

***Passenger Perception Of The Role Of Express Bahari Fast Boat On The Boom Marina –  
Serangan Round-Trip Route In Supporting Tourism Connectivity***

***Vemas Aditia***

***Department of Language, Communication, and Tourism  
Tourism Destination Study Program***

***ABSTRACT***

*This study aims to analyze passenger characteristics, perceptions of service quality, and perceptions of tourism connectivity on the Express Bahari 1F fast boat operating on the Boom Marina–Serangan route. This study employs a descriptive quantitative approach, with data collected through questionnaires distributed to 100 respondents selected using accidental sampling. Data analysis was conducted using a Likert scale to measure the level of passenger perception. The results show that passenger characteristics are dominated by new users (91%), with tourism as the main travel purpose (63%), and travel speed as the primary factor in transportation mode selection (97%). Passenger perceptions of service quality indicate very good results, where the comfort indicator has an average score of 4.68, safety 4.63, time efficiency 4.66, and ease of access to information and ticketing 4.67, all of which fall into the very good category. Meanwhile, perceptions of tourism connectivity show varied results, where accessibility to destinations has an average score of 4.54 (very good), inter-route connectivity 4.57 (very good), and service availability and sustainability 3.85 (fairly good). These findings indicate that tourism connectivity has begun to develop positively, although some aspects still require improvement. In conclusion, the Express Bahari fast boat serves as an alternative mode of transportation that enhances travel efficiency and supports tourism connectivity between Banyuwangi and Bali. This study provides an overview of user acceptance of fast boat services in supporting interregional tourist mobility.*

***Keywords:*** *passenger characteristics, service quality, tourism connectivity, fast boat.*