

**INTERNATIONAL JOURNAL OF  
CREATIVE RESEARCH AND STUDIES**

www.ijcrs.org

ISSN-0249-4655

**ANTECEDENTS AND CONSEQUENCES OF PERCEIVED  
WEBSITE SERVICE QUALITY ON BEHAVIOURAL INTENTION  
AT BUDGET HOTEL SETTING IN JAKARTA****Rajesh Prettypal Singh, Farida Jasfar & Hamdy Hady**

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**ABSTRACT**

*The main objective of this study is to investigate the effects of website functionality (Funct), responsiveness (Resp), information quality (Infqual), security/privacy (Secpri) and customer relationship (Custrel) on perceived service quality (PSQ), and the effect of perceived service quality (PSQ) on behavioural intention (BI) in a budget hotel setting. The design and methodology for the model proposed was tested by means of structural equation modeling (SEM). The data were collected from a purposive sampling of 292 individual customers that have experienced staying in a budget hotel for at least 1-2 times in the recent or past one year. The finding of this research revealed that website functionality, responsiveness is proven to have a positive significant influence to form the perceived website service quality within the budget hotel. The effect of security/privacy and perceived service quality resulting in a positive but un-significant. Perceived service quality is proven to have a strong positive significant influence to form the behavioural intention. This study provides a theoretical contribution in the development of marketing management, particularly in the development of management science. This study is expected to give managerial contribution to the company, particularly in the budget hotel industry. The efforts made by the budget hotel in improving the hotel website quality aims to enhance customer behavioural intention. The model proposed is comprehensively an integrated model that comprises the variables proposed all together within one new research model. There are also little study found the relation of website quality in the budget hotel industry.*

**Keywords:** Website Functionality, Responsiveness, Information Quality, Security/Privacy, Customer Relationship, Perceived Service Quality, Behavioural Intention

## **Introduction**

Website is the main communication channel between customer and organization (Casalo, Flavian & Guinailu, 2008). The empirical research is consistently proved that the high quality of website can increase the image of the company and change the web browser into customer (Caruana, 2004). Since the number of internet users and hotel websites keep increased, so every hotel has a competitor to attract and change the web browser into customer (Panagopoulus *et al.*, 2011). The constructs of website quality, perceived website service quality and behavioural intention have been major points of interest among researchers and practitioners (Li *et al.*, 2017; Jeon & Jeong 2017; Ali 2016; Jeon & jeong 2016; Amin 2016; Kim 2016; Mirabent, Machuca & Marimon 2016; Salem & Chavlek 2016; Seric, Saura & Descals 2016; and Wang *et al.*, 2015; Tan, 2015 and Chang, 2014) in the hotel industry.

## **Literature Review**

### **Website Service Quality**

Perceived website service quality is the overall evaluation and judgment of the excellence and quality of the e-service delivery in the internet marketplace (Santos, 2003). E-service quality is not merely as a competitive advantage for the company, but it also involved users to give advices and ideas for product development. Law & Cheung (2006) reveals that the users expect the good quality of website during purchasing online. Keeping the good quality of website is the most important thing to increase the customer loyalty.

Star hotel rating has a significant relationship on hotel website performance (Salavati & Hashim, 2015; Jakovic & Galetic, 2014). However, a lot of customers in China prefer to book economy hotel than star hotel because of affordable price and high service standard (Shen *et al.*, 2014). Asubonteng, McCleaty & Swan (1996) defines website service quality as the difference between customer expectation prior the service encounter and the customer perceived after the service encounter. When the performance is below the expectation, the quality will be measured low, on the other hand if the performance above the expectation, the quality is high.

### **Website functionality**

Perceived website functionality is often associated with the website users' perceived ease of use, and other aspects that make customers' comfort (Jeon & Jeong, 2016). Ho & Lee (2007) defines the website functionality as a service characteristic that associated with functionality and availability of the sites. Access and navigation become the most fundamental for e-service operational.

Hotel and tourism industry have to use the opportunity well to get more customers. Website functionality is often associated with the contents and information that offered to the customers through a website. Childers *et al.*, (2001) reveals that the customers will be happy to do repurchase of a product or service in efficient way and being punctual with small destruction and mistakes.

### **Website Responsiveness**

Responsiveness is always associated with quick response and the availability of assistance to the customers (Pearson, Tadisina & Griffin, 2012). Responsiveness is the willingness and the speed in responding to give the feedback to the users (Hans *et al.*, (2006). Furthermore, response time is one of the characteristics. Nath & Singh (2010) defines responsiveness as the readiness and the promptness of support staff from the service provider in responding the queries of customers. Bauer, Falk & Hammerschmidt (2006) stressing the importance of responsiveness towards the success of a website and business. Responsiveness is also defines as the readiness of a company to give the assistance to the customer and giving the prompt service when the customers are facing the problems.

### **Website Information Quality**

Information quality is associated with the availability of information in a website and as the main component from perceived service quality (Ho & Lee, 2007). Chen *et al.*, (2017) defines information quality as e-service user perception on the availability of information quality in a e-service website. The availability of information consists of accuracy, quantity, timeliness, and the usefulness aspects of information. The contents that available in a website have to be updated to prevent the misinterpretation by the customers (Dale, 2013).

As the internet technology growth rapidly, the customers and service providers have to rely on internet as a source of information and marketing tool. Rai, Lang & Welker (2002) reveal that information quality as a perceived value. It means the information in internet has to be accurate, relevant, personalized, formatted and easy to understand, so the users will reuse the website regularly. When the users do the transaction online, both user and service provider do the communication and coordination through the internet. By giving the complete and useful information, it will minimize the users to look the information from the other websites (Donthu & Garcia, 1999; Peterson *et al.*, 1997). The research finding from Wong & Law (2005) on online travellers reveals that information quality is the most significant dimension to motivate the users to purchase in online travel.

### **Website Security/Privacy**

Security is always associated how a website can be trusted by the customers. Madu & Madu (2002) advises the online service that deliver service to customers have to be reliable and trusted. Since the online transaction is done without the physical meeting and direct communication, the customer is very aware with the online security transaction. Security is defined as the most important privacy attribute during the online transaction (Zeithaml, Parasuraman & Malhotra, 2002). Ho & Lee (2007) reveals that security dimensions consist of service like the protection of customer information, hotel reputation and payment confirmation.

Website should be able to give assurance on customer transaction and payment information method since the purchase is done through online without physical exchange of money (Liao, Palvia & Lin, 2006). Lin (2007) reveals that information quality and security can increase the customer satisfaction to purchase through online. Security in online transaction is the most important attribute since it can influence the customer satisfaction. Blut (2016) defines security as the customers' anxious feeling on the misuse of customers' personal data. The customer will avoid to purchase online if the customer feels that the payment through the credit card and the personal information are not safe. Li & Suomi (2009) define security as the freedom from the dangerous, risk and doubt during the service process. The security/privacy dimension has positive influence on perceived service quality in hotel industry (Jeon & jeong, 2016).

### **Website Customer Relationship**

Customer relationship is associated with the special service from a hotel website to the customer and customer interaction through the online community. The company designs this feature to customers, so the customers can share the information, communicate with the other customer, and listen the other users in a virtual community (Ho & Lee, 2007). Ribbink *et al.*, (2014) reveals that a company has to make an effort to adjust their service to the customer needs. Hotels businesses have to maintain customer relationship by increasing interactivity and virtual involvement through the growth of information technology and communication (Wang *et al.*, 2015).

### **Perceived Service Quality**

Perceived service quality is the customers' evaluation on overall superior and excellence service (Cronin & Taylor, 1992; Parasuraman, Zeithaml & Berry, 1998). Gronroos (1984) defines perceived service quality as the

outcome of the evaluation process where customers' compare the expectation and the actual performance. Perceived service quality in hotel website has been evaluated from some criterias, like how is a customer overall perceived on website quality, is the website provide the service quality that meet the customer wants, and is the service better from the competitor.

The website service quality is vital for some companies as the customers expect the high quality and willing to pay with the high price. Ho & Lee (2007) research finding reveals that website service quality is significantly influence the customer behavioural intention. Jeon & Jeong (2017) research finding also reveals that perceived service quality is positively influence website service quality. Yoo & Park (2007) reveal that the regular improvement in service quality will reduce the customers' complaint and service failures. Happy customers will reuse that service again, which will improve the company reputation and company financial performance.

### **Behavioural Intention**

According to Ladhari (2009), behavioural intention is multi dimensions framework which includes loyalty, recommendation and paying a premium price. Behavioural intentions is associated with customer retention and customer loyalty (Alexandris, Dimitriadis & Markata, 2002). Zeithaml, Berry & Parasuraman (1996), stated that the increasing customer retention will reduce the customer turnover, which will lead into the company's profit. Jeong & Lambert (2001) reveals that behavioural intention is associated with the customer previous experience during encounter the website quality from a company. That intention can be related whether the customer wants to use the hotel website again, recommended the hotel website into the other customers and do the bookmark on a hotel website as a reference for the next visit.

Customer loyalty will be the goal from every company. Alexandris, Dimitriadis & Markata (2002) found the reasons customer who prefers to stay in a hotel and identify the factors that influence behavioural intention. Ali & Amin (2014) found that behavioural intention is a signal whether the customer will stay or not connected with the company. Behavioural intention can be categorized as favourable and unfavourable.

### **Theoretical Framework**

Based on the description of the theory and the research framework, the formulation of the hypothesis in the study is as follows:

#### **The effect of Website Functionality on Perceived Service Quality**

Jeong & Jeon (2017) states the four aspects that can be considered to determine the functionality of a lodging website, namely usefulness of information, ease of use, accessibility and security/privacy. Ho & Lee (2007) used the two dimensions to evaluate website functionality, namely ease of use and availability. Lu & Yeung (1998) stated that functionality is the important criteria to determine whether the customer will purchase through online or not. Website functionality has an effect on perceived website service quality compare with another aspect (Bai, Law & Wen, 2008; Yeung & Law, 2004). So that hypothesis 1 (one) is as follows:

**H1:** There is an influence between Website Functionality on Perceived Service Quality

#### **The effect of Website Responsiveness on Perceived Service Quality**

Ho & Lee (2007) defines responsiveness as the ability of a website to response the queries from customers. Responsiveness is measured from the punctuality of a website to response customer query in an online environment (Kaynama & Black, 2000; Madu & Madu, 2002; Zeithaml, Parasuraman & Malhotra, 2002). Gummerus *et al.*, (2004) reveals that giving the feedback and understanding the customers' needs will increase

the customer satisfaction and trust. Website responsiveness has an effect on perceived service quality (Luo & Seyedian, 2003; Zhou, Lu & Wang, 2009). So that hypothesis 2 (two) is as follows:

**H2:** There is an influence between Website Functionality on Perceived Service Quality

### **The effect of Website Information Quality on Perceived Service Quality**

Information quality defines as the availability of information in a website and as the main component in perceived service quality. Elliot, Li & Choi (2013) identified the information quality is associated with accuracy, completeness, presentation and informative. Website quality information have to be evaluated based on the customer perception on the availability of information (McKinney, Yoon & Zahedi, 2002), the accuracy of information (Bai, Law & Wen, 2008), timely (Kim & Niehm, 2009), supportive (Lin, 2007), reliable (Bai, Law, Wen, 2008) and complete (Lim, 2007). So that hypothesis 3 (three) is as follows:

**H3:** There is an influence between Website Information Quality on Perceived Service Quality

### **The effect of Website Privacy/Security on Perceived Service Quality**

Security is related with how a website can be trusted by the customers. Madu & Madu (2002) found that a good and smooth online service can build the trust and customer confidence. Security is also related with the customer's privacy during the online transaction (Zeithaml, Parasuraman & Malhotra, 2002). Security is the most important dimension that associated with service quality and customer satisfaction (Szymanski & Hise, 2000). Liao, Palvia & Lin (2006) found that hotel website should give security for the users online transaction and personal information. Wang et al., (2015) stressed that the importance of security and privacy is to avoid the uncertainty during the online transaction. Security/Privacy is associated with how the customer trusted on that site So that hypothesis 4 (four) is as follows:

**H4:** There is an influence between Website Security/Privacy on Perceived Service Quality

### **The effect of Website Customer Relationship on Perceived Service Quality**

Armstrong & Hagel (1996) stated that virtual community can share the information and improve the relationship between the service providers and the customers. The attribute that provided by the company can give the customers' chance to interact with another customers. Customer relationship attribute in a hotel website focused to build the long term relationship (Li, Wang & Yu, 2015) and encourage the emotional support from the customers (Bilgihan & Bujisic, 2015). Diaz & Koutra (2013) stressed that the improvement of website interactivity will impact on the customers' revisit. Customer relationship is associated with the personal service from the hotel into the customers and customers' interaction with the other users in an online community. So that hypothesis 5 (five) is as follows:

**H5:** There is an influence between Website Customer Relationship on Perceived Service Quality

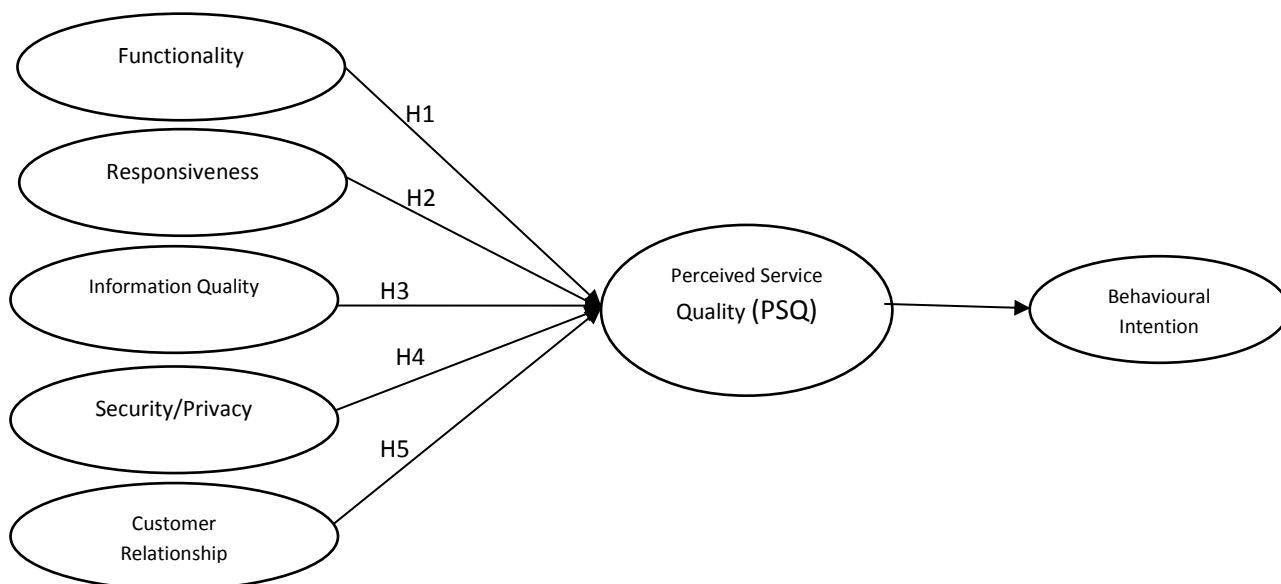
### **The effect of Perceived Service Quality on Behavioral Intention**

Many scholars found the positive relationship between perceived service quality on behavioural intention (Parasuraman, Berry & Zeithaml, 1991; Jeong & Lambert, 2001; Loiacono, Watson & Goodhue, 2002; Kim & Lee, 2004; Carlson & O'Cass, 2010; Wang *et al.*, (2015). In the tourism industry, behavioural intention is determined by the information received from the internet (Xiang & Gretzel, 2010). Su, Swanson & Chen (2015) found that perceived service quality has a positive and significant effect on behavioural intention in the hotel industry.

So that hypothesis 6 (six) is as follows:

**H6:** There is an influence between Perceived Service Quality on Behavioural Intention

Based on the existing paradigm, the conceptual framework images proposed in this study are:



**Figure 1: Conceptual Framework**

## Research Methodology

This research used the cross-sectional descriptive method through questionnaire distribution by using purposive sampling technique to the budget hotel customers who are above 20 years old. Among 325 questionnaires, there were only 292 questionnaires that matched the criteria. Then, the results were analyzed by using LISREL 8.70.

The design of this study refers to previous studies. Various discussions in the research design included objectives of the study, variable measurement, validity and reliability test, population, sample and data collection method and data analysis. Based on the research objectives, the purpose of this study is to analyze the effect of perceived website service quality (website functionality, responsiveness, information quality, security/privacy and customer relationship) on behavioural intention at budget hotel setting in Jakarta.

## Descriptive Statistic

Among the 325 questionnaires that were distributed to the respondents, only 292 respondents fit with the criteria. 52.7% of the respondents were male and 47.3% were female, which range lower than 20 (5.8%), 20-30 years old (58.6%) and higher than 30 years 935.6%. Respondents in this study were dominated by bachelor graduated (46.6%), diploma graduated (31.5%), high school graduated (14%), and post graduated 7.9%. The majority of the customers is private employees (29.8%), teacher or lecturer (28.8%), civil employee (13.7%) and followed with entrepreneur (8.9%). The majority of the respondents in this study have monthly expenses under Rp. 5.000.000 (7.2%), Rp 5,000.000 – Rp 7.500.000, Rp 7.500.000 – Rp. 10.000.000 (59.2%) and higher than Rp. 10.000.000 is 21.2%.

**Table 1: Budget hotel customer sample distribution**

Hotel	Total Sample	Percentage
Ibis Budget Hotel (By Accor Group)	79	27.1
Fave Hotel (By Aston / Archipelago Group)	102	34.9
Amaris Hotel (By santika Group)	63	21.6
Whiz Hotel (By Intiwhiz International)	21	7.2
Pop! Hotel (By Tauzia Hotel Group)	27	9.2
<b>Total</b>	<b>292</b>	<b>100</b>

Source: Data collection and analysis, 2018

## Validity and Reliability Test

### a. Test of Validity

The variable is measured by 26 indicators. The test result showed that the loading factor is greater than 0.35 (Hair et al., 2010). It can be concluded that the 26 indicators are able to form the variable of website functionality, responsiveness, information quality, security/privacy, customer relationship, perceived website service quality and behavioural intention.

### b. Test of Reliability

Reliability test is used construct reliability tool, where each observed variable is declared reliable (consistent) if CR is greater than 0,70 and average variance extracted is greater than 0,50 (Hair *et al.*, 2009). The result for each validity and reliability test in this study can be seen in the following table:

**Table 2: Validity and Reliability Test Result**

Indicator	Standardized Factor Loading	Construct Reliability (CR)	Average Varianced Extracted (AVE)	Conclusion
Functionality		0.83	0.61	Reliable
Funct1	0.81			Valid
Funct2	0.74			Valid
Funct3	0.80			Valid
Responsiveness		0.77	0.53	Reliable
Resp1	0.77			Valid
Resp2	0.77			Valid
Resp3	0.65			Valid
Information Quality		0.79	0.50	Reliable
Infqual1	0.83			Valid
Infqual2	0.83			Valid
Infqual3	0.68			Valid
Infqual4	0.61			Valid
Infqual5	0.53			Valid
Security/Privacy		0.73	0.41	Reliable
Secpri1	0.75			Valid
Secpri2	0.57			Valid
Secpri3	0.72			Valid
Secpri4	0.50			Valid
Customer Relationship		0.81	0.60	Reliable

Custrel1	0.83			Valid
Custrel2	0.80			Valid
Custrel3	0.70			Valid
Perceived Servqual		0.83	0.50	Reliable
Pservqual1	0.77			Valid
Pservqual2	0.66			Valid
Pserqual3	0.69			Valid
Pservqual4	0.66			Valid
Pservqual5	0.76			Valid
Behavioral Intention		0.78	0.54	Reliable
Behavint1	0.68			Valid
Behavint2	0.76			Valid
Behavint3	0.77			Valid

Source: Data Processed Lisrel 8.70

**Goodness of Fit Test**

Based on the results of testing using LISREL 8.80 software, the following summary index of the full structural model is obtained.

**Compatibility Index Full Structural Model Results**

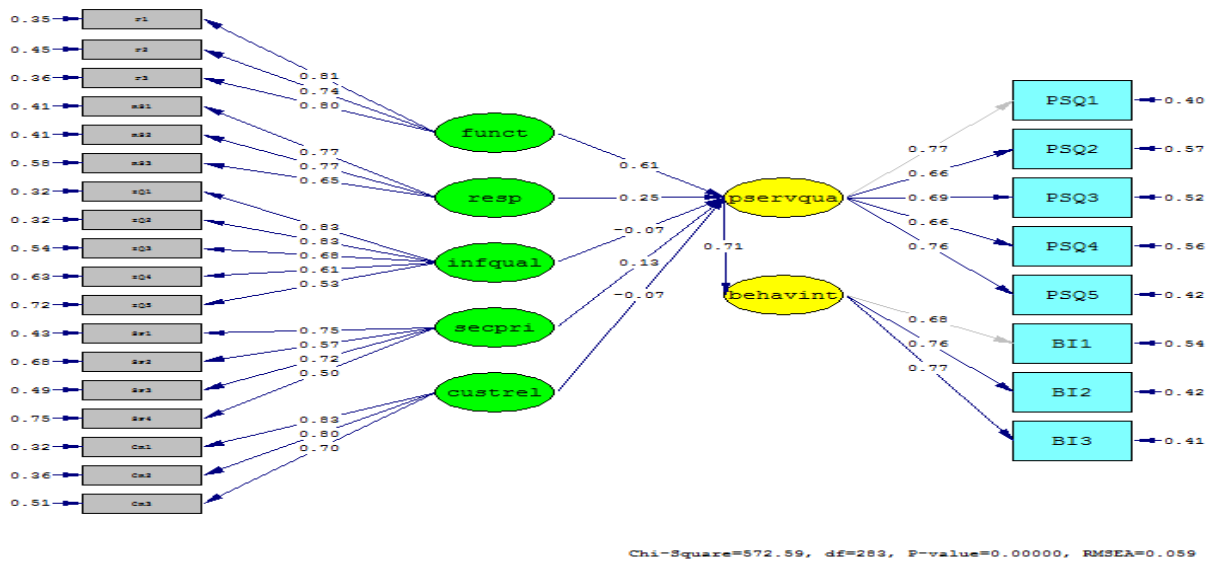
Indicator	Cut-Off	Estimation	Conclusion
Chi-Square	Close 0	558.81	Not Goodness
RMSEA	< 0.08	0.059	Goodness of Fit
GFI	> 0.90	0.87	Marginal Fit
AGFI	> 0.90	0.84	Marginal Fit
NFI	> 0.95	0.90	Goodness of Fit
CFI	> 0.90	0.97	Goodness of Fit
PNFI	Higher is better	0.83	Not Goodness
PGFI	< from GFI	0.83	Goodness of Fit

Source: Data Processed (LISREL 8.70)

According to Hair et al (2013) the f model can be accepted at the level of fit and marginal if there are one or two criteria for the Goodness of Fit Index that have been met. Test results show that the criteria used to measure model suitability are absolute fit measures, incremental fit measures, and parsimonious fit measures. The structural model proposed in this study passed on two criteria, namely the criteria for incremental fit measures (CFI) and parsimonious fit measures (PNFI). Thus, overall, the proposed structural model has good ability in terms of matching data (good fit) so that the analysis can be continued in the subsequent analysis.

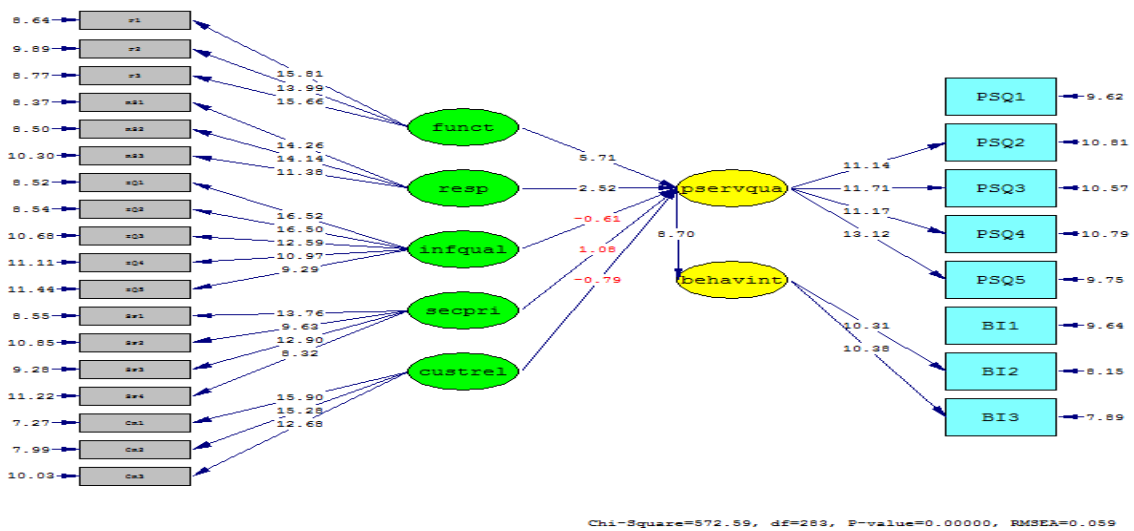


**Standardized Model**



Source: Data Processed (2018)

**t-Values Model**



Source: Data Processed (2018)

## Structural Equations

$\text{pservqua} = 0.61*\text{funct} + 0.25*\text{resp} - 0.065*\text{infqual} + 0.13*\text{secpri} - 0.07*\text{custrel}$ , Errorvar.=0.33  $R^2 = 0.67$

	(0.11)	(0.099)	(0.11)	(0.12)	(0.088)	(0.059)
<b>5.71</b>	<b>2.52</b>	<b>-0.61</b>	<b>1.08</b>	<b>-0.79</b>	5.61	

$\text{behavint} = 0.71*\text{pservqua}$ , Errorvar.= 0.49 , ,  $R^2 = 0.51$

(0.082)	(0.096)
8.70	5.17

### Where:

funct: *Functionality*

resp: *Responsiveness*

infqual: *Information Quality*

secpri: *Security/Privacy*

custrel: *Customer Relationship*

pservqua: *Perceived Service Quality*

behavint: *Behavioural Intention*

(Sumber: Output Lisrel 8.70)

Based on structural equations 1, it can be seen the magnitude of the loading coefficient of functionality to perceives service quality variable is 0.61, the magnitude of the loading coefficient responsiveness to perceived service quality variable is 0.25, the magnitude of the loading coefficient infformation quality to perceived service quality variable is 0.065, the magnitude of the loading coefficient security/privacy to perceived service quality variable is 0.13, the magnitude of the loading coefficient customer relationship to perceived service quality variable is 0.07.

Based on structural equations 2, it can be seen the magnitude of the loading coefficient of the behavioural intention variable on perceived service quality is 0.71.

## Discussion

The first hypothesis, which is “functionality has positive effect on perceived service quality”, is one among the three hypthothesis which are not rejected because it is alligned to the theory in which functionality has an effect on perceived service quality in a lodging industry (Jeon & Jeong, 2017). The result of the first hypotheses also is alligned to the study conducted by Ho & Lee (2007) focusing on the effect of perceived service quality on functionality in e-travel services.

The second hypothesis, which is “responsiveness has positive effect on perceived service quality”, is one among the three hypthothesis which are not rejected because it is alligned to the theory in which rresponsiveness has an effect on perceived service quality in a lodging industry (Ho & Lee, 2007). The result of the second hypotheses also is alligned to the study conducted by Ribbink et al., (2004) revealing the positive effect of overall responsiveness on perceived service quality.

The third hypotheis is one among the three hypotheis which are rejected. The result is contradictory with the finding of Ho & Lee (2007) that the information quality can affect perceived service quality. Oher study

conducted by Liang & Chen (2009) identified that information quality is one of the most important factor for maintaining the relationship to the customers. The study conducted by Kim et al., (2006) revealing that Chinese customers rely on the information in the internet during booking. But other study conducted by Chung & Law (2003) revealing that the quality of information on budget hotel is very low compare with the other star hotels.

The fourth hypotheis is one among the three hypotheis which are rejected. The result is contradictory with the finding of Jeon & jeong (2016) that security/privacy can effect perceived service quality in lodging industry. Oher study conducted by Li & Suomi (2009) revealing that security as the freedom of risks and doubt. Other study conducted by Diaz & Koutra (2012) revealing that security/privacy in luxury hotel is better than economy hotel.

The fifth hypotheis is one among the three hypotheis which are rejected. The result is contradictory with the finding of Ho & Lee (2007) that customer relationship can affect perceived service quality. Schmidt, Cantalops & Santos (2008) defined customer relationship can formed the relationship between business provider and the customers. Other study by Rheem (2010) revealing that customer relationship can caused the negative perception if the problems arise.

The sixth hypothesis, which is “perceived service quality has positive effect on perceived behavioural intention”, is one among the three hypthothesis which are not rejected because it is alligned to the theory in which perceived service quality has an effect on behavioural intention (Carlson & O’Cass, 2010). Gronroos (1984) defined perceived service quality as the outcome of the evaluation process, where the customers expecting with what the customers received.

## **Conclusion**

The main finding of this study is website functionality and website responsiveness have positive and significant effect on perceived website service quality, while security/privacy has a positive effect but not significant. Website information quality and customer relationship don’t have a positive effect and insignificant. Perceived website service quality has a positive and significant effect on behavioural intention.

## **Theoretical Implication**

Based on the results of this study, there are several important things that can contribute to the theory that is very useful for the development of service marketing sciences as follows: The results of this empirical findings contrast the influence of website information quality on perceived website service quality; website customer relationship with perceived website service quality and website security/privacy on perceived website service quality. These findings are different from the previous study. This research supports the empirical findings of the effect of website functionality on perceived website service quality; website responsiveness on perceived website service quality and perceived website service quality on behavioural intention.

## **Managerial Implications**

Through this research, several actions should be taken to follow up on the supported or unsupported hypotheses as follows; website hotel functionality and website responsiveness are the most important element in budget hotel industry. Therefore, the budget hotel website should be user friendly, quick access and reply the customers queries promptly. On the other side, the hotel managers or service providers need to improve its information quality, customer relationship and security/privacy.

## Research Limitations

This study has several limitations, including: the respondent in this study is only the Indonesian customers who have lived and experienced the budget hotel for more than one time. This study focuses for five chain or franchise budget hotel in Jakarta, so the result cannot be generalized for the whole budget hotel in Indonesia. Besides, the variables in this study are website functionality, website responsiveness, website information quality, website security/privacy, website customer relationship, perceived website service quality and behavioural intention. The researcher doesn't discuss other variables.

## Suggestions for further research

Based on the limitations of this study, there are recommendations for further research, including: Using respondents from different regions and more samples to obtain results that can enrich the literature. This study using primary data in the form of questionnaire data that has limitations in the distribution, returns and filling methods by respondents. So that it has a weakness in providing validity that comes from respondents' subjective perceptions. Therefore using other methods in data collection methods so that data validity can be more valid. There are interesting results from this study, namely there is no significant effect between website information quality, website customer relationship and website security/privacy on perceived website service quality. Further investigation is required with the use of larger samples in order to draw more definite conclusion.

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