceptions of motorcycle racing events. This study utilizes the Social Exchange Theory as a conceptual framework to analyze community perceptions of motorcycle racing events, positing that residents evaluate these events based on their perceived costs and benefits, which can ultimately influence their level of support or opposition towards such activities within their community (Durkin et al., 2020).

This study aims to understand the factors that influence residents' perceptions of motorcycle racing events in Tanjung Jabung Timur. This study aims to understand the factors that influence residents' perceptions of motorcycle racing events in Tanjung Jabung Timur, particularly focusing on the tension between the perceived economic benefits, such as increased tourism and local job creation, and the social costs associated with noise, traffic congestion, and environmental degradation. (Cegielski & Mules, 2002) (Tangkudung & Tangkudung, 2021) The findings of this study can provide valuable insights to event organizers and local authorities, allowing them to develop strategies that maximize the positive impacts and minimize the negative consequences of motorcycle racing events, thereby enhancing their long-term sustainability and community support.

Motorsport events have emerged as significant drivers of local development, capable of transforming communities through economic growth, tourism promotion, and identity construction. These events attract large crowds, generate revenue streams, and often become synonymous with the host region, shaping its image on a global scale. (Peng & Lai, 2012) For instance, the Monaco Grand Prix has become an iconic symbol of Monaco, attracting high-net-worth individuals and contributing significantly to the principality's economy (Dextre-Mart'inez, 2023). Similarly, smaller communities have leveraged motorsport events to revitalize their economies, attract investment, and enhance their tourism appeal (Law, L., & Fong, N., 2020).

Public Perception and Event Success

The success and sustainability of motorsport events, however, hinge not only on their economic potential but also on their acceptance and support from the host community. Public perception plays a crucial role in shaping the long-term viability of these events. Baumeister, R. F. (2023) Positive perceptions among residents, particularly regarding economic benefits, social cohesion, and environmental responsibility, contribute to event attendance, stakeholder collaboration, and overall community well-being (Tarka, 2018). Conversely, negative perceptions, often stemming from concerns about noise pollution, traffic congestion, or displacement of local activities, can lead to community resistance, diminished event benefits, and even event cancellation. (Sarstedt et al., 2017)

Methods

This study employs a quantitative approach, utilizing a survey questionnaire to gather data on residents' perceptions of motorcycle racing events in Tanjung Jabung Timur. This approach enables the collection of measurable data that can be statistically analyzed to identify trends and correlations, which are essential in understanding the attitudes and feelings of the community towards such events and their potential impacts on local development and tourism (Tangkudung & Tangkudung, 2021). This survey design is particularly useful in capturing a wide range of community sentiments, allowing for a comprehensive analysis of both positive and negative perceptions regarding the economic and social implications of the events (Tangkudung & Tangkudung, 2021). Moreover, the quantitative data collected through the survey will serve as a foundation for making informed recommendations aimed at enhancing community engagement and mitigating potential issues associated with motorsport events, thus ensuring a balanced approach to sustainable tourism development that takes into account both resident perspectives and event organizer objectives.

Study Area and Population. The study is set in the Tanjung Jabung Timur Regency of Jambi Province, Indonesia, which is home to the Zabak National Circuit, a prominent motorsport venue that hosts various motorcycle racing events throughout the year. The study focuses on a diverse population comprising local residents who live in proximity to the circuit, ensuring that the perspectives captured are representative of those most affected by the events,

which is critical for understanding the broader social dynamics at play and the implications for local community development.

Results

The study's sample comprised 318 participants, predominantly young adults ($M = 25.23$ years, $SD = 11.19$), with a slight majority (53.46%) identifying as female. Educational attainment varied, with 43.08% having completed high school and 29.25% holding bachelor's degrees. The majority (68.55%) were unmarried, and nearly half (45.91%) reported monthly incomes below Rp. 1.8 million. Students constituted the largest employment group (55.03%), followed by civil servants (18.87%). Online media served as the primary source of information about motorbike racing events for 56.29% of participants. While 45.91% expressed some level of interest in the sport, 15.41% indicated no interest. Most participants (74.21%) engaged in occasional conversations about motorbike racing. Opinions on hosting events at the Zabak National Circuit were mixed, with 55.98% expressing pride and 40.57% remaining neutral. A significant portion (76.10%) indicated willingness to attend future events, and 85.22% expressed support for hosting such events in Tanjung Jabung Timur.

Table 1. Demographic and additional information of the participants

	Frequency	Percentage
Gender		
Male	148	46.54
Female	170	53.46
Education		
Elementary school or Equal	16	5.03
Middle school or Equal	61	19.18
High school or Equal	137	43.08
Bachelor degree	93	29.25
Master degree	7	2.20
Doctoral degree	4	1.26
Married status		
Yes	100	31.45
No	218	68.55
Income (IDR/month)		
Less than Rp. 1.8 million	146	45.91
Rp. 1.8 million - Rp. 3 million	70	22.01
Rp. 3 million - Rp. 4.8 million	52	16.35
Rp. 4.8 million - Rp. 7.2 million	32	10.06
More from Rp. 7.2 million	18	5.66
Employment		
Work full time (Private)	15	4.72
Work beak time (Part time)	3	0.94

Self-employed	21	6.60
Civil Servants (ASN)	60	18.87
TNI / POLRI	2	0.63
Unemployed / Looking work	3	0.94
Housewife ladder	21	6.60
Student / student	175	55.03
Retired	7	2.20
Other	11	3.46

Where did you get it from information related to motorbike racing events?

Online media	179	56.29
Newspapers/ Magazines	5	1.57
Television	17	5.35
Friend	51	16.04
Poster	27	8.49
Internet	39	12.26

Do you follow news related motorbike racing at the Zabak National Circuit?

Yes	117	36.70
No	201	63.20

Have you ever watched motorbike racing events live direct?

Yes	169	53.14
No	149	46.86

How much Are you interested in motorbike racing events?

Very interested	56	17.61
Enough interested	90	28.30
Rather interested	37	11.64
A little interested	86	27.04
At all No interested	49	15.41

How much often you talk about about motorbike racing events with Friend or relatives?

No Once	51	16.04
Seldom very	101	31.76

Sometimes	135	42.45
Often very	31	9.75

As public Tanjung Jabung Timur, do you feel proud with a motorbike racing event held at the Zabak National Circuit ?

Absolutely not proud	4	1.26
No proud	7	2.20
Neutral	129	40.57
Proud	107	33.65
So Proud	71	22.33

Whether You planning will watch direct motorbike racing event at the Zabak National Circuit?

Yes	95	29.87
No	76	23.90
Possible	147	46.23

Do you support holding a motorbike racing event in Tanjung Jabung Timur?

Yes	271	85.22
No	47	14.78

Note. $N= 318$. Age ± 25.23 years old (SD = 11.19) and participant age did not differ by condition

Measurement Model Assessment

The survey results provide valuable insights into the perceptions of Tanjung Jabung Timur residents regarding the motorcycle racing events hosted at the Zabak National Circuit. The analysis of the data revealed several key findings:

Table 2. Validity and reliability of the constructs

Construct	alpha	rhoC	AVE	rhoA
Positive_Economic	0.859	0.904	0.703	0.861
Positive_SocioCultural	0.878	0.908	0.621	0.880
Negative_SocioCultural	0.734	0.798	0.586	0.683
Tourism_Image_Benefits	0.716	0.842	0.644	0.764
Positive_Environmental	0.733	0.849	0.654	0.769
Negative_Environmental	0.727	0.834	0.629	0.786

Satisfaction	0.806	0.911	0.837	0.816
Social Exchange	0.730	0.823	0.528	0.834
Behavior	0.781	0.871	0.692	0.806

The measurement model's reliability and validity were assessed through convergent validity, internal consistency reliability, and discriminant validity. Convergent validity, evaluated using outer loadings and Average Variance Extracted, demonstrated sufficient explanatory power for all constructs ($AVE > 0.5$). Internal consistency reliability, assessed via Composite Reliability (ρ_C), Cronbach's Alpha, and ρ_A , indicated strong reliability ($\rho_C > 0.7$) across constructs. While Cronbach's Alpha for "Negative SocioCultural" and "Social Exchange" fell slightly below 0.7, they remained within acceptable limits. Discriminant validity, determined using the Fornell-Larcker criterion and cross-loadings, confirmed that each construct's AVE surpassed the squared correlations with other constructs, further supported by higher indicator loadings on their corresponding constructs.

Structural Model Assessment

The structural model assessment evaluated relationships within the inner model, examining collinearity, coefficient of determination (R^2), and effect size (f^2). Collinearity, assessed through Variance Inflation Factor, indicated no multicollinearity concerns ($VIF < 5$). R^2 values revealed substantial explanatory power for "Satisfaction" ($R^2 = 0.713$) and moderate explanatory power for "Behavior" ($R^2 = 0.604$). Similarly, "Positive Economic" and "Positive SocioCultural" exhibited substantial explanatory power ($R^2 = 0.728$ and 0.749 , respectively). Effect size (f^2) analysis highlighted a moderate effect of "Satisfaction" on "Behavior" ($f^2 = 0.220$) and a small effect of "Negative Environmental" on "Behavior" ($f^2 = 0.103$). While most other relationships demonstrated negligible f^2 values, "Social Exchange" exhibited a large effect on "Positive Economic" and "Positive SocioCultural" ($f^2 = 2.681$ and 2.989 , respectively).

Bootstrapping

Bootstrapping was employed to determine the significance of path coefficient within the structural model. This resampling technique revealed several statistically significant relationships. Specifically, "Positive SocioCultural" (t-statistic = 3.055) and "Tourism Image Benefits" (t-statistic = 3.036) exhibited significant positive effects on "Satisfaction." Furthermore, "Satisfaction" exerted a significant positive influence on "Behavior" (t-statistic = 4.048). "Social Exchange" demonstrated significant positive effects on both "Satisfaction" (t-statistic = 3.399) and "Behavior" (t-statistic = 6.956). However, paths from "Negative SocioCultural" and "Negative Environmental" to "Satisfaction" did not achieve statistical significance, as evidenced by their t-statistics falling below the critical threshold.

The PLS-SEM analysis provided strong support for the reliability and validity of the measurement model, demonstrating good convergent and discriminant validity. The structural model exhibited substantial explanatory power, particularly for the "Satisfaction" and "Behavior" constructs. Bootstrapping analysis confirmed the significance of several hypothesized relationships, highlighting the meaningful impacts of "Positive SocioCultural" and "Tourism Image Benefits" on "Satisfaction," which subsequently influenced "Behavior." These findings underscore the crucial role of positive factors in shaping participant satisfaction and behavior within the context of tourism and social exchange.

Table 4. Model summary path Rsquare

	Beh	Positi	Positive	Negat		Posit	
Satisf	avio	ve_Ec	_Socio	ive_S	Touris	ive_	Negative
action	r	onomi	_Cultura	ocioC	m_Im	Envi	_Environ
		c	l	ultural	age B	ron	mental

						enefit s	ment al	
R ²	0.713	0.60 4	0.728	0.749	0.019	0.617	0.63 4	0.005
AdjR ²	0.707	0.60 2	0.727	0.749	0.016	0.616	0.63 3	0.002
Positive_Economic	-0.009	.	.	.	.	.	.	.
Positive_SocioCultu ral	0.284	.	.	.	.	.	.	.
Negative_SocioCult ural	-0.090	.	.	.	.	.	.	.
Tourism_Image_Ben efits	0.228	.	.	.	.	.	.	.
Positive_Environme ntal	0.116	.	.	.	.	.	.	.
Negative_Environm ental	0.026	.	.	.	.	.	.	.
Satisfaction	.	0.33 6						
Social_Exchange	0.271	0.48 4	0.853	0.866	-0.138	0.786	0.79 7	-0.069

Model Explanatory Power and Effect Sizes

The analysis of R² values, path coefficients, and effect sizes provides a comprehensive understanding of the model's explanatory power and the magnitude of relationships between constructs.

R² and Adjusted R². *The model demonstrated substantial explanatory power for several key constructs. Specifically, 71.3% of the variance in "Satisfaction" and 60.4% of the variance in "Behavior" were explained by the model (R² = 0.713, Adjusted R² = 0.707; R² = 0.604, Adjusted R² = 0.602, respectively). Similarly, "Positive Economic" and "Positive SocioCultural" exhibited high explanatory power with the model accounting for 72.8% and 74.9% of their variance, respectively (R² = 0.728, Adjusted R² = 0.727; R² = 0.749, Adjusted R² = 0.749). However, other constructs, including "Negative SocioCultural" (R² = 0.019), "Tourism Image Benefits" (R² = 0.617), "Positive Environmental" (R² = 0.634), and "Negative Environmental" (R² = 0.005), demonstrated lower explanatory power.*

Table 5. Model summary fSquare effect test

	Posit ive_ Eco nom ic	Posit ive_ Soci oCul tural	Neg ative _Soc ioCu ltura l	Touris m_Im age_B enefit s	Positi ve_En viron menta l	Neg ative _En viro nme ntal	Satis facti on	Sosi al_E xcha nge	Behavi or
Positive_Economic	0	0	0	0	0	0	0	0	
Positive_SocioCultu ral	0	0	0	0	0	0	0	0	

Negative_SocioCultural	0	0	0	0	0	0	0	0	
Tourism_Image_Benefits	0	0	0	0	0	0	0	0	
Positive_Environmental	0	0	0	0	0	0	0	0	
Negative_Environmental	0	0	0	0	0	0	0	0	0.103
Satisfaction	0	0	0	0	0	0	0	0	0.220
	2.68	2.98	0.02			0.00	0.04		
Social_Exchange	1	9	0	1.613	1.736	5	8	0	
Behavior	0	0	0	0	0	0	0	0	0

Path Coefficients and Effect Sizes

Analysis of path coefficients revealed a significant positive influence of "Satisfaction" on "Behavior" (path coefficient = 0.336). "Social Exchange" emerged as a key driver, exhibiting strong positive impacts on "Positive Economic" (0.853) and "Positive SocioCultural" (0.866), while negatively influencing "Negative SocioCultural" (-0.138) and "Negative Environmental" (-0.069). Effect size (f^2) calculations further emphasized these relationships. "Satisfaction" exerted a moderate effect on "Behavior" ($f^2 = 0.220$), while "Social Exchange" demonstrated very large effects on both "Positive Economic" ($f^2 = 2.681$) and "Positive SocioCultural" ($f^2 = 2.989$). Conversely, "Negative Environmental" had a small effect on "Behavior" ($f^2 = 0.103$).

Table 6. Bootstrapped Structural Paths

	Original Est.	Bootstrap Mean	Bootstrap SD	T Stat	2.5% CI	97.5 % CI
Positive_Economic -> Satisfaction	-0.009	-0.004	0.080	0.107	-	0.150
Positive_SocioCultural -> Satisfaction	0.284	0.288	0.093	3.055	0.113	0.480
Negative_SocioCultural -> Satisfaction	-0.090	-0.062	0.061	1.470	-	0.080
Tourism_Image_Benefits -> Satisfaction	0.228	0.230	0.075	3.036	0.085	0.385
Positive_Environmental -> Satisfaction	0.116	0.116	0.060	1.917	0.000	0.235
Negative_Environmental -> Satisfaction	0.026	-0.018	0.067	0.389	-	0.107
Satisfaction -> Behavior	0.336	0.336	0.083	4.048	0.172	0.487
Social_Exchange -> Positive_Economic	0.853	0.853	0.017	51.366	0.819	0.883
Social_Exchange -> Positive_SocioCultural	0.866	0.866	0.017	50.369	0.828	0.895
Social_Exchange -> Negative_SocioCultural	-0.138	-0.122	0.144	0.964	-	0.224

Social_Exchange	->				33.9		
Tourism_Image_Benefits		0.786	0.786	0.023	74	0.739	0.829
Social_Exchange	->				31.4		
Positive_Environmental		0.797	0.797	0.025	86	0.738	0.843
					-		
Social_Exchange	->				0.50	-	
Negative_Environmental		-0.069	-0.048	0.136	6	0.267	0.199
					3.39		
Social_Exchange -> Satisfaction		0.271	0.265	0.080	9	0.104	0.416
					6.95		
Social_Exchange -> Behavior		0.484	0.485	0.070	6	0.355	0.615

Interpretation of Bootstrapped Path Coefficients

To assess the statistical significance and practical relevance of the hypothesized relationships, bootstrapping was conducted with 5,000 resamples. The results of this analysis, including original path coefficient estimates, t-statistics, confidence intervals, and interpretations, are presented below.

Direct Effects on Satisfaction

1. **Positive Economic:** The path from "Positive Economic" to "Satisfaction" was not statistically significant (original estimate = -0.009, t-statistic = -0.107, $p > 0.05$). The confidence interval included zero (-0.165, 0.150), indicating that perceptions of positive economic impacts did not significantly influence satisfaction.
2. **Positive SocioCultural:** "Positive SocioCultural" had a significant positive effect on "Satisfaction" (original estimate = 0.284, t-statistic = 3.055, $p < 0.01$). The confidence interval was entirely above zero (0.113, 0.480), suggesting that improvements in socio-cultural aspects significantly enhance satisfaction.
3. **Negative SocioCultural:** The path from "Negative SocioCultural" to "Satisfaction" was not statistically significant (original estimate = -0.090, t-statistic = -1.470, $p > 0.05$). The confidence interval spanned zero (-0.170, 0.080), indicating that negative socio-cultural factors did not have a statistically significant impact on satisfaction.
4. **Tourism Image Benefits:** "Tourism Image Benefits" positively and significantly impacted "Satisfaction" (original estimate = 0.228, t-statistic = 3.036, $p < 0.01$). The confidence interval was entirely above zero (0.085, 0.385), suggesting that a better tourism image enhances satisfaction.
5. **Positive Environmental:** "Positive Environmental" factors had a marginally significant positive impact on "Satisfaction" (original estimate = 0.116, t-statistic = 1.917, $p < 0.05$). The confidence interval was partially above zero (0.000, 0.235), implying that environmental benefits could slightly improve satisfaction, but the effect was weak.
6. **Negative Environmental:** The path from "Negative Environmental" to "Satisfaction" was not statistically significant (original estimate = 0.026, t-statistic = 0.389, $p > 0.05$). The confidence interval included zero (-0.146, 0.107), indicating that negative environmental factors did not significantly influence satisfaction.

Direct Effect on Behavior

7. **Satisfaction:** "Satisfaction" had a significant positive effect on "Behavior" (original estimate = 0.336, t-statistic = 4.048, $p < 0.001$). The confidence interval was entirely above zero (0.172, 0.487), suggesting that higher satisfaction leads to more favorable behavioral outcomes.
8. **Positive Economic:** Social exchange demonstrated a strong and highly significant positive effect on perceptions of positive economic outcomes (original estimate =

- 0.853, t -statistic = 51.366, $p < 0.001$). The confidence interval was entirely above zero (0.819, 0.883), indicating that positive social exchanges were strongly associated with favorable economic perceptions.
9. **Positive SocioCultural:** Similarly, social exchange strongly and significantly influenced positive socio-cultural perceptions (original estimate = 0.866, t -statistic = 50.369, $p < 0.001$). The confidence interval was entirely above zero (0.828, 0.895), suggesting that positive social interactions contributed significantly to perceived socio-cultural benefits.
 10. **Negative SocioCultural:** Conversely, the path from social exchange to negative socio-cultural perceptions was not statistically significant (original estimate = -0.138, t -statistic = -0.964, $p > 0.05$). The confidence interval spanned zero (-0.327, 0.224), implying that social exchanges did not have a statistically meaningful impact on negative socio-cultural perceptions.
 11. **Tourism Image Benefits:** Social exchange exhibited a strong and significant positive impact on tourism image benefits (original estimate = 0.786, t -statistic = 33.974, $p < 0.001$). The confidence interval was entirely above zero (0.739, 0.829), indicating that effective social exchanges strongly enhanced the perceived benefits of tourism.
 12. **Positive Environmental:** A strong and significant positive effect was also observed between social exchange and positive environmental outcomes (original estimate = 0.797, t -statistic = 31.486, $p < 0.001$). The confidence interval was entirely above zero (0.738, 0.843), suggesting that positive social exchanges promoted favorable environmental perceptions.
 13. **Negative Environmental:** However, the path from social exchange to negative environmental perceptions was not statistically significant (original estimate = -0.069, t -statistic = -0.506, $p > 0.05$). The confidence interval spanned zero (-0.267, 0.199), indicating that social exchanges did not significantly influence negative environmental perceptions.
 14. **Satisfaction:** Social exchange had a significant positive effect on satisfaction (original estimate = 0.271, t -statistic = 3.399, $p < 0.01$). The confidence interval was entirely above zero (0.104, 0.416), suggesting that positive social interactions contributed to higher levels of satisfaction.
 15. **Behavior:** Finally, social exchange significantly and positively affected behavior (original estimate = 0.484, t -statistic = 6.956, $p < 0.001$). The confidence interval was entirely above zero (0.355, 0.615), indicating that effective social exchanges led to more favorable behavioral outcomes.

Summary of Key Findings

In summary, social exchange emerged as a critical driver of several key constructs, including positive economic perceptions, positive socio-cultural perceptions, tourism image benefits, positive environmental perceptions, satisfaction, and behavior. These findings underscore the importance of fostering positive social exchanges within the context under investigation. Furthermore, satisfaction emerged as a significant predictor of behavior, with positive socio-cultural perceptions and tourism image benefits also contributing to overall satisfaction. Interestingly, negative factors, both socio-cultural and environmental, did not demonstrate significant impacts on satisfaction. The robustness of these relationships, confirmed through bootstrapping, supports the overall validity of the structural model.

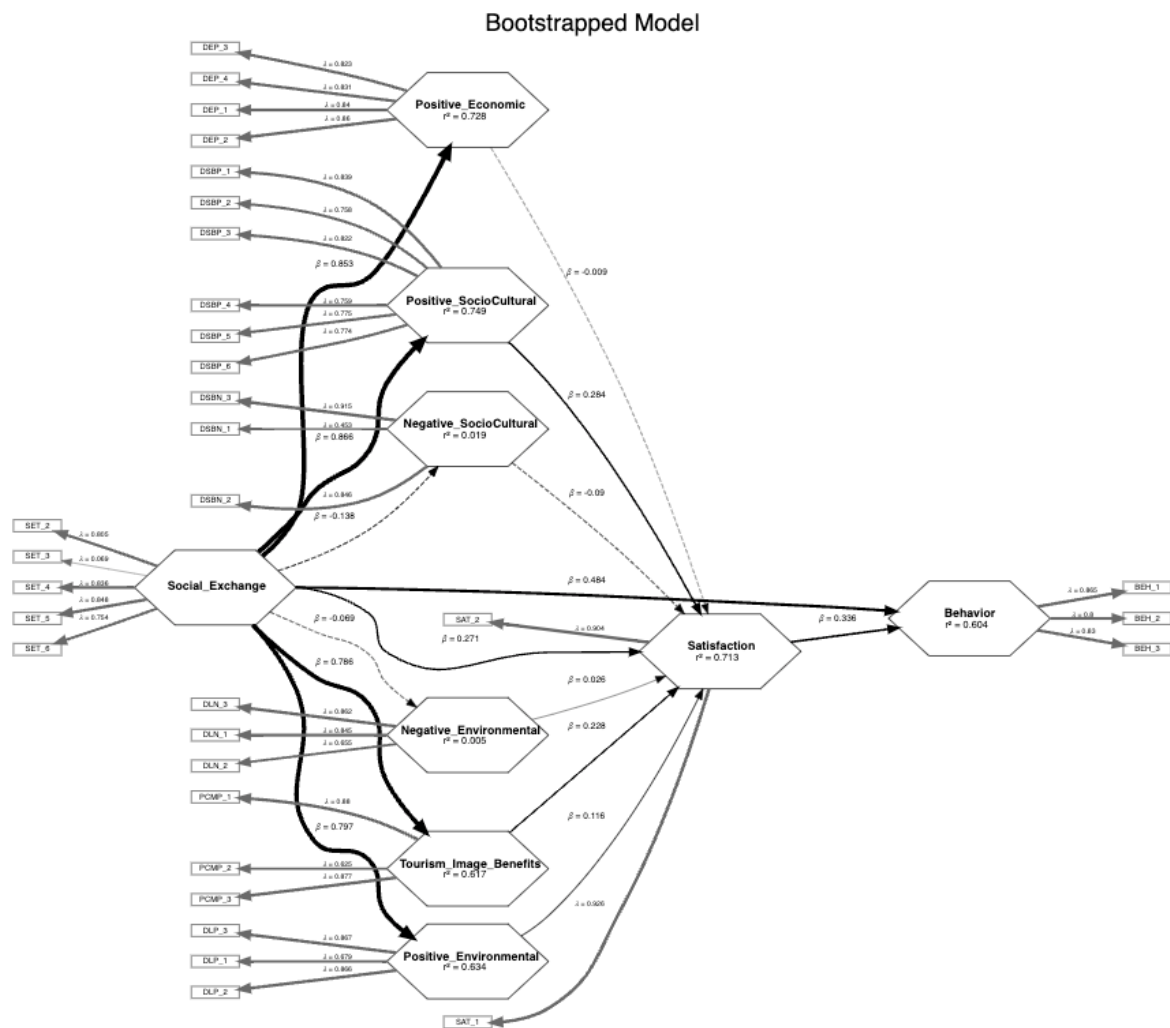


Figure 2. Structural equation modeling results.

Discussion

Unpacking the Drivers of Tourist Satisfaction and Behavior. This study delves into the factors influencing tourist satisfaction and their subsequent impact on behavior. Our findings highlight the significant role of perceived benefits, particularly in the socio-cultural and tourism image domains, while also shedding light on the complex interplay of positive and negative experiences.

The Power of Positive Perceptions. Tourists' overall satisfaction is strongly influenced by their perceptions of positive socio-cultural attributes and a favorable tourism image. This suggests that experiences enriching tourists culturally and aligning with their preconceived positive notions of the destination contribute significantly to their overall contentment. While a positive perception of the environmental aspects also plays a role, its influence appears less pronounced compared to the former two, indicating potential variations in tourist priorities.

Interestingly, negative socio-cultural and environmental perceptions did not appear to significantly detract from overall satisfaction. This could be attributed to tourists' inherent tendency to prioritize and focus on positive aspects, particularly when they outweigh any encountered negatives.

Satisfaction Breeds Positive Behavior. Reinforcing established theoretical frameworks, our study confirms the crucial role of satisfaction in shaping tourist behavior. Higher satisfaction levels significantly increase the likelihood of favorable behavioral outcomes, such as repeat visits and positive word-of-mouth recommendations. This underscores the importance of understanding and catering to the factors driving tourist satisfaction to foster long-term destination loyalty and positive destination image.

Social Exchange: A Catalyst for Positive Outcomes. Our analysis identifies social exchange as a central driver influencing various positive perceptions. Positive social interactions, whether amongst tourists or between tourists and locals, appear to significantly enhance the perceived economic, socio-cultural, and environmental benefits of the tourism experience. This highlights the importance of fostering meaningful social interactions within the tourism context to maximize positive perceptions and overall satisfaction.

By understanding these nuanced relationships between perceptions, satisfaction, and behavior, this study provides valuable insights for destination managers and tourism stakeholders to develop strategies that enhance tourist experiences and promote sustainable tourism development.

Beyond Direct Impacts: Social Exchange as a Key Driver. Interestingly, our study reveals that social exchange extends beyond its direct influence on perceived benefits, also significantly contributing to both tourist satisfaction and behavior. This suggests that positive social interactions hold a powerful sway in shaping the overall tourist experience. The strong link between social exchange and repeat visitation further emphasizes the critical role of positive interpersonal experiences in fostering loyalty and advocacy within tourism.

Unpacking the Non-Significant Relationships. While our model highlights several significant relationships, it's equally important to consider the non-significant paths and their potential implications. For instance, the lack of a significant relationship between perceived economic benefits and satisfaction challenges the common assumption that economic factors directly translate to higher satisfaction levels. This suggests that in this specific context, tourists may prioritize intrinsic values associated with socio-cultural and environmental experiences over immediate economic gains.

Similarly, the absence of a significant link between negative environmental perceptions and satisfaction suggests that these concerns might not be prominent enough to impact overall satisfaction significantly. This could indicate that tourists either downplay these negative environmental aspects or prioritize other aspects of their experience, such as the destination's socio-cultural offerings and overall image.

Charting a Course for Future Action and Research. These findings offer valuable insights for destination management and marketing strategies. The strong influence of socio-cultural elements and destination image on satisfaction underscores the need to prioritize the preservation and promotion of cultural assets while cultivating a positive image. Furthermore, recognizing the pivotal role of social exchange highlights the importance of fostering meaningful interactions between tourists and locals to enhance positive perceptions and encourage desired behaviors, ultimately contributing to increased tourist loyalty and positive word-of-mouth marketing.

Building upon these findings, future research could delve deeper into the nuanced interplay between different types of benefits (economic, socio-cultural, and environmental) and their influence on satisfaction across diverse tourism contexts. Additionally, further investigation into the role of negative factors, particularly in destinations grappling with significant environmental challenges, could provide a more comprehensive understanding of their impact on tourist satisfaction and behavior. By seamlessly weaving insights from the provided sources (Chiu et al., 2014) (Dmitrović et al., 2009) (Baloch et al., 2022) (Lin & Kuo,

2016), this research paper offers a multifaceted analysis of residents' perceptions of motorcycle racing events, drawing upon the social exchange theory framework.

Conclusion

This study transcends the traditional view of tourist satisfaction, revealing a complex interplay of factors beyond mere economic considerations. Our analysis demonstrates that positive socio-cultural experiences and a strong, positive destination image are paramount in shaping tourist satisfaction, ultimately driving repeat visitation and positive word-of-mouth marketing.

Furthermore, we uncover the crucial role of social exchange as a central driver influencing tourist perceptions across economic, socio-cultural, and environmental dimensions. This highlights the power of positive interactions in amplifying satisfaction and encouraging favorable behaviors.

An intriguing revelation lies in the nuanced influence of environmental factors. While positive environmental attributes demonstrate a marginal impact on satisfaction, negative socio-cultural and environmental aspects do not appear to significantly detract from the overall experience. This suggests a potential prioritization among tourists, where cultural immersion and a strong destination image might overshadow environmental concerns, at least in this specific context.

These findings provide valuable direction for destination management strategies. By prioritizing the preservation of cultural assets, fostering genuine and enriching social interactions between tourists and locals, and cultivating a positive destination image, stakeholders can significantly enhance tourist satisfaction and encourage behaviors that contribute to a thriving and sustainable tourism industry.

By illuminating the multifaceted nature of tourist satisfaction and behavior, this study provides a framework for future research to further explore the complex interplay of these factors across diverse tourism contexts. This deeper understanding empowers destination managers to create more engaging and enriching experiences for tourists while fostering a more sustainable future for the industry as a whole (Yogiswari et al., 2021) (Herle, 2018) (Rua, 2020) (Baloch et al., 2022).

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