

Rotated Component Matrix<sup>a</sup>

	Component									
	1	2	3	4	5	6	7	8	9	10
room	.625	.382	.587	.117	.078	.065	.069	.117	.009	.050
great	.248	.644	.528	.177	.141	.202	-.025	.083	.101	.144
nice	.417	.428	.528	.197	.180	.296	-.092	.091	.181	.005
staff	.326	.483	.563	.239	.166	.258	-.041	-.114	.064	.162
service	.426	.645	.184	.245	-.043	.339	-.144	.036	.008	.026
like	.569	.503	.348	.040	.060	.147	.319	.189	.086	-.014
night	.579	.307	.525	.196	.088	.128	.208	.043	.055	.058
place	.358	.485	.274	-.093	.185	-.038	.507	.053	.227	-.019
good	.497	.339	.393	.109	.224	.378	.142	.232	.135	.115
time	.573	.578	.289	.072	.075	.070	.156	.172	.135	.081
clean	.369	.022	.687	.083	.275	.080	-.036	.118	.256	.087
location	.195	.205	.688	.264	.049	.020	-.024	.118	-.089	.380
desk	.677	.113	.537	.188	.081	.136	-.055	-.049	.028	.042
bed	.444	.257	.674	.036	.114	.010	.114	-.003	-.116	-.120
day	.512	.483	.343	.203	.167	.051	-.040	.152	.251	.142
free	.186	.089	.437	.165	.593	.139	-.010	.101	.131	-.075
breakfast	-.017	.113	.123	.027	.858	-.084	.021	-.006	-.026	.025
check	.662	.328	.386	.104	.012	.050	-.063	.188	.033	.029
pool	.259	.402	.017	-.047	-.050	.012	-.009	-.009	.731	-.053
parking	.386	-.071	.356	.521	.190	.151	.084	.207	.223	.059
well	.391	.620	.374	.129	.152	.257	.043	.081	.082	.018
friendly	.175	.411	.647	.224	.236	.181	.013	-.105	.150	.111
area	.327	.421	.363	.061	.155	.236	.061	.054	.435	-.100
bar	.254	.465	.219	.097	-.172	.526	.136	-.026	-.037	.053
lobby	.328	.236	.483	.205	-.030	.366	.001	.110	-.206	.048
food	.328	.546	-.097	.010	.115	.511	.072	.194	.193	.072
floor	.483	.214	.417	.162	-.027	.068	-.065	.429	-.217	.054
little	.322	.504	.466	.069	.139	.097	.273	.061	.200	-.007
bathroom	.420	.310	.630	.028	-.110	-.032	.163	.111	-.195	-.112
people	.628	.351	.242	.061	.037	.114	.287	.198	.089	.061
first	.547	.500	.332	.055	.167	.000	.172	.098	.025	.062
comfortable	.207	.383	.669	.100	.211	.246	-.057	-.049	-.052	-.021
view	.288	.431	.237	.176	-.071	-.064	-.289	.460	.048	.101
around	.500	.449	.359	.125	.044	.108	.247	.142	.210	.088
small	.231	.241	.621	.071	-.034	-.016	.324	.007	.031	.045
pretty	.510	.259	.426	.090	.100	.244	.223	.315	.111	.019
experience	.467	.691	.152	.102	.077	.106	.099	.060	-.034	.032
water	.410	.370	.397	.097	.010	.017	-.032	.144	.247	-.108
made	.412	.618	.301	.118	.204	.065	.120	-.062	.041	.051
never	.741	.359	.183	.051	.029	.092	.179	.059	.043	.090
everything	.304	.572	.474	.135	.083	-.013	.106	.165	.084	.146
restaurant	.280	.428	.184	.151	-.047	.543	-.032	-.097	.070	.045
way	.574	.510	.285	.091	.092	.134	.137	.107	.041	.034
shower	.384	.278	.564	-.026	-.129	-.013	.128	.084	-.178	-.268
walk	.253	.286	.487	.257	.080	.013	.078	.272	.149	.218
valet	.264	.290	.168	.761	-.058	.087	-.068	.027	-.038	.070
door	.504	.208	.539	.059	-.072	.033	.152	-.020	-.036	.021
price	.437	.063	.574	.072	.157	-.056	.231	.144	.137	.076
went	.673	.446	.133	.126	.050	.131	.095	-.004	.147	.050
staying	.470	.440	.468	.094	.113	-.002	.106	.111	.046	.016
said	.791	.190	.233	.089	.074	.015	.114	-.067	.057	.072
best	.207	.720	.198	.042	.167	.101	.030	.088	.082	.065
every	.314	.672	.269	.093	.224	.038	.060	.124	.037	.068
beautiful	.120	.818	.035	.090	-.063	.058	-.024	-.013	.030	.068
better	.578	.402	.254	.080	.125	.153	.114	.256	.058	.084
downtown	.074	.064	.310	.542	.207	.111	.148	-.026	-.097	-.254
sure	.505	.538	.328	.101	.073	.110	.161	.100	.083	.055
told	.826	.197	.144	.114	.019	.003	.008	-.103	.087	.082
helpful	.157	.390	.653	.240	.207	.098	-.054	-.080	.022	.199

Rotated Component Matrix<sup>a</sup>

	Component									
	1	2	3	4	5	6	7	8	9	10
see	.512	.450	.244	.066	-.019	.038	.259	.305	.019	.089
street	.112	.090	.504	.283	.080	-.009	.180	.035	-.033	.559
going	.645	.311	.292	.092	.053	.123	.245	.175	.138	.088
morning	.328	.393	.384	.057	.535	-.035	.015	-.119	-.047	.073
know	.608	.421	.279	.117	.085	.127	.197	.083	.009	.043
though	.500	.332	.405	.112	.105	.226	.164	.204	.079	.026
coffee	.148	.284	.492	.005	.345	.084	.120	.038	-.044	.024
work	.589	.206	.338	.141	.037	.329	-.001	.098	-.057	-.102
close	.312	.096	.666	.133	.142	.099	.040	.122	.200	.188
beds	.430	.108	.561	.093	.089	.175	-.036	.124	.075	.027
called	.799	.204	.251	.160	.038	.023	-.080	-.108	.036	.038
take	.512	.478	.227	.177	.099	.127	.128	.247	.087	.045
need	.539	.269	.414	.108	.085	.073	.127	.234	.177	-.007
amazing	.134	.872	.141	.062	.006	.008	-.060	.044	.037	-.011
walking	.208	.277	.605	.353	.091	.012	.108	.155	.086	.239
love	.123	.780	.215	.027	.013	.161	.216	.020	.031	-.011
old	.350	.192	.118	.064	-.023	.028	.598	-.061	-.083	.138
new	.328	.264	.269	-.194	-.048	.148	.095	.067	-.107	.558
many	.427	.531	.263	.104	.068	.110	.133	.244	.074	.098
super	.249	.440	.570	.101	.082	.114	.161	.074	.070	-.037
recommend	.237	.609	.453	.129	.160	.024	.104	-.020	.105	.095
asked	.749	.265	.236	.157	.057	.098	-.016	-.127	.004	.120
minutes	.685	.210	.167	.199	.052	.230	-.061	.129	.008	-.002
feel	.265	.658	.309	.054	.023	.110	.333	-.064	.035	-.060
car	.364	.241	.273	.666	.037	.012	.016	.076	.026	.099
bad	.720	.018	.243	.055	.088	.108	.221	.203	.142	.005

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.  
a. Rotation converged in 22 iterations.