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The Influence of Tourist Attractions and Facilities on the Decision to Visit Sipinsur Tourist Destinations, Humbang Hasundutan Regency, North Sumatra

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ABSTRACT

The declining interest of tourists in visiting the Sipinsur Geosite tourist destination in Humbang Hasundutan Regency has emerged as an issue requiring thorough investigation. Despite the area's considerable natural appeal—such as panoramic views of Lake Toba and the surrounding pine forest—several issues related to the availability and quality of supporting facilities remain, including unsanitary public restrooms, a lack of waste disposal infrastructure, and limited shelter amenities. This study aims to analyze the influence of tourist attractions and facilities on tourists' visiting decisions to the Sipinsur destination. A quantitative approach was employed, utilizing a survey method with questionnaires distributed to 96 respondents who had visited or were currently visiting Sipinsur. Data were analyzed using multiple linear regression to assess both partial and simultaneous effects between variables. The findings reveal that both tourist attraction and facility variables have a positive and significant effect on visiting decisions, both individually and collectively. Tourist attraction was found to have a more dominant influence, though both factors significantly contribute to shaping tourists' decisions. These findings offer strategic implications for destination managers and stakeholders in the effort to develop a tourism site that emphasizes the sustainable enhancement of visitor experiences.

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1. INTRODUCTION

Tourism is one of the factors that has a great contribution in encouraging economic growth in a region. Through this sector, various local potentials such as natural beauty, culture, and history can be developed and utilized optimally to improve people's welfare. Indonesia as an archipelagic country rich in natural and cultural resources has many tourist destinations spread across various regions. One of them is the Sipinsur Geosite tour, which is located in Pearung village, Paranginan district, Humbang Hasundutan regency, North Sumatra.

The Sipinsur Geosite is known as a natural tourist destination that offers a spectacular view of Lake Toba from an altitude of about 1,213 meters above sea level, from the top of the Sipinsur Geosite, visitors can witness the vast expanse of blue Lake Toba, surrounded by green hills. This view is perfect for taking pictures or simply enjoying the beauty of nature. The area is surrounded by beautiful pine forests, providing fresh air and a serene atmosphere. The beauty of the natural panorama, cool air, and interesting photo spots make Geosite Sipinsur a favorite destination for local and foreign tourists to vacation, relax, and unwind from their daily routine. The main attraction of Geosite Sipinsur includes the natural beauty, natural atmosphere, and the existence of photo spots that are instagrammable and often shared on social media. Promotions carried out digitally also help in increasing the number of visits. Indonesia has strong tourism potential through its natural beauty and cultural richness that attracts tourists (Devy, 2017:89). Tourism attractions include natural, cultural, and artificial tourism that must be developed according to certain standards (Isdarmanto, 2017; Supriadi & Roedjinandari, 2017). The concept of 3S, *something to see*, *something to do*, and *something to buy*, is the basis for sustainable tourism development (Afrilian, 2021). In addition, the uniqueness of the object, the beauty of the scenery, and the quality of service are the main indicators in creating a memorable tourist experience (Eddyono, 2021). In addition, the Sipinsur Geosite is also often the location for various educational and cultural activities, such as student camps, local art performances, and geotourism activities that introduce the geological aspects of the Toba Caldera area. This further strengthens the strategic value of Sipinsur not only as a recreational place, but also as a medium for learning and nature conservation. However, behind this potential attraction, there are facilities that are of concern to the facilities available at Geosite Sipinsur including public bathrooms, children's play areas, and selfie areas.

Figure 1. Area Sipinsur
Source: Google

However, some visitors complained about the limitations of supporting facilities such as unclean public toilets, the lack of garbage cans so that garbage is often found scattered, and the lack of shelter or rest. In addition, road access to the location also still needs to be improved to provide comfort for tourists, this shows that there is a gap between high tourist attractions and the quality of facilities that do not fully support the needs of visitors. In consumer behavior theory, a person's decision to visit a tourist attraction is not only determined by the main attraction of the destination, but also by the availability and quality of facilities that support tourist activities. Even if a place has great natural attractions, if it is not supported by adequate facilities, it can negatively impact a tourist's decision to visit, especially for repeat visits or recommendations to others. Tourist facilities play a role in increasing the comfort, satisfaction, and interest of tourists (Suawstawan et al., 2021). Facilities include main, supportive, and complementary services such as food, accommodation, information, and transportation that support tourism activities (Widiantari et al., 2022; Cooper, 2022). Facility indicators include completeness, cleanliness, service, and accessibility (Eddyono, 2021).

Figure 2. Sipinsur Facilities

The decision to visit is a complex process that is influenced by various factors, both internal and external. The decision to visit is influenced by tourist attractions, adequate facilities, and the motivation of tourists in seeking a satisfying experience (Pratama, 2020; Nabila et al., 2020). Internal factors include motivation, perception, and personal experience, while external factors include promotions, other people's opinions, and the attractions and amenities offered by the destination. Therefore, it is important to research and understand the extent to which attractions and facilities affect the decision of tourists to visit Geosite Sipinsur, especially in the context of sustainable development of tourist destinations. This research is expected to provide a comprehensive overview of tourists' perceptions of attractions and facilities at Geosite Sipinsur, as well as how these two factors contribute to the decision to visit. Through this research, it is also hoped that it can be an input for local governments, tourism managers, and other stakeholders in developing a strategy for developing tourist destinations that are more effective and oriented towards the comfort of visitors.

Tourist attractions and facilities are the main factors that support each other in influencing tourists' decisions to visit. Attractions that include natural beauty, culture, and unique activities are the initial reasons for tourists to choose a destination, while facilities such as accessibility, accommodation, toilets, restaurants, and support services determine comfort and satisfaction during the visit. Research by Ibrahim & Susanti (2025), Sitepu (2024), and Hofifah (2023) shows that attractiveness and facilities have a positive and significant effect on satisfaction and interest in returning visits, with the decision to visit or the quality of service can play a role as a variable that strengthens this influence. Therefore, the combination of superior attractions and adequate facilities is the key to increasing tourist visits and tourist loyalty.

Various studies show that tourists' decisions to visit are influenced by a combination of several factors, especially tourist attractions, facilities, and accessibility. Valencia & Ardiansyah (2024) and Ardiansyah & Nugroho (2022) prove that tourist attractions, which include attractions, accessibility, amenities, and activities, have a positive and significant influence on visiting decisions. Meanwhile, Loindong et al. (2023) found that simultaneously tourist attractions and facilities have a significant effect, but only partially facilities have a significant effect on the decision to visit. The same thing is also strengthened in the research of Hollandita & Daulay (2022) which shows that all independent variables have a significant influence when tested together. However, Rokhayah & Andriana (2022) found different results, that tourist attraction is not always a determining factor for individual tourists, while facilities and accessibility actually have a greater role in influencing the decision to visit. Overall, these findings indicate that these three variables complement each other and when optimally present can increase tourist interest in visiting a destination.

Improving the quality of facilities supported by sustainable management of tourist attractions, it is hoped that Geosite Sipinsur can become a leading destination that is not only known for its natural beauty, but also for the service and comfort offered to visitors. Based on this description, this study was conducted to analyze the influence of tourist attractions and facilities on the decision to visit the Sipinsur Geosite tourist destination in Humbang Hasundutan Regency, in order to provide input for sustainable tourism development in the area.

2. METHODS

This research was carried out at the Sipinsur tourist attraction located in Parulohan Village, Paranginan District, Humbang Hasundutan Regency, North Sumatra Province. This research will be carried out in June on weekends during the month of June. The data sources in this study consist of primary data and secondary data. Primary data was obtained directly from respondents through observations, interviews, and questionnaires, so that it was original and used to answer the problem formulation. Meanwhile, secondary data is obtained from available sources such as books, journals, reports, and official documents to support the theoretical foundation and research analysis. Data collection was carried out by survey method to obtain objective information related to the influence of tourist attractions and facilities on the decision of tourists to visit Sipinsur. The main technique used is a closed questionnaire based on a 5-point Likert scale which is compiled based on the indicators of each variable, as well as direct observation at the location to see the conditions of attraction, quality of facilities, and tourist activities, so as to strengthen the questionnaire data and support the research analysis.

According to Sugiyono in Pramudia et al. (2025), a population is a whole of objects or subjects that have certain characteristics that are set by researchers to be studied. The population in this study is all tourists who visit the tourist destination of Geosite Sipinsur, Pearung Village, Paranginan District, Humbang Hasundutan Regency, during the research period, with the exact number of visitors not known in detail. The sample is part of the population being studied and must represent the characteristics of the population (Sugiyono, 2021:127). This study uses *a non-probability* sampling technique with *an accidental sampling* method, which is sampling based on who visitors are who happen to be met and are willing to be respondents. This technique was chosen because it is practical and in accordance with field conditions, although it has limitations in generalizing research results. Simplified using *the Lemeshow* formula, as follows:

$$n = \frac{Z^2\,(1-P)}{D^2}$$

Information:

n = minimum sample count
With = 1.96 (95% confidence rate)
P = 0.5 (maximum estimate)
D = 0.1 (limit of error or absolute precision of 10%)

$$n = \frac{(1{,}96)^2\,(1-0{,}5)}{0{,}01^2} = \frac{3{,}8416.0{,}25}{0{,}01} = 96{,}04 = 96$$

So in this study, there were 96 respondents.

3. FINDINGS AND DISCUSSION

3.1. Results

1) Data Quality Test

a. *Validity Test*

Table 1. *Validity Test Results.*

Variabel	Indicator	r count	R table	Criterion
Attraction	Item 1	0,672	0,361	Valid
	Item 2	0.628	0,361	Valid
	Item 3	0.636	0,361	Valid
	Item 4	0.647	0,361	Valid
	Item 5	0.579	0,361	Valid
	Item 6	0.708	0,361	Valid
	Item 7	0.738	0,361	Valid
	Item 8	0.675	0,361	Valid

	Item 9	0.728	0,361	Valid
	Item 1	0,704	0,361	Valid
	Item 2	0,705	0,361	Valid
	Item 3	0,686	0,361	Valid
	Item 4	0,732	0,361	Valid
	Item 5	0,721	0,361	Valid
Facilities (X2)	Item 6	0,743	0,361	Valid
	Item 7	0,760	0,361	Valid
	Item 8	0,771	0,361	Valid
	Item 9	0,641	0,361	Valid
	Item 1	0,525	0,361	Valid
	Item 2	0,719	0,361	Valid
	Item 3	0,740	0,361	Valid
Results visit	Item 4	0,696	0,361	Valid
(Y)	Item 5	0,703	0,361	Valid
	Item 6	0,722	0,361	Valid
	Item 7	0,753	0,361	Valid
	Item 8	0,636	0,361	Valid
	Item 9	0,634	0,361	Valid
	Item 10	0,746	0,361	Valid

Source: SPSS processed data (2024)

Based on the results of the validity test shown in the table, all items in the Attraction variable (X1) are declared valid, because the calculated r value of each item (ranging from 0.579 to 0.738) is greater than the r of the table (0.361). This shows that each item on the attraction variable has a strong and significant relationship to the variable's total score, making it feasible to use to measure respondents' perception of attraction.

In the Facility variable (X2), the validity test results also show that all items have a calculated r-value above 0.361, with a range between 0.641 to 0.771. This indicates that all indicators in the facility variables are also valid, and are able to represent the facility construct well. Relatively high r values indicate consistency between items in measuring the aspect of facilities.

Furthermore, the Visiting Decision variable (Y) consists of 10 items, and all of them are also valid, since the calculated r-value ranges from 0.525 to 0.753, all above the table r-value (0.361). This means that the entire item is able to significantly explain the construct of the visit decision. Thus, the indicators in this variable can be used to conduct further analysis related to decision-making in the context of the visit.

Overall, the results of this validity test show that all items on all three variables (Attractiveness, Facilities, and Visiting Decisions) meet the validity criteria, and can be used in further research because they have a significant contribution to the variables they represent.

b. *Reliability Test*

Table 2. Reliability Test Results.

Variabel	Statement Items	*Cronbach's Alpha*	Information
Attraction (x1)	Statements 1 to 9	0,845	Reliabel
Facilities (X2)	Statements 10 to 18	0,882	Reliabel
Visiting Results (X3)	Statements 19 to 27	0,871	Reliabel

Data Sources processed SPSS (2024)

The Attraction variable (X1) measured through statements numbers 1 to 9 obtained a Cronbach's Alpha value of 0.845, which indicates that this instrument has high reliability and consistency in measuring the attraction variable. The Facility variable (X2) measured through statements numbers 10 to 18 obtained a Cronbach's Alpha value of 0.882, which is classified as

very reliable. This indicates that the items in the facility variable are very consistent and reliable in measuring the aspect in question.

The Visiting Decision variable (X3) measured through statements numbers 19 to 27 obtained a Cronbach's Alpha value of 0.871, which is also included in the reliable category, making it suitable for use in the study.

All variables in this research instrument have a Cronbach's Alpha value above 0.8, which means that all statement items used are reliable. So this questionnaire is suitable to be used to collect data in research on the influence of attraction and facilities on the decision to visit the tourist destination of Sipinsur, Humbang Hasundutan Regency.

2) Classical Assumption Test

a. *Normality Test*

- *Kolmogorov-Smirnov Test*

Table 3. *Kolmogorov-Smirnov Test Results*

N		96
Normal Parametersa,b	Mean	.0000000
	Hours of deviation	3.41103658
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.061
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200c,d

Source: SPSS processed data (2024)

Based on the results of the One-Sample Kolmogorov-Smirnov Test, it is known that the value of Asymp. The sig. (2-tailed) is 0.200, which is greater than the commonly used significance level, which is $\alpha = 0.05$. This shows that there is no significant difference between the distribution of residual data and the normal distribution.

Thus, it can be concluded that the residual data in the regression model is normally distributed, so one of the important assumptions in classical linear regression analysis has been met. The normal distribution of this residual indicates that the regression model used is quite feasible and that the estimated results are reliable for the purposes of further decision-making or interpretation

b. *Multicollinearity Test*

Table 4. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	T	Itself.	Tolerance	BRIGHT
(Constant)	.372	1.115		.334	.739		
Attraction	.523	.110	.440	4.766	.000	.266	3.763
facilities	.517	.099	.480	5.196	.000	.266	3.763
a. Dependent Variable: the results of the visit							

Source: SPSS processed data (2024)

Based on the results of the regression coefficient test in the table above, it is known that the two independent variables, namely attractiveness and facilities, have a significant influence on the decision to visit. This is indicated by the significance value (Sig.) of 0.000 each, which is much smaller than the significance level of 0.05. In addition, the calculated t-values for attraction (4.766) and facility (5.196) show that both variables contribute significantly to the regression model. In terms of relative influence, the facility variable had a standard beta coefficient (Beta) value of 0.480,

slightly higher than attraction (Beta = 0.440), which means that the facility made a slightly greater contribution to influencing the decision to visit than attraction. From the aspect of the multicollinearity test, a Tolerance value of 0.266 and VIF (Variance Inflation Factor) of 3.763 were obtained for both variables. The tolerance value > 0.1 and VIF < 10 indicate that there are no symptoms of multicollinearity between the free variables, so this regression model meets the independent assumption of multicollinearity. Thus, it can be concluded that both attractiveness and facilities have a positive and significant effect on the decision to visit, and there is no problem of multicollinearity in the model. This suggests that regression models are worth using to explain the factors that influence visiting decisions.

c. *Heteroscedasticity Test*

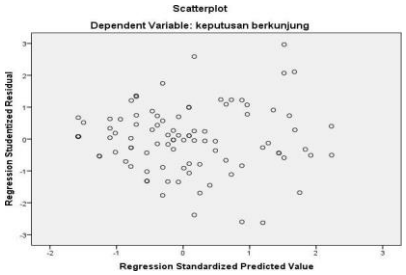

Figure 3. Heteroscedasticity Test
Source: SPSS processed data (2024)

Based on the scatterplot image between the Regression Standardized Predicted Value and the Regression Studentized Residual above, it can be concluded that the distribution of data points is randomly distributed and evenly distributed around the zero (horizontal) line. This shows that there are no specific patterns, such as the shape of the U-curve or the concave distribution (heteroscedasticity), which is usually an indication of a violation of the assumption of linear regression. Thus, it can be concluded that the assumption of homoskedasticity (a constant residual variance) has been met. Homoskedasticity is one of the important requirements in classical linear regression, and the fulfillment of this assumption means that the regression model used has good estimation reliability, and the results of the regression analysis can be interpreted validly. In conclusion, based on the scatterplot, no heteroscedasticity problems were found, so the regression model is suitable for further decision-making and analysis.

3) Multiple Linear Regression Analysis Test

Table 5. Multiple Linear Regression Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Itself.
		B	Std. Error	Beta		
1	(Constant)	.372	1.115		.334	.739
	attraction	.523	.110	.440	4.766	.000
	Facilities	.517	.099	.480	5.196	.000
a. Dependent Variable: the decision to visit						

Source: SPSS processed data (2024)

The following is the multiple linear regression formula used with the equation:

Y= a+B1X1+ B2X2

Information: And = Visiting Decision
a = Konstanta
B1 = Regression Coefficient of X1
B2 = Quality Regression Coefficient of X2

X_1 = Attraction
X2 = Facilities

a. The attraction variable had a regression coefficient value of 0.523 with a significance value of 0.000 ($p < 0.05$), and a calculated t-value = 4.766. This shows that the attraction variable has a positive and significant effect on the decision to visit. This means that the higher the perception of attraction, the more a person's decision to visit tends to increase.
b. The facility variable also showed significant results, with a regression coefficient value of 0.517, t count = 5.196, and significance = 0.000 ($p < 0.05$). This shows that facilities have a positive and significant influence on visiting decisions. This means that the better the facilities available, the greater the tendency of a person to decide to visit.
c. The standard beta coefficient (Beta) value indicates that the facility (0.480) has a slightly greater relative influence than attractiveness (0.440) on visiting decisions.
d. A constant value of 0.372 indicates that if the attraction and facility variables are considered zero, then the value of the visiting decision is at 0.372 (although in a real context, a value of zero may not be realistic).
e. Therefore, it can be said that the two independent variables, namely attraction and facilities, simultaneously and partially have a positive and significant effect on the decision to visit. This regression model can be used to explain the factors that influence visitor decisions, and facilities seem to contribute more than attraction.

4) Hypothesis Test

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

Table 6. Partial Significance Test Results (t-Test)

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	.372	1.115		.334	.739
	attraction	.523	.110	.440	4.766	.000
	Facilities	.517	.099	.480	5.197	.000
a. Dependent Variable: the decision to visit						

Source: SPSS processed data (2024)

Based on the table above, it can be concluded that:

Based on the results of the regression analysis in the Coefficients table, it is known that the constant has a value of 0.372 with a significance of 0.739 (>0.05), so the constant does not have a significant effect on the decision to visit. The attraction variable had a regression coefficient of 0.523 with a calculated t-value of 4.766 and a significance of 0.000 (<0.05). This shows that attraction has a positive and significant effect on the decision to visit, meaning that the higher the attractiveness of tourist destinations, the higher the visitor's decision to visit. Meanwhile, the facility variable has a regression coefficient of 0.517 with a t-value of 5.197 and a significance of 0.000 (<0.05), which means that facilities also have a positive and significant effect on the decision to visit. The standard beta value shows that the influence of the facility (0.480) is slightly more dominant than the attraction (0.440). Thus, it can be concluded that both attraction and facilities are important factors that significantly increase the decision to visit tourist destinations.

b. *Simultaneous Significance Test (F test)*

Table 7. Results of Simultaneous Significance Test (F Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	3851.819	1	3851.819	263.838	.000b
	Residual	1386.923	95	14.599		
	Total	5238.742	96			
a. Dependent Variable: the decision to visit						
b. Predictors: (Constant), facilities						

Source: SPSS processed data (2024)

Since F counts (263.838) > F table (3.09), and Sig. (0.000) < 0.05, then H_0 is rejected and H_1 is accepted. This means that the regression model used is significant, or in other words, the facility variable has a significant effect on the decision to visit. Thus, the results of the F test show that the regression model that only involves the facility variable as a predictor is a statistically valid model. Thus, it can be concluded that facilities have a significant influence on the decision to visit simultaneously in this model.

c. *Determination Coefficient Test (R Square)*

Table 8. Determination Coefficient Test Results (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857a	.735	.732	3.82089

c. *Predictors: (Constant),* facilities

Source: SPSS processed data (2024)

The value of R = 0.857 indicates that there is a very strong and positive relationship between the facility variable and the decision to visit. This value is close to 1, which signifies a very high correlation. The value of R Square = 0.735 means that 73.5% of the variation in visiting decisions can be explained by the facility variable. The remaining 26.5% is explained by factors outside the model. Adjusted R Square = 0.732 is used to adjust the value of R Square to the sum of independent variables and samples. This value is also high, so the model remains stable and relevant even though it uses only one predictor variable.

Therefore, the results of the R test show that the facility variable has a very strong and significant relationship with the decision to visit. The regression model built also has good predictive capabilities, as it is able to explain more than 70% of the variation in visiting decisions.

3.2. Discussion

1) The Influence of Attraction on Visitor Decisions

Based on the results of the study, it shows that the attraction variable has a significant influence on the decision to visit. Table 4.1 shows that the majority of respondents Agree and Strongly Agree that the tourist attraction of Sipinsur, especially the uniqueness of tourist attractions, natural scenery, and the level of service is good. For example, on the item of uniqueness of tourist attractions (X1.1), 44.3% of respondents agreed and 37.11% strongly agreed. However, there are a small number of respondents who are neutral to disagree, which indicates that there is still room for improvement in some aspects. This is also supported by previous research by Valencia & Ardiansyah (2024) based on the results of their research it is said that attraction has a positive and significant effect on the decision to visit. The attractions offered by Sipinsur tourism are very satisfying for tourists such as tourist areas at an altitude of about 1,213 meters above sea level, Sipinsur presents an extraordinarily beautiful and stunning panorama, especially because of its strategic location on the banks of the giant caldera of Lake Toba.

From this place, visitors can enjoy a wide view of Lake Toba with Samosir Island looking like a floating island in the middle of the lake, surrounded by hills and green slopes that stretch as far as the eye can see. The results of this statement are seen from the respondents' answers to the indicators of the uniqueness of tourist attractions. Not only that, the natural scenery in Sipinsur is very stunning and fun to enjoy making tourists feel happy and satisfied, because it is at a height so that the panoramic beauty of Lake Toba from Sipinsur is the main attraction of this place so that tourists feel satisfied with the natural scenery presented as a result of this statement can be seen in the scenery indicator, the attraction variable is obtained an indicator of natural beauty and also the scenery has a greater influence than any other indicator.

2) The Influence of Facilities on Visiting Decisions

Based on the results of the data from the study, an F value was obtained of 263.838 with a significance value of 0.000. The significance value is much smaller than the commonly used significance level, which is 0.05.can also be seen In Table 4.2, the respondents' perception of facilities is also mostly positive, for example on the completeness of tourist attractions (X2.1), 47.4% agree and 21.6% strongly agree. However, some indicators such as cleanliness (X2.6) still show that respondents are neutral (22.6%) and disagree (11.3%), which means that the facilities are adequate but not perfect. So it can be concluded that the facility variables simultaneously affect the decision to go to the hospital. These results show that facilities are not only complementary in tourism management, but are also a key element that can influence visitor interest and satisfaction. Good facilities reflect the readiness and professionalism of a destination in providing maximum service to tourists. The facilities in question include various aspects, such as the completeness of tourism infrastructure, environmental cleanliness and comfort, the availability of public toilets, parking lots, places of worship, information centers, to security and health facilities. When all these facilities are available and function properly, tourists will feel more comfortable, safe, and satisfied during their visit, thus encouraging the formation of a decision to come back or recommend the place to others. This is also supported by research by Ardiansyah, Sumar Nugroho (2022) which states that facilities have a positive and significant effect on tourists' visiting decisions. The existence and quality of facilities have an important role in influencing a person's decision to visit a tourist destination. Therefore, good and sustainable management of facilities can be an effective strategy in increasing the number of tourist visits.

3) The Influence of Attraction and Facilities on the Decision to Visit

Based on the results of the f test, it can be concluded that together the variables of facilities and promotions have a positive and significant influence on the decision to visit Sipinsur tourism. The value of the determination coefficient of this study is shown by the Adjusted R Squaere value of 0.735 which means that 73.5% of the decision to visit is influenced by attraction and facilities while the rest is influenced by other variables. In Table 4.3, the decision to visit tourists is influenced by tourist attractions, facilities, and tourist motivation. For example, in Y1.4 (facilities and accessibility), 52.5% strongly agreed that facilities and access influenced their decisions. Tourist motivation (Y1.8 and Y1.9) also showed very high scores (>50% strongly agree). Based on the results of the research data, it is known that the facility variable that has the greatest positive and significant influence than the attraction to the said variable, namely the decision to visit with a calculated f value of 263.838 > 3.09 with a significant value of 0.000 < 0.05. This is also supported by previous research by Ardiansyah, Sumar Nugroho (2022) which states that facilities have a positive and significant effect on tourists' visiting decisions. There are several factors that affect why the variable of facility indicators is said to be the most influential in this study as seen from the results of data obtained by direct observation that tourists who make tourist visits in Sipinsur find the function of service facilities such as parking lots, toilets and places of worship that function very well in addition to service facilities that support the activities of tourists.

4. CONCLUSION

Based on the results of research that has been carried out on the influence of attraction and facilities on the decision to visit the Sipinsur tourist destination in Humbang Hasundutan regency, data analysis and discussion of previous chapters. The following conclusions can be presented: 1) Partially, both the variables of attraction and facilities have a positive and significant influence on the decision to visit tourists. This means that an increase in one or both of these variables can encourage an increase in tourist interest in visiting. If sorted by the strength of its influence. Therefore, the facility (X2) has the most influence on the decision to visit. Attraction (X1) exerts the least influence, although it remains significant. 2) In the variable indicators of facilities, the indicator that has the greatest influence is, Service function (physical condition, cleanliness, and completeness of the equipment provided). Meanwhile, the indicator that has the least influence is the completeness of tourist attractions. This shows that comfort and quality of service are the main concerns of tourists in considering their visit to Sipinsur. 3) In the variable indicator of attraction, the indicator with the greatest influence is the uniqueness of tourist attractions, which reflects the visual attractiveness, authenticity, and characteristics of the destination. Meanwhile, the indicator with the least influence is the level of service. If sorted from the largest to the smallest, then the influence of attraction indicators on the decision to visit are: the uniqueness of the tourist attraction, the beauty of nature, the suitability of the target, and finally the level of service.

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