

The Influence of Social Media and Facilities on Participants' Decisions to Participate in the Competition at the 2025 Medan Culinary Festival

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ABSTRACT

The MICE (*Meetings, Incentives, Conventions, and Exhibitions*) and culinary *events* industry are strategic sectors that play an important role in the development of tourism and the creative economy in Indonesia, especially in Medan. In today's digital era, social media has a crucial role in influencing consumer behavior and public participation in various events, including culinary competitions. In addition, the availability of adequate facilities is also a determining factor in the comfort and decision of participants to participate in the event. This study aims to determine the influence of social media and facilities on the decision of participants to participate in the competition at the CLEO Culinary Festival Medan 2025. The research method used is quantitative with a survey approach, where data is collected through a questionnaire distributed to 100 competition participants. Data analysis was carried out using multiple linear regression with the help of the SPSS version 25 program. The results showed that social media had a positive and significant effect on participants' decisions with a *t*-count value of 4.895 ($p = 0.000$). Facilities also had a positive and significant effect with a *t*-count of 4.590 ($p = 0.000$). Simultaneously, these two variables had a significant influence on participants' decisions with a value of *F*-count of 49.069 ($p = 0.000$) and an *Adjusted R Square* value of 0.493, which means that 49.3% of the variation in participants' decisions can be explained by social media and facilities. Social media and adequate facilities are key factors to increase participant participation and satisfaction in the CLEO Culinary Festival Medan 2025. Therefore, organizers are advised to continue to optimize social media strategies and improve the quality of facilities to support the success of the event.

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1. INTRODUCTION

The MICE (*Meeting, Incentive, Convention, Exhibition*) industry has become one of the strategic sectors in the development of tourism and creative economy in Indonesia. As the need for business interaction, product promotion, and professional network development increases, MICE plays an important role as a medium for organizing various *events* on a local, national, and international scale. In Indonesia, the development of MICE is supported by increasingly adequate regulations and infrastructure, including the presence of *modern convention centers* and professional services such as *Professional Convention Organizer* (PCO) and *Professional Exhibition Organizer* (PEO). The city of Medan, as one of the largest economic centers in Sumatra, actively develops the MICE sector by organizing various festivals and competitions that attract the attention of the wider community.

The formal development of the MICE industry in Indonesia began to receive serious attention since the early 1990s. In 1991, the Indonesian government issued regulations through KepMen Parpostel No. KM.108/HM.703/MPPT-91 and the Decree of the Director General of Tourism No. Kep-06/U/IV/1992 which regulated the business management of convention services, incentive trips, and exhibitions, which became known as MICE. This regulation is the legal basis for the growth of event organizer service companies such as *Professional Convention Organizer* (PCO), *Professional Exhibition Organizer* (PEO), and other professional and structured Event Organizers. Since then, Indonesia has begun to be considered as an attractive MICE tourist destination in the Southeast Asian region.

The development of the MICE industry in Indonesia shows a very positive trend, supported by government policies that make MICE a national priority program. The government, through the Ministry of Tourism and Creative Economy, is actively promoting Indonesia as a world-class MICE destination by building supporting infrastructure such as *convention centers*, star-rated hotels, and increasingly accessible transportation. Major cities such as Jakarta, Bali, Surabaya, Bandung, and Yogyakarta are becoming centers for MICE development, but other cities such as Medan are also starting to show great potential in developing this industry.

The MICE industry has significant advantages, including being able to attract high-quality tourists who have large purchasing power, increase the income of the hotel, restaurant, and transportation sectors, and open up job opportunities for the local community. In addition, MICE also contributes to strengthening the branding of the city or country as a leading tourist destination. The latest trends in the MICE industry in 2025 also emphasize sustainability, digital technology, and hybrid events that combine physical and virtual experiences, further expanding their reach and positive impact.

The development of the culinary industry in Indonesia has increased very rapidly in recent decades. Changes in people's increasingly dynamic lifestyles, urbanization, and increasing purchasing power are the main factors driving the growth of the culinary sector. In addition, advances in information and communication technology allow the public to more easily access information about the latest culinary trends and various culinary *events* held in various regions.

In this context, culinary festivals are becoming one of the increasingly popular phenomena as a medium for the promotion and development of local culinary products. Culinary festivals are not only an entertainment and recreation event for the community, but also a strategic platform for culinary business actors and MSMEs to introduce their products to a wider audience. The city of Medan, as one of the largest metropolitan cities in Indonesia, has great potential in developing culinary *events* that are able to attract the attention of local people and tourists.

Interestingly, the culinary festival is not only a place to promote local food products but also an attraction for *experience-based tourism*. Through the organization of a number of culinary festivals, it is not only carried out to promote the diversity of local food, but also to support the development of Micro, Small, and Medium Enterprises (MSMEs).

This festival presents more than 100 local culinary *tenants* and leading MSME actors who exhibit a variety of typical flavors of the archipelago, as well as a space for collaboration between business actors and the community in supporting quality local products and increasing the competitiveness of MSMEs in North Sumatra (IDN Times, 2025). In addition, this festival is also enlivened by various

interesting events such as music concerts from famous bands such as Armada and Nidji, coloring competitions, zumba, dance competitions, and modeling competitions, as well as the launch of *EcoGreen eco-friendly* products by PT Sariguna Primatirta Tbk. This festival is also a platform for art and creativity competitions through various competitions that attract people from various age groups. *This event* combines culinary promotion, musical entertainment, and various competitions such as coloring, modeling, band, and dance competitions. All of these competition activities are open for free to the public, which makes them very inclusive and can be participated by people from various social backgrounds. Based on data from the pre-event Roadshow in 19 kindergarten and elementary schools in the city of Medan, this shows extraordinary enthusiasm from the community, especially children and adolescents.

After going through a strict selection process for the coloring competition, the winners and selected participants from the pre-event are entitled to proceed to the peak event held at Benteng Field. At the peak event from May 2 to 4, 2025, the number of participants in the competition held on the first day of the coloring competition was 362 participants, the band competition was 18 participants, the dance competition was 20 participants on the second day and the modeling competition was 30 participants. So in the three days of the event, the total number of participants was 430 from the four competitions.

Promotions are carried out through various media, including social media, and are supported by supporting facilities such as family play areas, entertainment stages, and *spectacular door prizes*. This is in line with previous research findings that promotions and facilities are important factors that influence consumers' decision to participate in culinary events. In addition, social media is now one of the most effective communication tools in reaching the wider community. Promotion through platforms such as Instagram, TikTok, and Facebook has become the main strategy in introducing various events, including culinary festivals that are increasingly in demand by the public. Cleo Culinary Festival Medan 2025 is an example of an event that utilizes the power of social media to attract the attention and interest of participants from various circles.

The following is a picture of the flyer in the Cleo Culinary Festival Instagram post, namely:



Figure 1. Flyer event Cleo Culinary Festival Medan 2025

Source : <https://www.instagram.com/cleofestivalkuliner/>

The phenomenon of social media presence is one of the real impacts of the development of information and communication technology that is very extraordinary. Instagram social media is one of the *platforms* that can be used as a promotional medium for an *event*. Such as the Cleo Culinary Festival event which uses Instagram as the main promotional medium to introduce this *event* to the wider community. On its Instagram account, the Cleo Festival Culinary event uploads various information about the *event*, such as *event flyers*, upcoming influencers, *tenants* who join, event sponsors, and *activity rundowns*. This aims to allow the public to see and obtain information about the *event* clearly.

By bringing a change in the way of communicating from conventional to modern and all-digital, so as to cause the communication that occurs to be more effective. When it comes to Cleo Culinary Festival, Facilities are also an important consideration in the decision to attend the event. Adequate

facilities, such as area cleanliness, seating comfort, toilet availability, and location accessibility, can increase visitor comfort and affect their satisfaction level. However, from the implementation of the competition, an interesting phenomenon was found, namely significant differences in terms of facilities provided in each type of competition. In *the band* and *dance competition*, the implementation was carried out on the main stage which was equipped with a professional sound system, lighting, and a large enough movement space. This creates a competition atmosphere that supports the enthusiasm of the participants and satisfies the audience.

On the other hand, in the coloring and *modeling* competitions, the facilities provided still have limitations. The coloring competition is held in an open area without permanent shade and carpets as a seating mat, which is less than ideal for children. The *modeling* competition was also not held on stage, but only used a red carpet track without adequate visual decoration or lighting. The lack of aesthetic elements and spatial arrangement makes the competition look less professional than other competitions.

The following is a picture of the Cleo competition facilities at the Benteng Medan Field, namely:



Figure 2. Competition Attendance

Source: Documentation of the Cleo Culinary Festival committee (2025)

In the context of the CLEO Medan Culinary Festival 2025, it is necessary to analyze the extent to which the influence of social media and facilities affects the decision of *coloring, dance, band and modeling competition participants* to participate in *the event*. This is important considering the high competition between similar *events* that also offer similar concepts. If the organizers do not have a strong understanding of the factors that determine the decision of the participants, then the sustainability and success of the *event* in the long term can be threatened. The selection of this thesis title was motivated by the need to make scientific contributions in the form of empirical research that can help event organizers, tourism industry players, and other stakeholders in designing the right promotion strategy and providing facilities that meet the expectations of participants.

By analyzing the relationship between facilities and social media to the choice of participants, it is hoped that the results of this study can be a reference for evaluation and decision-making by the organizers in carrying out future events, both at the local and national levels. Understanding these factors well can improve efficiency in organizing events and result in a better experience for attendees, which in turn has an effect on the image and continuity of the event itself. Thus, the researcher is interested in researching more deeply how these factors determine the participants' decision to participate in the competition. Therefore, a study was conducted with the title "The Influence of Social Media and Facilities on the Participants' Decision to Participate in the Competition at the Cleo Culinary Festival Medan 2025".

2. METHODS

This study uses a quantitative method with a quantitative descriptive analysis approach. This research was conducted in the city of Medan at the 2025 Medan culinary festival. This research was conducted from February – July 2025. The population in this study was selected based on data from participants who registered and participated during the implementation of the 2025 Medan Culinary

Festival. The number of participants who attended and was recorded was around 430 people, consisting of participants in coloring, *modeling*, *dance*, and *band* competitions. The sample in this study was taken as many as 100 respondents from the number of participants who participated in *the Cleo Culinary Festival Medan 2025* event. The type of data consists of primary data data obtained directly from the first source in the field by the researcher. Example: The results of interviews, questionnaires, direct observations, experiments, and tests conducted by the researcher himself on the respondents. Secondary data in this study was obtained by researchers indirectly through intermediary media or has been previously available. Examples of data from documents, reports, archives, statistical data, journals, books, and the results of previous research. The data has been processed, recorded, or published by other parties. There are several data collection techniques carried out in this study such as observation, questionnaire and literature study. In this study, the data processing techniques used are quantitative descriptive techniques, then the data is analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis tests, and determination coefficients with the help of SPSS software.

3. FINDINGS AND DISCUSSION

1) Data Quality Test

a. Validity Test

Table 1. Validity Test Results

Variable	Indicator	R Count	R table	Sig. (2-tailed)	Information
Social Media	X1.1	0,646	0.1986	0,000	Valid
	X1.2	0,657	0.1986	0,000	Valid
	X1.3	0,684	0.1986	0,000	Valid
	X1.4	0,725	0.1986	0,000	Valid
	X1.5	0,648	0.1986	0,000	Valid
	X1.6	0,640	0.1986	0,000	Valid
	X1.7	0,770	0.1986	0,000	Valid
	X1.8	0,693	0.1986	0,000	Valid
	X1.9	0,621	0.1986	0,000	Valid
Facilities	X2.1	0,464	0.1986	0,000	Valid
	X2.2	0,376	0.1986	0,000	Valid
	X2.3	0,356	0.1986	0,000	Valid
	X2.4	0,616	0.1986	0,000	Valid
	X2.5	0,442	0.1986	0,000	Valid
	X2.6	0,546	0.1986	0,000	Valid
	X2.7	0,529	0.1986	0,000	Valid
	X2.8	0,528	0.1986	0,000	Valid
	X2.9	0,653	0.1986	0,000	Valid
	X2.10	0,583	0.1986	0,000	Valid
	X2.11	0,364	0.1986	0,000	Valid
	X2.12	0,559	0.1986	0,000	Valid
	X2.13	0,211	0.1986	0,000	Valid
	X2.14	0,512	0.1986	0,000	Valid
	X2.15	0,421	0.1986	0,000	Valid
	Y1	0,607	0.1986	0,000	Valid
	Y2	0,605	0.1986	0,000	Valid
	Y3	0,630	0.1986	0,000	Valid
	Y4	0,413	0.1986	0,000	Valid
	Y5	0,449	0.1986	0,000	Valid
	Y6	0,678	0.1986	0,000	Valid

Participant Results	Y7	0,501	0.1986	0,000	Valid
	Y8	0,491	0.1986	0,000	Valid
	Y9	0,616	0.1986	0,000	Valid
	Y10	0,690	0.1986	0,000	Valid
	Y11	0,614	0.1986	0,000	Valid
	Y12	0,700	0.1986	0,000	Valid
	Y13	0,615	0.1986	0,000	Valid
	Y14	0,647	0.1986	0,000	Valid
	Y15	0,557	0.1986	0,000	Valid

Source : SPSS Processed Data (2025)

Based on the data in table 1, it can be seen that all indicators have a value of R^2 count greater than $R_{table}=0.1986$ ($N=100$) and R_{table} value (*2-tailed*). From these results, it can be concluded that the entire statement item is proven valid.

b. Reliability Test

Table 2. Reliability Test Results

No	Variable	Cronbach Alpha	Remarks
1.	Social Media (X1)	0,847	Reliabel
2.	Facilities (X2)	0,751	Reliabel
3.	Participant Results (Y)	0,858	Reliabel

Source: SPSS Processed Data (2025)

Based on the data in table 2, it can be seen that all variables have a *Cronbach's Alpha* value greater than 0.60 so that the instrument in this study can be declared reliable.

2) Classical Assumption Test

a. Normality Test

Table 3. Kolmogorov-Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Hours of deviation	3.69607951	
Most Extreme Differences	Absolute	.096	
	Positive	.071	
	Negative	-.096	
Test Statistic		.096	
Asymp. Sig. (2-tailed)		.024c	
Monte Carlo Sig. (2-tailed)	Say.	.298d	
	99% Confidence Interval	Lower Bound	.286
		Upper Bound	.310

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

Source: Data processed (2025)

Based on the data in table 3, it is concluded that *asympt sig. (2-tailed)* shows $0.024 < 0.05$ nilai. From these results, the data is not normally distributed, so this study uses another option, namely the Monte Carlo method. After conducting a normality test with the Monte Carlo *Sig. model (2-tailed)* the value showed $0.298 > 0.05$, so it can be concluded that the residual or research data is normally distributed.

- **Normality Test Histogram**

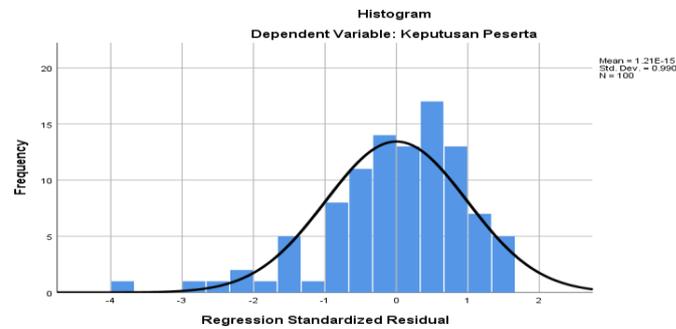


Figure 3. Normality Test Histogram Chart
Source: SPSS processed data (2025)

Based on figure 3, it can be concluded that the data is normally distributed as seen from the histogram image which is evenly spread from left to right.

- **P-Plot Chart Normality Test**

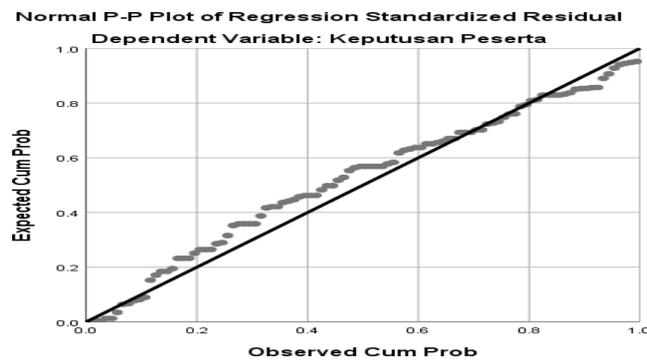


Figure 4. Normality of P-Plot Charts
Source: Data processed SPSS(2025)

Based on Figure 4 shown, the dots are spread quite tightly along a diagonal line. There is a slight deviation at the bottom and middle, but it does not deviate far. This pattern is still acceptable and indicates that the residual normality assumption is met indicating that the regression model has met the normality assumption.

b. *Multicollinearity Test*

Table 4. Multicollinearity Test Results

		Collinearity Statistics	
Model		Tolerance	VIF
1	Social Media	.707	1.415
	Facilities	.707	1.415

a. Pendent Variable: Participant's Decision

Source: SPSS Processed Data (2025)

Based on the data in table 4, it can be seen that the *tolerance* value in the social media (X1) and facility (X2) variables is 0.707 greater than 0.10. Meanwhile, the VIF (*Variance Inflation Factor*) value for social media variables (X1) and facilities (X2) is 1,415 less than 10.00. Therefore, it can be concluded that there is no multicollinearity in the regression model.

c. *Heteroscedasticity Test*

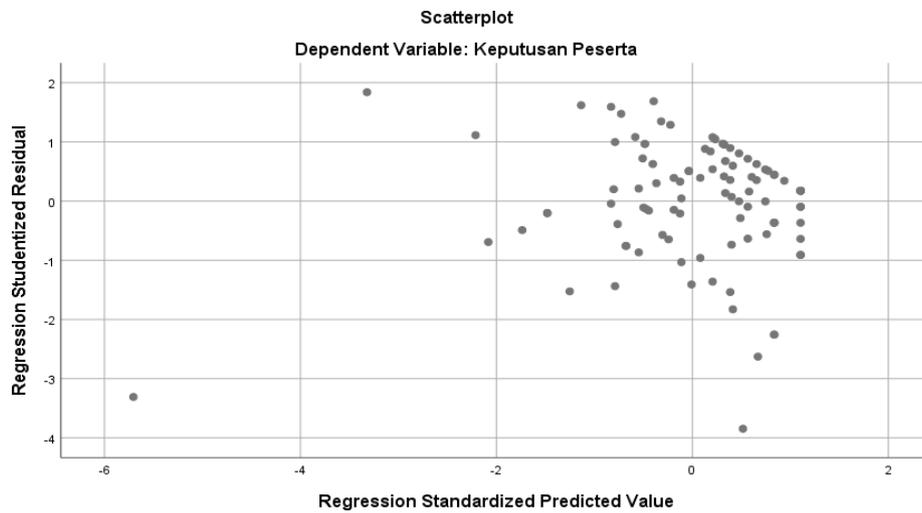


Figure 5. Heteroscedasity Test
Source: SPSS processed data (2025)

In Figure 5 of the graph shown, the residual dots appear to be scattered fairly randomly around the 0 axis, although somewhat concentrated in the center, but do not show any specific patterns such as constricting or widening them. So, this *scatterplot* test is appropriately used, and the results show that there is no strong indication of heteroscedasticity.

3) Multiple Linear Regression Analysis Test

Table 5. Multiple Linear Regression Test Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	21.546	4.939		4.363	.000
	Social Media	.617	.126	.417	4.895	.000
	Facilities	.334	.073	.391	4.590	.000

a. Dependent Variable: Participant's Decision

Source: SPSS Processed Data (2025)

Based on table 5, the multiple linear regression equation is as follows:

$$Y = 21.546 + 0.617 X_1 + 0.334 X_2$$

From the regression equation, it can be described as follows:

1. The constant value (α) is 21.546 with a positive value. A positive sign on this constant coefficient indicates that any increase in the independent variable will result in an increase in the dependent variable and vice versa. A negative sign indicates that any increase that occurs in the dependent

variable does not result in an increase in the independent variable. So it can be interpreted that the participant's decision will be worth 21,546 if each social media variable and facility has a value equal to zero.

2. The value of the regression coefficient of the social media variable of 0.617 has a positive value on the participant's decision to participate in the competition, meaning that each increase in one unit of the social media variable will affect the participant's decision to participate in the competition by 0.617 assuming that other independent variables are considered constant. A positive sign means that it shows an influence in the same direction between independent variables and dependent variables. The significance value ($p = 0.000$) is less than 0.05, meaning that the influence of X1 on Y is statistically significant.
3. The value of the regression coefficient of the facility variable of 0.334 has a positive value on the participant's decision to participate in the competition, meaning that each increase in one unit of the facility variable will affect the participant's decision to participate in the competition by 0.334 assuming that the other variables are considered constant. A positive sign means that it shows an influence in the same direction between independent variables and dependent variables. The significance value ($p = 0.000$) also shows the influence of X2 on Y significantly.

Based on the results of the multiple linear analysis above, it can be concluded that the free variable, namely social media and facilities, has a positive effect on the bound variable, namely the decision of participants to participate in the competition, where every increase that occurs in the free variable will be followed by an increase that occurs in the bound variable.

4) Hypothesis Test

a. Partial Significance Test (t-test)

Table 6. Partial Test Results (T Test)

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients	Std. Error	Standardized Coefficients		
1	(Constant)	21.546	4.939	4.363	.000
	Social Media	.617	.126	.417	.000
	Facilities	.334	.073	.391	.000

a. Dependent Variable: Participant's Decision

Source: SPSS Processed Data (2025)

1. Based on the social media variable (X1), a t_{count} value of 4.363 with a significance of 0.000. It can be interpreted that $t_{count} 4.363 > t_{table} 1.984$ and the significant level is $0.000 < 0.05$. This means that the social media variable (X1) has a positive and significant effect on the decision of participants to participate in the competition (Y). Thus, it is concluded that the first hypothesis (H01) is rejected and (Ha1) is accepted.
2. The facility variable (X2) obtained a t_{count} value of 4.895 with a significance of 0.000. It can be interpreted that $t_{count} 4.895 > t_{table} 1.984$ and the significant level is $0.000 < 0.05$. This means that the facility variable (X2) has a positive and significant effect on the decision of participants to participate in the competition (Y). Thus, it is concluded that the first hypothesis (H02) is rejected and (Ha2) is accepted.

b. Simultaneous Significance Test (F test)

Table 7. Simultaneous Test Results (F Test)

		ANOVA				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1368.311	2	684.155	49.069	.000b
	Residual	1352.439	97	13.943		
	Total	2720.750	99			

a. Dependent Variable: Participant Results

b. Predictors: (Constant), Facilities, Social Media

Source: Data processed SPSS(2025)

Based on table 7 above, the Fcal value of 49.069 with a significant value of 0.000 was obtained. So it can be interpreted that the significant value is $0.000 < 0.05$ and the value of $F_{cal} 49.069 > F_{cal} 3.09$. This means that simultaneously This means that the facility variable (X2) has a positive and significant effect on the decision of participants to participate in the competition (Y). Thus, it is concluded that the first hypothesis (H03) is rejected and (Ha3) is accepted.

c. Determination Coefficient Test (R Square)

Table 8. Determination Coefficient Test Results (R2)**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709a	.503	.493	3.734

a. Predictors: (Constant), Facilities, Social Media

Source: SPSS Processed Data (2025)

Based on table 8, it can be seen that the value of *the Adjusted R square* is 0.493 or 49.3%. This shows that the relationship between social media variables, facilities, and participants' decisions to participate in the competition has a relationship of 0.493 or 49.3%. The factors of deciding to become participants can be explained by independent variables, namely social media and facilities, while the remaining 50.7% are explained by other variables that were not studied in the regression model in this study.

Discussion**The Influence of Social Media on Participants' Decisions to Participate in the Competition**

Based on the results of the multiple linear regression test and the t-test, it shows that social media partially has a positive and significant effect on the decision of participants to participate in the competition at the Cleo Culinary Festival Medan 2025. This is seen from the value of the social media variable coefficient with a t_{hitung} value of 4.895 with a significance of 0.000. It can be interpreted that t_{hitung} counts as $4.895 > t_{\text{table}} 1.984$ and the significance level is $0.000 < 0.05$. From the results of this study, social media has a real contribution in encouraging participants to vote and participate in competitions. This is in line with the theory of social media which states that ease of access to information, trust in promotional content, and good quality of information can influence an individual's decision to participate in an event.

The Influence of Facilities on Participants' Decisions to Participate in the Competition

Based on the results of the multiple linear regression test and the t-test, it shows that the facility partially has a positive and significant effect on the participants' decision to participate in the competition at the 2025 Medan Culinary Festival. The facility obtained a t_{count} value of 4.590 with a significance of 0.000. It can be interpreted that $t_{\text{count}} 4.590 > t_{\text{table}} 1.984$ and significance level $0.000 < 0.05$. This means that the facility variable has a positive and significant effect on the participants' decision to participate in the competition. From the existence of adequate facilities to a driver for participants to feel comfortable and motivated in participating, which is in accordance with facility indicators such as spatial layout, comfort of the competition area, lighting, and navigation media that support the smooth running of the competition activities.

The Simultaneous Influence of Social Media and Facilities on Participants' Decisions to Participate in the Competition

Based on the results of the F test, the F value was obtained at 49.069 with a significant value of 0.000. So it can be interpreted that the significant value of $0.000 < 0.05$ and the value of F_{is} calculated as $49.069 > F_{\text{table}} 3.09$. This means that simultaneously social media and facilities have a positive and significant effect on the decision of participants to participate in the competition. From the results of the determination coefficient test, it is known that the *Adjusted R Square value* is 0.493 or 49.3%. This shows that the relationship between social media variables, facilities, and participants' decisions to participate in the competition has a strength of 49.3%, while the remaining 50.7% is explained by other variables that are not included in this regression model. From the results of this study, it can be concluded that social media and facilities play an important role together in making participants' decisions to participate in the competition at the Cleo Culinary Festival Medan 2025.

Comparison with previous theories and research

Based on the results of the determination coefficient test, it shows that 50.7% of participants' decisions to participate in the competition are influenced by other variables besides social media and facilities. The results of this study are consistent with the findings of Simamora et al. (2023) and Lestari & Herfianti (2023) which show the significant influence of social media and facilities on visiting decisions, as well as Fadilah & Baehaqi (2023) and Pratiwi & Prakosa (2021) which affirm the importance of both variables in shaping return intention and interest in revisiting. The theory of Batee (2019), Tjiptono (2020), and Kotler et al. (2024) also states that the ease of information, content trust, and quality of facilities are key factors in decision-making. Thus, the decision of participants to participate in the competition is the result of a combination of social media, facilities, and other factors such as personal motivation, prizes, and social influence.

4. CONCLUSION

Based on the results of the research that has been analyzed using the help of the SPSS Version 25 program in the study "The Influence of Social Media and Facilities on the Decision of Participants to Participate in the Competition at the Cleo Culinary Festival Medan 2025" can be concluded as follows:

1. Based on the t-test, social media has a positive and significant effect on the participants' decision to participate in the competition, as evidenced by a t_{count} value of 4.895 and a significance of 0.000. This means $t_{\text{count}} 4,895 > t_{\text{table}} 1,984$ and $0.000 < 0.05$.
2. Based on the t-test, the facility had a positive and significant effect on the participants' decision to participate in the competition, as evidenced by a t_{count} value of 4.590 and a significance of 0.000. This means $t_{\text{count}} 4,590 > t_{\text{table}} 1,984$ and significance $0,000 < 0.05$.
3. Based on the F test, social media and facilities simultaneously have a positive and significant effect

on the participants' decision to participate in the competition. The value of the *Adjusted R Square determination coefficient* was 0.493 or 49.3%, which indicates that 49.3% of the variation in participants' decisions can be explained by both variables, while the remaining 50.7% is explained by other variables outside the regression model.

4. From the results of the t-test, F test, and determination coefficient, it can be concluded that social media (X1) and facilities (X2) are important factors that drive the decision of participants (Y) to participate in the competition at the Cleo Culinary Festival Medan 2025. Social media variables exert a dominant influence on participants' decisions judging from higher t-count values.

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