

ABSTRACT

This research was conducted to determine the influence of facilities, accessibility and tourist attractions on the decision process to visit Cipeuteuy Majalengka Waterfall. The purpose of this research is to find out the influence of facilities at Cipeuteuy Waterfall Tourism on the decision process of tourists visiting Cipeuteuy Waterfall, to find out the influence of tourist attractions at Cipeuteuy Waterfall Tourism. against the decision process of tourists visiting Curug Cipeuteuy Tourism, knowing the influence of facilities, accessibility and tourist attraction on the decision process of visiting tourists at Curug Cipeuteuy Tourism simultaneously. This research uses a quantitative method with a descriptive-causality research type. Sampling was carried out using a non-probability sampling method, incidental sampling, with a total of 100 respondents. The data analysis techniques used are descriptive analysis and multiple linear regression analysis.

Based on the results of simultaneous hypothesis testing, facilities, accessibility and tourist attractions have a significant influence on the decision process to visit Cipeuteuy Majalengka waterfall. This is proven by $f_{hit} 271.443 > f_{table} 2.70$ and a significant value $0.000 < 0.05$. Based on the coefficient of determination, it was found that facilities, accessibility and tourist attractions were able to explain the decision process to visit by 89.5% and the remaining 10.5% was influenced by other factors. The conclusion of this research is that the facilities, accessibility and tourist attraction of Curug Cipeuteuy Majalengka are in the good category, but there are several items that need to be improved. In other words, the better the facilities, accessibility and tourist attraction presented or created, the greater and more significant the influence will be on the decision process of tourists visiting Cipeuteuy Majalengka Waterfall.

Keywords: *Facilities, Accessibility, Tourist Attraction, Visiting Decision Process, CipeuteuyWaterfal*