



How do Religiosity and Environmental Awareness influence Muslim Tourists' Halal Culinary Repurchase Intention?

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ABSTRACT

This study aims to investigate the extent to which religiosity, environmental awareness, attitude, resilience, and self-efficacy influence Muslim tourists' intention to repurchase Halal cuisine. The data were obtained from a survey involving 500 Muslim travelers who had visited West Sumatra, Indonesia. Data were examined through the application of Partial Least Square Structural Equation Modeling (PLS-SEM). The findings indicate that Halal culinary repurchase intention has been influenced by self-efficacy and attitude significantly. Furthermore, religiosity emerged as a key determinant influencing environmental awareness, attitude, resilience and self-efficacy. Environmental awareness strongly affects individual resilience, which in turn serves as a precursor to attitude formation. The study also outlines certain limitations and offers directions for future research.

Keywords: Halal Culinary, Repurchase Intention, Resilience, Self-efficacy, Environmental Awareness

JEL Classifications: M31, L83, Z32

1. INTRODUCTION

Researchers and industry practitioners in the tourism sector are finding halal tourism to be an intriguing subject. Both Muslim-majority countries and non-Muslim-majority countries benefit from it. Following the COVID-19 pandemic, there has been a notable rise in the number of tourists, especially Muslims. The data shows that travel expenses for Muslims rose from US\$58 billion in 2020 to US\$102 billion in 2021, a 75.9% increase, and are expected to reach US\$189 billion by 2025. Furthermore, there were 2 billion Muslims in the world in 2020, and that number is predicted to rise to 2.3 billion by 2030 (Mastercard-CrescentRating, 2023).

Muslim travelers have some key touchpoints when they are travelling. One of the Muslim travelers' concerns is the availability

of Halal dining or foods when they are visiting a destination (Mastercard-CrescentRating, 2023). Availability of Halal foods is important for travelers and they will make sure that they will find the Halal foods easily along their journey. Indonesia as one of the most attractive destinations for Halal tourism have to give more attention on this factor. Moreover, the travelers will revisit the halal restaurant or repurchase halal foods as long as the restaurant or Halal foods provider meet their characteristics. According to some previous studies, repurchase intention has some influence factors, such as self-efficacy (Bhutto et al., 2023) and attitude toward product (Shah Alam and Mohamed Sayuti, 2011). Attitude will be influenced by resilience (Kaim et al., 2024), religiosity (Khoo et al., 2021) and environmental awareness (Shobande et al., 2024). Accordingly, this study aims to examine some antecedents of Halal culinary repurchase intention, including self-efficacy and attitude toward product. Moreover, it also investigates the relationship

religiosity and environmental awareness, attitude, self-efficacy and resilience which have been limited previously.

2. LITERATURE REVIEW

2.1 Repurchase Intention

Repurchase intention refers to a willingness of the customers to continue to consume the product that they have experienced (Xu et al., 2023). Normally, people will continue to buy the same product when they have good experience with the product. According to some previous studies, there are some antecedents of repurchase intention such as, satisfaction (Jeaheng and Han, 2020), self-efficacy or perceived behavioral control (Bhutto et al., 2023), attitude (Pourjahanshahi et al., 2023; Vallejos et al., 2023), and resilience (Peco-Torres et al., 2021). Other factors which might influence repurchase intention of halal culinary are religiosity (Aslan, 2023) and environmental awareness (Parashar et al., 2023).

2.2. Religiosity

According to Suhartanto et al. (2021), religiosity refers to the degree of people religious beliefs have been implemented in their religious practice. Aslan (2023) have asserted that religiosity will have an influence on attitude, value and behavior of people. Lina et al. (2022) have pointed out that religiosity can be divided into two types of religiosity, including intrinsic and extrinsic religiosity, whilst, Eid and El-Gohary (2015) named them as Islamic beliefs and Islamic practice in the context of Islamic religiosity. Religiosity might also relate to environmental awareness (Singh et al., 2021).

2.3. Environmental Awareness and Customer Resilience

Environmental awareness refers to the individuals' attention and information of their behavior impact on the environment (Pourhossein et al., 2023). People's environmental awareness will affect their behavior when they are dealing with the environment. According to Parashar et al. (2023), environmental awareness of the customers may have an impact on their attitude and their purchase intention toward a product. One of the consequences of environmental awareness, the customers will have a willingness to pay more for a environmentally harmless product. Customer resilience refers to the ability of the customers to cope with the problems that they have faced (Peco-Torres et al., 2021). Ye et al. (2020) define resilience as the ability to cope hardiness, adversity and risk. Accordingly, resilience is dealing with the capability of people to adapt with hard situation or risk when they made a decision. Resilience is apart of psychological capital. According to Luthans and Broad (2020), psychological capital has four dimensions, including hope, efficacy, resilience and optimism. Moreover, Sofyan et al. (2022) have asserted that resilience is related to the Islamic tourism context.

2.4. Customer Self-efficacy and Attitude

Self-efficacy is a perception of individual about his/her self-confidence or capacity in doing a job that affect his/her act, think and feel (Bhutto et al., 2023). Wang and Chen (2022) assert that self-efficacy refers to a person's confidence level in the capability to control his/her behavior. Moreover, Luthans and Broad (2020)

argue that self-efficacy is a dimension of psychological capital. Self-efficacy will affect the customer behavior when they want to consume a product or service. According to Pradana et al. (2022), attitude refers to a feeling expression about pleasure or unpleasure towards an object. Ajzen (2020) asserts that attitude is a part of theory of planned behavior. Attitude will affect some factors such as behavioral intention (Halimi et al., 2021; Rahamat et al., 2022).

2.5. Religiosity, Environmental awareness, Attitude, Resilience and Self-efficacy

Religiosity has a relationship with environmental awareness (Agudelo and Cortes-Gómez, 2021; Minton et al., 2019; Singh et al., 2021; Squalli, 2019). Singh et al. (2021) have asserted that religiosity has an indirect relationship with environmental sustainability intention through attitude as a mediator. Environmental sustainability intention is related to environmental awareness. Moreover, Agudelo and Cortes-Gómez (2021) have found that religiosity is a significant antecedent of environmental perceptions and knowledge. Whilst, environmental perceptions and knowledge are closely related to environmental awareness. Even though, previous studies have not addressed the direct link between religiosity and environmental awareness, this study argues that religiosity has an impact on environmental awareness. Based on this rationale, the study presents the following hypothesis:

H₁: Religiosity a significantly influences environmental awareness.

Religiosity is also related to attitude (Aslan, 2023; Khan et al., 2020; Singh et al., 2021). Khan et al. (2020) have found a significant impact of religiosity on attitude toward halal foods in India. Whilst Aslan (2023) have examined the relationship between religiosity and attitude in the halal culinary products in Turkey. They found that religiosity has no significant impact on attitude. Moreover, Singh et al. (2021) also found a significant impact of religiosity on attitude. Therefore, there is a debate on this relationship. This study argues that religiosity which is related to the customer beliefs and values might affect their attitude because attitude will be influenced by the knowledge and norm of the consumers. Accordingly, the study formulates the following hypothesis:

H₂: Religiosity exerts a significant influence on consumer attitude.

Religiosity might also an antecedent of customer resilience (Jaffar et al., 2023; Khoo et al., 2021; Ma, 2022; Mosqueiro et al., 2015). According to Jaffar et al. (2023), religiosity has a significant and negative impact on financial stress of an individual. Financial stress is an opposite of resilience. Hence, it means that religiosity has a positive impact on individual resilience. Moreover, Khoo et al. (2021) also found that religiosity is related to stress during COVID 19. Mosqueiro et al. (2015) have asserted that religiosity has significant impact on resiliency of depressed patients. However, most of previous studies had been conducted in the mental health context. This study argues that it also applied to customer context. When the customer has a high level of religiosity, he/she will have a high resilient level. Based on prior literature, this study proposes the following hypothesis:

H₃: Religiosity significantly predicts customer resilience.

Finally, religiosity is also related to customer self-efficacy (Abdel-Khalek and Lester, 2017; Khan et al., 2020; McIntyre et al., 2023). According to Abdel-Khalek and Lester (2017), religiosity is significantly correlated to self-efficacy in the college students context. Moreover, McIntyre et al. (2023) have also investigated the impact of religiosity on generalized self-efficacy in the context of entrepreneurial intentions. When a customer has a high religiosity, it may argue that he/she will have a better self-confidence about his/her self. However, research on this relationship is still limited. Therefore, this study argues that religiosity is a significant antecedent of self-efficacy. Thus, this study proposes a hypothesis that:

H₄: Religiosity has significant impact on self-efficacy.

2.6. Environmental Awareness and Tourist Resilience

Environmental awareness may lead to customer resilience (Garcia-Blanc et al., 2023; James-Williamson et al., 2023; Shobande et al., 2024). According to Garcia-Blanc et al. (2023), awareness of emotional is an antecedent of people resilience. Moreover, Shobande et al. (2024) have asserted that unlocking information technology infrastructure leads to climate resilience. Unlocking information is related to people awareness, therefore, it may argue that people awareness about something will lead to their resilience. However, previous studies have not addressed the relationship between environmental awareness and resilience yet especially in the Halal culinary context. Thus, this study argues that when the tourists have a better environmental awareness on halal culinary product, it will affect their resilience. Accordingly, the following hypothesis is proposed:

H₅: Environmental awareness plays a vital role in enhancing tourists' resilience during Halal culinary experiences.

2.7. Attitude, Resilience, and Repurchase intention

Tourists' resilience may influence their attitude toward halal culinary product (Kaim et al., 2024; Luthans and Broad, 2020; Mahfud et al., 2020; Newman et al., 2018; Saxena et al., 2018). According to Kaim et al. (2024), societal resilience has a significant impact on attitude toward Ukrainian refugees. Furthermore, Mahfud et al. (2020) have argued that psychological capital will lead to attitude on entrepreneurial orientation. Whilst, Luthans and Broad (2020) have asserted that psychological capital has four dimensions, including hope, efficacy, resilience and optimism. Accordingly, resilience is an antecedent of attitude. However, to the best of the researchers' knowledge, there is no study that has address the link between tourists' resilience and their attitude toward halal culinary product, especially in the Halal tourism context. Accordingly, the present study puts forward the following hypothesis:

H₆: Tourists' resilience significantly influences their attitudes toward Halal culinary product.

Tourists' attitude may affect their repurchase intention toward halal culinary product. According to Theory of Planned Behavior (TPB), attitude toward product is an antecedent of behavioral intention (Ajzen, 2020; Bhutto et al., 2023; Law et al., 2023; Vallejos et al., 2023). Anshu et al. (2022) have found that attitude is a significant antecedent of repurchase intention of grocery retailing. Moreover, Rahamat et al. (2022) have also found that attitude is an antecedent

of purchase intention of using menu labelling of food. Shah Alam and Mohamed Sayuti (2011) also figured out that attitude is an influence factor of purchase intention in Halal foods. Therefore, this study argues that attitude toward Halal culinary product is a significant influence factor of repurchase intention. Thus, it proposes a hypothesis that:

H₇: Tourists' attitudes toward Halal culinary products significantly influence their intention to repurchase.

2.8. Self-efficacy and Repurchase Intention

Self-efficacy might have a significant influence on repurchase intention (Ajzen, 2020; Bhutto et al., 2023; Huang et al., 2020; Kahraman and Demirdelen Alrawadieh, 2021; McIntyre et al., 2023). Bhutto et al. (2023) have found that perceived behavioral control (PBC) is a significant influence factor of purchase intention of Halal cosmetic. Whilst, Ajzen (2020) has asserted that PBC and self-efficacy have interchangeable meaning. Moreover, McIntyre et al. (2023) also found that self-efficacy is a significant antecedent of entrepreneurial behavioral intention. Therefore, it may argue that self-efficacy will lead to the customer or people behavioral intention. Based on the foregoing discussion, the study advances the following hypothesis:

H₈: Self-efficacy significantly influences consumers' intention to repurchase Halal culinary products.

3. METHODOLOGY

3.1. Sampling and Data Collection

All Muslim tourists who visited West Sumatra tourist locations and consumed halal food items in 2023 are the study's population. 500 domestic visitors have been selected using convenience sampling method as the respondents. The samples were gathered in West Sumatra's most popular locations across five cities and municipalities. Drop and collect data collecting was used in this survey, along with questionnaires as the primary data collection tool.

3.2. Measurement

This study has six variables, including repurchase intention, self-efficacy, attitude, resilience, religiosity and environmental awareness. Repurchase intention measurement has been adopted from Rahmafitria et al. (2021). This study adopted Lin et al. (2021) in measuring self-efficacy. Furthermore, the measurement scale for attitude was adapted from Rahmafitria et al. (2021). Resilience has been measured using three items from Lin et al. (2021). Religiosity has been measured using four items from Iranmanesh et al. (2018). Finally, this study adopted four items for measurement of environmental awareness from Parashar et al. (2023).

3.3. Data Analysis

The Partial Least Square-Structural Equation Model (PLS-SEM) was employed in this investigation. It performed many preliminary tests, such as the heteroscedasticity, multicollinearity, and normality tests, before moving on to the main analysis. To ensure the reliability and validity of the data, both convergent and discriminant validity were assessed. Specifically, this study employed several statistical measures, including Cronbach's alpha, composite reliability (CR), average variance extracted (AVE), and

the Heterotrait-Monotrait ratio (HTMT), R^2 , and loading factors (Suhartanto et al., 2022). Moreover, this study has also checked the common method bias using Harman's single factor using factor analysis (Yang et al., 2023).

4. RESULTS

4.1. Respondent's Profiles

The profile of respondents revealed that the majority of respondents (91.4%) spend <7.5 million rupiah every month. Eighty-six percent of them were under 35 years old. Furthermore, based on their educational background, the majority of them (95.2%) were graduated from bachelor's degree. Lastly, women were the majority of responders (71.6%).

4.2. Preliminary Test

This study incorporated initial diagnostic tests before proceeding with the core analysis. The standard deviation ± 3 rule has been used in this study to test the data's normality (Hair et al., 2010). All variables were determined to have a standard deviation of between 0.52 and 0.73. It indicates that there was nothing abnormal. The variance inflation factor (VIF), with a threshold of <5, was employed to assess multicollinearity. The VIF values were discovered to be between 1.40 and 2.38. The Glejser test was used to perform the heteroscedasticity test. It was discovered that the associations' significance values exceeded 0.05. As a result, there is no heteroscedasticity issue.

4.3. Validity and Reliability

The validity and reliability of the data were assessed to ensure the accuracy and consistency of the measurement model. Several statistical indicators were employed in this process, including factor loadings (>0.6) (Hair et al., 2010), Cronbach's alpha (>0.70), composite reliability (CR >0.70), and average variance extracted (AVE >0.50), Table 1 displays the construct validity and reliability. As such, the data's validity and reliability are good. Furthermore, the results of the Heterotrait-Monotrait (HTMT) ratio presented in Table 2 confirm discriminant validity, as all correlation values fall below the recommended threshold of 0.85 (Hair et al., 2014).

4.4. Hypothesis Testing

The hypothesis testing results presented in Table 3 and Figure 1 indicate that religiosity exerts a significant influence on environmental awareness (H_1 : $\beta = 0.35^{***}$). Moreover, religiosity is identified as a significant predictor of attitude (H_2 : $\beta = 0.54^{***}$), and it also demonstrates a meaningful effect on resilience (H_3 : $\beta = 0.34^{***}$). In addition, the analysis confirms the substantial contribution of religiosity to self-efficacy (H_4 : $\beta = 0.27^{***}$). Environmental awareness was found to significantly affect resilience (H_5 : $\beta = 0.24^{***}$), while resilience acts as a precursor to attitude (H_6 : $\beta = 0.15^{***}$). The findings also reveal that attitude is a major determinant of repurchase intention (H_7 : $\beta = 0.54^{***}$). Lastly, the findings indicate that self-efficacy is a significant antecedent of repurchase intention, supporting H_8 ($\beta = 0.15$, $P < 0.01$). Additionally, the coefficient of determination (R^2) values for environmental awareness, resilience, attitude, self-efficacy, and repurchase intention were found to be 0.12, 0.30, 0.31, 0.44, and 0.41, respectively.

5. DISCUSSION

The findings reveal that religiosity significantly predicts environmental awareness (H_1). This result aligns with the findings of Agudelo and Cortes-Gómez (2021) who have found that environmental knowledge as a key mediator linking religiosity and sustainable behavior. Moreover, Squalli (2019) contends that religiosity plays a significant role in shaping awareness of environmental emissions. Even though the prior limited research has directly explored the connection between religiosity and environmental awareness. The present study provides evidence supporting a positive relationship between the two variables. Therefore, higher religiosity people will have a better awareness of the environment.

The analysis also confirmed a meaningful association between religiosity and attitude (H_2). This finding is consistent with previous research, including Khan et al. (2020) and Aslan (2023). For example, Aslan (2023) identified religiosity as a significant factor influencing consumers' attitudes toward Halal culinary products. Accordingly, individuals with strong religious beliefs are more likely to develop favorable attitudes toward Halal products. People with higher religiosity (intrinsic or extrinsic religiosity) are more likely to hold favorable attitudes toward the consumption of Halal culinary products. They will consider their faith when they consume a product.

Religiosity also demonstrates a significant effect on customer resilience (H_3). This result aligns with previous studies (Jaffar et al., 2023; Khoo et al., 2021; Ma, 2022; Mosqueiro et al., 2015), which have highlighted the positive role of religiosity in coping mechanisms and psychological strength. For instance, Jaffar et al. (2023) found that higher levels of religiosity significantly reduce financial stress, suggesting a buffering effect that contributes to individual resilience. Financial stress is related to resilience. When the customer has a better resilience, he/she will have a lower financial stress level. Moreover, Khoo et al. (2021) also found that religiosity has a negative relationship with stress during COVID19. There remains a gap in the literature regarding the connection between religiosity and individual resilience. It argues that people with higher religiosity will have a better resiliency in handling a problem. Religiosity also affects self-efficacy significantly (H_4). This finding corroborates the work of McIntyre et al. (2023), who identified religiosity as a significant antecedent of generalized self-efficacy within the context of entrepreneurial intentions. Tourists with a higher level of religiosity are more likely to exhibit stronger self-confidence when choosing to consume Halal culinary products.

The results indicate that environmental awareness significantly contributes to the development of customer resilience (H_5). This finding is in line with some prior studies such as Shobande et al. (2024) who found that unlocking information will lead to climate resilience. Information is related to awareness, therefore, awareness of people on environment will lead to their resilience. Even though prior studies have not exactly addressed this relationship, it supports previous findings that link between awareness and resilience. Hence, tourists with higher

Table 1: Construct validity and reliability

Constructs	Items	Loading	A	CR	AVE
Repurchase intention	• Intention to repurchase Halal culinary in the future	0.898	0.830	0.898	0.746
	• Halal culinary restaurant is the first choice in the future when I am travelling	0.829			
	• Whenever I buy foods again in future, I will only buy it in Halal restaurant	0.863			
Self-efficacy	• I feel confident that I can eat Halal foods when I am travelling	0.911	0.787	0.904	0.824
	• I feel confident that I can find Halal foods when I am travelling	0.905			
Attitude	• I think consuming Halal foods is a must	0.787	0.808	0.875	0.637
	• I will not eat unless I eat halal foods	0.718			
	• I have a positive urge to eat only halal foods	0.868			
	• I have a strong belief in consuming only halal foods	0.812			
Resilience	• I can get over and recover from difficulties finding Halal foods	0.816	0.680	0.819	0.602
	• I can get through difficult times in finding Halal food because I've experienced before	0.748			
	• When I have a setback during the difficult time to find Halal foods, I can recover from it and move on	0.762			
Religiosity	• I spend time trying to grow in understanding of my faith	0.755	0.723	0.828	0.545
	• Religious beliefs influence all my dealings in life	0.730			
	• Religion is especially important to me because it answers many questions about the meaning of life	0.744			
	• I often read books and magazines about my faith	0.725			
Environmental awareness	• I am willing to pay a bit more for products that do not harm the environment.	0.828	0.769	0.866	0.684
	• I stop purchasing products from a company that disrespects the environment	0.821			
	• I am extremely worried about the situation of the global environment and its consequences for my future.	0.831			

Table 2: Discriminant validity using HTMT criterion

Construct	1	2	3	4	5	6
Attitude (ATT)	0.000					
Environmental Awareness (EA)	0.250					
Religiosity (REL)	0.704	0.463				
Repurchase intention (RI)	0.765	0.196	0.540			
Resilience (RES)	0.489	0.528	0.698	0.410		
Self-efficacy (SE)	0.734	0.383	0.775	0.576	0.695	

Table 3: Hypothesis testing

No	Hypothesis	Coefficient	SD	P-Value	Hypothesis Verdict
H ₁	REL→EA	0.35	0.044	***	Supported
H ₂	REL→ATT	0.54	0.040	***	Supported
H ₃	REL→RES	0.34	0.055	***	Supported
H ₄	REL → SE	0.27	0.046	***	Supported
H ₅	EA→ RES	0.24	0.044	***	Supported
H ₆	RES→ATT	0.15	0.054	***	Supported
H ₇	ATT→RI	0.54	0.057	***	Supported
H ₈	SE→RI	0.15	0.058	**	Supported

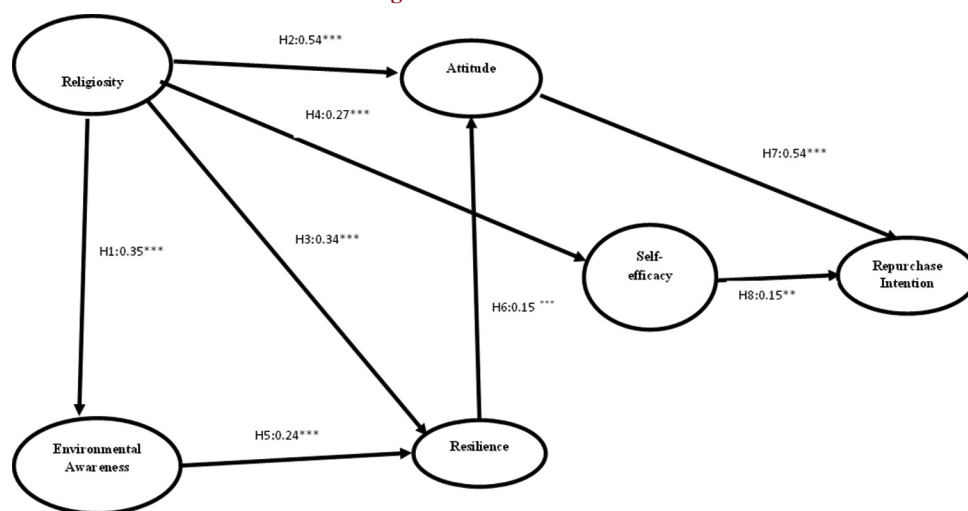
environmental awareness are more likely to demonstrate greater resilience when making consumption choices related to Halal culinary products.

The results indicate that tourists' resilience meaningfully influences their attitudes toward Halal culinary products (H₆). This outcome is consistent with prior research, including Kaim

et al. (2024), who reported that societal resilience significantly impacts attitudes toward Ukrainian refugees. Mahfud et al. (2020) also found that psychological capital has significant impact on entrepreneurial orientation attitude. Resilience is a dimension of psychological capital. Although limited research has explicitly explored the direct connection between resilience and attitude, this study demonstrates its relevance in the Halal culinary context.

Attitude toward Halal culinary products was shown to significantly influence repurchase intention (H₇). This finding is consistent with prior research, such as Anshu et al. (2022), who found that attitude significantly influences repurchase intention in the context of grocery retailing. Accordingly, tourists who hold favorable attitudes toward Halal cuisine are more likely to develop intentions to repurchase in the future. The results also indicate that self-efficacy plays a key role in shaping tourists' intention to repurchase Halal culinary products. These findings are consistent with previous studies. Bhutto et al. (2023) have asserted that perceived

Figure 1: Research model



behavioral control is an antecedent of repurchase intention, whilst, Ajzen (2020) has argued that perceived behavioral control is interchangeable to self-efficacy. When the tourists have a better self-efficacy or confidence in consuming Halal culinary product, they are more likely to engage in repeat purchases in the future.

6. CONCLUSION

In conclusion, this study provides several key contributions, encompassing both theoretical advancement and practical managerial insights. Moreover, it also has some limitations and directions for future research.

6.1. Theoretical Contribution and Managerial Implication

The present research offers theoretical contributions in the following areas:

1. Although some previous research has addressed selected relationships, to the best of the authors' knowledge, no existing study has comprehensively investigated all variables within a single model—particularly in the context of Halal culinary tourism.
2. This research investigates the influence of religiosity on environmental awareness, tourist resilience, and self-efficacy—factors that have been underexplored in prior studies.
3. It also reveals the significant impact of environmental awareness on tourist resilience which is limited in the prior research.
4. This study has addressed the link between tourist resilience and attitude toward halal culinary product which is neglected previously.

In the context of managerial implication, this study will give new insight for the managers of Halal tourism destination in providing Halal culinary product. Attitude and self-efficacy can significantly drive tourists' intentions to repurchase Halal culinary products. Therefore, destination managers should place greater emphasis on these determinants in their service strategies. Moreover, government as a rule maker has also got some insight on how to develop a better tourism atmosphere such as the availability of

Halal culinary product for the Muslim tourists which will affect them to revisit destination.

6.2. Limitation and Future Study

Despite its contributions, this study acknowledges several limitations. First, it utilized a cross-sectional design with data collected at a single time point, which limits the generalizability of the findings over time. Therefore, future research is recommended to adopt a longitudinal approach. Second, the study was conducted within one Muslim-majority country. To enhance the generalizability of the results, future research should consider expanding the context to include multiple Muslim countries, such as Malaysia, Brunei Darussalam, and Middle Eastern nations. Lastly, variables such as past experience, image, and psychological aspects were not included in the current model and could be explored as additional predictors in future studies.

7. FUNDING

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8. INSTITUTIONAL REVIEW BOARD STATEMENT

Authors declared that the participants were assured that their participation is voluntary and that they can withdraw from the study at any time. The data collected from the participants was kept confidential and anonymous, and the data was only be used for research purposes. Authors further declared that the study complied with ethical guidelines set forth by the Institutional Review Board of the human research ethics committee (No. 31.01/KEPK-UNP/III/2022).

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