THE TOURISM DESTINATION BRAND IMAGE OF LOVINA BEACH: A FACTOR ANALYSIS

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ABSTRACT

Penelitian ini bertujuan untuk mengkaji bagaimana atribut *brand image* dapat menarik citra destinasi Pantai Lovina. Analisis faktor digunakan untuk menggambarkan berbagai faktor yang dapat berkontribusi untuk mencerminkan nilai citra destinasi dan citra merek destinasi. Penelitian ini dianalisis berdasarkan penelitian kuantitatif, dengan menggunakan *purposive sampling* dengan jumlah responden 100 orang. Hasil penelitian berdasarkan hasil analisis diperoleh 2 faktor yang dapat menjelaskan 7 faktor yaitu faktor 1 yang terdiri dari 3 indikator pembentuk yaitu: indikator *the must visited destination,* indikator *top rank destination to be visit,* indikator *Lovina as the most recognized brand* ketiga indikator ini dapat di asosiasikan menjadi 1 faktor menjadi "*Lovina As Recognized Tourism Destination Brand and Worth To Visit*", sedangkan faktor 2 terdiri dari 3 indikator pembentuk, yaitu: indikator *deciding to visit lovina*, indikator *the lovina beach brand (name)*, selanjutnya indikator *unique selling point*, ketiga indikator tersebut diasosiasikan dan membentuk 1 faktor menjadi *"the value of lovina brand image has unique selling preposition as the competitiveness*. Kedua faktor ini jika dijumlahkan mampu menjelaskan 74% variasi faktor yang terbentuk.

Kata Kunci: Citra Merk, Citra Destinasi, Pantai Lovina

ABSTRACT

This study aims to examine how brand image attributes can attract the image of the Lovina Beach destination. Factor analysis is used to describe the various factors that can contribute to reflecting the value of the destination image and destination brand image. This research was analyzed based on quantitative research, using purposive sampling with a total of 100 respondents. The results of the study based on the results of the analysis obtained 2 factors which can explain the 7 factors, namely factor 1 which consists of 3 forming indicators, namely: the must visited destination indicator, the top rank destination to be visited indicator, the Lovina indicator as the most recognized brand, these three indicators can be associate it into 1 factor to become "Lovina As Recognized Tourism Destination Brand and Worth To Visit", while factor 2 consists of 3 forming indicators, namely: the indicator deciding to visit Lovina, the lovina beach brand indicator (name), then the unique selling point indicator, the three indicators are associated and form 1 factor to become "the value of lovina brand image has a unique selling proposition as the competitiveness. These two factors, when added together, are able to explain 74% of the factor variations that are formed.

Keywords: Brand Image, Destination Image, Lovina Beach

1 INTRODUCTION

A tourism destination brand is a very important marketing tool influencing tourists' decisions to visit a destination [1]In the brand of tourist destinations, one can measure brand equity in order to determine the position of tourist destinations in the minds of consumers. Brand equity (brand equity is the value of a brand, based on high brand loyalty, awareness, quality, strength, and the existence of patents that give strength to a brand [2] Destination Branding is a complex subject; not just because of its overlap between service, corporate and product branding but also because of the multiplicity of stakeholders, diverse customer base and product offerings [3].

Destinations being much more complex could have different results. Destination marketing has four potential marketing outlets for information[3]: primary (WOM); secondary (mass media), tertiary (travel agents, tour operators, exhibitions) and fourthly (personal experiences). When "brand" is associated with "image" it relates to the set of feelings, ideas and attitudes that consumers have about a brand. When "brands is associated with "personality" it refers to the human characteristics of a brand that differentiate it from its competitors [4].

Brand image will be increasing the visitor mind before and after visiting the destination. The image will be affecting the guest's decision into the destination. A destination which has an affirmative cognitive image will also have a positive affective image and will be recommended. Consequently, the importance of the destination image in order to get more tourists via destination recommendation that is one of unpaid and effective marketing tools [5].

Destination brand image and destination brand loyalty have a positive impact on destination word of mouth behavior [6]. Its mean if the guest had a good impression of the destination image they will be had a intention to think if someday it would be a choice destination to visit or they will be take same destination of their vacation in the near future visit. It can be suggested that the effect of brand image for tourism industry will build as well as sustain for a long period of time in customers' mind. As a result, brand image makes Problems and Perspectives in Management, essential impact to explore the effect of a conceptual framework of brand image including brand awareness, association, superiority, affection, resonance, corporate social responsibility, tourism management and advertisement [7].

Lovina beach is one of the favorite tourist attractions in Singaraja. The main attraction are the dolphin. A lot of icon that state the dolphin are the destination image [8], such as the welcome statue on destination, and merchandise (t-shirt, caps, etc). However, behind those arguments, the main development goals of Lovina Beach are marine tourism with dolphin watching as the major of their attraction [9]. The tourism activities give a huge impact to the community through direct and indirect effects. Those activities create a labour market and prosperity community itself.

In regard of the destination name "Lovina Beach", Lovina was used due to this name was already well known abroad, "Love" and "Ina" by the public were interpreted as "Love Indonesia", such an understanding was not appropriate in the context of Panji Tisna . The term "INA" is generally known as an abbreviation for the contingent or group of Indonesian athletes for the "Asian Games 1963". Meanwhile, "Lovina" was founded in 1953. According to Panji Tisna, "Lovina" has a philosophical meaning, a mixture of two syllables "Love" and "Ina". The word "Love" from English means sincere "love" and "Ina" from Balinese or local language meaning "mother". According to the initiator, Anak Agung Panji Tisna, the meaning of "Lovina" is "Mother's Love" or its noble meaning is "Love of Mother Earth".

In this stage there are more challenging in regard of deciding the value of brand name in the other hand Lovina its mean "Love Indonesia" or "Love of Mother Earth". However it would be need more study in regard of how the brand name of Lovina work on the customer or guest mind, its need to be clear for the continuous development and the marketing strategy to penetrate the huge potential market or to avoid miss segment. In this part once knowing the true meaning of the brand name and value it would be can added more intervene on the branding or marketing tools to grab a huge potential market in the future.

One of the most important object on the Lovina Beach is a rule of fishermen who are one of the instrument in regard of development and impacting the destination image to the guest. Most of the fishermen on Lovina beach have knowledge about marine tourism business management, management of marine tourism, finance, basic knowledge of service marketing marine tourism, and an

understanding of how serving tourists in the medium category. The attitude of fishermen towards tourist arrivals, new tourist facilities, and business competition is in the medium category. Interest in new types of marine tourism services is also in the moderate category. Tenacity in managing business and agility in marketing tourism services in the medium category, and accuracy in providing services to tourists. Accuracy in financial management is still low. Overall, the creativity of fishermen in managing marine tourism activities and business risk management is in the medium category. However, the competitiveness of fishermen is still low[10].

Meanwhile all of the stakeholder will be had a same responsible on each other to creating the destination image and giving an identity into the destination. Multiple identity and if there is no some characteristic or unique selling point it would be hard to compete with the same destination or competitor.

Currently, the research uses Lovina Beach as the object and subject of the majority of research is about the strategy of developing Lovina Beach tourist destinations [11] [12], while currently are still limit studies have been found either in the form of journals or proceedings that review about the Lovina Beach tourist attraction brand, where de facto and data in the field the word "Lovina" has become the name of a tourist area in Kalibukbuk Village and villages close to the Lovina Beach tourist area. Therefore, it is important to examine the Lovina Beach brand by measuring brand image owned by the Lovina Beach tourist attraction. Therefore the role of Brand image as a marketing effort on tourism destinations is really important in regard to how to increase the tourist visitation.

2   LITERATURE REVIEW

2.1 Grand theory

Destination Brand Image for a tourist destination is one of the important indicators[13]. In general, the brand image will be in the minds of consumers or tourists, tourists will think of the brand when only seeing or hearing its name [14]. Brand image in tourist destinations plays an important role in tourists' decisions to visit tourist destinations. [14]. The relationship between consumers and brands will increase as associations are accumulated, thereby influencing purchasing decisions and brand loyalty. Both authors argue that brand associations contribute to brand image. Many academics consider brand image and brand association as a unified dimension [15].

The brand image dimensions of tourism destination are divided mainly from two perspectives. The first is to emphasize the attribute and dimensional aspect of the tourist destnation image such as cognition, emotion and overall image. However the tourist perception of the brand image are close tp cognitive image, however the measurment element of brand image are directly state on the appereance environment, tourist attractions, aspect of the social and human environment [16] . Second, starting from the tourists needs, brand image of tourism destination is divided into three dimensions: functional, experiential and symbolic. Functional dimension can influence tourists' decision-making more, while symbolic dimensions have little effect [16]. The relationship between tourist hotspots and surrounding areas can promote the formation of tourism destination brand image. Scholars have begun to combine brand image with destination image, and study image components, image perception, and image design. Beginners put the brand image in the brand equity for analysis, and think that the brand image is the key factor to consider in enhancing the brand equity. In recent years, the focus has been on the brand image of the destination. Employ new methods and strengthen empirical research based on new perspectives. Under the current multidisciplinary and multi-level academic cross-research trend, based on new perspectives, innovating research methods, and enriching research methods are the key points that scholars need to break through. Due to the serious homogeneity of the destination, how to build a brand image that attracts tourists' attention and maintain a good brand image for a long time has become an urgent research hotspot in the tourism industry [16], its mean the Brand Image is largely has the attention in regard of how to campign the value of the destinaton on the potential guest mind. It is clear brand image is the first stage that should be done at the first in regard how to examine the brand equity.

Brand Image formation processes have been eximine for a number of years. The different models within this context have been proposed extensively; some examples are such as a model , explianed that brand image formation purposely proposes the recognition of 'push' and 'pull' factors that help tourist motivation to travel to their destination [17]. Another model, a brand image concept is used to describe consumers' interpretation regarding the the actual intrinsic and extrinsic as a genuine of a product [17]. Extrinsic cues include product attributes, whereas intrinsic cues include brand name, familiarity, manufacturer's reputation, and popularity of a brand image or theme [17]. The brand image can be categorized into two or three dimensions [18]. The two dimension model refers to functional or symbolic or functional and representational appealing to reason and emotion, while the three-dimension model adds an experiential dimension that appeals to the senses. The way to success in creating the unique features are to promote and try to attract media and top management attention.The brand image is usually predetermined by the uniqueness of locality, event, or festival, meanwhile it strategically to giving exposure into local genus , local wisdom as the main identity of the brand image[19].

The tourism promotion information improves a country's destination image, thus the same as with the results on creating events or festivals; to create the uniqueness one must seek the potential of the event or festival and promote from regional to international [20]. In regard of the the ubiniqueness as the diffrenitation , it should be clear and briefly to chase the unique selling prepossistion of branding, menawhile the uniqueness only find on the destination and hard to replicable and the most importance things are the sustainability, for the example Garuda Wisnu Kencana will only find on Bali as the ladmark and giving the strongly image of their brand, then the Borobuddur temple that state on Magelang, Central of Java it has a strong brand image while talk about Magelang it would be about Borobuddur temple , it couldn't be separate each other. The conceptual framework proposed by [21] the first components of brand image are based on the attribute holistic, including the overall tourist infrastructure. Secondly, provide a clear image and picture of the destination attributes that can be created in tourist's mind; finally to seek or create the uniqueness, including the actual experience with the place, local and event that a tourist can experience or be part of the activities.

2.2 Previous Study

Branding is important for destination to differenatiate themselves from their competitors . Positive image for a destination is important to attract more tourists and generate foreign income. A distorted negative image of a country will lead the decrease in tourist numbers and increase marketing expenses to restore the image. Tourism planners need more insight into brand image in order to implement strategies to restore its image [22]

Strategically speaking, marketing management requires a careful analysis of the brand image transmitted to the market, because it is precisely this image that will affect consumer choice [13]. the image of a brand in the market does not always coincide with the image that the company intends to transmit or the actual brand image. As such, organizations tend to consider three different levels for the analysis of brand image[13]:

- The analysis of the perceived image - how the target segment sees and perceives the brand (through a brand image study).

- The analysis of the actual image (strengths and weaknesses), as perceived by the company and based on an internal audit.

- Analysis of the desired image, i.e., how the company wants to be perceived by the target segment. The study of these three (3) levels of brand image is justified by the fact that there are considerable

the image of a destination can be divided into two stages - the primary image -developed after visiting a tourist destination and - the secondary image – the image created before a person has traveled to a particular destination. Some authors suggest that it is more strategic to use messages recalling past experiences during the primary image, while in the secondary image stage it is more useful to communicate information and persuasive messages about the destination. the destination image is one of the most important elements of a tourist destination, and becomes a critical factor for the success or failure of tourism management. As such, the

image of a destination should be analyzed using a Research, Development and Innovation strategy, supported by multivariate methodologies to discover its main characteristics and subsequent positioning[13]

By identifying the destination brand image from five elements of the city or destination image, the destination image is able to represent a strong character as the city or destination branding, namely "variety of culture", there are: path, edge, nodes, district, and landmark [23]

3 METHODOLOGY

This study was analyzed using a mix method approach, namely by using factor analysis and strengthened by the results of observations. As for the variables and indicators in this study, namely, the destination brand image variable with indicators, 1) deciding to visit due to the Lovina name (DBA1) , 2) The Lovina Beach Brand (name) (DBA2), 3) The Lovina Beach as the must visited place (DBA3), 4) the different characteristics from other similar tourist attractions (DBA4) , 5) the name Lovina Beach appears in the first rank, (DBA5) 6) The value of tourism attraction as dolphin watching spot, (DBA6) 7) The most recognized brand of tourist attraction in Buleleng Regency (DBA7). In this research incidental sampling was used because the sample frame could not be determined, the number of samples in this research was 100 respondents while the data processing technique was carried out with IBM SPSS statistics 25

4. FINDING & DISCUSSION

In the sampling at Lovina Beach with the number of respondents as many as 100 respondents consisting of 50 domestic tourists and 50 foreign tourists.

Table 1. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,781
Bartlett's Test of Sphericity	Approx. Chi-Square	255,902
	df	15
	Sig.	0,000

The results of the Kaiser Meyer Olkin Measure of Sampling Adequacy (KMO) are 0.781 or above 0.5 while in Bartlett's Test of Sphericity <0.05, in this study the value of sig. 0.000, where the value has been fulfilled or significant.

Table 2. Anti Image Matrics

Anti-image Matrices

		DBI1	DBI2	DBI3	DBI4	DBI5	DBI7
Anti-image Covariance	DBi1	0,367	-0,254	-0,014	-0,068	0,006	-0,059
	DBi2	-0,254	0,367	0,001	-0,061	-0,073	0,047
	DBi3	-0,014	0,001	0,465	-0,183	-0,187	-0,148
	DBi4	-0,068	-0,061	-0,183	0,564	-0,034	-0,005
	DBi5	0,006	-0,073	-0,187	-0,034	0,531	-0,150

	DBi7	-0,059	0,047	-0,148	-0,005	-0,150	0,674
Anti-image Correlation	DBI1	.713ᵃ	-0,691	-0,033	-0,148	0,015	-0,119
	DBI2	-0,691	.701ᵃ	0,003	-0,135	-0,166	0,095
	DBI3	-0,033	0,003	.793ᵃ	-0,358	-0,377	-0,264
	DBI4	-0,148	-0,135	-0,358	.871ᵃ	-0,063	-0,008
	DBI5	0,015	-0,166	-0,377	-0,063	.834ᵃ	-0,252
	DBI7	-0,119	0,095	-0,264	-0,008	-0,252	.834ᵃ

The results of the anti-image above are the results of the second analysis after the first analysis there is one indicator that has a value below 0.5, namely the DBI6 indicator so it must be re-analyzed. The results of the Anti Image Correlation analysis are DBA 1 with a value of 0.713, DBA 2 with a value of 0.701, DBI 3 with a value of 0.793, DBI 4 with a value of 0.871, DBA 5 with a value of 0.834. In comunalities of 7 indicators, only 1 indicator does not meet the analysis requirements, namely the indicator The value of tourism attraction as dolphin watching spot, (DBI6) with a communalities value, namely the comunalities value of 0.349 or below 0.5, the DBA 6 indicator is eliminated. This indicates that the eigenvalues associated with each factor represent the variance that can be explained by certain linear components.

Furthermore, 2 factors were formed from the results of the analysis through the total variance explained in detail as follows:

Table 3. Total Variance Explained

Total Variance explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,341	55,679	55,679	3,341	55,679	55,679	2,246	37,441	37,441
2	1,043	17,385	73,064	1,043	17,385	73,064	2,137	35,623	73,064
3	0,594	9,892	82,956						
4	0,479	7,980	90,936						
5	0,330	5,501	96,437						
6	0,214	3,563	100,000						

Based on the results of the above analysis on initial eigenvalues, there are 2 factors formed, namely having an eigen value of more than 1, namely component 1 of 3.341 and being able to explain 55.679% of variation. Component 2 of 1.043 and able to explain 17.385% of variation. This means that if components 1 and 2 are added up, it will be able to explain 74% of the variation of factors, while the extraction sums of squared loadings shows the number of variations or the number of factors that can be formed, in the output results above there are 2 variations of factors, namely 3.341 and 1.043. then automatically components 3,4,5 and 6 do not become a factor because eigenvalues <1. The scree plot is also used to determine the number of factors that must be maintained; it is a graphical representation of the Eigen values associated with each extracted factor.

Fig. 1 Scree Plot Matrix
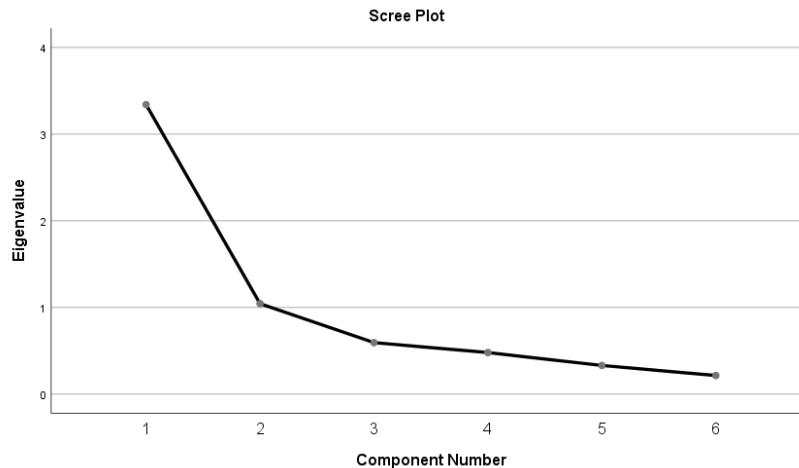
The scree plot shows that there are two factors in which the Eigen values are greater than or equal to one. The diagonal anti-image correlation column gives the information of sampling adequacy of each and every item. Communalities reflect the common variance in the data structure after extraction [24]. then after getting 2 selected factors, then the factor name is given based on the value possessed by the indicator.

Table 4. Component Factor Analyzed

	Component	
	1	2
DBI1 (deciding to visit Lovina)	0,204	0,896
DBI2 (The Lovina Beach Brand (name))	0,172	0,913
DBI3 (the must visited destnation)	0,809	0,297
DBI4 (Unique Selling Point)	0,515	0,564
DBI5 (Top Rank Destination to be visit)	0,768	0,302
DBI7 (Lovina as The most recognized brand)	0,816	0,055

The results of the analysis of the table above are as follows:

1) Variable reliability. The correlation value of this variable with factor 1 = 0.204 and factor 2 = 0.896, because the correlation value of factor 2> 1, the variable deciding to visit Lovina is included in factor 2
2) Reliability variable. The correlation value of this variable with factor 1 = 0.172 and factor 2 = 0.913, because the correlation value of factor 2> 1, the variable The Lovina Beach Brand (name) is included in factor 2
3) Variable reliability. The correlation value of this variable with factor 1 = 0.809 and factor 2 = 0.297, because the correlation value of factor 1>2, the variable the must visited destination is included in factor 1
4) Variable reliability. The correlation value of this variable with factor 1 = 0.515 and factor 2 = 0.564, because the correlation value of factor 2> 1, the Unique Selling Point variable is included in factor 2

5) Variable reliability. The correlation value of this variable with factor 1 = 0.768 and factor 2 = 0.302, because the correlation value of factor 1>2, the Top Rank Destination to be visit variable is included in factor 1

6) Variable reliability. The correlation value of this variable with a factor of 1 = 0.816 and a factor of 2 = 0.055, because the correlation value of factor 1>2, the Lovina variable as The most recognized brand is included in factor 1 From the two formed factors, then the naming is given, namely factor 1 as the most visited and recognized tourism destination brand, while factor 2 is The Lovina Brand name as Unique Selling Point.

Based on above research finding, the seven factor indicator only indicator DBI6 " he value of tourism attraction as dolphin watching spot" due to their loading value >0.5, however the manifest of the factor indicator are creating two factors that could be finding of this study. The study is aimed two factors that could reflect all the brand image attributes, namely *the first factor* "Lovina as the most visited and recognized tourism destination brand*", The second* "The Lovina Brand name as Unique Selling Point". Herewith the discussion as below.

The first factor " *Lovina As Recognized Tourism Destination Brand and Worth To Visit*" meanwhile there are three indicators that associated trough this factor, threre are indicator DBI3 (the must visited destnation), DBI5 (Top Rank Destination to be visit), DBI7 (Lovina as The most recognized brand). The value of each indicator are reflect to the name of Lovina is valued of their attribute or image. Meanwhile when asking dolphin watching the lovina beach is number one destntaion to be visit, its mean the dolphin as destination image is associated into their destination image and giving the direct or indirect toward guest decision to visit. The Tourism Destination Lovina are identify as marine and coastal tourism destination, its mean the main object of Lovina Beach are their marine attraction, beside the dolphin, Lovina beach also has the complete attribute destination in regard of 4A's destination attri*butes,* consist of attraction, amenities, accesibilities, ancillary service, the detail are the first attraction. The Lovina beach attraction has several tourist attractions such as dolphin watching tours, water tourism (snorkeling, diving, canoeing), then as a place to enjoy the sunset and sunrise in the same place. Amenities, there are several supporting facilities at tourist destinations on Lovina Beach such as hotels which are among the best in the Lovina beach area, the Booking.com version includes: The Lovina, New Sunari Lovina Beach Resort, Banyualit Spa and Resort, Puri Bagus Lovina. In addition, there are several restaurants and bars along Jalan Binaria to Lovina Beach. The existence of these amenities is one of the supports for tourism activities and is one of the factors influencing the brand image of Lovina Beach. Accessibility, located in a very strategic place and on the main Singaraja-Gilimanuk route, makes the tourist destination of Lovina Beach very easy to access and becomes one of the components in forming the image of Lovina Beach. Ancillary service, namely the availability of institutions into groups to influence tourism activities at Lovina Beach, namely the tourism awareness group "Pokdarwis Bahari" which provides dimensions in operational development at Lovina Beach tourist destinations, such as services at Lovina Beach tourist destinations that influence the dimensions of tourists related to Brand Image of Lovina Beach. The finding of the result is supported from any similiar reserach in reard of "The Influence of Brand on intention to visit tourist destination" [25][26][27][28].

The second factor "The value of Lovina brand Image has unique selling preposition as the competitiveness", there are threee indicator that could associate and create the factor, *the first* DBI1 (deciding to visit Lovina), the second DBI2 (The Lovina Beach Brand (name), he third DBI4 (Unique Selling Point). In the factors that are formed, the three indicators have an association to form a new factor which is named "Lovina Beach Has a Unique selling point. Based on the results of observations and interview results, the uniqueness of Lovina Beach is two activities that can be enjoyed together, namely seeing dolphins while watching the best sunrise in Bali at the same time. Apart from Lovina, there are dolphin viewing spots in Bali, such as the Dolphin Lodge in Serangan and the Wake Dolphin, Keramas, Gianyar, but these two places are dolphin breeding grounds. Only Lovina beach guarantees the presence of dolphins that can be seen freely in the wild or in their natural habitat. There are 3 (three) types of species identified during observations in Lovina Beach waters including Spinner dolphin (Stenella longirostris), Spotted dolphin (Stenella attenuata) and Bottlenose dolphin (Tursiop truncatus). Dolphin habits are often performing various kinds of movements and behavior related to his life. The frequent behavior carried out by dolphins in the waters of Lovina Beach is doing traveling or forming groups in activities searching for prey

and movement for migration. Another movement observed is aerials which are somersaults, twirls and turns before getting into the water. Other behaviors such as bowriding and feeding are also often seen during observation. Bowriding is the whim of swimming dolphins following the ship, while feeding is an activity that is carried out when looking for food. Feeding activities are usually characterized by schooling pelagic fish near dolphins. This is the main attraction for tourists to visit Lovina.However the result of this study is supported the study of "Unique Selling Proposition on The Destination Branding" [29] [30].

5. CONCLUSION

Brand on tourism destinations as a tool to increase the engagement between tourist destinations and the visitors. Brand image has 7 variable components, namely 1) deciding to visit due to the Lovina name (DBA1) , 2) The Lovina Beach Brand (name) (DBA2), 3) The Lovina Beach as the must visited place (DBA3), 4) the different characteristics from other similar tourist attractions (DBA4) , 5) the name Lovina Beach appears in the first rank, (DBA5) 6) The value of tourism attraction as dolphin watching spot, (DBA6) 7) The most recognized brand of tourist attraction in Buleleng Regency (DBA7) based on the analysis results obtained 2 factors that can explain 7 factors. The *first factor namely* as the Lovina as recognized tourism destination brand on intention to visit which associates 3 variables, namely DBA3 (the must visited destination), DBA5 (Top Rank Destination to be visited), DBA7 (Lovina as The most recognized brand). The *second factor* namely as The value of Lovina brand Image has unique selling preposition as the competitiveness which associates 3 variables, namely DBA1 (deciding to visit Lovina), DBA2 (The Lovina Beach Brand (name)), DBA4 (Unique Selling Points nt), where these two factors when added together are able to explain 74% of the variation in factor.

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