

INITIAL FACTOR (COMPONENTS) ANALYSIS

Factor Analysis 

Correlation Matrix

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support | X9 - Complaint Resolution |
|-----------------|----------------------------|----------------------|----------------------------|------------------------|---------------------------|
| Correlation | X6 - Product Quality | 1.000 | -.137 | .096 | .106 |
| | X7 - E-Commerce Activities | -.137 | 1.000 | .001 | .140 |
| | X8 - Technical Support | .096 | .001 | 1.000 | .097 |
| | X9 - Complaint Resolution | .106 | .140 | .097 | 1.000 |
| | X10 - Advertising | -.053 | .430 | -.063 | .197 |
| | X11 - Product Line | .477 | -.053 | .193 | .561 |
| | X12 - Salesforce Image | -.152 | .792 | .017 | .230 |
| | X13 - Competitive Pricing | -.401 | .229 | -.271 | -.128 |
| | X14 - Warranty & Claims | .088 | .052 | .797 | .140 |
| | X15 - New Products | .027 | -.027 | -.074 | .059 |
| | X16 - Order & Billing | .104 | .156 | .080 | .757 |
| | X17 - Price Flexibility | -.493 | .271 | -.186 | .395 |
| | X18 - Delivery Speed | .028 | .192 | .025 | .865 |
| Sig. (1-tailed) | X6 - Product Quality | | .087 | .172 | .146 |
| | X7 - E-Commerce Activities | .087 | | .497 | .082 |
| | X8 - Technical Support | .172 | .497 | | .169 |
| | X9 - Complaint Resolution | .146 | .082 | .169 | |
| | X10 - Advertising | .299 | .000 | .267 | .025 |
| | X11 - Product Line | .000 | .301 | .027 | .000 |
| | X12 - Salesforce Image | .066 | .000 | .433 | .011 |
| | X13 - Competitive Pricing | .000 | .011 | .003 | .102 |
| | X14 - Warranty & Claims | .191 | .304 | .000 | .082 |
| | X15 - New Products | .395 | .393 | .233 | .279 |
| | X16 - Order & Billing | .151 | .060 | .214 | .000 |
| | X17 - Price Flexibility | .000 | .003 | .032 | .000 |
| | X18 - Delivery Speed | .392 | .028 | .401 | .000 |

INITIAL FACTOR (COMPONENTS) ANALYSIS

Correlation Matrix

| | | X10 - Advertising | X11 - Product Line | X12 - Salesforce Image | X13 - Competitive Pricing |
|-----------------|----------------------------|-------------------|--------------------|------------------------|---------------------------|
| Correlation | X6 - Product Quality | -.053 | .477 | -.152 | -.401 |
| | X7 - E-Commerce Activities | .430 | -.053 | .792 | .229 |
| | X8 - Technical Support | -.063 | .193 | .017 | -.271 |
| | X9 - Complaint Resolution | .197 | .561 | .230 | -.128 |
| | X10 - Advertising | 1.000 | -.012 | .542 | .134 |
| | X11 - Product Line | -.012 | 1.000 | -.061 | -.495 |
| | X12 - Salesforce Image | .542 | -.061 | 1.000 | .265 |
| | X13 - Competitive Pricing | .134 | -.495 | .265 | 1.000 |
| | X14 - Warranty & Claims | .011 | .273 | .107 | -.245 |
| | X15 - New Products | .084 | .046 | .032 | .023 |
| | X16 - Order & Billing | .184 | .424 | .195 | -.115 |
| | X17 - Price Flexibility | .334 | -.378 | .352 | .471 |
| | X18 - Delivery Speed | .276 | .602 | .272 | -.073 |
| Sig. (1-tailed) | X6 - Product Quality | .299 | .000 | .066 | .000 |
| | X7 - E-Commerce Activities | .000 | .301 | .000 | .011 |
| | X8 - Technical Support | .267 | .027 | .433 | .003 |
| | X9 - Complaint Resolution | .025 | .000 | .011 | .102 |
| | X10 - Advertising | | .455 | .000 | .092 |
| | X11 - Product Line | .455 | | .272 | .000 |
| | X12 - Salesforce Image | .000 | .272 | | .004 |
| | X13 - Competitive Pricing | .092 | .000 | .004 | |
| | X14 - Warranty & Claims | .458 | .003 | .144 | .007 |
| | X15 - New Products | .203 | .324 | .377 | .410 |
| | X16 - Order & Billing | .033 | .000 | .026 | .128 |
| | X17 - Price Flexibility | .000 | .000 | .000 | .000 |
| | X18 - Delivery Speed | .003 | .000 | .003 | .236 |

INITIAL FACTOR (COMPONENTS) ANALYSIS

Correlation Matrix

| | | X14 - Warranty & Claims | X15 - New Products | X16 - Order & Billing | |
|---------------------------|-------------------------------|-------------------------------|-----------------------|--------------------------|------|
| Correlation | X6 - Product Quality | .088 | .027 | .104 | |
| | X7 - E-Commerce Activities | .052 | -.027 | .156 | |
| | X8 - Technical Support | .797 | -.074 | .080 | |
| | X9 - Complaint Resolution | .140 | .059 | .757 | |
| | X10 - Advertising | .011 | .084 | .184 | |
| | X11 - Product Line | .273 | .046 | .424 | |
| | X12 - Salesforce Image | .107 | .032 | .195 | |
| | X13 - Competitive Pricing | -.245 | .023 | -.115 | |
| | X14 - Warranty & Claims | 1.000 | .035 | .197 | |
| | X15 - New Products | .035 | 1.000 | .069 | |
| | X16 - Order & Billing | .197 | .069 | 1.000 | |
| | X17 - Price Flexibility | -.170 | .094 | .407 | |
| | X18 - Delivery Speed | .109 | .106 | .751 | |
| | Sig. (1-tailed) | X6 - Product Quality | .191 | .395 | .151 |
| | | X7 - E-Commerce Activities | .304 | .393 | .060 |
| | | X8 - Technical Support | .000 | .233 | .214 |
| | | X9 - Complaint Resolution | .082 | .279 | .000 |
| | | X10 - Advertising | .458 | .203 | .033 |
| X11 - Product Line | | .003 | .324 | .000 | |
| X12 - Salesforce Image | | .144 | .377 | .026 | |
| X13 - Competitive Pricing | | .007 | .410 | .128 | |
| X14 - Warranty & Claims | | | .364 | .025 | |
| X15 - New Products | | .364 | | .249 | |
| X16 - Order & Billing | | .025 | .249 | | |
| X17 - Price Flexibility | | .045 | .176 | .000 | |
| X18 - Delivery Speed | | .139 | .148 | .000 | |

INITIAL FACTOR (COMPONENTS) ANALYSIS

Correlation Matrix

| | | X17 - Price Flexibility | X18 - Delivery Speed |
|----------------------------|----------------------------|-------------------------|----------------------|
| Correlation | X6 - Product Quality | -.493 | .028 |
| | X7 - E-Commerce Activities | .271 | .192 |
| | X8 - Technical Support | -.186 | .025 |
| | X9 - Complaint Resolution | .395 | .865 |
| | X10 - Advertising | .334 | .276 |
| | X11 - Product Line | -.378 | .602 |
| | X12 - Salesforce Image | .352 | .272 |
| | X13 - Competitive Pricing | .471 | -.073 |
| | X14 - Warranty & Claims | -.170 | .109 |
| | X15 - New Products | .094 | .106 |
| | X16 - Order & Billing | .407 | .751 |
| | X17 - Price Flexibility | 1.000 | .497 |
| | X18 - Delivery Speed | .497 | 1.000 |
| | Sig. (1-tailed) | X6 - Product Quality | .000 |
| X7 - E-Commerce Activities | | .003 | .028 |
| X8 - Technical Support | | .032 | .401 |
| X9 - Complaint Resolution | | .000 | .000 |
| X10 - Advertising | | .000 | .003 |
| X11 - Product Line | | .000 | .000 |
| X12 - Salesforce Image | | .000 | .003 |
| X13 - Competitive Pricing | | .000 | .236 |
| X14 - Warranty & Claims | | .045 | .139 |
| X15 - New Products | | .176 | .148 |
| X16 - Order & Billing | | .000 | .000 |
| X17 - Price Flexibility | | | .000 |
| X18 - Delivery Speed | | .000 | |

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .609 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 948.983 |
| | df | 78 |
| | Sig. | .000 |

INITIAL FACTOR (COMPONENTS) ANALYSIS

Anti-image Matrices

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support | |
|---------------------------|----------------------------|----------------------------|----------------------------|------------------------|-------------------|
| Anti-image Covariance | X6 - Product Quality | .598 | .017 | -.022 | |
| | X7 - E-Commerce Activities | .017 | .354 | -.020 | |
| | X8 - Technical Support | -.022 | -.020 | .328 | |
| | X9 - Complaint Resolution | -.029 | .032 | -.039 | |
| | X10 - Advertising | -.076 | .001 | .022 | |
| | X11 - Product Line | -.003 | -.015 | .006 | |
| | X12 - Salesforce Image | -.003 | -.227 | .023 | |
| | X13 - Competitive Pricing | .032 | -.008 | .055 | |
| | X14 - Warranty & Claims | .053 | .030 | -.251 | |
| | X15 - New Products | -.057 | .052 | .079 | |
| | X16 - Order & Billing | -.086 | -.037 | .054 | |
| | X17 - Price Flexibility | .018 | -.014 | .003 | |
| | X18 - Delivery Speed | .002 | .012 | -.002 | |
| | Anti-image Correlation | X6 - Product Quality | .873 ^a | .038 | -.049 |
| | | X7 - E-Commerce Activities | .038 | .620 ^a | -.060 |
| | | X8 - Technical Support | -.049 | -.060 | .527 ^a |
| | | X9 - Complaint Resolution | -.082 | .117 | -.150 |
| | | X10 - Advertising | -.122 | .002 | .049 |
| X11 - Product Line | | -.023 | -.157 | .067 | |
| X12 - Salesforce Image | | -.006 | -.729 | .077 | |
| X13 - Competitive Pricing | | .054 | -.018 | .125 | |
| X14 - Warranty & Claims | | .124 | .091 | -.792 | |
| X15 - New Products | | -.076 | .091 | .143 | |
| X16 - Order & Billing | | -.189 | -.105 | .160 | |
| X17 - Price Flexibility | | .135 | -.134 | .031 | |
| X18 - Delivery Speed | | .013 | .136 | -.028 | |

INITIAL FACTOR (COMPONENTS) ANALYSIS

Anti-image Matrices

| | | X9 - Complaint Resolution | X10 - Advertising | X11 - Product Line | X12 - Salesforce Image |
|-------------------------------|-------------------------------|---------------------------------|----------------------|-----------------------|------------------------------|
| Anti-image Covariance | X6 - Product Quality | -.029 | -.076 | -.003 | -.003 |
| | X7 - E-Commerce Activities | .032 | .001 | -.015 | -.227 |
| | X8 - Technical Support | -.039 | .022 | .006 | .023 |
| | X9 - Complaint Resolution | .207 | .033 | -.011 | -.037 |
| | X10 - Advertising | .033 | .646 | -.013 | -.140 |
| | X11 - Product Line | -.011 | -.013 | .026 | .023 |
| | X12 - Salesforce Image | -.037 | -.140 | .023 | .274 |
| | X13 - Competitive Pricing | .017 | .055 | -.011 | -.055 |
| | X14 - Warranty & Claims | .031 | -.009 | -.009 | -.050 |
| | X15 - New Products | .027 | -.020 | -.018 | -.027 |
| | X16 - Order & Billing | -.083 | .021 | .004 | .031 |
| | X17 - Price Flexibility | -.011 | -.021 | .027 | .022 |
| | X18 - Delivery Speed | -.006 | .008 | -.023 | -.020 |
| | Anti-image Correlation | X6 - Product Quality | -.082 | -.122 | -.023 |
| X7 - E-Commerce Activities | | .117 | .002 | -.157 | -.729 |
| X8 - Technical Support | | -.150 | .049 | .067 | .077 |
| X9 - Complaint Resolution | | .890 ^a | .092 | -.152 | -.154 |
| X10 - Advertising | | .092 | .807 ^a | -.101 | -.333 |
| X11 - Product Line | | -.152 | -.101 | .448 ^a | .273 |
| X12 - Salesforce Image | | -.154 | -.333 | .273 | .586 ^a |
| X13 - Competitive Pricing | | .049 | .090 | -.088 | -.138 |
| X14 - Warranty & Claims | | .123 | -.020 | -.103 | -.172 |
| X15 - New Products | | .061 | -.026 | -.118 | -.054 |
| X16 - Order & Billing | | -.312 | .044 | .044 | .100 |
| X17 - Price Flexibility | | -.143 | -.151 | .953 | .241 |
| X18 - Delivery Speed | | -.081 | .064 | -.941 | -.254 |

INITIAL FACTOR (COMPONENTS) ANALYSIS

Anti-image Matrices

| | | X13 - Competitive Pricing | X14 - Warranty & Claims | X15 - New Products | X16 - Order & Billing |
|-------------------------------|-------------------------------|---------------------------------|-------------------------------|-----------------------|--------------------------|
| Anti-image Covariance | X6 - Product Quality | .032 | .053 | -.057 | -.086 |
| | X7 - E-Commerce Activities | -.008 | .030 | .052 | -.037 |
| | X8 - Technical Support | .055 | -.251 | .079 | .054 |
| | X9 - Complaint Resolution | .017 | .031 | .027 | -.083 |
| | X10 - Advertising | .055 | -.009 | -.020 | .021 |
| | X11 - Product Line | -.011 | -.009 | -.018 | .004 |
| | X12 - Salesforce Image | -.055 | -.050 | -.027 | .031 |
| | X13 - Competitive Pricing | .584 | -.008 | .011 | .048 |
| | X14 - Warranty & Claims | -.008 | .306 | -.074 | -.081 |
| | X15 - New Products | .011 | -.074 | .930 | .018 |
| | X16 - Order & Billing | .048 | -.081 | .018 | .344 |
| | X17 - Price Flexibility | -.028 | -.003 | -.023 | -.004 |
| | X18 - Delivery Speed | .015 | .006 | .013 | -.010 |
| | Anti-image Correlation | X6 - Product Quality | .054 | .124 | -.076 |
| X7 - E-Commerce Activities | | -.018 | .091 | .091 | -.105 |
| X8 - Technical Support | | .125 | -.792 | .143 | .160 |
| X9 - Complaint Resolution | | .049 | .123 | .061 | -.312 |
| X10 - Advertising | | .090 | -.020 | -.026 | .044 |
| X11 - Product Line | | -.088 | -.103 | -.118 | .044 |
| X12 - Salesforce Image | | -.138 | -.172 | -.054 | .100 |
| X13 - Competitive Pricing | | .879 ^a | -.019 | .015 | .106 |
| X14 - Warranty & Claims | | -.019 | .529 ^a | -.138 | -.250 |
| X15 - New Products | | .015 | -.138 | .314 ^a | .031 |
| X16 - Order & Billing | | .106 | -.250 | .031 | .859 ^a |
| X17 - Price Flexibility | | -.212 | -.029 | -.137 | -.037 |
| X18 - Delivery Speed | | .126 | .070 | .090 | -.109 |

INITIAL FACTOR (COMPONENTS) ANALYSIS

Anti-image Matrices

| | | X17 - Price Flexibility | X18 - Delivery Speed |
|----------------------------|----------------------------|-------------------------|----------------------|
| Anti-image Covariance | X6 - Product Quality | .018 | .002 |
| | X7 - E-Commerce Activities | -.014 | .012 |
| | X8 - Technical Support | .003 | -.002 |
| | X9 - Complaint Resolution | -.011 | -.006 |
| | X10 - Advertising | -.021 | .008 |
| | X11 - Product Line | .027 | -.023 |
| | X12 - Salesforce Image | .022 | -.020 |
| | X13 - Competitive Pricing | -.028 | .015 |
| | X14 - Warranty & Claims | -.003 | .006 |
| | X15 - New Products | -.023 | .013 |
| | X16 - Order & Billing | -.004 | -.010 |
| | X17 - Price Flexibility | .030 | -.024 |
| | X18 - Delivery Speed | -.024 | .023 |
| | Anti-image Correlation | X6 - Product Quality | .135 |
| X7 - E-Commerce Activities | | -.134 | .136 |
| X8 - Technical Support | | .031 | -.028 |
| X9 - Complaint Resolution | | -.143 | -.081 |
| X10 - Advertising | | -.151 | .064 |
| X11 - Product Line | | .953 | -.941 |
| X12 - Salesforce Image | | .241 | -.254 |
| X13 - Competitive Pricing | | -.212 | .126 |
| X14 - Warranty & Claims | | -.029 | .070 |
| X15 - New Products | | -.137 | .090 |
| X16 - Order & Billing | | -.037 | -.109 |
| X17 - Price Flexibility | | .442 ^a | -.922 |
| X18 - Delivery Speed | | -.922 | .533 ^a |

a. Measures of Sampling Adequacy(MSA)

INITIAL FACTOR (COMPONENTS) ANALYSIS

Communalities

| | Initial | Extraction |
|----------------------------|---------|------------|
| X6 - Product Quality | 1.000 | .684 |
| X7 - E-Commerce Activities | 1.000 | .798 |
| X8 - Technical Support | 1.000 | .893 |
| X9 - Complaint Resolution | 1.000 | .882 |
| X10 - Advertising | 1.000 | .575 |
| X11 - Product Line | 1.000 | .842 |
| X12 - Salesforce Image | 1.000 | .861 |
| X13 - Competitive Pricing | 1.000 | .592 |
| X14 - Warranty & Claims | 1.000 | .900 |
| X15 - New Products | 1.000 | .978 |
| X16 - Order & Billing | 1.000 | .773 |
| X17 - Price Flexibility | 1.000 | .892 |
| X18 - Delivery Speed | 1.000 | .925 |

Extraction Method: Principal Component Analysis.

Total Variance Explained

| Component | Initial Eigenvalues | | |
|-----------|---------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % |
| 1 | 3.567 | 27.439 | 27.439 |
| 2 | 2.998 | 23.059 | 50.498 |
| 3 | 1.738 | 13.370 | 63.868 |
| 4 | 1.287 | 9.902 | 73.769 |
| 5 | 1.005 | 7.733 | 81.502 |
| 6 | .619 | 4.759 | 86.261 |
| 7 | .551 | 4.242 | 90.502 |
| 8 | .447 | 3.438 | 93.941 |
| 9 | .281 | 2.160 | 96.100 |
| 10 | .201 | 1.544 | 97.644 |
| 11 | .166 | 1.278 | 98.923 |
| 12 | .131 | 1.008 | 99.931 |
| 13 | .009 | .069 | 100.000 |

Extraction Method: Principal Component Analysis.

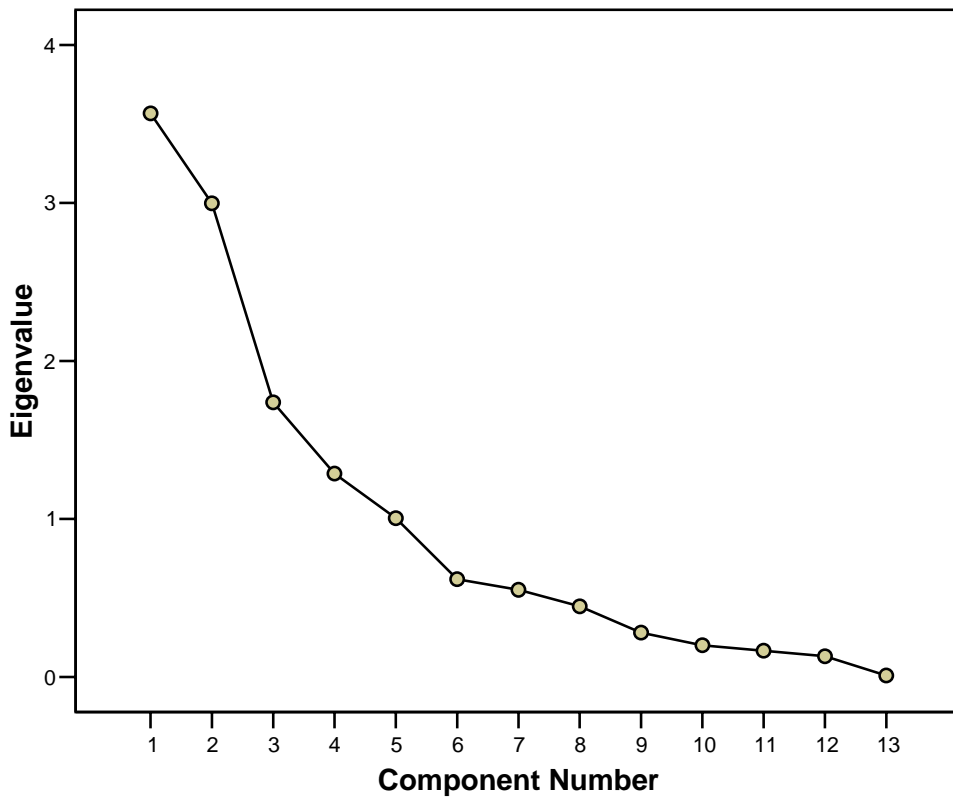
INITIAL FACTOR (COMPONENTS) ANALYSIS

Total Variance Explained

| Component | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|-----------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.567 | 27.439 | 27.439 | 3.135 | 24.112 | 24.112 |
| 2 | 2.998 | 23.059 | 50.498 | 2.307 | 17.744 | 41.857 |
| 3 | 1.738 | 13.370 | 63.868 | 2.262 | 17.399 | 59.256 |
| 4 | 1.287 | 9.902 | 73.769 | 1.864 | 14.336 | 73.591 |
| 5 | 1.005 | 7.733 | 81.502 | 1.028 | 7.911 | 81.502 |
| 6 | | | | | | |
| 7 | | | | | | |
| 8 | | | | | | |
| 9 | | | | | | |
| 10 | | | | | | |
| 11 | | | | | | |
| 12 | | | | | | |
| 13 | | | | | | |

Extraction Method: Principal Component Analysis.

Scree Plot



INITIAL FACTOR (COMPONENTS) ANALYSIS

Component Matrix^a

| | Component | | | | |
|----------------------------|-----------|-------|------|-------|------|
| | 1 | 2 | 3 | 4 | 5 |
| X18 - Delivery Speed | .904 | | | | |
| X9 - Complaint Resolution | .863 | | | | |
| X16 - Order & Billing | .813 | | | | |
| X12 - Salesforce Image | .550 | -.472 | .473 | | |
| X10 - Advertising | .482 | | | | |
| X13 - Competitive Pricing | | -.748 | | | |
| X11 - Product Line | .477 | .731 | | | |
| X17 - Price Flexibility | .526 | -.650 | | | |
| X6 - Product Quality | | .627 | | .534 | |
| X8 - Technical Support | | .474 | .692 | -.414 | |
| X14 - Warranty & Claims | | .464 | .689 | | |
| X7 - E-Commerce Activities | .461 | -.448 | .473 | | |
| X15 - New Products | | | | | .973 |

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

Rotated Component Matrix^a

| | Component | | | | |
|----------------------------|-----------|-------|------|------|------|
| | 1 | 2 | 3 | 4 | 5 |
| X18 - Delivery Speed | .945 | | | | |
| X9 - Complaint Resolution | .928 | | | | |
| X16 - Order & Billing | .869 | | | | |
| X6 - Product Quality | | .823 | | | |
| X17 - Price Flexibility | .490 | -.758 | | | |
| X11 - Product Line | .559 | .714 | | | |
| X13 - Competitive Pricing | | -.688 | | | |
| X12 - Salesforce Image | | | .902 | | |
| X7 - E-Commerce Activities | | | .879 | | |
| X10 - Advertising | | | .722 | | |
| X8 - Technical Support | | | | .936 | |
| X14 - Warranty & Claims | | | | .932 | |
| X15 - New Products | | | | | .987 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

INITIAL FACTOR (COMPONENTS) ANALYSIS

Component Transformation Matrix

| Component | 1 | 2 | 3 | 4 | 5 |
|-----------|-------|-------|-------|-------|-------|
| 1 | .868 | -.014 | .473 | .135 | .072 |
| 2 | .195 | .772 | -.449 | .405 | -.018 |
| 3 | -.390 | .001 | .517 | .754 | -.111 |
| 4 | -.217 | .636 | .555 | -.491 | .014 |
| 5 | -.101 | .006 | .008 | .089 | .991 |

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Factor Analysis

Correlation Matrix

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support | X9 - Complaint Resolution |
|----------------------------|----------------------------|----------------------|----------------------------|------------------------|---------------------------|
| Correlation | X6 - Product Quality | 1.000 | -.137 | .096 | .106 |
| | X7 - E-Commerce Activities | -.137 | 1.000 | .001 | .140 |
| | X8 - Technical Support | .096 | .001 | 1.000 | .097 |
| | X9 - Complaint Resolution | .106 | .140 | .097 | 1.000 |
| | X10 - Advertising | -.053 | .430 | -.063 | .197 |
| | X11 - Product Line | .477 | -.053 | .193 | .561 |
| | X12 - Salesforce Image | -.152 | .792 | .017 | .230 |
| | X13 - Competitive Pricing | -.401 | .229 | -.271 | -.128 |
| | X14 - Warranty & Claims | .088 | .052 | .797 | .140 |
| | X16 - Order & Billing | .104 | .156 | .080 | .757 |
| | X17 - Price Flexibility | -.493 | .271 | -.186 | .395 |
| | X18 - Delivery Speed | .028 | .192 | .025 | .865 |
| | Sig. (1-tailed) | X6 - Product Quality | | .087 | .172 |
| X7 - E-Commerce Activities | | .087 | | .497 | .082 |
| X8 - Technical Support | | .172 | .497 | | .169 |
| X9 - Complaint Resolution | | .146 | .082 | .169 | |
| X10 - Advertising | | .299 | .000 | .267 | .025 |
| X11 - Product Line | | .000 | .301 | .027 | .000 |
| X12 - Salesforce Image | | .066 | .000 | .433 | .011 |
| X13 - Competitive Pricing | | .000 | .011 | .003 | .102 |
| X14 - Warranty & Claims | | .191 | .304 | .000 | .082 |
| X16 - Order & Billing | | .151 | .060 | .214 | .000 |
| X17 - Price Flexibility | | .000 | .003 | .032 | .000 |
| X18 - Delivery Speed | | .392 | .028 | .401 | .000 |

COMPONENTS ANALYSIS -- DELETE X15

Correlation Matrix

| | | X10 - Advertising | X11 - Product Line | X12 - Salesforce Image | X13 - Competitive Pricing |
|-------------------------------|-------------------------------|----------------------|-----------------------|------------------------------|---------------------------------|
| Correlation | X6 - Product Quality | -.053 | .477 | -.152 | -.401 |
| | X7 - E-Commerce Activities | .430 | -.053 | .792 | .229 |
| | X8 - Technical Support | -.063 | .193 | .017 | -.271 |
| | X9 - Complaint Resolution | .197 | .561 | .230 | -.128 |
| | X10 - Advertising | 1.000 | -.012 | .542 | .134 |
| | X11 - Product Line | -.012 | 1.000 | -.061 | -.495 |
| | X12 - Salesforce Image | .542 | -.061 | 1.000 | .265 |
| | X13 - Competitive Pricing | .134 | -.495 | .265 | 1.000 |
| | X14 - Warranty & Claims | .011 | .273 | .107 | -.245 |
| | X16 - Order & Billing | .184 | .424 | .195 | -.115 |
| | X17 - Price Flexibility | .334 | -.378 | .352 | .471 |
| | X18 - Delivery Speed | .276 | .602 | .272 | -.073 |
| | Sig. (1-tailed) | X6 - Product Quality | .299 | .000 | .066 |
| X7 - E-Commerce Activities | | .000 | .301 | .000 | .011 |
| X8 - Technical Support | | .267 | .027 | .433 | .003 |
| X9 - Complaint Resolution | | .025 | .000 | .011 | .102 |
| X10 - Advertising | | | .455 | .000 | .092 |
| X11 - Product Line | | .455 | | .272 | .000 |
| X12 - Salesforce Image | | .000 | .272 | | .004 |
| X13 - Competitive Pricing | | .092 | .000 | .004 | |
| X14 - Warranty & Claims | | .458 | .003 | .144 | .007 |
| X16 - Order & Billing | | .033 | .000 | .026 | .128 |
| X17 - Price Flexibility | | .000 | .000 | .000 | .000 |
| X18 - Delivery Speed | | .003 | .000 | .003 | .236 |

COMPONENTS ANALYSIS -- DELETE X15

Correlation Matrix

| | | X14 - Warranty & Claims | X16 - Order & Billing | X17 - Price Flexibility | X18 - Delivery Speed | |
|------------------------------|-------------------------------|-------------------------------|--------------------------|----------------------------|-------------------------|------|
| Correlation | X6 - Product Quality | .088 | .104 | -.493 | .028 | |
| | X7 - E-Commerce Activities | .052 | .156 | .271 | .192 | |
| | X8 - Technical Support | .797 | .080 | -.186 | .025 | |
| | X9 - Complaint Resolution | .140 | .757 | .395 | .865 | |
| | X10 - Advertising | .011 | .184 | .334 | .276 | |
| | X11 - Product Line | .273 | .424 | -.378 | .602 | |
| | X12 - Salesforce Image | .107 | .195 | .352 | .272 | |
| | X13 - Competitive Pricing | -.245 | -.115 | .471 | -.073 | |
| | X14 - Warranty & Claims | 1.000 | .197 | -.170 | .109 | |
| | X16 - Order & Billing | .197 | 1.000 | .407 | .751 | |
| | X17 - Price Flexibility | -.170 | .407 | 1.000 | .497 | |
| | X18 - Delivery Speed | .109 | .751 | .497 | 1.000 | |
| | Sig. (1-tailed) | X6 - Product Quality | .191 | .151 | .000 | .392 |
| | | X7 - E-Commerce Activities | .304 | .060 | .003 | .028 |
| X8 - Technical Support | | .000 | .214 | .032 | .401 | |
| X9 - Complaint Resolution | | .082 | .000 | .000 | .000 | |
| X10 - Advertising | | .458 | .033 | .000 | .003 | |
| X11 - Product Line | | .003 | .000 | .000 | .000 | |
| X12 - Salesforce Image | | .144 | .026 | .000 | .003 | |
| X13 - Competitive Pricing | | .007 | .128 | .000 | .236 | |
| X14 - Warranty & Claims | | | .025 | .045 | .139 | |
| X16 - Order & Billing | | .025 | | .000 | .000 | |
| X17 - Price Flexibility | | .045 | .000 | | .000 | |
| X18 - Delivery Speed | | .139 | .000 | .000 | | |

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .612 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 945.505 |
| | df | 66 |
| | Sig. | .000 |

COMPONENTS ANALYSIS -- DELETE X15

Anti-image Matrices

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support | |
|---------------------------|----------------------------|----------------------------|----------------------------|------------------------|-------|
| Anti-image Covariance | X6 - Product Quality | .602 | .021 | -.017 | |
| | X7 - E-Commerce Activities | .021 | .357 | -.026 | |
| | X8 - Technical Support | -.017 | -.026 | .335 | |
| | X9 - Complaint Resolution | -.028 | .031 | -.042 | |
| | X10 - Advertising | -.078 | .002 | .025 | |
| | X11 - Product Line | -.004 | -.014 | .008 | |
| | X12 - Salesforce Image | -.004 | -.228 | .026 | |
| | X13 - Competitive Pricing | .033 | -.009 | .055 | |
| | X14 - Warranty & Claims | .050 | .035 | -.255 | |
| | X16 - Order & Billing | -.085 | -.038 | .054 | |
| | X17 - Price Flexibility | .017 | -.013 | .005 | |
| | X18 - Delivery Speed | .002 | .012 | -.004 | |
| | Anti-image Correlation | X6 - Product Quality | .884 ^a | .045 | -.038 |
| | | X7 - E-Commerce Activities | .045 | .624 ^a | -.074 |
| X8 - Technical Support | | -.038 | -.074 | .531 ^a | |
| X9 - Complaint Resolution | | -.078 | .113 | -.161 | |
| X10 - Advertising | | -.125 | .004 | .053 | |
| X11 - Product Line | | -.032 | -.148 | .085 | |
| X12 - Salesforce Image | | -.010 | -.728 | .086 | |
| X13 - Competitive Pricing | | .056 | -.019 | .124 | |
| X14 - Warranty & Claims | | .115 | .105 | -.788 | |
| X16 - Order & Billing | | -.187 | -.108 | .158 | |
| X17 - Price Flexibility | | .126 | -.123 | .052 | |
| X18 - Delivery Speed | | .020 | .129 | -.041 | |

COMPONENTS ANALYSIS -- DELETE X15

Anti-image Matrices

| | | X9 - Complaint Resolution | X10 - Advertising | X11 - Product Line | X12 - Salesforce Image |
|-------------------------------|-------------------------------|---------------------------------|----------------------|-----------------------|------------------------------|
| Anti-image Covariance | X6 - Product Quality | -.028 | -.078 | -.004 | -.004 |
| | X7 - E-Commerce Activities | .031 | .002 | -.014 | -.228 |
| | X8 - Technical Support | -.042 | .025 | .008 | .026 |
| | X9 - Complaint Resolution | .207 | .034 | -.011 | -.036 |
| | X10 - Advertising | .034 | .647 | -.014 | -.141 |
| | X11 - Product Line | -.011 | -.014 | .027 | .023 |
| | X12 - Salesforce Image | -.036 | -.141 | .023 | .275 |
| | X13 - Competitive Pricing | .017 | .056 | -.011 | -.055 |
| | X14 - Warranty & Claims | .034 | -.011 | -.011 | -.053 |
| | X16 - Order & Billing | -.084 | .021 | .005 | .031 |
| | X17 - Price Flexibility | -.011 | -.022 | .027 | .022 |
| | X18 - Delivery Speed | -.006 | .008 | -.023 | -.020 |
| | Anti-image Correlation | X6 - Product Quality | -.078 | -.125 | -.032 |
| X7 - E-Commerce Activities | | .113 | .004 | -.148 | -.728 |
| X8 - Technical Support | | -.161 | .053 | .085 | .086 |
| X9 - Complaint Resolution | | .890 ^a | .093 | -.146 | -.152 |
| X10 - Advertising | | .093 | .801 ^a | -.105 | -.335 |
| X11 - Product Line | | -.146 | -.105 | .449 ^a | .269 |
| X12 - Salesforce Image | | -.152 | -.335 | .269 | .587 ^a |
| X13 - Competitive Pricing | | .048 | .091 | -.086 | -.137 |
| X14 - Warranty & Claims | | .133 | -.024 | -.121 | -.181 |
| X16 - Order & Billing | | -.315 | .045 | .048 | .102 |
| X17 - Price Flexibility | | -.136 | -.156 | .952 | .236 |
| X18 - Delivery Speed | | -.087 | .067 | -.941 | -.251 |

COMPONENTS ANALYSIS -- DELETE X15

Anti-image Matrices

| | | X13 - Competitive Pricing | X14 - Warranty & Claims | X16 - Order & Billing |
|-------------------------------|-------------------------------|---------------------------------|-------------------------------|--------------------------|
| Anti-image Covariance | X6 - Product Quality | .033 | .050 | -.085 |
| | X7 - E-Commerce Activities | -.009 | .035 | -.038 |
| | X8 - Technical Support | .055 | -.255 | .054 |
| | X9 - Complaint Resolution | .017 | .034 | -.084 |
| | X10 - Advertising | .056 | -.011 | .021 |
| | X11 - Product Line | -.011 | -.011 | .005 |
| | X12 - Salesforce Image | -.055 | -.053 | .031 |
| | X13 - Competitive Pricing | .584 | -.007 | .047 |
| | X14 - Warranty & Claims | -.007 | .312 | -.081 |
| | X16 - Order & Billing | .047 | -.081 | .344 |
| | X17 - Price Flexibility | -.028 | -.005 | -.003 |
| | X18 - Delivery Speed | .015 | .007 | -.010 |
| | Anti-image Correlation | X6 - Product Quality | .056 | .115 |
| X7 - E-Commerce Activities | | -.019 | .105 | -.108 |
| X8 - Technical Support | | .124 | -.788 | .158 |
| X9 - Complaint Resolution | | .048 | .133 | -.315 |
| X10 - Advertising | | .091 | -.024 | .045 |
| X11 - Product Line | | -.086 | -.121 | .048 |
| X12 - Salesforce Image | | -.137 | -.181 | .102 |
| X13 - Competitive Pricing | | .880 ^a | -.017 | .106 |
| X14 - Warranty & Claims | | -.017 | .533 ^a | -.248 |
| X16 - Order & Billing | | .106 | -.248 | .858 ^a |
| X17 - Price Flexibility | | -.212 | -.049 | -.033 |
| X18 - Delivery Speed | | .126 | .084 | -.112 |

COMPONENTS ANALYSIS -- DELETE X15

Anti-image Matrices

| | | X17 - Price Flexibility | X18 - Delivery Speed |
|----------------------------|----------------------------|-------------------------|----------------------|
| Anti-image Covariance | X6 - Product Quality | .017 | .002 |
| | X7 - E-Commerce Activities | -.013 | .012 |
| | X8 - Technical Support | .005 | -.004 |
| | X9 - Complaint Resolution | -.011 | -.006 |
| | X10 - Advertising | -.022 | .008 |
| | X11 - Product Line | .027 | -.023 |
| | X12 - Salesforce Image | .022 | -.020 |
| | X13 - Competitive Pricing | -.028 | .015 |
| | X14 - Warranty & Claims | -.005 | .007 |
| | X16 - Order & Billing | -.003 | -.010 |
| | X17 - Price Flexibility | .031 | -.024 |
| | X18 - Delivery Speed | -.024 | .023 |
| | Anti-image Correlation | X6 - Product Quality | .126 |
| X7 - E-Commerce Activities | | -.123 | .129 |
| X8 - Technical Support | | .052 | -.041 |
| X9 - Complaint Resolution | | -.136 | -.087 |
| X10 - Advertising | | -.156 | .067 |
| X11 - Product Line | | .952 | -.941 |
| X12 - Salesforce Image | | .236 | -.251 |
| X13 - Competitive Pricing | | -.212 | .126 |
| X14 - Warranty & Claims | | -.049 | .084 |
| X16 - Order & Billing | | -.033 | -.112 |
| X17 - Price Flexibility | | .444 ^a | -.922 |
| X18 - Delivery Speed | | -.922 | .533 ^a |

a. Measures of Sampling Adequacy(MSA)

Communalities

| | Initial | Extraction |
|----------------------------|---------|------------|
| X6 - Product Quality | 1.000 | .681 |
| X7 - E-Commerce Activities | 1.000 | .787 |
| X8 - Technical Support | 1.000 | .891 |
| X9 - Complaint Resolution | 1.000 | .879 |
| X10 - Advertising | 1.000 | .559 |
| X11 - Product Line | 1.000 | .841 |
| X12 - Salesforce Image | 1.000 | .861 |
| X13 - Competitive Pricing | 1.000 | .591 |
| X14 - Warranty & Claims | 1.000 | .893 |
| X16 - Order & Billing | 1.000 | .773 |
| X17 - Price Flexibility | 1.000 | .891 |
| X18 - Delivery Speed | 1.000 | .925 |

Extraction Method: Principal Component Analysis.

COMPONENTS ANALYSIS -- DELETE X15

Total Variance Explained

| Component | Initial Eigenvalues | | |
|-----------|---------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % |
| 1 | 3.556 | 29.633 | 29.633 |
| 2 | 2.997 | 24.978 | 54.611 |
| 3 | 1.731 | 14.427 | 69.039 |
| 4 | 1.287 | 10.726 | 79.765 |
| 5 | .628 | 5.231 | 84.996 |
| 6 | .556 | 4.633 | 89.630 |
| 7 | .448 | 3.734 | 93.364 |
| 8 | .281 | 2.345 | 95.708 |
| 9 | .204 | 1.696 | 97.405 |
| 10 | .171 | 1.427 | 98.832 |
| 11 | .131 | 1.092 | 99.924 |
| 12 | .009 | .076 | 100.000 |

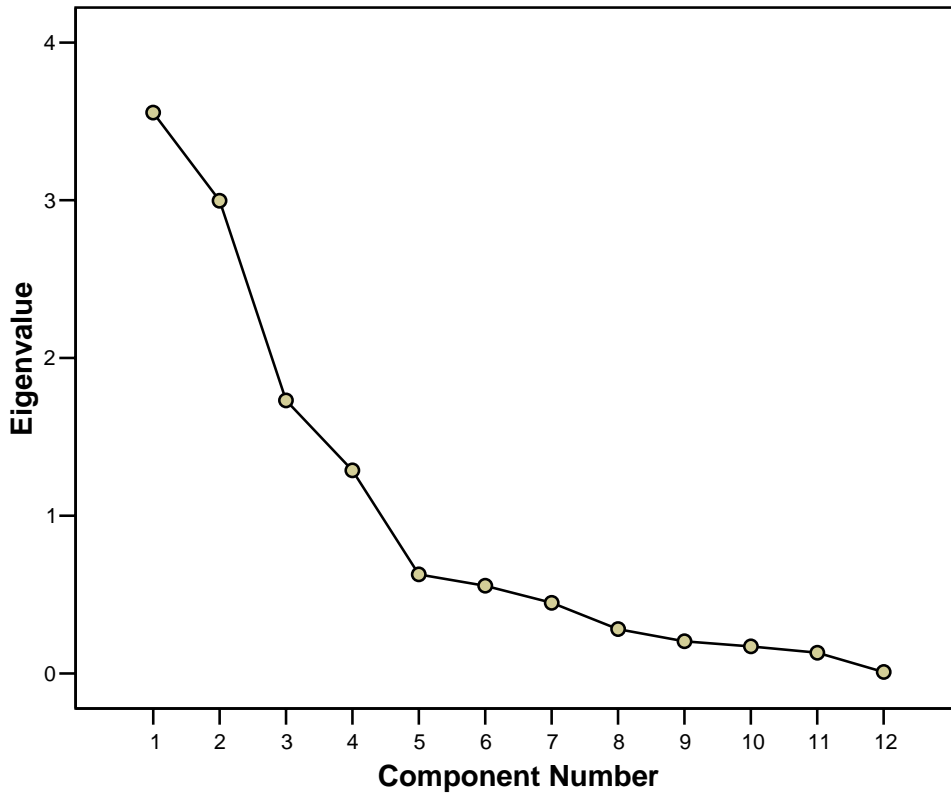
Extraction Method: Principal Component Analysis.

Total Variance Explained

| Component | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|-----------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.556 | 29.633 | 29.633 | 3.133 | 26.110 | 26.110 |
| 2 | 2.997 | 24.978 | 54.611 | 2.305 | 19.205 | 45.316 |
| 3 | 1.731 | 14.427 | 69.039 | 2.266 | 18.886 | 64.202 |
| 4 | 1.287 | 10.726 | 79.765 | 1.868 | 15.563 | 79.765 |
| 5 | | | | | | |
| 6 | | | | | | |
| 7 | | | | | | |
| 8 | | | | | | |
| 9 | | | | | | |
| 10 | | | | | | |
| 11 | | | | | | |
| 12 | | | | | | |

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix^a

| | Component | | | |
|----------------------------|-----------|-------|------|-------|
| | 1 | 2 | 3 | 4 |
| X18 - Delivery Speed | .904 | | | |
| X9 - Complaint Resolution | .865 | | | |
| X16 - Order & Billing | .814 | | | |
| X12 - Salesforce Image | .550 | -.475 | .470 | |
| X10 - Advertising | .480 | | | |
| X13 - Competitive Pricing | | -.748 | | |
| X11 - Product Line | .479 | .729 | | |
| X17 - Price Flexibility | .523 | -.651 | | |
| X6 - Product Quality | | .627 | | .533 |
| X14 - Warranty & Claims | | .463 | .695 | |
| X8 - Technical Support | | .473 | .690 | -.415 |
| X7 - E-Commerce Activities | .464 | -.451 | .466 | |

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

COMPONENTS ANALYSIS -- DELETE X15

Rotated Component Matrix^a

| | Component | | | |
|----------------------------|-----------|-------|------|------|
| | 1 | 2 | 3 | 4 |
| X18 - Delivery Speed | .946 | | | |
| X9 - Complaint Resolution | .926 | | | |
| X16 - Order & Billing | .868 | | | |
| X6 - Product Quality | | .823 | | |
| X17 - Price Flexibility | .495 | -.757 | | |
| X11 - Product Line | .557 | .715 | | |
| X13 - Competitive Pricing | | -.688 | | |
| X12 - Salesforce Image | | | .903 | |
| X7 - E-Commerce Activities | | | .879 | |
| X10 - Advertising | | | .723 | |
| X8 - Technical Support | | | | .938 |
| X14 - Warranty & Claims | | | | .930 |

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 5 iterations.

Component Transformation Matrix

| Component | 1 | 2 | 3 | 4 |
|-----------|-------|-------|-------|-------|
| 1 | .869 | -.010 | .476 | .139 |
| 2 | .191 | .771 | -.452 | .405 |
| 3 | -.402 | .002 | .513 | .758 |
| 4 | -.217 | .636 | .553 | -.491 |

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

Factor Analysis

Correlation Matrix

| | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support | X9 - Complaint Resolution |
|----------------------------|----------------------|----------------------------|------------------------|---------------------------|
| Correlation | | | | |
| X6 - Product Quality | 1.000 | -.137 | .096 | .106 |
| X7 - E-Commerce Activities | -.137 | 1.000 | .001 | .140 |
| X8 - Technical Support | .096 | .001 | 1.000 | .097 |
| X9 - Complaint Resolution | .106 | .140 | .097 | 1.000 |
| X10 - Advertising | -.053 | .430 | -.063 | .197 |
| X11 - Product Line | .477 | -.053 | .193 | .561 |
| X12 - Salesforce Image | -.152 | .792 | .017 | .230 |
| X13 - Competitive Pricing | -.401 | .229 | -.271 | -.128 |
| X14 - Warranty & Claims | .088 | .052 | .797 | .140 |
| X16 - Order & Billing | .104 | .156 | .080 | .757 |
| X18 - Delivery Speed | .028 | .192 | .025 | .865 |
| Sig. (1-tailed) | | | | |
| X6 - Product Quality | | .087 | .172 | .146 |
| X7 - E-Commerce Activities | .087 | | .497 | .082 |
| X8 - Technical Support | .172 | .497 | | .169 |
| X9 - Complaint Resolution | .146 | .082 | .169 | |
| X10 - Advertising | .299 | .000 | .267 | .025 |
| X11 - Product Line | .000 | .301 | .027 | .000 |
| X12 - Salesforce Image | .066 | .000 | .433 | .011 |
| X13 - Competitive Pricing | .000 | .011 | .003 | .102 |
| X14 - Warranty & Claims | .191 | .304 | .000 | .082 |
| X16 - Order & Billing | .151 | .060 | .214 | .000 |
| X18 - Delivery Speed | .392 | .028 | .401 | .000 |

COMPONENTS ANALYSIS -- DELETE X17

Correlation Matrix

| | | X10 - Advertising | X11 - Product Line | X12 - Salesforce Image | X13 - Competitive Pricing | |
|------------------------------|-------------------------------|-------------------------------|-----------------------|------------------------------|---------------------------------|------|
| Correlation | X6 - Product Quality | -.053 | .477 | -.152 | -.401 | |
| | X7 - E-Commerce Activities | .430 | -.053 | .792 | .229 | |
| | X8 - Technical Support | -.063 | .193 | .017 | -.271 | |
| | X9 - Complaint Resolution | .197 | .561 | .230 | -.128 | |
| | X10 - Advertising | 1.000 | -.012 | .542 | .134 | |
| | X11 - Product Line | -.012 | 1.000 | -.061 | -.495 | |
| | X12 - Salesforce Image | .542 | -.061 | 1.000 | .265 | |
| | X13 - Competitive Pricing | .134 | -.495 | .265 | 1.000 | |
| | X14 - Warranty & Claims | .011 | .273 | .107 | -.245 | |
| | X16 - Order & Billing | .184 | .424 | .195 | -.115 | |
| | X18 - Delivery Speed | .276 | .602 | .272 | -.073 | |
| | Sig. (1-tailed) | X6 - Product Quality | .299 | .000 | .066 | .000 |
| | | X7 - E-Commerce Activities | .000 | .301 | .000 | .011 |
| X8 - Technical Support | | .267 | .027 | .433 | .003 | |
| X9 - Complaint Resolution | | .025 | .000 | .011 | .102 | |
| X10 - Advertising | | | .455 | .000 | .092 | |
| X11 - Product Line | | .455 | | .272 | .000 | |
| X12 - Salesforce Image | | .000 | .272 | | .004 | |
| X13 - Competitive Pricing | | .092 | .000 | .004 | | |
| X14 - Warranty & Claims | | .458 | .003 | .144 | .007 | |
| X16 - Order & Billing | | .033 | .000 | .026 | .128 | |
| X18 - Delivery Speed | | .003 | .000 | .003 | .236 | |

COMPONENTS ANALYSIS -- DELETE X17

Correlation Matrix

| | | X14 - Warranty & Claims | X16 - Order & Billing | X18 - Delivery Speed | |
|------------------------------|-------------------------------|-------------------------------|--------------------------|-------------------------|------|
| Correlation | X6 - Product Quality | .088 | .104 | .028 | |
| | X7 - E-Commerce Activities | .052 | .156 | .192 | |
| | X8 - Technical Support | .797 | .080 | .025 | |
| | X9 - Complaint Resolution | .140 | .757 | .865 | |
| | X10 - Advertising | .011 | .184 | .276 | |
| | X11 - Product Line | .273 | .424 | .602 | |
| | X12 - Salesforce Image | .107 | .195 | .272 | |
| | X13 - Competitive Pricing | -.245 | -.115 | -.073 | |
| | X14 - Warranty & Claims | 1.000 | .197 | .109 | |
| | X16 - Order & Billing | .197 | 1.000 | .751 | |
| | X18 - Delivery Speed | .109 | .751 | 1.000 | |
| | Sig. (1-tailed) | X6 - Product Quality | .191 | .151 | .392 |
| | | X7 - E-Commerce Activities | .304 | .060 | .028 |
| X8 - Technical Support | | .000 | .214 | .401 | |
| X9 - Complaint Resolution | | .082 | .000 | .000 | |
| X10 - Advertising | | .458 | .033 | .003 | |
| X11 - Product Line | | .003 | .000 | .000 | |
| X12 - Salesforce Image | | .144 | .026 | .003 | |
| X13 - Competitive Pricing | | .007 | .128 | .236 | |
| X14 - Warranty & Claims | | | .025 | .139 | |
| X16 - Order & Billing | | .025 | | .000 | |
| X18 - Delivery Speed | | .139 | .000 | | |

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .653 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 619.273 |
| | df | 55 |
| | Sig. | .000 |

COMPONENTS ANALYSIS -- DELETE X17

Anti-image Matrices

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support | |
|---------------------------|----------------------------|----------------------------|----------------------------|------------------------|-------|
| Anti-image Covariance | X6 - Product Quality | .611 | .029 | -.021 | |
| | X7 - E-Commerce Activities | .029 | .363 | -.024 | |
| | X8 - Technical Support | -.021 | -.024 | .336 | |
| | X9 - Complaint Resolution | -.022 | .027 | -.041 | |
| | X10 - Advertising | -.068 | -.008 | .029 | |
| | X11 - Product Line | -.210 | -.032 | .036 | |
| | X12 - Salesforce Image | -.018 | -.235 | .024 | |
| | X13 - Competitive Pricing | .052 | -.022 | .063 | |
| | X14 - Warranty & Claims | .053 | .034 | -.255 | |
| | X16 - Order & Billing | -.085 | -.040 | .054 | |
| | X18 - Delivery Speed | .109 | .010 | .004 | |
| | Anti-image Correlation | X6 - Product Quality | .509 ^a | .061 | -.045 |
| | | X7 - E-Commerce Activities | .061 | .626 ^a | -.068 |
| X8 - Technical Support | | -.045 | -.068 | .519 ^a | |
| X9 - Complaint Resolution | | -.062 | .097 | -.156 | |
| X10 - Advertising | | -.107 | -.015 | .062 | |
| X11 - Product Line | | -.503 | -.101 | .117 | |
| X12 - Salesforce Image | | -.042 | -.725 | .076 | |
| X13 - Competitive Pricing | | .085 | -.047 | .139 | |
| X14 - Warranty & Claims | | .122 | .100 | -.787 | |
| X16 - Order & Billing | | -.184 | -.113 | .160 | |
| X18 - Delivery Speed | | .355 | .040 | .017 | |

COMPONENTS ANALYSIS -- DELETE X17

Anti-image Matrices

| | | X9 - Complaint Resolution | X10 - Advertising | X11 - Product Line | X12 - Salesforce Image |
|-------------------------------|-------------------------------|---------------------------------|----------------------|-----------------------|------------------------------|
| Anti-image Covariance | X6 - Product Quality | -.022 | -.068 | -.210 | -.018 |
| | X7 - E-Commerce Activities | .027 | -.008 | -.032 | -.235 |
| | X8 - Technical Support | -.041 | .029 | .036 | .024 |
| | X9 - Complaint Resolution | .211 | .028 | -.013 | -.031 |
| | X10 - Advertising | .028 | .663 | .062 | -.136 |
| | X11 - Product Line | -.013 | .062 | .287 | .043 |
| | X12 - Salesforce Image | -.031 | -.136 | .043 | .291 |
| | X13 - Competitive Pricing | .007 | .038 | .162 | -.039 |
| | X14 - Warranty & Claims | .033 | -.014 | -.074 | -.053 |
| | X16 - Order & Billing | -.087 | .019 | .082 | .036 |
| | X18 - Delivery Speed | -.100 | -.064 | -.111 | -.018 |
| | Anti-image Correlation | X6 - Product Quality | -.062 | -.107 | -.503 |
| X7 - E-Commerce Activities | | .097 | -.015 | -.101 | -.725 |
| X8 - Technical Support | | -.156 | .062 | .117 | .076 |
| X9 - Complaint Resolution | | .787 ^a | .074 | -.054 | -.124 |
| X10 - Advertising | | .074 | .779 ^a | .143 | -.311 |
| X11 - Product Line | | -.054 | .143 | .622 ^a | .148 |
| X12 - Salesforce Image | | -.124 | -.311 | .148 | .622 ^a |
| X13 - Competitive Pricing | | .020 | .060 | .386 | -.092 |
| X14 - Warranty & Claims | | .127 | -.032 | -.246 | -.175 |
| X16 - Order & Billing | | -.322 | .040 | .261 | .113 |
| X18 - Delivery Speed | | -.555 | -.202 | -.529 | -.087 |

COMPONENTS ANALYSIS -- DELETE X17

Anti-image Matrices

| | | X13 - Competitive Pricing | X14 - Warranty & Claims | X16 - Order & Billing | X18 - Delivery Speed |
|-------------------------------|-------------------------------|---------------------------------|-------------------------------|--------------------------|-------------------------|
| Anti-image Covariance | X6 - Product Quality | .052 | .053 | -.085 | .109 |
| | X7 - E-Commerce Activities | -.022 | .034 | -.040 | .010 |
| | X8 - Technical Support | .063 | -.255 | .054 | .004 |
| | X9 - Complaint Resolution | .007 | .033 | -.087 | -.100 |
| | X10 - Advertising | .038 | -.014 | .019 | -.064 |
| | X11 - Product Line | .162 | -.074 | .082 | -.111 |
| | X12 - Salesforce Image | -.039 | -.053 | .036 | -.018 |
| | X13 - Competitive Pricing | .612 | -.012 | .046 | -.056 |
| | X14 - Warranty & Claims | -.012 | .313 | -.082 | .022 |
| | X16 - Order & Billing | .046 | -.082 | .344 | -.085 |
| | X18 - Delivery Speed | -.056 | .022 | -.085 | .153 |
| | Anti-image Correlation | X6 - Product Quality | .085 | .122 | -.184 |
| X7 - E-Commerce Activities | | -.047 | .100 | -.113 | .040 |
| X8 - Technical Support | | .139 | -.787 | .160 | .017 |
| X9 - Complaint Resolution | | .020 | .127 | -.322 | -.555 |
| X10 - Advertising | | .060 | -.032 | .040 | -.202 |
| X11 - Product Line | | .386 | -.246 | .261 | -.529 |
| X12 - Salesforce Image | | -.092 | -.175 | .113 | -.087 |
| X13 - Competitive Pricing | | .753 ^a | -.028 | .101 | -.184 |
| X14 - Warranty & Claims | | -.028 | .511 ^a | -.250 | .100 |
| X16 - Order & Billing | | .101 | -.250 | .760 ^a | -.369 |
| X18 - Delivery Speed | | -.184 | .100 | -.369 | .666 ^a |

a. Measures of Sampling Adequacy(MSA)

Communalities

| | Initial | Extraction |
|-------------------------------|---------|------------|
| X6 - Product Quality | 1.000 | .768 |
| X7 - E-Commerce Activities | 1.000 | .777 |
| X8 - Technical Support | 1.000 | .893 |
| X9 - Complaint Resolution | 1.000 | .881 |
| X10 - Advertising | 1.000 | .576 |
| X11 - Product Line | 1.000 | .787 |
| X12 - Salesforce Image | 1.000 | .859 |
| X13 - Competitive Pricing | 1.000 | .641 |
| X14 - Warranty & Claims | 1.000 | .892 |
| X16 - Order & Billing | 1.000 | .766 |
| X18 - Delivery Speed | 1.000 | .914 |

Extraction Method: Principal Component Analysis.

COMPONENTS ANALYSIS -- DELETE X17

Total Variance Explained

| Component | Initial Eigenvalues | | |
|-----------|---------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % |
| 1 | 3.427 | 31.154 | 31.154 |
| 2 | 2.551 | 23.190 | 54.344 |
| 3 | 1.691 | 15.373 | 69.717 |
| 4 | 1.087 | 9.878 | 79.595 |
| 5 | .609 | 5.540 | 85.135 |
| 6 | .552 | 5.017 | 90.152 |
| 7 | .402 | 3.650 | 93.802 |
| 8 | .247 | 2.245 | 96.047 |
| 9 | .204 | 1.850 | 97.898 |
| 10 | .133 | 1.208 | 99.105 |
| 11 | .098 | .895 | 100.000 |

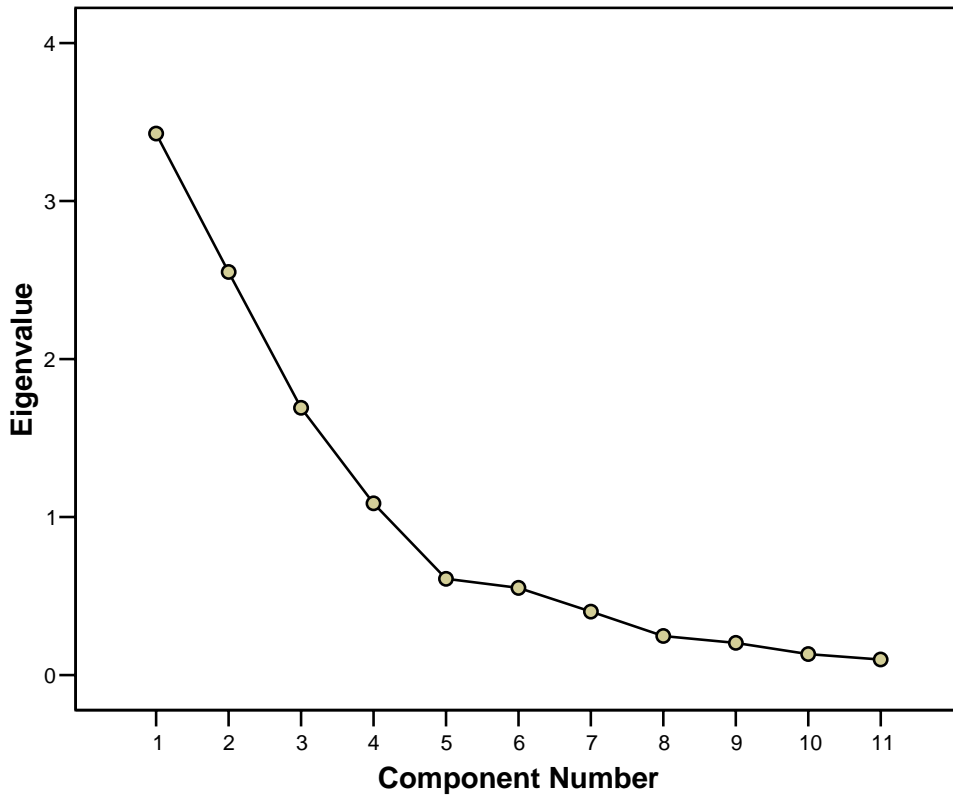
Extraction Method: Principal Component Analysis.

Total Variance Explained

| Component | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|-----------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.427 | 31.154 | 31.154 | 2.893 | 26.298 | 26.298 |
| 2 | 2.551 | 23.190 | 54.344 | 2.234 | 20.305 | 46.603 |
| 3 | 1.691 | 15.373 | 69.717 | 1.855 | 16.868 | 63.471 |
| 4 | 1.087 | 9.878 | 79.595 | 1.774 | 16.124 | 79.595 |
| 5 | | | | | | |
| 6 | | | | | | |
| 7 | | | | | | |
| 8 | | | | | | |
| 9 | | | | | | |
| 10 | | | | | | |
| 11 | | | | | | |

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix^a

| | Component | | | |
|----------------------------|-----------|-------|------|------|
| | 1 | 2 | 3 | 4 |
| X18 - Delivery Speed | .876 | | | |
| X9 - Complaint Resolution | .871 | | | |
| X16 - Order & Billing | .809 | | | |
| X11 - Product Line | .716 | -.455 | | |
| X12 - Salesforce Image | | .752 | | |
| X7 - E-Commerce Activities | | .713 | | |
| X13 - Competitive Pricing | | .660 | | |
| X10 - Advertising | | .581 | | |
| X8 - Technical Support | | | .794 | |
| X14 - Warranty & Claims | | | .778 | |
| X6 - Product Quality | | -.501 | | .670 |

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

COMPONENTS ANALYSIS -- DELETE X17

Rotated Component Matrix^a

| | Component | | | |
|----------------------------|-----------|------|------|-------|
| | 1 | 2 | 3 | 4 |
| X18 - Delivery Speed | .938 | | | |
| X9 - Complaint Resolution | .926 | | | |
| X16 - Order & Billing | .864 | | | |
| X12 - Salesforce Image | | .900 | | |
| X7 - E-Commerce Activities | | .871 | | |
| X10 - Advertising | | .742 | | |
| X8 - Technical Support | | | .939 | |
| X14 - Warranty & Claims | | | .931 | |
| X6 - Product Quality | | | | .876 |
| X13 - Competitive Pricing | | | | -.723 |
| X11 - Product Line | .591 | | | .642 |

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 5 iterations.

Component Transformation Matrix

| Component | 1 | 2 | 3 | 4 |
|-----------|-------|------|-------|-------|
| 1 | .857 | .322 | .271 | .296 |
| 2 | .011 | .758 | -.312 | -.573 |
| 3 | -.376 | .321 | .867 | -.055 |
| 4 | -.351 | .467 | -.277 | .763 |

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

COMPONENTS ANALYSIS -- DELETE X11

Factor Analysis

Correlation Matrix

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support | X9 - Complaint Resolution |
|-----------------|----------------------------|----------------------|----------------------------|------------------------|---------------------------|
| Correlation | X6 - Product Quality | 1.000 | -.137 | .096 | .106 |
| | X7 - E-Commerce Activities | -.137 | 1.000 | .001 | .140 |
| | X8 - Technical Support | .096 | .001 | 1.000 | .097 |
| | X9 - Complaint Resolution | .106 | .140 | .097 | 1.000 |
| | X10 - Advertising | -.053 | .430 | -.063 | .197 |
| | X12 - Salesforce Image | -.152 | .792 | .017 | .230 |
| | X13 - Competitive Pricing | -.401 | .229 | -.271 | -.128 |
| | X14 - Warranty & Claims | .088 | .052 | .797 | .140 |
| | X16 - Order & Billing | .104 | .156 | .080 | .757 |
| | X18 - Delivery Speed | .028 | .192 | .025 | .865 |
| Sig. (1-tailed) | X6 - Product Quality | | .087 | .172 | .146 |
| | X7 - E-Commerce Activities | .087 | | .497 | .082 |
| | X8 - Technical Support | .172 | .497 | | .169 |
| | X9 - Complaint Resolution | .146 | .082 | .169 | |
| | X10 - Advertising | .299 | .000 | .267 | .025 |
| | X12 - Salesforce Image | .066 | .000 | .433 | .011 |
| | X13 - Competitive Pricing | .000 | .011 | .003 | .102 |
| | X14 - Warranty & Claims | .191 | .304 | .000 | .082 |
| | X16 - Order & Billing | .151 | .060 | .214 | .000 |
| | X18 - Delivery Speed | .392 | .028 | .401 | .000 |

COMPONENTS ANALYSIS -- DELETE X11

Correlation Matrix

| | | X10 - Advertising | X12 - Salesforce Image | X13 - Competitive Pricing | X14 - Warranty & Claims |
|-----------------|-------------------------------|----------------------|------------------------------|---------------------------------|-------------------------------|
| Correlation | X6 - Product Quality | -.053 | -.152 | -.401 | .088 |
| | X7 - E-Commerce Activities | .430 | .792 | .229 | .052 |
| | X8 - Technical Support | -.063 | .017 | -.271 | .797 |
| | X9 - Complaint Resolution | .197 | .230 | -.128 | .140 |
| | X10 - Advertising | 1.000 | .542 | .134 | .011 |
| | X12 - Salesforce Image | .542 | 1.000 | .265 | .107 |
| | X13 - Competitive Pricing | .134 | .265 | 1.000 | -.245 |
| | X14 - Warranty & Claims | .011 | .107 | -.245 | 1.000 |
| | X16 - Order & Billing | .184 | .195 | -.115 | .197 |
| | X18 - Delivery Speed | .276 | .272 | -.073 | .109 |
| Sig. (1-tailed) | X6 - Product Quality | .299 | .066 | .000 | .191 |
| | X7 - E-Commerce Activities | .000 | .000 | .011 | .304 |
| | X8 - Technical Support | .267 | .433 | .003 | .000 |
| | X9 - Complaint Resolution | .025 | .011 | .102 | .082 |
| | X10 - Advertising | | .000 | .092 | .458 |
| | X12 - Salesforce Image | .000 | | .004 | .144 |
| | X13 - Competitive Pricing | .092 | .004 | | .007 |
| | X14 - Warranty & Claims | .458 | .144 | .007 | |
| | X16 - Order & Billing | .033 | .026 | .128 | .025 |
| | X18 - Delivery Speed | .003 | .003 | .236 | .139 |

COMPONENTS ANALYSIS -- DELETE X11

Correlation Matrix

| | | X16 - Order & Billing | X18 - Delivery Speed |
|-----------------|-------------------------------|--------------------------|-------------------------|
| Correlation | X6 - Product Quality | .104 | .028 |
| | X7 - E-Commerce Activities | .156 | .192 |
| | X8 - Technical Support | .080 | .025 |
| | X9 - Complaint Resolution | .757 | .865 |
| | X10 - Advertising | .184 | .276 |
| | X12 - Salesforce Image | .195 | .272 |
| | X13 - Competitive Pricing | -.115 | -.073 |
| | X14 - Warranty & Claims | .197 | .109 |
| | X16 - Order & Billing | 1.000 | .751 |
| | X18 - Delivery Speed | .751 | 1.000 |
| Sig. (1-tailed) | X6 - Product Quality | .151 | .392 |
| | X7 - E-Commerce Activities | .060 | .028 |
| | X8 - Technical Support | .214 | .401 |
| | X9 - Complaint Resolution | .000 | .000 |
| | X10 - Advertising | .033 | .003 |
| | X12 - Salesforce Image | .026 | .003 |
| | X13 - Competitive Pricing | .128 | .236 |
| | X14 - Warranty & Claims | .025 | .139 |
| | X16 - Order & Billing | | .000 |
| | X18 - Delivery Speed | .000 | |

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .669 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 502.974 |
| | df | 45 |
| | Sig. | .000 |

COMPONENTS ANALYSIS -- DELETE X11

Anti-image Matrices

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support |
|------------------------|----------------------------|----------------------|----------------------------|------------------------|
| Anti-image Covariance | X6 - Product Quality | .818 | .007 | .008 |
| | X7 - E-Commerce Activities | .007 | .366 | -.020 |
| | X8 - Technical Support | .008 | -.020 | .341 |
| | X9 - Complaint Resolution | -.043 | .026 | -.040 |
| | X10 - Advertising | -.031 | -.001 | .022 |
| | X12 - Salesforce Image | .019 | -.238 | .019 |
| | X13 - Competitive Pricing | .268 | -.004 | .050 |
| | X14 - Warranty & Claims | -.001 | .027 | -.265 |
| | X16 - Order & Billing | -.035 | -.033 | .048 |
| | X18 - Delivery Speed | .051 | -.004 | .025 |
| Anti-image Correlation | X6 - Product Quality | .613 ^a | .013 | .016 |
| | X7 - E-Commerce Activities | .013 | .639 ^a | -.057 |
| | X8 - Technical Support | .016 | -.057 | .517 ^a |
| | X9 - Complaint Resolution | -.103 | .093 | -.151 |
| | X10 - Advertising | -.041 | -.001 | .046 |
| | X12 - Salesforce Image | .038 | -.721 | .060 |
| | X13 - Competitive Pricing | .349 | -.009 | .102 |
| | X14 - Warranty & Claims | -.002 | .078 | -.788 |
| | X16 - Order & Billing | -.064 | -.090 | .135 |
| | X18 - Delivery Speed | .121 | -.015 | .094 |

COMPONENTS ANALYSIS -- DELETE X11

Anti-image Matrices

| | | X9 - Complaint Resolution | X10 - Advertising | X12 - Salesforce Image | X13 - Competitive Pricing |
|------------------------|-------------------------------|---------------------------------|----------------------|------------------------------|---------------------------------|
| Anti-image Covariance | X6 - Product Quality | -.043 | -.031 | .019 | .268 |
| | X7 - E-Commerce Activities | .026 | -.001 | -.238 | -.004 |
| | X8 - Technical Support | -.040 | .022 | .019 | .050 |
| | X9 - Complaint Resolution | .212 | .031 | -.029 | .017 |
| | X10 - Advertising | .031 | .677 | -.152 | .004 |
| | X12 - Salesforce Image | -.029 | -.152 | .297 | -.076 |
| | X13 - Competitive Pricing | .017 | .004 | -.076 | .719 |
| | X14 - Warranty & Claims | .031 | .002 | -.045 | .036 |
| | X16 - Order & Billing | -.090 | .001 | .026 | .000 |
| | X18 - Delivery Speed | -.146 | -.057 | -.003 | .010 |
| Anti-image Correlation | X6 - Product Quality | -.103 | -.041 | .038 | .349 |
| | X7 - E-Commerce Activities | .093 | -.001 | -.721 | -.009 |
| | X8 - Technical Support | -.151 | .046 | .060 | .102 |
| | X9 - Complaint Resolution | .695 ^a | .082 | -.117 | .044 |
| | X10 - Advertising | .082 | .815 ^a | -.339 | .005 |
| | X12 - Salesforce Image | -.117 | -.339 | .627 ^a | -.163 |
| | X13 - Competitive Pricing | .044 | .005 | -.163 | .737 ^a |
| | X14 - Warranty & Claims | .118 | .004 | -.144 | .074 |
| | X16 - Order & Billing | -.320 | .003 | .078 | .000 |
| | X18 - Delivery Speed | -.688 | -.150 | -.010 | .026 |

COMPONENTS ANALYSIS -- DELETE X11

Anti-image Matrices

| | | X14 - Warranty & Claims | X16 - Order & Billing | X18 - Delivery Speed |
|------------------------|-------------------------------|-------------------------------|--------------------------|-------------------------|
| Anti-image Covariance | X6 - Product Quality | -.001 | -.035 | .051 |
| | X7 - E-Commerce Activities | .027 | -.033 | -.004 |
| | X8 - Technical Support | -.265 | .048 | .025 |
| | X9 - Complaint Resolution | .031 | -.090 | -.146 |
| | X10 - Advertising | .002 | .001 | -.057 |
| | X12 - Salesforce Image | -.045 | .026 | -.003 |
| | X13 - Competitive Pricing | .036 | .000 | .010 |
| | X14 - Warranty & Claims | .333 | -.070 | -.010 |
| | X16 - Order & Billing | -.070 | .370 | -.079 |
| | X18 - Delivery Speed | -.010 | -.079 | .213 |
| Anti-image Correlation | X6 - Product Quality | -.002 | -.064 | .121 |
| | X7 - E-Commerce Activities | .078 | -.090 | -.015 |
| | X8 - Technical Support | -.788 | .135 | .094 |
| | X9 - Complaint Resolution | .118 | -.320 | -.688 |
| | X10 - Advertising | .004 | .003 | -.150 |
| | X12 - Salesforce Image | -.144 | .078 | -.010 |
| | X13 - Competitive Pricing | .074 | .000 | .026 |
| | X14 - Warranty & Claims | .527 ^a | -.199 | -.036 |
| | X16 - Order & Billing | -.199 | .835 ^a | -.282 |
| | X18 - Delivery Speed | -.036 | -.282 | .716 ^a |

a. Measures of Sampling Adequacy(MSA)

Communalities

| | Initial | Extraction |
|-------------------------------|---------|------------|
| X6 - Product Quality | 1.000 | .798 |
| X7 - E-Commerce Activities | 1.000 | .780 |
| X8 - Technical Support | 1.000 | .894 |
| X9 - Complaint Resolution | 1.000 | .890 |
| X10 - Advertising | 1.000 | .585 |
| X12 - Salesforce Image | 1.000 | .860 |
| X13 - Competitive Pricing | 1.000 | .661 |
| X14 - Warranty & Claims | 1.000 | .891 |
| X16 - Order & Billing | 1.000 | .806 |
| X18 - Delivery Speed | 1.000 | .894 |

Extraction Method: Principal Component Analysis.

COMPONENTS ANALYSIS -- DELETE X11

Total Variance Explained

| Component | Initial Eigenvalues | | |
|-----------|---------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % |
| 1 | 3.086 | 30.860 | 30.860 |
| 2 | 2.273 | 22.730 | 53.591 |
| 3 | 1.659 | 16.593 | 70.184 |
| 4 | 1.039 | 10.388 | 80.572 |
| 5 | .604 | 6.041 | 86.613 |
| 6 | .549 | 5.486 | 92.099 |
| 7 | .293 | 2.926 | 95.025 |
| 8 | .206 | 2.062 | 97.087 |
| 9 | .171 | 1.711 | 98.798 |
| 10 | .120 | 1.202 | 100.000 |

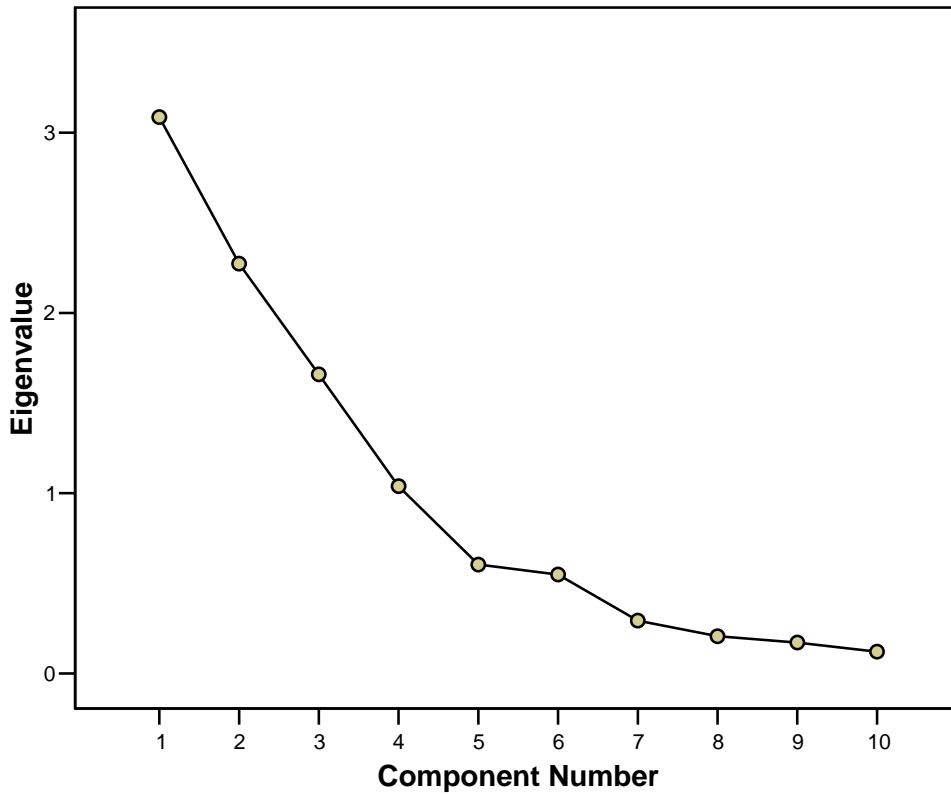
Extraction Method: Principal Component Analysis.

Total Variance Explained

| Component | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|-----------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.086 | 30.860 | 30.860 | 2.589 | 25.893 | 25.893 |
| 2 | 2.273 | 22.730 | 53.591 | 2.216 | 22.161 | 48.054 |
| 3 | 1.659 | 16.593 | 70.184 | 1.846 | 18.457 | 66.511 |
| 4 | 1.039 | 10.388 | 80.572 | 1.406 | 14.061 | 80.572 |
| 5 | | | | | | |
| 6 | | | | | | |
| 7 | | | | | | |
| 8 | | | | | | |
| 9 | | | | | | |
| 10 | | | | | | |

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix^a

| | Component | | | |
|----------------------------|-----------|-------|------|-------|
| | 1 | 2 | 3 | 4 |
| X18 - Delivery Speed | .842 | | | |
| X9 - Complaint Resolution | .819 | | | |
| X16 - Order & Billing | .783 | | | |
| X12 - Salesforce Image | .631 | -.536 | | |
| X7 - E-Commerce Activities | .544 | -.541 | | |
| X10 - Advertising | .529 | -.413 | | |
| X13 - Competitive Pricing | | -.695 | | -.422 |
| X8 - Technical Support | | .579 | .700 | |
| X14 - Warranty & Claims | | .544 | .688 | |
| X6 - Product Quality | | .488 | | .739 |

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

COMPONENTS ANALYSIS -- DELETE X11

Rotated Component Matrix^a

| | Component | | | |
|----------------------------|-----------|------|------|-------|
| | 1 | 2 | 3 | 4 |
| X9 - Complaint Resolution | .933 | | | |
| X18 - Delivery Speed | .931 | | | |
| X16 - Order & Billing | .886 | | | |
| X12 - Salesforce Image | | .898 | | |
| X7 - E-Commerce Activities | | .868 | | |
| X10 - Advertising | | .743 | | |
| X8 - Technical Support | | | .940 | |
| X14 - Warranty & Claims | | | .933 | |
| X6 - Product Quality | | | | .892 |
| X13 - Competitive Pricing | | | | -.730 |

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Component Transformation Matrix

| Component | 1 | 2 | 3 | 4 |
|-----------|-------|-------|-------|-------|
| 1 | .802 | .565 | .193 | .009 |
| 2 | .275 | -.583 | .539 | .542 |
| 3 | -.474 | .410 | .774 | -.088 |
| 4 | -.237 | .415 | -.270 | .836 |

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Factor Analysis

Correlation Matrix

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support | X9 - Complaint Resolution |
|-----------------|----------------------------|----------------------|----------------------------|------------------------|---------------------------|
| Correlation | X6 - Product Quality | 1.000 | -.137 | .096 | .106 |
| | X7 - E-Commerce Activities | -.137 | 1.000 | .001 | .140 |
| | X8 - Technical Support | .096 | .001 | 1.000 | .097 |
| | X9 - Complaint Resolution | .106 | .140 | .097 | 1.000 |
| | X10 - Advertising | -.053 | .430 | -.063 | .197 |
| | X12 - Salesforce Image | -.152 | .792 | .017 | .230 |
| | X13 - Competitive Pricing | -.401 | .229 | -.271 | -.128 |
| | X14 - Warranty & Claims | .088 | .052 | .797 | .140 |
| | X16 - Order & Billing | .104 | .156 | .080 | .757 |
| | X18 - Delivery Speed | .028 | .192 | .025 | .865 |
| Sig. (1-tailed) | X6 - Product Quality | | .087 | .172 | .146 |
| | X7 - E-Commerce Activities | .087 | | .497 | .082 |
| | X8 - Technical Support | .172 | .497 | | .169 |
| | X9 - Complaint Resolution | .146 | .082 | .169 | |
| | X10 - Advertising | .299 | .000 | .267 | .025 |
| | X12 - Salesforce Image | .066 | .000 | .433 | .011 |
| | X13 - Competitive Pricing | .000 | .011 | .003 | .102 |
| | X14 - Warranty & Claims | .191 | .304 | .000 | .082 |
| | X16 - Order & Billing | .151 | .060 | .214 | .000 |
| | X18 - Delivery Speed | .392 | .028 | .401 | .000 |

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Correlation Matrix

| | | X10 - Advertising | X12 - Salesforce Image | X13 - Competitive Pricing | X14 - Warranty & Claims |
|-----------------|-------------------------------|----------------------|------------------------------|---------------------------------|-------------------------------|
| Correlation | X6 - Product Quality | -.053 | -.152 | -.401 | .088 |
| | X7 - E-Commerce Activities | .430 | .792 | .229 | .052 |
| | X8 - Technical Support | -.063 | .017 | -.271 | .797 |
| | X9 - Complaint Resolution | .197 | .230 | -.128 | .140 |
| | X10 - Advertising | 1.000 | .542 | .134 | .011 |
| | X12 - Salesforce Image | .542 | 1.000 | .265 | .107 |
| | X13 - Competitive Pricing | .134 | .265 | 1.000 | -.245 |
| | X14 - Warranty & Claims | .011 | .107 | -.245 | 1.000 |
| | X16 - Order & Billing | .184 | .195 | -.115 | .197 |
| | X18 - Delivery Speed | .276 | .272 | -.073 | .109 |
| Sig. (1-tailed) | X6 - Product Quality | .299 | .066 | .000 | .191 |
| | X7 - E-Commerce Activities | .000 | .000 | .011 | .304 |
| | X8 - Technical Support | .267 | .433 | .003 | .000 |
| | X9 - Complaint Resolution | .025 | .011 | .102 | .082 |
| | X10 - Advertising | | .000 | .092 | .458 |
| | X12 - Salesforce Image | .000 | | .004 | .144 |
| | X13 - Competitive Pricing | .092 | .004 | | .007 |
| | X14 - Warranty & Claims | .458 | .144 | .007 | |
| | X16 - Order & Billing | .033 | .026 | .128 | .025 |
| | X18 - Delivery Speed | .003 | .003 | .236 | .139 |

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Correlation Matrix

| | | X16 - Order & Billing | X18 - Delivery Speed |
|-----------------|-------------------------------|--------------------------|-------------------------|
| Correlation | X6 - Product Quality | .104 | .028 |
| | X7 - E-Commerce Activities | .156 | .192 |
| | X8 - Technical Support | .080 | .025 |
| | X9 - Complaint Resolution | .757 | .865 |
| | X10 - Advertising | .184 | .276 |
| | X12 - Salesforce Image | .195 | .272 |
| | X13 - Competitive Pricing | -.115 | -.073 |
| | X14 - Warranty & Claims | .197 | .109 |
| | X16 - Order & Billing | 1.000 | .751 |
| | X18 - Delivery Speed | .751 | 1.000 |
| Sig. (1-tailed) | X6 - Product Quality | .151 | .392 |
| | X7 - E-Commerce Activities | .060 | .028 |
| | X8 - Technical Support | .214 | .401 |
| | X9 - Complaint Resolution | .000 | .000 |
| | X10 - Advertising | .033 | .003 |
| | X12 - Salesforce Image | .026 | .003 |
| | X13 - Competitive Pricing | .128 | .236 |
| | X14 - Warranty & Claims | .025 | .139 |
| | X16 - Order & Billing | | .000 |
| | X18 - Delivery Speed | .000 | |

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .669 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 502.974 |
| | df | 45 |
| | Sig. | .000 |

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Anti-image Matrices

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support |
|------------------------|----------------------------|----------------------|----------------------------|------------------------|
| Anti-image Covariance | X6 - Product Quality | .818 | .007 | .008 |
| | X7 - E-Commerce Activities | .007 | .366 | -.020 |
| | X8 - Technical Support | .008 | -.020 | .341 |
| | X9 - Complaint Resolution | -.043 | .026 | -.040 |
| | X10 - Advertising | -.031 | -.001 | .022 |
| | X12 - Salesforce Image | .019 | -.238 | .019 |
| | X13 - Competitive Pricing | .268 | -.004 | .050 |
| | X14 - Warranty & Claims | -.001 | .027 | -.265 |
| | X16 - Order & Billing | -.035 | -.033 | .048 |
| | X18 - Delivery Speed | .051 | -.004 | .025 |
| Anti-image Correlation | X6 - Product Quality | .613 ^a | .013 | .016 |
| | X7 - E-Commerce Activities | .013 | .639 ^a | -.057 |
| | X8 - Technical Support | .016 | -.057 | .517 ^a |
| | X9 - Complaint Resolution | -.103 | .093 | -.151 |
| | X10 - Advertising | -.041 | -.001 | .046 |
| | X12 - Salesforce Image | .038 | -.721 | .060 |
| | X13 - Competitive Pricing | .349 | -.009 | .102 |
| | X14 - Warranty & Claims | -.002 | .078 | -.788 |
| | X16 - Order & Billing | -.064 | -.090 | .135 |
| | X18 - Delivery Speed | .121 | -.015 | .094 |

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Anti-image Matrices

| | | X9 - Complaint Resolution | X10 - Advertising | X12 - Salesforce Image | X13 - Competitive Pricing |
|------------------------|-------------------------------|---------------------------------|----------------------|------------------------------|---------------------------------|
| Anti-image Covariance | X6 - Product Quality | -.043 | -.031 | .019 | .268 |
| | X7 - E-Commerce Activities | .026 | -.001 | -.238 | -.004 |
| | X8 - Technical Support | -.040 | .022 | .019 | .050 |
| | X9 - Complaint Resolution | .212 | .031 | -.029 | .017 |
| | X10 - Advertising | .031 | .677 | -.152 | .004 |
| | X12 - Salesforce Image | -.029 | -.152 | .297 | -.076 |
| | X13 - Competitive Pricing | .017 | .004 | -.076 | .719 |
| | X14 - Warranty & Claims | .031 | .002 | -.045 | .036 |
| | X16 - Order & Billing | -.090 | .001 | .026 | .000 |
| | X18 - Delivery Speed | -.146 | -.057 | -.003 | .010 |
| Anti-image Correlation | X6 - Product Quality | -.103 | -.041 | .038 | .349 |
| | X7 - E-Commerce Activities | .093 | -.001 | -.721 | -.009 |
| | X8 - Technical Support | -.151 | .046 | .060 | .102 |
| | X9 - Complaint Resolution | .695 ^a | .082 | -.117 | .044 |
| | X10 - Advertising | .082 | .815 ^a | -.339 | .005 |
| | X12 - Salesforce Image | -.117 | -.339 | .627 ^a | -.163 |
| | X13 - Competitive Pricing | .044 | .005 | -.163 | .737 ^a |
| | X14 - Warranty & Claims | .118 | .004 | -.144 | .074 |
| | X16 - Order & Billing | -.320 | .003 | .078 | .000 |
| | X18 - Delivery Speed | -.688 | -.150 | -.010 | .026 |

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Anti-image Matrices

| | | X14 - Warranty & Claims | X16 - Order & Billing | X18 - Delivery Speed |
|------------------------|-------------------------------|-------------------------------|--------------------------|-------------------------|
| Anti-image Covariance | X6 - Product Quality | -.001 | -.035 | .051 |
| | X7 - E-Commerce Activities | .027 | -.033 | -.004 |
| | X8 - Technical Support | -.265 | .048 | .025 |
| | X9 - Complaint Resolution | .031 | -.090 | -.146 |
| | X10 - Advertising | .002 | .001 | -.057 |
| | X12 - Salesforce Image | -.045 | .026 | -.003 |
| | X13 - Competitive Pricing | .036 | .000 | .010 |
| | X14 - Warranty & Claims | .333 | -.070 | -.010 |
| | X16 - Order & Billing | -.070 | .370 | -.079 |
| | X18 - Delivery Speed | -.010 | -.079 | .213 |
| Anti-image Correlation | X6 - Product Quality | -.002 | -.064 | .121 |
| | X7 - E-Commerce Activities | .078 | -.090 | -.015 |
| | X8 - Technical Support | -.788 | .135 | .094 |
| | X9 - Complaint Resolution | .118 | -.320 | -.688 |
| | X10 - Advertising | .004 | .003 | -.150 |
| | X12 - Salesforce Image | -.144 | .078 | -.010 |
| | X13 - Competitive Pricing | .074 | .000 | .026 |
| | X14 - Warranty & Claims | .527 ^a | -.199 | -.036 |
| | X16 - Order & Billing | -.199 | .835 ^a | -.282 |
| | X18 - Delivery Speed | -.036 | -.282 | .716 ^a |

a. Measures of Sampling Adequacy(MSA)

Communalities

| | Initial | Extraction |
|-------------------------------|---------|------------|
| X6 - Product Quality | 1.000 | .798 |
| X7 - E-Commerce Activities | 1.000 | .780 |
| X8 - Technical Support | 1.000 | .894 |
| X9 - Complaint Resolution | 1.000 | .890 |
| X10 - Advertising | 1.000 | .585 |
| X12 - Salesforce Image | 1.000 | .860 |
| X13 - Competitive Pricing | 1.000 | .661 |
| X14 - Warranty & Claims | 1.000 | .891 |
| X16 - Order & Billing | 1.000 | .806 |
| X18 - Delivery Speed | 1.000 | .894 |

Extraction Method: Principal Component Analysis.

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Total Variance Explained

| Component | Initial Eigenvalues | | |
|-----------|---------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % |
| 1 | 3.086 | 30.860 | 30.860 |
| 2 | 2.273 | 22.730 | 53.591 |
| 3 | 1.659 | 16.593 | 70.184 |
| 4 | 1.039 | 10.388 | 80.572 |
| 5 | .604 | 6.041 | 86.613 |
| 6 | .549 | 5.486 | 92.099 |
| 7 | .293 | 2.926 | 95.025 |
| 8 | .206 | 2.062 | 97.087 |
| 9 | .171 | 1.711 | 98.798 |
| 10 | .120 | 1.202 | 100.000 |

Extraction Method: Principal Component Analysis.

Total Variance Explained

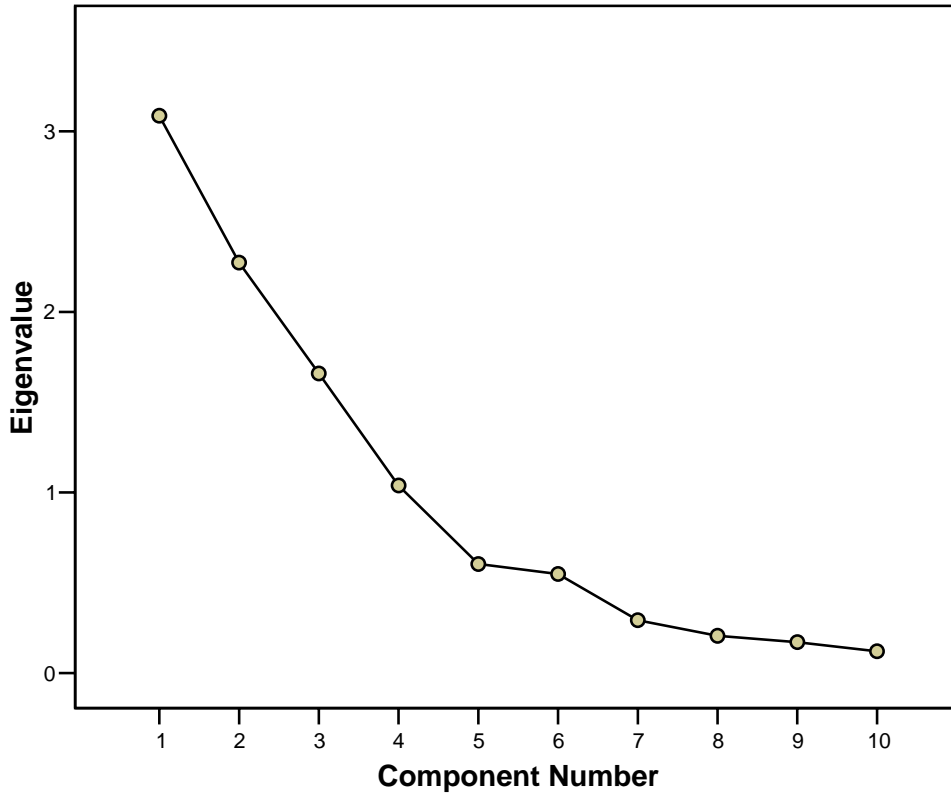
| Component | Extraction Sums of Squared Loadings | | | Rotation |
|-----------|-------------------------------------|---------------|--------------|----------|
| | Total | % of Variance | Cumulative % | Total |
| 1 | 3.086 | 30.860 | 30.860 | 2.782 |
| 2 | 2.273 | 22.730 | 53.591 | 2.434 |
| 3 | 1.659 | 16.593 | 70.184 | 1.932 |
| 4 | 1.039 | 10.388 | 80.572 | 1.581 |
| 5 | | | | |
| 6 | | | | |
| 7 | | | | |
| 8 | | | | |
| 9 | | | | |
| 10 | | | | |

Extraction Method: Principal Component Analysis.

- a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Scree Plot



Component Matrix^a

| | Component | | | |
|----------------------------|-----------|-------|------|-------|
| | 1 | 2 | 3 | 4 |
| X18 - Delivery Speed | .842 | | | |
| X9 - Complaint Resolution | .819 | | | |
| X16 - Order & Billing | .783 | | | |
| X12 - Salesforce Image | .631 | -.536 | | |
| X7 - E-Commerce Activities | .544 | -.541 | | |
| X10 - Advertising | .529 | -.413 | | |
| X13 - Competitive Pricing | | -.695 | | -.422 |
| X8 - Technical Support | | .579 | .700 | |
| X14 - Warranty & Claims | | .544 | .688 | |
| X6 - Product Quality | | .488 | | .739 |

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

Pattern Matrix^a

| | Component | | | |
|----------------------------|-----------|-------|------|-------|
| | 1 | 2 | 3 | 4 |
| X9 - Complaint Resolution | .943 | | | |
| X18 - Delivery Speed | .942 | | | |
| X16 - Order & Billing | .895 | | | |
| X12 - Salesforce Image | | -.897 | | |
| X7 - E-Commerce Activities | | -.880 | | |
| X10 - Advertising | | -.756 | | |
| X8 - Technical Support | | | .946 | |
| X14 - Warranty & Claims | | | .936 | |
| X6 - Product Quality | | | | .921 |
| X13 - Competitive Pricing | | | | -.702 |

Extraction Method: Principal Component Analysis.
 Rotation Method: Oblimin with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Structure Matrix

| | Component | | | |
|----------------------------|-----------|-------|------|-------|
| | 1 | 2 | 3 | 4 |
| X9 - Complaint Resolution | .943 | | | |
| X18 - Delivery Speed | .942 | | | |
| X16 - Order & Billing | .897 | | | |
| X12 - Salesforce Image | | -.919 | | |
| X7 - E-Commerce Activities | | -.878 | | |
| X10 - Advertising | | -.750 | | |
| X8 - Technical Support | | | .944 | |
| X14 - Warranty & Claims | | | .940 | |
| X6 - Product Quality | | | | .884 |
| X13 - Competitive Pricing | | | | -.773 |

Extraction Method: Principal Component Analysis.
 Rotation Method: Oblimin with Kaiser Normalization.

Component Correlation Matrix

| Component | 1 | 2 | 3 | 4 |
|-----------|-------|-------|-------|-------|
| 1 | 1.000 | -.241 | .118 | .121 |
| 2 | -.241 | 1.000 | .021 | .190 |
| 3 | .118 | .021 | 1.000 | .165 |
| 4 | .121 | .190 | .165 | 1.000 |

Extraction Method: Principal Component Analysis.
 Rotation Method: Oblimin with Kaiser Normalization.

COMMON FACTOR ANALYSIS

Factor Analysis

Correlation Matrix

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support | X9 - Complaint Resolution |
|----------------------------|----------------------------|----------------------|----------------------------|------------------------|---------------------------|
| Correlation | X6 - Product Quality | 1.000 | -.137 | .096 | .106 |
| | X7 - E-Commerce Activities | -.137 | 1.000 | .001 | .140 |
| | X8 - Technical Support | .096 | .001 | 1.000 | .097 |
| | X9 - Complaint Resolution | .106 | .140 | .097 | 1.000 |
| | X10 - Advertising | -.053 | .430 | -.063 | .197 |
| | X11 - Product Line | .477 | -.053 | .193 | .561 |
| | X12 - Salesforce Image | -.152 | .792 | .017 | .230 |
| | X13 - Competitive Pricing | -.401 | .229 | -.271 | -.128 |
| | X14 - Warranty & Claims | .088 | .052 | .797 | .140 |
| | X16 - Order & Billing | .104 | .156 | .080 | .757 |
| | X18 - Delivery Speed | .028 | .192 | .025 | .865 |
| | Sig. (1-tailed) | X6 - Product Quality | | .087 | .172 |
| X7 - E-Commerce Activities | | .087 | | .497 | .082 |
| X8 - Technical Support | | .172 | .497 | | .169 |
| X9 - Complaint Resolution | | .146 | .082 | .169 | |
| X10 - Advertising | | .299 | .000 | .267 | .025 |
| X11 - Product Line | | .000 | .301 | .027 | .000 |
| X12 - Salesforce Image | | .066 | .000 | .433 | .011 |
| X13 - Competitive Pricing | | .000 | .011 | .003 | .102 |
| X14 - Warranty & Claims | | .191 | .304 | .000 | .082 |
| X16 - Order & Billing | | .151 | .060 | .214 | .000 |
| X18 - Delivery Speed | | .392 | .028 | .401 | .000 |

COMMON FACTOR ANALYSIS

Correlation Matrix

| | | X10 - Advertising | X11 - Product Line | X12 - Salesforce Image | X13 - Competitive Pricing | |
|---------------------------|----------------------------|----------------------------|--------------------|------------------------|---------------------------|------|
| Correlation | X6 - Product Quality | -.053 | .477 | -.152 | -.401 | |
| | X7 - E-Commerce Activities | .430 | -.053 | .792 | .229 | |
| | X8 - Technical Support | -.063 | .193 | .017 | -.271 | |
| | X9 - Complaint Resolution | .197 | .561 | .230 | -.128 | |
| | X10 - Advertising | 1.000 | -.012 | .542 | .134 | |
| | X11 - Product Line | -.012 | 1.000 | -.061 | -.495 | |
| | X12 - Salesforce Image | .542 | -.061 | 1.000 | .265 | |
| | X13 - Competitive Pricing | .134 | -.495 | .265 | 1.000 | |
| | X14 - Warranty & Claims | .011 | .273 | .107 | -.245 | |
| | X16 - Order & Billing | .184 | .424 | .195 | -.115 | |
| | X18 - Delivery Speed | .276 | .602 | .272 | -.073 | |
| | Sig. (1-tailed) | X6 - Product Quality | .299 | .000 | .066 | .000 |
| | | X7 - E-Commerce Activities | .000 | .301 | .000 | .011 |
| X8 - Technical Support | | .267 | .027 | .433 | .003 | |
| X9 - Complaint Resolution | | .025 | .000 | .011 | .102 | |
| X10 - Advertising | | | .455 | .000 | .092 | |
| X11 - Product Line | | .455 | | .272 | .000 | |
| X12 - Salesforce Image | | .000 | .272 | | .004 | |
| X13 - Competitive Pricing | | .092 | .000 | .004 | | |
| X14 - Warranty & Claims | | .458 | .003 | .144 | .007 | |
| X16 - Order & Billing | | .033 | .000 | .026 | .128 | |
| X18 - Delivery Speed | | .003 | .000 | .003 | .236 | |

COMMON FACTOR ANALYSIS

Correlation Matrix

| | | X14 - Warranty & Claims | X16 - Order & Billing | X18 - Delivery Speed |
|-------------------------------|-------------------------------|-------------------------------|--------------------------|-------------------------|
| Correlation | X6 - Product Quality | .088 | .104 | .028 |
| | X7 - E-Commerce Activities | .052 | .156 | .192 |
| | X8 - Technical Support | .797 | .080 | .025 |
| | X9 - Complaint Resolution | .140 | .757 | .865 |
| | X10 - Advertising | .011 | .184 | .276 |
| | X11 - Product Line | .273 | .424 | .602 |
| | X12 - Salesforce Image | .107 | .195 | .272 |
| | X13 - Competitive Pricing | -.245 | -.115 | -.073 |
| | X14 - Warranty & Claims | 1.000 | .197 | .109 |
| | X16 - Order & Billing | .197 | 1.000 | .751 |
| | X18 - Delivery Speed | .109 | .751 | 1.000 |
| | Sig. (1-tailed) | X6 - Product Quality | .191 | .151 |
| X7 - E-Commerce Activities | | .304 | .060 | .028 |
| X8 - Technical Support | | .000 | .214 | .401 |
| X9 - Complaint Resolution | | .082 | .000 | .000 |
| X10 - Advertising | | .458 | .033 | .003 |
| X11 - Product Line | | .003 | .000 | .000 |
| X12 - Salesforce Image | | .144 | .026 | .003 |
| X13 - Competitive Pricing | | .007 | .128 | .236 |
| X14 - Warranty & Claims | | | .025 | .139 |
| X16 - Order & Billing | | .025 | | .000 |
| X18 - Delivery Speed | | .139 | .000 | |

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .653 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 619.273 |
| | df | 55 |
| | Sig. | .000 |

COMMON FACTOR ANALYSIS

Anti-image Matrices

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support | |
|---------------------------|----------------------------|----------------------------|----------------------------|------------------------|-------|
| Anti-image Covariance | X6 - Product Quality | .611 | .029 | -.021 | |
| | X7 - E-Commerce Activities | .029 | .363 | -.024 | |
| | X8 - Technical Support | -.021 | -.024 | .336 | |
| | X9 - Complaint Resolution | -.022 | .027 | -.041 | |
| | X10 - Advertising | -.068 | -.008 | .029 | |
| | X11 - Product Line | -.210 | -.032 | .036 | |
| | X12 - Salesforce Image | -.018 | -.235 | .024 | |
| | X13 - Competitive Pricing | .052 | -.022 | .063 | |
| | X14 - Warranty & Claims | .053 | .034 | -.255 | |
| | X16 - Order & Billing | -.085 | -.040 | .054 | |
| | X18 - Delivery Speed | .109 | .010 | .004 | |
| | Anti-image Correlation | X6 - Product Quality | .509 ^a | .061 | -.045 |
| | | X7 - E-Commerce Activities | .061 | .626 ^a | -.068 |
| X8 - Technical Support | | -.045 | -.068 | .519 ^a | |
| X9 - Complaint Resolution | | -.062 | .097 | -.156 | |
| X10 - Advertising | | -.107 | -.015 | .062 | |
| X11 - Product Line | | -.503 | -.101 | .117 | |
| X12 - Salesforce Image | | -.042 | -.725 | .076 | |
| X13 - Competitive Pricing | | .085 | -.047 | .139 | |
| X14 - Warranty & Claims | | .122 | .100 | -.787 | |
| X16 - Order & Billing | | -.184 | -.113 | .160 | |
| X18 - Delivery Speed | | .355 | .040 | .017 | |

COMMON FACTOR ANALYSIS

Anti-image Matrices

| | | X9 - Complaint Resolution | X10 - Advertising | X11 - Product Line | X12 - Salesforce Image |
|-------------------------------|-------------------------------|---------------------------------|----------------------|-----------------------|------------------------------|
| Anti-image Covariance | X6 - Product Quality | -.022 | -.068 | -.210 | -.018 |
| | X7 - E-Commerce Activities | .027 | -.008 | -.032 | -.235 |
| | X8 - Technical Support | -.041 | .029 | .036 | .024 |
| | X9 - Complaint Resolution | .211 | .028 | -.013 | -.031 |
| | X10 - Advertising | .028 | .663 | .062 | -.136 |
| | X11 - Product Line | -.013 | .062 | .287 | .043 |
| | X12 - Salesforce Image | -.031 | -.136 | .043 | .291 |
| | X13 - Competitive Pricing | .007 | .038 | .162 | -.039 |
| | X14 - Warranty & Claims | .033 | -.014 | -.074 | -.053 |
| | X16 - Order & Billing | -.087 | .019 | .082 | .036 |
| | X18 - Delivery Speed | -.100 | -.064 | -.111 | -.018 |
| | Anti-image Correlation | X6 - Product Quality | -.062 | -.107 | -.503 |
| X7 - E-Commerce Activities | | .097 | -.015 | -.101 | -.725 |
| X8 - Technical Support | | -.156 | .062 | .117 | .076 |
| X9 - Complaint Resolution | | .787 ^a | .074 | -.054 | -.124 |
| X10 - Advertising | | .074 | .779 ^a | .143 | -.311 |
| X11 - Product Line | | -.054 | .143 | .622 ^a | .148 |
| X12 - Salesforce Image | | -.124 | -.311 | .148 | .622 ^a |
| X13 - Competitive Pricing | | .020 | .060 | .386 | -.092 |
| X14 - Warranty & Claims | | .127 | -.032 | -.246 | -.175 |
| X16 - Order & Billing | | -.322 | .040 | .261 | .113 |
| X18 - Delivery Speed | | -.555 | -.202 | -.529 | -.087 |

COMMON FACTOR ANALYSIS

Anti-image Matrices

| | | X13 - Competitive Pricing | X14 - Warranty & Claims | X16 - Order & Billing | X18 - Delivery Speed |
|-------------------------------|-------------------------------|---------------------------------|-------------------------------|--------------------------|-------------------------|
| Anti-image Covariance | X6 - Product Quality | .052 | .053 | -.085 | .109 |
| | X7 - E-Commerce Activities | -.022 | .034 | -.040 | .010 |
| | X8 - Technical Support | .063 | -.255 | .054 | .004 |
| | X9 - Complaint Resolution | .007 | .033 | -.087 | -.100 |
| | X10 - Advertising | .038 | -.014 | .019 | -.064 |
| | X11 - Product Line | .162 | -.074 | .082 | -.111 |
| | X12 - Salesforce Image | -.039 | -.053 | .036 | -.018 |
| | X13 - Competitive Pricing | .612 | -.012 | .046 | -.056 |
| | X14 - Warranty & Claims | -.012 | .313 | -.082 | .022 |
| | X16 - Order & Billing | .046 | -.082 | .344 | -.085 |
| | X18 - Delivery Speed | -.056 | .022 | -.085 | .153 |
| | Anti-image Correlation | X6 - Product Quality | .085 | .122 | -.184 |
| X7 - E-Commerce Activities | | -.047 | .100 | -.113 | .040 |
| X8 - Technical Support | | .139 | -.787 | .160 | .017 |
| X9 - Complaint Resolution | | .020 | .127 | -.322 | -.555 |
| X10 - Advertising | | .060 | -.032 | .040 | -.202 |
| X11 - Product Line | | .386 | -.246 | .261 | -.529 |
| X12 - Salesforce Image | | -.092 | -.175 | .113 | -.087 |
| X13 - Competitive Pricing | | .753 ^a | -.028 | .101 | -.184 |
| X14 - Warranty & Claims | | -.028 | .511 ^a | -.250 | .100 |
| X16 - Order & Billing | | .101 | -.250 | .760 ^a | -.369 |
| X18 - Delivery Speed | | -.184 | .100 | -.369 | .666 ^a |

a. Measures of Sampling Adequacy(MSA)

Communalities

| | Initial | Extraction |
|-------------------------------|---------|------------|
| X6 - Product Quality | .389 | .424 |
| X7 - E-Commerce Activities | .637 | .632 |
| X8 - Technical Support | .664 | .796 |
| X9 - Complaint Resolution | .789 | .843 |
| X10 - Advertising | .337 | .313 |
| X11 - Product Line | .713 | .800 |
| X12 - Salesforce Image | .709 | .990 |
| X13 - Competitive Pricing | .388 | .443 |
| X14 - Warranty & Claims | .687 | .812 |
| X16 - Order & Billing | .656 | .622 |
| X18 - Delivery Speed | .847 | .942 |

Extraction Method: Principal Axis Factoring.

COMMON FACTOR ANALYSIS

Total Variance Explained

| Factor | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|--------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.427 | 31.154 | 31.154 | 3.215 | 29.231 | 29.231 |
| 2 | 2.551 | 23.190 | 54.344 | 2.225 | 20.227 | 49.458 |
| 3 | 1.691 | 15.373 | 69.717 | 1.499 | 13.630 | 63.088 |
| 4 | 1.087 | 9.878 | 79.595 | .678 | 6.167 | 69.255 |
| 5 | .609 | 5.540 | 85.135 | | | |
| 6 | .552 | 5.017 | 90.152 | | | |
| 7 | .402 | 3.650 | 93.802 | | | |
| 8 | .247 | 2.245 | 96.047 | | | |
| 9 | .204 | 1.850 | 97.898 | | | |
| 10 | .133 | 1.208 | 99.105 | | | |
| 11 | .098 | .895 | 100.000 | | | |

Extraction Method: Principal Axis Factoring.

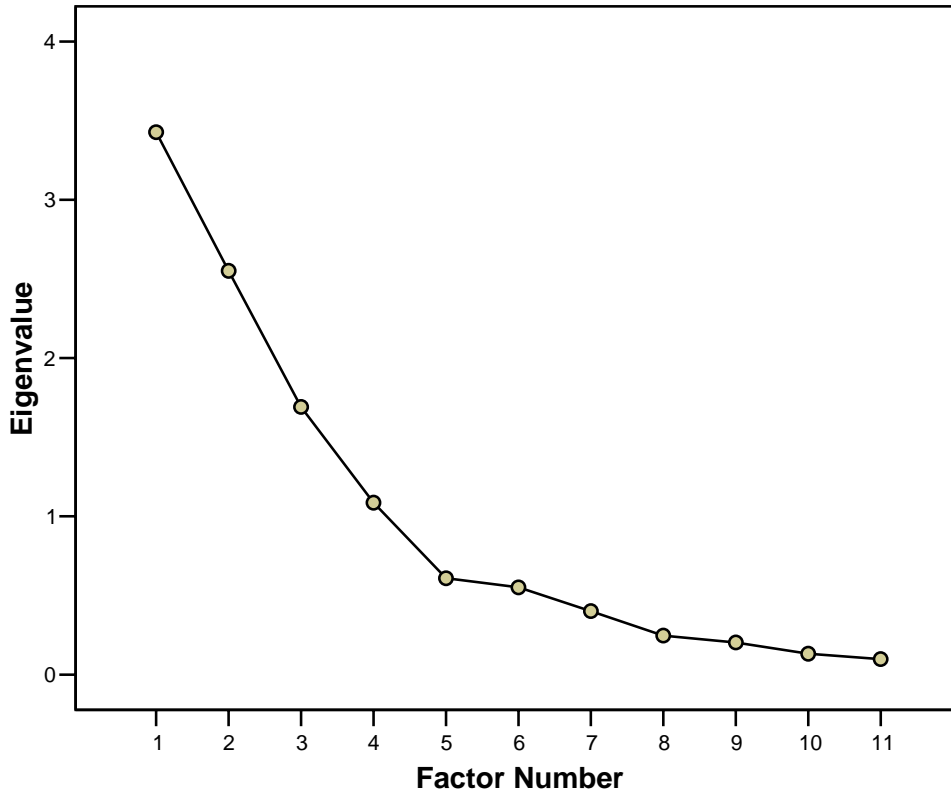
Total Variance Explained

| Factor | Rotation Sums of Squared Loadings | | |
|--------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % |
| 1 | 2.635 | 23.953 | 23.953 |
| 2 | 1.971 | 17.919 | 41.871 |
| 3 | 1.641 | 14.916 | 56.788 |
| 4 | 1.371 | 12.467 | 69.255 |
| 5 | | | |
| 6 | | | |
| 7 | | | |
| 8 | | | |
| 9 | | | |
| 10 | | | |
| 11 | | | |

Extraction Method: Principal Axis Factoring.

COMMON FACTOR ANALYSIS

Scree Plot



Factor Matrix^a

| | Factor | | | |
|----------------------------|--------|-------|------|------|
| | 1 | 2 | 3 | 4 |
| X18 - Delivery Speed | .895 | | | |
| X9 - Complaint Resolution | .862 | | | |
| X16 - Order & Billing | .747 | | | |
| X11 - Product Line | .689 | -.454 | | |
| X12 - Salesforce Image | | .805 | | |
| X7 - E-Commerce Activities | | .657 | | |
| X13 - Competitive Pricing | | .553 | | |
| X10 - Advertising | | .457 | | |
| X8 - Technical Support | | | .739 | |
| X14 - Warranty & Claims | | | .735 | |
| X6 - Product Quality | | -.408 | | .463 |

Extraction Method: Principal Axis Factoring.

a. 4 factors extracted. 23 iterations required.

COMMON FACTOR ANALYSIS

Rotated Factor Matrix^a

| | Factor | | | |
|----------------------------|--------|------|------|-------|
| | 1 | 2 | 3 | 4 |
| X18 - Delivery Speed | .949 | | | |
| X9 - Complaint Resolution | .897 | | | |
| X16 - Order & Billing | .768 | | | |
| X12 - Salesforce Image | | .977 | | |
| X7 - E-Commerce Activities | | .784 | | |
| X10 - Advertising | | .529 | | |
| X14 - Warranty & Claims | | | .884 | |
| X8 - Technical Support | | | .884 | |
| X11 - Product Line | .525 | | | .712 |
| X6 - Product Quality | | | | .647 |
| X13 - Competitive Pricing | | | | -.590 |

Extraction Method: Principal Axis Factoring.
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Factor Transformation Matrix

| Factor | 1 | 2 | 3 | 4 |
|--------|-------|------|-------|-------|
| 1 | .852 | .331 | .264 | .309 |
| 2 | -.001 | .772 | -.337 | -.539 |
| 3 | -.376 | .335 | .862 | -.059 |
| 4 | -.365 | .426 | -.271 | .782 |

Extraction Method: Principal Axis Factoring.
 Rotation Method: Varimax with Kaiser Normalization.

COMMON FACTOR ANALYSIS -- OMIT X11

Factor Analysis

Correlation Matrix

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support | X9 - Complaint Resolution |
|-----------------|----------------------------|----------------------|----------------------------|------------------------|---------------------------|
| Correlation | X6 - Product Quality | 1.000 | -.137 | .096 | .106 |
| | X7 - E-Commerce Activities | -.137 | 1.000 | .001 | .140 |
| | X8 - Technical Support | .096 | .001 | 1.000 | .097 |
| | X9 - Complaint Resolution | .106 | .140 | .097 | 1.000 |
| | X10 - Advertising | -.053 | .430 | -.063 | .197 |
| | X12 - Salesforce Image | -.152 | .792 | .017 | .230 |
| | X13 - Competitive Pricing | -.401 | .229 | -.271 | -.128 |
| | X14 - Warranty & Claims | .088 | .052 | .797 | .140 |
| | X16 - Order & Billing | .104 | .156 | .080 | .757 |
| | X18 - Delivery Speed | .028 | .192 | .025 | .865 |
| Sig. (1-tailed) | X6 - Product Quality | | .087 | .172 | .146 |
| | X7 - E-Commerce Activities | .087 | | .497 | .082 |
| | X8 - Technical Support | .172 | .497 | | .169 |
| | X9 - Complaint Resolution | .146 | .082 | .169 | |
| | X10 - Advertising | .299 | .000 | .267 | .025 |
| | X12 - Salesforce Image | .066 | .000 | .433 | .011 |
| | X13 - Competitive Pricing | .000 | .011 | .003 | .102 |
| | X14 - Warranty & Claims | .191 | .304 | .000 | .082 |
| | X16 - Order & Billing | .151 | .060 | .214 | .000 |
| | X18 - Delivery Speed | .392 | .028 | .401 | .000 |

COMMON FACTOR ANALYSIS -- OMIT X11

Correlation Matrix

| | | X10 - Advertising | X12 - Salesforce Image | X13 - Competitive Pricing | X14 - Warranty & Claims |
|-----------------|-------------------------------|----------------------|------------------------------|---------------------------------|-------------------------------|
| Correlation | X6 - Product Quality | -.053 | -.152 | -.401 | .088 |
| | X7 - E-Commerce Activities | .430 | .792 | .229 | .052 |
| | X8 - Technical Support | -.063 | .017 | -.271 | .797 |
| | X9 - Complaint Resolution | .197 | .230 | -.128 | .140 |
| | X10 - Advertising | 1.000 | .542 | .134 | .011 |
| | X12 - Salesforce Image | .542 | 1.000 | .265 | .107 |
| | X13 - Competitive Pricing | .134 | .265 | 1.000 | -.245 |
| | X14 - Warranty & Claims | .011 | .107 | -.245 | 1.000 |
| | X16 - Order & Billing | .184 | .195 | -.115 | .197 |
| | X18 - Delivery Speed | .276 | .272 | -.073 | .109 |
| Sig. (1-tailed) | X6 - Product Quality | .299 | .066 | .000 | .191 |
| | X7 - E-Commerce Activities | .000 | .000 | .011 | .304 |
| | X8 - Technical Support | .267 | .433 | .003 | .000 |
| | X9 - Complaint Resolution | .025 | .011 | .102 | .082 |
| | X10 - Advertising | | .000 | .092 | .458 |
| | X12 - Salesforce Image | .000 | | .004 | .144 |
| | X13 - Competitive Pricing | .092 | .004 | | .007 |
| | X14 - Warranty & Claims | .458 | .144 | .007 | |
| | X16 - Order & Billing | .033 | .026 | .128 | .025 |
| | X18 - Delivery Speed | .003 | .003 | .236 | .139 |

COMMON FACTOR ANALYSIS -- OMIT X11

Correlation Matrix

| | | X16 - Order & Billing | X18 - Delivery Speed |
|-----------------|----------------------------|-----------------------|----------------------|
| Correlation | X6 - Product Quality | .104 | .028 |
| | X7 - E-Commerce Activities | .156 | .192 |
| | X8 - Technical Support | .080 | .025 |
| | X9 - Complaint Resolution | .757 | .865 |
| | X10 - Advertising | .184 | .276 |
| | X12 - Salesforce Image | .195 | .272 |
| | X13 - Competitive Pricing | -.115 | -.073 |
| | X14 - Warranty & Claims | .197 | .109 |
| | X16 - Order & Billing | 1.000 | .751 |
| | X18 - Delivery Speed | .751 | 1.000 |
| Sig. (1-tailed) | X6 - Product Quality | .151 | .392 |
| | X7 - E-Commerce Activities | .060 | .028 |
| | X8 - Technical Support | .214 | .401 |
| | X9 - Complaint Resolution | .000 | .000 |
| | X10 - Advertising | .033 | .003 |
| | X12 - Salesforce Image | .026 | .003 |
| | X13 - Competitive Pricing | .128 | .236 |
| | X14 - Warranty & Claims | .025 | .139 |
| | X16 - Order & Billing | | .000 |
| | X18 - Delivery Speed | .000 | |

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .669 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 502.974 |
| | df | 45 |
| | Sig. | .000 |

COMMON FACTOR ANALYSIS -- OMIT X11

Anti-image Matrices

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support |
|------------------------|----------------------------|----------------------|----------------------------|------------------------|
| Anti-image Covariance | X6 - Product Quality | .818 | .007 | .008 |
| | X7 - E-Commerce Activities | .007 | .366 | -.020 |
| | X8 - Technical Support | .008 | -.020 | .341 |
| | X9 - Complaint Resolution | -.043 | .026 | -.040 |
| | X10 - Advertising | -.031 | -.001 | .022 |
| | X12 - Salesforce Image | .019 | -.238 | .019 |
| | X13 - Competitive Pricing | .268 | -.004 | .050 |
| | X14 - Warranty & Claims | -.001 | .027 | -.265 |
| | X16 - Order & Billing | -.035 | -.033 | .048 |
| | X18 - Delivery Speed | .051 | -.004 | .025 |
| Anti-image Correlation | X6 - Product Quality | .613 ^a | .013 | .016 |
| | X7 - E-Commerce Activities | .013 | .639 ^a | -.057 |
| | X8 - Technical Support | .016 | -.057 | .517 ^a |
| | X9 - Complaint Resolution | -.103 | .093 | -.151 |
| | X10 - Advertising | -.041 | -.001 | .046 |
| | X12 - Salesforce Image | .038 | -.721 | .060 |
| | X13 - Competitive Pricing | .349 | -.009 | .102 |
| | X14 - Warranty & Claims | -.002 | .078 | -.788 |
| | X16 - Order & Billing | -.064 | -.090 | .135 |
| | X18 - Delivery Speed | .121 | -.015 | .094 |

COMMON FACTOR ANALYSIS -- OMIT X11

Anti-image Matrices

| | | X9 - Complaint Resolution | X10 - Advertising | X12 - Salesforce Image | X13 - Competitive Pricing |
|------------------------|-------------------------------|---------------------------------|----------------------|------------------------------|---------------------------------|
| Anti-image Covariance | X6 - Product Quality | -.043 | -.031 | .019 | .268 |
| | X7 - E-Commerce Activities | .026 | -.001 | -.238 | -.004 |
| | X8 - Technical Support | -.040 | .022 | .019 | .050 |
| | X9 - Complaint Resolution | .212 | .031 | -.029 | .017 |
| | X10 - Advertising | .031 | .677 | -.152 | .004 |
| | X12 - Salesforce Image | -.029 | -.152 | .297 | -.076 |
| | X13 - Competitive Pricing | .017 | .004 | -.076 | .719 |
| | X14 - Warranty & Claims | .031 | .002 | -.045 | .036 |
| | X16 - Order & Billing | -.090 | .001 | .026 | .000 |
| | X18 - Delivery Speed | -.146 | -.057 | -.003 | .010 |
| Anti-image Correlation | X6 - Product Quality | -.103 | -.041 | .038 | .349 |
| | X7 - E-Commerce Activities | .093 | -.001 | -.721 | -.009 |
| | X8 - Technical Support | -.151 | .046 | .060 | .102 |
| | X9 - Complaint Resolution | .695 ^a | .082 | -.117 | .044 |
| | X10 - Advertising | .082 | .815 ^a | -.339 | .005 |
| | X12 - Salesforce Image | -.117 | -.339 | .627 ^a | -.163 |
| | X13 - Competitive Pricing | .044 | .005 | -.163 | .737 ^a |
| | X14 - Warranty & Claims | .118 | .004 | -.144 | .074 |
| | X16 - Order & Billing | -.320 | .003 | .078 | .000 |
| | X18 - Delivery Speed | -.688 | -.150 | -.010 | .026 |

COMMON FACTOR ANALYSIS -- OMIT X11

Anti-image Matrices

| | | X14 - Warranty & Claims | X16 - Order & Billing | X18 - Delivery Speed |
|------------------------|-------------------------------|-------------------------------|--------------------------|-------------------------|
| Anti-image Covariance | X6 - Product Quality | -.001 | -.035 | .051 |
| | X7 - E-Commerce Activities | .027 | -.033 | -.004 |
| | X8 - Technical Support | -.265 | .048 | .025 |
| | X9 - Complaint Resolution | .031 | -.090 | -.146 |
| | X10 - Advertising | .002 | .001 | -.057 |
| | X12 - Salesforce Image | -.045 | .026 | -.003 |
| | X13 - Competitive Pricing | .036 | .000 | .010 |
| | X14 - Warranty & Claims | .333 | -.070 | -.010 |
| | X16 - Order & Billing | -.070 | .370 | -.079 |
| | X18 - Delivery Speed | -.010 | -.079 | .213 |
| Anti-image Correlation | X6 - Product Quality | -.002 | -.064 | .121 |
| | X7 - E-Commerce Activities | .078 | -.090 | -.015 |
| | X8 - Technical Support | -.788 | .135 | .094 |
| | X9 - Complaint Resolution | .118 | -.320 | -.688 |
| | X10 - Advertising | .004 | .003 | -.150 |
| | X12 - Salesforce Image | -.144 | .078 | -.010 |
| | X13 - Competitive Pricing | .074 | .000 | .026 |
| | X14 - Warranty & Claims | .527 ^a | -.199 | -.036 |
| | X16 - Order & Billing | -.199 | .835 ^a | -.282 |
| | X18 - Delivery Speed | -.036 | -.282 | .716 ^a |

a. Measures of Sampling Adequacy(MSA)

Communalities

| | Initial | Extraction |
|-------------------------------|---------|------------|
| X6 - Product Quality | .182 | .627 |
| X7 - E-Commerce Activities | .634 | .631 |
| X8 - Technical Support | .659 | .830 |
| X9 - Complaint Resolution | .788 | .860 |
| X10 - Advertising | .323 | .316 |
| X12 - Salesforce Image | .703 | .993 |
| X13 - Competitive Pricing | .281 | .353 |
| X14 - Warranty & Claims | .667 | .778 |
| X16 - Order & Billing | .630 | .660 |
| X18 - Delivery Speed | .787 | .885 |

Extraction Method: Principal Axis Factoring.

COMMON FACTOR ANALYSIS -- OMIT X11

Total Variance Explained

| Factor | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
|--------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.086 | 30.860 | 30.860 | 2.867 | 28.674 | 28.674 |
| 2 | 2.273 | 22.730 | 53.591 | 1.954 | 19.544 | 48.218 |
| 3 | 1.659 | 16.593 | 70.184 | 1.465 | 14.652 | 62.870 |
| 4 | 1.039 | 10.388 | 80.572 | .645 | 6.448 | 69.318 |
| 5 | .604 | 6.041 | 86.613 | | | |
| 6 | .549 | 5.486 | 92.099 | | | |
| 7 | .293 | 2.926 | 95.025 | | | |
| 8 | .206 | 2.062 | 97.087 | | | |
| 9 | .171 | 1.711 | 98.798 | | | |
| 10 | .120 | 1.202 | 100.000 | | | |

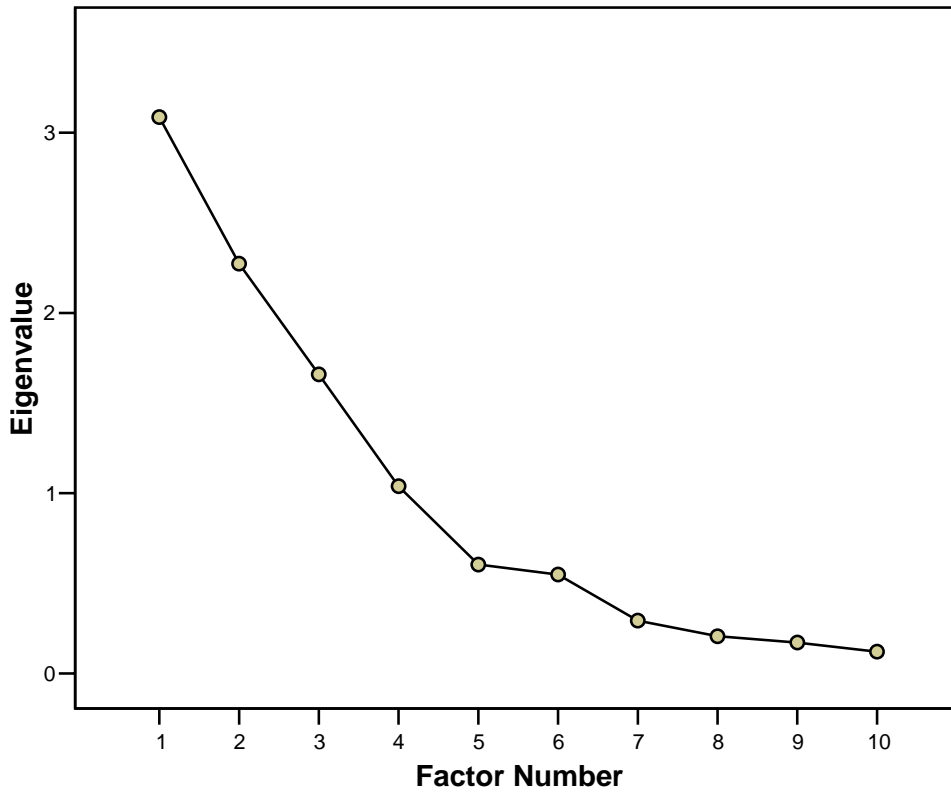
Extraction Method: Principal Axis Factoring.

Total Variance Explained

| Factor | Rotation Sums of Squared Loadings | | |
|--------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % |
| 1 | 2.392 | 23.925 | 23.925 |
| 2 | 1.970 | 19.696 | 43.621 |
| 3 | 1.650 | 16.504 | 60.124 |
| 4 | .919 | 9.193 | 69.318 |
| 5 | | | |
| 6 | | | |
| 7 | | | |
| 8 | | | |
| 9 | | | |
| 10 | | | |

Extraction Method: Principal Axis Factoring.

Scree Plot



Factor Matrix^a

| | Factor | | | |
|----------------------------|--------|-------|------|------|
| | 1 | 2 | 3 | 4 |
| X18 - Delivery Speed | .847 | | | |
| X9 - Complaint Resolution | .820 | | | |
| X16 - Order & Billing | .730 | | | |
| X12 - Salesforce Image | .640 | -.599 | .434 | |
| X10 - Advertising | .421 | | | |
| X13 - Competitive Pricing | | -.528 | | |
| X7 - E-Commerce Activities | .486 | -.506 | | |
| X8 - Technical Support | | .598 | .649 | |
| X14 - Warranty & Claims | | .545 | .619 | |
| X6 - Product Quality | | .412 | | .667 |

Extraction Method: Principal Axis Factoring.

a. 4 factors extracted. 155 iterations required.

COMMON FACTOR ANALYSIS -- OMIT X11

Rotated Factor Matrix^a

| | Factor | | | |
|----------------------------|--------|------|------|-------|
| | 1 | 2 | 3 | 4 |
| X18 - Delivery Speed | .925 | | | |
| X9 - Complaint Resolution | .913 | | | |
| X16 - Order & Billing | .793 | | | |
| X12 - Salesforce Image | | .979 | | |
| X7 - E-Commerce Activities | | .782 | | |
| X10 - Advertising | | .531 | | |
| X8 - Technical Support | | | .905 | |
| X14 - Warranty & Claims | | | .870 | |
| X6 - Product Quality | | | | .788 |
| X13 - Competitive Pricing | | | | -.480 |

Extraction Method: Principal Axis Factoring.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Factor Transformation Matrix

| Factor | 1 | 2 | 3 | 4 |
|--------|-------|-------|-------|-------|
| 1 | .813 | .545 | .204 | .019 |
| 2 | .258 | -.620 | .588 | .451 |
| 3 | -.483 | .443 | .750 | -.091 |
| 4 | -.198 | .349 | -.226 | .887 |

Extraction Method: Principal Axis Factoring.

Rotation Method: Varimax with Kaiser Normalization.

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Factor Analysis

Sample Split -- 50/50 = Estimation Sample

Correlation Matrix^a

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support | X9 - Complaint Resolution |
|-----------------|----------------------------|----------------------|----------------------------|------------------------|---------------------------|
| Correlation | X6 - Product Quality | 1.000 | -.236 | .056 | .057 |
| | X7 - E-Commerce Activities | -.236 | 1.000 | .003 | .061 |
| | X8 - Technical Support | .056 | .003 | 1.000 | .138 |
| | X9 - Complaint Resolution | .057 | .061 | .138 | 1.000 |
| | X10 - Advertising | -.019 | .389 | -.094 | .171 |
| | X12 - Salesforce Image | -.194 | .856 | .043 | .251 |
| | X13 - Competitive Pricing | -.412 | .100 | -.338 | -.186 |
| | X14 - Warranty & Claims | .021 | .105 | .885 | .035 |
| | X16 - Order & Billing | .005 | .186 | .102 | .727 |
| | X18 - Delivery Speed | .049 | .136 | .003 | .874 |
| Sig. (1-tailed) | X6 - Product Quality | | .049 | .349 | .346 |
| | X7 - E-Commerce Activities | .049 | | .492 | .337 |
| | X8 - Technical Support | .349 | .492 | | .170 |
| | X9 - Complaint Resolution | .346 | .337 | .170 | |
| | X10 - Advertising | .447 | .003 | .258 | .118 |
| | X12 - Salesforce Image | .088 | .000 | .383 | .039 |
| | X13 - Competitive Pricing | .001 | .245 | .008 | .098 |
| | X14 - Warranty & Claims | .442 | .235 | .000 | .405 |
| | X16 - Order & Billing | .486 | .098 | .240 | .000 |
| | X18 - Delivery Speed | .367 | .173 | .493 | .000 |

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Correlation Matrix^a

| | | X10 - Advertising | X12 - Salesforce Image | X13 - Competitive Pricing | X14 - Warranty & Claims |
|-------------------------------|-------------------------------|----------------------|------------------------------|---------------------------------|-------------------------------|
| Correlation | X6 - Product Quality | -.019 | -.194 | -.412 | .021 |
| | X7 - E-Commerce Activities | .389 | .856 | .100 | .105 |
| | X8 - Technical Support | -.094 | .043 | -.338 | .885 |
| | X9 - Complaint Resolution | .171 | .251 | -.186 | .035 |
| | X10 - Advertising | 1.000 | .487 | .022 | -.021 |
| | X12 - Salesforce Image | .487 | 1.000 | .078 | .145 |
| | X13 - Competitive Pricing | .022 | .078 | 1.000 | -.372 |
| | X14 - Warranty & Claims | -.021 | .145 | -.372 | 1.000 |
| | X16 - Order & Billing | .253 | .333 | -.141 | .050 |
| | X18 - Delivery Speed | .276 | .246 | -.199 | -.029 |
| | Sig. (1-tailed) | X6 - Product Quality | .447 | .088 | .001 |
| X7 - E-Commerce Activities | | .003 | .000 | .245 | .235 |
| X8 - Technical Support | | .258 | .383 | .008 | .000 |
| X9 - Complaint Resolution | | .118 | .039 | .098 | .405 |
| X10 - Advertising | | | .000 | .440 | .442 |
| X12 - Salesforce Image | | .000 | | .295 | .157 |
| X13 - Competitive Pricing | | .440 | .295 | | .004 |
| X14 - Warranty & Claims | | .442 | .157 | .004 | |
| X16 - Order & Billing | | .038 | .009 | .165 | .366 |
| X18 - Delivery Speed | | .026 | .042 | .083 | .420 |

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Correlation Matrix^a

| | | X16 - Order & Billing | X18 - Delivery Speed |
|-----------------|----------------------------|-----------------------|----------------------|
| Correlation | X6 - Product Quality | .005 | .049 |
| | X7 - E-Commerce Activities | .186 | .136 |
| | X8 - Technical Support | .102 | .003 |
| | X9 - Complaint Resolution | .727 | .874 |
| | X10 - Advertising | .253 | .276 |
| | X12 - Salesforce Image | .333 | .246 |
| | X13 - Competitive Pricing | -.141 | -.199 |
| | X14 - Warranty & Claims | .050 | -.029 |
| | X16 - Order & Billing | 1.000 | .783 |
| | X18 - Delivery Speed | .783 | 1.000 |
| Sig. (1-tailed) | X6 - Product Quality | .486 | .367 |
| | X7 - E-Commerce Activities | .098 | .173 |
| | X8 - Technical Support | .240 | .493 |
| | X9 - Complaint Resolution | .000 | .000 |
| | X10 - Advertising | .038 | .026 |
| | X12 - Salesforce Image | .009 | .042 |
| | X13 - Competitive Pricing | .165 | .083 |
| | X14 - Warranty & Claims | .366 | .420 |
| | X16 - Order & Billing | | .000 |
| | X18 - Delivery Speed | .000 | |

a. Sample Split -- 50/50 = Estimation Sample

KMO and Bartlett's Test^a

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .557 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 301.441 |
| | df | 45 |
| | Sig. | .000 |

a. Sample Split -- 50/50 = Estimation Sample

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Anti-image Matrices^b

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support |
|------------------------|----------------------------|----------------------|----------------------------|------------------------|
| Anti-image Covariance | X6 - Product Quality | .771 | .047 | -.019 |
| | X7 - E-Commerce Activities | .047 | .216 | -.023 |
| | X8 - Technical Support | -.019 | -.023 | .169 |
| | X9 - Complaint Resolution | -.001 | .070 | -.063 |
| | X10 - Advertising | -.055 | .043 | .006 |
| | X12 - Salesforce Image | -.005 | -.164 | .038 |
| | X13 - Competitive Pricing | .290 | .012 | -.016 |
| | X14 - Warranty & Claims | .038 | .022 | -.150 |
| | X16 - Order & Billing | .011 | .034 | -.038 |
| | X18 - Delivery Speed | .004 | -.052 | .049 |
| Anti-image Correlation | X6 - Product Quality | .574 ^a | .114 | -.053 |
| | X7 - E-Commerce Activities | .114 | .501 ^a | -.120 |
| | X8 - Technical Support | -.053 | -.120 | .457 ^a |
| | X9 - Complaint Resolution | -.001 | .375 | -.378 |
| | X10 - Advertising | -.075 | .112 | .016 |
| | X12 - Salesforce Image | -.015 | -.844 | .220 |
| | X13 - Competitive Pricing | .411 | .031 | -.048 |
| | X14 - Warranty & Claims | .106 | .113 | -.884 |
| | X16 - Order & Billing | .020 | .124 | -.156 |
| | X18 - Delivery Speed | .011 | -.301 | .318 |

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Anti-image Matrices^b

| | | X9 - Complaint Resolution | X10 - Advertising | X12 - Salesforce Image | X13 - Competitive Pricing |
|-------------------------------|-------------------------------|---------------------------------|----------------------|------------------------------|---------------------------------|
| Anti-image Covariance | X6 - Product Quality | -.001 | -.055 | -.005 | .290 |
| | X7 - E-Commerce Activities | .070 | .043 | -.164 | .012 |
| | X8 - Technical Support | -.063 | .006 | .038 | -.016 |
| | X9 - Complaint Resolution | .163 | .068 | -.070 | -.001 |
| | X10 - Advertising | .068 | .686 | -.116 | -.014 |
| | X12 - Salesforce Image | -.070 | -.116 | .175 | -.028 |
| | X13 - Competitive Pricing | -.001 | -.014 | -.028 | .647 |
| | X14 - Warranty & Claims | .050 | .005 | -.042 | .080 |
| | X16 - Order & Billing | -.001 | .013 | -.053 | -.008 |
| | X18 - Delivery Speed | -.118 | -.076 | .054 | .036 |
| | Anti-image Correlation | X6 - Product Quality | -.001 | -.075 | -.015 |
| X7 - E-Commerce Activities | | .375 | .112 | -.844 | .031 |
| X8 - Technical Support | | -.378 | .016 | .220 | -.048 |
| X9 - Complaint Resolution | | .548 ^a | .205 | -.413 | -.003 |
| X10 - Advertising | | .205 | .710 ^a | -.334 | -.021 |
| X12 - Salesforce Image | | -.413 | -.334 | .499 ^a | -.083 |
| X13 - Competitive Pricing | | -.003 | -.021 | -.083 | .678 ^a |
| X14 - Warranty & Claims | | .300 | .014 | -.246 | .242 |
| X16 - Order & Billing | | -.002 | .027 | -.217 | -.016 |
| X18 - Delivery Speed | | -.779 | -.243 | .343 | .119 |

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Anti-image Matrices^b

| | | X14 - Warranty & Claims | X16 - Order & Billing | X18 - Delivery Speed |
|------------------------|-------------------------------|-------------------------------|--------------------------|-------------------------|
| Anti-image Covariance | X6 - Product Quality | .038 | .011 | .004 |
| | X7 - E-Commerce Activities | .022 | .034 | -.052 |
| | X8 - Technical Support | -.150 | -.038 | .049 |
| | X9 - Complaint Resolution | .050 | -.001 | -.118 |
| | X10 - Advertising | .005 | .013 | -.076 |
| | X12 - Salesforce Image | -.042 | -.053 | .054 |
| | X13 - Competitive Pricing | .080 | -.008 | .036 |
| | X14 - Warranty & Claims | .169 | .025 | -.032 |
| | X16 - Order & Billing | .025 | .345 | -.103 |
| | X18 - Delivery Speed | -.032 | -.103 | .141 |
| Anti-image Correlation | X6 - Product Quality | .106 | .020 | .011 |
| | X7 - E-Commerce Activities | .113 | .124 | -.301 |
| | X8 - Technical Support | -.884 | -.156 | .318 |
| | X9 - Complaint Resolution | .300 | -.002 | -.779 |
| | X10 - Advertising | .014 | .027 | -.243 |
| | X12 - Salesforce Image | -.246 | -.217 | .343 |
| | X13 - Competitive Pricing | .242 | -.016 | .119 |
| | X14 - Warranty & Claims | .473 ^a | .104 | -.207 |
| | X16 - Order & Billing | .104 | .814 ^a | -.466 |
| | X18 - Delivery Speed | -.207 | -.466 | .558 ^a |

a. Measures of Sampling Adequacy(MSA)

b. Sample Split -- 50/50 = Estimation Sample

Communalities^a

| | Initial | Extraction |
|-------------------------------|---------|------------|
| X6 - Product Quality | 1.000 | .804 |
| X7 - E-Commerce Activities | 1.000 | .841 |
| X8 - Technical Support | 1.000 | .916 |
| X9 - Complaint Resolution | 1.000 | .884 |
| X10 - Advertising | 1.000 | .584 |
| X12 - Salesforce Image | 1.000 | .886 |
| X13 - Competitive Pricing | 1.000 | .699 |
| X14 - Warranty & Claims | 1.000 | .932 |
| X16 - Order & Billing | 1.000 | .807 |
| X18 - Delivery Speed | 1.000 | .918 |

Extraction Method: Principal Component Analysis.

a. Sample Split -- 50/50 = Estimation Sample

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Total Variance Explained^a

| Component | Initial Eigenvalues | | |
|-----------|---------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % |
| 1 | 3.109 | 31.090 | 31.090 |
| 2 | 2.212 | 22.118 | 53.208 |
| 3 | 1.863 | 18.634 | 71.842 |
| 4 | 1.087 | 10.869 | 82.711 |
| 5 | .622 | 6.223 | 88.934 |
| 6 | .501 | 5.008 | 93.942 |
| 7 | .280 | 2.796 | 96.738 |
| 8 | .157 | 1.567 | 98.305 |
| 9 | .114 | 1.141 | 99.446 |
| 10 | .055 | .554 | 100.000 |

Extraction Method: Principal Component Analysis.

Total Variance Explained^a

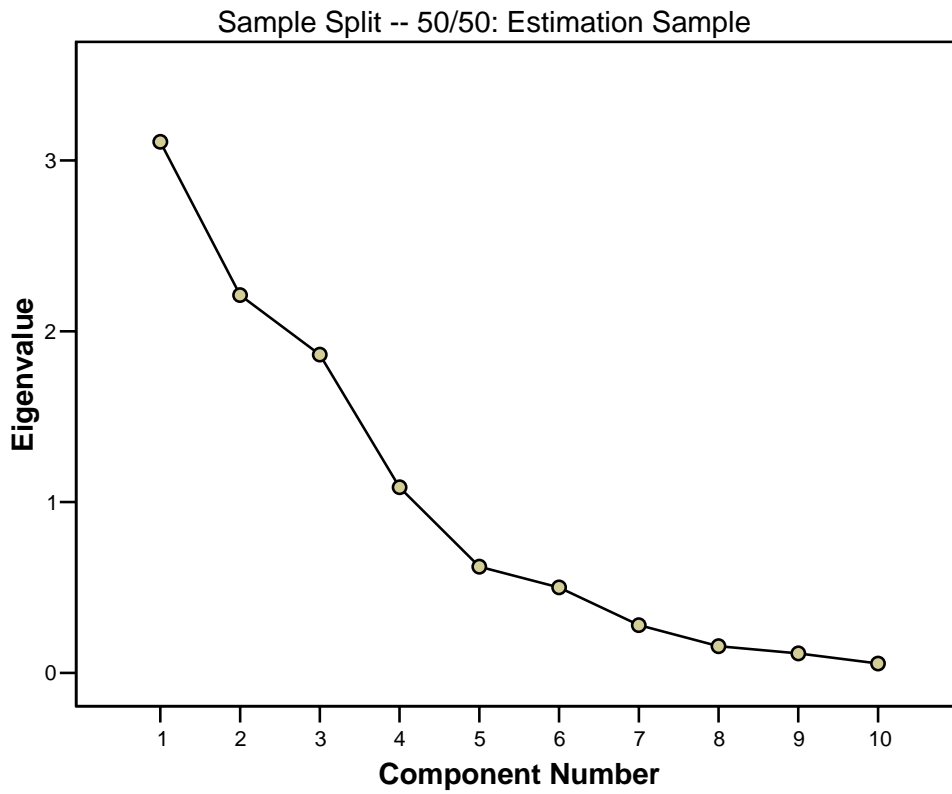
| Component | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|-----------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.109 | 31.090 | 31.090 | 2.627 | 26.268 | 26.268 |
| 2 | 2.212 | 22.118 | 53.208 | 2.190 | 21.896 | 48.164 |
| 3 | 1.863 | 18.634 | 71.842 | 2.033 | 20.328 | 68.492 |
| 4 | 1.087 | 10.869 | 82.711 | 1.422 | 14.219 | 82.711 |
| 5 | | | | | | |
| 6 | | | | | | |
| 7 | | | | | | |
| 8 | | | | | | |
| 9 | | | | | | |
| 10 | | | | | | |

Extraction Method: Principal Component Analysis.

a. Sample Split -- 50/50 = Estimation Sample

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Scree Plot



Component Matrix^{a,b}

| | Component | | | |
|----------------------------|-----------|-------|-------|-------|
| | 1 | 2 | 3 | 4 |
| X18 - Delivery Speed | .832 | | -.457 | |
| X16 - Order & Billing | .825 | | | |
| X9 - Complaint Resolution | .799 | | -.421 | |
| X12 - Salesforce Image | .663 | | .514 | |
| X10 - Advertising | .508 | | | .423 |
| X8 - Technical Support | | .751 | .505 | |
| X14 - Warranty & Claims | | .691 | .624 | |
| X13 - Competitive Pricing | | -.683 | | -.429 |
| X7 - E-Commerce Activities | .516 | -.446 | .588 | |
| X6 - Product Quality | | .445 | | .713 |

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

b. Sample Split -- 50/50 = Estimation Sample

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Rotated Component Matrix^{a,b}

| | Component | | | |
|----------------------------|-----------|------|------|-------|
| | 1 | 2 | 3 | 4 |
| X18 - Delivery Speed | .943 | | | |
| X9 - Complaint Resolution | .935 | | | |
| X16 - Order & Billing | .876 | | | |
| X12 - Salesforce Image | | .902 | | |
| X7 - E-Commerce Activities | | .890 | | |
| X10 - Advertising | | .711 | | |
| X14 - Warranty & Claims | | | .958 | |
| X8 - Technical Support | | | .951 | |
| X6 - Product Quality | | | | .889 |
| X13 - Competitive Pricing | | | | -.720 |

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

- a. Rotation converged in 5 iterations.
- b. Sample Split -- 50/50 = Estimation Sample

Component Transformation Matrix^a

| Component | 1 | 2 | 3 | 4 |
|-----------|-------|-------|-------|-------|
| 1 | .809 | .555 | .187 | .049 |
| 2 | .121 | -.463 | .721 | .502 |
| 3 | -.507 | .555 | .612 | -.246 |
| 4 | -.271 | .412 | -.266 | .828 |

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

- a. Sample Split -- 50/50 = Estimation Sample

Sample Split -- 50/50 = Validation Sample

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Correlation Matrix^a

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support | X9 - Complaint Resolution |
|-----------------|----------------------------|----------------------|----------------------------|------------------------|---------------------------|
| Correlation | X6 - Product Quality | 1.000 | -.059 | .121 | .262 |
| | X7 - E-Commerce Activities | -.059 | 1.000 | -.009 | .252 |
| | X8 - Technical Support | .121 | -.009 | 1.000 | .065 |
| | X9 - Complaint Resolution | .262 | .252 | .065 | 1.000 |
| | X10 - Advertising | -.013 | .504 | -.006 | .191 |
| | X12 - Salesforce Image | -.106 | .722 | -.014 | .207 |
| | X13 - Competitive Pricing | -.397 | .396 | -.175 | -.074 |
| | X14 - Warranty & Claims | .187 | -.020 | .668 | .286 |
| | X16 - Order & Billing | .258 | .139 | .069 | .788 |
| | X18 - Delivery Speed | .096 | .285 | .079 | .849 |
| Sig. (1-tailed) | X6 - Product Quality | | .342 | .201 | .033 |
| | X7 - E-Commerce Activities | .342 | | .476 | .039 |
| | X8 - Technical Support | .201 | .476 | | .327 |
| | X9 - Complaint Resolution | .033 | .039 | .327 | |
| | X10 - Advertising | .465 | .000 | .483 | .092 |
| | X12 - Salesforce Image | .232 | .000 | .461 | .075 |
| | X13 - Competitive Pricing | .002 | .002 | .113 | .305 |
| | X14 - Warranty & Claims | .096 | .445 | .000 | .022 |
| | X16 - Order & Billing | .035 | .169 | .318 | .000 |
| | X18 - Delivery Speed | .254 | .022 | .293 | .000 |

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Correlation Matrix^a

| | | X10 - Advertising | X12 - Salesforce Image | X13 - Competitive Pricing | X14 - Warranty & Claims |
|-----------------|-------------------------------|----------------------|------------------------------|---------------------------------|-------------------------------|
| Correlation | X6 - Product Quality | -.013 | -.106 | -.397 | .187 |
| | X7 - E-Commerce Activities | .504 | .722 | .396 | -.020 |
| | X8 - Technical Support | -.006 | -.014 | -.175 | .668 |
| | X9 - Complaint Resolution | .191 | .207 | -.074 | .286 |
| | X10 - Advertising | 1.000 | .610 | .258 | .054 |
| | X12 - Salesforce Image | .610 | 1.000 | .486 | .059 |
| | X13 - Competitive Pricing | .258 | .486 | 1.000 | -.068 |
| | X14 - Warranty & Claims | .054 | .059 | -.068 | 1.000 |
| | X16 - Order & Billing | .103 | .066 | -.097 | .368 |
| | X18 - Delivery Speed | .242 | .305 | .078 | .314 |
| Sig. (1-tailed) | X6 - Product Quality | .465 | .232 | .002 | .096 |
| | X7 - E-Commerce Activities | .000 | .000 | .002 | .445 |
| | X8 - Technical Support | .483 | .461 | .113 | .000 |
| | X9 - Complaint Resolution | .092 | .075 | .305 | .022 |
| | X10 - Advertising | | .000 | .035 | .355 |
| | X12 - Salesforce Image | .000 | | .000 | .342 |
| | X13 - Competitive Pricing | .035 | .000 | | .320 |
| | X14 - Warranty & Claims | .355 | .342 | .320 | |
| | X16 - Order & Billing | .238 | .324 | .251 | .004 |
| | X18 - Delivery Speed | .045 | .016 | .295 | .013 |

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Correlation Matrix^a

| | | X16 - Order & Billing | X18 - Delivery Speed |
|-----------------|----------------------------|-----------------------|----------------------|
| Correlation | X6 - Product Quality | .258 | .096 |
| | X7 - E-Commerce Activities | .139 | .285 |
| | X8 - Technical Support | .069 | .079 |
| | X9 - Complaint Resolution | .788 | .849 |
| | X10 - Advertising | .103 | .242 |
| | X12 - Salesforce Image | .066 | .305 |
| | X13 - Competitive Pricing | -.097 | .078 |
| | X14 - Warranty & Claims | .368 | .314 |
| | X16 - Order & Billing | 1.000 | .729 |
| | X18 - Delivery Speed | .729 | 1.000 |
| Sig. (1-tailed) | X6 - Product Quality | .035 | .254 |
| | X7 - E-Commerce Activities | .169 | .022 |
| | X8 - Technical Support | .318 | .293 |
| | X9 - Complaint Resolution | .000 | .000 |
| | X10 - Advertising | .238 | .045 |
| | X12 - Salesforce Image | .324 | .016 |
| | X13 - Competitive Pricing | .251 | .295 |
| | X14 - Warranty & Claims | .004 | .013 |
| | X16 - Order & Billing | | .000 |
| | X18 - Delivery Speed | .000 | |

a. Sample Split -- 50/50 = Validation Sample

KMO and Bartlett's Test^a

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .690 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 235.620 |
| | df | 45 |
| | Sig. | .000 |

a. Sample Split -- 50/50 = Validation Sample

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Anti-image Matrices^b

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support |
|------------------------|----------------------------|----------------------|----------------------------|------------------------|
| Anti-image Covariance | X6 - Product Quality | .741 | -.013 | .022 |
| | X7 - E-Commerce Activities | -.013 | .433 | -.073 |
| | X8 - Technical Support | .022 | -.073 | .482 |
| | X9 - Complaint Resolution | -.076 | -.031 | .000 |
| | X10 - Advertising | -.021 | -.057 | .013 |
| | X12 - Salesforce Image | -.015 | -.205 | .023 |
| | X13 - Competitive Pricing | .218 | -.073 | .112 |
| | X14 - Warranty & Claims | -.062 | .088 | -.315 |
| | X16 - Order & Billing | -.038 | -.034 | .079 |
| | X18 - Delivery Speed | .083 | .021 | -.005 |
| Anti-image Correlation | X6 - Product Quality | .633 ^a | -.023 | .037 |
| | X7 - E-Commerce Activities | -.023 | .726 ^a | -.160 |
| | X8 - Technical Support | .037 | -.160 | .454 ^a |
| | X9 - Complaint Resolution | -.199 | -.105 | .000 |
| | X10 - Advertising | -.031 | -.111 | .023 |
| | X12 - Salesforce Image | -.031 | -.537 | .057 |
| | X13 - Competitive Pricing | .330 | -.144 | .210 |
| | X14 - Warranty & Claims | -.112 | .208 | -.703 |
| | X16 - Order & Billing | -.079 | -.092 | .203 |
| | X18 - Delivery Speed | .203 | .066 | -.015 |

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Anti-image Matrices^b

| | | X9 - Complaint Resolution | X10 - Advertising | X12 - Salesforce Image | X13 - Competitive Pricing |
|------------------------|-------------------------------|---------------------------------|----------------------|------------------------------|---------------------------------|
| Anti-image Covariance | X6 - Product Quality | -.076 | -.021 | -.015 | .218 |
| | X7 - E-Commerce Activities | -.031 | -.057 | -.205 | -.073 |
| | X8 - Technical Support | .000 | .013 | .023 | .112 |
| | X9 - Complaint Resolution | .196 | .001 | -.001 | .049 |
| | X10 - Advertising | .001 | .613 | -.177 | .026 |
| | X12 - Salesforce Image | -.001 | -.177 | .335 | -.118 |
| | X13 - Competitive Pricing | .049 | .026 | -.118 | .593 |
| | X14 - Warranty & Claims | .019 | -.009 | -.043 | -.066 |
| | X16 - Order & Billing | -.100 | -.003 | .061 | .008 |
| | X18 - Delivery Speed | -.138 | -.009 | -.043 | -.037 |
| Anti-image Correlation | X6 - Product Quality | -.199 | -.031 | -.031 | .330 |
| | X7 - E-Commerce Activities | -.105 | -.111 | -.537 | -.144 |
| | X8 - Technical Support | .000 | .023 | .057 | .210 |
| | X9 - Complaint Resolution | .712 ^a | .003 | -.005 | .143 |
| | X10 - Advertising | .003 | .827 ^a | -.390 | .044 |
| | X12 - Salesforce Image | -.005 | -.390 | .687 ^a | -.264 |
| | X13 - Competitive Pricing | .143 | .044 | -.264 | .696 ^a |
| | X14 - Warranty & Claims | .067 | -.017 | -.116 | -.133 |
| | X16 - Order & Billing | -.403 | -.006 | .188 | .020 |
| | X18 - Delivery Speed | -.654 | -.024 | -.156 | -.100 |

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Anti-image Matrices^b

| | | X14 - Warranty & Claims | X16 - Order & Billing | X18 - Delivery Speed |
|------------------------|-------------------------------|-------------------------------|--------------------------|-------------------------|
| Anti-image Covariance | X6 - Product Quality | -.062 | -.038 | .083 |
| | X7 - E-Commerce Activities | .088 | -.034 | .021 |
| | X8 - Technical Support | -.315 | .079 | -.005 |
| | X9 - Complaint Resolution | .019 | -.100 | -.138 |
| | X10 - Advertising | -.009 | -.003 | -.009 |
| | X12 - Salesforce Image | -.043 | .061 | -.043 |
| | X13 - Competitive Pricing | -.066 | .008 | -.037 |
| | X14 - Warranty & Claims | .416 | -.105 | -.023 |
| | X16 - Order & Billing | -.105 | .315 | -.058 |
| | X18 - Delivery Speed | -.023 | -.058 | .227 |
| Anti-image Correlation | X6 - Product Quality | -.112 | -.079 | .203 |
| | X7 - E-Commerce Activities | .208 | -.092 | .066 |
| | X8 - Technical Support | -.703 | .203 | -.015 |
| | X9 - Complaint Resolution | .067 | -.403 | -.654 |
| | X10 - Advertising | -.017 | -.006 | -.024 |
| | X12 - Salesforce Image | -.116 | .188 | -.156 |
| | X13 - Competitive Pricing | -.133 | .020 | -.100 |
| | X14 - Warranty & Claims | .545 ^a | -.291 | -.074 |
| | X16 - Order & Billing | -.291 | .784 ^a | -.218 |
| | X18 - Delivery Speed | -.074 | -.218 | .741 ^a |

a. Measures of Sampling Adequacy(MSA)

b. Sample Split -- 50/50 = Validation Sample

Communalities^a

| | Initial | Extraction |
|-------------------------------|---------|------------|
| X6 - Product Quality | 1.000 | .813 |
| X7 - E-Commerce Activities | 1.000 | .733 |
| X8 - Technical Support | 1.000 | .871 |
| X9 - Complaint Resolution | 1.000 | .901 |
| X10 - Advertising | 1.000 | .668 |
| X12 - Salesforce Image | 1.000 | .834 |
| X13 - Competitive Pricing | 1.000 | .709 |
| X14 - Warranty & Claims | 1.000 | .851 |
| X16 - Order & Billing | 1.000 | .841 |
| X18 - Delivery Speed | 1.000 | .878 |

Extraction Method: Principal Component Analysis.

a. Sample Split -- 50/50 = Validation Sample

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Total Variance Explained^a

| Component | Initial Eigenvalues | | |
|-----------|---------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % |
| 1 | 3.232 | 32.321 | 32.321 |
| 2 | 2.447 | 24.474 | 56.795 |
| 3 | 1.417 | 14.173 | 70.969 |
| 4 | 1.002 | 10.017 | 80.985 |
| 5 | .555 | 5.553 | 86.538 |
| 6 | .484 | 4.843 | 91.381 |
| 7 | .289 | 2.889 | 94.270 |
| 8 | .269 | 2.688 | 96.959 |
| 9 | .182 | 1.817 | 98.775 |
| 10 | .122 | 1.225 | 100.000 |

Extraction Method: Principal Component Analysis.

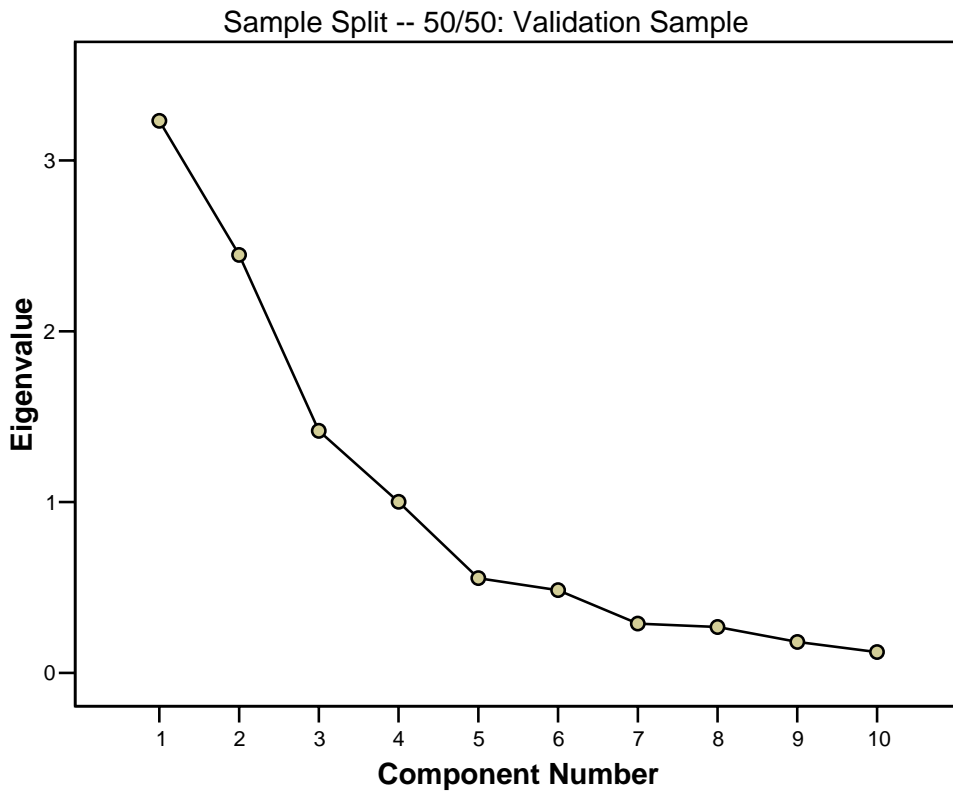
Total Variance Explained^a

| Component | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|-----------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.232 | 32.321 | 32.321 | 2.635 | 26.350 | 26.350 |
| 2 | 2.447 | 24.474 | 56.795 | 2.403 | 24.026 | 50.375 |
| 3 | 1.417 | 14.173 | 70.969 | 1.667 | 16.670 | 67.045 |
| 4 | 1.002 | 10.017 | 80.985 | 1.394 | 13.940 | 80.985 |
| 5 | | | | | | |
| 6 | | | | | | |
| 7 | | | | | | |
| 8 | | | | | | |
| 9 | | | | | | |
| 10 | | | | | | |

Extraction Method: Principal Component Analysis.

a. Sample Split -- 50/50 = Validation Sample

Scree Plot



Component Matrix^{a,b}

| | Component | | | |
|----------------------------|-----------|-------|------|------|
| | 1 | 2 | 3 | 4 |
| X18 - Delivery Speed | .852 | | | |
| X9 - Complaint Resolution | .828 | | | |
| X16 - Order & Billing | .739 | -.428 | | |
| X7 - E-Commerce Activities | .585 | .580 | | |
| X10 - Advertising | .524 | .485 | | |
| X13 - Competitive Pricing | | .707 | | |
| X12 - Salesforce Image | .593 | .648 | | |
| X8 - Technical Support | | | .820 | |
| X14 - Warranty & Claims | .438 | -.461 | .645 | |
| X6 - Product Quality | | -.510 | | .717 |

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

b. Sample Split -- 50/50 = Validation Sample

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

Rotated Component Matrix^{a,b}

| | Component | | | |
|----------------------------|-----------|------|------|-------|
| | 1 | 2 | 3 | 4 |
| X9 - Complaint Resolution | .924 | | | |
| X18 - Delivery Speed | .907 | | | |
| X16 - Order & Billing | .901 | | | |
| X12 - Salesforce Image | | .885 | | |
| X7 - E-Commerce Activities | | .834 | | |
| X10 - Advertising | | .812 | | |
| X8 - Technical Support | | | .927 | |
| X14 - Warranty & Claims | | | .876 | |
| X6 - Product Quality | | | | .884 |
| X13 - Competitive Pricing | | .445 | | -.709 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

- a. Rotation converged in 5 iterations.
- b. Sample Split -- 50/50 = Validation Sample

Component Transformation Matrix^a

| Component | 1 | 2 | 3 | 4 |
|-----------|-------|------|-------|-------|
| 1 | .786 | .570 | .241 | .022 |
| 2 | -.356 | .675 | -.386 | -.518 |
| 3 | -.421 | .212 | .878 | -.089 |
| 4 | -.281 | .418 | -.150 | .850 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

- a. Sample Split -- 50/50 = Validation Sample

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3) FACTORS

Factor Analysis

Correlation Matrix

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support | X9 - Complaint Resolution |
|-----------------|----------------------------|----------------------|----------------------------|------------------------|---------------------------|
| Correlation | X6 - Product Quality | 1.000 | -.137 | .096 | .106 |
| | X7 - E-Commerce Activities | -.137 | 1.000 | .001 | .140 |
| | X8 - Technical Support | .096 | .001 | 1.000 | .097 |
| | X9 - Complaint Resolution | .106 | .140 | .097 | 1.000 |
| | X10 - Advertising | -.053 | .430 | -.063 | .197 |
| | X12 - Salesforce Image | -.152 | .792 | .017 | .230 |
| | X13 - Competitive Pricing | -.401 | .229 | -.271 | -.128 |
| | X14 - Warranty & Claims | .088 | .052 | .797 | .140 |
| | X16 - Order & Billing | .104 | .156 | .080 | .757 |
| | X18 - Delivery Speed | .028 | .192 | .025 | .865 |
| Sig. (1-tailed) | X6 - Product Quality | | .087 | .172 | .146 |
| | X7 - E-Commerce Activities | .087 | | .497 | .082 |
| | X8 - Technical Support | .172 | .497 | | .169 |
| | X9 - Complaint Resolution | .146 | .082 | .169 | |
| | X10 - Advertising | .299 | .000 | .267 | .025 |
| | X12 - Salesforce Image | .066 | .000 | .433 | .011 |
| | X13 - Competitive Pricing | .000 | .011 | .003 | .102 |
| | X14 - Warranty & Claims | .191 | .304 | .000 | .082 |
| | X16 - Order & Billing | .151 | .060 | .214 | .000 |
| | X18 - Delivery Speed | .392 | .028 | .401 | .000 |

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3) FACTORS

Correlation Matrix

| | | X10 - Advertising | X12 - Salesforce Image | X13 - Competitive Pricing | X14 - Warranty & Claims |
|-----------------|-------------------------------|----------------------|------------------------------|---------------------------------|-------------------------------|
| Correlation | X6 - Product Quality | -.053 | -.152 | -.401 | .088 |
| | X7 - E-Commerce Activities | .430 | .792 | .229 | .052 |
| | X8 - Technical Support | -.063 | .017 | -.271 | .797 |
| | X9 - Complaint Resolution | .197 | .230 | -.128 | .140 |
| | X10 - Advertising | 1.000 | .542 | .134 | .011 |
| | X12 - Salesforce Image | .542 | 1.000 | .265 | .107 |
| | X13 - Competitive Pricing | .134 | .265 | 1.000 | -.245 |
| | X14 - Warranty & Claims | .011 | .107 | -.245 | 1.000 |
| | X16 - Order & Billing | .184 | .195 | -.115 | .197 |
| | X18 - Delivery Speed | .276 | .272 | -.073 | .109 |
| Sig. (1-tailed) | X6 - Product Quality | .299 | .066 | .000 | .191 |
| | X7 - E-Commerce Activities | .000 | .000 | .011 | .304 |
| | X8 - Technical Support | .267 | .433 | .003 | .000 |
| | X9 - Complaint Resolution | .025 | .011 | .102 | .082 |
| | X10 - Advertising | | .000 | .092 | .458 |
| | X12 - Salesforce Image | .000 | | .004 | .144 |
| | X13 - Competitive Pricing | .092 | .004 | | .007 |
| | X14 - Warranty & Claims | .458 | .144 | .007 | |
| | X16 - Order & Billing | .033 | .026 | .128 | .025 |
| | X18 - Delivery Speed | .003 | .003 | .236 | .139 |

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3) FACTORS

Correlation Matrix

| | | X16 - Order & Billing | X18 - Delivery Speed |
|-----------------|----------------------------|-----------------------|----------------------|
| Correlation | X6 - Product Quality | .104 | .028 |
| | X7 - E-Commerce Activities | .156 | .192 |
| | X8 - Technical Support | .080 | .025 |
| | X9 - Complaint Resolution | .757 | .865 |
| | X10 - Advertising | .184 | .276 |
| | X12 - Salesforce Image | .195 | .272 |
| | X13 - Competitive Pricing | -.115 | -.073 |
| | X14 - Warranty & Claims | .197 | .109 |
| | X16 - Order & Billing | 1.000 | .751 |
| | X18 - Delivery Speed | .751 | 1.000 |
| Sig. (1-tailed) | X6 - Product Quality | .151 | .392 |
| | X7 - E-Commerce Activities | .060 | .028 |
| | X8 - Technical Support | .214 | .401 |
| | X9 - Complaint Resolution | .000 | .000 |
| | X10 - Advertising | .033 | .003 |
| | X12 - Salesforce Image | .026 | .003 |
| | X13 - Competitive Pricing | .128 | .236 |
| | X14 - Warranty & Claims | .025 | .139 |
| | X16 - Order & Billing | | .000 |
| | X18 - Delivery Speed | .000 | |

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .669 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 502.974 |
| | df | 45 |
| | Sig. | .000 |

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3) FACTORS

Anti-image Matrices

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support |
|------------------------|----------------------------|----------------------|----------------------------|------------------------|
| Anti-image Covariance | X6 - Product Quality | .818 | .007 | .008 |
| | X7 - E-Commerce Activities | .007 | .366 | -.020 |
| | X8 - Technical Support | .008 | -.020 | .341 |
| | X9 - Complaint Resolution | -.043 | .026 | -.040 |
| | X10 - Advertising | -.031 | -.001 | .022 |
| | X12 - Salesforce Image | .019 | -.238 | .019 |
| | X13 - Competitive Pricing | .268 | -.004 | .050 |
| | X14 - Warranty & Claims | -.001 | .027 | -.265 |
| | X16 - Order & Billing | -.035 | -.033 | .048 |
| | X18 - Delivery Speed | .051 | -.004 | .025 |
| Anti-image Correlation | X6 - Product Quality | .613 ^a | .013 | .016 |
| | X7 - E-Commerce Activities | .013 | .639 ^a | -.057 |
| | X8 - Technical Support | .016 | -.057 | .517 ^a |
| | X9 - Complaint Resolution | -.103 | .093 | -.151 |
| | X10 - Advertising | -.041 | -.001 | .046 |
| | X12 - Salesforce Image | .038 | -.721 | .060 |
| | X13 - Competitive Pricing | .349 | -.009 | .102 |
| | X14 - Warranty & Claims | -.002 | .078 | -.788 |
| | X16 - Order & Billing | -.064 | -.090 | .135 |
| | X18 - Delivery Speed | .121 | -.015 | .094 |

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3) FACTORS

Anti-image Matrices

| | | X9 - Complaint Resolution | X10 - Advertising | X12 - Salesforce Image | X13 - Competitive Pricing |
|------------------------|-------------------------------|---------------------------------|----------------------|------------------------------|---------------------------------|
| Anti-image Covariance | X6 - Product Quality | -.043 | -.031 | .019 | .268 |
| | X7 - E-Commerce Activities | .026 | -.001 | -.238 | -.004 |
| | X8 - Technical Support | -.040 | .022 | .019 | .050 |
| | X9 - Complaint Resolution | .212 | .031 | -.029 | .017 |
| | X10 - Advertising | .031 | .677 | -.152 | .004 |
| | X12 - Salesforce Image | -.029 | -.152 | .297 | -.076 |
| | X13 - Competitive Pricing | .017 | .004 | -.076 | .719 |
| | X14 - Warranty & Claims | .031 | .002 | -.045 | .036 |
| | X16 - Order & Billing | -.090 | .001 | .026 | .000 |
| | X18 - Delivery Speed | -.146 | -.057 | -.003 | .010 |
| Anti-image Correlation | X6 - Product Quality | -.103 | -.041 | .038 | .349 |
| | X7 - E-Commerce Activities | .093 | -.001 | -.721 | -.009 |
| | X8 - Technical Support | -.151 | .046 | .060 | .102 |
| | X9 - Complaint Resolution | .695 ^a | .082 | -.117 | .044 |
| | X10 - Advertising | .082 | .815 ^a | -.339 | .005 |
| | X12 - Salesforce Image | -.117 | -.339 | .627 ^a | -.163 |
| | X13 - Competitive Pricing | .044 | .005 | -.163 | .737 ^a |
| | X14 - Warranty & Claims | .118 | .004 | -.144 | .074 |
| | X16 - Order & Billing | -.320 | .003 | .078 | .000 |
| | X18 - Delivery Speed | -.688 | -.150 | -.010 | .026 |

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3) FACTORS

Anti-image Matrices

| | | X14 - Warranty & Claims | X16 - Order & Billing | X18 - Delivery Speed |
|------------------------|-------------------------------|-------------------------------|--------------------------|-------------------------|
| Anti-image Covariance | X6 - Product Quality | -.001 | -.035 | .051 |
| | X7 - E-Commerce Activities | .027 | -.033 | -.004 |
| | X8 - Technical Support | -.265 | .048 | .025 |
| | X9 - Complaint Resolution | .031 | -.090 | -.146 |
| | X10 - Advertising | .002 | .001 | -.057 |
| | X12 - Salesforce Image | -.045 | .026 | -.003 |
| | X13 - Competitive Pricing | .036 | .000 | .010 |
| | X14 - Warranty & Claims | .333 | -.070 | -.010 |
| | X16 - Order & Billing | -.070 | .370 | -.079 |
| | X18 - Delivery Speed | -.010 | -.079 | .213 |
| Anti-image Correlation | X6 - Product Quality | -.002 | -.064 | .121 |
| | X7 - E-Commerce Activities | .078 | -.090 | -.015 |
| | X8 - Technical Support | -.788 | .135 | .094 |
| | X9 - Complaint Resolution | .118 | -.320 | -.688 |
| | X10 - Advertising | .004 | .003 | -.150 |
| | X12 - Salesforce Image | -.144 | .078 | -.010 |
| | X13 - Competitive Pricing | .074 | .000 | .026 |
| | X14 - Warranty & Claims | .527 ^a | -.199 | -.036 |
| | X16 - Order & Billing | -.199 | .835 ^a | -.282 |
| | X18 - Delivery Speed | -.036 | -.282 | .716 ^a |

a. Measures of Sampling Adequacy(MSA)

Communalities

| | Initial | Extraction |
|-------------------------------|---------|------------|
| X6 - Product Quality | 1.000 | .252 |
| X7 - E-Commerce Activities | 1.000 | .733 |
| X8 - Technical Support | 1.000 | .859 |
| X9 - Complaint Resolution | 1.000 | .873 |
| X10 - Advertising | 1.000 | .476 |
| X12 - Salesforce Image | 1.000 | .827 |
| X13 - Competitive Pricing | 1.000 | .483 |
| X14 - Warranty & Claims | 1.000 | .856 |
| X16 - Order & Billing | 1.000 | .788 |
| X18 - Delivery Speed | 1.000 | .872 |

Extraction Method: Principal Component Analysis.

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3) FACTORS

Total Variance Explained

| Component | Initial Eigenvalues | | |
|-----------|---------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % |
| 1 | 3.086 | 30.860 | 30.860 |
| 2 | 2.273 | 22.730 | 53.591 |
| 3 | 1.659 | 16.593 | 70.184 |
| 4 | 1.039 | 10.388 | 80.572 |
| 5 | .604 | 6.041 | 86.613 |
| 6 | .549 | 5.486 | 92.099 |
| 7 | .293 | 2.926 | 95.025 |
| 8 | .206 | 2.062 | 97.087 |
| 9 | .171 | 1.711 | 98.798 |
| 10 | .120 | 1.202 | 100.000 |

Extraction Method: Principal Component Analysis.

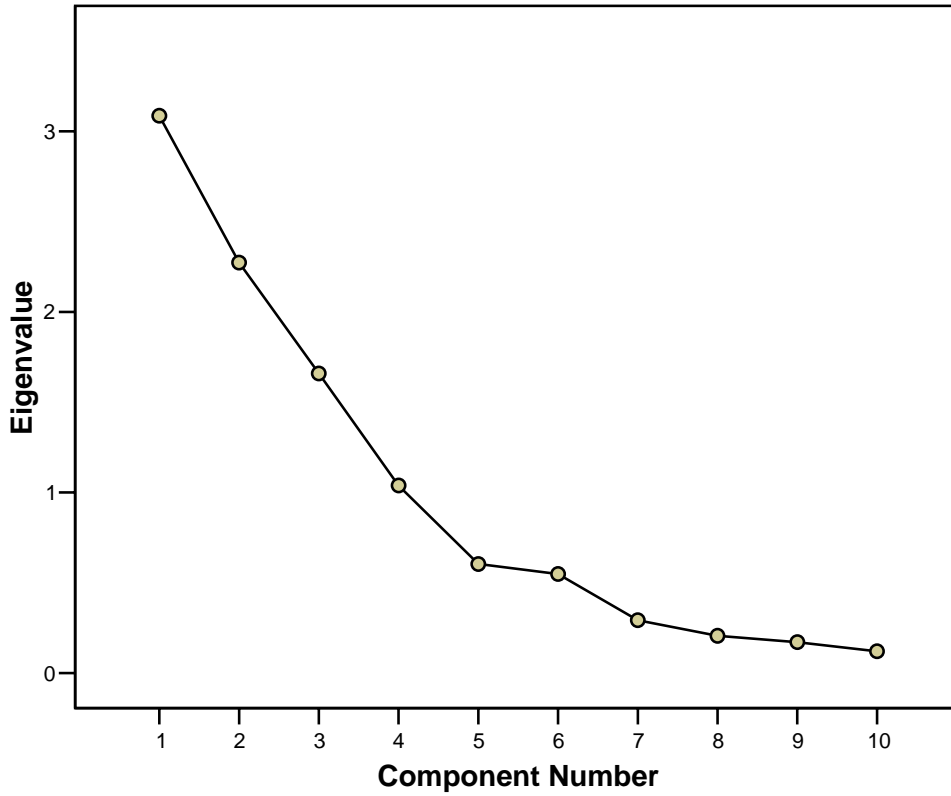
Total Variance Explained

| Component | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|-----------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.086 | 30.860 | 30.860 | 2.698 | 26.980 | 26.980 |
| 2 | 2.273 | 22.730 | 53.591 | 2.366 | 23.656 | 50.636 |
| 3 | 1.659 | 16.593 | 70.184 | 1.955 | 19.547 | 70.184 |
| 4 | | | | | | |
| 5 | | | | | | |
| 6 | | | | | | |
| 7 | | | | | | |
| 8 | | | | | | |
| 9 | | | | | | |
| 10 | | | | | | |

Extraction Method: Principal Component Analysis.

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3) FACTORS

Scree Plot



Component Matrix^a

| | Component | | |
|----------------------------|-----------|-------|------|
| | 1 | 2 | 3 |
| X18 - Delivery Speed | .842 | | |
| X9 - Complaint Resolution | .819 | | |
| X16 - Order & Billing | .783 | | |
| X12 - Salesforce Image | .631 | -.536 | |
| X7 - E-Commerce Activities | .544 | -.541 | |
| X10 - Advertising | .529 | -.413 | |
| X13 - Competitive Pricing | | -.695 | |
| X6 - Product Quality | | .488 | |
| X8 - Technical Support | | .579 | .700 |
| X14 - Warranty & Claims | | .544 | .688 |

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

COMPONENTS ANALYSIS - ESTIMATE ONE LESS (3) FACTORS

Rotated Component Matrix^a

| | Component | | |
|----------------------------|-----------|-------|-------|
| | 1 | 2 | 3 |
| X9 - Complaint Resolution | .930 | | |
| X18 - Delivery Speed | .923 | | |
| X16 - Order & Billing | .881 | | |
| X12 - Salesforce Image | | .884 | |
| X7 - E-Commerce Activities | | .844 | |
| X10 - Advertising | | .646 | |
| X13 - Competitive Pricing | | .512 | -.416 |
| X6 - Product Quality | | -.401 | |
| X8 - Technical Support | | | .926 |
| X14 - Warranty & Claims | | | .921 |

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 5 iterations.

Component Transformation Matrix

| Component | 1 | 2 | 3 |
|-----------|-------|-------|------|
| 1 | .831 | .510 | .221 |
| 2 | .292 | -.740 | .606 |
| 3 | -.473 | .440 | .764 |

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5) FACTORS

Factor Analysis

Correlation Matrix

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support | X9 - Complaint Resolution |
|-----------------|----------------------------|----------------------|----------------------------|------------------------|---------------------------|
| Correlation | X6 - Product Quality | 1.000 | -.137 | .096 | .106 |
| | X7 - E-Commerce Activities | -.137 | 1.000 | .001 | .140 |
| | X8 - Technical Support | .096 | .001 | 1.000 | .097 |
| | X9 - Complaint Resolution | .106 | .140 | .097 | 1.000 |
| | X10 - Advertising | -.053 | .430 | -.063 | .197 |
| | X12 - Salesforce Image | -.152 | .792 | .017 | .230 |
| | X13 - Competitive Pricing | -.401 | .229 | -.271 | -.128 |
| | X14 - Warranty & Claims | .088 | .052 | .797 | .140 |
| | X16 - Order & Billing | .104 | .156 | .080 | .757 |
| | X18 - Delivery Speed | .028 | .192 | .025 | .865 |
| Sig. (1-tailed) | X6 - Product Quality | | .087 | .172 | .146 |
| | X7 - E-Commerce Activities | .087 | | .497 | .082 |
| | X8 - Technical Support | .172 | .497 | | .169 |
| | X9 - Complaint Resolution | .146 | .082 | .169 | |
| | X10 - Advertising | .299 | .000 | .267 | .025 |
| | X12 - Salesforce Image | .066 | .000 | .433 | .011 |
| | X13 - Competitive Pricing | .000 | .011 | .003 | .102 |
| | X14 - Warranty & Claims | .191 | .304 | .000 | .082 |
| | X16 - Order & Billing | .151 | .060 | .214 | .000 |
| | X18 - Delivery Speed | .392 | .028 | .401 | .000 |

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5) FACTORS

Correlation Matrix

| | | X10 - Advertising | X12 - Salesforce Image | X13 - Competitive Pricing | X14 - Warranty & Claims |
|-----------------|-------------------------------|----------------------|------------------------------|---------------------------------|-------------------------------|
| Correlation | X6 - Product Quality | -.053 | -.152 | -.401 | .088 |
| | X7 - E-Commerce Activities | .430 | .792 | .229 | .052 |
| | X8 - Technical Support | -.063 | .017 | -.271 | .797 |
| | X9 - Complaint Resolution | .197 | .230 | -.128 | .140 |
| | X10 - Advertising | 1.000 | .542 | .134 | .011 |
| | X12 - Salesforce Image | .542 | 1.000 | .265 | .107 |
| | X13 - Competitive Pricing | .134 | .265 | 1.000 | -.245 |
| | X14 - Warranty & Claims | .011 | .107 | -.245 | 1.000 |
| | X16 - Order & Billing | .184 | .195 | -.115 | .197 |
| | X18 - Delivery Speed | .276 | .272 | -.073 | .109 |
| Sig. (1-tailed) | X6 - Product Quality | .299 | .066 | .000 | .191 |
| | X7 - E-Commerce Activities | .000 | .000 | .011 | .304 |
| | X8 - Technical Support | .267 | .433 | .003 | .000 |
| | X9 - Complaint Resolution | .025 | .011 | .102 | .082 |
| | X10 - Advertising | | .000 | .092 | .458 |
| | X12 - Salesforce Image | .000 | | .004 | .144 |
| | X13 - Competitive Pricing | .092 | .004 | | .007 |
| | X14 - Warranty & Claims | .458 | .144 | .007 | |
| | X16 - Order & Billing | .033 | .026 | .128 | .025 |
| | X18 - Delivery Speed | .003 | .003 | .236 | .139 |

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5) FACTORS

Correlation Matrix

| | | X16 - Order & Billing | X18 - Delivery Speed |
|-----------------|----------------------------|-----------------------|----------------------|
| Correlation | X6 - Product Quality | .104 | .028 |
| | X7 - E-Commerce Activities | .156 | .192 |
| | X8 - Technical Support | .080 | .025 |
| | X9 - Complaint Resolution | .757 | .865 |
| | X10 - Advertising | .184 | .276 |
| | X12 - Salesforce Image | .195 | .272 |
| | X13 - Competitive Pricing | -.115 | -.073 |
| | X14 - Warranty & Claims | .197 | .109 |
| | X16 - Order & Billing | 1.000 | .751 |
| | X18 - Delivery Speed | .751 | 1.000 |
| Sig. (1-tailed) | X6 - Product Quality | .151 | .392 |
| | X7 - E-Commerce Activities | .060 | .028 |
| | X8 - Technical Support | .214 | .401 |
| | X9 - Complaint Resolution | .000 | .000 |
| | X10 - Advertising | .033 | .003 |
| | X12 - Salesforce Image | .026 | .003 |
| | X13 - Competitive Pricing | .128 | .236 |
| | X14 - Warranty & Claims | .025 | .139 |
| | X16 - Order & Billing | | .000 |
| | X18 - Delivery Speed | .000 | |

KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .669 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 502.974 |
| | df | 45 |
| | Sig. | .000 |

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5) FACTORS

Anti-image Matrices

| | | X6 - Product Quality | X7 - E-Commerce Activities | X8 - Technical Support |
|------------------------|----------------------------|----------------------|----------------------------|------------------------|
| Anti-image Covariance | X6 - Product Quality | .818 | .007 | .008 |
| | X7 - E-Commerce Activities | .007 | .366 | -.020 |
| | X8 - Technical Support | .008 | -.020 | .341 |
| | X9 - Complaint Resolution | -.043 | .026 | -.040 |
| | X10 - Advertising | -.031 | -.001 | .022 |
| | X12 - Salesforce Image | .019 | -.238 | .019 |
| | X13 - Competitive Pricing | .268 | -.004 | .050 |
| | X14 - Warranty & Claims | -.001 | .027 | -.265 |
| | X16 - Order & Billing | -.035 | -.033 | .048 |
| | X18 - Delivery Speed | .051 | -.004 | .025 |
| Anti-image Correlation | X6 - Product Quality | .613 ^a | .013 | .016 |
| | X7 - E-Commerce Activities | .013 | .639 ^a | -.057 |
| | X8 - Technical Support | .016 | -.057 | .517 ^a |
| | X9 - Complaint Resolution | -.103 | .093 | -.151 |
| | X10 - Advertising | -.041 | -.001 | .046 |
| | X12 - Salesforce Image | .038 | -.721 | .060 |
| | X13 - Competitive Pricing | .349 | -.009 | .102 |
| | X14 - Warranty & Claims | -.002 | .078 | -.788 |
| | X16 - Order & Billing | -.064 | -.090 | .135 |
| | X18 - Delivery Speed | .121 | -.015 | .094 |

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5) FACTORS

Anti-image Matrices

| | | X9 - Complaint Resolution | X10 - Advertising | X12 - Salesforce Image | X13 - Competitive Pricing |
|-------------------------------|-------------------------------|---------------------------------|----------------------|------------------------------|---------------------------------|
| Anti-image Covariance | X6 - Product Quality | -.043 | -.031 | .019 | .268 |
| | X7 - E-Commerce Activities | .026 | -.001 | -.238 | -.004 |
| | X8 - Technical Support | -.040 | .022 | .019 | .050 |
| | X9 - Complaint Resolution | .212 | .031 | -.029 | .017 |
| | X10 - Advertising | .031 | .677 | -.152 | .004 |
| | X12 - Salesforce Image | -.029 | -.152 | .297 | -.076 |
| | X13 - Competitive Pricing | .017 | .004 | -.076 | .719 |
| | X14 - Warranty & Claims | .031 | .002 | -.045 | .036 |
| | X16 - Order & Billing | -.090 | .001 | .026 | .000 |
| | X18 - Delivery Speed | -.146 | -.057 | -.003 | .010 |
| | Anti-image Correlation | X6 - Product Quality | -.103 | -.041 | .038 |
| X7 - E-Commerce Activities | | .093 | -.001 | -.721 | -.009 |
| X8 - Technical Support | | -.151 | .046 | .060 | .102 |
| X9 - Complaint Resolution | | .695 ^a | .082 | -.117 | .044 |
| X10 - Advertising | | .082 | .815 ^a | -.339 | .005 |
| X12 - Salesforce Image | | -.117 | -.339 | .627 ^a | -.163 |
| X13 - Competitive Pricing | | .044 | .005 | -.163 | .737 ^a |
| X14 - Warranty & Claims | | .118 | .004 | -.144 | .074 |
| X16 - Order & Billing | | -.320 | .003 | .078 | .000 |
| X18 - Delivery Speed | | -.688 | -.150 | -.010 | .026 |

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5) FACTORS

Anti-image Matrices

| | | X14 - Warranty & Claims | X16 - Order & Billing | X18 - Delivery Speed |
|------------------------|-------------------------------|-------------------------------|--------------------------|-------------------------|
| Anti-image Covariance | X6 - Product Quality | -.001 | -.035 | .051 |
| | X7 - E-Commerce Activities | .027 | -.033 | -.004 |
| | X8 - Technical Support | -.265 | .048 | .025 |
| | X9 - Complaint Resolution | .031 | -.090 | -.146 |
| | X10 - Advertising | .002 | .001 | -.057 |
| | X12 - Salesforce Image | -.045 | .026 | -.003 |
| | X13 - Competitive Pricing | .036 | .000 | .010 |
| | X14 - Warranty & Claims | .333 | -.070 | -.010 |
| | X16 - Order & Billing | -.070 | .370 | -.079 |
| | X18 - Delivery Speed | -.010 | -.079 | .213 |
| Anti-image Correlation | X6 - Product Quality | -.002 | -.064 | .121 |
| | X7 - E-Commerce Activities | .078 | -.090 | -.015 |
| | X8 - Technical Support | -.788 | .135 | .094 |
| | X9 - Complaint Resolution | .118 | -.320 | -.688 |
| | X10 - Advertising | .004 | .003 | -.150 |
| | X12 - Salesforce Image | -.144 | .078 | -.010 |
| | X13 - Competitive Pricing | .074 | .000 | .026 |
| | X14 - Warranty & Claims | .527 ^a | -.199 | -.036 |
| | X16 - Order & Billing | -.199 | .835 ^a | -.282 |
| | X18 - Delivery Speed | -.036 | -.282 | .716 ^a |

a. Measures of Sampling Adequacy(MSA)

Communalities

| | Initial | Extraction |
|-------------------------------|---------|------------|
| X6 - Product Quality | 1.000 | .864 |
| X7 - E-Commerce Activities | 1.000 | .877 |
| X8 - Technical Support | 1.000 | .894 |
| X9 - Complaint Resolution | 1.000 | .891 |
| X10 - Advertising | 1.000 | .957 |
| X12 - Salesforce Image | 1.000 | .883 |
| X13 - Competitive Pricing | 1.000 | .697 |
| X14 - Warranty & Claims | 1.000 | .891 |
| X16 - Order & Billing | 1.000 | .811 |
| X18 - Delivery Speed | 1.000 | .895 |

Extraction Method: Principal Component Analysis.

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5) FACTORS

Total Variance Explained

| Component | Initial Eigenvalues | | |
|-----------|---------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % |
| 1 | 3.086 | 30.860 | 30.860 |
| 2 | 2.273 | 22.730 | 53.591 |
| 3 | 1.659 | 16.593 | 70.184 |
| 4 | 1.039 | 10.388 | 80.572 |
| 5 | .604 | 6.041 | 86.613 |
| 6 | .549 | 5.486 | 92.099 |
| 7 | .293 | 2.926 | 95.025 |
| 8 | .206 | 2.062 | 97.087 |
| 9 | .171 | 1.711 | 98.798 |
| 10 | .120 | 1.202 | 100.000 |

Extraction Method: Principal Component Analysis.

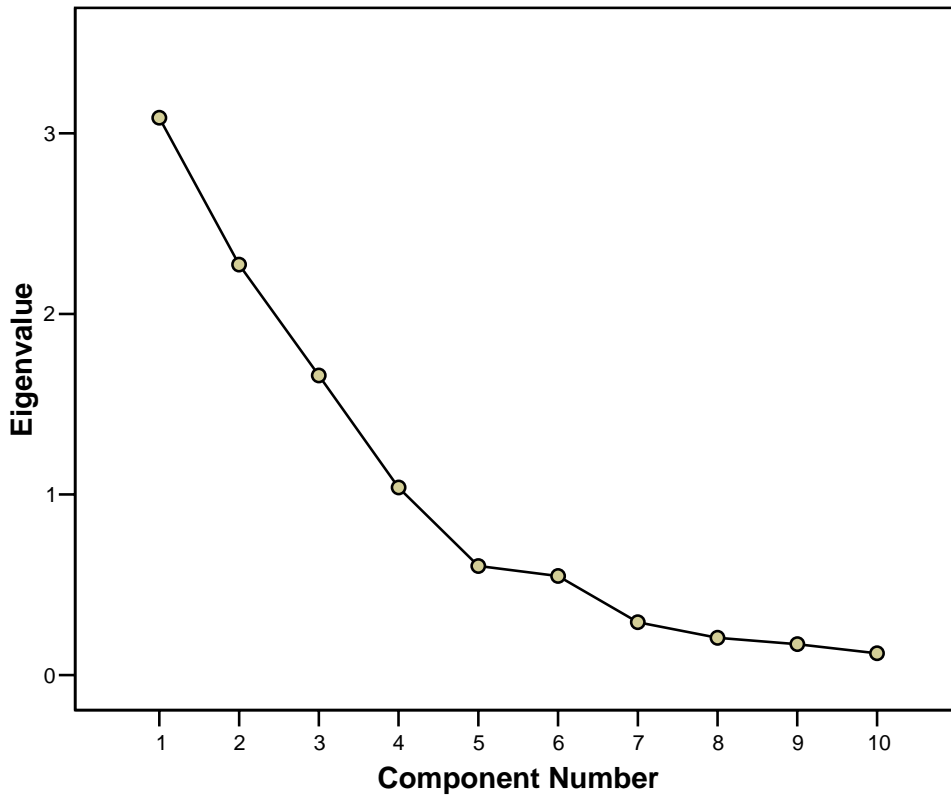
Total Variance Explained

| Component | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|-----------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.086 | 30.860 | 30.860 | 2.610 | 26.097 | 26.097 |
| 2 | 2.273 | 22.730 | 53.591 | 1.899 | 18.994 | 45.091 |
| 3 | 1.659 | 16.593 | 70.184 | 1.856 | 18.561 | 63.652 |
| 4 | 1.039 | 10.388 | 80.572 | 1.353 | 13.528 | 77.179 |
| 5 | .604 | 6.041 | 86.613 | .943 | 9.433 | 86.613 |
| 6 | | | | | | |
| 7 | | | | | | |
| 8 | | | | | | |
| 9 | | | | | | |
| 10 | | | | | | |

Extraction Method: Principal Component Analysis.

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5) FACTORS

Scree Plot



Component Matrix^a

| | Component | | | | |
|----------------------------|-----------|-------|------|-------|-------|
| | 1 | 2 | 3 | 4 | 5 |
| X18 - Delivery Speed | .842 | | | | |
| X9 - Complaint Resolution | .819 | | | | |
| X16 - Order & Billing | .783 | | | | |
| X12 - Salesforce Image | .631 | -.536 | | | |
| X7 - E-Commerce Activities | .544 | -.541 | | | |
| X13 - Competitive Pricing | | -.695 | | -.422 | |
| X8 - Technical Support | | .579 | .700 | | |
| X14 - Warranty & Claims | | .544 | .688 | | |
| X6 - Product Quality | | .488 | | .739 | |
| X10 - Advertising | .529 | -.413 | | | -.610 |

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

COMPONENTS ANALYSIS -- ESTIMATE ONE MORE (5) FACTORS

Rotated Component Matrix^a

| | Component | | | | |
|----------------------------|-----------|------|------|-------|------|
| | 1 | 2 | 3 | 4 | 5 |
| X9 - Complaint Resolution | .936 | | | | |
| X18 - Delivery Speed | .931 | | | | |
| X16 - Order & Billing | .890 | | | | |
| X7 - E-Commerce Activities | | .923 | | | |
| X12 - Salesforce Image | | .876 | | | |
| X8 - Technical Support | | | .941 | | |
| X14 - Warranty & Claims | | | .934 | | |
| X6 - Product Quality | | | | .921 | |
| X13 - Competitive Pricing | | | | -.681 | |
| X10 - Advertising | | | | | .896 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Component Transformation Matrix

| Component | 1 | 2 | 3 | 4 | 5 |
|-----------|-------|-------|-------|-------|-------|
| 1 | .812 | .476 | .192 | .012 | .279 |
| 2 | .267 | -.556 | .554 | .509 | -.230 |
| 3 | -.466 | .416 | .767 | -.080 | .123 |
| 4 | -.225 | .284 | -.253 | .842 | .309 |
| 5 | .044 | .459 | -.066 | .156 | -.871 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.