






“The influence of hedonic values and extraversion on online impulse buying: Empirical evidence from Indonesia”

AUTHORS	Arief Helmi  Yevis Marty Oesman  Umi Kaltum  Yudi Ahmad Faisal 
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Arief Helmi, Dr., Associate Professor, Department of Management and Business, Faculty of Economics and Business, University of Padjadjaran, Indonesia. (Corresponding author)

Yevis Marty, Dr., Associate Professor, Department of Management and Business, Faculty of Economics and Business, University of Padjadjaran, Indonesia.

Umi Kaltum, Dr., Associate Professor, Department of Management and Business, Faculty of Economics and Business, University of Padjadjaran, Indonesia.

Yudi Ahmad Faisal, Dr., Associate Professor, Department of Management and Business, Faculty of Economics and Business, University of Padjadjaran, Indonesia.



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Arief Helmi (Indonesia), Yevis Marty (Indonesia), Umi Kaltum (Indonesia), Yudi Ahmad Faisal (Indonesia)

THE INFLUENCE OF HEDONIC VALUES AND EXTRAVERSION ON ONLINE IMPULSE BUYING: EMPIRICAL EVIDENCE FROM INDONESIA

Abstract

The purpose of this study is to analyze Indonesian consumer hedonic values, extraversion, and online impulse buying, as well as to examine the influence of consumer hedonic values and extraversion personality on impulsive online buying. This study uses a quantitative research method that employs descriptive and associative tools. The primary data were gathered through social media surveys of Indonesian consumers who buy goods through e-commerce. Of the 440 respondents who received questionnaires, only 400 completed them accurately. According to the survey, at least 75% of respondents shop online regularly. The study's findings describe three types of Indonesian online consumers: those with hedonic values, those with reasonably high extrovert personalities, and those prone to online impulse buying. Path analysis results indicate that both hedonic value and extraversion have a significant influence on online impulse buying. Hedonic consumers enjoy online shopping, and as a result, they discover items they had not previously considered purchasing without careful consideration. On the other hand, extroverted consumers who are outgoing, passionate, and pleasant in social situations are more likely to be interested in impulsive online buying. These results provide online business owners with necessary guidance by demonstrating the importance of developing a website that is not only informative but also visually appealing and engaging to trigger impulse buying.

Keywords

extraversion, hedonic values, marketing, online buying, impulse buying

JEL Classification

D12, D91, M31

INTRODUCTION

Previous studies show that online purchases often lead to impulse buying. Online stores' attractiveness level, ease of use, comfort, and website communication style are associated with impulse buying (Verhagen & van Dolen, 2011). Although impulse purchases are probably typical in online shopping, this issue has not received much attention from researchers because earlier studies concentrated on impulse buying at traditional stores.

Customers' shopping experience involves a combination of utilitarian and hedonic shopping values (Lee et al., 2013). Yu and Bastin (2010) stated that impulse purchase results from hedonic values and is inextricably related to each other. Bart et al. (2005) argue that the higher level of hedonic values owned by a customer may lead to a higher intention in customer shopping intentions.

What, when, and how consumer purchases are influenced by their personality types. This situation attracts researchers to understand and

comprehend the meaning of personality and traits and how these factors affect consumer behavior (Sarker, 2013). In discussing the factors influencing online shopping behavior, it will be beneficial to understand how personality affects customers' preferences.

McCrae and Costa (2003) identify extraversion as a human personality trait. An extrovert is an individual who scores high on openness to experience, is creative, curious, and imaginative, and tends to be unconventional (Turkyilmaz, 2015). Based on Wolfenbarger and Gilly (2001), an introverted personality leads to online shopping behaviors. They found a relationship between extroverts and online shopping continuance intention. Customers with extraversion personalities tend to be influenced by their surrounding social environments including in a marketplace where she or he experiences online shopping continuance intention.

Thus, impulsive online buying has emerged as a new phenomenon in marketing fields. However, studies have yet to examine the underlying causes of attracting customers to shop online. This study considers both shopping values and personal traits in online impulse buying.

1. LITERATURE REVIEW AND HYPOTHESES

Several studies suggested that there are planned and unplanned purchases. A planned purchase is a form of deliberate decision, careful selection, search, and evaluation being held by customers resulting from rational, accurate, and better decisions in purchasing goods and services (Halpern, 2013). Meanwhile, an unplanned purchase is often a result of a reactive purchase with no strong desire and feeling about the needs of their buying, which are a form of impulse buying (Amos et al., 2014). Sharma et al. (2010) defined impulse buying as an instant intention derived from hedonic considerations where the speed of impulse buying decisions includes considering alternatives or planned future needs. There are several factors stipulating impulse buying. These include the store environment, the characteristics of the shopper, the goods, and the varied demographic and sociocultural elements (Muruganatham & Bhakat, 2013). Impulsive buyers cannot control their buying goals and behavior from various stimuli provided by producers (Wu et al., 2016). Furthermore, salespeople, friends, and families may also increase the chances of impulse purchases (Yu & Bastin, 2010).

Meanwhile, online consumers are stimulated by internal values based on individual personality rather than external preferences (Muruganatham & Bhakat, 2013). According to Wells et al. (2011), impulsive online purchases are generally influ-

enced by consumers' preferences and state of mind. Preference is a form of individual internal characteristics that distinguish it from others. Situational factors influencing impulsive purchases include actual or perceived time availability and purchasing power (Beatty & Ferrell, 1998).

The purchasing consumer behavior, as described previously, has been emerging due to rapid developments in information technology and the proliferation of e-commerce activities in the world of business. There has been an increase in online retailing as a result of the availability of 24-hour retailing via the internet, which has inevitably led to an increase in impulse buying (Li et al., 1999). Consumers can shop without the restrictions they might encounter in physical stores when they do so online, which increases the likelihood of impulse purchases (Chan et al., 2017). Consequently, online shoppers may be more impulsive than offline ones (Donthu & Garcia, 1999).

Consumers in e-commerce tend to buy impulsively; it is challenging to comprehend and know what factors influence this. Since every aspect of a person's behavior is an expression of one's values, it is essential to look into value factors in impulsive online shopping behavior.

Value is crucial in anticipating customers' decisions and intentions for future purchases (Zeithaml, 1988). Babin et al. (1994) suggested that to measure the hedonic and utilitarian values derived from the pervasive consumer experience of

shopping, the use of a scale is imperative. This scale offered two different categories of shopping values. On the one hand, utilitarian value evaluates the functional advantages and costs. For example, before buying goods and services, utilitarian value is used to assess the features of the product, service, and pricing (Hoffman & Novak, 1996). On the other side, hedonic value is essentially behavioral. It derives from the experiencing paradigm in consumer behavior research, whereas utilitarian value is an economic term developed from the information processing paradigm (Blackwell et al., 2006).

It is argued that hedonic shopping value is more individualized and subjective than utilitarian. This concept was defined by Babin et al. (1994) as the perceived enjoyment and emotional value derived from shopping. The desire for pleasure and play is a hedonistic value (Kang & Park-Poaps, 2010). The hedonic value represents a person's assessment of a shopping trip's enjoyment and experiential value, such as the enjoyable and experiential aspects of shopping (Eroglu et al., 2001).

Several studies can be used to define hedonic values (Arnold & Reynolds, 2003). These include (1) Adventure (stimulated shopping for adventure and the feeling of being in another world); (2) Social (hanging out with friends and family); (3) Gratification (removing discomfort or stress, eliminating negative feelings, and self-medicating for a problem); (4) Idea (tendency to follow trends and innovative latest products); (5) Role (the pleasure that comes from shopping for others); and (6) Value (looking for sales, discounts, and bargains). Pleasure, arousal, and escapism were recognized as the three components of hedonic shopping by Perea y Monsu e et al. (2004). According to Ailawadi et al. (2001), consumers are influenced by entertainment and exploration to the greatest extent possible, as high hedonic value customers look for enjoyment and experiences in the products they buy and use.

Hedonic values could not be separated from the emergence of Internet shopping websites that are proliferating rapidly all over the world. Wirtz et al. (2013) concluded that web attractiveness determines online shopping value. If a company offers hedonic experiences in addition to superior products and lower prices, it will be more successful in

building long-term relationships with its customers (Avcilar & Ozsoy, 2015). Furthermore, hedonic pleasure increases an online shopper's contentment with a website, encouraging them to spend more time looking through different products (Wolfenbarger & Gilly, 2001).

Yu and Bastin (2010) suggested that experiencing something new, appreciation from others, seeking pleasure, trying to mitigate tension or pressure, and preferring social interactions affect the intensity of impulse buying. Floh and Madberger (2013) showed that convenient shopping encourages consumers to do browsing, which in turn will encourage these consumers to make impulsive online purchases. Therefore, determining a consumer group's hedonic value will offer crucial information for marketing decisions to anticipate impulsive purchasing behavior.

Psychological factors significantly influence consumer decision-making, and personality is one of these factors. The combination of preferences and qualities that make up someone's distinct personality is known as their personality (Paul & Srivastava, 2016). Although there are many theories of personality, the so-called trait theories are the most helpful in the context of marketing and consumer psychology (Mothersbaugh et al., 2020).

While personality is a stable set of traits and tendencies that characterizes people's thoughts, feelings, and behaviors, it also determines the similarities and differences between individuals (Maddi, 1989). There is a connection between psychographic traits like personality traits and consumer behavior (Humphreys, 2010). McCrae and Costa (2003) determined a framework in the personality model based on personality theory consisting of openness to experience agreeableness, conscientiousness, neuroticism, and extraversion. Extraversion is defined as excitability, sociability, talkativeness, assertiveness, and a high level of emotional expressiveness in a person (Usakli, 2020). Extraverted people prefer interpersonal relationships (Mooradian & Swan, 2006).

The extrovert personality is one of the most popular personality traits to predict consumer behavior (Zurawicki, 2010). Mohamed et al. (2014) discovered that extraversion and customers' intention to

continue shopping online were positively correlated. Accordingly, the extraversion personality trait, characterized by a predisposition for openness and a love of social interaction, may encourage online impulse buying.

Therefore, this study aims to answer the following questions: What are the hedonic value, extraversion, and impulsive online purchasing levels of Indonesian consumers? How do hedonic values and extraversion influence online impulse purchases?

Based on the literature review, the following hypotheses were developed:

H1: Hedonic value influences online impulse buying.

H2: Extraversion influences online impulse buying.

2. METHODOLOGY

This study employs quantitative analysis that uses a descriptive and associative type of research. The associative research technique is conducted to verify how two or more variables relate to one another. The main emphasis of this study will be the relationship between the endogenous variable of online impulse buying and the exogenous variables of hedonic value and extraversion.

The population in this study consists of consumers who purchase goods through e-commerce in Indonesia, and the primary data for the study were gathered by sending questionnaires to this group. With social media, links to the questionnaires were shared online. The questionnaires use an attitude scale to measure the variables. In total, 400 people completed the surveys. A representative sample of respondents is chosen for the study via purposive sampling.

To describe the level of online impulse buying, hedonic value, and consumer extraversion, descriptive analysis is performed by calculating the average score of the respondents' responses. While path analysis, a statistical technique for assessing and confirming connections among a group of

observed variables, was employed as a verification analysis to examine the relationship between online impulse buying and hedonic value and extraversion. The analysis is carried out using SPSS software for Windows, version 22.0.

3. RESULTS

Female respondents comprised 71%, while male respondents constituted 29% of the sample. The majority of respondents, 63.1%, were between the ages of 19 and 24. However, 11% of those polled were between the ages of 25 and 29, while 23% were over 30. Meanwhile, clothing and shoes were the most frequently purchased online among the seven product categories studied, accounting for 70% of 253 respondents. Body/beauty products are the second most frequently purchased, accounting for 54% of all purchases. Home appliances come in third place with 53%. The frequency with which respondents made online buying is essential information; more than half of respondents said they did so frequently (2-4 times per week), and 20% said they did so even more frequently. Only 10% thought it was relatively rare. Table 1 summarizes the demographic profile and online shopping behavior of the respondents.

Table 1. Demographic profile and online shopping behavior of respondents

Characteristic	Percentage
Gender	
Male	29
Female	71
Age	
Under 13	–
13-18	2.8
19-24	63.1
25-29	11.1
Over 30	23
Products purchased online	
Clothing and shoes	71
Household electronics	12
Household appliances	53
Gadget	28.6
Body/beauty products	54.8
Food	29.5
Automotive and accessories	10.1
Monthly online buying frequency	
Very often (more than 4 times)	20.4
Frequently (2-4 times)	51.9
Rare (1-2 times)	27.7

Note: N = 400.

A descriptive analysis was performed to describe online impulse buying and respondents' hedonic values and extraversion. The behavior of respondents in making online impulse buying can be seen in three prominent consumer tendencies: to buy products on the internet on a whim (mean of 4.2 out of 5), to buy products online without much thought (mean of 3.6), and to buy products right away when they find and like the product on the internet (mean of 3.1). Table 2 shows the respondent's online impulse buying behavior.

Table 2. Online impulse buying patterns

Indicators	Mean	SD
I buy products on the internet on a whim.	4.2	0.79
When I see anything I like on the internet, I buy it right away.	3.1	1.19
I buy products online with little thought.	3.6	1.01
During internet shopping, I tend to purchase items that I do not want to purchase.	2.9	1.26
I usually consider it after making a purchase.	2.7	1.33

The survey results also reveal the respondents' hedonic values. Almost all of the hedonic value indicators surveyed indicate a high level. For example, respondents admit that when they browse on e-commerce websites/applications, they can forget about their problems and feel relaxed (mean of 3.8 out of 5), they are very excited (mean of 3.7), they disregard the timer (mean of 3.8), they enjoy browsing various products (mean of 3.6), and they love looking for new products on the internet (mean of 4.1).

Table 3. Hedonic values

Indicators	Mean	SD
While browsing the internet, I can forget my problems and feel relaxed.	3.8	0.90
While exploring the web, I am very excited, like playing.	3.7	1.10
I like web browsing so much that I disregard the timer.	3.8	1.05
I enjoy browsing various products on the internet.	3.6	1.20
I love looking for new products on the internet.	4.1	0.90

This study is also interested in the respondent's personality, particularly extraversion. Table 4 demonstrates the extraversion tendency of respondents. Respondents in this focus perceive themselves as sociable (mean of 3.9 out of 5), conversational (mean of 4.0), open (mean of 2.6), and a person who generates much excitement (mean of 3.8). These findings suggest that respondents are mostly extroverts.

Table 4. Extraversion indicators

Indicators	Mean	SD
I perceive myself as someone who		
is sociable.	3.9	0.89
is conversational.	4.0	0.89
is an open person.	2.6	1.08
generates much excitement.	3.8	1.08

The magnitude of the influence of hedonic shopping values and extraversion personalities on online impulse buying is revealed by data processing using path analysis. Table 5 displays the results of statistical data processing.

Table 5. Path coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Hedonic value	.470	.067	.561	7.007	.000
Extraversion	.334	.068	.394	4.930	.000

Note: a. Dependent Variable: Online Impulse Buying. b. Linear Regression through the Origin.

The path analysis yielded a path coefficient of 0.561 between hedonic value and online impulse buying and the analysis also correlates extraversion with impulsive online buying generating a path coefficient of 0.394, the coefficients indicate both the influence of hedonic value influences online impulse buying and extraversion influences online impulse buying.

The hypothesis is accepted if the significance value is less than 0.05, indicating that the independent variable has a significant influence on the dependent variable. Path analysis yielded a significance value of hedonic value of 0,000, which is less than 0.05 as shown in Table 5. It implies that the first hypothesis can be accepted, indicating that hedonic value influences online impulse buying. Table 5 also shows that the significance value of extraversion is 0,000, which is less than 0,05, indicating that the second hypothesis, that extraversion influences online impulse buying, can be accepted.

4. DISCUSSION

The survey found that three-quarters of respondents regularly shop online. In terms of gender, women outnumber men among online shoppers. Meanwhile, most respondents are millennials, who grew up in

a digital environment and thus easily adopt online purchasing. In urban areas, this age group consists of students or new employees.

Although many different products are available online, the survey shows that purchasing apparel products such as clothes, shoes, and various accessories is still prevalent. Body care and beauty products are popularly purchased online, followed by various household appliances. The three most purchased online product categories are relevant to the dominance of female shoppers in online stores. This result is in line with the previous studies. Iriani et al. (2021) noted that fashion products were the most frequently purchased goods in Indonesia, followed by food and beverages. This confirms the findings of Simanjuntak and Musyifah (2016), suggesting that nine out of ten consumers in the country purchase fashion products online.

The first focus of this study was to describe consumer impulse buying online. According to the survey, the rate of Indonesian consumers who engage in online impulse buying is high. The majority of respondents stated that they enjoy browsing online stores and searching for products that appear to need purchase, and as a result, they frequently make impulse purchases. They also agree that they prefer to buy products online without much thought. Furthermore, although in low numbers, they admit to purchasing products they do not require because they frequently shop online. The findings of this study support Madhavaram and Debra's (2004) argument that nearly every respondent who made an impulse online purchase browsed the internet for both informational and recreational purposes.

The enjoyment of searching for products in online stores that encourage impulse purchases results from convenience and entertainment. This is confirmed by Verhagen and van Dolen (2011) that the level of attractiveness of an online store and its ease of use, as well as a sense of comfort and website communication style, are associated with impulse buying.

This study provides insights into Indonesian consumer hedonic values. First, the hedonism of online store consumers in online shopping is indicated by the respondents, who stated that they felt thrilled

to surf the online marketplace or social media store sites, almost as if they were playing. Nsairi (2012) also supports this finding, describing the term "hedonic browsing experience" as enjoyable advantages associated with enjoyment and feelings gained by visiting a website. Humans naturally require entertainment in their lives in a variety of situations and conditions; it turns out that when consumers browse the web, they can feel relaxed and sometimes forget about problems. Websites can also be seen as utilitarian or hedonistic, with utilitarian websites focusing on facilitating productive experiences and hedonistic websites focusing on facilitating enjoyable experiences (Wang, 2010).

Second, Indonesian consumers' hedonic shopping is also reflected in time allocation; respondents admit to spending a significant amount of time shopping at online stores. The convenience of shopping online eliminates the need to visit stores or malls and does not cut shopping time in half. The convenience and opportunity to find new products are very popular with consumers; many respondents are looking for products to buy or are simply having fun. The technology of mobile devices allows users to communicate with merchants at any time and from any location, lengthening chat connections in m-commerce (Zheng et al., 2019). According to Kim and Hwang (2012), hedonic value is connected to online chat on mobile devices. As a result, more time spent conversing between buyers and sellers will result in hedonic value.

This study also reveals the extroversion level of online consumers. According to this study, consumers who actively shop online in Indonesia claim to be friendly and enjoy socializing. This will be reflected in their high interaction and communication with family or friends. Extraverts tend to engage in a variety of activities, particularly those that take place outside the home and involve many people; Indonesian online consumers share this trait. However, in terms of openness, online consumers can be classified as open people at a medium rate. These findings align with Dena (2019), who shows that Indonesians have a strong tendency to have personality traits: spontaneous, open, showing emotions, pursuing interests or desires, and easy to express. This finding is consistent with Nio et al.'s (2021) study of young online consumers in Indonesia, which discovered that more than half of the respondents are extroverts.

It has been suggested that Indonesians have a proclivity to make impulse buying on marketplaces or social media, so by connecting the hedonic value and the personality trait of extraversion, the discussion will move on to how these two factors influence their impulse buying tendencies. The magnitude of the influence of hedonic shopping values and extraversion personalities on online impulse buying is revealed by data processing using path analysis. Table 5 displays the results of statistical data processing.

Compared to the utilitarian value consumer, the hedonic value consumer is closely related to spending motivated by a desire for comfort, pleasure, passion, or a different sensation (Sari & Ardiansari, 2019). By paying attention to the path coefficient of 0.561 between hedonic value and online impulse buying and confirming the significance test results with the t-statistic, it is demonstrated that the path coefficient of 0.561 is statistically significant. Therefore, hedonic values strongly influence online impulsive purchase behavior.

This result confirmed that the hedonic value, as reflected in the pleasure of consumers browsing online stores and the amount of time spent searching, strongly encourages and stimulates them to buy products. This outcome is consistent with Sun and Wu's (2011) finding that compulsive internet use influences impulsive online purchases. At the same time, internet addiction is driven by emotional instability rather than task orientation. The pleasure of interacting with the website, stimulated by website quality elements such as ease of use and visual appeal, enhances the gratification of online impulse buying. Hedonic browsing and purchase impulsiveness are positively correlated, according to Park et al. (2012).

Consumers' enjoyment in searching for products leads them to discover products they had not previously considered purchasing or even needed. According to Zhang et al. (2018), consumers' browsing behavior will encourage consumers to make impulsive purchases, eventually leading to online purchases. Utilitarian and hedonic spending preferences also influence such browsing.

The study's findings show that hedonic value is concerned with entertainment and enjoyment of shop-

ping behavior, which leads to online impulse purchases. This result backs up what Bloch et al. (1991) have shown that the inclusion of hedonic value increases motivation in satisfying emotions such as pleasure. Zhang et al. (2018) concluded that people with hedonic values prefer information and positive product evaluations, increasing pleasure and desire to buy. The higher the value of the consumer's hedonic shopping, the more positive emotions the consumer will experience while shopping.

As previously stated, Indonesian internet shoppers have significant levels of extraversion. The path analysis correlating extraversion with impulsive online buying yielded a path coefficient of 0.394, which is significant when tested using the t-statistic. These data show that people who are pleasant in society, open, and passionate are more likely to be interested in online impulsive buying. This finding validates the conclusion of John and Srivastava (1999) that more outgoing people are more prone than introverts to make impulsive buying.

Extroverts have a high level of openness. People with a high level of openness like art, adventure, and new or unconventional ideas. Extroverts open to new experiences are attracted by the algorithm and design of the online web shop, which is designed to be appealing and stimulating. This study confirms that people with an openness to experience personality traits are more likely to engage in impulse buying behavior. Furthermore, social motivation drives people with high extraversion to participate in online shopping activities like posting advertisements and shopping-related information on social media platforms. As a result, because extroverts are highly engaged with the internet, particularly online stores, they are more likely to buy products online accidentally. These findings are consistent with Turkyilmaz et al. (2015) that website quality and personality influence impulsive online purchases.

This study is a crucial guide for online store owners, indicating that their efforts to attract more purchases in their stores must facilitate the existence of an extraversion personality and the value of hedonic shopping with various retail mixes, both in terms of product choice, price communication, and especially communication in the form of verbal and nonverbal on-store display communication.

CONCLUSION

This study aims to analyze Indonesian consumers' hedonic values, extraversion, and online impulse buying. The results show that both hedonic value and extraversion have a strong influence on online impulse buying. Hedonic consumers enjoy online shopping, and as a result, they discover items they had not previously considered purchasing without careful consideration. On the other hand, extrovert consumers who are outgoing, passionate, and pleasant in social situations are more likely to be interested in impulsive online buying.

Empirical research on hedonic values, extraversion, and online impulse buying in developing countries with diverse cultural preferences still needs to be conducted. Hence, this paper adds new perspectives on consumer behavior in those countries. Furthermore, it assists academics, business practitioners, and policymakers in comprehending Indonesian customer behavior and how it can be analyzed in different social settings. Customer behavior plays a vital role in the strategic insight of modern companies to develop their segment markets and marketing strategies. This study also proposes a mixed method for future studies. Further research can also use other respondents from different geographical regions with different customer characteristics to enrich the understanding of customer behavior in the Indonesian context. These different characteristics of Indonesian customers provide one of the uniqueness of this paper compared to existing literature.

However, this study has several limitations. First, the respondents studied here were engaged through a self-administered online survey. Therefore, further research can be done through an online interview with enumerators to obtain accurate information about questionnaires. Second, the scope of this study is also limited to local people in the Indonesian context. Future studies can engage the larger audience.

AUTHOR CONTRIBUTIONS

Conceptualization: Arief Helmi, Yevis Marty.

Data curation: Arief Helmi, Umi Kaltum, Yudi Ahmad Faisal.

Formal analysis: Arief Helmi, Umi Kaltum, Yudi Ahmad Faisal.

Funding acquisition: Arief Helmi, Yevis Marty.

Investigation: Arief Helmi, Umi Kaltum.

Methodology: Arief Helmi, Yevis Marty, Umi Kaltum, Yudi Ahmad Faisal.

Project administration: Yevis Marty, Umi Kaltum.

Resources: Arief Helmi, Umi Kaltum.

Software: Yudi Ahmad Faisal.

Supervision: Arief Helmi, Yudi Ahmad Faisal.

Writing – original draft: Arief Helmi, Yevis Marty, Umi Kaltum, Yudi Ahmad Faisal.

Writing – review & editing: Arief Helmi, Yudi Ahmad Faisal.

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