

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	.392
	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	-.006
	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	-.189
	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	.013
	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			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.567	27.439	27.439	3.567	27.439	27.439
2	2.998	23.059	50.498	2.998	23.059	50.498
3	1.738	13.370	63.868	1.738	13.370	63.868
4	1.287	9.902	73.769	1.287	9.902	73.769
5	1.005	7.733	81.502	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.

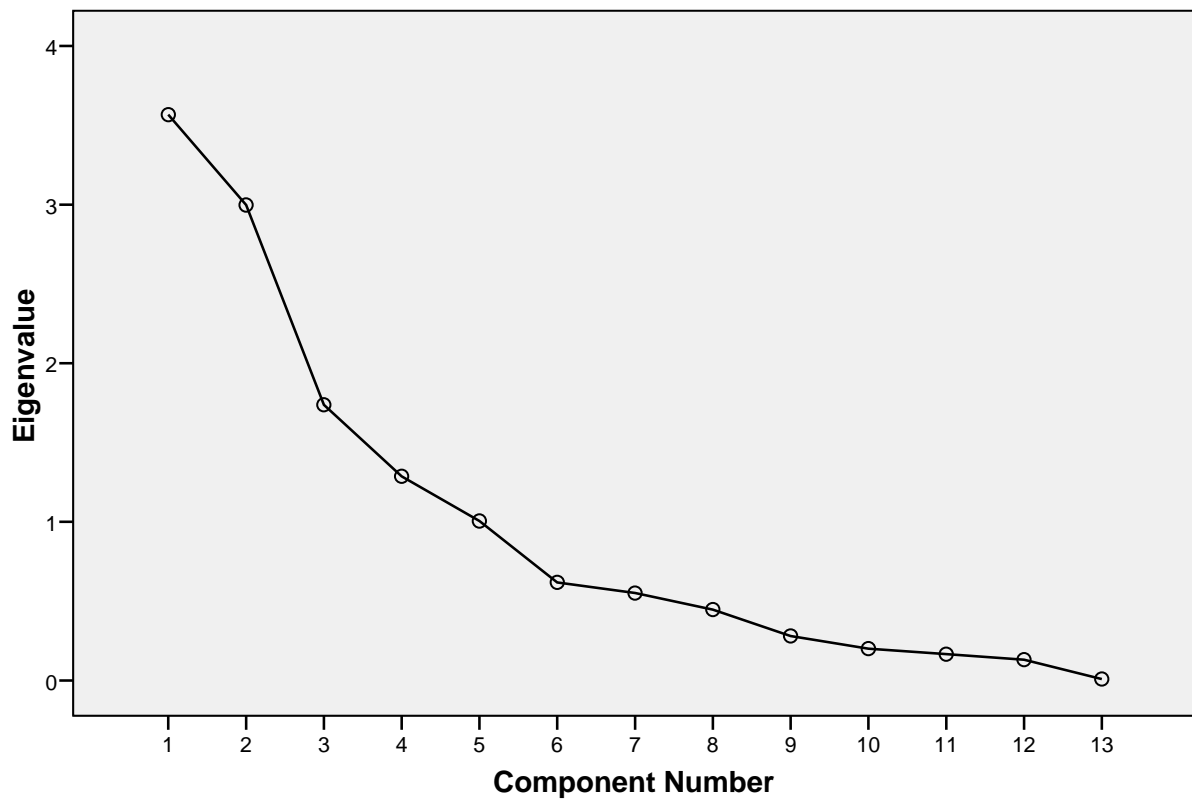
INITIAL FACTOR (COMPONENTS) ANALYSIS

Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	3.135	24.112	24.112
2	2.307	17.744	41.857
3	2.262	17.399	59.256
4	1.864	14.336	73.591
5	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.

COMPONENTS ANALYSIS -- DELETE X15

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	.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
	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	.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
	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	-.010
	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	-.187
	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	.020
	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)

COMPONENTS ANALYSIS -- DELETE X15

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.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.556	29.633	29.633	3.556	29.633	29.633
2	2.997	24.978	54.611	2.997	24.978	54.611
3	1.731	14.427	69.039	1.731	14.427	69.039
4	1.287	10.726	79.765	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.

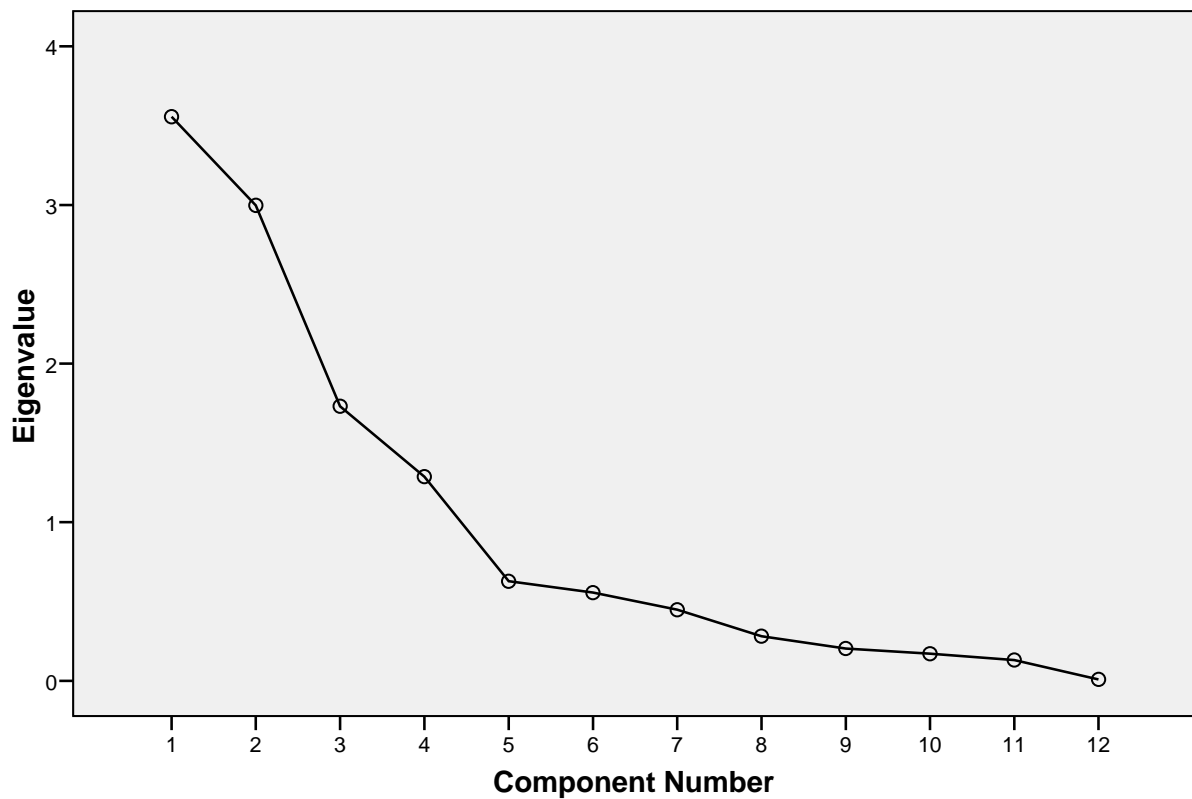
COMPONENTS ANALYSIS -- DELETE X15

Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	3.133	26.110	26.110
2	2.305	19.205	45.316
3	2.266	18.886	64.202
4	1.868	15.563	79.765
5			
6			
7			
8			
9			
10			
11			
12			

Extraction Method: Principal Component Analysis.

Scree Plot



COMPONENTS ANALYSIS -- DELETE X15

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.

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.

COMPONENTS ANALYSIS -- DELETE X15

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.

COMPONENTS ANALYSIS -- DELETE X17

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	-.042
	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	.355
	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			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.427	31.154	31.154	3.427	31.154	31.154
2	2.551	23.190	54.344	2.551	23.190	54.344
3	1.691	15.373	69.717	1.691	15.373	69.717
4	1.087	9.878	79.595	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.

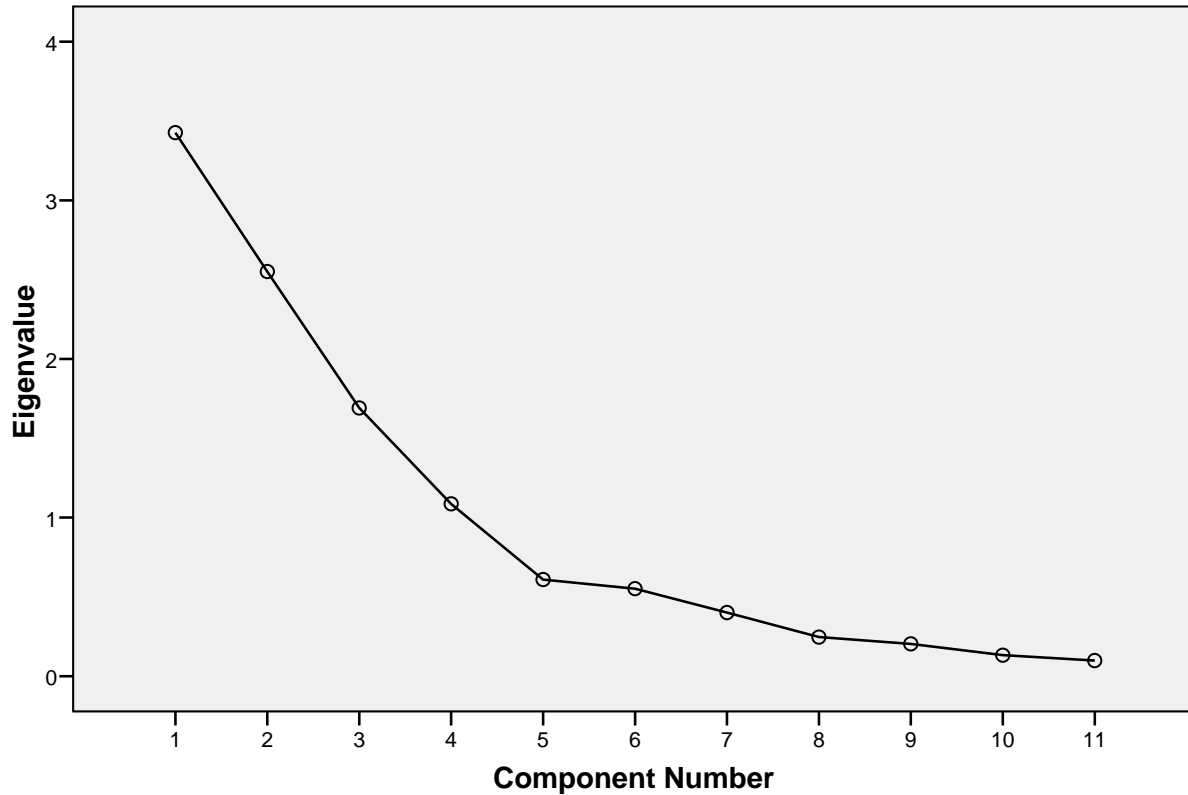
Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.893	26.298	26.298
2	2.234	20.305	46.603
3	1.855	16.868	63.471
4	1.774	16.124	79.595
5			
6			
7			
8			
9			
10			
11			

Extraction Method: Principal Component Analysis.

COMPONENTS ANALYSIS -- DELETE X17

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			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.086	30.860	30.860	3.086	30.860	30.860
2	2.273	22.730	53.591	2.273	22.730	53.591
3	1.659	16.593	70.184	1.659	16.593	70.184
4	1.039	10.388	80.572	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.

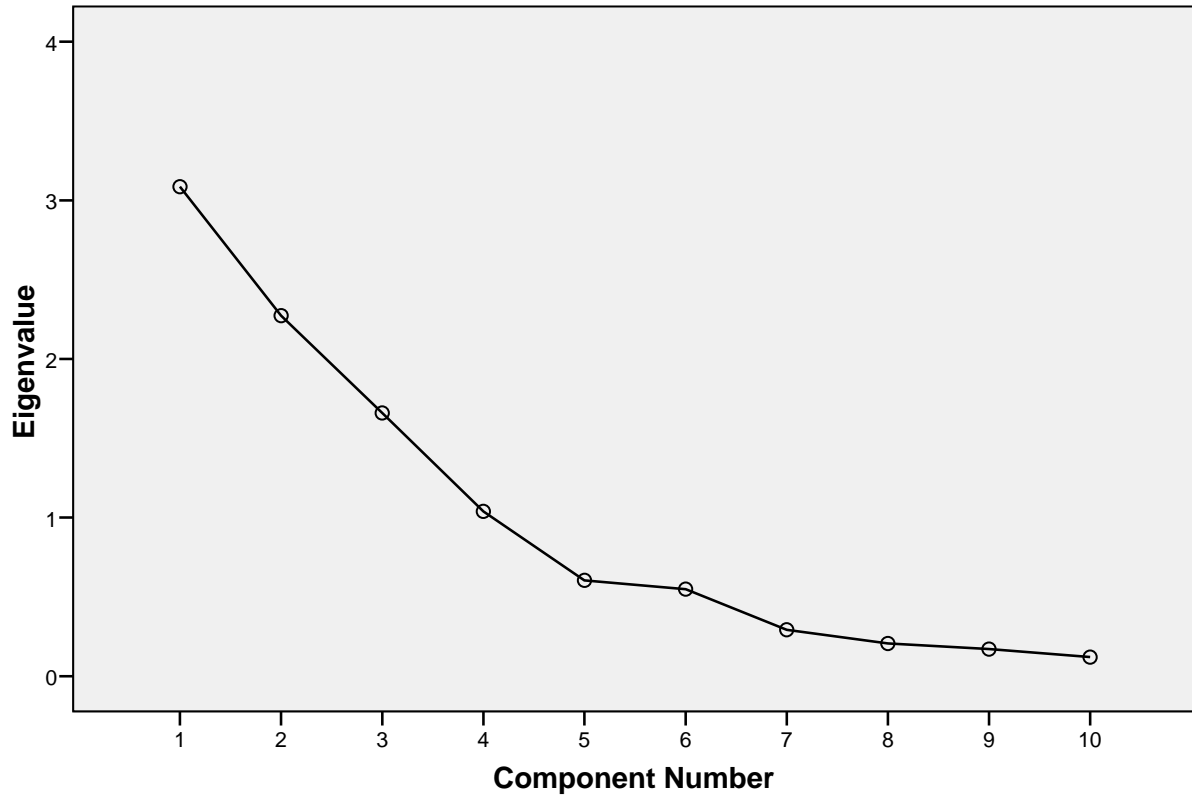
Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.589	25.893	25.893
2	2.216	22.161	48.054
3	1.846	18.457	66.511
4	1.406	14.061	80.572
5			
6			
7			
8			
9			
10			

Extraction Method: Principal Component Analysis.

COMPONENTS ANALYSIS -- DELETE X11

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

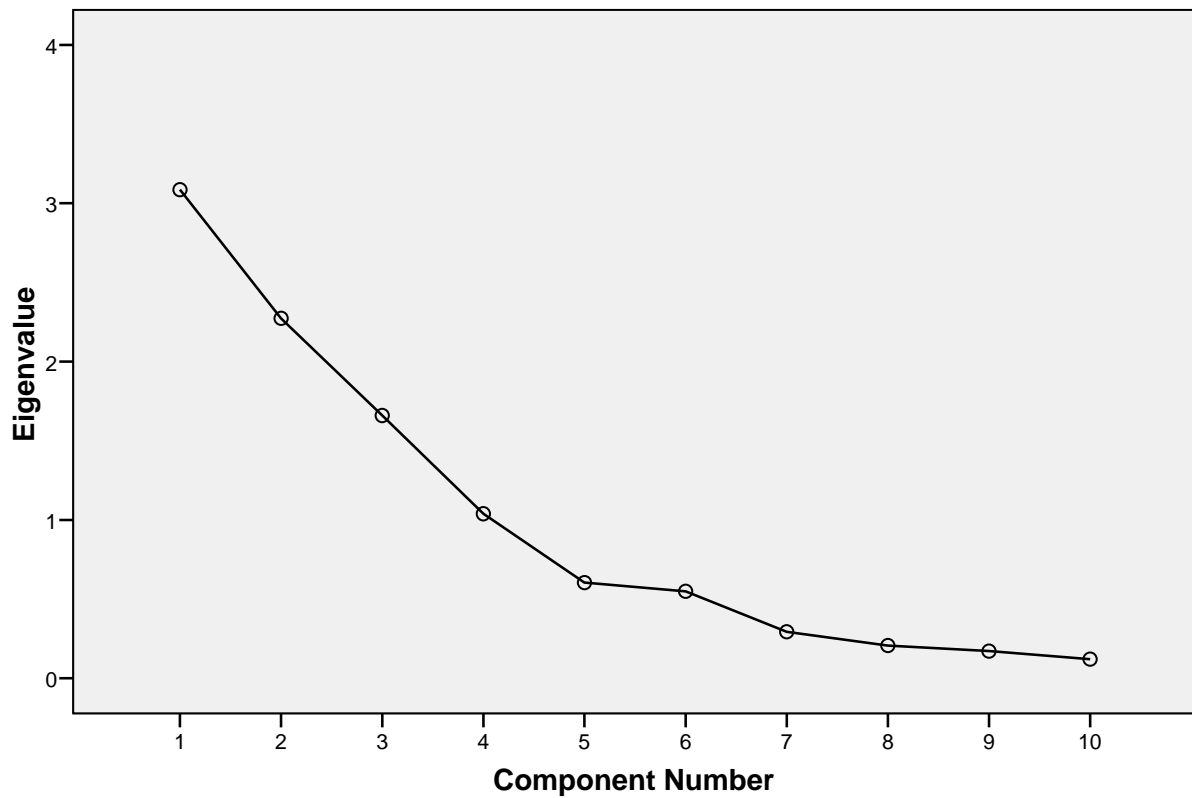
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotati
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	3.086	30.860	30.860	3.086	30.860	30.860	2.782
2	2.273	22.730	53.591	2.273	22.730	53.591	2.434
3	1.659	16.593	70.184	1.659	16.593	70.184	1.932
4	1.039	10.388	80.572	1.039	10.388	80.572	1.581
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.

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

Scree Plot



COMPONENTS ANALYSIS -- OBLIQUE ROTATION

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.

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.

COMPONENTS ANALYSIS -- OBLIQUE ROTATION

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	.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

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	.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

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	-.042
	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	.355
	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.

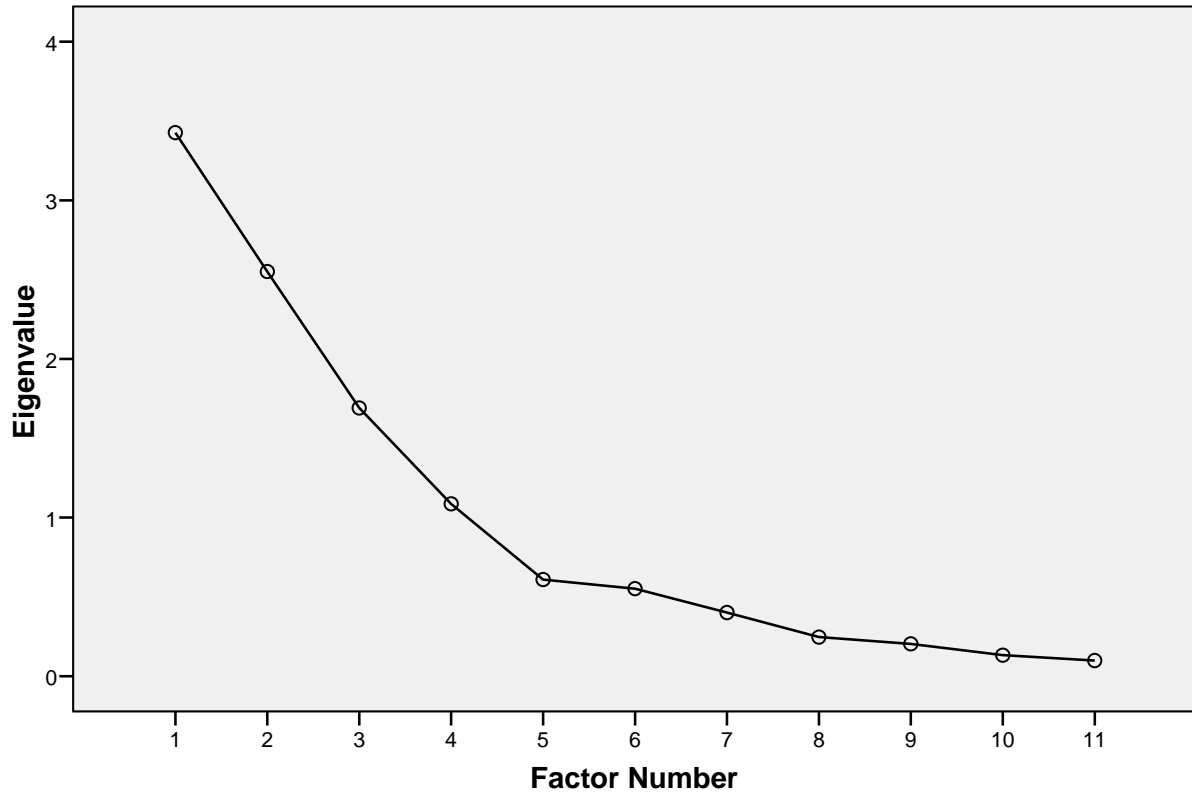
Total Variance Explained

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.

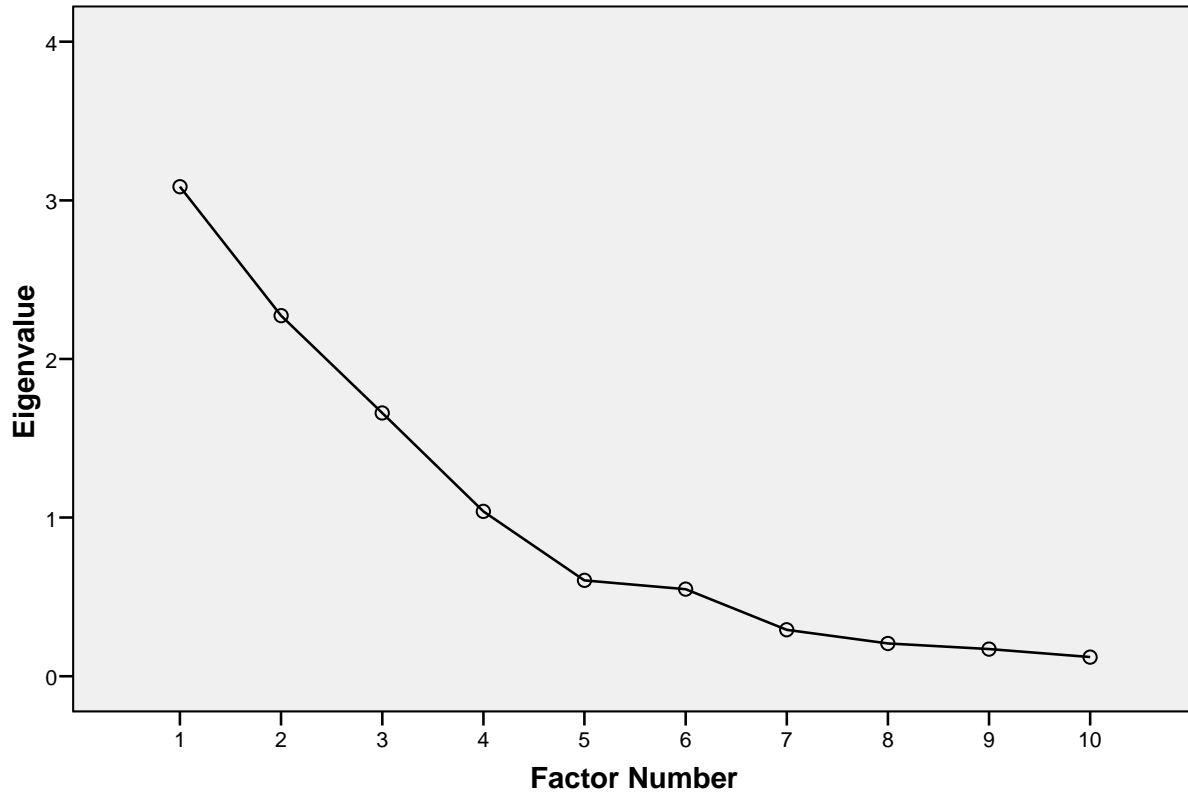
Total Variance Explained

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.

COMMON FACTOR ANALYSIS -- OMIT X11

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	.442
	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	.411
	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			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.109	31.090	31.090	3.109	31.090	31.090
2	2.212	22.118	53.208	2.212	22.118	53.208
3	1.863	18.634	71.842	1.863	18.634	71.842
4	1.087	10.869	82.711	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

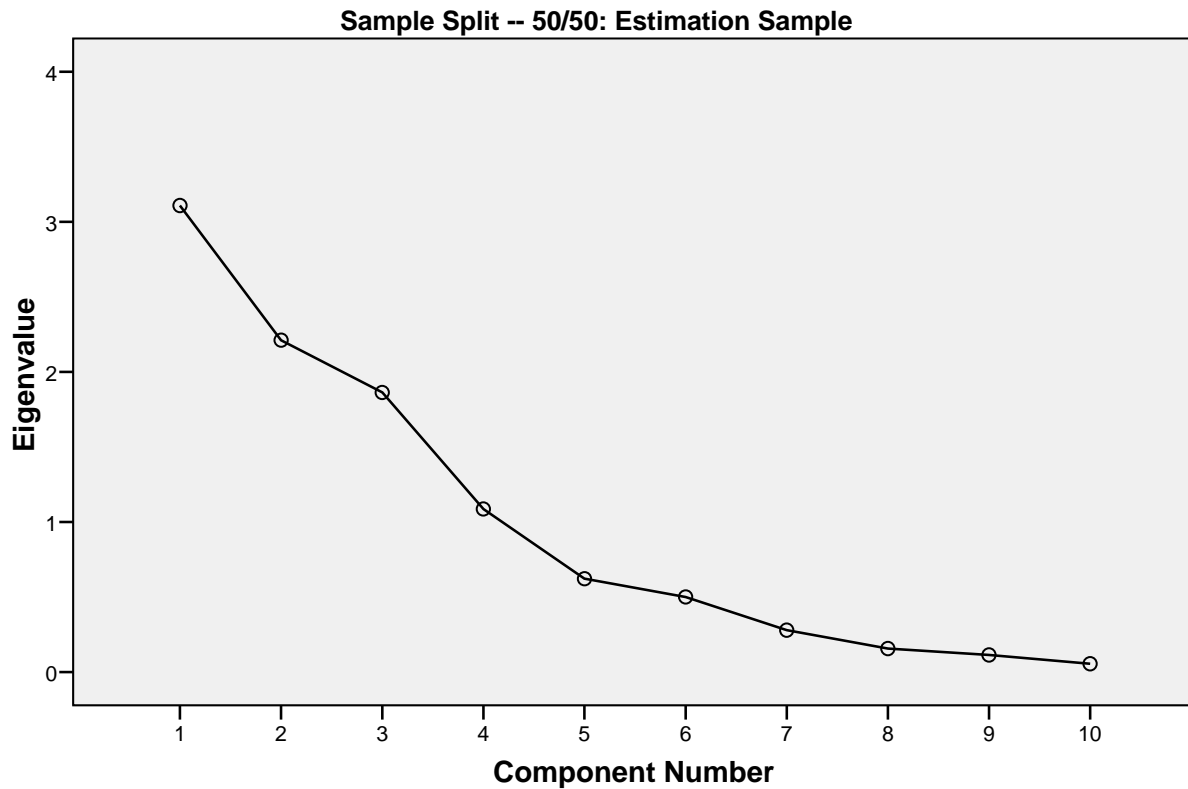
Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.627	26.268	26.268
2	2.190	21.896	48.164
3	2.033	20.328	68.492
4	1.422	14.219	82.711
5			
6			
7			
8			
9			
10			

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			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.232	32.321	32.321	3.232	32.321	32.321
2	2.447	24.474	56.795	2.447	24.474	56.795
3	1.417	14.173	70.969	1.417	14.173	70.969
4	1.002	10.017	80.985	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

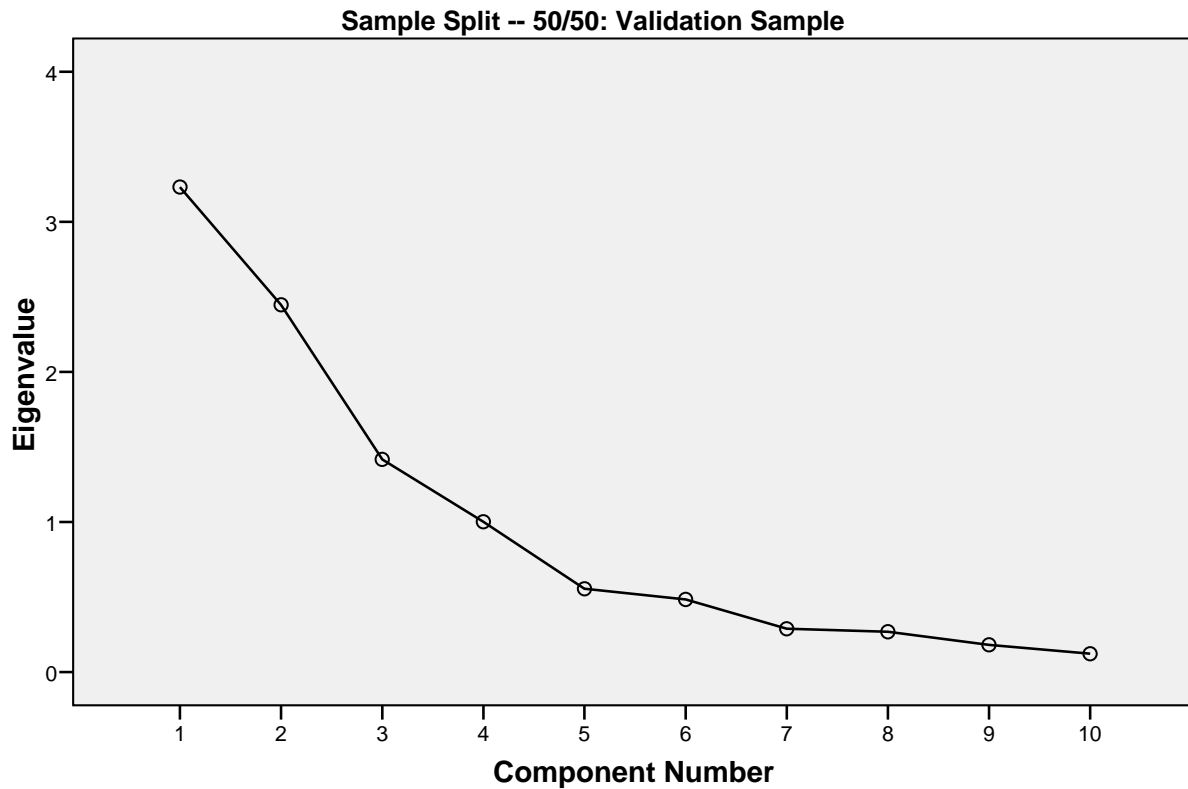
Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.635	26.350	26.350
2	2.403	24.026	50.375
3	1.667	16.670	67.045
4	1.394	13.940	80.985
5			
6			
7			
8			
9			
10			

Extraction Method: Principal Component Analysis.

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

COMPONENTS ANALYSIS -- SPLIT SAMPLE VALIDATION

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			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.086	30.860	30.860	3.086	30.860	30.860
2	2.273	22.730	53.591	2.273	22.730	53.591
3	1.659	16.593	70.184	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.

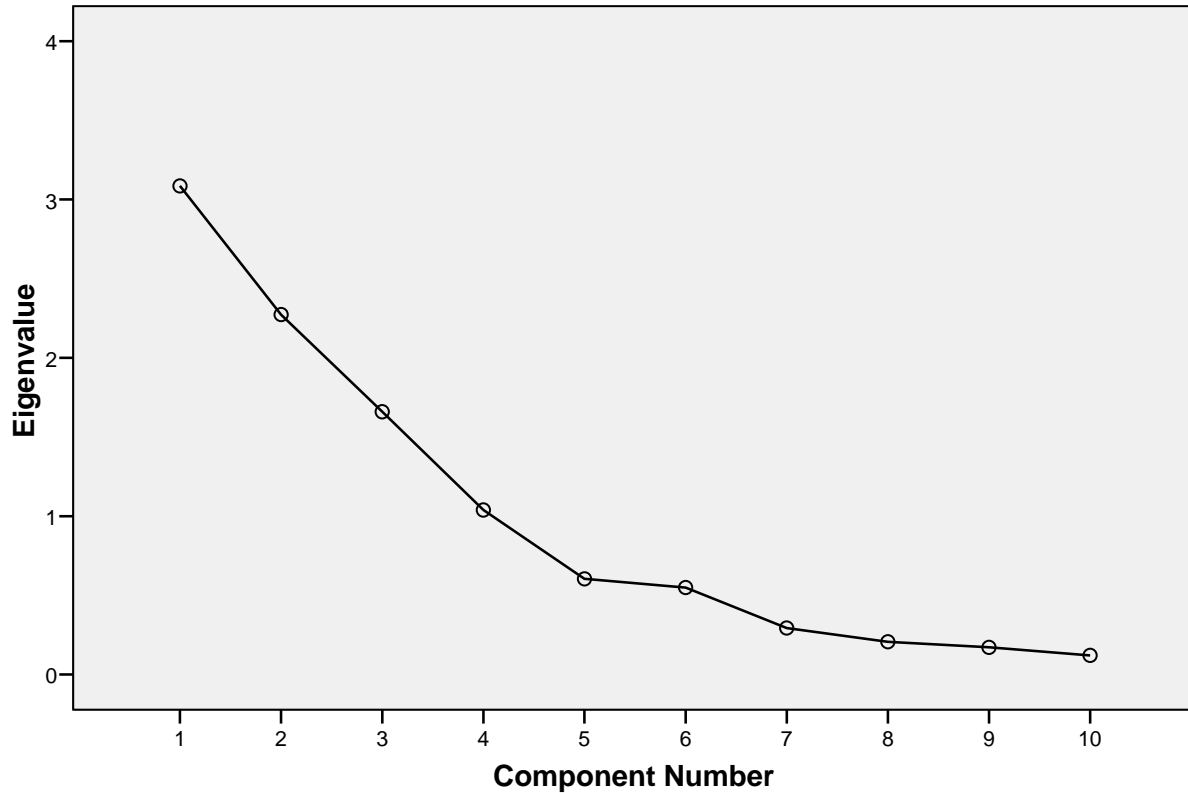
Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.698	26.980	26.980
2	2.366	23.656	50.636
3	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	.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 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			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.086	30.860	30.860	3.086	30.860	30.860
2	2.273	22.730	53.591	2.273	22.730	53.591
3	1.659	16.593	70.184	1.659	16.593	70.184
4	1.039	10.388	80.572	1.039	10.388	80.572
5	.604	6.041	86.613	.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.

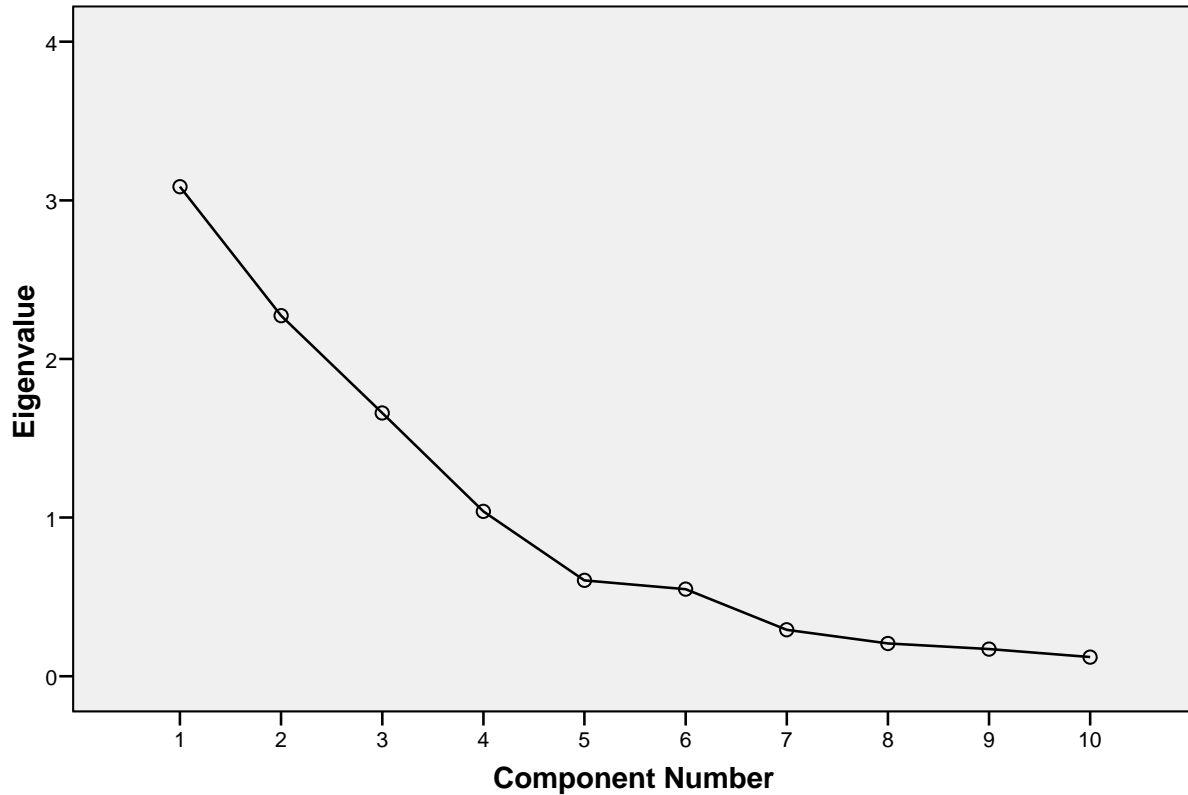
Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.610	26.097	26.097
2	1.899	18.994	45.091
3	1.856	18.561	63.652
4	1.353	13.528	77.179
5	.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.