

*Research/Review Article*

## Do Promotions Work? Exploring Customer Satisfaction's Role in GrabFood Repurchase Decisions

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### Abstract

The purpose of this study is to determine how promotions influence GrabFood repurchase decisions with customer satisfaction as an intervening variable. The type of research used in this study is correlational research. Data was collected using a questionnaire. The sample in this study was 100 Indonesian GrabFood consumers. The sampling technique used a probability sampling method with a simple random sampling approach. Data analysis methods used were validity test, reliability test, descriptive test, classical assumption test, path analysis, Sobel test, hypothesis test (t and f), and coefficient of determination. The results of the study indicate that promotions have a positive and significant influence on customer satisfaction. Promotions have a positive and significant influence on repurchase decisions. Promotions and customer satisfaction simultaneously have a positive and significant influence on repurchase decisions. Customer satisfaction has an indirect effect and cannot mediate the effect of promotions on repurchase decisions. The managerial implications of this study indicate that companies such as GrabFood need to continue to consistently improve the effectiveness of their promotional strategies, as they have been shown to have a direct influence on consumer repurchase decisions.

Keywords: Promotions, Customer Satisfaction, Repeat Purchase Decisions

JEL Classification: M31, M37, D12

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## 1. Introduction

In today's digital era, technological developments have fundamentally changed consumer behavior, especially in the food and beverage industry. The rapid growth of online food delivery services such as GrabFood is driven by a shift in lifestyle preferences towards convenience and speed (Napitupulu et al., 2021). According to data from Statista (2023), the online food delivery market in Indonesia reached a value of USD 3.6 billion in 2022 and is projected to grow steadily in the coming years. This growth indicates that the repurchase behavior of consumers in this sector has become increasingly relevant for business sustainability, making it essential for companies to understand what factors drive consumer loyalty.

One of the most frequently used strategies by food delivery platforms to attract and retain customers is promotion. Promotion plays a significant role in influencing consumer decisions, especially when it comes to repurchasing, by offering value incentives and creating perceived benefits (Tirtasari & Siringoringo, 2020). However, not all promotions guarantee loyalty unless a satisfactory user experience accompanies them. This has made companies not only compete on prices or vouchers but also aim to create a consistent level of customer satisfaction. As Kotler and Keller (2017) emphasize, promotion and customer satisfaction are interlinked in shaping consumer purchasing patterns over time.

Despite the importance of these variables, existing studies show mixed results regarding the mediating role of customer satisfaction. For example, a study by Saputra and Anwar (2021) showed that customer satisfaction partially mediated the relationship between promotion and repurchase intention. However, in contrast, research by Iskandar et al. (2020) found that satisfaction did not significantly mediate the effect of promotion on repurchase decisions in specific service contexts. This indicates a research gap that justifies the need to explore further how promotion and satisfaction interact in influencing repurchase behavior, specifically in digital service platforms like GrabFood.

The phenomenon is even more interesting when analyzed from an Islamic perspective, where promotional activities are not only assessed based on effectiveness but also on ethics. In Islamic business ethics, promotions must avoid elements of deception, exaggeration, or fraud (Hamdani, 2021). This research includes a religious dimension by evaluating whether promotions conducted by GrabFood align with Islamic ethical principles. Including this perspective adds depth and relevance to understanding consumer trust and behavior, particularly among Muslim consumers in Indonesia.

Given this background, this study aims to (1) examine the direct effect of promotion on GrabFood consumer repurchase decisions, (2) test whether customer satisfaction mediates this effect, and (3) analyze the findings from an Islamic business ethics perspective. The findings of this research are expected to contribute both theoretically and practically. Theoretically, it enriches the literature on consumer behavior, digital marketing, and Islamic business ethics. Practically, the results offer actionable insights for GrabFood and similar platforms to design more effective and ethical promotional strategies that support customer retention.

Moreover, this study offers novelty by combining empirical consumer behavior analysis with ethical insights from Islamic perspectives an angle rarely integrated in digital platform studies. Most previous studies focus only on economic outcomes, while this study emphasizes value-based marketing behavior. This dual-lens approach is essential for business actors who aim to serve increasingly diverse and value-conscious markets (Rahman & Prabowo, 2022).

As competition among food delivery platforms increases, the need for promotional strategies that are not only effective but also sustainable becomes increasingly important. Therefore, this study aims to provide a deeper understanding of the relationship between promotions, customer satisfaction, and repeat purchase decisions on GrabFood. By considering the perspective of Islamic business ethics, this study is expected to provide not only theoretical contributions to the digital marketing literature but also practical contributions in formulating promotional strategies that are ethical, relevant, and appropriate to the increasingly diverse needs of consumers in Indonesia.

## **2. Literature Review and Hypothesis**

### **Literature Review**

#### **Promotion**

Promotion is one of the core elements in the marketing mix used by companies to communicate product value and influence consumer behavior. Kotler and Keller (2016) define promotion as all activities that inform, persuade, and remind consumers about products in order to influence their purchasing decisions. The five main tools of promotion advertising, sales promotion, personal selling, public relations, and direct marketing are strategically combined to create awareness and

stimulate buying interest. In the context of online services such as food delivery, promotions are crucial due to intense competition and low switching costs. According to Tirtasari and Siringoringo (2020), consumers are highly responsive to price-based promotions such as discounts, vouchers, and flash sales, which often lead to increased purchase frequency. Saputra and Anwar (2021) found that promotional activities significantly influence the decision to use GrabFood services, especially among younger consumers. Similarly, Oktavianti et al. (2022) highlighted that personalized promotions and clear promotional messages enhance consumer engagement and response.

Therefore, promotion not only functions as a short-term sales driver but also as a long-term strategy to build brand preference and purchasing habits. Effective promotions can shape perceptions of value, which ultimately affect consumer loyalty and repurchase behavior (Belch & Belch, 2018).

### **Customer Satisfaction**

Customer satisfaction refers to the psychological outcome resulting from a consumer's evaluation of the perceived performance of a product relative to their expectations. Based on the Expectancy Disconfirmation Theory developed by Oliver (2019), satisfaction occurs when perceived performance exceeds expectations, while dissatisfaction arises when performance falls short. Thus, satisfaction is a key determinant of post-purchase behavior, including loyalty and repurchase intention. Kotler and Keller (2017) emphasize that customer satisfaction contributes to the creation of customer loyalty, positive word-of-mouth, and long-term profitability. In the digital platform context, satisfaction is influenced not only by the core service (such as timely delivery and food quality) but also by supporting features such as app usability and responsive customer service. Adriany (2018) confirmed that customers of online platforms tend to repurchase when they experience high levels of satisfaction with previous transactions.

Research by Nugraha and Sugiarto (2016) and Armalinda (2019) shows that satisfied customers are more likely to develop positive attitudes toward a brand and become repeat buyers. Furthermore, Fullerton (2015) suggests that customer satisfaction strengthens emotional attachment to a brand, reinforcing the likelihood of future purchases. Therefore, in highly competitive industries, customer satisfaction becomes a strategic asset for driving repeat business.

### **Repurchase Decision**

A repurchase decision is defined as a consumer's decision to repurchase a product or service after a previous experience with it. According to Hellier et al. (2013), repurchase intention is influenced by prior satisfaction, trust, and perceived value. This concept is widely adopted in marketing studies as an indicator of customer retention and loyalty, which are more cost-effective than customer acquisition. Setyaningrum and Jasarwati (2019) found that promotion significantly affects repurchase decisions when supported by high satisfaction. Similarly, Rasyid and Lestari (2021) concluded that perceived savings through promotional activities increase the likelihood of repeat purchases on online platforms. These findings are supported by Fullerton (2015), who states that consistent satisfaction leads to habitual buying behavior and customer loyalty over time.

Repurchase intention is not only a behavioral outcome but also a reflection of trust and commitment to the brand. When consumers feel confident that a product or service will meet their needs again, they are more likely to choose it over competitors. Thus, ensuring positive post-purchase experiences is critical in reinforcing repeat purchase behavior (Oliver, 2019).

### **Promotion and Customer Satisfaction**

Promotion is a vital component of the marketing mix that communicates product benefits and persuades customers to make purchases (Kotler & Keller, 2016). According to promotion theory, practical strategies such as discounts, advertising, and direct marketing can shape consumer perceptions and lead to increased satisfaction by delivering perceived value (Belch & Belch, 2018). In the digital platform context, promotions are often the first point of interaction between the consumer and the service.

Empirical research supports the positive link between promotion and customer satisfaction. Tirtasari and Siringoringo (2020) found that promotional activities significantly increased consumer satisfaction in the online food delivery sector. Saputra and Anwar (2021) reported that

GrabFood users were more satisfied when exposed to frequent discount offers and cashback. Furthermore, Oktavianti et al. (2022) showed that clear and well-targeted promotional messages enhanced both transactional and emotional satisfaction. This implies that promotional effectiveness not only influences purchase decisions but also plays a role in shaping overall service evaluations.

**H1: Promotion has a positive and significant effect on customer satisfaction.**

### **Promotion and Repurchase Decision**

The decision to repurchase is not only influenced by prior experience but also by marketing stimuli such as promotions. The Stimulus-Organism-Response (S-O-R) Theory explains that external stimuli (promotion) affect an individual's internal state (evaluation or satisfaction), which then influences behavioral responses (repurchase) (Mehrabian & Russell, 1974). In this framework, promotion serves as the stimulus that initiates consumer reactions leading to future behavior.

Several studies affirm the effect of promotion on repurchase intention. Iskandar et al. (2020) revealed that price-based promotions have a direct effect on customer loyalty and repeat transactions. Anim and Indiani (2020) found that promotional campaigns in food and beverage SMEs in Denpasar significantly influenced consumers' intention to repurchase. Similarly, Setyaningrum and Jasarwati (2019) emphasized that repeated exposure to promotional deals fosters habitual buying patterns. Rasyid and Lestari (2021) also noted that perceived savings from promotions play a critical role in driving repeat usage of online delivery services.

**H2: Promotion has a positive and significant effect on repurchase decision.**

### **Customer Satisfaction and Repurchase Decision**

Customer satisfaction is one of the strongest predictors of loyalty and repurchase behavior. Based on the Expectancy-Disconfirmation Theory, satisfaction arises when a product or service performs beyond consumer expectations, leading to continued usage and loyalty (Oliver, 1980). A satisfied customer is more likely to recommend the service, return for future transactions, and resist competitor offerings.

Empirical studies consistently support this relationship. Adriany (2018) found that satisfied customers were more likely to repurchase on online retail platforms. Nugraha and Sugiarto (2016) confirmed that satisfaction was significantly related to repeat purchase behavior in grocery retail. Armalinda (2019) and Sentoso (2019) demonstrated that customer satisfaction mediates the influence of service quality on loyalty. In the context of online food delivery, Rachmawati and Prasetyo (2022) concluded that satisfaction plays a crucial role in repurchase decisions due to the convenience and reliability offered by the platform.

**H3: Customer satisfaction has a positive and significant effect on repurchase decision.**

### **Customer Satisfaction as a Mediator**

While promotion can directly influence repurchase decisions, some studies suggest that its effect may be partially or fully mediated by customer satisfaction. This idea aligns with the AIDA Model (Attention, Interest, Desire, Action), in which promotional stimuli spark attention and interest. However, only satisfaction ensures sustained consumer behavior such as repeat purchases (Kotler & Keller, 2016).

Several empirical studies have analyzed this mediating role. Saputra and Anwar (2021) found that customer satisfaction partially mediates the relationship between promotion and repurchase intention. Olivia and Ngatno (2021) also highlighted the importance of satisfaction as an intervening factor in the beauty product sector. However, Iskandar et al. (2020) reported that in some service contexts, the mediating role of satisfaction may be limited or statistically insignificant. Rachmawati and Prasetyo (2022) further suggested that the strength of mediation may depend on how effectively the promotion influences perceived value and service quality.

**H4: Customer satisfaction mediates the relationship between promotion and repurchase decision.**

### Research Conceptual Framework

Based on previous research, the independent variables that influence the dependent variable and the intervening variables are defined by experts. The independent variable in this study is promotion. Meanwhile, the dependent variable in this study is repurchase decisions. The mediating variable in this study is customer satisfaction. Therefore, the rationale proposed in this study is as follows:

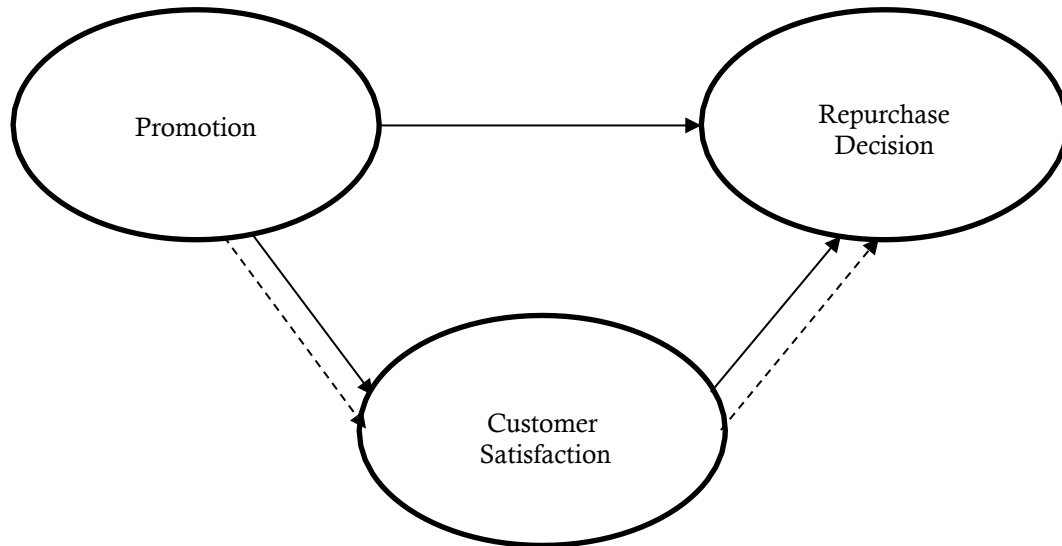


Figure 1. Conceptual Framework

### 3. Data and Method

#### Research Type

The research approach used in this study is quantitative. According to Sandu and Ali (2015), quantitative research is a type of research whose specifications are systematic, planned, and structured from the beginning to the development of the research design. According to Sugiyono (2017, quantitative research is a research method based on the philosophy of positivism, used to study a specific population or sample. Data collection uses research instruments and quantitative or statistical data analysis, intending to test a predetermined hypothesis. In this study, there are hypotheses to be tested for validity. The purpose of this study is to determine the effect of the promotional variable (X) on the repurchase decision variable (Y), with customer satisfaction as the intervening variable (Z).

#### Data Collection

##### Data Type and Data Source

The data used in this study utilizes subject data, which consists of the opinions, attitudes, and experiences of consumers who responded to GrabFood services. The data sources used in this study are primary and secondary data. Primary data was obtained from the primary source: a research questionnaire distributed to GrabFood consumers in Indonesia via Google Forms. Meanwhile, secondary data was obtained through literature studies, books on independent variables, mediating variables, and dependent variables according to the researcher's proposed title, which were then used as references, journals, the internet, and articles supporting the research.

##### Data Collection Techniques

This research employed a survey method, utilizing a questionnaire instrument administered to GrabFood consumers in Indonesia via Google Forms. The research questionnaire consisted of five sections: respondent identity data, completion instructions, promotional variables, customer satisfaction variables, and finally, the repurchase decision variable.



The first section of the research questionnaire, which is respondent identity data, includes the respondent's name, age, gender, and occupation. The second section contains the instructions for completing the questionnaire.

### Population and Sample

A population is a generalized area consisting of objects/subjects with specific qualities and characteristics determined by the researcher to be studied, and then conclusions are drawn from it (Sugiyono, 2010). According to Sugiyono (2012), a sample is a subset of the population and its characteristics. Suppose the population is large and researchers cannot study everything within the population, for example, due to limited funds, workforce, or time. In that case, researchers can use samples drawn from that population (Sugiyono, 2008). The sampling technique used to determine the sample to be used in this study was probability sampling with a simple random sampling approach. The sample in this study was consumers who had previously made purchases on GrabFood Indonesia.

## 4. Results

### Normality Test Results

According to Noor (2011), a normality test is conducted to determine whether the collected data is normally distributed. Below are the results of a normality test in SPSS 25, considering the standard probability plot:

**Table 1. Normality Test Results**

	Unstandardized Residual Equality I	Unstandardized Residual Equality II
Asymp. Sig. (2-tailed)	0,024	0,006
Monte Carlo Sig. (2-tailed)	0,293	0,190

Source: Primary Data Processed in 2021

Table 1 shows that the residual data for equation I, namely customer satisfaction (Asymp. Sig.) (2-tailed), is  $0.024 < 0.05$ . Meanwhile, the residual data for equation II, namely promotions and customer satisfaction on repurchase decisions (Asymp. Sig.) (2-tailed), is  $0.006 < 0.05$ . This indicates that the data are not normally distributed. Furthermore, to further confirm the normal distribution of the data, a Monte Carlo plot (Sig.) (2-tailed) was retested. The values for equation I were  $0.293 > 0.05$  and for equation II  $0.190 > 0.05$ . Therefore, it can be concluded that the residual data are normally distributed, and the regression model meets the assumption of normality.

### Multicollinearity Test Results

According to Ghozali (2016), the multicollinearity test is used to determine whether there is a high correlation between the independent variables in a multiple linear regression model. The tools used to test for multicollinearity are the tolerance value and Variance Inflation Factor (VIF). A VIF value of  $\leq 10$  and a tolerance value greater than 0.1 prevent multicollinearity. The following are the results of the multicollinearity test for equations I and II:

**Table 2. Multicollinearity Test Results (Equations I and II)**

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Promotion_X	0,606	1,650
Customer Satisfaction_Z	0,606	1,650

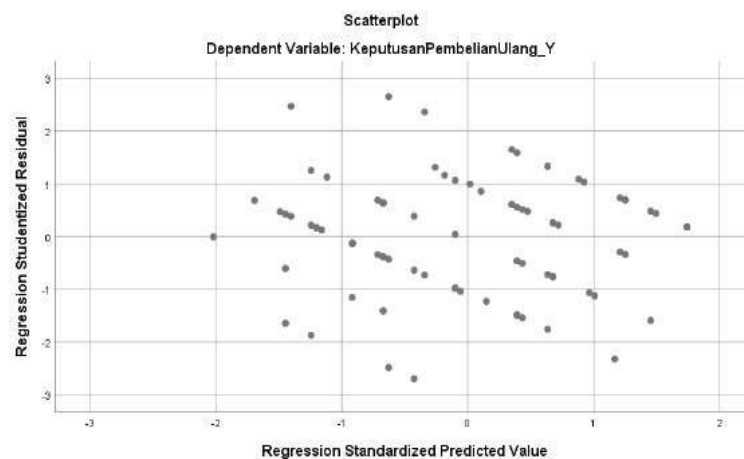
Source: Primary Data Processed in 2021

Based on the two figures above, all tolerance values are  $>0.10$ , and VIF values are  $<10$ . Therefore, based on these results, all independent variables used in this study are not correlated with each other, indicating that multicollinearity does not occur in the regression model.

### Heteroscedasticity Test Results

According to Ghozali (2008), the heteroscedasticity test aims to test whether there is inequality in the variance of residuals from one observation to another in the regression model. This test can be observed using the scatterplot method, namely by plotting the ZPERD (predicted value) with the SRESID (residual value). If no specific pattern is observed in the data, or the data is scattered, it indicates that there is no heteroscedasticity problem.

**Figure 2. Heteroscedasticity Test**



Based on the graph in Figure 2 above, the data distribution is irregular and does not form a specific pattern. Therefore, it can be concluded that this regression model does not have heteroscedasticity and is spread above and below zero (0) on the Y-axis.

### Path Analysis Results

Path analysis is an extension of multiple linear regression and allows for the analysis of more complex models (Streiner, 2005). This study used path analysis techniques with the help of SPSS 25. In the initial stage, path coefficients were calculated.

**Table 3. Path Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.036	.886		1.170	.245
1 Promotion_X	.248	.062	.364	4.036	.000
Customer Satisfaction_Z	.291	.060	.435	4.826	.000

Source: Primary Data Processed in 2021

Based on the results of the path analysis in Table 3, it can be concluded that the Promotion variable (X) has a positive and significant effect on Repurchase Decisions (Y), with a significance value of 0.000, which means it is below the threshold of 0.05. The beta coefficient of 0.364 indicates that the higher the promotion is given, the greater its influence on increasing repurchase decisions. In addition, the Customer Satisfaction variable (Z) also has a positive and significant effect on repurchase decisions, with a beta value of 0.435 and a significance value of 0.000, which indicates that the higher the level of customer satisfaction, the greater the tendency of customers to make repeat purchases.

### Partial Test Results (t-Test)

A t-test was conducted to determine the significant effect of the independent variable promotion on the dependent variables customer satisfaction and repurchase decisions. This test was conducted based on the t-table value with the conditions  $\alpha = 0.05$  and  $df = (n-k)$ , where n is the number of

respondents and  $k$  is the number of independent variables. Therefore,  $df = (100-3) = 97$ . If the calculated  $t$ -value exceeds the  $t$ -table value, then  $H_0$  is rejected, and  $H_a$  is accepted. Conversely, if the calculated  $t$ -value  $<$   $t$ -table, then  $H_0$  is accepted, and  $H_a$  is rejected. Based on these conditions, the  $t$ -table value was 1.984. The following are the partial test results, which were then used to obtain the  $t$ -value and significance:

**Table 4. t-Test Results**

Model	Standardized Coefficients	T	Sig
	Beta		
(Constant)			
Promotion_X	0,364	4,036	0,000
Customer Satisfaction_Z	0,435	4,826	0,000

Source: Primary Data Processed in 2021

Based on Table 4 above, the calculated  $t$ -value for the promotion variable is  $4.036 >$   $t$ -value of 1.984, with a significance value of  $0.000 < 0.05$ . Therefore,  $H_0$  is rejected, and  $H_a$  is accepted. This indicates a significant relationship between promotions and repurchase decisions. Furthermore, for the customer satisfaction variable, the calculated  $t$ -value is  $4.826 >$   $t$ -value of 1.984, with a significant value of  $0.000 < 0.05$ . Therefore,  $H_0$  is rejected, and  $H_a$  is accepted. This indicates a significant relationship between customer satisfaction and repurchase decisions.

## 5. Discussion

### **Promotion has a positive and significant effect on customer satisfaction.**

The results of this study indicate that promotions have a positive effect on customer satisfaction. This means that the higher the intensity and quality of promotions conducted by GrabFood, the higher the level of customer satisfaction. This can occur because promotions create added value for consumers, such as cost savings and a more engaging shopping experience. When customers perceive benefits from promotions, they tend to be satisfied with the service provided.

This finding aligns with research by Tirtasari and Siringoringo (2020), which states that promotions can create positive consumer perceptions and increase satisfaction with food delivery services. Research by Saputra and Anwar (2021) also supports that promotions in the form of discounts and cashback directly increase GrabFood user satisfaction. Similarly, Oktavianti et al. (2022) show that well-targeted promotions can increase customer emotional satisfaction and transaction volume. However, not all studies support these findings. For example, a study by Wibowo and Astuti (2019) stated that promotions do not always lead to satisfaction if customers perceive the offer as irrelevant or manipulative.

### **Promotion has a positive and significant effect on repurchase decisions.**

This study also demonstrated that promotions have a direct impact on repurchase decisions. Consumers who feel attracted and supported by promotions are more likely to repurchase the same product or service. In the context of GrabFood, discounts, free shipping, and vouchers are key drivers that strengthen consumers' intention to use the service repeatedly.

These results align with the findings of Iskandar et al. (2020), who stated that promotions are one of the strongest factors driving loyalty and repurchase decisions in digital-based services. Research by Anim and Indiani (2020) also found that promotions have a positive impact on repurchase behavior in the food and beverage MSME sector. Similarly, Setyaningrum and Jasarwati (2019) found that repeated promotions create repeat consumption habits and patterns in consumers. However, in a study by Pratama and Rahmawati (2018), it was found that although promotions were able to attract initial interest, repeat purchase decisions were more influenced by product quality and overall service experience, so that the promotional effect could be weak in the long term if not accompanied by other supporting factors.



**Customer satisfaction has a positive and significant effect on repurchase decisions.**

Customer satisfaction has been shown to influence repurchase decisions significantly. Customers who are satisfied with their experience using GrabFood are more likely to continue using the service. This satisfaction forms the basis for loyalty because consumers feel their needs and expectations are met or even exceeded.

This research is supported by Adriany's (2018) findings, which explain that customer satisfaction in digital services drives consistent repurchase intentions. Nugraha and Sugiarto (2016) also found that customer satisfaction is strongly correlated with repeat purchases among retail consumers. Furthermore, Armalinda (2019) emphasized that emotional and functional satisfaction strengthen customer bonds with a brand and directly impact repeat purchase behavior. However, a study by Wijayanti and Budiman (2020) shows that in some cases, satisfaction does not always guarantee repeat purchases, especially when there are competitors with more attractive offers or when customer loyalty has not yet fully formed.

**Customer satisfaction mediates the relationship between promotions and repurchase decisions.**

Recent findings indicate that customer satisfaction only partially mediates the relationship between promotions and repurchase decisions. This suggests that the influence of promotions on repurchase decisions is direct and not entirely mediated by customer satisfaction. This means that customers can be motivated to purchase attractive promotions, even if their level of satisfaction with the service is not necessarily high. In other words, promotions have their power that does not always need to be mediated by other factors.

This study aligns with the findings of Saputra and Anwar (2021), who stated that satisfaction only partially mediates the relationship between promotions and repurchase intentions. Olivia and Ngatno (2021) also confirmed the partial mediation role of satisfaction in the relationship between promotions and customer loyalty in the beauty industry. However, Iskandar et al. (2020) found that in some cases, satisfaction did not act as a significant mediator, as consumers were more influenced by short-term promotions or other factors such as ease of access and product variety. This suggests that promotional strategies remain important but should be combined with improved service quality to create sustainable satisfaction.

**6. Conclusion**

Based on the research findings on the Influence of Promotions on GrabFood Repurchase Decisions with Customer Satisfaction as an Intervening Variable, it can be concluded that promotions have a positive and significant influence on customer satisfaction, meaning that the higher the intensity of promotions offered by GrabFood, the higher the level of customer satisfaction. Furthermore, promotions have also been shown to have a positive and significant influence on repurchase decisions, suggesting that effective promotions can encourage consumers to make repeat purchases. Customer satisfaction also has a positive influence on repurchase decisions, indicating that consumers who are satisfied with GrabFood services are more likely to make repeat purchases. However, the research also shows that the direct influence of promotions on repurchase decisions is greater than the indirect influence through customer satisfaction, indicating that promotions influence repurchase decisions not entirely through customer satisfaction, and that other mediating factors may be more dominant.

**Managerial Implications:** These findings provide important implications for GrabFood management in formulating marketing strategies. The company needs to maintain and even enhance its promotional programs consistently, as they have been shown to drive customer satisfaction and repeat purchases directly. However, because customer satisfaction does not fully mediate this relationship, GrabFood also needs to identify and develop other factors that can strengthen customer loyalty, such as improving service quality, application usability, and delivery speed.

## Recommendation

Future research is expected to expand this study by expanding the sample and exploring other factors that may influence repurchase decisions. Furthermore, it is hoped that future research will examine intervening variables, which have a greater impact than direct variables.

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