

# E-Service Quality and Repurchase Intention: Mediating Satisfaction and Trust

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## Abstract

**Purpose:** This study investigates the influence of e-service quality on repurchase intention, considering the mediating roles of e-satisfaction and e-trust among consumers of Zalora.co.id in Banda Aceh.

**Research Methodology:** A quantitative survey approach was applied, with data collected through questionnaires using purposive sampling and measured on a Likert scale. The relationships among variables were analyzed using path analysis to capture both direct and indirect effects

**Results:** The results revealed that e-service quality does not directly affect repurchase intention. However, it significantly enhances e-satisfaction and e-trust, which, in turn, have a direct and significant impact on repurchase intention. These findings confirm that e-satisfaction and e-trust are key mediators linking e-service quality to repurchase intention.

**Conclusions:** This study emphasizes that improving customer satisfaction and trust is essential for strengthening repurchase intentions, rather than relying solely on service quality.

**Limitations:** This study is limited to Zalora.co.id consumers in Banda Aceh, which may constrain the broader applicability of the findings.

**Contributions:** Theoretically, this study enriches the e-commerce consumer behavior literature by demonstrating the mediating mechanisms through which service quality influences behavioral intention. Practically, this study offers guidance for e-commerce platforms to focus on strategies that build trust and enhance customer satisfaction.

**Keywords:** *E-Satisfaction, E-Service Quality, E-Trust, Repurchase Intention*

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## 1. Introduction

Repurchase intention has become an important topic in marketing research, particularly in the context of e-commerce ([Istiqomah & Rohim, 2023](#)). It refers to a consumer's intention to repurchase a product or service after experiencing satisfaction and developing trust in a platform. Previous studies have demonstrated that repurchase intention plays a critical role in sustaining online business performance ([Kim, Galliers, Shin, Ryoo, & Kim, 2012](#)). Consumers are more likely to engage in repeat purchases when they perceive positive value and experience favorable outcomes ([Ding, Tu, Xu, & Park, 2022](#)). Furthermore, prior research has consistently identified customer satisfaction as a key determinant influencing repurchase intention ([Fang, Chiu, & Wang, 2011](#); [Huang, Yang, & Wang, 2014](#)).

In the fashion industry, consumer behavior has evolved alongside changing lifestyle trends. Fashion is no longer merely a basic need; it has become an essential part of individual identity and daily expression. With the rapid growth of e-commerce, competition among online fashion retailers has

intensified, requiring firms to better understand and fulfill customer expectations to maintain satisfaction and loyalty ([Romadhoni, Amin, & Arnida, 2025](#)). In Indonesia, fashion products represent one of the most frequently purchased categories in online transactions, highlighting the sector's strategic importance. Zalora.co.id is one of the leading e-commerce platforms specializing in fashion products and offers a wide range of well-known brands. Market data indicate that Zalora has maintained a dominant position in the Indonesian online fashion market, outperforming its competitors. This competitive landscape underscores the importance of identifying the factors that drive consumer retention, particularly repurchase intention, on this platform.

Despite the growing body of literature on repurchase intentions, several gaps remain. First, previous studies have largely examined the direct relationship between e-service quality and repurchase intention, while limited attention has been paid to the simultaneous mediating roles of e-satisfaction and e-trust within a single integrated model. Second, empirical evidence focusing on the online fashion sector, particularly in emerging markets such as Indonesia, is insufficient. Third, prior research often overlooks specific regional contexts, such as Banda Aceh, which may exhibit unique consumer behavior patterns influenced by cultural and economic factors.

To address these gaps, this study proposes a comprehensive framework that examines the effect of e-service quality on repurchase intention through the mediating roles of e-satisfaction and e-trust. The novelty of this study lies in the integration of both mediators within a unified model, allowing for a more holistic understanding of the indirect mechanisms linking service quality and behavioral intention. In contrast to prior studies that tend to analyze these variables separately, this study highlights their combined mediating effects on shaping repurchase intention. Additionally, by focusing on the online fashion retail context and a specific regional setting, this study offers more context-specific and industry-specific insights. Therefore, this study aims to analyze the direct and indirect relationships between e-service quality, e-satisfaction, e-trust, and repurchase intention among Zalora consumers in Banda Aceh. By employing path analysis, this study provides a deeper understanding of the structural relationships among these variables and contributes to the development of consumer behavior theory in e-commerce, particularly in emerging markets.

## **2. Literature Review and Hypotheses Development**

### **2.1 E-Service Quality**

E-service quality has become a central concept in service marketing, particularly in the context of digital platforms ([Lorenza & Saporso, 2025](#)). It originates from the SERVQUAL framework and has been further adapted to online environments through models such as E-S-QUAL ([Blut, Chowdhry, Mittal, & Brock, 2015](#); [Parasuraman, Zeithaml, & Malhotra, 2005](#)). In e-commerce settings, service quality reflects how effectively a platform facilitates customer interaction, transaction, and post-purchase processes. Prior studies have emphasized that perceived service quality is formed when actual service performance meets or exceeds customer expectations.

High-quality e-services contribute to a positive user experience, which plays a critical role in shaping customer evaluations of online platforms ([Syahsudarmi, 2022](#); [Zygiaris, Hameed, Ayidh Alsubaie, & Ur Rehman, 2022](#)). In addition, it has been widely recognized as a key antecedent of satisfaction and trust in digital environments ([Santos, 2003](#)). E-service quality is commonly conceptualized as a multidimensional construct, including efficiency, system availability, privacy, ease of use, and information quality ([Alterkait & Alduaij, 2024](#); [D. Li, Zhao, Zhang, Chen, & Cao, 2018](#); [M. Li, Cai, Chen, & Liu, 2025](#)). These dimensions collectively determine how well a website supports customer needs, ranging from navigation and transaction processes to information reliability and data security. This study extends prior research by integrating e-service quality dimensions within a unified framework of satisfaction and trust in the context of online fashion.

### **2.2 E-Satisfaction**

E-satisfaction refers to customers' overall evaluation of their online shopping experience based on prior interactions with a platform ([Gounaris, Dimitriadis, & Stathakopoulos, 2010](#); [Huang et al., 2014](#)). It represents a post-consumption response that reflects the extent to which expectations are fulfilled

([Lorenza & Saporso, 2025](#)). In the context of e-commerce, customer satisfaction is widely acknowledged as a critical determinant of customer retention. Consumers are more likely to develop favorable attitudes toward a platform when they perceive their online experience as convenient, reliable, and enjoyable ([Martínez & Del Bosque, 2013](#)). Empirical evidence consistently demonstrates that e-service quality significantly impacts e-satisfaction, as better service performance enhances perceived value and reduces transaction-related uncertainty ([Antwi, Gbolonyo, & Jiang, 2022](#); [Istighfarnissa, Pradhanawati, & Prabawani, 2022](#); [Yenchristie, 2025](#)). This relationship highlights the importance of delivering high-quality online services to improve customer satisfaction. This study further positions e-satisfaction as a key mediating variable linking e-service quality to repurchase intention in online fashion contexts

### **2.3 E-Trust**

Trust plays a fundamental role in online transactions, where uncertainty and perceived risk are inherently higher than in traditional settings. E-trust refers to consumers' confidence in the reliability, integrity, and security of an online platform ([Corritore, Kracher, & Wiedenbeck, 2003](#)). In e-commerce, trust is essential for establishing long-term relationships and encouraging repeated interactions. When customers believe that a platform can protect their personal and financial information and consistently deliver on its promises, they are more likely to engage in transactions ([Chou, Chen, & Lin, 2015](#); [Lorenza & Saporso, 2025](#); [Wah Yap, Ramayah, & Nushazelin Wan Shahidan, 2012](#)).

Previous studies have identified e-service quality as a significant determinant of trust, as reliable systems, accurate information, and secure transactions enhance consumers' confidence in online platforms ([Nguyen, Banh, Nguyen, & Nguyen, 2023](#)). Therefore, trust is not only a direct outcome of service quality but also a key mechanism influencing customer behavior. This study further conceptualizes e-trust as a mediating mechanism linking e-service quality to repurchase intentions in online consumer behavior.

### **2.4 Repurchase Intention**

Repurchase intention reflects a consumer's willingness to continue purchasing from the same platform after their previous experiences. It represents a crucial indicator of customer loyalty and long-term business sustainability ([Molinillo, Anaya-Sánchez, & Liébana-Cabanillas, 2020](#); [Rita, Oliveira, & Farisa, 2019](#)). This construct encompasses various behavioral tendencies, including the intention to reuse a platform, recommend it to others, and maintain a long-term relationship with the brand ([Meilatinova, 2021](#); [Trivedi & Yadav, 2020](#)). In online contexts, repurchase intention is influenced by multiple psychological factors, particularly satisfaction and trust. Prior research has shown that e-service quality may influence repurchase intention both directly and indirectly. While some studies confirm a direct relationship, [Rita et al. \(2019\)](#); [Tandon, Kiran, and Sah \(2017\)](#) and others suggest that this effect is mediated by variables such as e-satisfaction and e-trust ([Rybaczewska, Sparks, & Sułkowski, 2020](#); [Safa & Von Solms, 2016](#)). This indicates the need to further examine the underlying mechanisms linking service quality and behavioral outcomes. This study further examines repurchase intention as a key outcome variable influenced by both the direct and mediated effects of e-service quality through e-satisfaction and e-trust.

### **2.5 Hypotheses Development**

Based on the theoretical arguments and empirical findings discussed above, this study proposes the following hypothesis:

$H_1$  : E-service quality affects significantly on repurchase intention

$H_2$  : E-service quality affects significantly on e-satisfaction

$H_3$  : E-service quality affects significantly on e-trust

$H_4$  : E-satisfaction affects significantly on repurchase intention

$H_5$  : E-trust affects significantly on repurchase intention

$H_6$  : E-service quality affects significantly on repurchase intention through e-satisfaction mediator variable

$H_7$  : E-service quality affects significantly on repurchase intention through e-trust as a mediator variable

Therefore, we model the hypothesis testing in the following research framework (Figure 1):

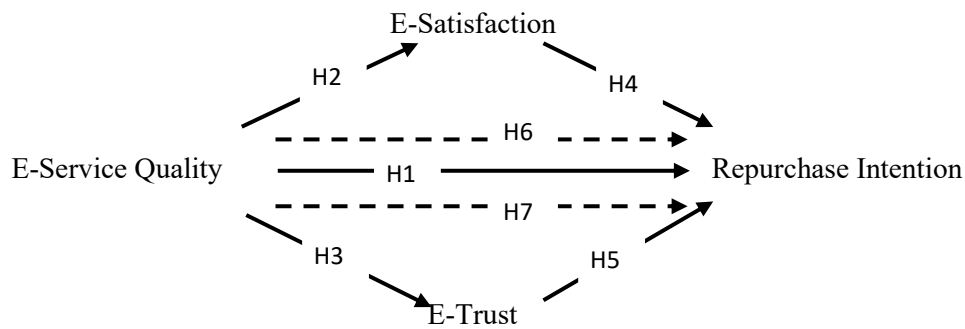


Figure 1. Research framework

### 3. Methodology

#### 3.1 Research Design and Sample

This study employs a quantitative research design to examine the relationships among e-service quality, e-satisfaction, e-trust, and repurchase intention. The target population consisted of consumers of Zalora.co.id in Banda Aceh. A total of 350 questionnaires were distributed, of which 316 were returned and deemed usable for analysis, resulting in a response rate of approximately 90%. Therefore, the final sample size used in this study was 316 respondents, ensuring consistency in data reporting. The respondents' demographic characteristics, including gender, age, and occupation, are shown in Table 1. The sample was dominated by female respondents, indicating a higher level of participation in online shopping activities. Most respondents fell within the age range of 21–30 years, and the largest occupational groups were students and entrepreneurs.

Table 1. Respondent demography

	Frequency	Percentage (%)	Cumulative Percentage
<b>Gender</b>			
Men	135	42.7	42.7
Women	181	57.3	100
<b>Age (years old)</b>			
21-30	155	49.1	49.1
31-40	146	46.2	95.3
41-50	7	2.2	97.5
More than 50	8	2.5	100
<b>Occupations</b>			
Students	105	33.2	33.2
Government Employees	50	15.8	49.1
Private workers	32	10.1	59.2
Lecturers/ teachers	23	7.3	66.5
Entrepreneurs	98	31.0	97.5
Others	8	2.5	100

#### 3.2 Sampling Technique and Data Collection

This study applied a purposive sampling technique, which allowed the selection of respondents based on specific criteria relevant to the research objectives. The inclusion criteria were as follows: (1) being at least 17 years old, (2) having prior experience purchasing from Zalora.co.id for at least one year, and (3) having conducted a minimum of three transactions within the last three months. Data were collected through structured questionnaires distributed over a three-month period from May to July 2020. This

approach ensured that the respondents possessed sufficient experience to evaluate the constructs under investigation.

### **3.3 Measurement of Variables**

All constructs in this study were measured using previously validated scales that were adapted to fit the research context.

1. E-service quality was measured using five dimensions ease of use, availability, efficiency, privacy, and information quality comprising 19 indicators adapted from previous studies.
2. E-satisfaction was measured using three indicators adapted from ([Anderson & Srinivasan, 2003](#)).
3. E-trust was assessed using three indicators based on ([Gefen, 2000](#)).
4. Repurchase intention was measured using five indicators adapted from ([Sahin, Zehir, & Kitapci, 2012](#)).

All items were evaluated using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

### **3.4 Data Analysis Technique**

The hypotheses were tested using Structural Equation Modeling (SEM) with AMOS software. SEM was selected as the analytical technique because it enables the simultaneous examination of multiple relationships among latent variables, including both direct and indirect (mediating) effects of the variables. This approach is particularly suitable for this study, which proposes a mediation model involving e-satisfaction and e-trust. Furthermore, SEM provides a comprehensive assessment of both the measurement model (validity and reliability of constructs) and the structural model (hypothesis testing), making it an appropriate method for testing theory and validating models.

### **3.5 Validity and Reliability Assessment**

Prior to hypothesis testing, the measurement model was evaluated to ensure the constructs' validity and reliability. Item validity was assessed using factor loadings, where all indicators exceeded the acceptable threshold, indicating adequate convergent validity. Reliability was evaluated using Cronbach's alpha coefficient. The results indicate that all constructs demonstrate satisfactory internal consistency, with values of 0.883 for e-service quality, 0.786 for e-satisfaction, 0.738 for e-trust, and 0.729 for repurchase intention. These values exceeded the recommended threshold of 0.70, confirming the reliability of the measurement instruments.

## **4. Results and Discussions**

### **4.1 Results**

#### *4.1.1 Normality and Outlier Assessment*

Prior to conducting the structural model analysis, data screening procedures were performed to ensure the robustness and validity of the datasets. The normality test results indicated that all Critical Ratio (CR) values for skewness and kurtosis fell within the acceptable range of  $\pm 2.58$ , thereby confirming that the data were normally distributed ([Hair et al., 2021](#)). Additionally, three extreme observations were identified and excluded from further analysis to enhance the stability of the parameter estimation and reduce potential bias. Following this refinement, the dataset was considered suitable for Structural Equation Modeling (SEM) using AMOS.

#### *4.1.2 Measurement Model Evaluation*

The adequacy of the measurement model was assessed using multiple goodness-of-fit index. As presented in Table 2, all indices exceeded the recommended threshold values, indicating a well-fitting and parsimonious model. The Comparative Fit Index (CFI = 0.992) and Tucker-Lewis Index (TLI = 0.989) demonstrated excellent incremental fit, suggesting that the proposed model effectively explains the observed covariance structure. Furthermore, the Root Mean Square Error of Approximation (RMSEA = 0.028) indicates a close fit, reflecting a minimal approximation error. The CMIN/df ratio (1.245) confirmed that the model achieved an appropriate balance between goodness-of-fit and model simplicity. These findings collectively indicate that the measurement model is both statistically robust and theoretically sound, providing a reliable foundation for subsequent structural analyses.

Table 2. Criteria for goodness of fit test

Criteria	Cut Off	Results	Conclusion
The Goodness of Fit Index (GFI)	$\geq 0.90$	0.960	Good
Adjusted Goodness of Fit Index (AGFI)	$\geq 0.90$	0.932	Good
Tucker Lewis Index (TLI)	$\geq 0.95$	0.989	Good
Comparative Fit Index (CFI)	$\geq 0.95$	0.992	Good
Root Mean Square Error of Approximation (RMSEA)	$\leq 0.08$	0.028	Good
CMIN	$\leq 2.00$	1.245	Good
P-Value	$\geq 0.05$	0.058	Good

#### 4.1.3 Direct and Indirect Effects

The direct and indirect effects and levels of significance are shown in Figure 2.

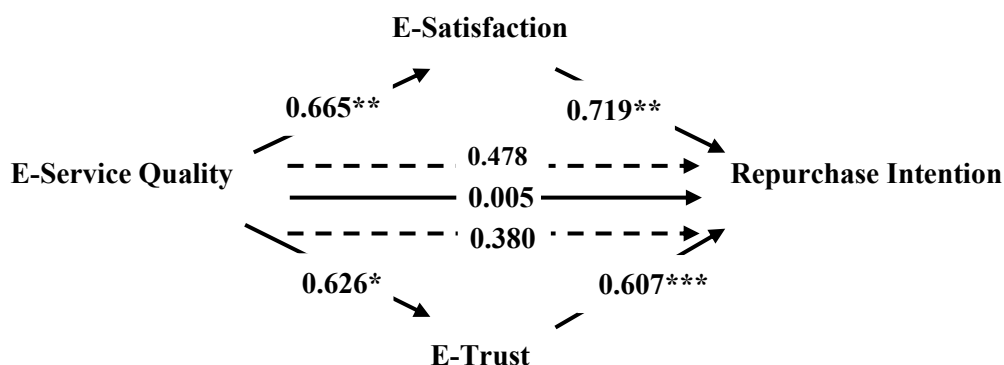


Figure 2. Direct, indirect and level of significance

#### 4.1.4 Structural Model and Hypothesis Testing

The structural model analysis revealed several significant relationships among the constructs. First, e-service quality exerted a strong and positive effect on both e-satisfaction ( $\beta = 0.665$ ,  $p < 0.01$ ) and e-trust ( $\beta = 0.626$ ,  $p < 0.01$ ). This finding suggests that improvements in system efficiency, reliability, and information quality significantly enhance both affective (satisfaction) and cognitive (trust) consumer evaluations. Second, e-satisfaction ( $\beta = 0.719$ ,  $p < 0.05$ ) and e-trust ( $\beta = 0.607$ ,  $p < 0.01$ ) significantly influenced repurchase intention. This indicates that psychological mechanisms play a central role in shaping consumers' behavioral intentions in digital environments. However, the direct effect of e-service quality on repurchase intention was not statistically significant ( $\beta = 0.005$ ), suggesting that service quality alone is insufficient to directly drive behavioral outcomes. Instead, the indirect effects of e-satisfaction ( $\beta = 0.478$ ) and e-trust ( $\beta = 0.380$ ) were substantial, indicating a full mediation effect. This pattern highlights that consumers' behavioral responses are primarily determined by their subjective evaluations rather than by purely functional service attributes.

### 4.2 Discussion

#### 4.2.1 E-Service Quality and Repurchase Intention

The absence of a direct effect of e-service quality on repurchase intention provides important theoretical insights. This finding suggests that service quality does not directly translate into behavioral outcomes unless it is internalized through psychological constructs, such as satisfaction and trust. From the perspective of Expectation-Confirmation Theory (ECT), perceived performance must first lead to satisfaction before influencing continuance intention. Similarly, within the Theory of Planned Behavior (TPB), behavioral intention is shaped by attitudes and beliefs rather than external stimuli alone. This finding aligns with prior studies [Sahin et al. \(2012\)](#) but contrasts with research suggesting a direct relationship, thereby emphasizing the contextual importance of mediating variables in e-commerce environments.

#### *4.2.2 E-Service Quality and E-Satisfaction*

The significant effect of e-service quality on e-satisfaction reinforces the central premise of ECT, in which satisfaction is formed through the confirmation of expectations. High-quality service attributes, such as efficiency, system availability, and accurate information, enhance perceived value and overall customer evaluation. This finding is consistent with prior empirical and confirms that e-service quality is a foundational driver of customer satisfaction on digital platforms. Importantly, this study extends prior research by demonstrating the strength and consistency of this relationship in the context of the online fashion industry.

#### *4.2.3 E-Service Quality and E-Trust*

The positive relationship between e-service quality and e-trust highlights the critical role of system-related attributes in reducing perceived risks and uncertainties. In line with the Technology Acceptance Model (TAM) and trust theory, perceived ease of use and system reliability significantly enhance users' confidence in digital platforms. This finding confirms that trust is not formed spontaneously but is developed through consistent, reliable service delivery. Compared to previous studies, this study provides stronger empirical evidence for the role of service quality as a precursor to trust, particularly in emerging digital markets.

#### *4.2.4 E-Satisfaction and Repurchase Intention*

The strong influence of e-satisfaction on repurchase intention underscores the importance of affective evaluation in shaping consumer behaviors. Consistent with the ECT, satisfaction serves as a key determinant of continuance intention. From the TPB perspective, satisfaction reflects a positive attitude that drives behavioral intention. This implies that consumers who experience higher levels of satisfaction are more likely to maintain long-term relationships with these platforms.

#### *4.2.5 E-Trust and Repurchase Intention*

The significant effect of e-trust on repurchase intention highlights the importance of reducing perceived risk in online transactions. Trust is a cognitive mechanism that strengthens consumer confidence in future interactions. This finding is consistent with prior studies [Safa and Von Solms \(2016\)](#) and reinforces the role of trust as a critical determinant of customer retention, particularly in environments characterized by uncertainty and asymmetrical information.

#### *4.2.6 Mediating Role of E-Satisfaction and E-Trust*

One of the key contributions of this study lies in demonstrating the full mediating roles of e-satisfaction and e-trust. The results indicate that e-service quality influences repurchase intention only through these mediators. From a theoretical standpoint, this finding provides strong support for ECT, while extending it by incorporating trust as an additional mediating mechanism. Moreover, integrating both mediators within a single model offers a more comprehensive explanation of consumer behavior. This integrated framework represents a significant contribution to the literature, as prior studies have often examined these mediators separately rather than simultaneously.

### **4.3 Theoretical Contribution**

This study contributes to the literature in three important ways.

1. Extending Expectation-Confirmation Theory (ECT) by integrating both satisfaction and trust as parallel mediators in a unified framework.
2. This study provides empirical evidence of full mediation between e-service quality and repurchase intention, clarifying the inconsistent findings of prior studies.
3. Contextual contribution by examining the model within the online fashion industry, which remains underexplored in emerging markets.

### **4.4 Managerial Implications**

The findings of this study offer several practical implications for e-commerce practitioners.

1. Companies should prioritize enhancing the user experience, including website usability, speed, and navigation.
2. Building consumer trust through secure payment systems and transparent policies is essential.

3. Firms should focus on customer satisfaction strategies such as personalized services and responsive support.
4. Investment in service quality alone is insufficient; companies must ensure that it translates into positive psychological experiences for customers.
5. E-commerce platforms should adopt an integrated approach that simultaneously strengthens service quality, customer satisfaction, and trust.

#### ***4.5 Future Research Directions***

Despite its contributions, this study has several limitations that open avenues for future research.

1. Future studies should incorporate additional variables, such as perceived value, brand image, and customer engagement.
2. Comparative studies across industries and countries could provide broader generalizability.
3. Longitudinal research is recommended to capture dynamic consumer behavior over time.
4. Further research should explore the moderating roles of culture, digital literacy, and technology readiness.

### **5. Conclusions**

#### ***5.1 Conclusion***

This study examines the relationship between e-service quality and repurchase intention in the e-commerce context by incorporating e-satisfaction and e-trust as mediating variables. The findings revealed that e-service quality does not directly influence repurchase intention. Instead, its impact is fully mediated through e-satisfaction and e-trust, both of which significantly drive consumers' repurchase intention. These results indicate that improving service quality alone is insufficient to stimulate repeat purchase behavior unless it enhances consumers' psychological evaluations. In this context, repurchase intention is primarily shaped by affective (satisfaction) and cognitive (trust) responses rather than by functional service attributes. From a theoretical perspective, this study offers a significant contribution by integrating Expectation-Confirmation Theory (ECT), the Technology Acceptance Model (TAM), and the Theory of Planned Behavior (TPB) into a unified framework. More importantly, this study introduces a novel dual full mediation mechanism, demonstrating that e-service quality influences behavioral intention exclusively via satisfaction and trust.

This finding helps resolve inconsistencies in prior research, where the direct relationship between service quality and repurchase intention has been mixed. Furthermore, this study extends the literature by providing empirical evidence from the online fashion e-commerce context, particularly within an emerging market setting, which has remained relatively underexplored in prior studies. From a managerial perspective, the findings highlight the urgent need for e-commerce firms to shift their strategic focus from purely functional service improvements to enhancing customer experience and psychological engagement. Firms should prioritize system reliability, ease of use, data security, and information accuracy, as these factors are critical for building customer satisfaction and trust. Without these psychological mechanisms, investments in service quality may fail to translate into customer retention and repeat purchase behavior.

#### ***5.2 Research Limitations***

Despite its contributions, this study has some limitations. First, the use of a single geographic area limits the generalizability of the findings across different cultural and market contexts in the study. Second, the measurement of constructs is confined to selected indicators, which may not fully capture the multidimensional nature of service quality, satisfaction, and trust. Third, focusing on a single e-commerce platform may restrict the applicability of the results to other platforms with different characteristics. These limitations suggest that the findings should be interpreted with caution, while also providing a basis for further scholarly inquiry.

#### ***5.3 Suggestions and Directions for Future Research***

Future research should extend this study by incorporating larger and more diverse samples across multiple regions and platforms to enhance generalizability. Additionally, researchers may integrate other relevant variables, such as perceived risk, customer experience, emotional engagement, and brand

image, to provide a more comprehensive understanding of online consumer behavior. Further studies should explore moderating variables, such as digital literacy, cultural factors, and technology readiness, to examine how different consumer segments respond to e-service quality. Moreover, longitudinal and comparative research designs are recommended to capture dynamic behavioral changes over time and across different e-commerce environments.

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### Author Contributions

AA contributed to the conceptualization of the study, the development of the research design, data collection, data analysis, interpretation of the findings, and preparation of the original manuscript draft. SB contributed to refining the research methodology, supporting the interpretation of results, and reviewing the manuscript for academic coherence. HH assisted in data organization, validation of research findings, and manuscript revision. AY contributed to the investigation process, literature enrichment, and critical review of the manuscript. MR supported data curation, formal analysis, and editing of the manuscript to improve clarity and consistency. All authors contributed substantially to the development of the article, reviewed the final version, and approved the manuscript for submission.

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