

Building brand resonance to enhance the performance of sustainable food and beverage small and medium enterprises

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Orientation: Brand awareness (BAW) and brand association (BASS) are important aspects in driving brand resonance (BR) to improve loyalty.

Research purpose: This study examines how BR fosters customer loyalty (CL) among food and beverage small and medium enterprises (SMEs) in Indonesia and tests the direct and indirect (mediated) effects of BAW and BASS on loyalty.

Motivation for the study: Food and beverage SMEs operate in uncertain business environments. Escalating customer demands and various disasters are major contributors to the uncertainty that affects business performance. This requires SMEs to develop competitive marketing strategies to maintain CL.

Research design, approach and method: A quantitative, survey research approach was adopted using a structured self-administrative measuring instrument. A non-probability sample was used, and a sample size of 481 was obtained. SmartPLS3 was used to analyse the data.

Main findings: BAW and BASS positively and significantly influence BR. BAW also has a significant positive direct effect on CL. In contrast, BASS shows a negative but statistically insignificant direct relationship with CL. BR has a significant positive effect on CL and mediates the relationships between BAW and BASS and CL.

Practical/managerial implications: These findings offer valuable insights to food and beverage entrepreneurs in developing marketing strategies focused on building BR to foster deeper loyalty.

Contribution/value-add: The study contributes to branding theory by empirically positioning BR as the central pathway through which cognitive brand equity dimensions (BAW and BASS) translate into loyalty. By evidencing the pivotal role of resonance in sustaining consumer-brand closeness, the research clarifies how perceived brand 'fit' or attunement is formed and why it matters for SME competitiveness.

Keywords: brand resonance; customer loyalty; brand awareness; brand association; food and beverage SMEs.

Introduction

Surakarta's economy is strongly supported by service and trade activities, including a large concentration of food and beverage small- and medium-sized enterprises (SMEs) (Isa & Praswati 2025). Recent regional statistics indicate fluctuations in the number of food and beverage SMEs over the last 5 years suggesting continuous entry and exit of firms and, consequently, fragile business continuity (BPS 2024). This sector remains strategically important because it contributes to food safety, economic development and employment creation (Goel 2022; Purnomo et al. 2021), and SMEs supply the majority of national food products (Isa & Praswati 2025). However, food and beverage SMEs often have limited capacity to absorb external shocks and environmental uncertainty, making them particularly vulnerable (Ali, Sadiddin & Cattaneo 2022; Isa 2023). Heightened customer expectations and disruptive events such as floods, Mount Merapi eruptions and the coronavirus disease 2019 (COVID-19) pandemic – further intensify business uncertainty and threaten SME performance and long-term sustainability (Chowdhury 2025; Mangifera, Isa & Abidin 2025). Under such conditions,

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competitive marketing strategies that secure customer loyalty (CL) are essential for survival (Huma, Ahmed & Najmi 2020; Vasi, Sansone & English 2024).

Customer loyalty in SMEs is not solely reflected in repeat purchases; it is also shaped by customers' emotional and relational bonds with brands (Arya et al. 2024; Cheng et al. 2019). A growing stream of branding literature suggests that brand resonance (BR) – the depth of psychological attachment and sense of identification with a brand – can be a powerful route to sustaining loyalty (Arya et al. 2024; Hamonangan & Puspita 2025). The Customer-Based Brand Equity (CBBE) model frames BR as the outcome of progressive brand-building stages, where brand awareness (BAW) (recall and recognition across purchase and consumption situations) and brand associations (BASS) (customers' mental links to attributes, benefits and values) provide critical foundations (Cankül, Kaya & Kızıltaş 2024; Raut et al. 2019, 2023; Sang and Cuong 2024). In food and beverage settings, these foundations are especially relevant because customers value not only functional performance (e.g., taste and authenticity) but also experiential, social and emotional benefits (Croitoru et al. 2024; García-Salirrosas et al. 2024; Magbanua et al. 2023).

Despite this theoretical logic, prior empirical findings are not fully consistent. While several studies report that BAW and BASSs strengthen BR and ultimately enhance loyalty (Jeon & Yoo 2021; Raut et al. 2023), the direct effect of BASSs on loyalty may vary across contexts – particularly in SMEs facing volatility – because associations may not translate into loyal behaviour unless they are transformed into a stronger relational bond. Moreover, evidence from Indonesian food and beverage SMEs remains limited, leaving a contextual gap on whether resonance functions as the key mechanism that converts cognitive brand equity into loyalty under uncertainty.

Accordingly, this study investigates the role of BR in fostering CL among food and beverage SMEs in Indonesia, with a specific focus on BAW and BASS as key antecedents. The objectives are: (1) to examine the effects of BAW and BASS on BR; (2) to test the direct effects of BAW and BASS on customer loyalty; and (3) to assess the mediating role of BR in linking BAW and BASS to customer loyalty. By clarifying these relationships in a volatile SME setting, the study aims to offer both theoretical refinement of the CBBE-based resonance pathway and practical guidance for SME branding strategies oriented towards loyalty retention and growth.

Literature review

Customer loyalty is a vital element in a company's overall success (Nasution et al. 2024; Praswati & Ningsih 2024). A brand's resonance, serving as the ultimate goal of the CBBE model, represents a deeply emotional connection between customers and a brand (Ashraf, Sajjad & Akber Ali 2020; Rather et al. 2022; Raut et al. 2023). A company's relationship with its customers goes through a number of stages,

encompassing BAW, brand image and perceived quality, all of which contribute to increasing CL (Gusma, Wahab & Hanafi 2020; Praswati & Ningsih 2024).

The term brand equity originated in 1988 (Lan et al. 2025). Brand equity serves as the driving force behind CL amid the uncertainties of the business environment. Organisational performance affects a company's ability to attract and retain customers by offering products that meet or exceed customer requirements, as noted by Kegoro and Justus (2020). According to Cankül et al. (2024), a brand's value is comprised of three stages: brand recognition, brand image and brand connection.

A close connection between consumers and a brand is maintained through BR, resulting in consumers feeling attuned to the brand (García-Salirrosas et al. 2024). Brand resonance allows consumers to form relationships that are morally guided and closely connected to the values that drive their motivations (Susen 2020). Research has shown that the impact of BR on consumer loyalty is positive (Gusma et al. 2020; Raut et al. 2023).

Research methods and design

This study employed a quantitative, explanatory survey to examine how BAW, BASS, and BR shape CL among food-and-beverage SMEs in Solo, Indonesia. The target population was active customers who had previously purchased local SME brands. Respondents were recruited via non-probability convenience sampling; a screening item confirmed prior purchase experience, yielding 481 usable questionnaires. Data were collected through interviewer-assisted, self-administered questionnaires at SME outlets and public consumption areas. The instrument contained demographic items and multi-item scales adapted from established branding and loyalty research, rated on a five-point Likert scale. Content validity was ensured through expert review and a small pilot test, followed by minor wording revisions. Measurement quality was evaluated in Partial Least Squares Structural Equation Modeling (PLS-SEM) using indicator loadings, Cronbach's alpha, composite reliability and average variance extracted (AVE), while discriminant validity was assessed via Heterotrait-Monotrait Ratio (HTMT) (Hair, Howard & Nitzl 2020). Structural relationships and mediation were tested with bootstrapping in SmartPLS 3. Ethical safeguards included voluntary participation, informed consent, anonymity, confidential data handling and the right to withdraw at any time without penalty. No incentives were offered, and responses were checked for completeness and straightlining prior to analysis. Procedures complied with research ethics guidelines throughout data collection.

Ethical considerations

Ethical clearance to conduct this study was obtained from Universitas Muhammadiyah Surakarta Economic Research Ethics Committee (No. ETH/MII177/R/6/2025).

Results and discussion

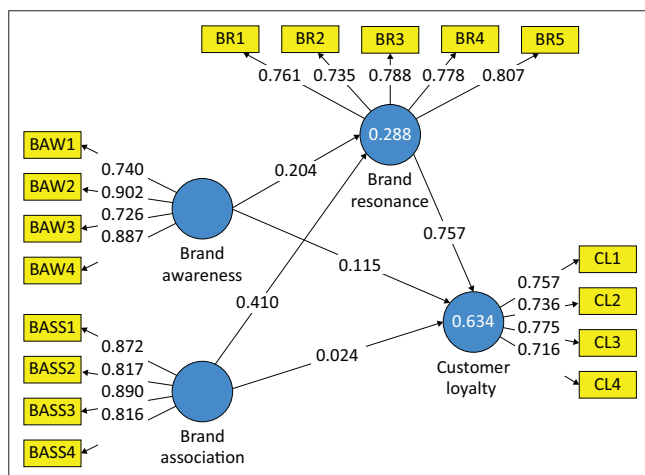
A total of 481 participants were involved in the study, comprising 206 males (42.80%) and 275 females (57.20%), which resulted in a balanced gender split for further analysis. An examination of the age distribution reveals a predominance of respondents in the 21–30 year age bracket, accounting for 39.92% of the sample, followed by the 31–40 year age group at 36.00%. The 41–50 year age group contributed 14.60%, while those under 20 years of age and those aged 51 years old and over constituted 7.90% and 1.70% of the sample, respectively. The majority of respondents were young adults in the early stages of their careers, with representation decreasing in older age groups. The largest proportion of respondents in terms of occupation were private sector employees at 43.00%, followed by civil servants, military and police personnel or state-owned enterprise employees at 25.80%, and students at 16.00%.

Regarding educational attainment, the majority of participants held an undergraduate degree (S1) (48.20%). This was followed by those with an upper secondary school education (SLTA) (38.50%), a diploma (8.10%) and a master's or doctoral degree (S2/S3) (5.20%). The analysis of monthly earnings revealed that the majority of respondents received salaries exceeding the regional minimum wage (UMK). In particular, 49.50% of respondents earned over IDR 3.5 million, 23.70% earned between IDR 2.5 million and IDR 3.5 million, 18.70% earned between IDR 1.5 million and IDR 2.5 million, and 8.10% earned less than IDR 1.5 million.

The findings of the measurement on the impact of BAW, BASS, and BR on brand loyalty are illustrated in Figure 1 and Table 1 to Table 4.

Evaluation of measurement model

The convergent validity is evaluated to establish whether the manifest indicators truly reflect their corresponding latent



BASS, brand association; BAW, brand awareness; BR, brand resonance; CL, customer loyalty.

FIGURE 1: Full structural model.

constructs. An indicator is deemed valid when its outer loading factor is positive and surpasses a threshold of 0.6. The outer loadings show the extent to which each indicator contributes to its respective construct within the model. The loading values for BASS varied from 0.816 to 0.890, with BASS3 having the highest loading value at 0.890. In the BAW construct, loadings ranged from 0.740 to 0.902, with BAW2 having the highest loading at 0.902. The loadings for BR were also high, spanning 0.735 to 0.807, with BR5 at 0.807 being the most influential factor. Loadings for the CL construct ranged from 0.716 to 0.775, with the highest contribution coming from CL3 at 0.775.

TABLE 1: Outer loading.

Research variable code	Brand association	Brand awareness	Brand resonance	Customer loyalty
BASS1	0.87	-	-	-
BASS2	0.82	-	-	-
BASS3	0.89	-	-	-
BASS4	0.82	-	-	-
BAW1	-	0.74	-	-
BAW2	-	0.90	-	-
BAW3	-	0.73	-	-
BAW4	-	0.89	-	-
BR1	-	-	0.76	-
BR2	-	-	0.73	-
BR3	-	-	0.79	-
BR4	-	-	0.78	-
BR5	-	-	0.81	-
CL1	-	-	-	0.76
CL2	-	-	-	0.74
CL3	-	-	-	0.77
CL4	-	-	-	0.72

BASS, brand association; BAW, brand awareness; BR, brand resonance; CL, customer loyalty.

TABLE 2: Construct reliability and validity.

Research variable	Cronbach's alpha	Rho_A	Composite reliability	Average variance extracted
Brand association	0.87	0.88	0.91	0.72
Brand awareness	0.83	0.83	0.89	0.67
Brand resonance	0.83	0.83	0.88	0.60
Customer loyalty	0.74	0.74	0.83	0.56

TABLE 3: Discriminant validity.

Research variable	Brand association	Brand awareness	Brand resonance	Customer loyalty
Brand association	0.85	-	-	-
Brand awareness	0.47	0.82	-	-
Brand resonance	0.51	0.40	0.77	-
Customer loyalty	0.41	0.40	0.79	0.75

TABLE 4: Direct and indirect effect.

Research variable	Original sample (O)	t statistics (O, SD)	p-value
Brand association → Brand resonance	0.41	10.10	0.000
Brand association → Customer loyalty	-0.02	0.60	0.550
Brand awareness → Brand resonance	0.20	3.95	0.000
Brand awareness → Customer loyalty	0.11	2.77	0.006
Brand resonance → Customer loyalty	0.76	21.64	0.000
Brand association → Brand resonance → Customer loyalty	0.31	9.13	0.000
Brand awareness → Brand resonance → Customer loyalty	0.15	3.64	0.000

O, original sample; SD, standard deviation.

All indicators showed a substantial contribution to their relevant measures, as their loading values averaged above 0.7, thus validating their ability to explain their respective constructs.

The constructs' reliability and validity were evaluated using multiple metrics. The BASS construct showed satisfactory reliability and moderate validity, with a Cronbach's alpha of 0.873, a rho_A of 0.883, a composite reliability of 0.912, and an AVE of 0.722. The Brand Awareness construct had satisfactory reliability and validity, with a Cronbach's alpha of 0.831, a rho_A of 0.820, a composite reliability of 0.889 and an AVE of 0.669. The BR construct demonstrated good reliability and robust validity, as evidenced by a Cronbach's alpha of 0.830, a rho_A of 0.834, a composite reliability of 0.882 and an AVE of 0.599. The CL construct demonstrated robust reliability and validity, with a Cronbach's alpha of 0.736, an alpha of 0.741, a composite reliability of 0.834 and an AVE of 0.557. Validation of the measurement model has been confirmed because all constructs surpassed the recommended thresholds.

The discriminant validity was assessed by the Fornell-Larcker criterion, necessitating the square root of the AVE for an individual construct to be higher than its correlation with each of the other constructs. The criterion was satisfied because the square root of the AVE for BASS (0.849), BAW (0.818), BR (0.774) and CL (0.746) surpassed all of the corresponding inter-construct correlations. The findings demonstrate that each construct is empirically separate and possesses adequate discriminant validity.

Goodness of fit model

The goodness of fit of the structural model was assessed to gauge the degree to which the exogenous constructs account for the variance in the endogenous constructs. The R Square value for BR was 0.288, and for CL, it was 0.634. The model accounts for 28.8% of the variation in BR and 63.4% of the variation in CL. The respective adjusted R Square values were 0.285 and 0.632. These findings confirm the model's significant predictive capability in relation to the dependent variables.

Hypothesis testing: Direct and indirect effects

The path analysis indicated the presence of various significant and non-significant relationships among the constructs. Stronger BASSs have a significant positive impact on BR, with a correlation coefficient of 0.410 ($t = 10.104$, $p < 0.001$), implying that enhanced BASSs boost BR. The direct effect of BASS on CL was a statistically insignificant negative relationship ($\beta = -0.214$, $t = 0.599$, $p = 0.550$), implying that BASS by itself is insufficient to promote direct CL. Brand Awareness had a substantial positive effect on BR, with a correlation coefficient of 0.204, a t -statistic of 3.946 and a p -value less than 0.001. This model also had a substantial positive direct impact on CL ($\beta = 0.115$, $t = 2.772$, $p = 0.006$). Brand Resonance had a

substantial and highly significant positive relationship with CL, with a correlation of $\beta = 0.757$, a t -statistic of 21.640 and a p -value less than 0.001. The discovery highlights the crucial role of BR in fostering CL and verifies its significance as a primary mediator.

The path analysis reveals that BR plays a significant mediating role in the relationship between BASS and CL. It was discovered that the indirect effect was statistically significant and positive (original sample = 0.311, t -statistic = 9.127, $p < 0.000$), indicating a robust mediating relationship. The analysis also found that BR strongly acts as a mediator in the connection between BAW and CL. The indirect effect was positive and highly significant, with an original sample size of 0.154, a t -statistic of 3.640 and a p -value 0.000.

The discussion is based on the results of the data analysis and is presented in Table 4:

- The influence of BAW on BR:** The analysis revealed that a significant direct link does not exist between BAW and BR. Research by Widyastuti (2023) suggests that in the cosmetics industry, BAW has no substantial impact on BR, even though a brand's symbolic worth can sometimes act as an intermediary. Keller's (2010) findings indicate that BAW is the initial step in creating a consumer-brand bond. Achieving BR involves additional components including brand experience, perceived value and the consumer's emotional connection. Sastrina et al. (2024) stressed the significance of brand experience and perceived value in developing BR, noting the contributions of brand love and social media marketing as key drivers. Husain, Ahmad and Khan (2022) found that brand experience and BR are crucial factors in the consumption of luxury goods, with consumer generation and gender serving as moderating factors. The body of evidence suggests that psychological and emotional factors play a more significant role in shaping BR compared to mere BAW. As a result, although BAW is a fundamental starting point, emotional and experiential factors have a more substantial impact on creating deep brand connection. As a result, businesses should prioritise crafting positive brand experiences and encouraging emotional connection to establish a more robust link with customers.
- The influence of BASS on BR:** The analysis shows that BASS has a considerable positive effect on BR. This phenomenon illustrates how each positive association created in the consumer's mind – such as product quality, brand image and past experiences – gradually develops a robust emotional connection to the brand. Raut et al. (2023) found that among global mobile phone users, those with strong brand communities and high levels of brand attachment exhibited stronger BR, which in turn increased their brand loyalty. Tsaur, Hsu and Ching (2023) found that in the hospitality sector, elements such as brand image, perceived value and brand superiority enhance BR, leading consumers to form closer emotional connections and become more actively involved with the

brand. According to Sastrina et al. (2024), BR is the pinnacle of the consumer-brand relationship, which is evident in behavioural loyalty, attitudinal attachment and a sense of community. Building resonance is identified as key to building this resonance, facilitated by factors such as brand love and effective social media strategies. According to Husain et al. (2022), brand experience and BR are crucial in forming CL, a phenomenon that is influenced by both generational and gender differences. As a result, every positive association with a brand act as a vital base upon which BR is constructed. This resonance subsequently fosters greater CL. Strengthening BASS is not just a branding technique, but rather a strategic method for building a long-lasting, emotional bond with customers.

- **The influence of BAW on CL:** Research indicates that having brand recognition has a significant positive effect on CL in the food and beverage sector. This is in line with Keller (2020), who contended that BAW serves as the foundation of a consumer-brand relationship. Having a high level of awareness is essential as it allows consumers to recognise and recall a brand, thereby establishing the foundation for fostering CL. Recent studies have provided evidence backing up this conclusion. In 2023, Alam found that BAW had a similar positive impact on CL within Nigeria's livestock feed industry. Research by Lestari and Yanah in 2023 discovered that brand recognition of MS Glow in Tangerang resulted in a stronger brand valuation among consumers, ultimately driving higher CL. A 2024 study by García-Salirrosas et al. found that a product's perceived value, combining its quality and monetary value, affects a brand's reputation and CL by showing the connection between emotional and rational factors. Alam et al. (2023) grouped key factors shaping BAW and loyalty into three categories: 'Brand Recognition Elements' (encompassing brand name, logo and character), 'Brand Exposure Builders' (such as product range, communication and accessibility) and 'Marketing Programmes' (e.g., events, promotional items and trade exhibitions). These findings collectively demonstrate that well-planned marketing strategies can enhance both emotional and rational bonds between consumers and a brand, ultimately leading to increased CL.
- **The influence of BASS on CL:** Studies have found that BASS has a substantial adverse impact on CL within the food and beverage sector. This result contradicts the established CBBE theory, suggesting that strong brand links should enhance CL. This counterintuitive phenomenon could be related to negative or inconsistent BASSs that contradict consumer expectations. Perceptions of low quality, unreasonably high prices or negative service experiences can erode customer trust and satisfaction. According to García-Salirrosas et al. (2024), a brand's image and CL are significantly influenced by perceived value, which encompasses both product quality and financial considerations, while both emotional and rational factors play an important role in this process. Research by Cheng and Hou in 2024 discovered that

modifications made to brand features that consumers value can damage a brand's identity, ultimately leading to decreased loyalty. According to Krishnamurthy and Kucuk's (2019) study, 'brand aversion' is a concept that implies a single negative experience can offset multiple positive ones. Sustaining strong brand relationships is essential for businesses to achieve success. A company's reputation can be severely damaged, and CL can be compromised by inconsistent or negative connections, which in turn can lead to a detrimental effect on its success.

- **The influence of BR on CL:** Brand resonance has a highly significant positive impact on CL in the food and beverage industry. This is consistent with the CBBE theory, which suggests that BR is a reflection of the consumer's emotional connection and involvement with a brand. According to Sastrina et al. (2024), BR consists of four primary components: behavioural loyalty, attitudinal attachment, sense of community and active engagement. These components not only encourage repeat purchases from consumers but also foster a sense of identity and participation within the brand community. This process is backed by factors including perceived value, brand experience, brand love and social media marketing. Research conducted by Husain et al. in 2022 shows that luxury goods consumption is significantly affected by brand experience and BR, with the impact of these factors being shaped by consumer generation and gender, highlighting the importance of brand experience in building lasting BR. Cristóbal-Lobatón et al. (2023) found that in the food and beverage sector, customer satisfaction and loyalty are influenced by the perceived value of food, which includes factors such as taste, price and convenience, implying that BR acts as an intermediary. It has been demonstrated that enhancing BR factors such as favourable brand experiences, emotional connections and active participation can significantly boost CL in the food and beverage sector.
- **The influence of BAW on CL via BR:** Studies revealed that brand recognition and customer commitment are unaffected by brand connection. The discovery suggests that while BR is considered the final stage in building brand equity, BAW on its own is insufficient to increase loyalty through an emotional connection. In agreement with Hamonangan and Puspita (2025), it was discovered that the BR's effect on smartphone loyalty was insignificant without the mediating influence of customer satisfaction. According to Sastrina et al. (2024), effective BR is influenced not only by behavioural loyalty and emotional engagement but also by positive experiences and social media marketing to a greater extent. Husain et al. (2022) states that consumer generation and gender can moderate the impact on BR in terms of loyalty. Ultimately, increased BAW still fails to translate into lasting loyalty without the backing of memorable brand experiences and other psychological influences. As a result, companies should concentrate not only on creating brand recognition but also on developing the experiences and perceived value that are crucial for fostering true CL.

- **The influence of BASS on CL via BR:** Brand resonance serves as a significant mediator in the relationship between BASS and CL. This aligns with the CBBE theory, which suggests that BR represents a consumer's emotional connection and commitment. Hamonangan and Puspita (2025) discovered that BR affects CL by means of customer satisfaction, thus highlighting the importance of favourable brand experiences in fostering lasting relationships. According to Husain et al. (2022), luxury goods consumers are heavily impacted by brand experience and BR, with the dynamics of this relationship being shaped by factors of generation and gender, thereby underscoring the importance of brand experience in fostering strong BR. Sastrina et al. (2024) affirms that BR constitutes the highest form of relationship between a brand and a consumer. This is evident through behavioural loyalty, attitudinal attachment, a sense of community and active participation, driven by factors including perceived value, brand affection and social media marketing efforts. The findings indicate that BR serves as an intermediary in the connection between BASS and CL. Enhancing the core components of resonance, including positive brand experiences, emotional attachment and active participation, can effectively boost CL in the food and beverage industry.

Conclusion

This study examined how BAW, BASS and BR influence CL among food and beverage SMEs. The results show that BAW significantly strengthens CL directly, indicating that customers who readily recognise and recall a brand are more likely to remain loyal. However, BAW does not directly build BR, suggesting that resonance is primarily formed through richer mechanisms such as brand experience, perceived value and emotional involvement rather than visibility alone. BASS significantly enhances BR, confirming that favourable meanings attached to a brand (e.g. quality, authenticity and image) help consumers develop stronger attachment and engagement. In contrast, the direct relationship between BASS and loyalty is negative but statistically insignificant. This pattern implies that associations may not consistently translate into loyal behaviour, particularly when associations are mixed, unstable or include negative cues (e.g., perceived price value mismatch or inconsistent service). In such cases, associations can weaken loyalty unless they are converted into a deeper relational bond through BR. Importantly, BR shows a strong positive effect on loyalty and serves as a key mediator linking BASS to loyalty.

From a managerial perspective, food and beverage SMEs should prioritise building BR by designing consistent and memorable brand experiences, reinforcing value-for-money perceptions and creating emotional touchpoints that encourage participation and community. Awareness-building initiatives (e.g., visibility, promotions) remain useful, but they should be integrated with experience and engagement programmes to translate familiarity into attachment. Managers should also actively audit and align BASSs across product quality, pricing and service delivery to

prevent inconsistent or negative associations that can undermine loyalty outcomes.

Future research can extend this work in three directions. Firstly, longitudinal designs are recommended to capture how resonance and loyalty evolve over time, particularly as post-pandemic consumption patterns continue to shift. Secondly, future models should incorporate additional mechanisms such as brand trust, customer satisfaction, customer engagement and brand experience as mediators or moderators to better explain when associations strengthen or weaken loyalty. Thirdly, given accelerating digitalisation and sustainability agendas, further studies should test the roles of digital BR (e.g., social media community engagement) and eco-branding in shaping loyalty and SME resilience within the emerging green economy.

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Competing interests

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CRedit authorship contribution

Muhammad A. Anshori: Data curation, Formal analysis, Project administration, Resources, Software, Validation, Writing – original draft. Muzakar Isa: Conceptualisation, Formal analysis, Funding acquisition, Investigation, Methodology, Resources, Supervision, Visualisation, Writing – original draft, Writing – review & editing. Both authors reviewed the article, contributed to the discussion of results, approved the final version for submission and publication, and take responsibility for the integrity of its findings.

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Data availability

The data that support the findings of this study are available on request from the corresponding author, Muzakar Isa.

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