

Building Customer Loyalty in Online Retail Industry: A survey among Youth in Klang Valley

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ABSTRACT

This study provides detailed information about building customer loyalty in the online retail industry through word-of-mouth, website usability, security, and privacy improvement. To set a clear direction for the scope and objectives of the research, the youth in Klang Valley, Malaysia, was chosen as the targeted population. This study examines the factors contributing to the Klang valley youth's consumer loyalty in Online Retail Industry. This research uses questionnaires to collect data about the responses to the related questions and then cleans them to prevent redundancy. This study uses specific data collection procedures to ensure data's smooth collection and processing. Multiple regression analyzes the relationship between a single dependent variable and several independent variables, while Cronbach's alpha is used to test the reliability of each independent variable. The results found that website usability, word-of-mouth, security, and privacy significantly and positively contribute to customer loyalty in Klang Valley.

Keywords: *customer loyalty, privacy, security, website usability, word-of-mouth*

INTRODUCTION

The Internet is one of the modern innovations that have changed the world and has become part of our everyday life. Thanks to the Internet and information technology, it is now effortless to communicate and develop relationships between people from any corner of the world. Online shopping has thus become an emerging paradigm. In the past three years, the phenomenon of online shopping has started to have entered the Southeast Asian region. And with the emergence of online shopping in Malaysia, one of the countries with high purchasing power in the world, the buying behaviour of young Malaysians has changed dramatically over the years. In a survey, more than half of Malaysians have responded positively to online shopping in the past three years. However, the same study also revealed that only 7% of Malaysians have never shopped online (Jazz, 2020).

Moreover, most of these online consumers are young people who shop online through digital marketing, primarily through social media platforms. As a result, the percentage of young people in the Malaysian population is higher than the average percentage in other countries. Therefore, to understand the market and industry trends, businesses must first understand the buying behaviour of young people in Malaysia.

Customer loyalty is a critical factor in the retail platform's long-term financial performance. Every organization knows that to succeed, it must acquire and retain customers, especially profitable ones. Even a slight increase in customer retention can significantly increase profits. Loyal customers visit their favourite sites twice as often as non-loyal customers, and loyal customers spend more money (Srinivasan, Anderson & Ponnayolu, 2002). It is not surprising that customer loyalty is considered an essential asset for e-retailers. The percentage of Internet users continued to rise from 81.2 percent in 2018 to 84.2 percent in 2019 (The Star, 2020). Nevertheless, the number of Internet users in Malaysia only increased from 27.56 million in 2018 to a 29.01million in 2019 (Statista, 2022). From the graph below, although Malaysia's Internet penetration rate is already increasing, in 2019, only 35% of the people did online shopping (Simon & Sarah, 2019). It is easy to see that Malaysian people are not very loyal to e-shopping.

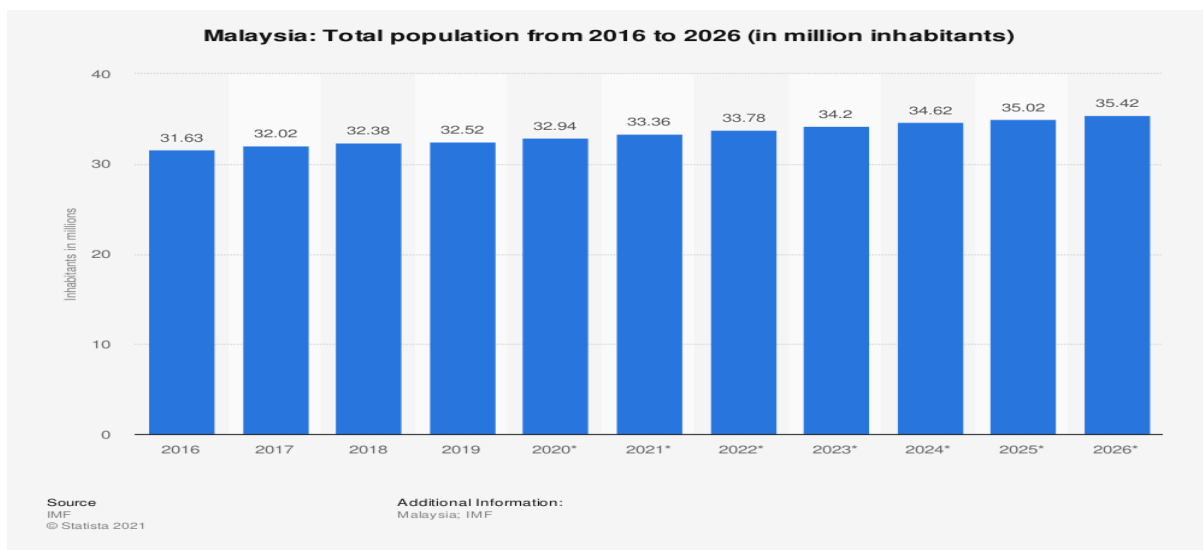


Figure 1: Malaysia's Population

The Importance

The literature review reveals various factors that affect customer loyalty from numerous articles and reports. For example, Engel and Blackwell (1982) defined *brand loyalty* as "the preferential, attitudinal, and behavioural response toward one or more brands in a product category expressed over time by a consumer." In this study, customer loyalty is reflected in a customer's online experiences and satisfaction with the e-retailer in the Online Retail Industry. In the literature, researchers have discovered factors that affect consumers' repeated purchases on the same website store.

With the opportunity of e-commerce, the competition in the industry is becoming increasingly fierce. In this virtual environment, the establishment and management of customer loyalty are related to the lifeblood of enterprise survival. Yin and Xu (2021) identify major dimensions of customers' online shopping experience and examine their impacts on customer loyalty. Thus, to improve customer loyalty, it is necessary to study the characteristics of customer loyalty, reasonably analyze the factors that affect customer loyalty and analyze the establishment and management of customer loyalty.

Problem Statement

Nowadays, the younger generation prefers online browsing mainly because of information reliability (El Khatib & Khan, 2017). Consumers can directly perceive the quality of a website the first time they visit and search for information about the site's availability, information, and e-services. Accessibility of information and simplicity of the transaction processes are important antecedents to the successful completion of transactions. According to Schaffer (2000), consumers leave a website without purchasing anything because they need help finding their way through the site. A website that is informative and pleasant to visit will make visitors feel satisfied with the information and make a purchase after visiting (Jauhari, Kusumawati & Nuralam, 2019). Website usability can make the visit enjoyable for consumers, which is key to building a pleasant online experience and customer satisfaction. Therefore, if customers are satisfied with the website's usability, they will gradually become loyal. On the other hand, if website usability is not good, retaining customers will not be easy.

People have a more comprehensive range of communication and contact in the Internet age, and word-of-mouth marketing catalyzes enterprise development (Meilatinova, 2021). Through effective word-of-mouth marketing, companies can reduce publicity costs, increase the transaction probability of potential customers, enhance customer trust, and increase the repurchase rate of products, which can enhance the company's image and strengthen users' loyalty to the brand. It is also an ingeniously different marketing method from peers. However, if the company cannot manage its word of mouth well, it will likely leave a wrong impression on society.

Security protection refers to the consumer's perception that an Internet provider will meet security requirements such as authentication, integrity, encryption, and non-repudiation (Kim, Ferrin & Rao, 2008). Online shopping provides consumers with a new way of shopping, breaking through the limitations of space and time. At the same time, in online shopping, the frequent information transmission between consumers and businesses makes us consider information security issues. As a result, the website should remove all kinds of false information and forbid the spread of false advertisements on the website so that consumers will not be cheated by unscrupulous people who take the opportunity to get money or sell fake goods (Mohd Johan, Zhucheng, Kelly & Annuar, 2022). Therefore, security is a crucial aspect needed to be considered to ensure customer loyalty.

Privacy refers to consumers' perceptions of the possibility that Internet providers may attempt to protect confidential consumer information collected during electronic transactions from unauthorized use or disclosure (Kim et al., 2008). Online sellers can often collect buyers' names, email addresses, phone numbers, and home addresses when making transactions. Furthermore, some spammers, telemarketers, and direct mailers may get helpful information from merchants. The unlawful collecting and sale of personal information have the potential to affect genuine customers in several ways, from spamming to fraudulent credit card transactions and identity theft. If the consumer finds that his data has been collected illegally, this may reduce his loyalty. Privacy could be a determinant for customer loyalty because consumers' trust in protecting their personal information on the website will contribute to active buying behaviour.

Research Objective

1. To examine the e-commerce website usability and contribute to the youth's consumer loyalty in Online Retail Industry.
2. To examine word-of-mouth and contribute to the youth's consumer loyalty in Online Retail Industry.
3. To examine security and contribute to the youth's consumer loyalty in Online Retail Industry.
4. To examine privacy and contribute to the youth's consumer loyalty in Online Retail Industry.

Research Questions

1. Does e-commerce website usability contribute to the youth's consumer loyalty in the online retail industry?
2. Does word-of-mouth contribute to the youth's consumer loyalty in the online retail industry?
3. Does security contribute to the youth's consumer loyalty in the online retail industry?
4. Does privacy contribute to the youth's consumer loyalty in the online retail industry?

LITERATURE REVIEW

According to Marshall (2021), the online retail industry can also be called electronic retailing, which sells goods and services through the Internet. The transaction forms include business-to-business (B2B) and business-to-consumer (B2C) sales of products and services. The development of the online retail industry started in 1994 when the Internet Shopping Network made the first secure retail transactions on the Website. Amazon.com followed in 1995 with its online shopping site launch, as did eBay. Alibaba's websites, Taobao.com and Tmall Mall were launched in 2003 and 2008, respectively (Organization, 2016). Morgan (2020) has analyzed 34 e-commerce markets in Malaysia; with the rise of social media and government policies supported, Malaysia's e-commerce market is fast becoming one of the largest in Southeast Asia.

The transactions across borders, affinity towards discounts, and ease of digital markets have made online shopping platforms the preferred way to shop, especially for youth in Malaysia. Youth is the group that has enough ability to access the Internet and can effectively pay to complete transactions. In a survey, more than half of Malaysians have tried online shopping in the past three years. Furthermore, the majority of these online buyers are young people who have been exposed to it through digital marketing, particularly on social media sites.

Customer Loyalty

Engel and Blackwell (1982) defined brand loyalty as the preferential, attitudinal, and behavioural response toward one or more brands in a product category expressed over time by a consumer. Jacoby and Kyrner (1973) expressed that loyalty is a biased behavioural purchase process that results from a psychological process. Yoo and Bai (2013) defined customer loyalty as the likelihood that a customer will repeat business with a company or brand. It results from customer satisfaction, a positive customer experience, and the overall value of the goods or services a customer receives from a company. In this study, customer loyalty is reflected in a customer's online experiences and satisfaction with the e-retailer in the Online Retail Industry. According to (Al-Jahwari, Rahman Khan, Al Kalbani & Al Khansouri, 2018), with the growing speed of the World Wide Web, online shopping is becoming popular among the youth, and the younger generation entirely depends on the Internet as they are accustomed to using it for everything.

Youth online experiences and satisfaction are affected by many factors that are significantly vital for companies and businesses to understand when it comes to marketing activities. Today, young people are one of the fastest-growing populations on the Internet. This generation of customers spends most of their time online using social media platforms such as Facebook, Twitter, Instagram, and other shopping platforms to communicate with their friends, family members, and colleagues. They will also constantly update with new information from all over the world. Furthermore, by witnessing how young people use social media on a regular basis, businesses have realized how critical it is to use social media to reach out to their younger clients. As a result, despite analyzing youth experiences and their satisfaction, it is also essential to look into consumer retention and repeat purchases. Consumer behaviour needs to be studied in terms of satisfaction and the intention to purchase and re-purchase according to the online shopping process (Petcharat & Leelasantitham, 2021).

e-Commerce website usability

The reason why e-commerce website usability is significant for customer loyalty is that e-commerce website usability contributes to repeat shopping, customer satisfaction, positive customer experience, and the overall value of the goods or services that customers obtain from the business (Hidayat, Saifullah & Ishak, 2016). Bai, Law & Wen (2008) conclude that the quality of the website has a direct impact and positive impact on consumer satisfaction and online experiences. Consumers can directly perceive the quality of a website the first time they visit and search for information about the site's availability, information, and e-services. E-commerce websites make it easy for consumers to search for information and make it easily accessible and visible, which is key to building a pleasant online experience and customer satisfaction.

A website that provides a good quality in terms of accessing and providing information can pleasure the website visitors. The study by Astuti and Sari (2016) also found that the impact of website quality lies in usability. Easy-to-use website quality can make the visit enjoyable for consumers, which means that the usability of website quality can help increase consumer satisfaction.

Word-of-mouth

The ability to exchange opinions and experiences is known as word of mouth, which has been shown to influence e-commerce sales (Yadav & Rahman, 2018). Individuals and business organizations have started setting up a new business model called social commerce, which is the form of word-of-mouth. All these ways allow customers to exchange opinions and experiences related to companies, products, and services by communicating with other individuals outside of their communication networks such as family, friends, acquaintances, and colleagues. Traditional word-of-mouth is limited for information communication compared with online word-of-mouth, which can travel rapidly and allows consumers to share opinions and experiences from multiple sources.

As indicated by Belone Lucero, Duran, Tafuya, Baker, Chan, Chang, Greene-Moton, Kelley & Wallerstein (2016), satisfied clients will probably return to buy from an e-commerce organization again and again. Usually, customers who are satisfied with their online shopping experiences will recommend referrals to others and actively spread word-of-mouth. In the globalization era, marketing is boundless for local or international firms, especially in the online shopping industry. Information transfers very fast, so customers can post and comment anytime and anywhere based on their online shopping experience and satisfaction. Previous research has shown that there is a high level of consumer acceptance and reliance on online WOM (Hennig-Thurau, Gwinner, Walsh & Gremler, 2004) and that online WOM can increase product sales (Chen & Xie, 2008). The existence of online WOM results in an increase in awareness and a positive or negative attitude towards a product. Products with a higher number of customer review comments, either online or offline, usually have a more significant number of online sales.

Security

E-commerce security includes information security, computer security, and data security. During electronic payment activities, the user's information may be stolen or attacked (Shafiee & Bazargan, 2018). This is because online shopping through shopping websites needs customers' bank accounts, home addresses, phone numbers, and other detailed information, which has the risk of identity theft and impersonation. If the data is lost or changed, the consequences will be even more significant. As a result, security is one of the primary and continuing concerns that limit the participation of customers and organizations in the online retail industry.

To fulfill customers' privacy and security needs, essential management and technical requirement over the e-commerce website is necessary. Zatalini and Pamungkas (2017) stated that the privacy and security of customer information and service speed are factors that lead to the successful

implementation of customer loyalty and online retailing. As customers may worry about the goods, they cannot see, touch, or feel. Therefore, security protection is the key to overcoming the barriers to online shopping. Nowadays, there are a few steps for customers' security protection in the online retail industry, including Data Confidentiality, Authentication and Identification, Access Control, Data Integrity, and Non-repudiation are conducted. Reliable companies advertise their physical business address and at least one phone number for customer service or order online on their website will hugely increase customer trust and provide an enjoyable shopping experience at the beginning.

Privacy

The authorization of personal information by businesses to collect and lawfully use that information is termed privacy in the online retail environment. The difficulty of protecting customers' personal information over the Internet is addressed by privacy (Ozturk et al., 2017). When data or information is acquired, most online retail privacy policies include notice, consent, and disclosure (Sun, Fang & Hwang, 2019). Consumer privacy exists when customers can manage the release of their personal information, according to previous studies; an invasion of privacy occurs when consumers' ability to regulate access to their information is lost (Dehghanpouri, Soltani & Rostamzadeh, 2020). Consumers are becoming increasingly concerned about their personal information's privacy and how businesses exploit it. Other than that, a privacy policy stated on the site, according to Kim and Peterson (2017), reduces customers' perceived privacy danger and, as a result, leads to a higher level of trust in the online organization. As previously said, trust beliefs impact how consumers treat and view online businesses.

METHODOLOGY

Our research is designed as quantitative research. The research uses quantitative research methods, which can deal with numbers and statistics, allowing us to gather information and find potential relationships between the independent variable, which is customer loyalty of Klang valley youth, and dependent variables, which are website usability, word-of-mouth, security, and privacy. Questionnaires were the primary instrument used to collect data for the study. These data were obtained from young people shopping online in Klang Valley. The researchers informed these respondents that they were doing this voluntarily and would remain anonymous.

First, the researcher identified the target population to study, which is the entire population or set of people considered qualified for data analysis. In this research, the researcher selected 15–24-year-old students of Klang Valley as the target population. The researcher applied purposive sampling to select samples from the population sample size. A well-chosen selection will contain most of the information about the parameters of a particular population. Therefore, correct inferences about the population can be made from this sample. The sample size is also determined through several steps using the G power software. However, this study follows Krejcie & Morgan's (1970) sample selection method. Thus, a maximum of 384 questionnaires were distributed to the target population.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3300	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.— *N* is population size. *S* is sample size.
 Source: Krejcie & Morgan, 1970

Figure 2: Sample Size

In this study, all variables are measured by questions. Sampling is a technique of selecting a population subset to make statistical inferences from the estimated characteristics of all populations. researcher use a purposive sampling method to select 384 students from the 15–24-year-old students of Klang Valley. Thus, the location of the survey taken is UCSI University, Kuala Lumpur campus. Affected by the epidemic, all questionnaires could only be completed online. The question settings in the questionnaire are closely related to variables and are used for data collection, and statistical analysis in the form of Google Forms through platforms such as WeChat, WhatsApp, and Facebook. A 5-point Likert scale is used for variable measurement, which enables respondents to express personal agreement or disagreement. Pearson's Correlation Coefficient Analysis measures whether there is a positive or negative relationship between two selected variables. Multiple regression is used to find the significance of the relationship between the dependent variable and independent variables.

RESULTS AND DISCUSSIONS

Cronbach's alpha is a measure of the reliability of a scale or test (Lestari et al., 2019). The Cronbach's alpha reliability test for website usability, word-of-mouth, security, privacy, and customer loyalty. Cronbach's alpha was calculated by SPSS and showed that the value of the independent variable, customer loyalty was 0.787, and the consistency level of this variable is "Acceptable". Cronbach's alpha was calculated by SPSS and showed that the value of website usability was 0.789, the value of word-of-mouth was 0.700, the value of security was 0.793, and the consistency level of all these three variables was shown as "Acceptable". In contrast, Cronbach's alpha for privacy was 0.806, with the consistency level shown as "Good".

For Pearson's Correlation Coefficient, the range of "r" is between -1 and +1. When "r" is -1, there is a strong negative correlation between the selected variables. When "r" is +1, there is a strong positive correlation between the selected variables. For values between -1 and +1, that means there is a relationship. In this analysis, the closer the values are, the greater the relationship between the selected variables. Also, a value of 0 indicates that the variables are unrelated.

Table 1: Correlation between frequency of website usability and consumer loyalty

Websites Usability	Consumer Loyalty	
	Pearson Correlation	.782**
	Sig. (2-tailed)	<.001
	N	384

The first variable is the Website's usability, the researcher calculated the value of the correlation between the independent and dependent variables, and the researcher used SPSS to calculate the Pearson correlation. As the table shows above, the website's usability and consumer loyalty are 0.782. Since this result is greater than 0, Evidence indicates that the independent variable, website usability, and the dependent variable consumer loyalty have a positive relationship, meaning that customer loyalty will be higher if the website is more accessible and visible. Referring to the previous study, Nga and Van (2020) argued that website usability indicates the capabilities of e-commerce to develop a website that builds consumer loyalty. E-commerce websites that are convenient and simple with an acceptable system that can provide services or products customized to customer demands will be able to get customers' buyback intentions as their desire for personalization grows in all parts of their everyday life.

Table 2: Correlation between frequency word-of-mouth and consumer loyalty

		Consumer Loyalty
Word-of-mouth	Pearson Correlation	.823**
	Sig. (2-tailed)	<.001
	N	384

The second variable is word-of-mouth, the researcher calculated the value of the correlation between the independent and dependent variables, and the researcher also used SPSS to calculate the Pearson correlation. As the table shows above, word-of-mouth and consumer loyalty are 0.823. Since this result is greater than 0, Evidence indicates that the independent variable, word-of-mouth, and the dependent variable, consumer loyalty, have a positive relationship, meaning that the more effective the word-of-mouth marketing, the better customer loyalty. According to the previous study, data shows that 60% of consumers in European countries admit that they have tried to buy new brands and products, such as air conditioners, health products, shampoos, houses, etc., under the influence of their friends and family; 80% of customers are willing to recommend them to their friends if they think they are good products (Meilatinova, 2021). Through word-of-mouth marketing, it transcends the traditional form of advertising, thus providing true two-way communication with consumers, word-of-mouth communication through certain channels and channels, satisfying customer needs, realizing commodity transactions, and winning customer satisfaction and loyalty.

Table 3: Correlation between frequency security and consumer loyalty

		Consumer Loyalty
Security	Pearson Correlation	.870**
	Sig. (2-tailed)	<.001
	N	384

The third variable is security. As the table shows above, security and consumer loyalty is 0.870. Since this result is greater than 0, Evidence indicates that the independent variable security and the dependent variable consumer loyalty have a positive relationship, which means that the better the security throughout the exchange process, the higher the customer loyalty. According to Gurung and Raja (2016), concerns about system security and difficulty evaluating products online lead to online risk perception, and customers' security and risk perception can significantly influence their modification, delay, and avoidance of shopping decisions. A website with perfect communication privacy management will make customers feel protected when disclosing real personal information to the website. As a result, their loyalty will be stronger.

Table 4: Correlation between frequency privacy and consumer loyalty

		Consumer Loyalty
Privacy	Pearson Correlation	.836**
	Sig. (2-tailed)	<.001
	N	384

The fourth variable is privacy. As the table shows above the privacy and consumer loyalty is 0.836. Since this result is greater than 0, Evidence indicates that the independent variable privacy and the dependent variable consumer loyalty have a positive relationship, which means that the better the personal information is protected, the higher the customer loyalty will be. Gupta and Dubey (2016) believes that a website with high security will provide customers with a security guarantee, make customers feel that their interests can be protected in the process of shopping, and increase the willingness to repeat purchase, which is an important factor affecting consumer brand loyalty in the e-commerce environment.

Table 5: Model Summary in Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.904 ^a	.817	.815	1.03706

a. Predictors: (Constant), PR, WU, WOM, SE

The above table shows that the "R" value is the degree of correlation between independent (WU, WOM, SE, PR) and dependent (CL) variables, and it is indicated by simple correlation. Besides that, R Square and Adjusted R Square can help specify how much of the total variation between the dependent variable and independent variables. Next, the above table also shows that the "R" value is 0.904, the R square value is 0.817, and the value of the adjusted R square is 0.815. Therefore, the result will be stated as 81.7% of the dependent variable. Thus, this percentage is stated as accepted for explained by the four independent variables. The closer R-Square is to 1, the better the fitting impact of the regression model.

Table 6: Coefficients in Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.998	.402		2.486	.013
	WU	.083	.042	.081	1.981	.048
	WOM	.362	.054	.273	6.677	.000
	SE	.369	.051	.378	7.288	.000
	PR	.228	.044	.238	5.188	.000

a. Dependent Variable: CL

Based on the above table shows that the largest coefficient of Beta is SE which is 0.378. When the variation explained by other factors in the model is adjusted, this variable offers the strongest unique contribution to explaining the dependent variable (CL). Then, the WU factor of the beta coefficient is 0.081. Next, the WOM factor of the beta coefficient is 0.273. Besides that, the PR factor of the beta coefficient is 0.238.

Besides that, all variables possess a significant value of $p=0.000$, such as p less than 0.05. This situation states as independent variables (WU, WOM, SE, PR) imply a considerable contribution to the dependent variable's prediction. As a result, this result can be concluded that there is a significant and

strong link on average between the independent variables and the dependent variable based on the above table. Therefore, all hypotheses are accepted.

H1: website usability has a positive relationship with consumer loyalty in Klang Valley youth.

H2: word-of-mouth has a positive relationship with consumer loyalty in Klang Valley youth

H3: Security has a positive relationship with consumer loyalty in Klang Valley youth

H4: Privacy has a positive relationship with consumer loyalty in Klang Valley youth

In addition, future research should consider demographic factors, such as gender, race, education, etc., to study more potential differences in the loyalty of different consumer groups in online shopping. Therefore, this can provide a more specific and accurate result to understand better the driving factors of online shopping loyalty among different consumer groups.

CONCLUSION

In conclusion, the results of this research have proved that all the hypotheses studied in this research are supported and accepted by previous researchers. Various analyses have been used to investigate the relationship and influence of the independent variables on the dependent variables. Therefore, this research has answered all its objectives. Theoretically, this study investigated the loyalty of young customers in Malaysia's online retail industry. The study results can be used as references for future research on similar and related topics, policies, theories, and practices related to this research topic.

In addition, to compete with the entrenched traditional sales methods, retailers should adjust their strategies to improve industry competitiveness. According to the findings, word of mouth can replace some offline and online advertisements and reduce the cost of other improvements. In addition, retailers need to improve the customer information security and privacy protection mechanism and increase the possibility of repeated purchases in the virtual environment. Having a convenient, simple, easy-to-navigate website with clear ordering methods will also greatly contribute to the rise of online retailing. In addition, consumers can also use our research results as reference opinions. Consumers can learn about the convenience and ease of use of the website in advance, communicate with friends or family members who have shopping experience, and confirm whether there is any leakage of personal information during the entire purchase process, to ensure that personal information is protected by a completely secure and privacy system.

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AUTHORS' CONTRIBUTION

Lin Xinyi and Lee Junyi conceived and planned the study, and performed the experiments and data preparation. Remie provided guidelines throughout the article writing process, as well as helping with post-article refinement. Aesah and Shao Zhucheng provided final comments and revision guidelines. All authors provided important feedback and helped shape the study, analysis, and manuscript.

CONFLICT OF INTEREST DECLARATION

The researchers certify that the article is the original work of the author and co-authors. The article has not been previously published and is not under consideration for publication elsewhere. This study/manuscript has not been submitted for publication and has not been published elsewhere, in whole or in part. The researchers certify that all authors have made significant contributions to the work submitted to Jurnal Intelek, to the validity and legitimacy of the data, and its interpretation.

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