

Creating Customer Preferences for Online Marketplace Promotional Strategy: A Survey of Youth in Malaysia During the COVID-19 Pandemic

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ABSTRACT

Our research focuses on creating customer preferences and a promotional strategy towards the online marketplace among adults in Malaysia during the Covid-19 outbreak. The purpose of this study is to analyze the factors creating customer preferences for a promotional strategy towards the online marketplace in Malaysia, with our focus on youth between 18 and 25 years old. We focus on analyzing the relationship between discount and customer preferences, the relationship between advertising and customer preferences, and the relationship between coupons and customer preferences. Discounts, advertising, and coupons all serve as independent variables in this study. Consumer preferences are the dependent variable.

Keywords: advertising, coupon, discount, online marketplace, promotion

INTRODUCTION

Over the last two decades, e-commerce has grown in popularity and has established itself as a credible alternative to traditional brick-and-mortar shopping for customers. The term e-commerce encompasses all facets of conducting business online; in other words, e-commerce is synonymous with online marketplaces (Charlène, 2018). Through e-commerce, individuals can conduct online shopping within the prevalent online marketplace. The reason for the rise of online marketplaces is that they offer numerous benefits, particularly during the Covid-19 pandemic. Malaysia has had an online marketplace

since 1990. Subsequently, internet shopping within an online marketplace became commonplace in 2004 with the launch of eBay Malaysia, followed by Lelong.com.my in 2007.

Furthermore, the Covid-19 pandemic spreading in Malaysia has changed the idea of many terms in our lives, including e-commerce. The outbreak occurs and spreads globally, which has impacted various sectors in Malaysia. The government's recommendation to stay at home become social and economic trend. Thus, businesspeople can increase their business through internet sales during the Covid-19. Subsequently, global e-commerce has increased to \$26.7 trillion (UN News, 2021), including in Malaysia, for various reasons related to movement restrictions imposed for public safety. Thus, during the Covid-19 Pandemic in Malaysia, internet shopping is expanding rapidly. The online marketplaces increased by about 24.7 per cent by the end of 2020, with additional growth expected in the coming years (GlobalData, 2020). The rapid growth is primarily due to the effect of the Covid-19 lockdown, which has been in effect since 2020; thus, the closure of numerous locations has impacted the growth, in addition to other positive factors associated with using an online marketplace.

One of the primary reasons why many people prefer shopping in an online marketplace is that the majority of online marketplaces offer numerous types of promotions. This strategy, it is believed, benefits both retailers and customers equally. Retailers have made the best use of the customer spending ability, looks for bargains throughout the purchasing process, including when deciding where to shop and what to purchase. Thus, research indicates that more than 50% of both young and adult consumers are interested in searching for deals before making a purchase on the online marketplace. Additionally, research indicates that nearly 70% of young and adult consumers are only interested in purchasing from an online marketplace when a fixed promotion is being offered (Roesler, 2018). As a result, the purpose of this research is to establish customer preferences for promotional strategies directed at the online marketplace among adults in Malaysia during the Covid-19 outbreak. When it comes to making purchases, internet transactions, particularly on mobile devices, are expected to have a significant impact on consumer preferences. Therefore, this study is crucial in assisting practitioners within the online marketplace in determining their customers' preferences in terms of promotional strategy. Concretely, by exploring customer preferences, practitioners can gain insights into what customers value and prioritize regarding promotional strategies (Toling, 2021). It is conducive to understanding and helping practitioners tailor their products to meet customer expectations and provide a better shopping experience. Second, practitioners are highly competitive, and understanding customer preferences can give businesses a competitive edge. By aligning promotional strategies with customer preferences, they can differentiate themselves from rivals and attract more customers to their services (Chinnadurai & Kalpana, 2006). Besides, customizing promotional strategies according to customer preferences allows practitioners to provide a more personalized experience. When customers receive relevant promotions that align with their interests and preferences, they are more likely to be satisfied with their shopping experience and develop loyalty towards the online marketplace (Mat Daud et al., 2021).

Problem Statement

The first important key to this research is customer preferences. This key can be seen when businesses maintain their commitment to consumers as an essential part of providing exceptional customer service. Thus, it must fully comprehend, anticipate, and exceed the expectations of its customers. Additionally, getting value from a business partnership is one of the most frequently changing customer desires. The unhappy consumer is attempting to provide feedback, which is reflected in the fact that they are complaining (Newman, 2017). Therefore, businesses must understand their customers' preferences and recognize that these preferences may vary over time as a result of development through time. Since 2020, consumers have been adapting to a new lifestyle that is more appropriate for their current circumstances.

Rapid growth and emerging trend in e-commerce have changed consumer preferences for buying online (Chawla & Kumar, 2022). Thus, if the customer is unsatisfied with the product or service, they

will leave a negative review of the business. Retailers should be able to determine customer preferences—concerned that the online marketplace is not only ideal for a society supported by the latest technology but also for consumer protection and safety. Consumers preferred shopping using an online marketplace during this pandemic with less risk.

Additionally, customers' preferences regarding online marketplaces are also determined by the promotional strategy created by the online marketplace platform. Therefore, the promotional strategy is essential to benefit both the online marketplace platform and the customer. Shopping on the Internet is an exclusive and private experience, which is different from the setting of traditional purchasing (Lee & Charles, 2021). Thus, the online marketplace platform should determine and understand its customer's preferences by creating a promotional strategy that favors the customer.

Consequently, three factors could lead the customer to their preferences of promotional strategy within the online marketplace platform; discount, advertising, and coupons. First, discounts are a popular pricing strategy since it immediately encourages people to purchase the product that is being promoted, resulting in an increase in overall sales for the retailers within the online marketplace platform. Price discount is a price-based sales promotion strategy where customers are offered the same product at a reduced or lower price (Ittaqullah et al., 2020). The second factor is advertising. Every advertisement on every media platform has a unique composition that engages the customers differently depending on the platform (Qader et al., 2022).

Finally, the last factor is coupons; in the past few years, consumers have increased their use of coupons as a cost-saving measure in a turbulent economic environment. Coupons are issued by retailers and manufacturers with the primary goal of increasing sales, either by encouraging existing customers to make larger purchases or by tempting new customers to make a trial purchase. In addition, perceived coupon value and situational product involvement positively influence redeeming and sharing intentions (Liu et al., 2022). Hence, these three factors are also supported by economic reasons during the pandemic, when many consumers consider putting more money aside to ensure survival during this Covid-19 crisis. As a result, discounts, advertising, and coupons may be used to attract more customers to the online marketplace while also encouraging them to make purchases from the online marketplace.

Research Objectives

1. To evaluate discounts that can influence creating customers' preferences towards the online marketplace in Malaysia during the Covid-19 pandemic.
2. To evaluate advertising can influence creating customers' preferences towards the online marketplace in Malaysia during the Covid-19 pandemic.
3. To evaluate coupons can influence creating customers' preferences towards the online marketplace in Malaysia during the Covid-19 pandemic.

Research Questions

1. Does the discount influence create customers' preferences towards the online marketplace in Malaysia during the Covid-19 pandemic?
2. Does advertising influence creating customers' preferences towards the online marketplace in Malaysia during the Covid-19 pandemic?
3. Did the coupons influence customers' preferences towards the online marketplace in Malaysia during the Covid-19 pandemic?

LITERATURE REVIEW

Customer Preferences

Customer preference refers to the subjective and individual selections, inclinations, and predispositions towards specific products, services, brands, or experiences (Steiner & Helm, 2007). It

represents the specific set of features or qualities that customers prioritize and desire in their interactions with products or brands (Bastani et al., 2018). Past studies have examined several key angles that trigger customer preferences. Specifically, individual factors such as demographics (Rashid & Hassan, 2009), psychographics (Lin, 2002), and personality traits have been found to play a significant role in shaping customer preferences (Ho et al., 2008). Additionally, product and service characteristics such as quality, price, and brand reputation have a substantial effect on customer preferences (Erdem et al., 2002). Consumers typically seek products that offer high quality at a reasonable price and are associated with reputable products (Fulya et al., 2021). Besides, social and environmental factors, including cultural influences (Ghazali et al., 2021), social norms (Naradipa, 2020), and sustainability considerations (Kwok et al., 2021; Medini et al., 2020), have emerged as important determinants of customer preferences. Cultural differences in values and beliefs can significantly influence the preferences and buying behaviors of consumers from different backgrounds.

The implications of customer preferences for the online marketplace are significant and far-reaching. Customized strategies have gained prominence as businesses strive to meet the diverse preferences of their customers (Broekhuizen & Alsem, 2002). By offering personalized products or services tailored to individual customer preferences, businesses can enhance customer satisfaction and loyalty (Kassim & Asiah Abdullah, 2010; Li et al., 2014; Wei et al., 2023). For practitioners, understanding customer preferences allows businesses to identify target segments and develop marketing campaigns that resonate with their preferences and values (Young & Hinesly, 2012). Additionally, customer preferences have a direct impact on product and service innovation and design considerations (Bask et al., 2013). By incorporating customer preferences into the innovation process, practitioners can develop offerings that align with customer needs, preferences, and aspirations, leading to improved market acceptance and competitiveness (Felix, 2015; Shuqin, 2011).

Discount

A price discount is a discount made to customers off the product's standard list price, which can be found on the label or packaging of the goods (Kotler et al., 2019). A discount price significantly impacted the sales volume of goods in promotional activities when purchased online. Discount have ease digital markets and made online shopping the preferred way to shop in Malaysia (Yi et al., 2023). The promotion of price cuts can drive customers to buy in large quantities while also anticipating the promotion of competitors and supporting trade in more significant amounts (Belch & Belch, 2009). Since discounts incentivize purchases of the offered goods, they are widely used and positively impact business performance. Within a set period, a product's regular price is reduced by the amount of the price discount. While determining the value of a discount in terms of price reduction, we need to consider these factors: 1) The number of money consumers saves; 2) The length of time consumers save; and 3) The sort of product consumers buy at the discounted price; in other words, the variety of options you have on the discounted goods.

Schindler and Bickart (2012) state that there are several types of discounts, namely as follows: (1) Periodic Discounts, these discounts are given at specific periods. The products offered will have average prices when outside the discount period. However, during the discount period, there will usually be items that read "sale". (2) Promotional Discounts, this type of discount is used to communicate a product to consumers. Placing a discount on the product will attract consumers to find out about the discounted product. (3) Early-Purchase Discounts, this type of discount is widely used in industries that offer products in the form of services. (4) Late-Purchase Discounts, this type of discount is usually found on items that have been in the store for a long time. The goal is none other than to sell the product so that it sells well.

Advertising

Advertising can be defined as any paid, non-personal transmission of ideas and information about items through the media that is intended to create a brand image is characterized as (Armstrong, 2010). For a long time, advertising was dominated by television and print marketing, but in today's world,

online marketing has supplanted both as a critical source of online promotion. Companies are planning to use the expansion of internet retailing to hide this advertising platform, but this will necessitate accurate predictions of online purchasing habits (Lohse et al., 2000a; Mohd Johan et al., 2022). Because of the Internet, customers are no longer required to meet the expectations of others while making a purchase. Instead, they may use the knowledge at their disposal to make well-informed judgments. Therefore, advertisements on the internet are becoming an increasingly important marketing tool for both industrial and non-industrial businesses (Ravikumar, 2012).

Research shows that electronic businesses also develop new types of advertising, such as banners, pop-up windows and videos (Manchanda et al., 2006). As a result, businesses considering expanding their online operations on the Internet platform are searching for precise measurements and predictions that will let them know whether or not they will see a positive response from customers. Companies planning to expand their Internet retail will need accurate forecasts of how much more people will shop on the Internet in the future (Lohse et al., 2000b). The internet advertising market has unquestionably grown significantly. It has proven to be yet another platform that attracts businesses to use it. It is common knowledge that firms spend much money on web advertising. In terms of internet advertising statistics, they include a wide range of topics such as online brand publicity, banner ads, ad performance, search engine advertising advertisements, and future development and Internet advertising-related metrics. In addition, social media advertisements naturally gain more attention since more people are switching from traditional media to social media (Johan et al., 2022).

E-commerce advertising is essential to the e-commerce landscape (Tavor, 2011). The primary goal of e-commerce advertising is to influence consumers' purchase intentions through the "purchase funnel" concept, which begins with creating product awareness and progresses to promoting consideration to purchase and, finally, online purchase (Ansari et al., 2011). As a result, effective e-commerce advertising shifted customer awareness toward purchase. Additionally, Internet advertising is effective if it can elicit a quick response from the target audience (Tsang & Tse, 2005). On the other hand, three features are used in internet advertisements: multimedia features, images, and content features.

Coupon

Many consumer product categories have seen marketers' widespread usage of coupons as a critical promotional technique. In recent years, consumers have increased their usage of coupons in the unstable economic environment as a cost-saving tactic (Spiekermann-Hoff et al., 2011). In order to increase sales, retailers and manufacturers give coupons to existing and new customers to motivate them to buy a trial or both. Promotion campaigns utilizing retailer-customized coupons have become increasingly popular in recent years as a way to create consumer loyalty. Coupons may also be an effective marketing strategy. Researchers found that tailored discounts increased the efficiency of marketing promotions and improved financial results (Venkatesan & Farris, 2012). With a Coupon Sales Promotion, consumers can save money when they buy particular things by sending a coupon to their home, pasting it on other products, or using it in magazine and newspaper advertisements. Coupons are typically printed on paper.

However, some are being given digitally via various social media platforms, making them more accessible. The usage of social media has become an indispensable element in the lives of many people around the world (Sim et al., 2023). One thing that affects whether people are interested in making another purchase is the availability of coupons. When a customer receives a coupon in the mail, it encourages them to make another purchase. There is no doubt that coupons are a great strategy to increase volume and sales. There is no substitute for providing high-quality items and reasonable prices, although coupons can help when the competition heats up, or consumers' expectations mandate it. Customers are always looking for the best prices, and coupons have become a must in e-Commerce. The most significant value is the one right in front of them; coupons are a great way to remind people of this.

Online Marketplace

E-commerce sites using a marketplace approach are called online marketplace websites. An online Marketplace is an online market where goods and services can be bought and sold and where various third-party suppliers list and sell things. Many businesses are now expanding their operations through digital media and online commerce platforms (Johan et al., 2022). The number of vendors and customers who have joined the e-commerce website determines the viability of e-commerce using this marketplace model. Since the dawn of the internet, there has always been an online marketplace model. The Internet has made this type of communication easier by allowing customers to communicate their personal ideas and experiences in ever increasing amounts of space (Johan et al., 2022). For a time, the style was popular because it gave customers easy access to a wide choice of things in a single location. However, there has been a comeback in the online marketplace concept in recent years. Online markets for a wide range of specialized items and hobbies are now available on specialized websites.

The first generation of online marketplaces was introduced with the establishment of Amazon in 1994 and eBay in 1995. These platforms were terrific in their potential to facilitate transactions between strangers. Ordering an out-of-print book from someone in southern California and having it shipped to upstate New York is possible because of the internet. Because of reputation systems, these platforms enabled transactions that otherwise would not have occurred. At the same time, images and identities were often not provided until buyers or sellers had made a purchase. Both platforms had transaction-facilitating review processes. Since then, a wide range of highly specialized products has emerged.

Conceptual Framework

The proposed conceptual framework shows in Figure 1.

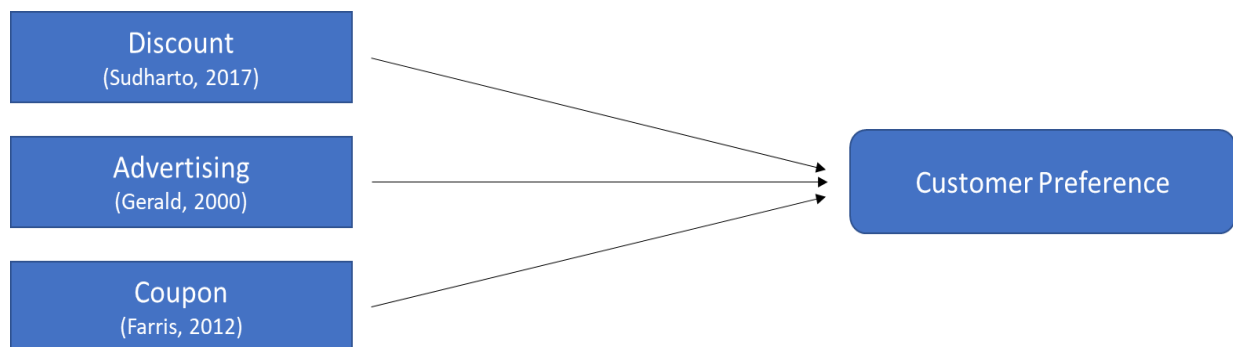


Figure 1: Conceptual Framework

METHODOLOGY

This study collected data using a quantitative approach and questionnaires. The principal data collection instrument was Google Forms. A questionnaire was used to capture primary data from a sample of youth between 18 and 25. Participants completed a self-administered survey. Due to the nature of Google Forms, vast amounts of information can be collected rapidly. On a 5-point Likert scale, extending from 1 (strongly dissatisfied) to 5 (strongly satisfied), the respondents' level of satisfaction is measured. Each variable was measured differently in this investigation based on two previous studies.

This study used the Statistical Package for Social Sciences (SPSS) software to analyze the collected data. This study used three different types of analysis: normality, reliability, multiple regression, and finally, Pearson's correlation coefficient. Linear regression predicts a target variable by finding the best fit between the dependent and independent variables. The multiple linear regression model was chosen because we had three independent variables: discount, advertising and coupon. We can predict the relationship between the dependent and several independent variables with multiple linear regression. This study also used multiple linear regression to account for the three independent variables. For example, to link discounts and customer preferences. The correlation between the two variables was

tested using Pearson's correlation coefficient. This test can determine if the hypothesis is accepted. If r is less than 0.1, there is a weak link. A score of 0.3 indicates a strong relationship, while 0.5 indicates a moderate relationship (Cohen, 1988). However, this test returns +1 or -1. Positive linear correlation (+1), negative linear correlation (-1), and no linear correlation (0) (Ahlgren et al., 2003).

RESULTS AND DISCUSSIONS

Descriptive statistical data described the gender and age of the respondents who participated in this survey. Each respondent's gender and age variable used in this study was presented in Tables 1, Table 2 and Table 3. Based on the data, it can be seen that the majority of respondents are females aged 18-25.

Table 1: Demography of Respondents

	M (SD)	Sex	Age	Income	Educ.	Relig.	Dist. Intol.
Sex	1.53 (.50)		.07	-.09	.02	.14	.06
Age	31.88 (10.29)			.08	.19*	.20*	.01
Income	2.60 (1.57)				.04	-.14	-.09
Dist. Intol.	3.75 (1.19)						

Table 2: Gender of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	1.7	1.7	1.7
Female	120	52.4	52.4	54.1
Male	105	45.9	45.9	100.0
Total	229	100.0	100.0	

Table 3: Age of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	2.2	2.2	2.2
18-25	198	86.5	86.5	88.6
26-35	24	10.5	10.5	99.1
Above 45	2	0.9	0.9	100.0
Total	229	100.0	100.0	

Based on Table 4, the mean value of the Discount variable is 4.38, indicating that the majority of respondents agree that the use of discount can influence the creation of customer preference. While it is clear from the description of respondents' responses in Table 5, the mean value of the Advertising variable is 4.30, indicating that the majority of respondents agree that the appearance of advertising can influence the development of customer preference. Whereas, based on the description of respondents' responses in Table 6, it is known that the mean value of the Coupon variable is 4.26, indicating that the majority of respondents expressed agreement or neutrality regarding the use of Coupon.

Table 4: Characteristic of Respondents towards Discount

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	0.9	0.9	0.9
	2	3	1.3	1.3	2.2
	3	17	7.4	7.6	9.8
	4	89	38.9	39.7	49.6
	5	113	49.3	50.4	100.0

Total		224	97.8	100.0	
Missing	System	5	2.2		
Total	Total	229	100.0		

Table 5: Characteristic of Respondents towards Advertising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	0.4	0.4	0.4
	2	4	1.7	1.8	2.2
	3	31	13.5	13.8	16.1
	4	79	34.5	35.3	51.3
	5	109	47.6	48.7	100.0
Total		224	97.8	100.0	
Missing	System	5	2.2		
Total	Total	229	100.0		

Table 6: Characteristic of Respondents towards Coupon

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	1.3	1.4	1.4
	2	6	2.6	2.7	4.1
	3	24	10.5	11.0	15.1
	4	84	36.7	38.4	53.4
	5	102	44.5	46.6	100.0
Total		219	95.6	100.0	
Missing	System	10	4.4		
Total	Total	229	100.0		

Using the scale below, it indicates the level of satisfaction with each of the following statements. 1=Very Dissatisfied, 2=Dissatisfied, 3=Neutral, 4=Satisfied, 5=Strongly Satisfied. Based on the 3 data from the characteristics of these respondents above, it can be seen that the majority of the profile of respondents in this study chose a scale 5 for Discount. It means that some respondents are satisfied with discount as promotional strategy and think that discount can affect customer preference (Table 7).

Table 7: Normality Assessment

		Discount	Advertising	Coupon
N	Valid	224	224	219
	Missing	4	4	9
Mean		4.38	4.30	4.26
Skewness		-1.431	-1.011	-1.310
Std. Error of Skewness		0.163	0.163	0.164
Kurtosis		2.990	0.725	1.960
Std. Error of Kurtosis		0.324	0.324	0.327

The alpha coefficient for the discount items is .813 (Table 8); we suggest that the items have relatively high internal consistency. On the other hand, the Advertising item is .734 (Table 9), indicating moderate. Whereas, Coupon item gets .779 (Table 10), indicating moderate and acceptable. Pallant (2020) states that Alpha Cronbach's value above 0.6 is considered high reliability and acceptable index. Whereas the value of Alpha Cronbach is less than 0.6 is considered low. Alpha Cronbach values in the 0.60 - 0.80 are considered moderate but acceptable. While Alpha Cronbach is in the ranges of 0.8 and up to 1.00 is considered very good.

Table 8: Discount

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
.813	.817	3

Table 9: Advertising

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
.734	.742	3

Table 10: Coupon

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of items
.779	.784	3

Consumer preference and loyalty can be captured through mobile marketing. The ease with which customers can make impulsive purchases when they click on in-app banner ads is only one illustration of how this works (Koufaris, 2002). Mobile apps are flooded with marketing, including pop-up ads and videos. By clicking on the ad, customers are immediately directed to the retailer's website, where they can easily be persuaded to buy the advertised goods. Malaysian e-commerce customers may be interested in promotions and discounts during certain seasons. Customers rushed to get their hands on this item as soon as it went on sale. As a result, discounts, promotions, and coupons can draw clients to the online marketplace and urge them to purchase there.

According to Erkan and Evans (2016), social media users' behaviour is influenced by the discount ratio contained in the promotional strategy pushed to them by social media. They wanted to find out how discount influences information forwarding in social media. The long-term success of e-commerce enterprises depends heavily on price discounts. Rahman et al. (2020) claimed that the marketing of price discounts on the Online Marketplace Platform is one of the most appealing attractions for consumers. Using a price-discount approach, a company can offer customers the same product at a reduced price. This strategy aims to enhance sales volume

Through the "purchase funnel" idea, e-commerce advertising aims to influence consumers' buying intentions by raising awareness of the goods, promoting consideration for purchase, and encouraging the online purchase of the product (Ansari et al., 2011). So, efficient e-commerce advertising changed customer awareness to purchase. Advertising on the internet is most effective when it prompts a speedy response from the intended audience. Three aspects are used in internet advertisements: multimedia, picture, and content.

Coupons are the best way to boost sales and volume. Coupons can help when the competition heats up, or people's expectations change, but there is no substitute for high-quality products at low prices. Customers are constantly looking for the best deals, and coupons have become an essential E-Commerce component. The most significant value is what they can obtain immediately, and coupons are an excellent way to remind people of this.

CONCLUSION

A comprehensive and adequate set of findings applicable to many countries would be obtained if the research was conducted nationally. Thus, many respondents could express their preferences for promotional strategies geared toward the online marketplace. Due to several factors, including late

response times, this study is also time-constrained, requiring just a few months to complete. Since this study is entirely quantitative, it is impossible to determine the context in which respondents made their decisions. As with qualitative methods, the reader will not be given any insight into the factors influencing the respondents' decisions. This study is focused on proving or disproving one specific theory by asking particular questions and analyzing the collected data. The underlying motivations of people cannot influence a judgement or viewpoint.

Future research should increase the number of studies published and the number of contextual and moderating factors included. It can strengthen and enrich the analysis even if it does not yield more statistically significant findings. It is also feasible to incorporate research from other nations, and not simply Malaysia, as the findings of a study will be more trustworthy if carried out in several different areas worldwide. Considering the research situation and time constraints, researchers should use the most precise data collection method possible. Thus, this study should determine which data collection method will yield the most accurate and reliable results.

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AUTHORS' CONTRIBUTION

Rahmandika Adipradana and Dhiyaa Calista Dharmawan conceived and planned the study and conducted the data collection and analysis. Mohd Remie provided the guidelines throughout the writing process and helped with post-article refinements. Zhucheng Shao and Nursyamillah Annuar provided final comments and revision guidelines. All authors provided critical feedback and helped shape the research, analysis, and manuscript.

CONFLICT OF INTEREST

We certify that the article is the Authors' and Co-Authors' original work. The article has not received prior publication and is not under consideration for publication elsewhere. This research/manuscript has not been submitted for publication nor has it been published in whole or in part elsewhere. We testify to the fact that all Authors have contributed significantly to the work, validity and legitimacy of the data and its interpretation for submission to Jurnal Intelek.

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