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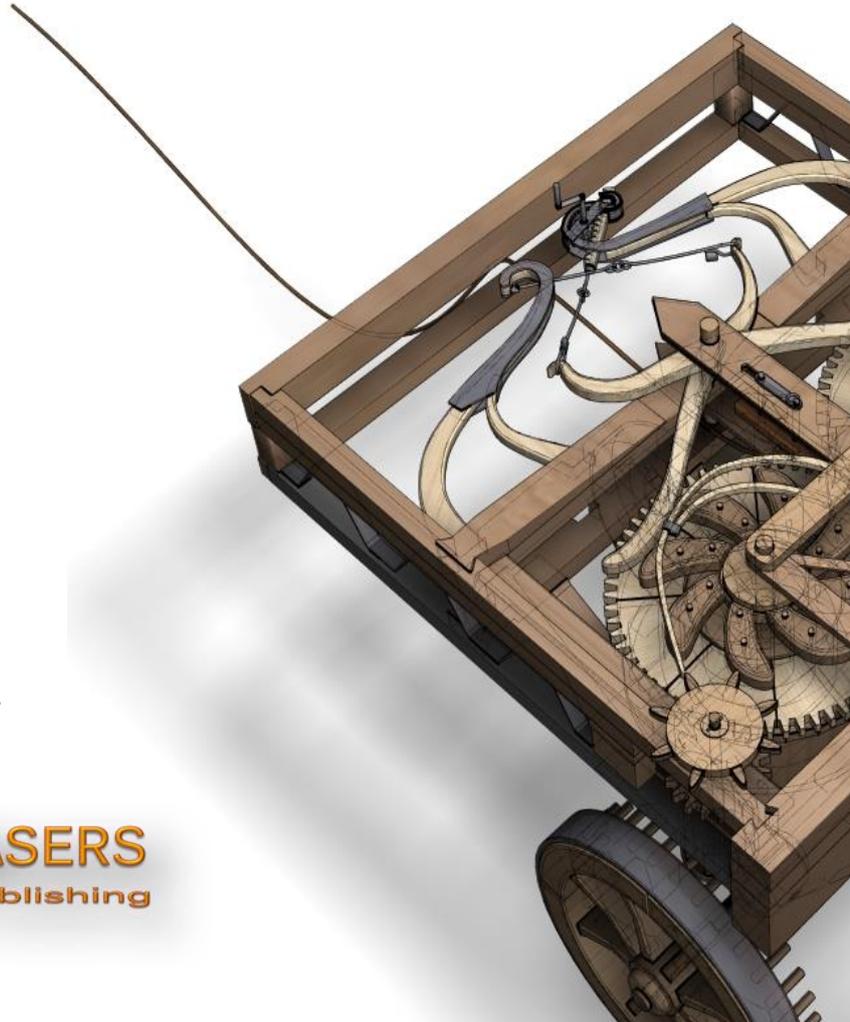
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Call for Papers Winter Issue 2024 Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

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Improving Tourist Loyalty: Examining the Role of Environmental Tourism Policy on Tourist Behavior

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Abstract: Purpose: This research aims to develop a model of tourist loyalty based on relationship marketing theory and consumer decision-making model. Moreover, this research also aims to examine the effect of implementing the CHSE certification policy on tourist satisfaction and loyalty in the context of the hospitality business in the tourism area around Borobudur Temple.

Methodology: This research uses a quantitative approach. The primary data collection method uses a questionnaire distributed to 212 tourists as respondents who were selected based on the purposive sampling method. Data were analyzed based on PLS-SEM using Smart-PLS 3.

Findings: The research results show that implementing CHSE certification in the hospitality industry can increase tourist satisfaction and tourist loyalty. Aspects of cleanliness, health and environmental sustainability have a positive influence on tourist satisfaction and loyalty, although safety aspects have not shown a significant influence.

Originality: Although studies on tourist loyalty are abundant, empirical research that focus on examining the influence of tourism policy on tourist loyalty are still rare. This research therefore serves as one of the first attempts to examine the influence of tourism policy on tourist behavior (tourist satisfaction and tourist loyalty) in the context of the hospitality industry, in Indonesia.

Research Implication: The research results provide managerial implications for hospitality businesses to implement CHSE certification to satisfy tourists and their loyalty. By having loyal tourists, it is hoped that the tourism business can develop and be sustainable.

Keywords: tourism policy; tourist behavior; tourist loyalty; tourist satisfaction; hospitality industry.

JEL Classification: M31; Z32; Z33.

Introduction

Several previous studies explain that customer loyalty is the key to business sustainability (Jani and Han, 2014; Poku *et al.* 2013; Qawasmeh, 2016). In the context of a service business, customer loyalty is needed to reduce marketing costs, increase market share opportunities, and increase opportunities to add new customers (Haksever *et al.* 2000; Tjiptono, 2014). Besides, in accommodation services businesses or hospitality businesses, it is also proven that the costs for getting new customers is much greater compared to the costs for retain customers (Sugandini, 2003). Thus, business profits can increase by having loyal customers (Almeida-Santana and Moreno-Gil, 2018). Based on these, the hospitality industry as a provider of accommodation services such as hotels, resorts and homestays also need tourists who are loyal in order to develop their business and become sustainable.

Meanwhile, the Indonesian Government through the Ministry of Tourism and Creative Economy has developed a CHSE policy (Cleanliness, Health, Safety, Environment sustainability) as standards for business activities in tourism sector (Amelia, 2020). This policy requires tourism businesses and tourism destination CHSE certified. CHSE certification is explained as the process of granting certificates to tourism businesses, tourist attractions and other tourism products to provide guarantees to tourists that the products and services are clean, healthy, safe and support conservation environment (Sudirja and Limantara, 2022). In Indonesia, the CHSE policy is implemented in the form of certification which aims to guarantee tourists the implementation of cleanliness, health, safety and environmental sustainability in the tourism sector. It is hoped that the CHSE certification guarantee will motivate tourists to return travel.

Recovery in the tourism sector in the new normal era is necessary so that the existence of the tourism business can continue to develop and be sustainable (Madani *et al.* 2020; Musriha and Rapisari, 2023). Meanwhile, the Borobudur area is one of the National Tourism Strategic Areas according to the National Tourism Development Master Plan (RIPPARNAS) for 2010-2025. Based on this, the area around Borobudur Temple has tourism potential to be developed and is expected to have a positive influence on economic, social, cultural and environmental growth. The development of a tourism area needs to be supported by the availability of accommodation facilities (Górska-Warsewicz and Kulykovets, 2020). Besides, the presence of the hospitality industry as a provider of accommodation services can increase the length of stay of tourists in tourism destinations. If the length of stay of tourists increases, it is hoped that tourist spending on other tourism products and services in the tourism destination will also increase. Therefore, factors that can increase tourist loyalty need to be studied further.

1. Literature Review

The model in this research was developed based on a simple consumer decision-making model. This model consists of 3 stages, (1) the input stage, (2) the processing stage, and (3) output stage (Schiffman and Kanuk, 2008). In the first stage, input factors come from marketing efforts and the consumer's external environment (Schiffman and Kanuk, 2008). Marketing efforts include product attractions, promotions, price offers, and distribution channels (Kotler and Keller, 2018). The external environment consists of family, colleagues, social class, and culture (Schiffman and Kanuk, 2008). In this research, the CHSE variable is an input aspect originating from the marketing efforts of tourist accommodation service providers. The second stage is processing, input factors is processed within the consumer (internal) and is influenced by psychological conditions such as evaluation and perception (Schiffman and Kanuk, 2008). In this research, the tourist satisfaction variable is considered a factor that exists within tourists (internal) at the processing stage. Next, the output stage is the result of consumer decisions such as attitudes toward the product, one of which is the decision to make repeat purchases (Schiffman and Kanuk, 2008). In this research, loyal attitudes are included in the output stage in the model.

Furthermore, the conceptual model in this research was also developed based on relationship marketing theory. The theory describes an approach that focuses on building and maintaining long-term relationships with customers (Baker and Saren, 2010; Rather, 2019). The relationship marketing approach has been expanded effectively marketing concepts into areas such as services and business-to-business markets (Baker and Saren, 2010). This theory is very relevant in explaining how service quality reflected by CHSE certification can influence consumer satisfaction and loyalty. Furthermore, in the hospitality sector, relationship marketing aims to develop long-term relationships with valued customers (Rather, 2019). Accommodation service managers need to develop long-term relationships with tourists through efforts such as implementing CHSE certification so that tourists are satisfied and loyal. Therefore, the development of a tourist loyalty model for hotels and homestays in the Borobudur Temple tourism area is based on this theory.

The proposed loyalty model developed in this research was tested in the context of the hospitality industry. The research object is the hospitality industry located in the area around Borobudur Temple. This location was

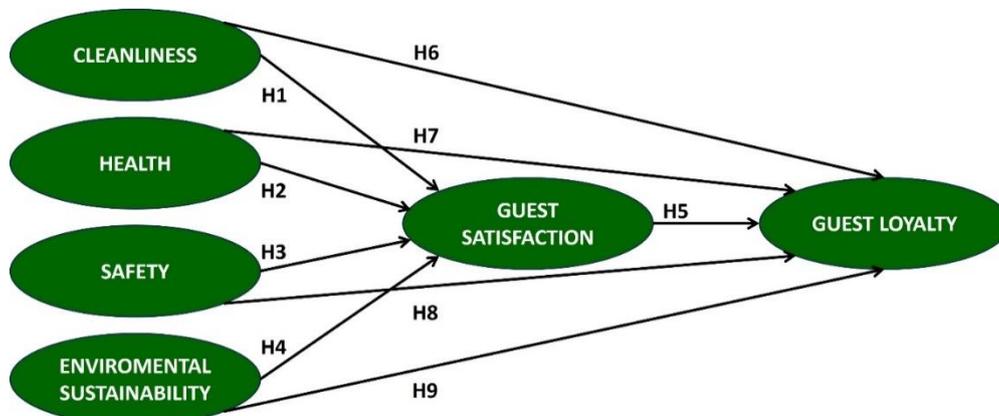
chosen as a research object with the consideration that the Borobudur Temple area is a strategic national tourism area in Indonesia. However, based on the research team's observations, not all accommodation service providers in this location are CHSE-certified. This practical gap underlies why it is necessary to study the influence of CHSE on tourist behavior in the context of the hospitality industry in the area around Borobudur Temple. Furthermore, based on a review of several previous studies, gaps in research results were found. Thus, further research is needed to examine the relationship between CHSE, satisfaction, and loyalty to clarify how the implementation of CHSE policies impacts consumer behavior. It is hoped that the research results can fill gaps in previous research, provide managerial implications, and expand the literature related to the application of tourist loyalty models, especially in the hospitality industry.

CHSE is one of the factors currently being considered to examine its impact on the tourism industry (Diarta and Sukendar, 2021; Juliana *et al.* 2021). Previous researchers prove that implementing CHSE is the most important thing to maintain reputation hotels (Juliana *et al.* 2021). If the hotel's reputation is good, it can increase satisfaction and hotel guest loyalty (Al-Msallam, 2015). These results are also supported by previous research, Novitaningtyas *et al.* (2021) explain that quality services and implementing health protocols during the new normal period can increase guest loyalty in homestays in several tourism villages. However, Diarta and Sukendar (2021) explain different results in agro-based tourist attractions that the implementation of CHSE does not significantly affect tourist satisfaction because it is seen as limiting activities tour while at the destination. There are inconsistencies in the results of previous research. Based on these research gap, further research is needed to examine how the influence of CHSE to tourist behavior.

Furthermore, several previous researchers have identified the satisfaction variable as the antecedent of tourist loyalty in their research model (Hung *et al.* 2021; Keshavarz and Ali, 2015; Kusumah, 2024; Marpaung *et al.* 2024; Novitaningtyas, Rahardjo, *et al.* 2021; Robustin *et al.* 2020; Soliman *et al.* 2024; Suhartanto *et al.* 2020). However, in the context of tourism in Indonesia, there is nothing yet adding CHSE to the development of tourist loyalty models, especially for research object hospitality industry. Besides, since the implementation of the CHSE policy by the Government Indonesia, it turns out that until the end of 2021 there are not all accommodation service providers CHSE certified. Moreover, in the area around Borobudur Temple, which is a super-priority tourism destination in Indonesia, not all businesses in the tourism sector comply with this policy. Therefore, research is needed to examine how does CHSE policy influence the development of tourist loyalty.

2. Methodology

Figure 1. Proposed Tourist Loyalty Model



Source: literature review process, 2024

This research was conducted based on a quantitative approach. The population in this study is accommodation service customers who have implemented CHSE and are located in the area around the Borobudur temple. The population size is infinite and not yet known for certain, so the sample size was set more than 200 respondents to meet the assumption that the sample size should be between 30-500 or 10 times the number of research variables (Sekaran and Bougie, 2017). Samples are selected based on the purposive sampling method with the consideration that the sample is guests who have stayed more than once. Finally, we used primary data from 212 respondents. The data collection method used was a survey through a questionnaire with a Likert scale to obtain primary data and interviews. The questionnaire was distributed online via Google form and offline to tourists at the Borobudur temple area. Indicators as variable measurements are presented in Table 1.

Table 1. Variable Measurement

Measurement	References
Cleanliness C1. Cleanliness of the hotel/homestay environment C2. Availability of trash cans C3. Cleanliness of public areas in hotel/homestay C4. Availability of hand washing facilities/hand sanitizer	(Diarta and Sukendar, 2021; Kemenparekraf, 2020)
Healthy H1. Air circulation conditions H2. Implementation of standard health protocols H3. Implementation of food safety practices	(Diarta and Sukendar, 2021; Kemenparekraf, 2020)
Safety S1. Availability of fire extinguishers S2. Availability of evacuation routes S3. Availability of security officers S4. Availability of CCTV in public areas	(Diarta and Sukendar, 2021; Kemenparekraf, 2020)
Environmental Sustainability E1. Environmentally friendly waste processing E2. Use of environmentally friendly materials E3. Green hotel/homestay environmental conditions E4. Efficient use of water and energy sources for ecosystem balance	(Diarta and Sukendar, 2021; Kemenparekraf, 2020)
Guest Satisfaction GS1. Fulfillment of expectations GS2. Satisfied with the service GS3. Worth the time and money spent GS4. Overall satisfaction	(Assaker <i>et al.</i> 2020)
Guest Loyalty GL1. The experience of staying at a hotel/homestay is meaningful GL2. The experience of staying at this hotel/homestay is more pleasant than other hotels GL3. Really liked staying at this hotel/homestay GL4. Willingness to say positive things about this hotel/homestay to others GL5. Willingness to recommend to others to stay at this hotel/homestay GL6. Willingness to stay again at a hotel/homestay if there is an opportunity in the future GL7. Have stayed at this hotel/homestay more than once	(Kharouf <i>et al.</i> 2019; Roy <i>et al.</i> 2014)

Source: literature review process, 2024

Data analyzed using Partial Least Squares (PLS) - Structural Equation Model (SEM) with the program Smart-PLS. PLS-SEM is used to test the measurement model and structural model with considerations (1) PLS-SEM can handle complex models with many relationships structural, and second order construct, (2) research objectives for model development and prediction, and (3) PLS-SEM can handle reflective and formative measurement models (Dash and Paul, 2021). The outer model or measurement model test is used to test validity and reliability. Validity was tested based on the loading factor value and AVE value, the results must show > 0.6 for loading factor and > 0.5 for AVE (Dash and Paul, 2021). As for reliability assessed based on Cronbach Alpha and Composite Reliability (CR) value > 0.7. As for the internal test model or structural model is used to measure how good the proposed model is based on the R-square value. Furthermore, hypothesis testing is seen from the coefficient results path and p-value (Ghozali, 2017).

3. Research Results

Of the total 212 respondents, 48% were male, and 52 were female. Respondents came from several areas, from Magelang 42%; Central Java apart from Magelang 23,6%; West Java 9,4%; DIY 4,2%; DKI Jakarta 15,1%; East Java 0,5%; Banten 4,2%; and Bali 0,9%. Age is in the range of 15 to 63 years old. Then, the motivation of respondents to stay at hotel or homestay in Borobudur area is dominated by holiday motivation 46%, while the remaining because of MICE activities motivation and education activities motivation.

Table 2. Outer Model Evaluation Results

Variables	Item	Loading Factor	Cronbach Alpha	CR	AVE	Results
Cleanliness	C1	0.818	0.801	0.870	0.628	Valid and reliable
	C2	0.826				
	C3	0.818				
	C4	0.700				
Health	H1	0.788	0.808	0.886	0.722	Valid and reliable
	H2	0.895				
	H3	0.863				
Safety	S1	0.852	0.823	0.882	0.653	Valid and reliable
	S2	0.839				
	S3	0.764				
	S4	0.772				
Environmental Sustainability	E1	0.720	0.747	0.841	0.572	Valid and reliable
	E2	0.816				
	E3	0.646				
	E4	0.830				
Guest Satisfaction	GS1	0.876	0.852	0.900	0.694	Valid and reliable
	GS2	0.855				
	GS3	0.740				
	GS4	0.854				
Guest Loyalty	GL1	0.743	0.903	0.924	0.638	Valid and reliable
	GL2	0.777				
	GL3	0.884				
	GL4	0.812				
	GL5	0.871				
	GL6	0.842				
	GL7	0.633				

Source: data processed, 2024

Outer model evaluation aims to ensure that the indicators or items used in the model correspond to the latent variables being measured. The results in table 2 show that all items in each variable have a loading factor value > 0.60 and an AVE value > 0.50 , it can be conclude that the value meet the convergent validity criteria (Dash and Paul, 2021). Meanwhile, the Cronbach Alpha value for each variable is > 0.70 and the CR value is > 0.70 , thus meeting the criteria for reliability (Dash and Paul, 2021; Widarjono, 2015). Thus, the results of the outer model evaluation meet the validity and reliability criteria, the results are proven valid and reliable.

Table 3. Inner Model Evaluation Results

Variable	Adjusted R-Square
Guest Satisfaction (GS)	0.543
Guest Loyalty (GL)	0.648

Source: data processed, 2024

Inner model evaluation is used to understand that the proposed conceptual model fits the empirical data that has been collected. In this research, the inner model evaluation was carried out using the adjusted R-square value approach. The results in table 3 show that the exogenous variable in the research model, CHSE, is able to explain the guest satisfaction variable by 54.3%. Moreover, the CHSE variable and guest satisfaction variable can explain the guest loyalty variable by 64.8%. Referring to the results of this research, it shows that the research model meets the research criteria so that the structural model is suitable for hypothesis testing.

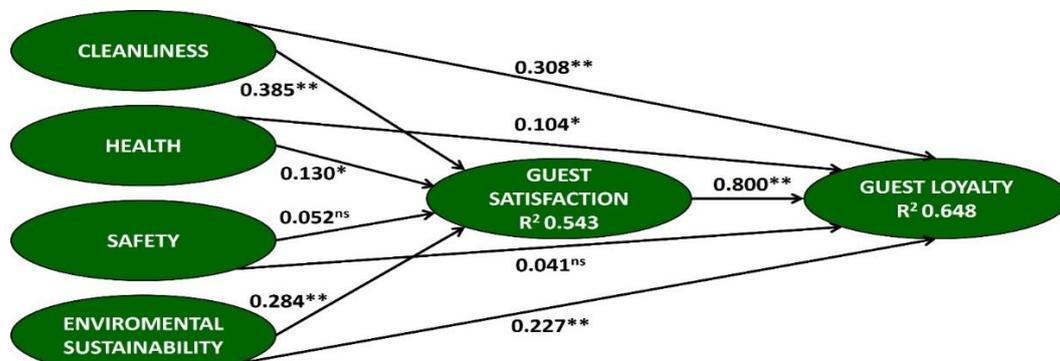
After the data meets the outer model and inner model criteria, the research hypothesis is then tested through path analysis. The results of the hypothesis test are presented in table 4.

Table 4. Hypothesis Test Results

Path	β	T Stat	P Values	Results
C -> GS	0.385	4.656	0.000**	Supported
H -> GS	0.130	1.681	0.047*	Supported
S -> GS	0.052	0.801	0.212 ^{ns}	Not supported
E -> GS	0.284	4.107	0.000**	Supported
GS -> GL	0.800	27.993	0.000**	Supported
C -> GL	0.308	4.595	0.000**	Supported
H -> GL	0.104	1.672	0.048*	Supported
S -> GL	0.041	0.799	0.212 ^{ns}	Not supported
E -> GL	0.227	3.932	0.000**	Supported

Note: ** significance at α 1% (two tailed); * significance at α 5% (two tailed); ns is not significant
 Source: data processed, 2024

Figure 2. Structural Models and Path Analysis



Note: ** significance at α 1% (two tailed); * significance at α 5% (two tailed); ns is not significant
 Source: data processed, 2024

4. Analysis and Discussion

The parameter coefficient for the Cleanliness variable on Guest Satisfaction is 0.385 with a p-value of 0.000, which means there is a positive influence (H1 is supported). Thus, it can be interpreted that the cleaner the hotel or homestay environment, the greater the increase in tourist satisfaction. A one-unit increase in the Cleanliness variable will increase Guest Satisfaction by 38.5%. These results are in accordance with previous research which proves that the implementation of the CHSE policy has a positive impact on visitor satisfaction at tourism destination (Arlinda and Sulistyowati, 2021; Suci and Batubara, 2022). Furthermore, the Cleanliness variable has also been proven to have a positive effect on Guest Loyalty. The parameter coefficient for the Cleanliness variable on Guest Loyalty is 0.308 with a p-value of 0.000 (H6 is supported). A one-unit increase in the Cleanliness variable will increase Guest Loyalty by 30.8%. These results support previous research which proves that CHSE has a positive impact on Guest Loyalty in tourism destinations (Sudirja and Limantara, 2022). The results of this research show that in the context of accommodation services, such as hotels and homestays, it is also proven that the cleanliness aspect can increase tourist satisfaction and loyalty.

The parameter coefficient for the Health variable on Guest Satisfaction is 0.130 with a p-value of 0.047, which means there is a positive influence (H2 is supported). Thus, it can be interpreted that if hotels or homestays implement standard health protocols, it will further increase tourist satisfaction. A one-unit increase in the Health variable will increase Guest Satisfaction by 13%. These results are in accordance with previous research which proves that the implementation of the CHSE policy has a positive impact on visitor satisfaction at tourist attractions (Arlinda and Sulistyowati, 2021; Suci and Batubara, 2022). Furthermore, the Health variable has also been proven to have a positive effect on Guest Loyalty. The parameter coefficient for the Health variable on Guest Loyalty is 0.104 with a p-value of 0.048 (H7 is supported). A one-unit increase in the Health variable will increase Guest Loyalty by 10.4%. These results support previous research which proves that CHSE has a positive impact on Guest Loyalty in tourist destinations (Sudirja and Limantara, 2022). The results of this research show that in the context of accommodation services, such as hotels and homestays, it is also proven that aspects of implementing standard health protocols can increase tourist satisfaction and loyalty.

The parameter coefficient for the Environment Sustainability variable on Guest Satisfaction is 0.284 with a p-value of 0.000, which means there is a positive influence (H4 is supported). Thus, it can be interpreted that if a hotel or homestay maintains environmental sustainability, it will further increase tourist satisfaction. A one-unit increase in the Environment Sustainability variable will increase Guest Satisfaction by 28.4%. These results are in accordance with previous research which proves that the implementation of the CHSE policy has a positive impact on visitor satisfaction at tourism destination (Arlinda and Sulistyowati, 2021; Suci and Batubara, 2022). Furthermore, the Environment Sustainability variable has also been proven to have a positive effect on Guest Loyalty. The parameter coefficient for the Environment Sustainability variable on Guest Loyalty is 0.227 with a p-value of 0.000 (H9 is supported). A one-unit increase in the Environment Sustainability variable will increase Guest Loyalty by 22.7%. These results support previous research which proves that CHSE has a positive impact on Guest Loyalty in tourism destinations (Sudirja and Limantara, 2022). The results of this research show that in the context of accommodation services, such as hotels and homestays, it is also proven that aspects of environmental preservation can increase tourist satisfaction and loyalty.

Although the elements, Cleanliness, Health, and Environmental Sustainability in the context of this research were proven to have a positive effect on tourist satisfaction and loyalty, the Safety element did not significantly affect tourist satisfaction and loyalty. The results show that the p-value is greater than 0.05 (S->GS 0.212; S->GL 0.212). Thus, the Safety element has not satisfied tourists and increased their loyalty (H3 and H8 are not supported). Previous research also found that the implementation of CHSE has not been able to increase tourist satisfaction in the context of tourism destination (Diarta and Sukendar, 2021). In previous research, it was found that tourists actually thought that CHSE limited their tourism activities at tourism destinations. Still, because it was an obligation that tourism destinations had to carry out in order to be allowed to operate, visitors complied (Diarta and Sukendar, 2021). Meanwhile, the results of interviews with several respondents showed that they did not know where fire extinguishers were located, evacuation routes in case of a disaster, and the location of CCTV cameras in public spaces. This ignorance causes the safety element to have no impact on tourist satisfaction and loyalty. Even though hotels or homestays already provide facilities that guarantee safety and security, it turns out that not all hotel guests know that these facilities are available.

Furthermore, the Guest Satisfaction variable is proven to have a positive effect on the Guest Loyalty variable (H5 is supported). The results show that the parameter coefficient for the Guest Satisfaction variable on Guest Loyalty is 0.800 with a p-value of 0.000. Thus, it can be interpreted that the more satisfied tourists are, the more tourist loyalty will increase. A one-unit increase in the Guest Satisfaction variable will increase Guest Loyalty by 80%. These results are in accordance with previous research which proves that tourist satisfaction will increase tourist loyalty (Alketbi *et al.* 2020; Assaker *et al.* 2020; Keshavarz and Ali, 2015; Winarno, 2019). Thus, satisfied tourists will tend to be willing to stay at the hotel or homestay again and will be willing to recommend staying at the hotel or homestay to other tourists.

The results of this research show that implementing CHSE policies in hotels and homestays can increase tourist satisfaction. Furthermore, if tourists are satisfied then these tourists will become loyal guests. Although of the four elements of CHSE, the Safety aspect has not shown a significant impact in the context of this research, the other three elements are able to increase tourist satisfaction and loyalty. Based on the results of this research, the CHSE policy launched by the Government is appropriate for improving the quality of tourism industry services and is able to influence tourist behavior. The results of interviews with several respondents also prove that the majority of tourists already know about CHSE and would consider staying at accommodation service providers that are CHSE certified. Thus, it is important for hotel and homestay managers, especially in the Borobudur Temple tourism area and its surroundings, to be CHSE certified in order to satisfy tourists who stay overnight and increase their loyalty.

The results of this research also support relationship marketing theory. The hospitality sector is an industry with characteristics that focus on customer service and experience. Therefore, a marketing approach focusing on managing strong and sustainable customer relationships is necessary. The goal is to create mutually beneficial value for the company and customers through consistent and personalized interactions. The implementation of CHSE certification aims to provide an extraordinary experience and meet customer expectations. Through CHSE certification, hotel businesses can increase the level of satisfaction and loyalty of tourists, as well as achieve long-term profits.

Conclusions

This research examines the influence of tourism policy on tourist behavior (tourist satisfaction and tourist loyalty) in the context of the hotel industry, in Indonesia, where similar research examining the impact of tourism policies

related to the environment on tourist behavior has not been widely conducted. The results of this research indicate that the implementation of CHSE policies in accommodation service businesses in the tourism sector can influence tourist behavior. If accommodation service businesses implement CHSE certification, this condition will make tourists satisfied with the services provided, and in turn will increase tourist loyalty. Satisfied and loyal tourists will be willing to stay again, willing to share their positive experiences while staying, and willing to recommend it to others. Having loyal tourists and establishing long-term good relationships with tourists can increase profits and support business sustainability. The influence of CHSE on tourist satisfaction and loyalty in the context of accommodation services is proven in this research (cleanliness, health and environmental sustainability aspects), although the safety aspect has not shown a significant influence.

These results provide managerial implications for accommodation service managers to implement CHSE certification (for those who have not yet CHSE certified), then improve service quality and increase tourist awareness, especially on safety aspects (for those who have been CHSE certified). The results of this research also provide implications for policymakers such as local tourism offices to periodically socialize the importance of CHSE certification to tourism business owners so that those who have not yet been certified can immediately apply for CHSE certification. Meanwhile, the findings of this research may be limited to the context or setting of accommodation services in the tourism sector and cannot yet be generalized to different populations or settings. Therefore, further research can examine it in other contexts, for example travel businesses, restaurants or tourist attractions. Besides, this research has not grouped accommodation services based on their categories. Research results at one hotel or hotel chain may not be generalizable to all hotels. Suggestions for further research could be to test the influence of CHSE on tourist satisfaction and loyalty in certain accommodation categories or to conduct a comparative study of the effect in each accommodation category.

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Credit Authorship Contribution Statement

Ivo Novitaningtyas: conceptualization, literature review, research model development, data analysis, writing, review and editing;

Clarisa Alfa Lionora: literature review, collecting data, writing;

Andhatu Achsa: collecting data, writing, visualization;

Budi Hartono: methodology, collecting data, writing.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Declaration of use of generative AI and AI-Assisted Technologies

The authors declare that they have not used generative AI and AI-assisted technologies during the preparation of this work.

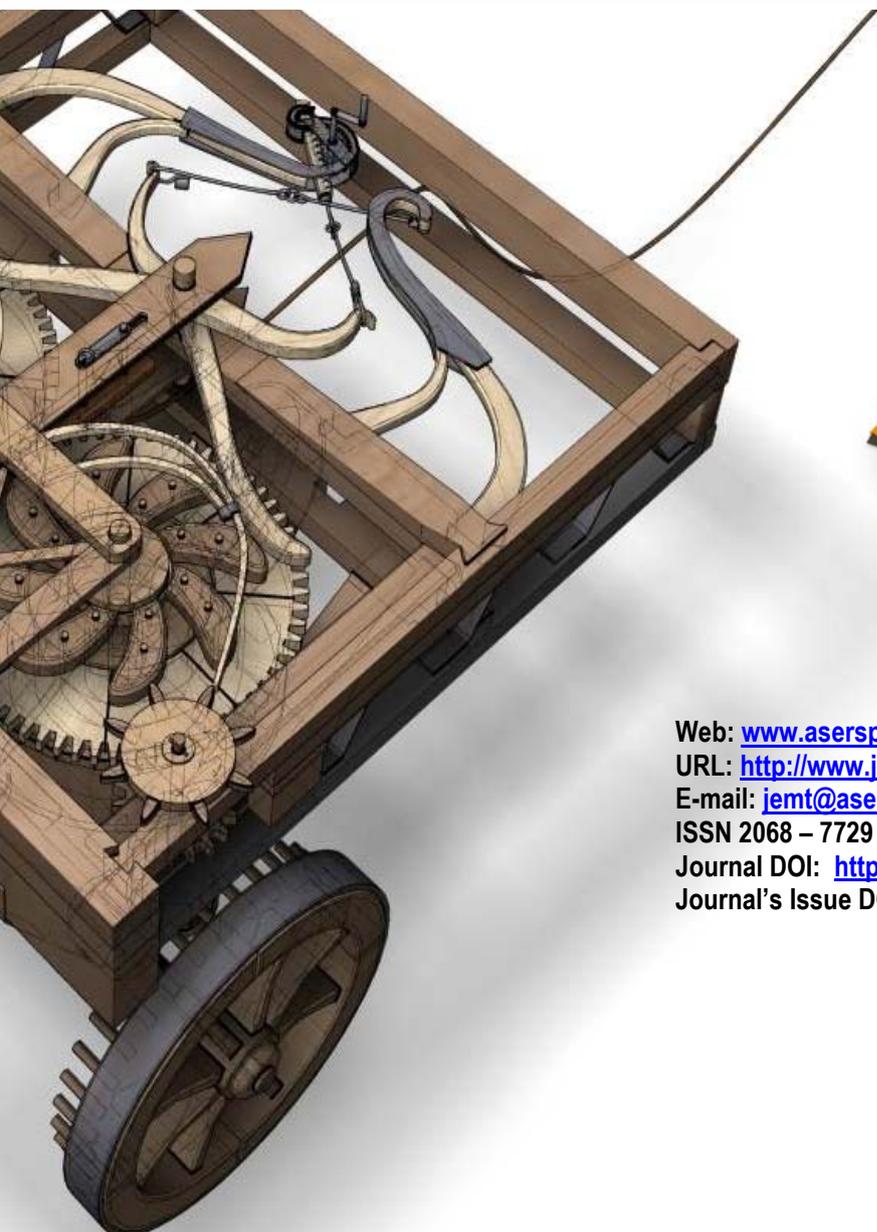
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