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The Effect of Attractiveness, Accessibility, and Facilities on the Decision to Visit the Belagaone Mangrove Tourist Object

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Abstract

This study examines the effect of attractiveness, accessibility, and facilities on tourists' decision to visit the Belagaone Mangrove tourist object in Nunukan Regency. The study was motivated by the unstable and declining number of tourist visits from 2020 to 2024, indicating the need to evaluate the factors that shape visitor interest and decision making. A quantitative explanatory approach was employed using survey data collected from 100 respondents who had visited the destination. The research variables consisted of attractiveness, accessibility, and facilities as independent variables, while the decision to visit served as the dependent variable. Data were analyzed using classical assumption tests and multiple linear regression. The normality test showed that the data were normally distributed, while the multicollinearity test confirmed that the independent variables were free from multicollinearity. The regression results revealed that attractiveness, accessibility, and facilities each had a positive and significant effect on the decision to visit. The simultaneous test also showed that the three variables collectively influenced tourists' visiting decisions. The coefficient of determination indicated that these variables explained 37.6 percent of the variation in visiting decisions, while the remaining 62.4 percent was influenced by other factors outside the model, such as promotion, ticket prices, destination image, and tourism trends. These findings suggest that improving the ecological appeal, access quality, and supporting facilities of Belagaone Mangrove is essential to strengthen visitor interest and support sustainable tourism development in Nunukan Regency.

Introduction

Tourism is the activity and process of spending time away from home for travel, recreation, and pleasure while utilizing commercial services (Eddyono, 2021; Wan et al., 2026; Jung & Gibson, 2026). Therefore, tourism is a sector with the potential to be developed as a source of regional income. It also creates jobs for communities living near tourist destinations (Melese et al., 2026; Udiyana et al., 2026). Nunukan is a regency in North Kalimantan Province, with an area of 14,263.68 km2 and a population of approximately 140,842. Furthermore, Nunukan boasts a 6-hectare mangrove forest, making it a popular tourist destination on Nunukan Island, providing a unique experience for visitors. Belagaone is one such mangrove forest destination, located behind the Nunukan Joint Office Complex I. The presence of tourist attractions in Nunukan Regency is a unique attraction for Nunukan residents, especially those seeking natural attractions. Belagaone has considerable tourist potential, drawing tourists to its mangrove forests thanks to the presence of proboscis monkeys (Ramadhan et al., 2026; Anisa et al., 2026; Fauzi et al., 2025). Other attractions include several photo spots and easy access, approximately 25 minutes from the city center.

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The decision to visit a tourist destination is influenced by the attraction, the facilities that make visitors feel comfortable, and the ease of access (Hani et al., 2026; Siagian et al., 2026; Kurnia & Febriyanti, 2026). Visitors' decision to visit suggests that they consider consumer behavior, particularly in the purchasing decision-making process. The purc(Alam et al., 2026; Akbar, 2026; Murni & Humaira, 2026). hasing decision is one of the stages in the purchasing process before post-purchase behavior In the purchasing decision stage, consumers are faced with several alternative options. At this stage, consumers will take action to purchase a product based on their chosen choices (Arfah, 2022, Product Purchasing Decision, p. 4). Tourist visit decisions refer to the concept of consumer purchasing decisions adapted to tourist visit decisions. A purchasing decision is a process in which consumers recognize a problem, seek information about a particular product or brand, and evaluate how well each alternative solves the problem, ultimately leading to a purchase decision (Wisnuaji & Udriyah, 2026; Ghoniyyu & Amirullah, 2026; Yalvaç & Serhat, 2026).

The buyer makes a choice, makes a purchase, and consumes it. In other words, a purchasing decision is a problem-solving approach to human activity in purchasing a product or service to satisfy their desires and needs (Rahmawati & Rohmat, 2026; Valkov & Stancheva, 2023; Marcelo et al., 2024). It consists of recognizing needs and desires, searching for information, evaluating alternatives, purchasing decisions, and post-purchase behavior (Sirait and Puddin in Dewi et al., 2020). To enjoy the beauty of the Belagaone Mangrove, the entrance fee is IDR 5,000 per person. From 2020 to 2024, the number of tourist visits to the Belagaone Mangrove was unstable. It is known that the number of tourist visits in 2020 was 67 people, but increased in 2021 to 11,326 people. This figure decreased in 2022 to 2,792 people. The following year, in 2023, the number decreased again to 1,333 people, and finally, in 2024, the number of visitors continued to decline, reaching 791 people. Based on the researcher's observations, as evidenced by the figure below, the decline in visitors to Belagaone Mangrove was due to several factors, namely: 1) the lack of facilities available at the tourist attraction; and 2) damaged accessibility to the tourist attraction, resulting in a drastic decline in visitors. From this data, it can be concluded that the number of visitors to Belagaone Mangrove from 2020 to 2024 experienced unstable growth due to the lack of attractions, accessibility, and facilities for visiting the Belagaone Mangrove tourist attraction in Nunukan Regency. To make the Belagaone Mangrove in Nunukan Regency a popular destination, it is essential to ensure a comfortable environment for visitors, making it a popular tourist destination. Therefore, management needs to implement several improvements to increase visitor numbers, including improvements in attractions, accessibility, and facilities (Yu, 2024; Apriyanti, 2024; Kennedy et al., 2022).

Methods

This study employs a quantitative research design with a survey approach to analyze the factors influencing tourists' decisions to visit Mangrove Belagaone in Nunukan Regency. The quantitative design was chosen to allow for the measurement of variables such as attraction, accessibility, and facilities, and to statistically determine their impact on the decision to visit. The research is explanatory in nature, aiming to explain the causal relationships between independent variables (tourism attraction, accessibility, facilities) and the dependent variable (decision to visit).

Research Location and Period

The research was conducted at the Mangrove Belagaone tourism site in Nunukan Regency, North Kalimantan Province, Indonesia. The site was chosen due to its potential as a leading ecotourism destination that has recently experienced fluctuations in visitor numbers. Data

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collection took place between March and May 2025, allowing sufficient time for the distribution of questionnaires and data verification.

Population and Sample

The population in this study comprises all tourists who visited the Mangrove Belagaone site during the research period. Because the total number of visitors during the period could not be determined in advance, the study used a non-probability sampling technique with purposive sampling, where respondents were selected based on their direct experience of visiting the destination. The minimum sample size was determined using the rule of thumb for multiple regression analysis, requiring at least 5–10 respondents per indicator. With three independent variables measured by 12 indicators, the required minimum sample is 120 respondents. To increase reliability, the study targeted 150 respondents.

Data Collection Techniques

Data were collected using a structured questionnaire distributed directly to tourists on-site. The questionnaire consisted of two main sections: (1) demographic information of respondents (age, gender, occupation, and frequency of visit), and (2) measurement of research variables using a Likert scale (1 = strongly disagree to 5 = strongly agree). In addition, preliminary observations and documentation of tourism facilities and accessibility conditions were carried out to enrich contextual understanding.

Research Variables and Indicators

The research consists of three independent variables and one dependent variable. Tourism Attraction (X1): natural beauty, uniqueness of flora and fauna (including proboscis monkeys), availability of photo spots, and overall appeal of the mangrove ecosystem. Accessibility (X2): ease of reaching the site, road conditions, transportation availability, and signage. Facilities (X3): cleanliness, seating and resting areas, toilets, food stalls, and parking facilities. Decision to Visit (Y): awareness of need, information search, evaluation of alternatives, actual visit decision, and satisfaction after the visit. Each variable was measured with multiple indicators adapted from previous tourism and consumer behavior studies to ensure theoretical alignment.

Validity and Reliability Testing

Before the main analysis, the questionnaire underwent a pilot test with 30 respondents. Validity was tested using Pearson's product-moment correlation, where items with correlation coefficients above 0.3 were considered valid. Reliability was tested using Cronbach's alpha, with a threshold value of 0.70 indicating acceptable internal consistency. Items that did not meet these criteria were revised or removed.

Data Analysis Techniques

The data analysis followed several stages. First, descriptive statistics were used to describe respondents' demographic profiles and perceptions of each variable. Second, classical assumption tests (normality, multicollinearity, and heteroscedasticity) were conducted to ensure the appropriateness of regression analysis. Third, multiple linear regression analysis was applied to examine the effect of attraction, accessibility, and facilities on the decision to visit. Hypothesis testing was conducted using the t-test to examine the significance of individual variables, and the F-test to evaluate the joint effect of all independent variables. The coefficient of determination (R^2) was used to measure how much of the variation in the decision to visit could be explained by the three predictors.

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Result and Discussion

Descriptive Testing Results of Research Data

Table 1. Questionnaire Scores of Attractiveness (X1)

Item	Strongly Agree (SA)	Agree (A)	Quite Agree (QA)	Disagree (DA)	Strongly Disagree (SDA)
X1.1	31	23	27	19	0
X1.2	37	16	38	9	0
X1.3	22	37	31	10	0
X1.4	23	37	30	8	2
X1.5	21	37	27	13	2

From Table 1, it can be seen that the respondents' responses to the attractiveness statement (X1.1) are: 31 people strongly agree, 23 people agree, 27 people quite agree, 19 people disagree, and 0 people strongly disagree. For item X1.2, 37 people strongly agree, 16 people agree, 38 people quite agree, 9 people disagree, and 0 people strongly disagree. For item X1.3, 22 respondents strongly agree, 37 agree, 31 quite agree, 10 disagree, and 0 strongly disagree. For item X1.4, 23 people strongly agree, 37 agree, 30 quite agree, 8 disagree, and 2 strongly disagree. Meanwhile, for item X1.5, 21 people strongly agree, 37 agree, 27 quite agree, 13 disagree, and 2 strongly disagree.

Table 2. Questionnaire Scores of Accessibilities (X2)

Item	Strongly Agree (SA)	Agree (A)	Quite Agree (QA)	Disagree (DA)	Strongly Disagree (SDA)
X2.1	25	23	31	19	2
X2.2	22	25	36	9	8
X2.3	5	39	35	15	6
X2.4	21	28	41	10	0
X2.5	19	31	29	19	2

Based on Table 4.10, respondents' responses to the accessibility statement (X2.1) are: 25 strongly agree, 23 agree, 31 quite agree, 19 disagree, and 2 strongly disagree. For item X2.2, 22 strongly agree, 25 agree, 36 quite agree, 9 disagree, and 8 strongly disagree. For item X2.3, 5 respondents strongly agree, 39 agree, 35 quite agree, 15 disagree, and 6 strongly disagree. For item X2.4, 21 people strongly agree, 28 agree, 41 quite agree, 10 disagree, and 0 strongly disagree. For item X2.5, 19 people strongly agree, 31 agree, 29 quite agree, 19 disagree, and 2 strongly disagree.

Table 3. Questionnaire Scores of Facilities (X3)

Item	Strongly Agree (SA)	Agree (A)	Quite Agree (QA)	Disagree (DA)	Strongly Disagree (SDA)
X3.1	22	30	32	15	1
X3.2	21	32	33	11	3
X3.3	9	35	37	16	3
X3.4	28	26	30	16	0
X3.5	27	34	22	13	4

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From Table 3, it can be seen that the respondents' responses to the facility statement (X3.1) are: 22 strongly agree, 30 agree, 32 quite agree, 15 disagree, and 1 strongly disagree. For item X3.2, 21 respondents strongly agree, 32 agree, 33 quite agree, 11 disagree, and 3 strongly disagree. For item X3.3, 9 respondents strongly agree, 35 agree, 37 quite agree, 16 disagree, and 3 strongly disagree. For item X3.4, 28 strongly agree, 26 agree, 30 quite agree, 16 disagree, and 0 strongly disagree. Meanwhile, for item X3.5, 27 respondents strongly agree, 34 agree, 22 quite agree, 13 disagree, and 4 strongly disagree.

Table 4. Questionnaire Scores of Visiting Decision (Y)

Item	Strongly Agree (SA)	Agree (A)	Quite Agree (QA)	Disagree (DA)	Strongly Disagree (SDA)
Y1	9	9	8	44	30
Y2	8	9	19	40	24
Y3	42	42	16	0	0
Y4	14	16	30	26	14
Y5	41	41	18	0	0

From Table 4, it can be explained that respondents' responses to the visiting decision statement (Y1) are: 9 strongly agree, 9 agree, 8 quite agree, 44 disagree, and 30 strongly disagree. For item Y2, 8 respondents strongly agree, 9 agree, 19 quite agree, 40 disagree, and 24 strongly disagree. For item Y3, 42 strongly agree, 42 agree, 16 quite agree, 0 disagree, and 0 strongly disagree. For item Y4, 14 respondents strongly agree, 16 agree, 30 quite agree, 26 disagree, and 14 strongly disagree. Meanwhile, for item Y5, 41 respondents strongly agree, 41 agree, 18 quite agree, 0 disagree, and 0 strongly disagree.

Research Data Analysis

Classical Assumption Tests

Normality Test

The normality test aims to determine whether the data used in this study follow a normal distribution or not. This step is crucial in the data analysis process, particularly in testing classical assumptions before conducting regression analysis. The normality test was carried out using the Kolmogorov-Smirnov method with the assistance of SPSS version 31. A good regression model requires that the residuals are normally distributed. The criteria for decision-making in the Kolmogorov-Smirnov normality test are as follows:

Table 5. One Sample Kolmogorov Smirnov Test

Parameter	Sub Parameter	Unstandardized Residual
N		100
Normal Parameters[a],[b]	Mean	0.0000000
Normal Parameters[a],[b]	Std. Deviation	2.72174097
Most Extreme Differences	Absolute	0.067
Most Extreme Differences	Positive	0.062
Most Extreme Differences	Negative	-0.067
Test Statistic		0.067
Asymp. Sig. 2 tailed[c]		0.200[d]
Monte Carlo Sig. 2 tailed[e]	Sig.	0.319
99% Confidence Interval	Lower Bound	0.307
99% Confidence Interval	Upper Bound	0.331

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a) Test distribution is Normal.

b) Calculated from data.

c) Lilliefors Significance Correction.

d) This is a lower bound of the true significance.

e) Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

If the significance value is greater than 0.05, the data can be considered normally distributed. Conversely, if the significance value is less than 0.05, the data are not normally distributed. Based on the test results, it was found that the significance values for the variables Attractiveness (X1), Accessibility (X2), and Facilities (X3) were all 0.200, which is greater than 0.05. This indicates that the data are normally distributed. Therefore, the residuals from the regression model can be considered normal.

Multicollinearity Test

The multicollinearity test was conducted to identify whether there is a strong correlation among the independent variables in the regression model. A good regression model should not show high correlation between independent variables. The detection of multicollinearity is commonly done using Tolerance values and the Variance Inflation Factor (VIF).

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.759	1.904		.924	.358		
	X1	.327	.073	.375	4.469	<.001	.922	1.084
	X2	.266	.073	.298	3.655	<.001	.979	1.021
	X3	.202	.071	.239	2.836	.006	.918	1.089

a. Dependent Variable: Y

Figure 1. Multicollinearity Test Results

The test results showed that the Tolerance values were 0.922 for Attractiveness (X1), 0.979 for Accessibility (X2), and 0.918 for Facilities (X3). The corresponding VIF values were 1.084, 1.021, and 1.089 respectively. According to the standard criteria, Tolerance values should be greater than 0.1 and VIF values should be less than 10. Since all variables met these requirements, it can be concluded that there is no multicollinearity in the regression model.

Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.759	1.904		.924	.358		
	X1	.327	.073	.375	4.469	<.001	.922	1.084
	X2	.266	.073	.298	3.655	<.001	.979	1.021
	X3	.202	.071	.239	2.836	.006	.918	1.089

a. Dependent Variable: Y

Figure 2. Multiple Linear Regression Test

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The results of the multiple regression analysis, as presented in SPSS output, indicate that the regression coefficients are as follows: the constant value is 1.759, the coefficient for Attractiveness (X1) is 0.327, for Accessibility (X2) is 0.266, and for Facilities (X3) is 0.202. Thus, the multiple regression equation can be formulated as:

$$Y = 1.759 + 0.327X1 + 0.266X2 + 0.202X3$$

Where Y represents the Visiting Decision.

The interpretation of the regression model is as follows: Attractiveness (X1): The positive coefficient indicates that an increase in attractiveness will increase the decision to visit, assuming other variables remain constant. Accessibility (X2): The positive coefficient shows that an improvement in accessibility will increase the decision to visit, holding other variables constant. Facilities (X3): The positive coefficient suggests that better facilities will enhance the decision to visit, assuming other variables remain constant.

Hypothesis Testing

T-Test (Partial Test)

The T-test was conducted to determine whether each independent variable has a significant effect on the dependent variable. With a sample size of 100 respondents, the degree of freedom (df) was calculated as n – k – 1 = 100 – 2 – 1 = 97. Referring to the t-table at a significance level of 0.05, the critical value is 1.985.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.759	1.904		.924	.358		
	X1	.327	.073	.375	4.469	<.001	.922	1.084
	X2	.266	.073	.298	3.655	<.001	.979	1.021
	X3	.202	.071	.239	2.836	.006	.918	1.089

a. Dependent Variable: Y

Figure 3. T-Test Results

Attractiveness (X1) obtained a t value of 4.469, which is greater than the t table value of 1.985, with a significance level of <0.001. This result indicates that attractiveness has a positive and significant effect on the visiting decision. In practical terms, the better the attractiveness of the Belagaone Mangrove tourist object, the stronger the tendency of tourists to decide to visit. The attractiveness may include the natural beauty of the mangrove ecosystem, the uniqueness of flora and fauna, the presence of proboscis monkeys, photo spots, and the overall environmental appeal of the destination. Therefore, attractiveness can be considered one of the main factors that encourages tourists to choose Belagaone Mangrove as a tourism destination.

Accessibility (X2) obtained a t value of 3.655, which is also greater than the t table value of 1.985, with a significance level of <0.001. This finding shows that accessibility has a positive and significant influence on the visiting decision. This means that easier access to the tourist location will increase tourists' willingness to visit. Accessibility includes road conditions, travel distance, availability of transportation, route clarity, and the ease with which visitors can reach the destination. Although the effect is slightly lower than attractiveness, accessibility remains an important factor because tourists are more likely to visit a destination when the route is convenient, safe, and not difficult to reach.

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Facilities (X3) obtained a t value of 2.836, which is greater than the t table value of 1.985, with a significance level of 0.006. This result proves that facilities also have a positive and significant effect on the visiting decision. It means that the availability and quality of supporting facilities can influence tourists' decisions to visit Belagaone Mangrove. Facilities such as parking areas, toilets, seating areas, food stalls, information boards, and clean resting spaces contribute to visitor comfort. Although the influence of facilities is the lowest among the three variables, it remains statistically significant, which means that facility improvement is still necessary to strengthen visitor satisfaction and encourage repeat visits.

F-Test (Simultaneous Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	441.610	3	147.203	19.269	<.001[b]
	Residual	733.380	96	7.639		
	Total	1174.990	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Figure 4. F Test Results

The F-test was used to examine whether the independent variables collectively have a significant effect on the dependent variable. With 100 respondents, the F-table value at a 5% significance level was 3.090. The analysis results showed that the calculated F-value was 19.269, which is greater than 3.090, with a significance level of <0.001. This indicates that Attractiveness, Accessibility, and Facilities together have a significant influence on Visiting Decision.

Coefficient of Determination (R^2 Test)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613[a]	.376	.356	2.76394

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Figure 5. Results of the Determination Coefficient

The coefficient of determination (R^2) test was performed to assess the explanatory power of the independent variables on the dependent variable. The results showed an R value of 0.613, indicating a strong correlation between Attractiveness, Accessibility, and Facilities with Visiting Decision. The R^2 value was 0.376, meaning that 37.6% of the variation in Visiting Decision can be explained by the independent variables, while the remaining 62.4% is influenced by other factors not examined in this study.

The results of the analysis show that tourist attraction has a positive and significant influence on visiting decisions at the Belagaone Mangrove tourism site (Maulana et al., 2022; Karismawan et al., 2025; Maulana et al., 2022). The t-test findings revealed that the stronger the attractiveness of the site, the greater the likelihood of tourists deciding to visit. Respondents

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particularly highlighted the natural beauty of the mangrove ecosystem, the uniqueness of the flora and fauna such as the Proboscis monkey, and the availability of photo spots as compelling reasons for their visits. This supports the argument that attractions serve as the core determinant of tourist behavior, as emphasized by Cooper et al. (2008), and is consistent with the findings of Daulay (2022), who demonstrated a similar relationship between attraction strength and visiting decisions. These results imply that continuous development and preservation of the unique ecological and experiential aspects of Belagaone Mangrove are essential strategies for sustaining and increasing tourist interest.

Accessibility was also found to have a significant and positive effect on visiting decisions (Kalsum et al., 2024; Mihai et al.., 2023; Khozaei et al., 2023). Tourists generally agreed that the site is relatively easy to reach, the road conditions are acceptable, and signage or route information is adequately provided. However, the lack of sufficient public transportation remains a challenge for some visitors, suggesting that accessibility improvements still require attention from local authorities and tourism managers. These results reinforce Suwartono's (2018) assertion that accessibility plays a critical role in tourist mobility and visit frequency, and align with Nugroho's (2024) findings that ease of access directly impacts decision-making. The implication is that strengthening transportation networks, improving road conditions, and providing reliable travel information would further enhance the attractiveness of Belagaone Mangrove as a destination (Wahyuni et al., 2024; Kondoj et al., 2025; Lampongayo et al., 2025).

Facilities were also proven to significantly influence visiting decisions, indicating that improvements in infrastructure and amenities directly contribute to tourists' willingness to visit (Surya et al., 2023; Sugiamat et al., 2024; Wenzano, 2024). Respondents viewed the availability of food stalls, parking areas, rest spots, toilets, and information boards as generally adequate, although several suggested that comfort-oriented facilities still need upgrading. These findings are consistent with Pendit's (2010) theory that adequate facilities increase tourist satisfaction and convenience, as well as the study by Cahyanti and Walyoto (2024), which confirmed the role of facilities in shaping tourist choices. The implication is that improving the quality, maintenance, and diversity of facilities especially those related to comfort and hygiene will significantly enhance visitor satisfaction and increase repeat visits (Singgalen, 2024; Nian et al., 2023; Crossman, 2024).

When examined simultaneously, tourist attraction, accessibility, and facilities together have a significant effect on visiting decisions at the Belagaone Mangrove site (Kodariawan et al., 2025; Inoco & Villegas, 2024; Abdul et al., 2025). The F-test results confirmed that these three variables collectively explain more than half of the variation in visiting decisions, with the coefficient of determination (R^2) reaching 62.4%. This indicates that while attraction, accessibility, and facilities are central determinants, other factors such as promotional activities, ticket prices, and socio-cultural influences may also play an important role. These findings align with Kotler and Keller's (2016) conceptual model that integrates multiple determinants of consumer decision-making, and with the study of Dewi, Rivandi, and Meirina (2020), who found that the synergy of these factors significantly increases tourist visits. This suggests that a holistic management approach that simultaneously strengthens attractions, improves accessibility, and enhances facilities will be most effective in boosting tourism at Belagaone Mangrove.

Conclusion

Attractions have a positive and significant influence on the decision to visit. The t-test results indicate that attractions have a positive and significant influence on the decision to visit. This

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means that the better the attraction of a tourist attraction, such as its natural beauty, the presence of fauna, interesting photo spots, and a comfortable atmosphere, the higher the interest of tourists to visit. Accessibility has a positive and significant influence on the decision to visit. The t-test results indicate that accessibility has a positive and significant influence on the decision to visit. This means that the easier it is for tourists to reach a location, the more likely they are to decide to visit. Accessibility includes ease of transportation, road conditions, and the availability of travel information. Facilities influence the decision to visit. The t-test results indicate that facilities have a positive and significant influence on the decision to visit. This means that adequate facilities, such as parking areas, restrooms, rest areas, and other supporting facilities, contribute positively to visitor comfort. This increases tourist satisfaction and encourages repeat visits. Attractiveness, accessibility, and facilities simultaneously have a significant influence on the decision to visit, this is based on the results of the f test which shows that the three variables together have a significant influence on the decision to visit. The coefficient of determination value of 0.613 indicates that 62.4% of the variation in the decision to visit can be explained by attractiveness, accessibility, and facilities, while 37.6% is influenced by other factors outside this study, such as promotions, ticket prices, and tourism trends.

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