

# PERCEIVED VALUE ON REPURCHASE INTENTION USING CULTURE AS MEDIATING VARIABLE AND PRIOR ONLINE EXPERIENCE AS INTERVENING VARIABLE FOR E-COMMERCE CUSTOMER

**Ananda Pramudia Sari**

Universitas Bandar Lampung, Indonesia

**Andala Rama Putra Barusman**

Universitas Bandar Lampung, Indonesia

[andala@ubl.ac.id](mailto:andala@ubl.ac.id)

**Tina Miniawati Barusman**

Universitas Bandar Lampung, Indonesia

[tina@ubl.ac.id](mailto:tina@ubl.ac.id)

**Tri Lestira Putri Warganegara**

Universitas Bandar Lampung, Indonesia

[tira@ubl.ac.id](mailto:tira@ubl.ac.id)

**Corresponding Author:**

[andala@ubl.ac.id](mailto:andala@ubl.ac.id)

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## Abstract

The expansion of e-commerce has been widely embraced by consumers across different regions; however, a portion of consumers still shows reluctance to engage in online purchasing. This study aims to examine the mediating role of Prior Online Experience in the relationship between factors influencing Repurchase Intention, namely E-Satisfaction, E-Trust, Perceived Value, and Culture, using a quantitative approach with the Partial Least Squares Structural Equation Modeling (PLS-SEM) method and involving 200 respondents. The results indicate that E-Satisfaction has a significant effect on Culture, whereas E-Trust and Perceived Value do not significantly influence Culture; furthermore, E-Satisfaction and E-Trust do not have significant effects on Repurchase Intention, while Perceived Value has a significant effect on Repurchase Intention. In addition, Prior Online Experience is able to mediate the effects of E-Satisfaction, E-Trust, and Perceived Value on Repurchase Intention, and both Culture and Prior Online Experience are found to have significant effects on Repurchase Intention.

## Keywords

E-Satisfaction; E-Trust; Perceived Value; Repurchase Intention; Culture

## 1. Introduction

Repurchase intention is an aspect of consumer behavior that indicates an individual's likelihood of buying the same product or service again Chuah et al. (2022). This concept indicates consumers' preference to return to products that align with their needs and prior experiences (Teo et al., 2025). Moreover,

repurchase intention emerges after consumers undergo an evaluation process of the various available alternatives (Gün & Söyük, 2025). Therefore, understanding the factors that influence repurchase intention is essential for sustaining business continuity in the digital era.

One of the primary factors influencing repurchase intention is customer satisfaction. In the digital context, e-satisfaction refers to the sense of satisfaction or dissatisfaction that emerges from comparing initial expectations with the actual performance of the service received (Haq & Awan, 2020). The fulfillment of consumer needs and expectations encourages loyalty and continued usage (Agu et al., 2024). In addition to satisfaction, e-trust also plays a crucial role, as trust forms the basis of consumers' willingness to engage in online transactions (Fernandez-Bonilla et al., 2022). According to (Barusman, 2024), trust is formed through an individual's assessment of the information they receive, which then influences their level of confidence in another party.

Another factor that determines repurchase intention is perceived value, defined as the difference between the benefits perceived by consumers and the costs incurred (Li & Shang, 2020). Perceived value is formed when consumers evaluate that a particular offering provides greater benefits compared to available alternatives (Yang et al., 2023). In addition, the perceived usefulness of technology also influences the acceptance of digital systems (Rasoolimanesh et al., 2023). When consumers perceive that a transaction delivers high value, their tendency to engage in repurchase increases (Almursyid et al., 2024; N. Zhang et al., 2021).

Beyond individual factors, culture also contributes to shaping repurchase behavior, as it includes values, norms, language, and beliefs that influence consumer preferences and decision-making processes (Jadhav, 2024). As an external factor, culture affects how consumers respond to products and technology (Moro et al., 2020). The development of the internet has driven the transformation of conventional trade into e-commerce and has created new technology-based consumption patterns (Sharma et al., 2023). This growth is driven by the rising number of internet users and the ease offered by digital transactions. However, some consumers still hesitate to participate in online transactions due to concerns about trust, perceived product risks, and the complexity of payment processes.

Previous studies have examined the influence of shopping orientation on purchase intention (Meppurath & Varghese, 2022), as well as the relationships among trust, satisfaction, and perceived value (G. Zhang et al., 2020). However, existing studies remain limited in simultaneously examining the influence of e-satisfaction, e-trust, perceived value, and culture on repurchase intention while incorporating prior online experience as a mediating variable. In addition, prior findings have shown inconsistent results regarding the determinants of repurchase intention in the digital context. Therefore, this study is conducted to examine the role of prior online experience in explaining the relationships among e-satisfaction, e-trust, perceived value, culture, and repurchase intention.

## **2. Literature Review**

### **2.1 E-Satisfaction**

E-satisfaction refers to consumers' evaluation of their experience in using digital services after comparing their expectations with the actual performance received. Satisfaction is an important indicator in assessing the success of electronic services because it is associated with perceptions of quality, convenience, and user experience (Barusman & Rulian, 2020). Consumers who obtain positive experiences tend to demonstrate loyalty as well as a desire to reuse the same service (Agu et al., 2024).

Numerous studies suggest that companies that successfully meet customer satisfaction are more likely to retain existing customers while also attracting new ones (Quan et al., 2020). Previous literature also emphasizes that customer satisfaction is positively correlated with customer retention and repurchase intention. Highly satisfied consumers tend to be less sensitive to price and more tolerant of negative experiences that are incidental in nature (Mahadin et al., 2020; Rodriguez et al., 2020).

### **2.2 E-Trust**

E-trust refers to consumers' belief that all parties involved in an electronic transaction will fulfill their obligations and promised commitments. In digital commerce, trust becomes increasingly important due to the high risk of fraud, information uncertainty, and the absence of direct interaction between sellers and buyers (Hermawan, 2020).

Trust helps consumers make beneficial decisions and build long-term relationships with digital platforms (Lăzăroiu et al., 2020). Conversely, low levels of trust will reduce consumers' intention to engage in transactions. Therefore, platforms that are able to build a strong reputation and a sense of security tend to be more successful in retaining customers (Farooq et al., 2024; Ji et al., 2022).

### **2.3 Perceived Value**

Perceived value refers to the consumer's evaluation of the balance between the benefits gained and the costs incurred in a transaction (DAM, 2020). In the digital context, perceived value is not only derived from price, but also from convenience, time efficiency, service quality, and the technological benefits received by consumers.

The literature indicates that perceived value is an important antecedent of repurchase intention (Chuah et al., 2022). When consumers perceive that the benefits outweigh the sacrifices made, their tendency to engage in repurchase increases. Companies generally enhance perceived value through promotions, discounts, service efficiency, and product quality (Al-Adamat et al., 2020; Tristante & Iswati, 2025).

## **2.4 Culture**

Culture refers to the habits, values, norms, and beliefs that are passed down from one generation to the next within a society. Culture serves as an external factor that influences consumer preferences, consumption behavior, and purchasing decisions (Jadhav, 2024). Cultural elements such as language, religion, and social values shape the way consumers evaluate products and services.

Previous research shows that culture influences consumers' evaluation of products and digital technologies (Sharma et al., 2023). Cultural values can determine the level of acceptance of innovation, risk perception, and consumer trust. Therefore, understanding local culture becomes important for companies in designing effective marketing strategies (Nazara, 2025).

## **2.5 Prior Online Experience**

Prior online experience refers to consumers' previous experience in using digital platforms or conducting online transactions. Prior experience shapes consumers' perceptions, expectations, and level of comfort in using electronic services. Consumers who have positive experiences tend to be more confident in making repeat transactions.

In the context of e-commerce, prior experience can reinforce the impact of satisfaction, trust, and perceived value on consumers' decisions to make repeat purchases. Consumers who are accustomed to online transactions generally have lower risk perceptions and a higher tendency to repurchase through the same platform (Lăzăroiu et al., 2020).

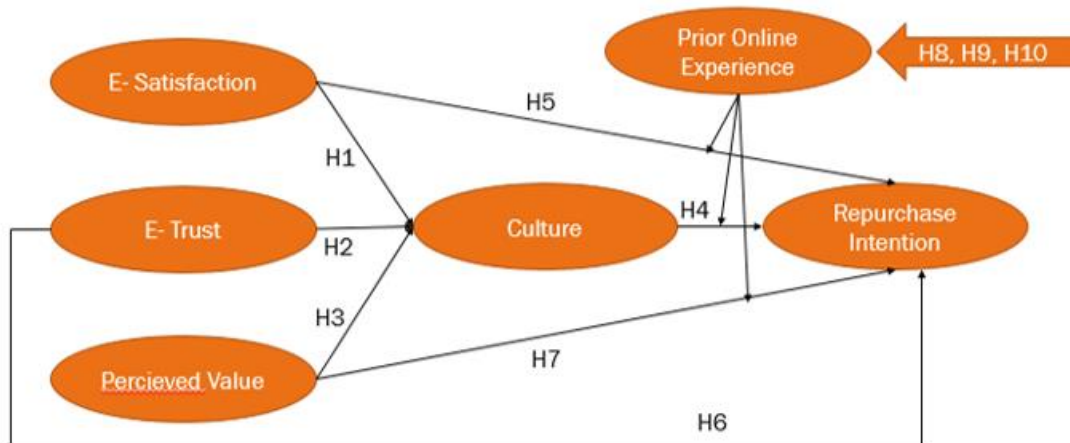
## **2.6 Repurchase Intention**

Repurchase intention refers to consumers' inclination to buy again products or services they have previously experienced (Chatzoglou et al., 2022). This concept reflects consumers' preference to maintain a relationship with a particular brand or platform after obtaining prior consumption experience (Teo et al., 2025).

According to Chuah et al. (2022), repurchase intention emerges after consumers evaluate their previous experiences and compare them with other available alternatives. A high level of repurchase intention indicates the presence of satisfaction, trust, and positive perceived value received by consumers, making this variable an important indicator of success in digital business.

## **2.7 Conceptual Framework and Hypothesis Development**

Based on the theoretical review, e-satisfaction, e-trust, and perceived value are identified as the primary determinants influencing repurchase intention. In addition, culture acts as a mediating variable, while prior online experience functions as an intervening variable that strengthens the relationships among variables. This model is developed to explain repurchase intention in the context of electronic commerce more comprehensively. The relationships among the research variables are presented in Figure 1 below :



**Figure 1. Research Framework**

Source: Data Processed, 2024

Based on the conceptual framework, the research hypotheses are formulated as follows:

- H1: E-satisfaction has a positive effect on Culture.
- H2: E-trust has a positive effect on Culture.
- H3: Perceived Value has a positive effect on Culture.
- H4: Culture has a positive effect on Repurchase Intention.
- H5: E-satisfaction has a positive effect on Repurchase Intention.
- H6: E-trust has a positive effect on Repurchase Intention.
- H7: Perceived Value has a positive effect on Repurchase Intention.
- H8: E-satisfaction has a positive effect on Repurchase Intention through Prior Online Experience.
- H9: E-trust has a positive effect on Repurchase Intention through Prior Online Experience.
- H10: Perceived Value has a positive effect on Repurchase Intention through Prior Online Experience.
- H11: Prior Online Experience has a positive effect on Repurchase Intention.

### 3. Method

#### 3.1 Research Design

This study employs a combination of library research and field research. Library research is conducted through the collection of data from literature, books, and various other sources relevant to the research topic, while field research is carried out by directly visiting the research object through observation, interviews, and documentation.

This study employs a descriptive research design with a quantitative approach. Descriptive research is utilized to explain the relationships among variables, whether involving a single variable or multiple variables that are interconnected with one another (Hair et al., 2021). In addition, this study aims to describe

relationships, conditions, individual characteristics, as well as phenomena that occur within the research context.

### ***3.2 Participants / Sample***

The population of this study comprises students from the University of Bandar Lampung, who represent a group that actively engages with digital technology and has the potential to carry out transactions through e-commerce platforms. The selection of this object is based on the high intensity of internet usage and online shopping among students; however, there is still reluctance to engage in repeat online purchases, which is influenced by factors such as satisfaction, trust, perceived value, culture, and prior online experience.

This study uses a purposive sampling technique, which falls under the category of non-probability sampling. Since the study uses PLS-SEM, the determination of the sample size refers to (Fadila et al., 2024), who state that the minimum sample size in PLS-SEM ranges from 30 to 100 respondents. Based on this consideration, the sample size used in this study is 200 respondents.

### ***3.3 Data Collection***

Data in this study were collected using a structured questionnaire based on a Likert scale. The instrument was developed to assess respondents' perceptions of e-satisfaction, e-trust, perceived value, culture, prior online experience, and repurchase intention.

In addition to the questionnaire, supporting data were also obtained through observation, interviews, and documentation to strengthen the understanding of the condition of the research object.

### ***3.4 Data Analysis***

The collected data were analyzed using the Partial Least Squares (PLS) method. This method is employed because it is capable of analyzing simultaneous relationships among multiple dependent and independent variables within a single research model.

PLS is a multivariate statistical method used to analyze the relationships between multiple dependent and independent variables simultaneously, and it is applied to test the research hypotheses that have been formulated beforehand.

### ***3.5 Ethical Considerations***

All respondents took part in this study on a voluntary basis. Before completing the questionnaire, they were informed about the purpose of the research and assured that any information provided would be used exclusively for academic purposes. The identities of the respondents were kept confidential, and the data were processed in aggregate form without disclosing any personal information.

## 4. Results

### 4.1 Respondent Profile

This study involved 200 students from the University of Bandar Lampung as respondents. Based on gender, the number of male and female respondents was equal, with 100 individuals each (50%). The majority of respondents were in the age range of 18–25 years. Based on semester, most respondents were from the seventh semester, totaling 165 individuals (82.5%), followed by the fifth semester with 26 individuals (13%), the third semester with 7 individuals (3.5%), and the first semester with 2 individuals (1%)

Based on the most frequently used e-commerce platforms, Shopee ranks highest with 86 respondents (43%), followed by TikTok Shop with 32 respondents (16%), Tokopedia with 30 respondents (15%), Lazada with 28 respondents (14%), Bukalapak with 13 respondents (6.5%), and Blibli with 11 respondents (5.5%).

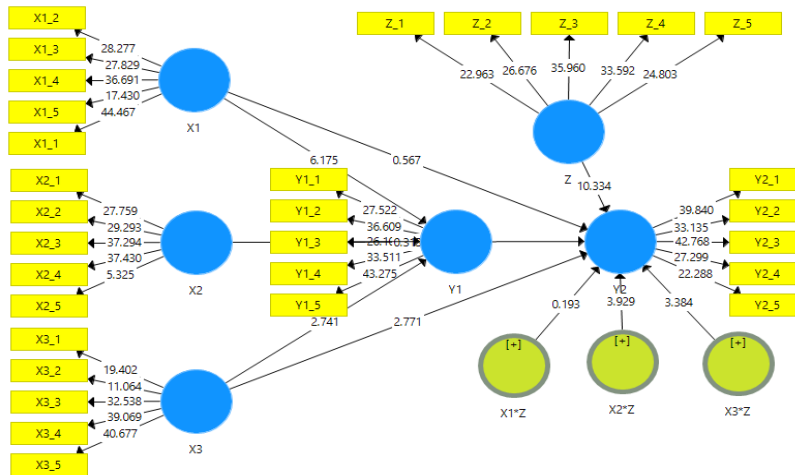
**Table 1. Profile and Characteristics of Respondents**

Attribute	Characteristics	Frequency (n)	Percentage (%)
Gender	Male	100	50%
	Female	100	50%
Semester	1st Semester	2	1%
	3rd Semester	7	3.5%
	5th Semester	26	13%
	7th Semester	165	82.5%
E-commerce Platform	Shopee	86	43%
	TikTok Shop	32	16%
	Tokopedia	30	15%
	Lazada	28	14%
	Bukalapak	13	6.5%
	Blibli	11	5.5%

Source: Data Processed, 2024

### 4.2 Measurement Model Evaluation

The evaluation of the measurement model (outer model) is carried out to assess the quality of the research instrument by testing the validity and reliability of each latent construct. This stage is essential to ensure that each indicator can accurately and consistently represent the variables being measured before proceeding to the structural model analysis. Therefore, the results of testing the relationships among variables in the study can be considered reliable and supported by a strong measurement foundation. The data processing was carried out using SmartPLS 3.0 software. Using this application, the outer model was assessed by examining convergent validity, discriminant validity, and composite reliability for each construct. The results of this measurement model evaluation provide the basis for determining the appropriateness of the indicators used in this study.



**Figure 2. Results of Stage 1 Data Processing**  
Source: Data Processed, 2024

Based on the research model, the variable E-Satisfaction is coded as X1, E-Trust as X2, Perceived Value as X3, Culture as Y1, Repurchase Intention as Y2, and Prior Online Experience as Z.

**4.2.1 Convergent Validity**

Convergent validity is assessed through outer loading values, where an indicator is deemed valid if it has a loading factor exceeding 0.70 (Hair et al., 2021). The results indicate that all retained indicators have outer loading values above the minimum threshold, thereby satisfying the criteria for convergent validity.

**Table 2. Loading Indicator Values**

Indicator	Outer Loading	Outer Loading Limit	Information
X1*Z	1,050	0.7	Valid
X 1 _1	0.883	0.7	Valid
X 1 _2	0.836	0.7	Valid
X 1 _3	0.840	0.7	Valid
X 1 _4	0.868	0.7	Valid
X 1 _5	0.814	0.7	Valid
X2*Z	0.925	0.7	Valid
X 2 _1	0.816	0.7	Valid
X 2 _2	0.842	0.7	Valid
X 2 _3	0.855	0.7	Valid
X 2 _4	0.869	0.7	Valid
X3*Z	1,023	0.7	Valid
X3_1	0.784	0.7	Valid
X3_3	0.861	0.7	Valid
X3_4	0.865	0.7	Valid
X3_5	0.868	0.7	Valid
Y 1 _1	0.812	0.7	Valid
Y 1 _2	0.855	0.7	Valid

Y1_3	0.811	0.7	Valid
Y1_4	0.861	0.7	Valid
Y1_5	0.873	0.7	Valid
Y2_1	0.852	0.7	Valid
Y2_2	0.805	0.7	Valid
Y2_3	0.852	0.7	Valid
Y2_4	0.815	0.7	Valid
Y2_5	0.781	0.7	Valid
Z_1	0.767	0.7	Valid
Z_2	0.812	0.7	Valid
Z_3	0.845	0.7	Valid
Z_4	0.841	0.7	Valid
Z_5	0.801	0.7	Valid

Source: Data Processed, 2024

In general, the E-Satisfaction variable has five valid indicators, E-Trust has four valid indicators with one indicator eliminated, Perceived Value has four valid indicators with one indicator eliminated, while Culture, Repurchase Intention, and Prior Online Experience each have five valid indicators.

#### 4.2.2 Discriminant Validity

Discriminant validity is evaluated using the Fornell-Larcker criterion, where the square root of the AVE for each construct exceeds its correlations with other constructs, indicating that all latent variables satisfy the criteria for good discriminant validity.

**Table 3. Fornell-Larcker Criterion Discriminant Validity**

	X1	X1*Z	X2	X2*Z	X3	X3*Z	Y1	Y2	Z
X1	0.849								
X1*Z	-0.084	1,000							
X2	0.692	-0.059	0.791						
X2*Z	-0.067	0.801	-0.087	1,000					
X3	0.751	-0.058	0.681	-0.011	0.811				
X3*Z	-0.059	0.820	-0.010	0.767	-0.037	1,000			
Y1	0.776	0.035	0.619	-0.048	0.706	-0.011	0.843		
Y2	0.469	-0.215	0.465	-0.072	0.534	-0.281	0.380	0.821	
Z	0.359	-0.218	0.445	-0.133	0.368	-0.224	0.442	0.737	0.813

Source: Data Processed, 2024

#### 4.2.3 Composite Reliability

Construct reliability is tested using Composite Reliability (CR). A construct is considered reliable if it has a CR value greater than 0.70, although a value of 0.60 is still acceptable (Hair et al., 2021). The test results show that all variables have CR values above the minimum threshold.

**Table 4. Composite Reliability**

Indicator	Composite Reliability	Information
X1	0.903	Reliable
X1* Z	1,000	Reliable
X2	0.842	Reliable
X2* Z	1,000	Reliable
X3	0.867	Reliable
X3_ Z	1,000	Reliable
Y1	0.898	Reliable
Y2	0.879	Reliable
Z	0.872	Reliable

Source: Data Processed, 2024

### 4.3 Structural Model Evaluation

The inner model evaluation is performed to analyze the relationships among latent variables through hypothesis testing, assessment of model fit, and examination of R-square values.

#### 4.3.1 Hypothesis Testing

Hypothesis testing is carried out using the bootstrapping method, where a hypothesis is supported if the t-statistic exceeds 1.96 and the p-value is below 0.05 (Hair et al., 2021).

**Table 5. Hypothesis Testing**

Hypothesis	Influence	T-Statistics	P-Values	Note
H1	X1 -> Y1	6,175	0,000	Accepted
H2	X2 -> Y1	0.567	0.285	Rejected
H3	X3 -> Y1	0.193	0.424	Rejected
H4	X1 -> Y2	1,201	0.115	Rejected
H5	X2 -> Y2	0.313	0.377	Rejected
H6	X3 -> Y2	3,929	0,000	Accepted
H7	X1*Z -> Y2	2,741	0.003	Accepted
H8	X2*Z -> Y2	2,771	0.003	Accepted
H9	X3*Z -> Y2	3,384	0,000	Accepted
H10	Y1 -> Y2	10,334	0,000	Accepted
H11	Z -> Y2	6,175	0,000	Accepted

Source: Data Processed, 2024

The results show that hypotheses H1, H6, H7, H8, H9, H10, and H11 are accepted, while H2, H3, H4, and H5 are rejected.

#### 4.3.2 Model Fit

The NFI value is used to evaluate model fit. The nearer the value is to 1, the better the model demonstrates a good fit.

**Table 6. Model Fit**

	<b>Saturated Model</b>	<b>Estimated Model</b>
NFI	0.690	0.686

Source: Data Processed, 2024

An NFI value of 0.686 suggests that the model demonstrates an acceptable level of fit (Hair et al., 2021).

#### **4.3.3 R-Square Test**

The R<sup>2</sup> value is used to assess the extent to which exogenous variables explain the variance in endogenous variables. Values of 0.67, 0.33, and 0.19 are generally classified as strong, moderate, and weak, respectively (Hair et al., 2021).

**Table 7. R-Square Test**

<b>Variable</b>	<b>R Square</b>	<b>R Square Adjusted</b>
Y1	0.640	0.635
Y2	0.674	0.662

Source: Data Processed, 2024

An R<sup>2</sup> value of 0.640 indicates that Culture can be explained by 64.0% by E-Satisfaction, E-Trust, and Perceived Value. Meanwhile, an R<sup>2</sup> value of 0.674 indicates that Repurchase Intention can be explained by 67.4% by the independent variables in the research model.

## **5. Discussion**

The findings reveal that E-Satisfaction has a positive and significant influence on Culture; thus, H1 is supported. This finding suggests that consumer satisfaction in using digital services is able to shape consumption habits and preferences. However, E-Satisfaction does not have a significant direct effect on Repurchase Intention; therefore, H4 is rejected. This suggests that satisfaction by itself is not enough to encourage repurchase behavior without the support of other influencing factors. In contrast, Prior Online Experience is proven to strengthen this relationship. This finding is consistent with the view that satisfaction represents consumers' evaluation of the goods and services received, and that a positive consumption culture can encourage repurchase (Agu et al., 2024). Companies that successfully meet customer satisfaction are generally more capable of retaining existing customers while also attracting new ones (Quan et al., 2020). Furthermore, satisfaction is positively correlated with customer retention and repurchase intention (Mahadin et al., 2020; Rodríguez et al., 2020).

Furthermore, E-Trust does not significantly influence either Culture or Repurchase Intention; therefore, H2 and H5 are not supported. This finding indicates that trust has not yet become a primary determining factor in repurchase decisions. However, Prior Online Experience is proven to mediate the relationship between E-Trust and Repurchase Intention. This implies that trust becomes more effective when consumers have prior transaction experience. This finding is consistent with the view that in digital transactions, consumers believe that all parties will fulfill their promised obligations (Lăzăroiu et al., 2020). Trust

becomes increasingly important due to the rising risk of fraud in online shopping. In e-marketing, trust is even more crucial because sellers and buyers do not interact directly (Hermawan, 2020). Consumers also tend to choose platforms with a good reputation and a high level of security (Farooq et al., 2024; Ji et al., 2022).

The findings also show that Perceived Value does not significantly influence Culture; therefore, H3 is not supported. However, Perceived Value has a positive and significant effect on Repurchase Intention, leading to the acceptance of H6. This finding suggests that the greater the perceived benefits compared to the costs incurred, the higher the repurchase intention. In addition, Prior Online Experience further strengthens this relationship. This finding is consistent with the view that perceived usefulness reflects an individual's perception that technology provides certain benefits (Rasoolimanesh et al., 2023). Previous studies also highlight that perceived value serves as a key antecedent of repurchase intention (Chuah et al., 2022). Perceived value arises from the difference between the costs paid and the benefits received. Therefore, promotions, discounts, service efficiency, and time savings can enhance consumers' perceived value (Al-Adamat et al., 2020; Tristante & Iswati, 2025).

Moreover, Culture is found to have a positive and significant influence on Repurchase Intention. This result confirms that values, norms, and social practices play a crucial role in shaping repurchase decisions. A consumption culture that supports the use of technology will increase consumers' tendency to engage in repeat transactions. This finding is consistent with the view that culture is a habit passed down across generations and serves as an external factor in purchasing decisions (Jadhav, 2024). Culture encompasses language, religion, and social values that shape consumer preferences. Consumer perceptions are also influenced by social symbols and cultural values within society. Therefore, analyzing local culture is important before companies market their products (Nazara, 2025).

Academically, this study strengthens the literature on digital consumer behavior by demonstrating that the relationships among satisfaction, trust, and perceived value with repurchase intention are not always direct, but can be reinforced by prior online experience. Practically, digital business practitioners need to enhance user experience, transaction security, service quality, and perceived value in order to increase customer loyalty and repurchase behavior.

## **6. Conclusion**

This study examines the effects of E-Satisfaction, E-Trust, Perceived Value, Culture, and Prior Online Experience on Repurchase Intention within the e-commerce context. The findings indicate that E-Satisfaction positively influences Culture but does not directly affect Repurchase Intention. E-Trust is found to have no significant impact on either Culture or Repurchase Intention. In contrast, Perceived Value, Culture, and Prior Online Experience are shown to have positive effects on Repurchase Intention. Furthermore, Prior Online Experience is able to mediate the relationships between E-Satisfaction, E-Trust, and Perceived Value with Repurchase Intention. These results highlight that prior online transaction

experience plays a crucial role in reinforcing consumers' decisions to make repeat purchases.

Academically, this study enriches the literature on digital consumer behavior by demonstrating that repurchase intention is influenced not only by utilitarian and psychological factors, but also by prior usage experience. Practically, digital business practitioners need to improve service quality, transaction security, ease of use, and perceived value, as well as consider the cultural characteristics of the target market. This study is still limited to a specific group of respondents and a particular region; therefore, future research is recommended to expand the sample scope and employ a longitudinal approach in order to obtain a more comprehensive understanding of digital consumers' repurchase behavior.

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### **Data Availability Statement**

The data that support the findings of this study can be obtained from the corresponding author upon reasonable request. However, the data are not publicly accessible due to privacy and confidentiality considerations concerning the respondents involved in this research.

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