

The Effect of Resource-based View on Dive Trip Operators on Their Reputation and Its Impact on Dive Tourists' Trust in Indonesia

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ABSTRACT

As a country with the second longest coastline in the world, Indonesia has vast potential for marine tourism. Dive tourism, in particular, is one of the growing marine tourism in the archipelago. The aim of this research is to analyze the RBV (resourcebased view) effect on the reputation of dive trip operators as well as its impact to tourists' trust in Indonesia. The method employed in this research is the variable- or component-based structural equation modelling (SEM), which is the PLS (partial least square), to verify the connection between variables. The result shows that RBV affects tourists' trust through the reputation of dive trip operators. However, RBC does not directly affect the trust.

Keyword: Tourism, Dive Trip Operator, RBV, Reputation, Trust