

## Mapping the Latent Topics to SERVQUAL Dimensions

<i>1. Manual Mapping the Latent Topics to SERVQUAL Dimensions</i>						
Dimensions	Tangibles	Reliability	Assurance	Empathy	Responsiveness	General Experience
Topics	1,3,13,18,27,30	2,4,8,11,12,16,17,19,23,24,26	5,6,22,28,29	15,20	9,14,21	7,10,25
Cronbach's alpha	0.67	0.69	0.51	0.57	0.20	0.46
<i>2. Semantic Topics Clustering Results</i>						
Clusters	Associated with Tangibles	Associated with Reliability	Associated with Assurance	4 (unlabelled)	5 (unlabelled)	Associated with General Experience
Topics	1, 2, 3, 18	6, 8, 13, 16, 26	15, 20, 21, 22, 25, 28, 30	4, 5, 9, 12, 19, 23, 27	14, 17, 24, 29	7, 10, 11
Cronbach's Alpha	0.64	0.74	0.76	0.57	0.3	0.55
<i>3. Lifting Latent Topics to SERVQUAL Dimensions</i>						
Dimensions	Tangibles	Reliability	Assurance & Empathy	Responsiveness		
Resulting topics list	1,2,3,13,18	4,6,8,12,16,19,23,24,26,27	5,22,28,29,15,17,20,30	7,9,10,11,14,21,25		
Cronbach's alpha	0.70	0.70	0.70	0.56		