# Table

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| Factor | Title | Description | Variables |
| Factor 1 | Factor 1: Overall Satisfaction and Functionality | Overall Satisfaction and Functionality: This factor represents overall satisfaction and captures elements related to ease of navigation, range of features, accessibility, reliability, and usability. Customers who score high on this factor have a positive perception of Microsoft Teams' functionality and exhibit higher satisfaction levels. | How satisfied are you with Microsoft Teams in meeting your overall needs?, How important do you feel about the Functionality in using Microsoft Teams?, How important do you feel about the Accessibility in using Microsoft Teams? |
| Factor 2 | Factor 2: Usability and Functionality Focus | Usability and Functionality Focus: This factor emphasizes the importance of usability and functionality. Users who score high on this factor value the ease of navigation and the range of features offered by Microsoft Teams. Strengthening these aspects can further enhance their satisfaction. | How important do you feel about the Stability in using Microsoft Teams?, How satisfied are you with Microsoft Teams in meeting your overall needs?, How important do you feel about the Usability of using Microsoft Teams? |
| Factor 3 | Factor 3: Communication Preferences and Tool Usage | Communication Preferences and Tool Usage: This factor focuses on users' preferred communication tools and methods, especially for business communication. It encompasses variables such as preferred business communication tools and preferred video call tools. Customers who score high on this factor may have specific preferences regarding the tools they use for business communication. | Gender, Favorite Business Communication Tool, Favorite Video Call Tool |
| Factor 4 | Factor 4: Not Significant | Not Significant | Gender, Favorite Video Call Tool, Favorite Business Communication Tool |
| Factor 5 | Factor 5: Security and Usage Purpose | Security and Usage Purpose: This factor represents users' perceptions of the security measures implemented in Microsoft Teams and the main purposes for which they use the platform. It highlights the importance customers place on security and their specific usage purposes. | How important do you feel about the Security in using Microsoft Teams?, Main purpose of Use, Favorite Video Call Tool |