

Examining the Impact of Customer Orientation and Service Quality on Customer Satisfaction: The Mediating Role of Service Quality

Aisyah Andini Putri¹, Puspita Chairun Nisa², Ika Baskara³, Unggul Setiawan⁴

^{1,2,3,4} Universitas Esa Unggul

E-mail: aisyahandiniputri@gmail.com¹, Puspita@esaunggul.ac.id²,
ika.baskara@esaunggul.ac.id³, Unggul.kustiawan@esaunggul.ac.id⁴

Article History:

Received: 09 November 2024

Revised: 25 Desember 2024

Accepted: 28 Desember 2024

Keywords: *Customer orientation, service quality, customer satisfaction, Hisana Friend Chicken*

Abstract: *This study aims to examine the influence of Customer Orientation and Service Quality on Customer Satisfaction in the context of Hisana fried chicken purchases. This quantitative research collected data through questionnaires distributed to 130 consumers who purchased Hisana fried chicken, using a purposive sampling technique. The data were analyzed using the Structural Equation Modeling - Partial Least Square (SEM-PLS) method to assess the relationships between variables. The results indicate that Customer Orientation has a positive effect on Customer Satisfaction, Customer Orientation positively influences Service Quality, and Service Quality positively affects Customer Satisfaction. However, Service Quality does not mediate the relationship between Customer Orientation and Customer Satisfaction. These findings provide insights for restaurants to enhance Customer Orientation and Service Quality as strategies to strengthen customer satisfaction.*

INTRODUCTION

Currently, fast food is increasingly popular due to its convenience compared to other types of food. Known for its simple concept, fast food is widely accepted and enjoyed by people from diverse backgrounds. To gain a deeper understanding of what drives consumer loyalty, it is essential to recognize that Customer Satisfaction reflects more than just a response to product or service quality; it also encompasses the entire consumer experience and their perception of the value they receive (Lakatos et al., 2021). In the context of environmentally friendly products, Customer Satisfaction becomes even more critical, as it can signal wider consumer acceptance and adoption of these products (Priya & Kumar, 2019). When consumers are satisfied with the eco-friendly products they buy, they tend to remain committed to using them consistently (Suswadi et al., 2019). This commitment not only affects individual preferences but can also influence long-term consumer behavior, promoting product awareness and supporting a global shift towards more sustainable consumption patterns (Timisela et al., 2020).

Customer Orientation is essential for consumers who prefer convenient products (Gonu et al., 2023). It refers to a thorough understanding of customers' purchasing motives, with the goal of consistently guiding purchase decisions (Handayani & Besra, 2019). Often regarded as a

business philosophy or policy, Customer Orientation aims to meet consumer needs and foster long-term relationships with customers (Domi et al., 2020). This approach reflects a company's focus on Customer Orientation, defined as a commitment to promoting, gathering, distributing, and responding to market intelligence to meet consumer needs (Feng et al., 2019). Customer Orientation also extends to sustaining a competitive edge through excellent customer service (Gonu et al., 2023), evidenced by the company's ability to align its products with consumer demands (Alt et al., 2019).

Consumers often place high importance on the quality of service they receive. Service Quality can greatly impact an organization, as good service can drive organizational success and enhance customer satisfaction (Munarko, 2022). In the restaurant industry, Service Quality is crucial to Customer Satisfaction. The success and longevity of a restaurant depend on its performance and how consumers perceive it (Namin, 2019). High-quality service demonstrates a restaurant's care for customers and can positively impact customers' emotions, encouraging them to leave favorable reviews (Lin et al., 2021). Providing exceptional Service Quality is an essential competitive advantage, enabling significant profit growth (Bellizzi et al., 2020). Evaluating customer satisfaction in relation to the various dimensions of Service Quality allows restaurants to develop effective strategies for improvement in response to a competitive market (Pakurár et al., 2019).

The key difference between this study and previous research lies in the research context. While previous studies have examined the effects of Customer Orientation and Service Quality on Customer Satisfaction within the banking sector, this study focuses on fried chicken consumption in the Bekasi area.

Based on this overview and the identified research gap, this study aims to analyze the influence of Customer Orientation on Customer Satisfaction, assess the impact of Customer Orientation on Service Quality, and evaluate the relationship between Service Quality and Customer Satisfaction. Additionally, this study aims to examine the mediating effect of Service Quality on the relationship between Customer Orientation and Customer Satisfaction.

METHOD

This study uses an associative, quantitative research design. The main variables are Customer Orientation and Service Quality as independent variables, and Customer Satisfaction as the dependent variable. Measurement items were adapted from previous studies (Domi et al., 2020); Dam & Dam, 2021; Afthanorhan et al., 2019), with five indicators for each variable, totaling 15. Responses were collected using a five-point Likert scale from "strongly disagree" (1) to "strongly agree" (5). The study's participants are consumers of Hisana fried chicken in Bekasi, with an unknown total population size. Using purposive sampling, we targeted Generation X, Y, and Z consumers in Bekasi, with screening statements in the questionnaire to confirm respondents met these criteria. Based on Hair & Brunsveld (2019), the target sample size was 100 (15 items x 5). A pre-test with 30 respondents helped identify any unclear items. Validity was checked with the Kaiser-Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA) tests, with values above 0.5 required to proceed (Hair & Brunsveld, 2019). Reliability was assessed using Cronbach's Alpha, with an acceptable threshold of $\alpha \geq 0.5$ (Hair & Brunsveld, 2019). The main analysis used Structural Equation Modeling (SEM) with Partial Least Squares (PLS), evaluating both the measurement model (for validity, reliability, and collinearity) and the

structural model, with significance criteria of $p\text{-value} < 0.05$ and $t\text{-value} > 1.65$ (Hair & Brunsveld, 2019).

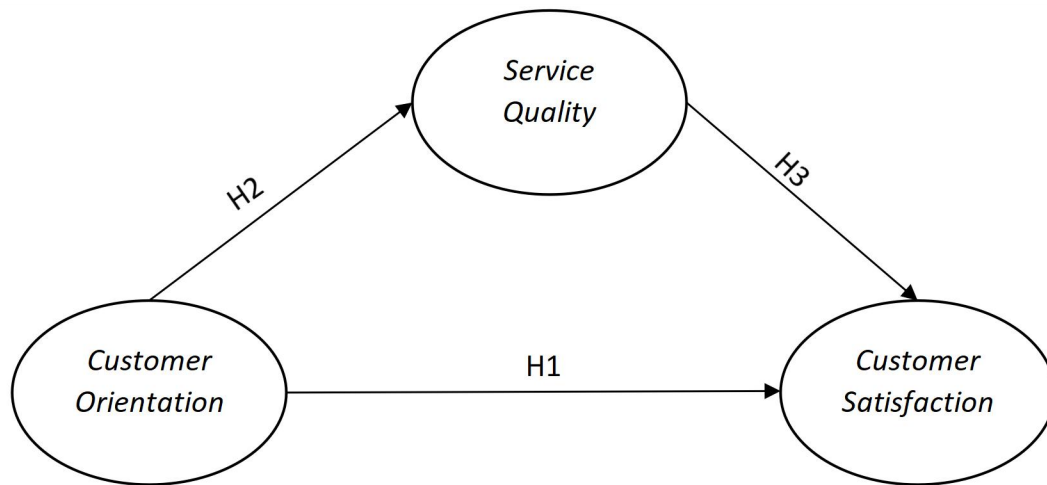


Figure 1. Research Model

Hypotesis Developmen

Customer Orientation and Customer Satisfaction

Customer Orientation logically contributes to increased Customer Satisfaction by enabling a deeper understanding of customer needs, delivering enhanced value, and fostering positive interactions. This focus on customer orientation effectively enhances satisfaction through meeting expectations and improving the overall customer experience (Gonu et al., 2023). Research by Gonu et al. (2023) demonstrated a positive and significant influence of Customer Orientation on Customer Satisfaction, aligning with findings by Farid Hibatullah & Tjahjaningsih (2023) who also reported a positive and significant effect. These results suggest that prioritizing Customer Orientation encourages businesses to place customers first, ultimately creating a better experience and enhancing satisfaction. Based on the above, the following hypothesis is proposed:

H1: Customer Orientation positively influences Customer Satisfaction.

Customer Orientation and Service Quality

To achieve a competitive advantage, companies need to consistently implement a customer orientation culture. This approach places companies in an optimal position to thoroughly understand customer needs and preferences, which positively impacts service quality and enhances overall company performance (Li et al., 2019). Research Gonu et al. (2023) demonstrates that Customer Orientation has a positive and significant effect on Service Quality. This finding aligns with research by Zulfani et al. (2023), which also confirms a positive and significant relationship between Customer Orientation and Service Quality. This underscores that a primary factor for sustainable profitability lies in customer orientation. Specifically, service companies with a high level of customer orientation among employees are more likely to provide effective services, which directly affects the perceived service quality offered by the company (Li et al., 2019; Zulfani et al., 2023). Based on this discussion, the following hypothesis is proposed:

H2: Customer Orientation positively affects Service Quality.

Service Quality and Customer Satisfaction

To achieve high customer satisfaction, it is essential to recognize the key role of service quality. The higher the quality of service provided to customers, the more likely it is to enhance their satisfaction. In other words, the positive relationship between service quality and customer satisfaction indicates that improvements in service quality directly impact customer satisfaction levels (Wulur et al., 2020). Research by Gonu et al. (2023) confirms that Service Quality has a positive and significant effect on Customer Satisfaction. This finding is consistent with studies oleh Sriyanto et al. (2022); Keni & Sandra (2021); Farid Hibatullah & Tjahjaningsih (2023); Wulur et al. (2020); and Zulfani et al. (2023), all of which show a positive and significant impact of Service Quality on Customer Satisfaction. This indicates that higher service levels lead to higher customer satisfaction, reinforcing the notion that customer satisfaction with a product or service is closely linked to the quality provided by the producer pelanggan (Sriyanto et al., 2022). Therefore, the following hypothesis is proposed:

H3: Service Quality positively affects Customer Satisfaction.

Service Quality mediated Customer Orientation and Customer Satisfaction

Service Quality serves as a mediator between Customer Orientation and Customer Satisfaction, reflecting how well a company meets customer needs and expectations based on insights gained through customer orientation. By improving service quality, companies can effectively apply a deep understanding of their customers, resulting in a more satisfying experience and ultimately higher levels of customer satisfaction Gonu et al., (2023) . According to Gonu et al. (2023), Service Quality partially mediates the relationship between Customer Orientation and Customer Satisfaction, suggesting that a direct relationship exists between Customer Orientation and Customer Satisfaction, though to a lesser degree. This means that the impact of Customer Orientation on customer satisfaction remains but is reduced, with Service Quality playing a partial mediating role. In other words, better service is required to strengthen the link between Customer Orientation and Customer Satisfaction, as lacking this could diminish customer satisfaction and the mediating effect of Service Quality (Zulfani et al., 2023). However, research by Sanny et al. (2020) found that Service Quality does not play an indirect role in the relationship between Customer Orientation and Customer Satisfaction. Therefore, the following hypothesis is proposed:

H4: Service Quality mediates the relationship between Customer Orientation and Customer Satisfaction.

RESULT AND DISCUSSION

From the survey of 130 respondents, it was found that more women (56.9%, 74 respondents) than men (43.1%, 56 respondents) purchase Hisana fried chicken in the Bekasi area. The respondents were mostly Generation Z (70.8%, 92 respondents), followed by Generation Y (20.8%, 27 respondents) and Generation X (8.5%, 11 respondents). In terms of education, respondents were distributed as follows: Doctorate/S3 (0.8%), Master's/S2 (17.7%), Bachelor's/S1 (62.3%), and high school (19.2%). For employment, the majority were private employees (39.2%), followed by students (24.6%), entrepreneurs (15.4%), civil servants (12.3%), and others (8.5%). Regarding monthly expenditure, most respondents reported spending > IDR 2,500,000 (59.2%), followed by IDR 1,000,001–2,500,000 (26.2%), and < IDR 1,000,000 (14.6%).

Initial Data Analysis

The initial data analysis indicates that the validity and reliability of the indicators used in the study are confirmed, as they meet the required thresholds. All indicators passed the validity test with KMO and MSA values greater than 0.5, and the reliability test showed Cronbach's alpha values above 0.6. The demographic data reveals that Hisana fried chicken is more popular among women and Generation Z in Bekasi, with most respondents having at least a bachelor's degree and working in private employment. Convergent and discriminant validity were successfully established, with all constructs meeting the required criteria for loading factors, AVE, and cross-loadings. The multicollinearity test showed no issues with VIF values below the threshold. Lastly, the adjusted R^2 value for Customer Satisfaction indicates that Customer Orientation and Service Quality explain a small portion (8.3%) of Customer Satisfaction, with other factors accounting for the remaining variance (see Table 1).

Table 1. Outer Model

Variable	Indicator	Outer Loading	Composite Reliability	Cronbach's Alpha	AVE
Customer Orientation	CO1	0.881	0.977	0.971	0.894
	CO2	0.948			
	CO3	0.996			
	CO4	0.967			
	CO5	0.933			
Price Fairness	SQ1	0.893	0.978	0.972	0.901
	SQ2	0.960			
	SQ3	0.998			
	SQ4	0.983			
	SQ4	0.908			
Customer satisfaction	CS1	0.908	0.982	0.977	0.915
	CS2	0.965			
	CS3	0.994			
	CS4	0.987			
	CS5	0.924			

Hypotheses Testing

In the inner model testing phase, the bootstrapping method (one-tailed) was used to obtain t-statistics and p-values, where t-statistics must be > 1.65 and p-value < 0.05 for the hypothesis to be accepted (Hair & Brunsveld, 2019). The data analysis results in this study show that the p-values and t-statistics of each construct meet the established criteria, meaning that all proposed hypotheses are accepted. Based on the hypothesis testing table above, for H1, which examines the effect of Customer Orientation on Customer Satisfaction, the t-statistics value is 3.257, the p-value is 0.001, and the original sample value is 0.253. This indicates that Customer Orientation positively affects Customer Satisfaction, thus H1 is accepted. For H2, which examines the effect of Customer Orientation on Service Quality, the t-statistics value is 2.982, the p-value is 0.002, and the original sample value is 0.216. This suggests that Customer Orientation positively affects Service Quality, so H2 is accepted. Lastly, for H3, which tests the effect of Service Quality on Customer Satisfaction, the t-statistics value is 1.672, the p-value is 0.048, and the original sample

value is 0.136. This indicates that Service Quality positively affects Customer Satisfaction, thus H3 is accepted.

This study also includes one indirect hypothesis, as shown in the table above. In H4, which tests whether Service Quality acts as a mediator between Customer Orientation and Customer Satisfaction, the original sample value is 0.029, the t-statistics value is 1.405, and the p-value is 0.080. This result suggests that Service Quality does not serve as a mediator between Customer Orientation and Customer Satisfaction, and thus, H4 is rejected.

Table 2. Hypotesis Testing Results

	Original Sample	Hypotesis	T- statistics	P- value	Remarks
Customer Orientation positively influences Customer Satisfaction.	0.253	H1	3.257	0.001	Accepted
Customer Orientation positively influences Service Quality	0.216	H2	2.982	0.002	Rejected
Service Quality positively influences Customer Satisfaction	0.136	H3	1.672	0.048	Accepted
Service Quality mediates the relationship between Customer Orientation and Customer Satisfaction	0.029	H4	1.405	0.080	Rejected

*T-statistics expected $> 1,96$, P-value expected $< 0,05$

Discussion

This study's first hypothesis testing shows that Customer Orientation positively influences Customer Satisfaction. This indicates that a focus on the customer enables businesses to better understand and respond to customer needs and expectations, which ultimately enhances customer satisfaction. By gaining a deep understanding of customer preferences, businesses can tailor their products and services to meet customer expectations, thereby improving satisfaction. Effective communication and a quick response to customer feedback build trust and satisfaction, while innovation driven by customer input adds perceived value. The strong relationship between customer loyalty and repeat business further highlights the importance of customer orientation in creating a satisfying experience. Therefore, it can be concluded that the better a company applies customer orientation, the higher the customer satisfaction. These findings are consistent with previous research showing a positive effect of Customer Orientation on Customer Satisfaction (Gonu et al., 2023; Farid Hibatullah & Tjahjaningsih, 2023).

The second hypothesis test in this study indicates that Customer Orientation has a positive effect on Service Quality. This is because a customer-focused approach allows businesses to understand and meet customer needs more effectively. By prioritizing customers, companies can tailor their services to be more relevant and satisfying, thereby improving the perceived service quality. Additionally, customer orientation encourages businesses to provide a consistent and positive experience with every customer interaction, ensuring high-quality and responsive service. Companies can quickly address feedback, make necessary improvements, and innovate to meet customer trends and needs. These findings align with previous research showing that Customer Orientation positively influences Service Quality (Gonu et al., 2023; Li et al., 2019; Zulfani et al., 2023).

The next finding in this study shows that Service Quality positively influences Customer Satisfaction. This means that higher service quality increases the likelihood of customer satisfaction. In other words, customer satisfaction rises with better service quality. As a result, customers are more likely to be satisfied with the food or services provided, as satisfaction is closely related to the quality and relevance of the offering. These findings are consistent with previous studies showing that Service Quality positively impacts Customer Satisfaction (Farid Hibatullah & Tjahjaningsih, 2023 ; Gonu *et al.*, 2023; Keni & Sandra, 2021) ; Sriyanto *et al.*, 2022); Wulur *et al.*, 2020); Zulfani *et al.*, 2023)).

The final hypothesis test in this study reveals that Service Quality does not mediate the relationship between Customer Orientation and Customer Satisfaction. This suggests that Customer Orientation is already effective in directly influencing customer satisfaction, and variations in service quality may not significantly contribute to this relationship. This finding contrasts with previous studies that argued Service Quality mediates the effect of Customer Orientation on Customer Satisfaction. However, it is in line with research by Sanny *et al.* (2020) and Zulfani *et al.* (2023), which found that Service Quality does not mediate the relationship between Customer Orientation and Customer Satisfaction.likely to recommend organic rice to others, reinforcing previous research (Konuk, 2019).

CONCLUSION

This study identifies key factors influencing customer satisfaction, focusing on customer orientation and service quality in the Bekasi region. The demographic analysis reveals that the majority of Hisana fried chicken customers are women, with gender, particularly Generation Z, playing a significant role in customer preferences. These findings provide valuable insights for fried chicken restaurants, especially Hisana, suggesting that improving service quality can help build customer trust and enhance satisfaction.

Customer satisfaction emerges as the most important factor in this study, influencing all other aspects. When customers experience good service quality and perceive a positive reputation for a product or service, their satisfaction tends to increase. The results highlight the positive impact of both customer orientation and service quality, showing that these factors create strong emotional connections with customers, ultimately boosting their satisfaction with the fried chicken offerings.

However, the geographic focus on Bekasi limits the generalizability of these findings. Consumer preferences may vary across regions, and the study may not fully capture broader customer behaviors. Future research should expand the geographic scope to provide a more comprehensive understanding of customer behavior related to fried chicken purchases.

The study's independent variables—customer orientation and service quality—were limited, excluding other potential factors that could influence customer satisfaction. To overcome this limitation, future studies should include additional variables such as perceived service quality, customer loyalty, and others to broaden the research framework on customer satisfaction. Furthermore, involving a wider range of generations could offer a more detailed and nuanced view of the factors that contribute to customer satisfaction in the fried chicken sector.

From a managerial perspective, to increase customer satisfaction, Hisana should first prioritize enhancing customer orientation by demonstrating a commitment to customer satisfaction. Following this, improving service quality through positive staff-client interactions is crucial. In a competitive fried chicken market, while customer satisfaction and service quality are essential,

there is currently no clear competitive advantage that differentiates Hisana from other brands. Therefore, it is recommended that Hisana focus on customer orientation to encourage positive consumer feedback and strengthen service quality, ultimately increasing customer satisfaction and loyalty.

REFERENCES

- Afthanorhan, A., Awang, Z., Rashid, N., Foziah, H., & Ghazali, P. L. (2019). Assessing the effects of service quality on customer satisfaction. *Management Science Letters*, 9(1), 13–24. <https://doi.org/10.5267/j.msl.2018.11.004>
- Alt, R., Ehmke, J. F., Haux, R., Henke, T., Mattfeld, D. C., Oberweis, A., Paech, B., & Winter, A. (2019). Towards customer-induced service orchestration - requirements for the next step of customer orientation. *Electronic Markets*, 29(1), 79–91. <https://doi.org/10.1007/s12525-019-00340-3>
- Bellizzi, M. G., Eboli, L., & Mazzulla, G. (2020). Air Transport Service Quality Factors: A Systematic Literature Review. *Transportation Research Procedia*, 45(2019), 218–225. <https://doi.org/10.1016/j.trpro.2020.03.010>
- Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- Domi, S., Capelleras, J. L., & Musabelliu, B. (2020). Customer orientation and SME performance in Albania: A case study of the mediating role of innovativeness and innovation behavior. *Journal of Vacation Marketing*, 26(1), 130–146. <https://doi.org/10.1177/1356766719867374>
- Farid Hibatullah, N., & Tjahjaningsih, E. (2023). The Effect Of Customer Orientation And Service Quality On Satisfaction And Its Impact On Loyalty. *Management Studies and Entrepreneurship Journal*, 4(5), 7179–7186.
- Feng, T., Wang, D., Lawton, A., & Luo, B. N. (2019). Customer orientation and firm performance: The joint moderating effects of ethical leadership and competitive intensity. *Journal of Business Research*, 100, 111–121. <https://doi.org/10.1016/j.jbusres.2019.03.021>
- Gonu, E., Agyei, P. M., Richard, O. K., & Asare-Larbi, M. (2023). Customer orientation, service quality and customer satisfaction interplay in the banking sector: An emerging market perspective. *Cogent Business and Management*, 10(1). <https://doi.org/10.1080/23311975.2022.2163797>
- Hair, J. F., & Brunsveld, N. (2019). Essentials of business research methods. In *Essentials of Business Research Methods*. Routledge. <https://doi.org/10.4324/9780429203374>
- Handayani, R., & Besra, E. (2019). *Journal of Economics, Finance and Management Studies The Influence of Service Quality, Customer Orientation of Service Employees and Perceived Price on Customer Loyalty with Customer Satisfaction as Mediation*. <https://doi.org/10.47191/jefms/v7-i5-04>
- Keni, K., & Sandra, K. K. (2021). Prediksi Customer Experience Dan Service Quality Terhadap Customer Loyalty: Customer Satisfaction Sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 5(1), 191. <https://doi.org/10.24912/jmieb.v5i1.11196>
- Lakatos, E. S., Nan, L. M., Bacali, L., Ciobanu, G., Ciobanu, A. M., & Cioca, L. I. (2021). Consumer Satisfaction towards Green Products: Empirical Insights from Romania. *Sustainability (Switzerland)*, 13(19). <https://doi.org/10.3390/su131910982>
- Li, W., Pomegbe, W. W. K., Dogbe, C. S. K., & Novixoxo, J. Dela. (2019). Employees'

- customer orientation and customer satisfaction in the public utility sector: The mediating role of service quality. *African Journal of Economic and Management Studies*, 10(4), 408–423. <https://doi.org/10.1108/AJEMS-10-2018-0314>
- Lin, Y. H., Lin, F. J., & Wang, K. H. (2021). The effect of social mission on service quality and brand image. *Journal of Business Research*, 132(June), 744–752. <https://doi.org/10.1016/j.jbusres.2020.10.054>
- Munarko, A. (2022). *DETERMINANTS OF SERVICE QUALITY: Efficiency and Workspace*. 2(3), 136–144.
- Namin, A. (2019). Revisiting customers' perception of service quality in fast food restaurants. *Journal of Retailing and Consumer Services*, 34, 70–81. <https://doi.org/10.1016/j.jretconser.2016.09.008>
- Pakurár, M., Haddad, H., Nagy, J., Popp, J., & Oláh, J. (2019). The service quality dimensions that affect customer satisfaction in the Jordanian banking sector. *Sustainability (Switzerland)*, 11(4). <https://doi.org/10.3390/su11041113>
- Priya, D. H., & Kumar, R. (2019). Consumer satisfaction towards organic farm products: A study with special reference to Coimbatore district. In *International Journal of Commerce and Management Research* (Vol. 5). www.managejournal.com
- Sanny, L., Arina, A. N., Maulidy, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 10(10), 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.022>
- Sriyanto, A., Armanu, Djazuli, A., & Moko, W. (2022). The Effect of Service Quality on Brand Loyalty Through Relationship Management (Study on Busway Mode Users in. *SEYBOLD REPORT - Http://Seyboldreport.Net/*, 17(12), 3351–3371.
- Suswadi, Rahayu, E. S., Harisudin, M., & Anantanyu, S. (2019). Implementation of organic farming system and consumer satisfaction. *IOP Conference Series: Materials Science and Engineering*, 633(1). <https://doi.org/10.1088/1757-899X/633/1/012053>
- Timisela, N. R., Sari, M., Lawalata, M., & Titaley, S. (2020). Effect of Product Attributes on Consumer Satisfaction of Organic Vegetables at Dian Pertiwi Supermarket, Ambon City. In *International Journal of Innovation, Creativity and Change*. www.ijicc.net (Vol. 12, Issue 9). www.ijicc.net
- Wulur, L. M., Militina, T., & Achmad, G. N. (2020). Effect of Service Quality and Brand Trust on Customer Satisfaction and Customer Loyalty Pertamina Hospital Balikpapan. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(01), 72–83. <https://doi.org/10.29040/ijebar.v4i01.908>
- Zulfani, A., Azhar, A. A., Komunikasi, I., Islam, U., & Sumatera, N. (2023). *Reslaj: Religion Education Social Laa Roiba Journal Reslaj: Religion Education Social Laa Roiba Journal*. 5(6), 3188–3202. <https://doi.org/10.47476/reslaj.v6i7.2158>