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The Influence of Accessibility and *Cultural Events* Organized by the Lake Toba Authority Implementing Agency on the Decision to Visit Toba *Caldera Resort*

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ABSTRACT

This study aims to analyze the influence of accessibility and cultural events organized by the Lake Toba Authority (BPODT) on tourists' decision to visit Toba Caldera Resort. The research is based on the growing importance of Toba Caldera Resort as a part of Indonesia's National Tourism Strategic Areas (KSPN), developed to become a leading destination in North Sumatra, particularly in the cultural tourism sector and the MICE industry (Meeting, Incentive, Convention, and Exhibition). A quantitative approach was used with a survey method. The sampling technique employed was non-probability sampling with an accidental sampling approach involving 100 respondents who met the criteria: having visited Toba Caldera Resort and attended at least one cultural event in the area. The research instrument was a Likert-scale questionnaire, which was tested for validity and reliability. Data analysis involved classical assumption tests (normality, multicollinearity, and heteroskedasticity), multiple linear regression, t-test, F-test (ANOVA), and coefficient of adjusted determination (R^2) using SPSS. The results show that accessibility (X1) has a significant effect on the decision to visit, with a significance value of 0.000, a t-value of 15.480, and a beta coefficient of 0.774. Cultural events (X2) also have a significant effect, with a significance value of 0.000, a t-value of 5.931, and a b eta of 0.296. Simultaneously, both variables significantly influence the decision to visit, with an F-value of 157.573 and significance of 0.000. The adjusted R Square value of 0.760 indicates that 76.0% of the variance in visit decisions can be explained by these two variables, while the remaining 24.0% is influenced by other factors not included in the model. This study concludes that improving accessibility and organizing attractive and consistent cultural events are effective strategies to enhance destination appeal and increase tourist visits to Toba Caldera Resort.

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1. INTRODUCTION

The Meeting, Incentive, Convention, and Exhibition (MICE) industry is part of the tourism sector that has high strategic value, both in terms of economy and socio-culture. Tourism is one of the sectors that has a strategic role in national and regional economic development. Law Number 10 of 2009 (in Dewi et al., 2020) explains that tourism includes various tourism activities supported by facilities and services from the community and the government. Sigiama in Tangian (2020) emphasizes that tourism is a temporary trip for recreation or business, while Baequni (2020) calls it the activity of traveling outside the usual environment without the purpose of working. In addition to contributing to state revenue through foreign exchange, this sector also encourages local economic growth, job creation, and cultural and environmental preservation. Indonesia as an archipelagic country rich in natural beauty and cultural heritage has great potential to develop various excellent tourist destinations. One of the areas that is growing rapidly is Toba Caldera Resort, which is located around Lake Toba, North Sumatra.

Toba Caldera Resort is an area specially developed by the Lake Toba Authority (BPODT) to become a world-class tourism destination. This area not only presents the natural beauty of the largest volcanic lake in Southeast Asia, but also becomes a center for local cultural performances, creative economy development, and event tourism-based activities . In order to attract more domestic and foreign tourists, BPODT has initiated various strategies, including by organizing cultural *events* and increasing physical accessibility to the region.

Cultural events are one of the main factors that can influence the decision to visit in the development of tourist destinations based on local wisdom. *Cultural events* function as instruments in creating destination identity, strengthening the emotional attachment of tourists, and strengthening the involvement of local communities. According to Noor (2013, in Mahalli, 2016), events are activities to commemorate important events that involve the community and are related to culture or tradition. Goldblatt (2013, in Mahalli, 2016) refers to event management as a professional activity to organize meetings with various objectives. As for Shone and Parry (2010, in Mahalli, 2016) put forward eight characteristics of events, namely uniqueness, perishability, labour-intensiveness, fixed timescales, intangibility, personal interaction, ambience and service, and ritual or ceremony. In the context of Toba Caldera Resort, cultural *events* such as traditional Batak dance performances, culinary festivals, and traditional ceremonies become magnets that are able to enrich the tourist experience. This activity is not only an entertainment medium, but also has educational value and cultural preservation, which can ultimately influence the decision of tourists to come to the destination.

According to Hall (2013, in Bahasa et al., 2024), culture is a lifestyle and way of thinking that shapes people's identities. Goldblatt (2013, in Anggoro et al., 2023) refers to cultural events as a means of communication to introduce cultural identity through festivals, art, and traditional ceremonies. Getz (2019) sees it as a cultural expression with a specific purpose, while Getz and Page (2020) highlight its five dimensions: authenticity, uniqueness, community engagement, experience, and management. Richards and Leal Londoño (2022) affirmed that cultural events play a role in cultural preservation and improving the image of destinations, while Morgan et al. (2022) found that these events create memorable experiences that encourage tourists to revisit.

In addition to *cultural events*, accessibility is an important component in influencing the decision to visit. According to Syamsi (2021), the decision to visit is a process of assessing and choosing alternatives based on certain considerations. Good accessibility includes the ease of tourists to reach destinations through adequate road infrastructure, public transportation, and directional systems. According to Leylita Novita Rossadi & Endang Widayati, (2024), accessibility is the ability of tourists to reach tourist locations with various means of transportation effectively and efficiently. Research by Dewi, Rivandi, and Meirina Dewi et al. (2020) confirms that accessibility has a significant influence on tourists' decisions in choosing a destination. At Toba Caldera Resort, efforts to improve accessibility are carried out through the construction of connecting roads, area planning, and the provision of tourist-friendly public facilities.

The combination of increasing accessibility and organizing cultural *events* consistently is the driver of the growth in the number of tourist visits to this region. However, to maximize this potential, strategic,

sustainable, and integrated management is needed with modern concepts in the tourism industry. One of the relevant and rapidly growing concepts today is Meeting, Incentive, Convention, and Exhibition (MICE).

The concept of MICE tourism refers to travel activities associated with organizing meetings, corporate incentives, conventions, and exhibitions. This segment has great potential to bring in large numbers of tourists, increase length of stay, and encourage consumption of local services such as accommodation, transportation, culinary, and creative products. Tourism et al., (2024), the development of MICE in the Toba Caldera Geopark area has been proven to be able to have a significant economic impact, especially in increasing regional income and expanding employment in the tourism and service sectors.

Toba Caldera Resort as part of the Toba Caldera Geopark area has great potential to host various MICE events. The infrastructure support from BPODT and the authentic local cultural richness make this area ideal to become a MICE-based tourist destination. The integration of *cultural events* with MICE activity formats such as annual festivals, cultural conferences, local product exhibitions, and corporate gatherings can open up new opportunities for sustainable tourism development.

However, to realize this vision, a thorough evaluation of the impact of accessibility and cultural *events* that have been held so far is needed. Do these two factors really influence a traveler's decision to visit Toba Caldera Resort? To what extent does it contribute in encouraging the intention of tourists to come and support the development of MICE in the Toba Caldera Resort area? These questions are an important basis for this research.

As a super priority destination, this region is required to be able to compete with other destinations, both domestically and abroad. If tourists' decision to visit cannot continue to be improved, it will be difficult for Toba Caldera Resort to compete in the midst of increasingly fierce global competition. Therefore, an academic study is needed that can provide an objective and in-depth picture of the extent to which accessibility and cultural *events* can influence visiting decisions, as well as provide practical recommendations for managers in developing destination development strategies that are oriented towards improving tourist visit decisions. The number of visitors to Toba Caldera Resort (TCR) in 2023 is as follows:

Table 1. *Number of visitors to Toba Caldera Resort (TCR) in 2023.*

2023 VISITOR DATA						
NO	MOON	ADULT	STUDENTS	TODDLER	FOREIGN	SUM
1	JANUARY	35551	7966	2102	47	45666
2	FEBRUARY	14676	2481	611	39	17807
3	MARCH	12582	1670	401	89	14742
4	APRIL	35428	6430	1773	43	43674
5	MAY	20769	6797	1047	90	28703
6	JUNE	20582	5112	1184	75	26953
7	JULY	23310	4656	1250	108	29324
8	AUGUST	12058	1269	355	156	13838
9	SEPTEMBER	11349	979	362	73	12763
10	OCTOBER	11303	1011	433	41	12788
11	NOVEMBER	11544	1640	356	67	13607
12	DECEMBER	23071	5245	5245	100	33661
		232223	45256	15119	928	293526

Source: BPODT Data, Data processed (2025)

The number of visitors to Toba Caldera Resort in 2023 was recorded at around 293,529 people, and shows a positive trend towards increasing and comparing tourist interest in visiting destinations every month when *cultural events* are held and when there are no cultural events. This figure reflects high

enthusiasm, especially at moments of national holidays such as Eid, where the number of visits can increase drastically to tens of thousands in a matter of months. This increase is a signal that Toba Caldera Resort is able to attract tourists to visit, both from within and outside the country.

Several studies show that accessibility and tourism events have a significant influence on tourists' decision to visit. Subhi and Febrianti (2024) found that accessibility had a significant effect of 72.9% on the decision to visit Chevilly Resort and Camp. Similar results are shown by Marie (2024) who states that attractiveness and accessibility play an important role in increasing the decision to visit the Cisoka Blue Lake. In addition, research by Ibnu Fajar et al. (2021), Event & Visit (2024), and Simanjuntak (2018) also strengthens that the organization of tourism events—including aspects such as uniqueness, hospitality, symbolism, festive spirit, theming, and authenticity—has a positive and significant effect on tourists' decision to visit.

This study aims to analyze the influence of accessibility and cultural events on the decision of tourists to visit Toba Caldera Resort. With a quantitative approach, this study is expected to provide a comprehensive picture of the relationship between these factors and tourist preferences. In addition, the results of this research are also expected to provide strategic input for the Lake Toba Authority Implementing Agency (BPODT) and other stakeholders in designing tourism development programs that are more targeted, adaptive to global trends, and have a positive impact on local communities.

Theoretically, this study refers to the theory of visiting decisions that are influenced by various factors such as main attraction, comfort, information, and perception of destinations. In this context, cultural events and accessibility play a role in shaping the perception of tourists and are an important factor that drives the decision to visit a destination. Thus, this study is not only important on a practical level, but also contributes to the development of science in the field of tourism and event management.

Finally, by looking at the global trends in the tourism industry, such as the increasing interest in authentic destinations and experiential tourism, the culture and MICE-based approach at Toba Caldera Resort becomes relevant and strategic. Synergy is needed between the government, business actors, local communities, and educational institutions to make this region an icon of culture-based tourism and national and international scale events. Therefore, the author raised the title of the research: "The Influence of Accessibility and Cultural Events Organized by the Implementing Agency of the Lake Toba Authority on the Decision to Visit Toba Caldera Resort."

2. METHODS

This research was conducted at Toba Caldera Resort, the location of the Cultural Event held by the Lake Toba Authority Implementing Agency, because it is relevant to assess accessibility, cultural events, and visiting decisions. The research will take place starting in June 2025 including the preparation and dissemination of questionnaires, data collection, and analysis according to the thesis preparation schedule.

According to Sugiyono (2024:130), population is a generalized area consisting of objects or subjects with certain characteristics that researchers have set to study and draw conclusions. The population in this study is visitors to Toba Caldera Resort. Since the population is unknown or infinite, the number of samples is determined using the Lemeshow formula as follows:

$$n = \frac{Z^2 . p . (1-p)}{d^2}$$

Information:

n = Sample Results
Z = Standard value = 1.96 or 95%
p = Maximum estimate in unidentified population is 0.5 or 50%
d = Presentation of relaxation of disinterest due to the error of the sampler who is still

is desirable i.e. 10% or 0.10

$$n = \frac{(1.96)^2 (0.5) (1 - 0.5)}{0.01^2}$$

Z = 1.96 (95% confidence level)
p = 0.5 (because the actual proportion is unknown)
d = 0,10 (*margin of error* 10%)
So it is written as follows:

$$n = \frac{1{,}96^2 . 0{,}5 . (1 - 0{,}5)}{0{,}10^2}$$

$$n = \frac{3{,}8416 . 0{,}25}{0{,}01}$$

$$n = \frac{0{,}9604}{0{,}01} = 96{,}04$$

Using the Lemeshow formula above, the sample value (n) obtained is 96.4 or in other words, the number of respondents in this study is at least 96 respondents.

This study uses quantitative data in the form of primary data from questionnaires and interviews, as well as secondary data from books, reports, and official publications (Muslimin, 2023). According to Sugiyono (2024:213), data can be collected through interviews, questionnaires, and observations. This study uses observation techniques and questionnaire dissemination. The Likert scale measures a person's level of agreement with statements related to certain beliefs or behaviors.

Table 2. *Questionnaire Rating Scale Using the Likert Scale*

No.	Score	Information
1	5	Strongly Agree (SS)
2	4	Agree (S)
3	3	Neutral/Skeptical (RR)
4	2	Disagree (TS)
5	1	Strongly Disagree (STS)

Source: Sugiyono (2024:154)

3. FINDINGS AND DISCUSSION

3.1. Results

1) Validity Test

a. *Normality Test*

Table 3. *Validity Test Results*

VARIABEL	STATEMENT	r count	R table	INFORMATION
ACCESSIBILITY (X1)	X1.1	0,387	0,361	**VALID**
	X1.2	0,411	0,361	**VALID**
	X1.3	0,653	0,361	**VALID**
	X1.4	0,373	0,361	**VALID**
	X1.5	0,424	0,361	**VALID**
	X1.6	0,383	0,361	**VALID**
	X1.7	0,627	0,361	**VALID**
	X1.8	0,424	0,361	**VALID**
	X1.9	0,682	0,361	**VALID**
	X1.10	0,448	0,361	**VALID**
	X1.11	0,611	0,361	**VALID**
	X1.12	0,429	0,361	**VALID**

	X2.1	0,548	0,361	**VALID**
	X2.2	0,789	0,361	**VALID**
	X2.3	0,673	0,361	**VALID**
	X2.4	0,569	0,361	**VALID**
EVENT	X2.5	0,761	0,361	**VALID**
CULTURE	X2.6	0,492	0,361	**VALID**
(X2)	X2.7	0,565	0,361	**VALID**
	X2.8	0,795	0,361	**VALID**
	X2.9	0,766	0,361	**VALID**
	X2.10	0,718	0,361	**VALID**
	X2.11	0,760	0,361	**VALID**
	X2.12	0,627	0,361	**VALID**
	Y1	0,483	0,361	**VALID**
	Y2	0,543	0,361	**VALID**
	Y3	0,447	0,361	**VALID**
RESULTS	Y4	0,385	0,361	**VALID**
VISIT	Y5	0,454	0,361	**VALID**
(Y)	Y6	0,416	0,361	**VALID**
	Y7	0,381	0,361	**VALID**
	Y8	0,376	0,361	**VALID**
	Y9	0,483	0,361	**VALID**
	Y10	0,424	0,361	**VALID**
	Y11	0,410	0,361	**VALID**
	Y12	0,412	0,361	**VALID**

Source: Primary data processed (2025)

Based on the results of the validity test displayed in the table, all statements of each variable, namely: accessibility (X1), cultural event (X2), and visiting decision (Y) have a calculated r value greater than the r of the table (0.361). Thus, all statement items in the questionnaire are declared valid and suitable for use for the data analysis process.

b. *Reliability Test*

Table 4. *Reliability Test Results*

Variabel	VALUE *Cronbach's Alpha (a)*	R table	Information
Accessibility X1	0,713	>0,7	**Reliabel**
Cultural Events X2	0,888	>0,7	**Reliabel**
Visiting Decisions	0,850	>0,7	**Reliabel**

Source: Primary data processed (2025)

The testing criteria were carried out using the Croancbach Alpha > 0.7 test then the questionnaire was concluded, on the other hand, if Croancbach Alpha < 0.7 then it was concluded to be unreliable.

2) Classical Assumption Test

a. *Normality Test*

- *Kolmogorov-Smirnov Test*

Table 5. *Results of the Kolmogorov Smirnov Normality Test*

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parametersa,b	Mean	.0000000
	Hours of deviation	.65374580
Most Extreme Differences	Absolute	.053
	Positive	.032
	Negative	-.053
Test Statistic		.053
Asymp. Sig. (2-tailed)		.200c,d

Source: SPSS processed data (2025)

Based on the results of the Kolmogorov-Smirnov test on unstandardized residuals, a significance value of 0.200 > 0.05 was obtained. This shows that the residuals in the regression model are distributed normally, thus fulfilling one of the classic assumptions in linear regression, namely the normality of error. Thus, the regression model used in this study can be said to be valid in terms of residual distribution assumptions.

- Graph Histogram

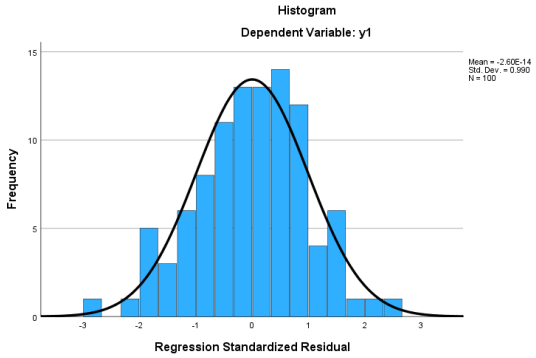

Figure 1. Graph histogram

Source: SPSS processed data (2025)

Based on the Figure above, it can be concluded that the histogram graph depicts a pattern of data distribution spread left and right which means that the data is distributed normally.

- Grafik Normal *Probability Plot*

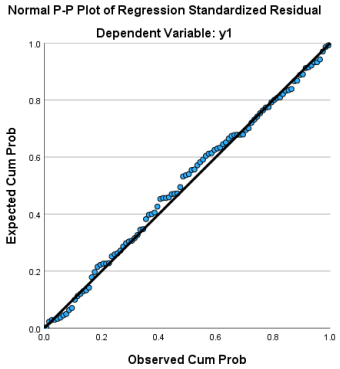

Figure 2. P-Plot Normality Test Results
Source: SPSS processed data (2025)

Based on the above figure, it can be concluded that the normal distributed data can be seen from the points in the image following and approaching the direction of the diagonal line.

b. *Multicollinearity Test*

Table 6. Multicollinearity Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	T	Itself.	Tolerance	BRIGHT
1	(Constant)	33.481	.701		47.755	.000		
	x1	.187	.012	.774	15.480	.000	.971	1.030
	x2	.084	.014	.296	5.931	.000	.971	1.030

a. Dependent Variable: y1

Source: SPSS processed data (2025)

Based on table 4.11 above, in the *column "Collinearity Statistics"* it can be seen that the tolerance value for the variables Accessibility (X1) and Cultural Events (X2) is 0.971 greater than 0.10. Meanwhile, the VIF (Variance Inflation Factor) value for the variables Accessibility (X1) and Cultural Events (X2) is 1,030 which is less than 10.00. Therefore, it can be concluded that there is no multicollinearity in the regression model.

c. *Heteroscedasticity Test*

Table 7. Heteroscedasticity Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Itself.
1	(Constant)	-.525	.406		-1.293	.199
	x1	.013	.007	.187	1.876	.064
	x2	.013	.008	.153	1.541	.127

a. Dependent Variable: ABS_RES

Source: SPSS processed data (2025)

Based on the table above, in the significant column of the Accessibility variable The results of the heteroscedasticity test using the Glejser regression method show that the Accessibility variable (X1) has a significance value of 0.064 and Cultural Event (X1) of 0.127. Since the two significance values are greater than 0.05, it can be concluded that there are no symptoms of heteroscedasticity in the regression model, so the model is declared feasible and valid for use in subsequent testing. The following is a scatterplot image of the results of the heteroscedasticity test:

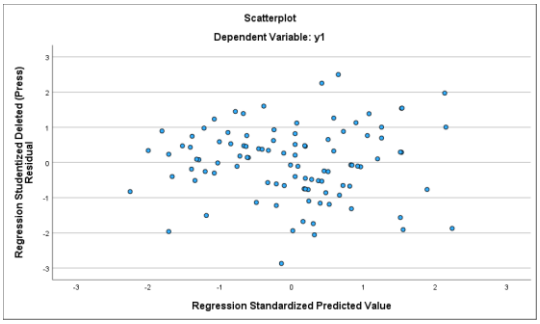

Figure 3. Scatterplot results from heteroscedasticity test
Source: SPSS processed data (2025)

Based on the image above, it can be seen that the distribution of data points occurs randomly and does not form a certain pattern above and below the zero on the Y axis.

3) Multiple Linear Regression Analysis Test

$$Y = a + \beta_1 X1 + b2X2 + e$$

Information:
Y = Visitor Satisfaction
A = Coefazine Constanta
β1 = Regression Coefficient of X_1
β2 = Regression Coefficient of X_2
X1 = Accessibility
X2 = Cultural Event
e = *Standard Error*

Table 8. Multiple Linear Regression Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Itself.
1	(Constant)	33.481	.701		47.755	.000
	x1	.187	.012	.774	15.480	.000
	x2	.084	.014	.296	5.931	.000

a. Dependent Variable: y1

Source: SPSS processed data (2025)

Based on the results of the regression analysis above, the regression equation is obtained as follows.

Y= 33.481+ 0.187 X1 + 0.084 X2

From the linear regression equation above, it can be explained as follows:

1. The constant value (α) of 33.481 indicates that if the variables of Accessibility and Cultural Events are zero, then the predicted value of the Visiting Decision is 33.481. This means that there is a base value for the dependent variable even though there is no contribution from the independent variable.
2. The regression coefficient of the Accessibility variable (X_1) is 0.187, with a positive value, meaning that every one point increase in the Accessibility variable will increase the decision to visit by 0.187, assuming the Cultural Event variable is fixed. Positive signs indicate that Accessibility has a positive and directional effect on the decision to visit.
3. The regression coefficient of the Cultural Event variable (X_2) of 0.084, is also positive and significant, which means that every one point increase in the perception of The quality and diversity of cultural events will improve decisions visits of 0.084, assuming that other variables remain positive.

4) Hypothesis Test

a. *Partial Significance Test (t-test)*

Table 9. Partial Significance Test Results (t-Test)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Itself.
1	(Constant)	33.481	.701		47.755	.000
	x1	.187	.012	.774	15.480	.000
	x2	.084	.014	.296	5.931	.000

a. Dependent Variable: y1

Source: SPSS processed data (2025)

Based on the results of the regression calculation in the table above, it is concluded as follows:

a. Accessibility (X_1) obtained a t-count value of 15.480 with a significance value of 0.000. It can be interpreted that t-count is 15.480 > t-table is 1.984, and the significance level is 0.000 < 0.05. This means that the Accessibility (X_1) has a positive and significant effect on Visiting Decisions (Y). Thus, it can be concluded that the first zero hypothesis ($H0_1$) is rejected and the alternative hypothesis (Ha_1) is accepted.
b. Cultural Events (X_2) obtained a t-count value of 5.931 with a significance value of 0.000. This shows that t-count is 5.931> t-table is 1.984, and significance value is 0.000 < 0.05. Therefore, it can be concluded that the Cultural Event variable (X_2) also has a positive and significant effect on Visiting Decision (Y). Thus, the second zero hypothesis (H_{02}) is rejected, and the alternative hypothesis (H_{a2}) is accepted.

b. *Simultaneous Significance Test (F test)*

Table l0. Results of Simultaneous Significance Test (F Test)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	137.466	2	68.733	157.573	.000b
	Residual	42.311	97	.436		
	Total	179.777	99			

a. Dependent Variable: y1

Source: SPSS processed data (2025)

Based on the table above, the F$_{\text{value was obtained of}}$ 157.573 with a significant value of 0.000. So it can be interpreted that the significant value is 0.000< 0.05 and the Fcal value is 157.573 > Ftable 3.09. This means that simultaneously Accessibility (X1) and *Cultural Events* (X2) have a positive and significant effect on the decision to visit (Y). Thus, it is concluded that the third hypothesis (H03) is rejected and (Ha3) is accepted.

c. *Determination Coefficient Test (R Square)*

Table 11. Determination Coefficient Test Results (R2)

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.874a	.765	.760	.660

a. Predictors: (Constant), x2, x1

b. Dependent Variable: y1

Source: SPSS processed data (2025)

Based on the table above, it can be seen that the value of R square is 0.760 or 76.0%. This shows that the relationship between the variables of accessibility, cultural events and visiting decisions has a relationship of 0.760 or 76.0%. This means that participant satisfaction factors can be explained by independent variables, namely service quality and facilities, while the remaining 24.0% are explained by other variables that were not studied in the regression model in this study.

3.2. Discussion

1) The Influence of Accessibility on Visiting Decisions

The results of the t-test showed that the accessibility variable had a significant effect on the decision to visit Toba Caldera Resort. A significance value of 0.000 < 0.05, a t-value of 15.480, and a standard beta coefficient value of 0.774 indicate that accessibility is a dominant factor in influencing visit decisions. In other words, the better the road access, directions, and ease of transportation to the location, the higher the tendency of tourists to decide to visit Toba Caldera Resort.

These findings are in line with Nursiah's (2021) research which states that accessibility has a significant effect on the decision to visit tourist destinations in national tourism strategic areas.

These results are also strengthened by Tambunan (2020) who shows that the existence of adequate road infrastructure and public transportation can accelerate the growth of the number of tourists. In the context of the Lake Toba area, the improvement of connectivity through Sisingamangaraja XII

International Airport and the construction of roads to Toba Caldera Resort are clear evidence that the access factor plays an important role.

2) The Influence of Cultural Events on Visiting Decisions

Cultural event variables also show a significant influence on visiting decisions. The results of the t-test produced a significance value of 0.000 < 0.05, a calculated t-value of 5.931, and a beta value of 0.296. This means that even though the influence is not as big as accessibility, cultural events are still an important factor in attracting tourist visits. Events organized by BPODT such as the Gondang Naposo Festival, Batak Opera, and Chinese New Year celebrations have been proven to increase the attractiveness of the area and provide a distinctive cultural experience for visitors.

This finding is in line with the results of research by Anggraini (2020) and Putri (2022) who explain that cultural events can form a positive image of destinations and increase the intensity of visits. Sihombing (2021) also stated that the existence of local cultural attractions is able to build tourist loyalty because it creates a deep and authentic impression of Batak culture. Therefore, the sustainability and quality of event implementation are strategic elements in the development of Toba Caldera Resort tourism.

3) The Influence of Accessibility and Cultural Events Simultaneously on Decisions

The results of the ANOVA test (F test) showed that the two variables, namely accessibility and cultural events, simultaneously had a significant effect on the decision to visit, with an F value of 157.573 and a significance of 0.000 (< 0.05). This shows that the regression model used in this study is statistically valid and can be used to explain the relationship between independent variables and bound variables.

An adjusted determination coefficient value (R Square) of 0.760 means that 76.0% of the variation in visiting decisions can be explained by a combination of accessibility and cultural events. The remaining 24.0% was explained by other variables not studied in this study, such as service quality, previous visit experience, digital promotion, or price.

These results corroborate the findings of the entire previous study, which consistently states that both physical aspects (accessibility) and cultural attractions (events) play a role in shaping tourist decisions. However, the results of this study also make a new contribution by emphasizing that accessibility has a more dominant influence than cultural events, which is relevant to the characteristics of natural tourist destinations such as Toba Caldera Resort which is still in the infrastructure development stage.

4. CONCLUSION

Based on the results of the analysis of 100 respondents who had visited and participated in cultural events at Toba Caldera Resort, through multiple linear regression tests using SPSS, it was obtained that 1) Accessibility had a significant and most dominant effect on the decision to visit with a significance value of 0.000 < 0.05, t count 15.480, and beta 0.774, which means easier access to transportation, roads, and directions, The higher the interest of tourists to visit. 2) Cultural events also had a significant effect with a significance value of 0.000 < 0.05, t count 5.931, and beta 0.296, indicating that local art performances and cultural festivals also increase the attractiveness of the destination, although the effect is not as large as accessibility. 3) Simultaneously, these two variables had a significant effect on the decision to visit with an F value of 157.573 and a significance of 0.000. 4) An Adjusted R Square value of 0.760 indicates that 76% of the variation in visiting decisions is explained by accessibility and cultural events, while the remaining 24% is influenced by other factors such as service, price, digital promotion, experience, and comfort of lodging.

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