

Analysis of Factors Influencing Tourists Decisions to Visit International Destinations: A Case Study of the North Sumatra Region

Aulia Maharani Putri Br Karo^{1*}, Dewi Yanti², Muhammad Khadry³

^{1,2,3} Department of Tourism Destination,

Medan Tourism Polytechnic, Medan, Indonesia

Email: 1nauliamhr@gmail.com, 2dewiyanti@poltekparmedan.ac.id, 3chodry91@gmail.com

Received on 19 September 2025	Revised on 28 September 2025	Accepted on 29 September 2025
----------------------------------	---------------------------------	----------------------------------

ABSTRACT

This study aims to analyze the factors that influence the decision to visit domestic tourists from North Sumatra to foreign destinations. The research method uses a quantitative explanatory approach with data collection techniques through questionnaires to 100 respondents selected purposively. Data analysis was carried out using multiple linear regression using SPSS. The results showed that of the seven independent variables studied, only tourism promotion (X4) and hobbies and interests (X8) had a significant effect on the decision to visit (Y), with coefficients of 0.175 and 0.376, respectively. Meanwhile, personal motivation (X2), tourism products (X3), income (X5), recommendations (X6), and the environment (X7) did not show a significant effect. The R² value of 0.704 indicates that 70.4% of the variation in the decision to visit can be explained by the variables in the model. These findings focus on the importance of effective promotion strategies and adjusting domestic tourist destinations to the interests of the younger generation to increase the competitiveness of local tourism. Research recommendations include strengthening digital promotion, developing interest-based tour packages, and improving destination facilities and accessibility.

Keywords: Analysis Factor, Tourists, Visiting Decisions, North Sumatra.

INTRODUCTION

Tourism is a sector that continues to adapt to global trends. In the digital era, overseas travel is becoming increasingly popular among Indonesian tourists. Data from the Central Statistics Agency (BPS) shows that the number of tourist trips in 2024 reached 8.95 million, an 18.99% increase from the previous year. The majority of Indonesian tourists choose Asian destinations, particularly Malaysia, Singapore, and Thailand. North Sumatra, with a population of 15.8 million (BPS, May 2025) and Kualanamu International Airport as a regional hub, has significant tourism potential, including Lake Toba, which has been designated a Super Priority Destination. Despite this, many domestic tourists choose to travel internationally. Contributing factors include the higher cost of domestic airfare compared to international routes (for example, Medan–Kuala Lumpur is often cheaper than Medan–Banda Aceh), the appeal of cultural tourism, and the influence of global trends like K-Pop and K-Drama.

Passenger data from Kualanamu shows a dynamic pattern: international departures decreased by 16.40% in March 2024 compared to February, but increased by 24.19% in December compared to November. Overall, the number of departing passengers in 2024 increased by 21.34% year-on-year, from 924,914 in 2023 to

1,122,283 in 2024. These figures indicate a growing preference for international travel among North Sumatra residents. Traveler decision-making is shaped by prior research, careful planning, and sensitivity to emerging trends. While outbound tourism can reduce domestic foreign exchange flows, it also generates strategic benefits, including knowledge enrichment, innovation, competitiveness, and global cooperation. This dual impact presents both challenges and opportunities for Indonesia's tourism sector.

In this case, the authors chose seven variables as the main factors influencing tourists' choice to vacation in international destinations, namely: Personal Motivation, encompassing the internal drive that drives individuals to travel, such as the desire for relaxation, escape from routine, or seek new experiences. According to Yoon & Uysal (2005), tourism products include the attractions, accessibility, and facilities offered by the destination. The quality of tourism products has a significant influence on the decision to visit, as stated by Middleton (2009). Tourism Promotion is an effort to market a destination through various media, which can influence tourist interest.

Income is related to an individual's financial ability to travel. Kotler & Keller (2009) state that income influences purchasing power and travel decisions. Recommendations and Information from Travel Service Businesses encompass the influence of travel agent recommendations and information provided on tourist decisions. Litvin et al. (2008) explain that information from travel agents serves to reduce uncertainty for tourists. The environment encompasses the physical, social, and cultural conditions of a destination, as well as the comfort felt during the visit. Hobbies and Interests relate to a person's interest in certain activities that influence the decision to visit. Therefore, this study investigates the determinants influencing tourists' decisions to travel abroad, with a particular focus on North Sumatra. The study aims to measure the relative weight of these factors and compare domestic and international destinations.

RESEARCH METHODS

The approach employed in this study is a quantitative approach with an explanatory research design. Quantitative research is conducted by collecting data that can be measured numerically, which is then analyzed using statistical methods to obtain objective results (Moleong, 2021). Explanatory research aims to explain the relationship between one variable and another (Sugiyono, 2012).

The data collected will consist of numerical results, interviews with relevant stakeholders, descriptive explanations, and assessments of the factors influencing the decisions of tourists from North Sumatra Province to travel abroad. The research object is focused on the North Sumatra region, particularly tourists from the province who have either previously traveled or plan to travel to international destinations. This study will examine the determinants influencing tourists' decisions to visit overseas destinations, based on the variables formulated.

In this research, the population comprises tourists from North Sumatra who have traveled or intend to travel to international destinations. The population size used in this study is based on demographic data from the Central Bureau of Statistics (BPS), which recorded North Sumatra's population at 15,785,839 people as of May 2025. The method for determining the sample size applies the Slovin formula, as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Figure 1. Slovin's Formula
 [Source: Google 2025]

Where:

n = Sample size

N = Population size

e = Margin of error (tolerable error level)

- a) The tolerance level applied in this study is **0.10 (10%)**. Thus, the sample size obtained is: $15.8 / 1 + 15.8 (0,10)^2 = 100$. Accordingly, the total sample used in this study is 100 respondents. The sampling method employed is non-probability sampling, specifically purposive sampling, where respondents are selected based on certain criteria (Sugiyono, 2012). In this study, respondents were chosen based on the following considerations: Tourist from North Sumatra.
- b) Tourists who have visited or plan to visit international destinations between 2020 and 2025. This research utilizes both primary and secondary data. Primary data are obtained directly from the research source through measurements such as observations, interviews, and surveys, while secondary data are obtained indirectly from books, reports, or literature (Hardani et al., 2020).

Primary data will be collected through a questionnaire distributed to 100 respondents, which will then be processed for analysis. The questionnaires will be distributed proportionally among tourists from North Sumatra who have previously traveled or intend to travel abroad. To measure responses, a Likert scale is employed. The Likert scale is employed to evaluate individuals' or groups' attitudes, opinions, and perceptions related to social phenomena. In this research, variables are translated into measurable indicators that form the foundation for developing the research instruments (Sugiyono, 2018).

Table 1. Likert Scale

Number	Choices	Score
1	SS – Sangat Setuju	5
2	S – Setuju	4
3	N – Netral	3
4	TS – Tidak Setuju	2
5	STS – Sangat Tidak Setuju	1

[Source: Sugiyono, 2018]

1. Validity and Reliability Testing

Validity testing is an instrument used to measure the alignment between the data collected by the researcher and the actual conditions of the object studied (Sugiyono, 2018). Significance testing is carried out by comparing the calculated r value (r_{hitung}) with the table r value (r_{tabel}). An item is considered valid if it shows a significant correlation with the total score at a 0.1 significance level. Specifically, if r_{hitung} is greater than r_{tabel} and the value is positive, then the item is declared valid. Conversely, if r_{hitung} is smaller than r_{tabel} , the item is considered invalid.

A reliable instrument is one that can be used repeatedly to measure the same object and produce consistent results (Sugiyono, 2022). Reliability testing is applied to the questionnaire, which serves as an indicator of the construct variables. A variable can be considered reliable if the responses to its statements remain consistent or stable over time. The reliability of the questionnaire will be tested using the Cronbach's Alpha technique. A Cronbach's Alpha value greater than 0.6 is considered acceptable. The closer the value is to 1, the higher the level of internal consistency reliability (Ghozali, 2011).

2. Classical Assumption Testing

The multicollinearity test is conducted to ensure that there is no intercorrelation or collinearity among independent variables in the regression model. This test aims to determine whether correlations exist between independent variables (Ghozali, 2016). The criteria are as follows: If the VIF value > 10 or the tolerance value < 0.1 , multicollinearity exists and If the VIF value < 10 or the tolerance value > 0.1 , multicollinearity does not exist. A good regression model requires that there be no correlation among independent variables, meaning multicollinearity should be absent. A value between zero and one indicates the percentage of the effect the independent variables have on the dependent variable (Yasmine, 2020).

The normality test is conducted to assess whether the variables follow a normal distribution (Ghozali, 2011). This test is essential to validate other analyses that assume residuals are normally distributed; if this assumption is violated, the statistical tests become invalid and parametric methods cannot be used. The heteroscedasticity test checks for unequal variances of residuals across different observations in a linear regression model. Its purpose is to identify whether residuals maintain constant variance (homoscedasticity) or show varying variance (heteroscedasticity).

The Glejser test, which regresses independent variables against the absolute residuals, is often used for this purpose (Gujarati, 2019). The criteria for this test are: If the significance value of an independent variable is less than 0.05, heteroscedasticity exists and If the significance value is greater than 0.05, heteroscedasticity is absent.

3. Multiple Linear Regression Analysis

This study employs multiple linear regression analysis, which is used to assess the extent of influence exerted by two or more independent variables on a dependent variable, as well as to predict the dependent variable using the independent variables.

For data processing, the analysis is conducted using the Statistical Program for Social Science (SPSS) software. The multiple linear regression formula is expressed as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \epsilon$$

Figure 2. Equation of Multiple Linear Regression Analysis.

[Source: Sugiyono, 2019]

where:

Y = dependent variable

β_0 = constant

$\beta_1 \dots \beta_n$ = regression coefficients of each independent variable

$X_1 \dots X_n$ = independent variables

ϵ = error term

Thus, the multiple linear regression model in this study is expressed as follows:

$$Y = \beta_0 - \beta_1 X_2 + \beta_2 X_3 + \beta_3 X_4 + \beta_4 X_5 + \beta_5 X_6 + \beta_6 X_7 + \beta_7 X_8$$

Description:

Y = Tourists' Decision to Visit International Destinations

β_0 = Constant

$\beta_1 - \beta_8$ = Regression Coefficients

X_2 = Personal Motivation

X_3 = Tourism Products

X_4 = Tourism Promotion

X_5 = Income

X_6 = Recommendations and Information from Travel Service Providers

X_7 = Environment

X_8 = Hobbies and Interests

ϵ_i = Error Term

4. Coefficient of Determination (R^2)

The coefficient of determination (R^2) indicates how well the model explains the variations in the dependent variable (Ghozali, 2011). R^2 values range between 0 and 1, where a low value means the independent variables have minimal ability to explain changes in the dependent variable, while a value nearing 1 implies that the independent variables almost fully account for the variations in the dependent variable.

5. t-Test (Partial Test) and F-Test (Simultaneous Test)

The t-test (partial test) is used to evaluate the degree and significance of the impact each independent variable has on the dependent variable (Baroroh, 2020). It determines whether each independent variable significantly influences the dependent variable (Ghozali, 2013).

RESULTS AND DISCUSSION

North Sumatra is one of the largest provinces on Sumatra Island, situated in the northern region. It shares borders with Aceh to the west, Riau and West Sumatra

to the south, and the Malacca Strait to the east. Covering around 72,981.23 km², the province features varied landscapes ranging from eastern coastal lowlands to mountainous areas in the west. North Sumatra is also known for Lake Toba, a major national tourism icon and one of Indonesia's super-priority destinations. The province boasts a wide range of natural, cultural, and historical attractions, with popular sites like Lake Toba, Bukit Lawang, Tangkahan, Maimun Palace, and Tjong A Fie Mansion drawing visitors from both within the country and abroad. In addition, the province is renowned for its distinctive culinary heritage, including *Bika Ambon*, *Soto Medan*, and *Mie Gomak*. Overall, North Sumatra holds vast tourism potential but faces intense competition from international destinations. Factors such as accessibility, income levels, and the influence of social media significantly affect tourists' decisions to choose overseas destinations.

In this study, the author analyzes the factors influencing tourists' decisions to visit international destinations, with North Sumatra as the case study. Data were collected through questionnaires distributed to 100 respondents starting on May 26, 2025, based on the predetermined criteria: tourists from North Sumatra who had traveled abroad or intended to travel abroad within the last five years. The data obtained are interpreted and presented as follows:

a) Tourist Characteristics Based on Age

The respondent data show that the dominant age group is 21–30 years, with a total of 77 respondents (77%). The least represented age groups are 41–50 years (2%) and above 50 years (2%). Thus, it can be stated that the majority of respondents are aged 21–30, categorized as youth transitioning into adulthood. The dominance of respondents aged 21–30 indicates that Millennials and Generation Z are the main drivers of outbound tourism trends. This age group tends to be more dynamic, technologically literate, and strongly motivated to explore new experiences (novelty seeking). Their characteristics align with preferences for destinations offering Instagrammable content and contemporary activities. The high percentage also reflects a consumption pattern among younger generations, who are more willing to allocate funds for experiences compared to previous generations.

b) Tourist Characteristics Based on Gender

The dominance of female respondents (79%) indicates several important points. Women are generally more active in planning trips and making family travel decisions. They also tend to be more responsive to tourism promotion content on social media, particularly related to lifestyle, culinary experiences, and shopping. Moreover, women are more likely to share their travel experiences (word of mouth), which significantly contributes to the spread of destination information.

c) Tourist Characteristics Based on Educational Background

It shows that the majority of respondents have a senior high school (SMA/Equivalent) education, with 60 respondents (60%), followed by diploma holders with 12 respondents (12%), and bachelor's degree (S1) holders with 28 respondents (28%). The composition indicates that the dominance of high school graduates (60%) suggests their travel motivation may be influenced by academic-related factors such as seeking educational opportunities. Meanwhile, the 28% of respondents with a bachelor's degree are likely to have more rational considerations in choosing destinations, such as networking opportunities and relaxation.

d) Tourist Characteristics Based on Occupation

The data shows that the majority of respondents are students, totaling 64 people (64%), followed by private employees with 19 people (19%). Entrepreneurs/business

owners account for 8 people (8%), others 7 people (7%), and housewives only 2 people (2%). The high percentage of students reflects factors such as greater free time during study periods, increased purchasing power supported by parents, and the growing trend of educational tours abroad, such as Al Azhar International Islamic Boarding School (IIBS) Karangpandan, Central Java, which organized a study tour to Europe. The fact that only 19% are private employees highlights the limited vacation time of formal workers, reinforcing the finding that young travelers tend to be more flexible in travel planning.

e) Tourist Characteristics Based on Marital Status

Results indicate that 91 respondents (91%) are unmarried, while only 6 respondents (6%) are married. The dominance of unmarried respondents aligns with the youthful profile of the sample. This status allows for greater freedom in travel decision-making without complex family considerations. They are generally more willing to take risks, more open to new destinations, and more flexible with travel budgets compared to married individuals.

f) Tourist Characteristics Based on Traveler Type

Group travel with friends is the most preferred type at 47 respondents (47%), followed by family travel at 36 respondents (36%). Solo travel also holds a noticeable share among the 100 respondents. The preference for group travel (83% combined for friends and family) reflects the collectivist culture of North Sumatra society. Traveling in groups is considered more economical due to shared costs, safer, and enhances social bonding. Only 15% chose solo travel, suggesting that social factors remain a stronger consideration than individual freedom.

g) Tourist Characteristics Based on Sources of Travel Information

Social media dominates as the main source of travel information (80%), confirming a paradigm shift in tourism marketing in the digital era. Platforms such as Instagram and TikTok effectively shape perceptions through engaging visual content. The very low use of travel agents (1%) indicates a declining reliance on third parties, reflecting the independence of younger generations in planning their trips.

h) Tourist Characteristics Based on Average Monthly Income

The fact that 46% of respondents with lower incomes still choose international travel suggests several factors, such as prioritizing travel expenses, utilizing creative financing options (savings or promotional tickets), and the perception that certain international destinations are more affordable than domestic ones. This poses a challenge for domestic tourism to provide greater value compared to budget-friendly international destinations.

i) Validity Test

Based on the collected data, it can be concluded that the validity test in this study utilized an r-table value of 0.1946 at a 0.05 significance level for 100 respondents. Consequently, the calculated r-values (r-count) for each variable exceed this r-table value, as detailed below:

Table 2. Validity Test of Personal Motivation

Variable	r _{table}	r _{hitung}	Notes
X2.1	0,1946	0,4690	Valid
X2.2	0,1946	0,6340	Valid
X2.3	0,1946	0,5250	Valid
X2.4	0,1946	0,5980	Valid
X2.5	0,1946	0,2160	Valid
X2.6	0,1946	0,5840	Valid

Variable	rtabel	rhitung	Notes
X2.7	0,1946	0,5840	Valid
X2.8	0,1946	0,5470	Valid
X2.9	0,1946	0,6660	Valid
X2.10	0,1946	0,6760	Valid

[Source: Researcher's Analysis]

Table 3. Validity Test of Tourism Product

Variable	rtabel	rhitung	Notes
X3.1	0,1946	0,5980	Valid
X3.2	0,1946	0,7100	Valid
X3.3	0,1946	0,7150	Valid
X3.4	0,1946	0,7820	Valid
X3.5	0,1946	0,8430	Valid
X3.6	0,1946	0,8400	Valid
X3.7	0,1946	0,8480	Valid
X3.8	0,1946	0,7990	Valid
X3.9	0,1946	0,7580	Valid
X3.10	0,1946	0,7310	Valid

[Source: Researcher's Analysis]

Table 4. Validity Test of Tourism Promotion

Variable	rtabel	rhitung	Notes
X4.1	0,1946	0,7160	Valid
X4.2	0,1946	0,6910	Valid
X4.3	0,1946	0,6980	Valid
X4.4	0,1946	0,7040	Valid
X4.5	0,1946	0,6930	Valid
X4.6	0,1946	0,5090	Valid
X4.7	0,1946	0,6960	Valid
X4.8	0,1946	0,6490	Valid
X4.9	0,1946	0,6490	Valid

[Source: Researcher's Analysis]

Table 5. Validity Test of Income

Variable	rtabel	rhitung	Notes
X5.1	0,1946	0,6820	Valid
X5.2	0,1946	0,5330	Valid
X5.3	0,1946	0,6140	Valid
X5.4	0,1946	0,7050	Valid
X5.5	0,1946	0,7999	Valid
X5.6	0,1946	0,5410	Valid
X5.7	0,1946	0,7090	Valid
X5.8	0,1946	0,7580	Valid

[Source: Researcher's Analysis]

Table 6. Validity Test of Recommendation and Information

Variable	rtabel	rhitung	Notes
X6.1	0,1946	0,8220	Valid
X6.2	0,1946	0,8020	Valid
X6.3	0,1946	0,7760	Valid
X6.4	0,1946	0,8630	Valid
X6.5	0,1946	0,8040	Valid
X6.6	0,1946	0,7020	Valid
X6.7	0,1946	0,8700	Valid
X6.8	0,1946	0,7900	Valid
X6.9	0,1946	0,7970	Valid
X6.10	0,1946	0,7020	Valid

[Source: Researcher's Analysis]

Table 7. Validity Test of Environment

Variable	rtabel	rhitung	Notes
X7.1	0,1946	0,7600	Valid
X7.2	0,1946	0,7840	Valid
X7.3	0,1946	0,8180	Valid
X7.4	0,1946	0,7450	Valid
X7.5	0,1946	0,7340	Valid
X7.6	0,1946	0,7840	Valid
X7.7	0,1946	0,6850	Valid
X7.8	0,1946	0,8580	Valid
X7.9	0,1946	0,7960	Valid
X7.10	0,1946	0,8290	Valid

[Source: Researcher's Analysis]

Table 8. Validity Test of Hobbies and Interest

Variable	rtabel	rhitung	Notes
X8.1	0,1946	0,6760	Valid
X8.2	0,1946	0,6580	Valid
X8.3	0,1946	0,6660	Valid
X8.4	0,1946	0,5840	Valid
X8.5	0,1946	0,7370	Valid
X8.6	0,1946	0,7730	Valid
X8.7	0,1946	0,7530	Valid
X8.8	0,1946	0,7490	Valid

[Source: Researcher's Analysis]

Table 9. Validity Test of Visiting Decision

Variable	rtabel	rhitung	Notes
Y1	0,1946	0,4240	Valid
Y2	0,1946	0,7690	Valid
Y3	0,1946	0,6840	Valid
Y4	0,1946	0,480	Valid
Y5	0,1946	0,7580	Valid

Y6	0.1946	0,7510	Valid
Y7	0,1946	0,7440	Valid
Y8	0,1946	0,5990	Valid

[Source: Researcher's Analysis]

Based on the results from the eight tables above, analyzed using SPSS (Statistical Product and Service Solutions) software, it can be concluded that the variables personal motivation (X2), tourism product (X3), tourism promotion (X4), income (X5), recommendations and information from travel service providers (X6), environment (X7), and travel decision (Y) are valid. This validity is supported by the calculated r-values (r-count) in the corrected-item-total-correlation section, which are all higher than the corresponding r-table values. The travel decision variable (Y) also meets this criterion, with its r-count exceeding the r-table value.

Reliability Test

To measure reliability, the statistical test used is Cronbach's Alpha (α). A variable is considered unreliable if it has a Cronbach's Alpha value below 0.60. Based on the data above using SPSS, it can be concluded that the variables of personal motivation (X2), tourism product (X3), tourism promotion (X4), income (X5), recommendations and information from travel service providers (X6), and environment (X7) with an alpha value of $0.957 > 0.60$, as well as the travel decision variable (Y) with an alpha value of $0.808 > 0.60$, are reliable. This indicates that the questionnaire is suitable for use in the research.

Normality Test

In the normality test, data is regarded as normally distributed when the significance level exceeds 0.05. Conversely, if the significance level falls below 0.05, the data is deemed not normally distributed. The three methods employed for conducting the normality test are the Histogram, P-Plot, and Kolmogorov-Smirnov Test.

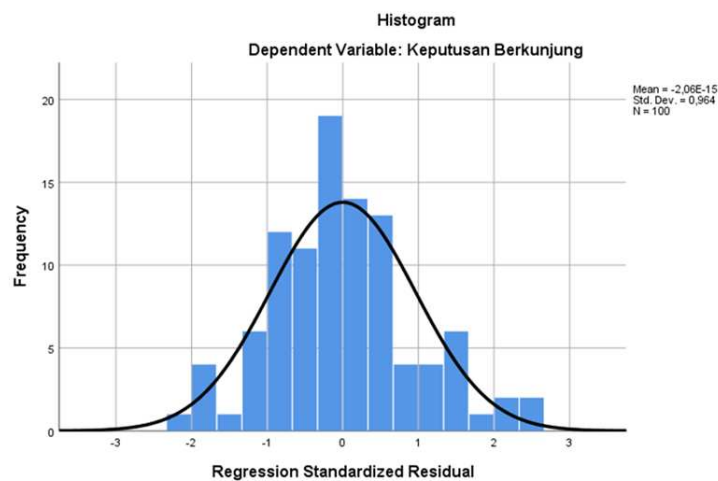


Figure 3. Histogram Visual for Normality Test
 . [Source: Researcher's Analysis]

Based on Figure 9 above, the histogram displays a bell-shaped curve that is symmetrical around the mean (center point). The analysis results indicate that the influence of the independent variables on the decision to visit (Y) is statistically valid. Therefore, it can be concluded that the histogram confirms the regression model is appropriate for addressing the research questions. The findings regarding dominant factors are not caused by data anomalies but reflect genuine relationships among the variables.

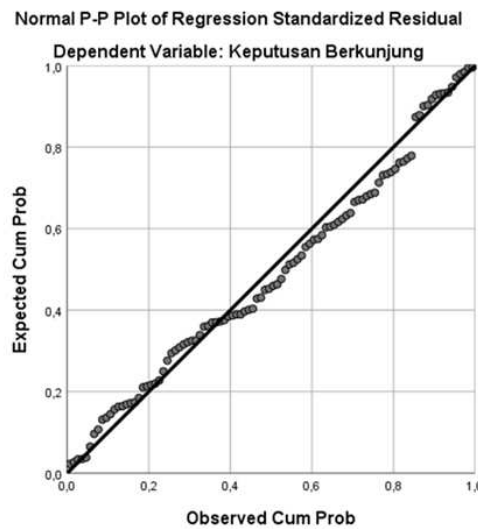


Figure 4. P-Plot Visual for Normality Test
 [Source: Researcher’s Analysis]

Referring to Figure 10, the P-P Plot (Probability-Probability Plot) illustrates that the data points closely follow the diagonal line throughout. This confirms that the residuals of the regression model are normally distributed, fulfilling an essential assumption in multiple linear regression. The consistent alignment with the diagonal suggests there are no systematic deviations in the data, supporting the scientific reliability of the statistical model used to analyze factors influencing tourists' decisions to travel internationally.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,44206038
Most Extreme Differences	Absolute	,065
	Positive	,065
	Negative	-,042
Test Statistic		,065
Asymp. Sig. (2-tailed)		,200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Figure 5. Kolmogorov-Smirnov Visual for Normality Test
 [Source: Researcher’s Analysis]

As shown in Figure 11, the Kolmogorov-Smirnov test results indicate a significance value of 0.200 (> 0.05). This means that the residuals from the regression model follow a normal distribution, satisfying a key assumption in linear regression analysis. Since the significance value is well above 0.05, there is no meaningful difference between the residual data distribution and the expected normal distribution. Therefore, these test results strongly support that the regression model used in this study is suitable and dependable for examining the factors affecting tourists' decisions to visit international destinations.

Multicollinearity Test

Table 10. Result of Multicollinearity Test

Independent Variable	Collinearity Tolerance	VIF
Personal Motivation	0,591	1,691
Tourism Product	0,273	3,664
Tourism Promotion	0,337	2,966
Income	0,842	1,188
Recommendation and Information	0,353	2,830
Environment	0,326	3,068
Hobbies and Interest	0,506	1,975
Dependent Variable: Decision to Visit		

[Source: Researcher's Analysis]

Referring to the table above, the multicollinearity test results indicate that all variables have Variance Inflation Factor (VIF) values with tolerance levels greater than 0.1. This suggests that the regression model is free from multicollinearity problems. The VIF values are well below the critical limit of 10, and the tolerance values are significantly above 0.1, demonstrating that each independent variable in this study is distinct and not highly correlated with the others.

Heteroscedasticity Test

Table 11. Result of Heteroscedasticity Test

Independent Variable	Significant Score
Personal Motivation	0,528
Tourism Product	0,359
Tourism Promotion	0,760
Salary	0,841
Recommendation and Information	0,278
Environment	0,419
Hobbies and Interest	0,890
Dependent Variable: ABS_RES	

[Source: Researcher's Analysis]

According to the table above, the heteroscedasticity test results shown in the ABS_RES table reveal that the significance values for all independent variables

exceed 0.05. This means that the regression model does not suffer from heteroscedasticity. In other terms, the model satisfies the homoscedasticity assumption, ensuring that the analysis results are reliable for answering the research questions.

Multiple Linear Regression

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1						
	(Constant)	4,382	2,212		1,981	,051
	Motivasi Personal	,083	,060	,101	1,374	,173
	Produk Wisata	,126	,075	,182	1,675	,097
	Promosi Wisata	,175	,082	,208	2,132	,036
	Penghasilan	-,058	,049	-,074	-1,202	,232
	Rekomendasi dan Informasi	,124	,065	,183	1,921	,058
	Lingkungan	-,058	,069	-,084	-,843	,401
	Hobi dan Ketertarikan	,376	,068	,437	5,491	,000

a. Dependent Variable: Keputusan Berkunjung

Figure 6. Result of Multiple Linear Regression
 [Source: Researcher's Analysis]

From the multiple linear regression analysis results presented above, the following conclusions can be drawn:

$$Y = \beta_0 - \beta_1X_2 + \beta_2X_3 + \beta_3X_4 + \beta_4X_5 + \beta_5X_6 + \beta_6X_7 + \beta_7X_7$$

$$Y = 4,832 + 0,083 + 0,126 + 0,175 + -0,058 + 0,124 + -0,058 + 0,376$$

Note:

Y = Dependent variable

β_0 = Constant

Based on the multiple linear regression formulation above, the following conclusions can be describe that **Personal Motivation (X2)** Has a small positive effect (0.083) on travel decisions, meaning higher motivation slightly increases the likelihood of choosing foreign destinations. However, the impact is limited compared to other factors. **Tourism Product (X3)** Shows a positive effect (0.126), indicating that better quality products (attractions, accessibility, facilities) increase the probability of visiting abroad. Foreign destinations are often seen as superior in these aspects. **Tourism Promotion (X4)** has a significant positive effect (0.175), where effective promotions increase the likelihood of international travel. Strong campaigns, such as South Korea's K-Pop tourism strategy, illustrate this influence. **Income (X5)** shows a small negative effect (-0.058), suggesting that higher income slightly decreases interest in traveling abroad. Lower-income groups are more likely to choose foreign destinations due to cheaper packages and favorable currency exchange. **Recommendation (X6) giving** a positive effect (0.124), meaning recommendations encourage international travel, but the influence is moderate. They matter but are not the strongest driver of decisions. **Environment (X7)** is displays a small negative effect (-0.058), where better environmental conditions surprisingly reduce travel decisions. This is likely because tourists prioritize visual appeal (social media influence) over environmental quality.

Hobbies & Interests (X8) Shows the strongest positive effect (0.376), making personal interests a major driver of foreign travel. Passion-based motivations (e.g., K-Pop, culinary, extreme sports) significantly shape tourist choices.

Coefficient Determination Test (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,839 ^a	,704	,682	2,53326

a. Predictors: (Constant), Hobi dan Ketertarikan, Penghasilan, Motivasi Personal, Rekomendasi dan Informasi, Promosi Wisata, Lingkungan, Produk Wisata
 b. Dependent Variable: Keputusan Berkunjung

Figure 7. Result of Coefficient Determination
 [Source: Researcher’s Analysis]

Referring to Figure 13, the R² value is 0.704, indicating that 70.4% of the changes in tourists' decisions to visit international destinations are accounted for by the seven independent variables included in the model (personal motivation, tourism product, promotion, income, recommendation, environment, and hobby). The other 29.6% of the variation is explained by factors not covered in this model.

T-Table Test (Partial Test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,382	2,212		1,981	,051
	Motivasi Personal	,083	,060	,101	1,374	,173
	Produk Wisata	,126	,075	,182	1,675	,097
	Promosi Wisata	,175	,082	,208	2,132	,036
	Penghasilan	-,058	,049	-,074	-1,202	,232
	Rekomendasi dan Informasi	,124	,065	,183	1,921	,058
	Lingkungan	-,058	,069	-,084	-,843	,401
	Hobi dan Ketertarikan	,376	,068	,437	5,491	,000

a. Dependent Variable: Keputusan Berkunjung

Figure 8. Result of T Table
 [Source: Researcher’s Analysis]

Based on the data above, the probability value was found to be 0.05 and the t-table value was 1.986, with the following formula: $T\ Table = t(\alpha/2 ; n - k - 1) = t(0.025 ; 92) = 1.986$. The findings can be summarized as follows: Personal Motivation (X2) does not have a significant impact on Visiting Decision (Y), with a significance value of 0.173 (>0.05) and a t-statistic of 1.374 that is lower than the critical t-value of 1.986, leading to the rejection of H2. Tourism Product (X3) also shows no significant effect on Visiting Decision (Y), with a significance value of 0.097 (>0.05) and a t-statistic of 1.675, so H3 is rejected. Tourism Promotion (X4), however, significantly affects Visiting

Decision (Y), as indicated by a significance value of 0.036 (<0.05) and a t-statistic of 2.132 above the t-table, resulting in the acceptance of H4. Income (X5) does not significantly influence Visiting Decision (Y), shown by a significance value of 0.232 (>0.05) and a t-statistic of -1.202 below the critical value, causing H5 to be rejected. Recommendation (X6) has no significant effect, with a significance value of 0.058 (>0.05) and a t-statistic of 1.921 below the critical threshold, so H6 is rejected. Environment (X7) also lacks a significant influence on Visiting Decision (Y), as the significance value is 0.401 (>0.05) and the t-statistic at -0.843 is below the critical t, leading to the rejection of H7. Finally, Hobby and Interest (X8) have a significant impact on Visiting Decision (Y), with a significance value of 0.000 (<0.05) and a t-statistic of 5.491 exceeding the critical value, which means H8 is accepted.

F Test Table

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1405,838	7	200,834	31,295	,000 ^b
	Residual	590,402	92	6,417		
	Total	1996,240	99			

a. Dependent Variable: Keputusan Berkunjung
 b. Predictors: (Constant), Hobi dan Ketertarikan, Penghasilan, Motivasi Personal, Rekomendasi dan Informasi, Promosi Wisata, Lingkungan, Produk Wisata

Figure 9. Result of F Table
 [Source: Researcher's Analysis]

The F-test results show that the calculated F (31.295) > F table (2.11), which means H0 is rejected. This indicates that the independent variables collectively have a significant influence on tourists' visiting decisions. Therefore, the regression model is valid and reliable for prediction.

CONCLUSION

Based on the results of research on tourists from North Sumatra, the following conclusions can be drawn:

1. Several factors significantly influence decision to travel abroad. Tourism promotion (X4) and hobbies or interests (X8) show a positive and significant effect, with regression coefficients of 0.175 and 0.376, respectively. This indicates that effective promotion and personal interests are the main drivers in choosing international destinations. Meanwhile, personal motivation (X2), tourism products (X3), income (X5), recommendations (X6), and environment (X7) do not show significant effects. The F-test also confirms the overall validity of the regression model, with an R² value of 0.704, meaning that 70.4% of the variation in travel decisions can be explained by the seven independent variables in the model (personal motivation, tourism products, promotion, income, recommendations, environment, and hobbies), while the others 29.6% was influenced by other factors.

2. These findings indicate that tourists tend to choose international destinations primarily due to personal reasons, such as hobbies and interests, as well as attractive promotions, rather than financial considerations or recommendations from others. Thus, this study provides valuable insights for tourism stakeholders in designing strategies to enhance the appeal of domestic destinations.
3. Tourism stakeholders should strengthen digital promotions highlighting the unique culture, cuisine, and authentic experiences of domestic destinations. Local attractions need to adapt to the preferences of younger tourists, such as cultural, adventure, and instagrammable experiences. Additionally, offering affordable and flexible travel packages can make domestic tourism more competitive. These strategies are expected to enhance North Sumatra's tourism appeal and reduce outbound travel leakage.

REFERENCES

- Abdillah, D. M. (2017). Analisis Faktor Pendorong Dan Penarik Motivasi Wisatawan Berkunjung Ke Bali Utara an Analysis of Push and Pull Motivational Factors of Tourists To North Bali. *Jurnal Kepariwisata Indonesia*, 81–111.
- Amirullah. (2002). *Perilaku Konsumen*. Yogyakarta Graha Ilmu.
- Badan Pusat Statistik Indonesia. (2024). *Statistik Wisatawan Nasional Outbound Tourism Statistics 2023*. 3.
- Boztug, Yasemin; Babakhani, Nazila; Laesser, Christian; Dolnicar, S. (2015). The Hybrid Tourist. *Annals of Tourism Research*, 54(September), 190–203. <https://doi.org/https://doi.org/10.1016/j.annals.2015.07.006>
- BPS. (2023). Statistik Wisatawan Nasional 2022. *Statistik Wisatawan Nasional 2022*.
- BPS. (2024). *Perkembangan Transportasi Sumatera Utara November 2023*. 1, 1–8.
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 21 Update PLS Regresi* (7th ed.). Badan Penerbit Universitas Diponegoro.
- Goeldner, C., & Ritchie, J. B. (2012). *Tourism Principle, Practices, Philosophies* (12th ed.). John Wiley & Sons, Inc., Hoboken, New Jersey.
- Gujarati. (2019). *Basic Econometrics*. Mc Graw Hill Inc.
- Hair. (2010). *Multivariate Data Analysis* (7th ed.). Prentice Hall International.
- Handayani. (2020). *Metodologi Penelitian Sosial*. Trussmedia Grafika.
- Hardani, Helmina, Ustiawaty, Utami, Istiqomah, Fardani, Sukmana, & Auliya. (2020). *Metodologi Penelitian Kualitatif dan Kuantitatif* (H. Abadi (ed.)). Pustaka Ilmu Group.
- Hilmi, P. J. &. (1996). *Pengantar Pariwisata (Revisi)* (1st ed., Issue August). Bandung: Penerbit Angkasa. <https://ilms.jabarprov.go.id/opac/detail-opac?id=47263>
- Horner, S., & Swarbrooke, J. (2007). *Consumer Behaviour In Tourism* (2nd ed.). Elsevier.

Jayadi, E. K., Mahadewi, N. P. E., & Mananda, S. (2017). Karakteristik dan Motivasi Wisatawan Berkunjung ke Pantai Green Bowl , Ungasan , Kuta Selatan , Bali. *Jurnal Analisis Pariwisata*, 17(2), 69–77.

Kurniasari, H. (2019). “Pengaruh Bauran Pemasaran, Word Of Mouth, Destination Image dan Destination Branding terhadap Minat Berkunjung di Wisata Pantai Ria Kenjeran”, *Skripsi, Institut Bisnis dan Informatika Surabaya, 2019*. STIKOM SURABAYA.

McCabe, S. (2009). *Marketing Communications in Tourism dan Hospitality : Concepts, Strategies and Cases*. Elsevier.

Moleong, L. J. (2021). *Metodologi Penelitian Kualitatif* (40th ed.). Bandung : Remaja Rosdakarya.

Nugraha, B. (2022). *Pengembangan Uji Statistik: Implementasi Metode Regresi Linier Berganda dengan Pertimbangan Uji Asumsi Klasik*. Pradina Pustaka.

Sari, D., Kusumah, A. H. G., & Marhanah, S. (2018). Analisis Faktor Motivasi Wisatawan Muda Dalam Mengunjungi Destinasi Wisata Minat Khusus. *Journal of Indonesian Tourism, Hospitality and Recreation*, 1(2), 11–22. <https://doi.org/10.17509/jithor.v1i2.13762>

Schiffman, L., & Kanuk, L. L. (2008). *Consumen Behaviour* (7th ed.). Hall, Inc.

Sugiyono. (2012). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. ALFABETA.

Sugiyono. (2018). *Metode Penelitian Kuantitatif* (3rd ed.). ALFABETA.

Sugiyono. (2022). *Metode Penelitian Kuantitatif*. ALFABETA.

Wall, G., & Alister, M. (2007). *Tourism: Change, Impacts and Opportunities by Geoffrey Wall and Alister Mathieson*. <https://doi.org/Tourism: Change, Impacts and Opportunities by Geoffrey Wall and Alister Mathieson>

Yasmine. (2020). *Uji Multikolinearitas Data dengan Menggunakan SPSS*. <https://tambahpinter.com/uji-multikolinearitas/>