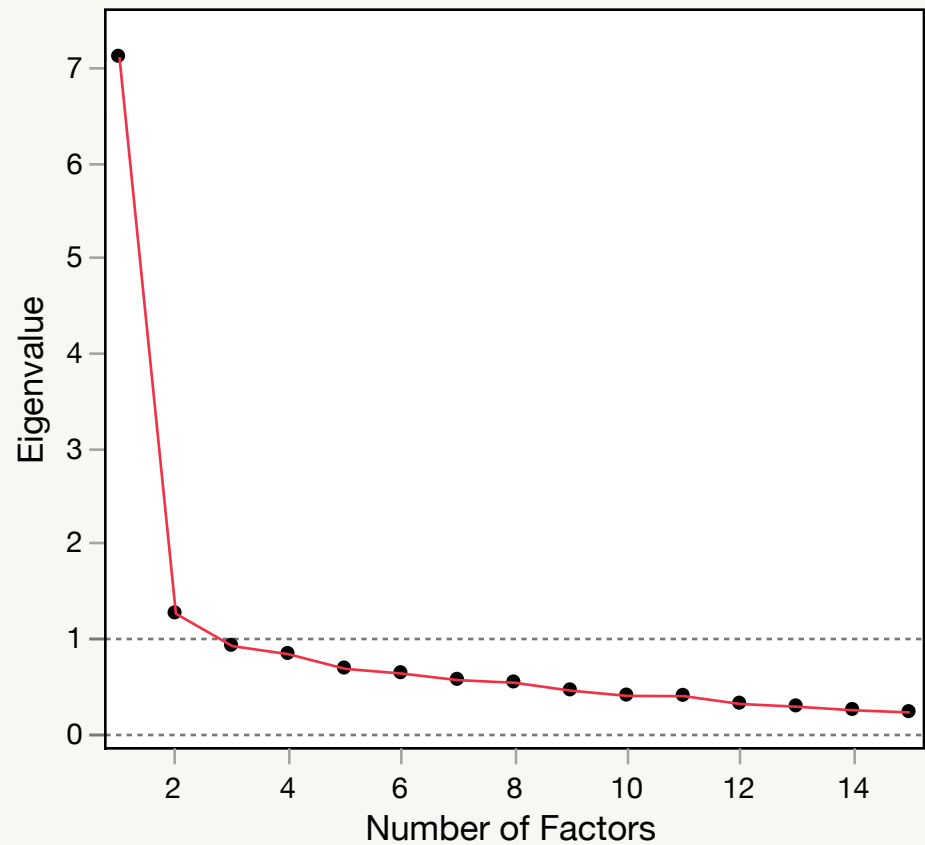


Factor Analysis

Eigenvalues

Number	Eigenvalue	Percent	20406080	Cum Percent
1	7.1139	47.426		47.426
2	1.2709	8.473		55.899
3	0.9309	6.206		62.105
4	0.8451	5.634		67.739
5	0.6918	4.612		72.351
6	0.6428	4.286		76.636
7	0.5735	3.823		80.459
8	0.5460	3.640		84.100
9	0.4628	3.085		87.185
10	0.4081	2.720		89.905
11	0.4052	2.701		92.606
12	0.3231	2.154		94.760
13	0.2946	1.964		96.724
14	0.2571	1.714		98.438
15	0.2343	1.562		100.000

Scree Plot



Factor Analysis on Correlations with 3 Factors: Maximum Likelihood / Varimax

Final Communality Estimates

Coffee Quality	0.52034
Attitude Staff	0.52216
Speed Service	0.39006
Ease Online Ordering	0.47570
Cleaniness	0.58079
Customizability	0.85916
Variety Flavors	0.65349
Knowledge Staff	0.67721
Seating	0.66183
Unique Offerings	0.63904
Proximity	0.14676
Affordability	0.17504
Surroundings	0.61500
Wifi	0.44103
Quality Consistency	0.45065

Variance Explained by Each Factor

Factor	Variance	Percent	Cum Percent
Factor 1	4.6460	30.974	30.974
Factor 2	1.6695	11.130	42.103
Factor 3	1.4927	9.951	52.055

Significance Test

Test	DF	ChiSquare	Prob>ChiSq
H0: no common factors.	105	3004.949	<.0001*
HA: at least one common factor.			

Test	DF	Criterion	ChiSquare	Prob>ChiSq
H0: 3 factors are sufficient.	63	0.439	169.643	<.0001*
HA: more factors are needed.				

Measures of Fit

Measures of Fit	Fit Index
Chi-Square without Bartlett's Correction	173.084
AIC	47.084
BIC	-203.586
Tucker and Lewis's Index	0.939
Root Mean Square Error of Approximation	0.067

Rotated Factor Loading

	Factor 1	Factor 2	Factor 3
Knowledge Staff	0.7670362	0.2381491	0.1792931
Seating	0.7640769	0.1852140	0.2090652
Surroundings	0.7247911	0.2496314	0.1654039
Unique Offerings	0.6306396	0.4747264	0.1263635
Cleaniness	0.6297441	0.3276785	0.2771906
Attitude Staff	0.6277770	0.2253877	0.2779507
Coffee Quality	0.6147697	0.2888310	0.2428389
Wifi	0.5821590	0.1664865	0.2727726
Quality Consistency	0.5774238	0.2049610	0.2742628
Variety Flavors	0.5645046	0.5497204	0.1806356
Affordability	0.3569257	0.1437391	0.1642729
Customizability	0.4220737	0.7955413	0.2193695
Ease Online Ordering	0.2316649	0.0968647	0.6423795
Speed Service	0.1141070	0.0530397	0.6117398
Proximity	0.1378307	0.1073414	0.3409390

Suppress Absolute Loading Value Less Than

Dim Text

Factor Loading Plot

