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Trust Moderation Role Towards Revisit inteterest
in Bangsring Underwater Tour

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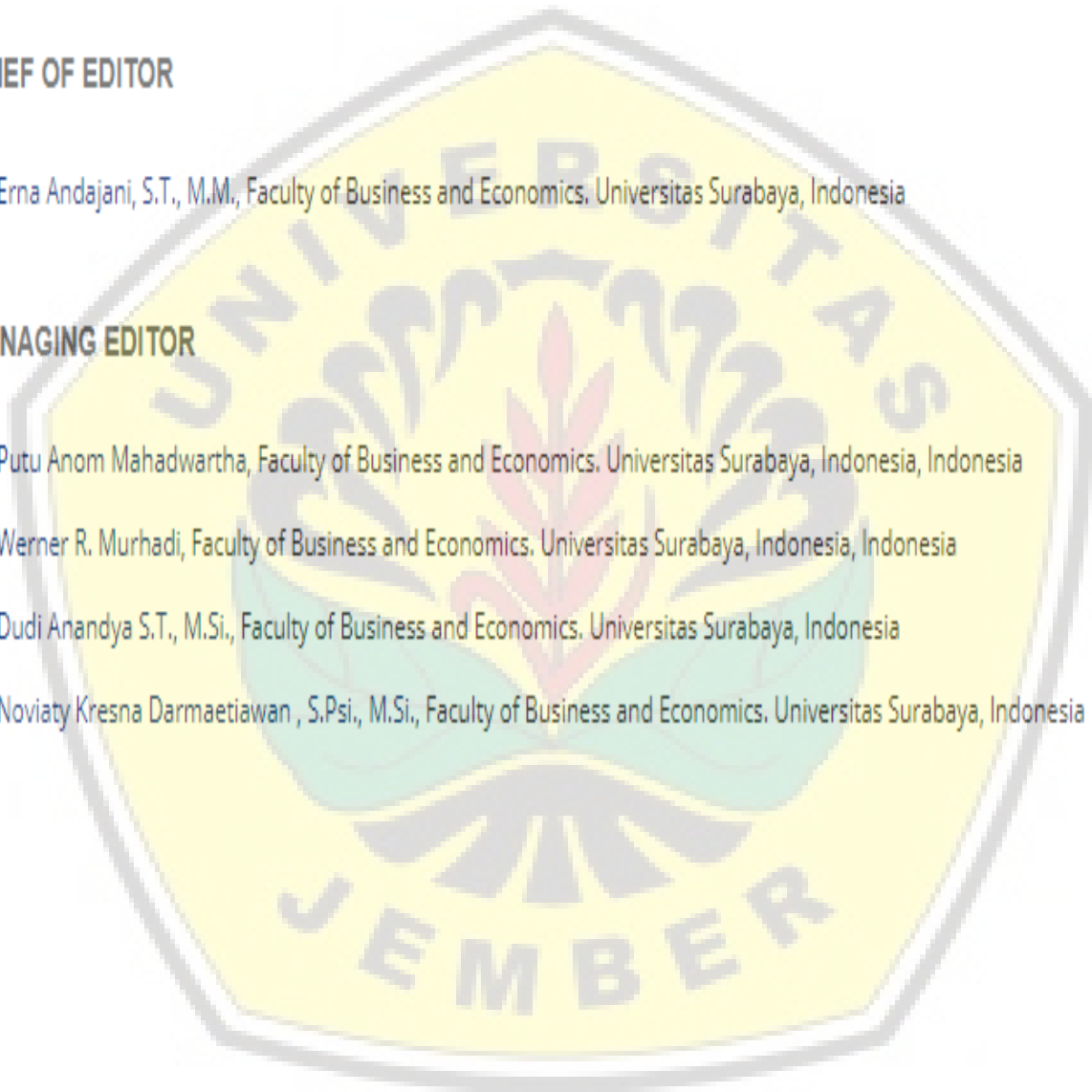
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TRUST MODERATION ROLE TOWARDS REVISIT INTEREST IN BANGSRING UNDERWATER TOUR

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Abstract

Tourist can voluntarily do sacrifice in order to get experience when during travel. The important in knowing the tour visitor behaviour can easily push the forming of tourist interest to revisit by minimizing marketing cost. This research aims to test the trust moderation role towards tourist revisit interest in Bangsring Underwater Tour Banyuwangi. Analysis technique used in this research is Moderated Regression Analysis (MRA) with data collection technique through questioner distribution and in-depth interview. This research done by taking respondent of 120 by purposive sampling method. This research result shows that there is no trust variable moderation effect that strengthen the connection between visitor experience with revisit interest. With multiple regression analysis testing proven that trust is predictor factor and together tourist experience and trust have significance impact toward tourist revisit interest Bangsring Underwater Tour increasing.

Keywords: Trust, Consumer Experience, Revisit Interest

1. Background

In Tourism sector is the biggest industry in the world and keep giving big contribution to world economic growth. *World Tourism Organization/UNWTO* predicted that international tourist will reach 1.8 billion in 2030 with the predicted visit growth level of 3.3 percent per year (Nesparnas, 2014:2). Increasing number of tourist destination and tourism growth investment have changed tourism to economic support of a country. Tourism gives very big income for a country through foreign exchange, job creation, entrepreneurship opportunities, and the infrastructure development. *World Travel and Tourism Council (WTTC)* recorded that tourism industry contributes 9.8% of Gross Domestic Product (GDP) globally (<http://www.republika.co.id>, accessed on 25 February 2017). *World Tourism Organization/UNWTO* states tourism in Asia and Pacific areas predicted to reach up to 4.9% growth (Nesparnas, 2014:2). Chance for businessmen in tourism sector especially in Asia and Pacific areas must be used as good as possible. Various countries will start to compete to build the tourism industries better. This matter is a great challenge for Indonesia tourism but also become chance to develop Indonesia tourism.

Indonesia tourist right now is keep developing as the government policy that make tourism sector as the wheel of Indonesia economic. Tourism sector is hoped to increase community income, increase the investment that can create job and also get more foreign exchange. "Visit Indonesia" that planned since 2008 and has been continued until now with the branding "Wonderful Indonesia" or "Pesona Indonesia".

Central government does coordination with local government in order to dig and develop each tourism potential in Indonesia together in order to realize Indonesia as world's most favorite tourism destination. Banyuwangi located in the furthest east of Java Island and bordering with Bali Island which is foreign and also domestic tourist most favorite tourism destination. The potential of Banyuwangi tourism is really big because of the nature beauty that supported by geographic location which is surrounded by sea, strait, and mountain. Being face

to face with Bali make Banyuwangi has chance and also challenge to develop the tourism. In 2011, Banyuwangi incessantly started to promote the tourism by holding Banyuwangi Cultural Festival all year in order to introduce their culture and tourism destination to Indonesia and world community. As region that just started to promote the tourism, Banyuwangi has challenge to be able to compete with another tourism destination that has been known earlier by the tourist. Increasing the number of tourist that visit Banyuwangi is the challenge to be faced in order to fulfill the tourism program that has been arranged.

One of the tourism potential that develop so fast is marine and maritime tourism (Highamand Luck, 2008:1). Bangsring Underwater Tour (Bangsring Underwater) is one of the tourism destinations in Banyuwangi that just inaugurated in 2014. Bangsring Underwater is one of the underwater destination and coral reef conservation area in Indonesia. Bangsring Underwater at first was prone to damage area for coral reef because there were so many fishermen that caught the fish by using fish bomb. Bangsring then changed as the time went by to be superior tourism destination thanks to the effort from Ikhwan Arief as recent manager and some Samudra Bakti fishermen group that are aware of the tourism potential that Bangsring has. Bangsring Underwater Tour offers many kinds of interesting experiences such as swim with shark, *snorkeling*, *diving*, coral planting, and water ride (banana boat, water ball, canoe). Bangsring Underwater is not just giving fun experience but also giving education tourism to visitor about surround sea environment and the important of taking care sea ecosystem. Tourist that want to feel all of those experiences do not need to spend a lot of money. Bangsring *Underwater* developed according to tourism concept applied by Banyuwangi local government which is ecotourism which is a tourism concept that present a local condition as it is by looking at the sustainable environment conservation. Ecotourism concept is referring to two things which are culture and nature beauty. Bangsring Underwater keep promoting the beauty and experience that offered through a lot of media. This promotion helped by government and private.

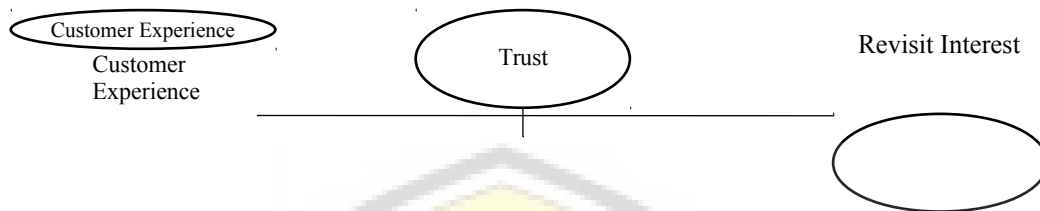
Marine or maritime tourism in fact is the true face of Indonesia, remembering 80% of its area is waters. Shaw and Agrawal (2007:6) confirmed that marine tourism does not stop at looking at the view and spending time only but how to enjoy it efficiently and giving rise to positive impression to the tourist. Sustainable and strategic development is one of the obstacles in creating marine tourism destination that is corresponding to consumer expectation (Gale, 2007:22); (Raju, 2009:242). Synergy that needed is not just among government and manager but also synergy between manager and tourist that based on trust that the destination visited is interesting, impressing, and worth to be shared to community (Moutinho, 200:10); (Page, 2009:47).

Creating experience is one of the effective ways to form positive response through marketing stimuli which is given by tourism service businesses (Page, 2009:362); (Kotler and Keller, 2016:187). Tourist activity is more interactive in here because the tourism service businesses create entertainment and show that are stand out in experience creating (Kartajaya and Nirwandar, 2013:67). Experiences that gained by the tourist will stay in the memory of each individual in long term, the experience can trigger someone to come back to feel the experience they got before and then creates the intention to the experience to someone else. That matter pushes the revisiting by tourist. And according to Barnes, et.al. (2016) tourist experience can predict future behavior based on the emotional level of visitor towards a tourism destination so that the memory can determine the tourist interest to do revisit.

Another factor that affecting tourist interest is trust. The research from Han and Hyun (2015) found that trust formed when the tourism provider can fulfill consumer expectation and according to the promise. In the research also found that trust can affect visitor interest to revisit significantly. So that trust which is also reflection from experience positive response can encourage to form visitor interest indirectly.

Hypothesis that is being developed in this research is consumer experience affecting to

the intention to revisit by trust aspect as the moderation. Trust is the result of human experience from experiments which have been done and the ability of senses to grasp a message (Noel, 2009:106); (Kotler and Keller, 2016:151). Consumer trust becomes important variable because it is concerning faith element (Kotler and Keller, 2016:153); (Peter and Olson, 2010:143), impression that is experienced and the ability of the destination to create something beyond consumer expectation.



Picture 1.1 Conceptual Frame

In this research, it aims to test “Trust Moderation Role Towards Revisit Interest in Bangsring Underwater Tour” to study the Bangsring underwater tour in developing visitor interest to revisit.

2. Research Method

Bangsring underwater tour as the research population. By using *purposive sampling*, sample of this research which is respondent that have visited and tried rides in Bangsring Underwater such as snorkelling, diving, floating house, swim with shark, banana boat, corral planting, and et cetera for minimum of twice and also 15 years of age to be confirmed that the respondent can answer the questionnaire well. The respondent number in this research is 120 respondents.

Measurement scale used is Likert Scale which has gradation from very positive to very negative. Analysis method used in this research is *Moderate Regression Analysis (MRA)* and *Multiple Regression Analysis*.

2.1 Moderated Regression Analysis

Moderated Regression Analysis (MRA) or interaction test is linear multiple regression special application whereas in the regression formula contain interaction element (two or more independent variables multiplication) with the formula as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3 X_1X_2 + e$$

Multiplication variable between X1 and X2 also called as moderate variable because it describes moderating impact of variable X2 towards the connection between X1 and Y. Meanwhile X1 and X2 variables are direct impact from X1 and X2 variables impact towards Y.

2.2 MultipleRegression Analysis

Multiple Regression Analysis done in order to prove if X1X2 interaction variables is not proven as moderate variable. Multiple regression can use formula as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

X1 and X2 variables are variable that has direct impact towards Y variable.

2.3 Classic Assumption Testing

a. Multicollinearity Testing

Multicollinearity Testing is the test of assumption which is related that between

independent variable within a model is not correlated to each other. One of the ways to see the multicollinearity happens is by looking at Tolerance (TOL) and *Variance Inflation Factor* (VIF) values with the provision if tolerance values are close to 1 and VIF value is <10 then multicollinearity does not happen and vice versa.

b. Heteroskedastic Testing

Heteroskedastic testing aims to test if within regression model there is inequality of variance and residual from one observation to another. Heteroskedastic happens if the variance is different, meanwhile if the variance remains the same then it is called heteroskedastic. The basic of decision making of heteroskedastic testing is as follows (Ghozali, 2006:105):

- 1) If there is any clear pattern, and also the dots spreads on and under 0 in Y axis, then there is no heteroscedasticity happening.

2.4 Hypothesis Testing

The higher X1 and X2 will affect the increasing of Y. To test whether B is moderating variable in regression formula, it can be written as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3 X_1X_2 + e$$

Provisions: if X2 variable is moderating variable, then b3 coefficient must be significant in the significance level that has been determined. Testing criteria with significance value (a) = 0.05%

3. Result and Discussion

3.1 Research Result

Respondent Characteristic

The respondent in this research consist of 55.8% male and 44.2% female, 50.8% majority of respondent is 15-22 years old, 61.7% majority of respondent is from Banyuwangi, with 49.2% of respondent accompanied by their friends, majority of respondent rides car with the average of 2 times visiting of 54.2%.

Validity and Reliability Test

Table 3.1 Validity Test Result

Variable	Indicator	r count	r table	Sig.	Informati on
Customer Experience (X1)	X1.1	0,438	0.361	0,016	Valid
	X1.2	0,769	0.361	0,000	Valid
	X1.3	0,663	0.361	0,000	Valid
	X1.4	0,472	0.361	0,008	Valid
	X1.5	0,732	0.361	0,000	Valid
	X1.6	0,659	0.361	0,000	Valid
	X1.7	0,481	0.361	0,007	Valid
	X1.8	0,627	0.361	0,000	Valid
	X1.9	0,777	0.361	0,000	Valid
	X1.10	0,785	0.361	0,000	Valid
Trust(X2)	X2.1	0,834	0.361	0,000	Valid
	X2.2	0,862	0.361	0,000	Valid
	X2.3	0,776	0.361	0,000	Valid
Revisit	Y1	0,774	0.361	0,000	Valid
	Y2	0,791	0.361	0,000	Valid

Interest (Y)	Y ₃	0,804	0.361	0,000	Valid
	Y ₄	0,787	0.361	0,000	Valid

Based on Table 3.1 can be found that each indicator which used have r count value bigger than r table (0.361) and the significance value is smaller than 0.05. It can be concluded that indicators used in research variable are worth or valid to be used as data collector.

Table 3.2 Reliability Test Result

Variable	α Value	α Provisions	Information
Customer Experience (X ₁)	0,832	0,6	Reliable
Trust (X ₂)	0,765	0,6	Reliable
Revisit Interest (Y)	0,789	0,6	Reliable

Based on Table 3.2 found out that all variables used in the research are proven reliable, because they have *Cronbach Alpha* value which is bigger than 0.6.

Data Normality Test

Table 3.3 Kolmogrov-Smirnov Data Normality Test Result

Variable	Sig.	Cut off	Information
X ₁	0,313	0,05	Normal
X ₂	0,101	0,05	Normal
Y	0,205	0,05	Normal

Based on table 3.3 can be found that data collected is normal, because the significance value from all variables is bigger from 0.05 significance value.

Moderated Regression Analysis

Table 3.4 Moderated Regression Analysis Method Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95,0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	1.067	3.265		.327	.744	-5.400	7.535		
custex	.321	.090	.694	3.566	.001	.143	.500	.076	13.154
trust	.098	.329	.113	.297	.767	-.554	.749	.020	50.246
interaksi	.001	.009	.070	.140	.889	-.016	.018	.012	85.863

a. Dependent Variable: minat

Based on Table 3.4 can be formula as follows:

$$Y = 1,067 + 0,321 X_1 + 0,098 X_2 + 0,001 + e$$

- a. Constant (a) of 1.067 shows the *Revisit Interest* (Y) variable during *Customer Experience* (X₁) and *Trust* (X₂) assumed equal to zero.
- b. b₁= 0.321 is the amount of contribution of *Customer Equation* (X₁) variable which affects *Revisit Interest* (Y). Regression coefficient (b₁) of 0.351 shows the effect positive

effect of Customer Experience (X_1) which is positive towards Revisit intention (Y) with the assumption of X_2 constant variable.

c. $b_2 = 0,098$ is the amount of Trust (X_2) contribution which affects *Revisit Interest*(Y). regression coefficient (b_2) of 0.098 shows (X_2) positive impact towards *Revisit Interest*(Y) with the assumption of X_1 constant variable. But even so the Trust (X_2) variable significance value of 0.767 or more than 0.05 so it can be said that Trust (X_2) is not affecting *Revisit Interest* (Y) significantly.

$b_3 = 0,001$ is trust moderation coefficient in moderating the connection between *Customer Experience* (X_1) and *Revisit Interest* (Y). the probability value in this coefficient is 0.889 which is bigger than 0.05 so that this matter shows that *trust* (X_2) is not a variable that moderates the connection between *Customer Experience* (X_1) and *Revisit Interest* (Y).

Regression Analysis

Based on the *Moderated Regression Analysis* testing that shows *trust* (X_2) is not variable that moderate the connection between *Customer Experience* (X_1) and *Revisit Interest* (Y), multiple regression testing done in order to make sure the trust variable role as predictor instead of moderator variable.

Table 3.5 Multiple Regression Analysis Test Result

Model	R	R Square	Adjusted R Square	St d. Error of the Estimate
1	.817 ^a	.667	.661	1.65230

a. Predictors: (Constant), X_2, X_1

b. Dependent Variable: Y

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.619	.875		.707	.481		
	X_1	.351	.030	.723	11.672	.000	.742	1.347
	X_2	.182	.070	.161	2.599	.011	.742	1.347

a. Dependent Variable: Y

Based on Table 3.5 obtained formula as follows:

$$Y = 0,619 + 0,351 X_1 + 0,182 X_2 + e$$

a. Constant (a) of 0.619 shows the value of *Revisit Interest* (Y) variable when *Customer Experience* (X_1) and *Trust* (X_2) variables assumed equal as zero.

b. $b_1 = 0,351$ is the value of *Customer Experience* (X_1) variable contribution that affects *Revisit Interest*(Y). Regression Coefficient (b_1) of 0.351 shows *Customer Experience* (X_1) variable positive impact towards *Revisit Intention*(Y) with the assumption X_2 variable constant.

$b_2 = 0,182$ is the contribution value of *Trust* (X_2) that affects *Revisit Interest*(Y). Regression Coefficient (b_2) of 0.182 shows positive impact of *Trust* (X_2) towards *Revisit Interest*(Y) with the assumption X_1 variable constant. *Trust* (X_2) variable significance value of 0.011 or less than 0.05 so it can be said that *Trust* (X_2) variable partially significant affecting *Revisit Interest* (Y).

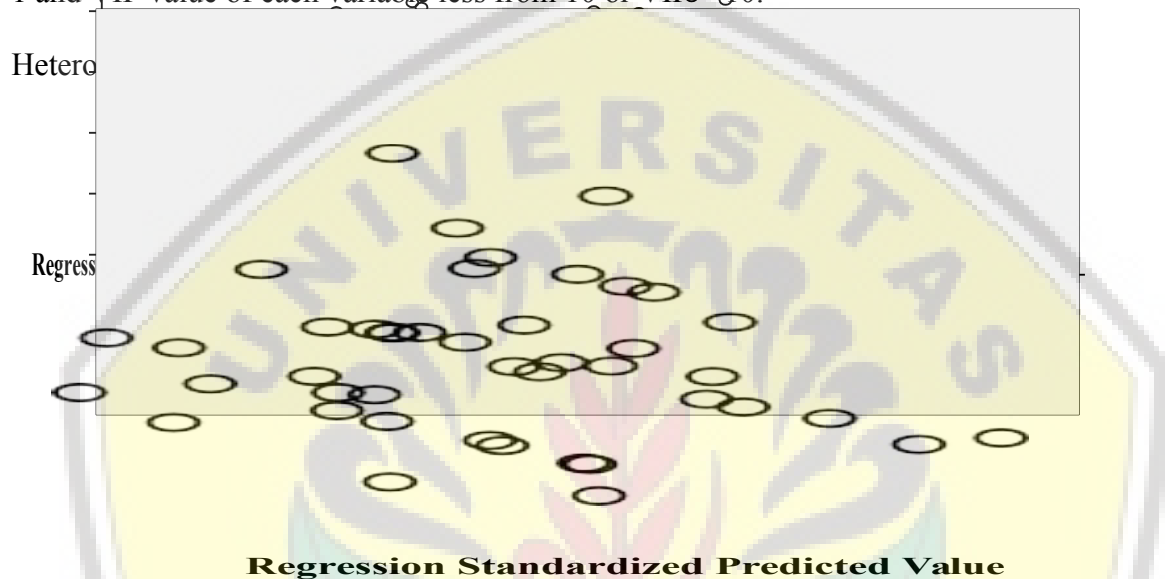
Based on Table 3.5, multiple regression analysis result shows that *trust* (X_2) proven as predictor variable towards tourist revisit interest (Y). Determination coefficient from multiple regression analysis also shows that at the same time, *Customer Experience* (X_1) and *Trust* (X_2) variables affect *Revisit Interest*(Y).

Classic Assumption Test
Multicollinearity Test

Table 3.6 Multicollinearity Test Result

Variable	Tolerance	VIF	Information
<i>Customer Experience (X₁)</i>	0,742	1,347	No multicollinearity
<i>Trust (X₂)</i>	0,742	1,347	No multicollinearity

Based on Table 3.6 known that there is no multicollinearity within the model. This thing can be observed from multicollinearity testing whereas each variable tolerance value is close to 1 and VIF value of each variable less from 10 or $VIF < 10$.



Picture 3.1 b. Heteroskedastic Testing Result

Based on *scatterplots* diagram in Figure 4.2 can be seen dots are randomly scattered, do not form a certain pattern, and also spread whether over or under 0 in Y axis. This mean that there is no Heteroscedastic in the regression model.

Hypothesis Tetsting

Table 3.7 t Test Result

Variable	t _{count}	t _{table}	Sig.
<i>Customer Experience (X₁)</i>	11,672	1,980	0,000
<i>Trust (X₂)</i>	2,599	1,980	0,011

Based on Table 3.7, all independent variables have t count > t table value. T table d f = n-2 value which is 1.980 and significance < 0.05. *Customer experience* variable has t count > t table value which is 11.672 > 1.980 and significance value of 0.000, so that can be concluded that H₀ is rejected and H_a accepted. That means *customer experience* variable has significant impact towards *revisit interest*.

Trust variable has t count > t table value which is 2.599 > 1.980 and significance value of 0.011, so that can be concluded H₀ rejected and H_a accepted. That means *trust* variable has significant value towards *revisit interest*.

3.2 Discussion

Customer Experience Impact Towards Revisit Interest

Hypothesis testing statistical analysis (t testing) in Table 3.7 shows *customer experience* has significant impact towards *revisit interest*. So that the better *customer experience* that Bangsring Underwater Tour tourist feel, the higher tourist interest level to revisit. This research result supports the research from Barnes, *et.al.* (2016) which stated that *customer experience* has significant impact towards *revisit interest*.

Theoretically, *customer experience* is related to reaction or response from customer on interaction which done with the company. Interesting and impressing events that experienced will bind customer personally as a memorable experience (pine and Gillmore, 2011:17). Impressing experience felt will stay in the customer memory so it forms strong emotional connection between company and customer (Kotler and Keller, 2016:187).

Customer experience in this research measured with ten indicators which covers education, aesthetic, entertainment, and escapism. This research shows one of the important factors in pushing visitor interest is *customer experience*. Based on analysis, average respondent response agrees (45.8%) to questions regarding *customer experience* given. Tourist mostly say agree to play rides provided can create excitement indicator. It means that play various rides in Bangsring *Underwater* can give positive and impressive experience for thourist. The experience given by Bangsring *Underwater* (Bunder) for tourist is very interesting because tourism experience in Bunder is a little bit different with another tourism spots in Banyuwangi. One of them is educational tourism. As a tour with *ecotourism* concept, Bangsring Underwater also offer educative experience for tourist by the addition of *marine education* for group or party that want to know more about conservation in Bangsring beach. Tourist also able to know various kinds of fish and marine biota in floating house also visiting reading park which provided by Bunder Banyuwangi manager.

Based on the survey result, tourist experience gives contribution in pushing tourist revisit interest so that Bangsring Underwater manager hoped to be able to improve tour experience for tourist such as education about conservation in Bngasring, cleanliness improvement, tourism support facilities improvement and care such as parking lot, bathroom, tourist relaxing spot, also adding new rides or games.

Trust Impact Towards Revisit Interest

Statistical analysis result of hypothesis testing (t test) in Table 3.7 shows that *trust* has significant impact towards *revisit interest*, so that the higher *trust* to customer trust which Bangsring *Underwater* Tour has, the higher tourist *revisit interest*. This research result is consistent with research from Han and Hyun (2015), which stated that visitor trust can affect towards visitor emotional behavior in the future time which push visitor interest to do revisit.

Theoretically, *trust* is all knowledge that owned by consumer and all conclusion made by consumer about object, attribute, and benefit (Mowen and Minor, 2002:312). *Trust* is related to customer evaluation towards company product or service (Peter and Olson, 2010:143). Consumer trust will emerge when consumer perceives reliability that based on experience during interaction with the company.

Trust in this research measured by manager ability indicator in serving tourist, company care towards tourist and suitability between the real condition to what Bangsring *Underwater* has promised (Raju, 2009:179). Based on respondent analysis average answered agree (41.3%) to company ability in serving tourist indicator. Building tourist trust become one of the attentions of Bangsring *Underwater* tour. Tourism service considered to be more complex because tourist has high demand and hope for a tourism object. Manager tries to be able to fullfil tourist demand by service improvement. Bangsring *Underwater* manager in serving the tourist provides tourist officer or use to be called as tour guide. Tour guide in Bunder is no

other than ex Samudra Bakti fishermen so they know more about ins and outs of Bangsring *Underwater*. Based on distribution respondent answer regarding manager ability or tour guide in serving the tourist, most of them stated agree. Means that tourist think that Bangsring manager has given good tourism service. Tourist feel confident for tour guide in Bangsring *Underwater* are able to fulfill the tourist demand and responsive for difficulty that faced by the tourist during the tour. Tour guide also give information about best spot during *snorkeling*, one of them is the place for giru or *clown fish* which people usually called as nemo fish gather. Aside from that, tour guide also helps and teach how to use water ride apparatus such as *life jacket*, *snorkeling* and *diving* apparatus. That thing makes tourist feel being well served so they feel comfortable during the tour.

Visitor safety also become attention for manager in giving maximum tourism service. Because Bangsring *Underwater* tour located in Balis strait coast and lots of water rides offered, the risk for things that are not desirable can possibly happen to tourist. Tour manager themselves alert some officers in order to watch tourist activity in order to ensure the tourist that touring in Bangsring is safe. Based on the respondent answer distribution, most of the tourist stated agree that tour manager care about the safety of tourist that do some activities in Bangsring *Underwater*. Every one-hour tourist will get alert from tour manager through loudspeaker to have activity or play in the location according to safe zone that set by manager side, tour guide also watches the tourist activity in some corners which one of them is floating house which is always full of tourist during the weekend and also the tourist that have ticket to play rides get safety insurance. That thing also make tourist safe and sure feeling emerge for Bangsring *Underwater* so that developed good relationship with the manager side as one of the impact is tourist is having no doubt to visit Bangsring in another time.

The fulfillment of tourist hope or expectation can develop trust from Bangsring *Underwater* tourism. That thing related to integrity of tourism object regarding the condition that exist in tourism object whether it matches with what Bangsring *Underwater* has promised. The tourist in this research commonly get information about Bangsring *Underwater* from friends or internet and social media, from there trust is developed which later on evaluated during the visit to Bangsring. Based on respondent answer distribution about the match in terms what has promised with the real condition in Bangsring *Underwater*, most tourist stated agree that the situation in Bangsring *Underwater* tourism object matches with the promise which means that this tourism object integrity is good so that it can meet the tourist expectation and capable of improve the trust to Bangsring *Underwater* object. Tourist feel satisfy when they travel in Bangsring. One of the most interesting activities is snorkeling with enjoying the underwater view of Bangsring. According to the tourist the Bangsring underwater view is no different with the one that posted in internet and social media, it is just some coral reef locations are still not looking beautiful and dirty. But in the other corners there are lots of great coral reefs and full of decorative fish so once tourist can take picture while snorkeling. That thing shows tourist expectation to tourism sensation in Bangsring fulfilled so they live the moment by taking pictures.

Referring to respondent characteristics, in this research majority of tourist that visit more than once is 15-22 (50.8%) of age, whereas in that age they tend to be active in searching and digesting information through social media. Bangsring tourism has considered to meet the expectation because tourism service that exist is real such as various water activities, education, and many places or spots to take picture. Most tourist also have visited Bangsring for 2 times (54.2%) so it can define that tourist have high trust for Bangsring *Underwater* tour manager so that they revisit it. Beside that, 38.3% of tourist that visiting come from out of the city of Banyuwangi such as Jember, Bondowoso, Situbondo, Malang, and Surabaya. That thing marks that developed trust will make tourist will visit Bangsring *Underwater* even though their place of living and tourism location is pretty far away.

Based in explanation of research result, it is hoped that tourism manager is able to