

## **The Influence of Tourist Attractions, Available Facilities, and Accessibility on the Decision of Domestic Travelers to Visit The Kaldera Toba**

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**Abstract:** Lake Toba, with its calm waters, green hills, and refreshing air, is a perfect destination for relaxation. One of its standout attractions is The Kaldera Toba Nomadic Escape, developed by the Ministry of Tourism in Sibisa Village, Ajibata District, Toba Regency. This study investigates the impact of attractiveness, facilities, and accessibility on domestic tourists' decisions to visit The Kaldera Toba Nomadic Escape, both individually and collectively. Applying a quantitative approach, data were gathered through surveys and observations from 100 domestic tourists who visited between 2022 and 2023. The results indicate that all three factors significantly affect tourists' visiting decisions. Attractiveness recorded a t-value of 17.309 (significance 0.000), facilities had a t-value of 3.152 (significance 0.002), and accessibility showed a t-value of 2.830 (significance 0.000). Additionally, these factors collectively exert a strong influence, as reflected in an F-value of 182.395 (exceeding the F-table value of 3.09) with a significance level of 0.000. The model explains 84.6% of the decision-making process, while the remaining 15.4% is attributed to other factors.

**Keywords:** attractiveness, facilities, accessibility, visiting decision.

### **INTRODUCTION**

The Toba Nomadic Escape Caldera is located in Sibisa Village, Ajibata District, Toba Regency and stands on the land of the Lake Toba Authority Implementation Agency Zone (Manalu et al., 2024, Sibarani, 2023). The location of The Caldera Toba Nomadic Escape is very strategic, on the edge of a cliff that leads to a valley whose end is Sigapiton Tourism Village (Tondang, 2021, Simbolon et al., 2023). The Caldera Nomadic Escape was formed by the Ministry of Tourism and Creative Economy (Kemenparekraf) which was formed based on Presidential Regulation Number 49 of 2016, through the Lake Toba Authority Implementing Agency (BPODT) (Siregar, 2022, Harahap et al., 2023). It was inaugurated by President Joko Widodo and Minister of Tourism Arief Yahya in April 2019 (Nainggolan et al., 2020).

The attraction of the beauty of The Caldera Toba Nomadic Escape tourism offered, makes this tourist destination attractive for domestic tourists to visit (Simbolon et al., 2023). Since it was inaugurated in 2019, tourists can visit this tourist destination without being charged an entrance fee, this is done by BPODT because BPODT believes that currently the public must know and know The Caldera Toba Nomadic Escape first as one of the tourist destinations in the Lake Toba area and must be visited (Sianipar, 2019). Based on information obtained from BPODT, in 2019, it is estimated that the number of tourists visiting The Caldera Toba Nomadic Escape is around an average of 300 people per day (Setiawan et al., 2020). From January 2020 to 2021 since the spread of the Corona virus, The Caldera Toba Nomadic Escape was temporarily closed by BPODT. The Caldera Toba Nomadic Escape began to reopen in early January 2022 where tourists are charged an entrance levy fee of IDR 15,000-IDR 20,000 for the general category, IDR 10,000 for the student/student category, and IDR 5,000 for toddlers (Putranto & Astuti, 2022).

The inclusion of the Lake Toba area is a super priority destination because it has natural beauty and unique cultural traditions. In fact, the natural beauty of Lake Toba is often a tourism icon in Indonesia. Now, tourist destinations in Lake Toba are also increasingly visited by tourists as improvements continue to be made. One of the tourist destinations that is being and continues to be developed is The Caldera Toba Nomadic Escape.

When viewed in terms of tourist attractions, the tourist attractions offered at The Caldera Toba Nomadic Escape object vary, tourists who visit will usually take photos at the Jokowi Point Spot, which is one of the most famous photo spots in The Caldera. Visitors can also enjoy the beauty of the protected forest around The Caldera by riding the famous All-Terrain Vehicle or ATV Sport at The Caldera, with the sensation of overcoming challenging off-road terrain challenges, such as traversing the forest, or going uphill and downhill, thus providing a unique and unforgettable experience with a long game fee of Rp50,000 The game is about 5 minutes. The latest rides that are tourist attractions owned by The Caldera are Flaying Fox, Archery, Paintball, and Sky Walk. Visitors can also sit or lie on the bean bags provided at the Caldera Stage or wooden chairs located in the Caldera Plaza. After that, visitors can also walk around every corner of The Caldera which is beautiful and soothing while enjoying the beauty of the scenery of Lake Toba and Samosir Island. In addition, when standing on the cliff of The Caldera, tourists' views immediately lead to the beautiful and charming valley found in Sigapiton Tourism Village.

Since the inauguration of The Caldera Toba Nomadic Escape in 2019, until now there is no photo spot that has become a new, unique and interesting tourist attraction other than the Jokowi point, which is one of the causes of tourists feeling bored and the lack of repeater guests or tourists who revisit (Paramitha et al., 2019). Some of the attractions of cultural tourism such as tor-tor performances by village dance studios around The Caldera area, Batak cultural performances, The Caldera on the weekend stage events and other events are only held on weekends and are not held regularly which makes tourists unable to know the exact schedule of performances in The Caldera. Likewise, facilities that have

not been provided at The Caldera Toba Nomadic Escape tourist attraction such as minimarkets are not yet available so that it is difficult for tourists to buy certain necessities needed, as for the souvenir center place such as a small cabin for shopping is very small, visitors who enter more than 3 people are already very crowded, so tourists are less interested in shopping for souvenirs and souvenirs from The Caldera.

The road to The Caldera is fairly easy to pass. However, to get to the destination location of The Caldera Toba Nomadic Escape, public transportation is not available, so tourists must use private vehicles. The lack of directions to access the location of The Caldera Toba Nomadic Escape, from major roads such as Parapat, Balige and Lumban Julu, this makes it difficult to get to the location of The Caldera Toba Nomadic Escape, especially for tourists who are visiting for the first time. tourist attractions are in the same area in Toba Regency, as which means tourists can visit several tourist destinations in one day. However, there are several factors that affect the decision of domestic tourists to visit, namely tourist attractions, accessibility and facilities that are the cause of an increase or decrease in the number of tourists visiting a tourist destination location.

The expected implications of this research, both theoretically and practically, are significant. Theoretically, it will enrich tourism literature, particularly in understanding the influence of tourist attractions, facilities, and accessibility on domestic tourists' decisions to visit. It will also contribute to developing models that explain the decision-making process of tourists and serve as a reference for future studies in similar fields. Practically, the findings can offer valuable recommendations to local governments and tourism managers to improve policies, infrastructure, and services at The Kaldera Toba Nomadic Escape, ultimately enhancing visitor experiences and increasing domestic tourist visits.

## **THEORETICAL REVIEW**

### **Tourist Decision-Making**

Tourists' decisions to visit a destination are influenced by various factors, including attraction, facilities, and accessibility. (Daulay, 2022). According to consumer behavior theory in tourism, the decision to travel is the result of evaluating the benefits offered by a destination in relation to tourists' needs and preferences (Audrey & Iskandar, 2024).

### **Attractiveness in Tourism**

Tourist attraction is a key factor in drawing visitors to a destination. Attractions can include natural beauty, local culture, recreational activities, and man-made attractions. Menurut (Setioko, 2019), Tourist destinations with unique and distinctive attractions have a greater chance of attracting visitors compared to less appealing destinations.

### **Role of Facilities in Tourist Satisfaction**

Supporting facilities, such as accommodation, transportation, restaurants, and information services, greatly influence the tourist experience. High-quality facilities enhance visitor satisfaction and encourage them to return (Rahmawati & Hanif, 2025).

### **Accessibility and Its Impact on Tourism**

Accessibility refers to the ease with which tourists can reach a destination, including road infrastructure, public transportation, and directional signage. According to the Tourism System Model theory (Fattah, 2023), good accessibility can increase the number of tourist visits by facilitating their mobility.

### **Relationship Between Attractiveness, Facilities, Accessibility, and Visiting Decisions**

Previous research has shown that attraction, facilities, and accessibility have a significant influence on tourists' decisions when choosing a destination (Putra & Wulandari, 2023). The Travel Decision-Making Process Model (Dai et al., 2022) it explains that tourists evaluate destinations based on external and internal factors before making a decision to visit.

## **METHODS**

In this research, we employ a quantitative method with a design based on multiple linear regression analysis (Arkes, 2023, McDermott, 2023). The data utilized come from two sources: primary data collected through questionnaires distributed to visitors of The Kaldera Toba Nomadic Escape, and secondary data obtained from the Lake Toba Authority and the Toba Regency Culture and Tourism Office. This approach was chosen to measure the influence of independent variables-namely attraction, facilities, and accessibility-on tourists' decisions to visit the site. The research flow follows a systematic process, beginning with an introduction that presents the research topic along with its objectives and significance.

This is followed by a literature review that examines related studies to support the theoretical framework. Subsequent stages include detailing the research methodology, performing data analysis, and discussing the results to provide interpretations and compare findings with previous studies. Finally, conclusions and recommendations are made, accompanied by a reference list of sources utilized throughout the research. The population for this study consists of all domestic tourists visiting The Kaldera Toba Nomadic Escape as of March 2023, totaling 14,472 visitors. The sample size, determined using the Slovin formula (Muyembe Asenahabi & Anselemo Ikoha, 2023), yields 100 respondents aged 18 to 50 years. By utilizing both primary and secondary data (Anugraheni et al., 2023), this research aims to enhance the understanding of the factors influencing tourists' decisions to visit this attraction, providing valuable insights for stakeholders in the tourism sector.

## **RESULTS**

### **Data Analysis Methods**

Testing the hypothesis of a study will only hit the target if the collected data is valid and reliable (Straub et al., 2022, Verma et al., 2024). The data collection process requires a lot of money, time, and effort. A research instrument in the form of a questionnaire must

be tested for validity and reliability first so that the data obtained is truly valid and reliable (Mellinger & Hanson, 2020).

### Validity test

The questionnaire trial was 30 respondents. The following are the results of the validity test of the statement items from the variables of Attraction (X1), Facilities (X2), Accessibility (X3) and Visiting Decision (Y). The SPSS results are listed in Table 1 below:

**Table 1.** Validity Test Results

Variable	Indicators	Calculate	Table	Information
Attraction (x1)	X1.1	0,439	0,361	Valid
	X1.2	0,390	0,361	Valid
	X1.3	0,569	0,361	Valid
	X1.4	0,657	0,361	Valid
	X1.5	0,755	0,361	Valid
	X1.6	0,747	0,361	Valid
	X1.7	0,411	0,361	Valid
	X1.8	0,782	0,361	Valid
	X1.9	0,563	0,361	Valid
	X1.10	0,592	0,361	Valid
Facilities (x2)	X2.1	0,590	0,361	Valid
	X2.2	0,758	0,361	Valid
	X2.3	0,817	0,361	Valid
	X2.4	0,632	0,361	Valid
	X2.5	0,671	0,361	Valid
	X2.6	0,633	0,361	Valid
	X2.7	0,614	0,361	Valid
	X2.8	0,714	0,361	Valid
	X2.9	0,685	0,361	Valid
	X2.10	0,738	0,361	Valid
Accessibility (X3)	X3.1	0,605	0,361	Valid
	X3.2	0,768	0,361	Valid
	X3.3	0,704	0,361	Valid
	X3.4	0,579	0,361	Valid
	X3.5	0,717	0,361	Valid
	X3.6	0,794	0,361	Valid
Visiting Decision (Y)	Y.1	0,638	0,361	Valid
	Y.2	0,799	0,361	Valid
	Y.3	0,604	0,361	Valid
	Y.4	0,810	0,361	Valid
	Y.5	0,824	0,361	Valid
	Y.6	0,422	0,361	Valid
	Y.7	0,740	0,361	Valid
	Y.8	0,561	0,361	Valid
	Y.9	0,756	0,361	Valid
	Y.10	0,627	0,361	Valid

The validity or invalid provision of a statement on the questionnaire is to compare the value of r calculation and r table. The r-value of the table with the number of data 30 at the significance level of 5% is 0.361. The comparative value for the validity test for the

validity test is the correlation coefficient (Corelated liem-Total Correlation) which gets a value greater than the r table is 0.361. Based on the results of the validity test in the table, it is known that all statements are valid because all the values of the correlation coefficient are > 0.361.

**Reliability Test**

Reliability tests are only carried out on statement items that have been declared valid (Pandey & Pandey, 2021). The following are the test results from the reliability test of valid statements.

**Table 2.** Reliability Test Results

Variable	Cronbach's Alpha Values	Cronbatch's Alpha hinted at	Information
Attraction	0,791	>0.60	Reliable
Facilities	0,865	>0.60	Reliable
Accessibility	0,787	>0.60	Reliable
Visiting Decision	0,868	>0.60	Reliable

Based on the reliability test using Cronbach's Alpha, all research variables were declared reliable because Cronbach's Alpha > 0.60.

**Multiple Linear Regression Analysis**

Multiple linear regression analysis is used in this with the aim of proving hypotheses regarding how much influence the independent variables comprising Attractiveness, Facilities and Accessibility. The table below is the result of multiple linear regression values. According to the computational science of the multiple linear regression analysis method (Angelis et al., 2023), the following is obtained:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e \dots \dots \dots (1)$$

Information:

- Y = Visiting Decision
- $\alpha$  = Constable of the Koefis
- $\beta_1, \beta_2, \beta_3$  = Parameter regresi
- X1 = Attraction
- X2 = Facilities
- X3 = Accessibility
- e = Error

**Table 3.** Multiple Linear Regression Analysis Results

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.155	2.368		.065	.948
Attraction	.963	.056	.859	17.309	.000

Facilities	.166	.053	.160	3.152	.002
Accessibilit	.242	.085	.124	2.830	.000

y

a. Dependent Variable: Visiting Decision

Based on the results of data analysis using SPSS, the results of the regression equation are obtained as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 0.155 + 0.963 X_1 + 0.166 X_2 + 0.242 X_3 + e$$

From these equations, the explanations of each variable are (a) The constant value of 0.155 indicates a positive unidirectional influence between the independent variables and the decision to visit. (b) The Attraction variable (X1) has a regression coefficient of 0.963, meaning a one percent increase in attraction results in a 0.963 increase in visit decisions. (c) The Facility variable (X2) shows a coefficient of 0.166, indicating that a one percent increase in facilities leads to a 0.166 increase in visit decisions. (d) Lastly, the Accessibility variable (X3) has a coefficient of 0.242, suggesting that improved accessibility increases visit decisions by 0.242 for each percent increase.

### Hypothesis Testing

Hypothesis uji is carried out to measure the success rate of the hypothesis (provisional answer) in the research (Handrayani et al., 2023). The hypothesis test carried out in this study used the simultaneous influence significance test (f test), partial influence significance test (t test), and determination coefficient (R<sup>2</sup>).

### Partial Test (t-Test)

The t-test was used to test the significance between the independent variables (X), namely attraction (X<sub>1</sub>), facilities (X<sub>2</sub>), and accessibility (X<sub>3</sub>), partially having a significant influence on the bound variable (Y), namely the decision to visit (Y). The partial test can be seen by comparing the calculated t with the te the results of the t test are expressed in the table below.

**Table 4.** Partial Test Results (t-Test)

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.155	2.368		.065	.948
Attraction	.963	.056	.859	17.309	.000
Facilities	.166	.053	.160	3.152	.002
Accessibility	.242	.085	.124	2.830	.000

a. Dependent Variable: Visiting Decision

The findings reveal that all three variables-Attraction (X1), Facilities (X2), and Accessibility (X3)-positively and significantly influence tourists' decisions to visit The Caldera Toba Nomadic Escape. The Attraction variable shows a significance level of 0.000, leading to the acceptance of the alternative hypothesis and rejection of the null hypothesis. Similarly, the Facilities variable has a significance of 0.002, confirming its positive impact. Lastly, the Accessibility variable is significant with a p-value of 0.000, also supporting its influence. Thus, all three variables significantly affect tourists' visit decisions.

### Simultaneous Test (f-Test)

The F test aims to find out whether the independent variables together affect the dependent or significant variables simultaneously (Djalo et al., 2023). The significance level is set at  $\alpha = 0.05$ . If the significant value is less than 0.05, the null hypothesis ( $H_0$ ) is rejected, and the alternative hypothesis ( $H_a$ ) is accepted; conversely, if the significant value is greater than 0.05,  $H_0$  is accepted and  $H_a$  is rejected. Additionally, if the calculated F value exceeds the F table value, the results are considered significant. For this analysis, the F-table at a 5% error rate is determined using the degrees of freedom formula:  $df_1 = k - 1 = 3 - 1 = 2$  and  $df_2 = n - k = 100 - 3 = 97$ . Thus, for a sample size of 100 and a 5% probability, the F-table value is 3.09 with  $df_1 = 2$  and  $df_2 = 97$ . The results of the simultaneous F test will be evaluated against this significance threshold.

**Table 5.** Simultaneous Test Results (Test f)

Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1964.330	3	654.777	182.395	.000b
Residual	344.630	96	3.590		
Total	2308.960	99			

a. Dependent Variable: Visiting Decision  
 b. Predictors: (Constant), Accessibility, Attraction, Facilities

Based on the test results in the table above, it can be seen that the f value is 182.395 with the f value of the table is 3.09 so that the f calculation  $>$  the table f or  $182.395 > 3.09$  and the significance level is  $0.000 < 0.05$ . It can be concluded that  $H_{a4}$  is accepted and  $H_{o4}$  is rejected. Therefore, it can be concluded that the variables of Attraction (X1), Facilities (X2), and Accessibility (X3) simultaneously or simultaneously have a positive and significant effect on the Visiting Decision (Y) of domestic tourists of *The Caldera Toba Nomadic Escape*.

### Coefficient Determination Coefficient Test

Determination essentially measures how far the model is able to explain the variation of dependent variables seen from the Adjusted R Square value (Ellsworth et al., 2023). The values of the determination coefficient are zero and one (Gneiting & Resin, 2023). A low Adjusted R Square value means that the ability of independent variables to

explain the variation of dependent variables is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable (Zhang et al., 2023). The results of the determination coefficient test can be seen in the following table:

**Table 6.** Determination Coefficient Test Results

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.922a	.851	.846	1.895

a. Predictors: (Constant), Accessibility, Attractiveness, Facilities

Based on the table above, the regression calculation results can be seen that the Adjusted R Square value obtained is 0.846. This means that 84.6% of domestic tourists' decision to visit is influenced by the variables of Attraction, Facilities, and Accessibility, while the remaining 15.4% of domestic tourist visiting decisions are influenced by other variables that are not examined in this study such as tourist attraction variables, service quality, price, destination image, promotion, and so on.

## DISCUSSION

### The Effect of Attraction on Domestic Tourists' Visiting Decisions

The study concluded that the attraction variable significantly influences domestic tourists' decisions to visit The Caldera Toba Nomadic Escape, with a calculated t-value of 17.309 and a significance level of 0.000. Unique attractions, such as the Jokowi Point photo spot and various adventure activities, play a crucial role in enhancing visitor experiences and encouraging repeat visits.

### The Effect of Facilities on Domestic Tourists' Visiting Decisions

The facilities at The Caldera Toba Nomadic Escape positively affect domestic tourists' satisfaction, as evidenced by a t-value of 3.152 and a significance level of 0.002. Adequate and well-maintained facilities, including clean restrooms and accessible services, are essential for ensuring a comfortable experience for visitors, with ease of use being the most influential factor.

### The Effect of Accessibility on Domestic Tourists' Visiting Decisions

Accessibility significantly impacts domestic tourists' decisions, with a calculated t-value of 2.830 and a significance level of 0.000. Good road conditions and ease of access are vital for attracting visitors, while the availability of public transportation needs improvement to enhance overall accessibility.

### The Influence of Attraction, Facilities, and Accessibility on Domestic Tourists' Visiting Decisions

Overall, attractions, facilities, and accessibility collectively exert a significant influence on tourists' decisions to visit The Caldera Toba Nomadic Escape. Facilities have the strongest impact, followed by attractions, while accessibility plays a relatively weaker

role. Continuous improvement in these areas is crucial for enhancing visitor satisfaction and increasing tourist numbers.

## CONCLUSION

Based on the research findings, attraction, facilities, and accessibility each have a significant and positive impact on domestic tourists' decisions to visit The Kaldera Toba Nomadic Escape. Among these factors, attraction has the greatest influence, followed by facilities and accessibility. Collectively, these three variables play a crucial role in shaping visitor preferences, as indicated by the high F-value and significance level. The model used in this study explains 84.6% of the variation in visiting decisions, while the remaining 15.4% is influenced by other factors such as service quality, pricing, destination image, and promotional efforts. However, this study has several limitations, including its focus on The Kaldera Toba Nomadic Escape, which limits its generalizability to other destinations, and a relatively small sample of domestic tourists, reducing broader applicability. Additionally, the study only considers attraction, facilities, and accessibility, excluding other potential factors like price and cultural appeal. Conducted within a specific timeframe, it may not fully capture future trends in tourist behavior. Therefore, future research should consider expanding the range of variables, incorporating digital tourism information about the destination and Batak culture, and enhancing social media-based promotional strategies to gain a deeper understanding of tourist decision-making.

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