

# Analysis of the Influence of the Marketing Mix (7P) on Inpatient Satisfaction at Siaga Al-Munawwarah Hospital, Samarinda

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**Abstract:** The role of the marketing mix today is not only to provide products or services to consumers but also how these products or services provide satisfaction to consumers or customers so that they will attract consumer interest to continue purchasing the products or services offered. The purpose of this study is to determine the influence of the 7P marketing mix on the satisfaction of inpatients at the Siaga Al-Munawwarah Hospital in Samarinda. This research is a quantitative cross-sectional design. This study used a sectional approach, with a sample of 274 respondents. The study period was January - September 2025, of inpatient at the Siaga Al-Munawwarah Hospital in Samarinda. The analysis used univariate, bivariate, and multivariate methods. The statistical tests used were the chi-square test and logistic regression. The results of the study showed that there was an influence of place (p-value 0.005), process (p-value 0.010) on inpatient satisfaction. Based on the logistic regression test, it was found that place is the variable that has the most influence on the satisfaction of inpatients. This study shows that there is a significant influence of the place and process variable on inpatient satisfaction.

**Keywords:** Hospital; Marketing Mix; Patient Satisfaction

## Introduction

Competition between hospitals and demands for quality service require hospital management to adopt a comprehensive marketing strategy; The 7P marketing mix concept (product, price, place, promotion, people, process, physical evidence) is often identified as a relevant framework for improving patient satisfaction and loyalty as well as revisit intention (Berlianto, 2024; Marpaung et al., 2021; Muliawati & Pujianto, 2022). Literature studies and systematic reviews indicate that the implementation of the 7P elements is positively correlated with patient satisfaction in both inpatient units and specific services (e.g., diabetes and general services), with several studies reporting a statistically significant effect ( $p \leq 0.05$ ) between the overall 7P marketing mix and patient satisfaction levels (Berlianto, 2024; Ginting et al., 2023; Marpaung et al., 2021; Muliawati & Pujianto, 2022). Empirical studies also highlight that the people dimension (healthcare workers and staff) and physical evidence (facilities and

infrastructure) are often the main determinants of inpatient satisfaction, while process and promotion aspects influence patient experience and perception of service quality (Alfani et al., 2023; Rindu et al., 2025; Ruliyandari & Hazerika, 2023; Wijaya & Lahindah, 2024).

In the context of a regional hospital such as Siaga Al-Munawwarah, Samarinda, a focused analysis of the influence of each of the 7P elements on inpatient satisfaction is needed to help management formulate evidence-based operational and marketing interventions to improve service quality and patient retention (Paradilla & Janna, 2023). Today, the marketing mix is no longer simply about offering goods and services to customers, it also encompasses determining how those goods and services satisfy customers in order to entice them to continue purchasing them and generate profits (Huda & Yuliati, 2022). Satisfaction is the result of comparing product expectations with product

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performance, thus addressing two key issues: expected quality and perceived quality (Rizkha et al., 2020).

Siaga Al-Munawwarah Hospital Samarinda, as one of the private healthcare facilities in East Kalimantan, faces the challenge of continuously improving the quality of services in order to meet the needs of both outpatient and inpatient patients. Research by Sahil (2025), shows that the integration of ISC (Islamic Spiritual Care) affects the quality of services and patient loyalty at Siaga Al-Munawwarah Hospital Samarinda. This finding suggests that ISC needs to be implemented comprehensively and sustainably at Siaga Al-Munawwarah Hospital (Sahil et al., 2025). With increasing competition, this hospital needs to optimize its marketing mix strategy to maintain and improve patient satisfaction. There are still limitations in in-depth research related to the implementation of the marketing mix at Siaga Al-Munawwarah Hospital Samarinda.

This study offers novelty in three aspects. First, it integrates all 7Ps of the marketing mix (product, price, place, promotion, people, process, and physical evidence) into a single analytical model to channel patient inpatient satisfaction in a mid-sized private hospital (Siaga Al-Munawwarah), whereas previous studies often focused on the 4Ps/5Ps subset. Second, it uses an experience-based patient-reported outcome measurement method combined with hospital operational data (length of stay, waiting time, frequency of staff interactions) to test the mediating and moderating effects among the 7Ps. Third, it assesses the heterogeneity of effects based on patient characteristics (age, insurance status, type of care) to provide contextualized clinical-marketing recommendations for improving hospital service quality.

## Method

### *Research Type*

This study used a quantitative method with a cross-sectional analytical approach. The purpose of this study is to analyze the influence of the marketing mix (7P) on inpatient satisfaction at Siaga Al-Munawwarah Hospital Samarinda. Dependent variable: patient satisfaction, independent variable: marketing mix components (product, price, place, promotion, people, process, and physical evidence). Researchers will use primary and secondary data. Primary data is collected directly from questionnaire responses. Secondary data includes the number of inpatients and historical data related to patient satisfaction.

### *Population and Sample*

The population in this study were all inpatients at the Siaga Al-Munawwarah Hospital in Samarinda

during the study period, totaling 873 patients. Using the Slovin formula, the number of research samples was 274 respondents, and the data collection technique used was simple random sampling.

### *Research Location*

This study was conducted from January to September 2025 at the Siaga Al-Munawwarah Hospital in Samarinda.

### *Instrumentation*

A validated and reliable questionnaire was used to measure patients' perceptions regarding the marketing mix (7P: product, price, place, promotion, people, process, physical evidence) and patient satisfaction. A Likert scale was employed, where for positive (favorable) statements: 5 = Strongly Disagree, 4 = Disagree, 3 = Neutral, 2 = Agree, 1 = Strongly Agree. For negative (unfavorable) statements: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

### *Data Collection Procedures*

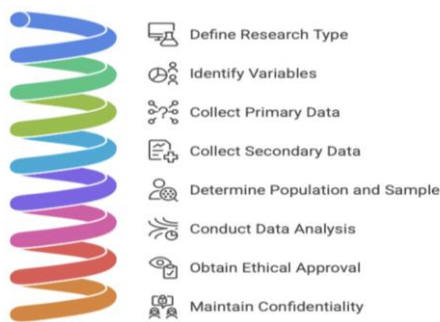
The researcher will use both primary and secondary data. Primary data will be collected directly from the questionnaire responses. Secondary data will include information such as the number of inpatients and historical data related to the patient satisfaction.

### *Data Analysis*

Data analysis was conducted using univariate, bivariate, and multivariate methods. Univariate analysis was conducted to visualize the frequency distribution of each variable studied. Bivariate analysis used the chi-square test with a significance level of  $\alpha = 5\%$  to examine the influence of the independent and dependent variables. Multivariate analysis used logistic regression to determine the independent variables that had the greatest influence on the dependent variable. After the data were successfully collected and entered into the computer, data analysis was carried out using the Statistical Product and Service Solutions (SPSS) program. The data were presented in the form of narrative descriptions and proportion distribution tables.

### *Ethical Approval*

This study was approved by the Health Research Ethics Committee of Siaga Al-Munawwarah Hospital (Approval Number: 000.9.2/411/RSJD-AHM/3/IV). All participants, including parents or guardians for participants under 18 years of age, provided written informed consent before participating in the study. The confidentiality of all participants was strictly maintained throughout the research process.



**Figure 1.** Research Methodology Sequence

**Result and Discussion**

The majority of respondents were women, amounting to 152 people (55.5%), the majority of respondents were aged between 31 years - 40 years, amounting to 101 people (36.9%), the highest level of education of respondents was high school education, amounting to 129 people (47.1%), the type of work of the largest number of respondents was private employees, amounting to 78 people (28.5%), the highest number of patient visits was a single visit, amounting to 86 people (31.4%). There were 84 people (30.6%) who received treatment twice, indicating that patient loyalty was quite high for returning to Siaga Al-Munawwarah Hospital Samarinda.

**Table 1.** Respondent Characteristics Based on Gender, Age, Education Level, Occupation, Number of Medical Visits

Characteristics		Total	%
Gender	Man	122	44.5%
	Woman	152	55.5%
Age (years)	< 20	36	13.1%
	20 - 30	37	13.5%
	31- 40	101	36.9%
	- 50	66	24.1%
	>50	34	12.4%
Level of education	Elementary School	23	10.9%
	Junior High School	45	16.4%
	High School	129	47.1%
	Diploma	40	14.6%
	S1	29	10.6%
Work	Masters/Doctoral Degree	23	10.9%
	Civil servant	44	16.1%
	Private employees	78	28.5%
	Self-employed	51	18.6%
	Indonesian National Armed Forces/Indonesian National Police	11	4.0%
	Students	35	12.8%
Number of Medical Visits	Etc	55	20.1%
	1 time	86	31.4%
	2 times	84	30.6%
	3 times	47	17.2%
	More than 3 times	57	20.8%
<b>Total</b>		<b>274</b>	

The majority of patients (84.7%) rated the hospital's product (services/products offered) as good. Price ratings were quite divided, with 53.6% rating it as good, while 46.4% considered it poor. Promotion was rated as very good by the majority of respondents (81%). Most respondents rated the place (ease of access, location, physical facilities) as good, but a high proportion (38.7%) rated it as poor. People ratings were fairly balanced: good (51.5%), poor (48.9%). Nearly half of respondents rated the service process as poor (47.4%), and good (52.6%). Most patients rated the physical evidence facilities as good (71.9%).

**Table 2.** Frequency Distribution Based on Dimensional Categories in Marketing Mix Variables

Variables	Research Sample	
	N	%
Product		
Good	232	84.7
Not good	42	15.3
Price		
Good	147	53.6
Not good	127	46.4
Promotion		
Good	222	81.0
Not good	52	19.0
Place		
Good	168	61.3
Not good	106	38.7
People		
Good	140	51.5
Not good	134	48.9
Process		
Good	144	52.6
Not good	130	47.4
Physical Evidence		
Good	197	71.9
Not good	77	28.1

Most respondents stated that they were satisfied at 65.3%, while 34.7% of respondents were dissatisfied.

**Table 3.** Frequency Distribution of Respondents Based on Satisfaction Assessment

Patient Satisfaction	N	%
Satisfied	179	65.3
Not satisfied	95	34.7
	274	100%

Based on Table 4, the results of the chi-square statistical test analysis of the product variable obtained a p-value = 0.582 > α 0.05. This result indicates that there is no influence between product and patient satisfaction. The results of the chi-square statistical test analysis of the price variable obtained a p- value = 0.206 > α 0.05. This result indicates that there is no influence between price

on patient satisfaction. The results of the chi-square statistical test analysis of the promotion variable obtained a p-value =  $0.327 > \alpha 0.05$ . This result indicates that there is no influence between promotion and patient satisfaction. The results of the chi-square statistical test analysis of the place variable obtained a p-value =  $0.005 < \alpha 0.05$ . This result indicates that there is an influence of place on patient satisfaction. The results of the chi-square statistical test analysis of the people variable obtained a p-value =  $0.380 > \alpha 0.05$ . This result indicates that there is

no influence between people on patient satisfaction. The results of the chi-square statistical test analysis of the process variable obtained a p-value =  $0.010 < \alpha 0.05$ . This result indicates that there is an influence of product on patient satisfaction. The results of the chi-square statistical test analysis of the physical variable evidence obtained p-value =  $0.059 > \alpha 0.05$ . This result shows that there is no influence between physical evidence on patient satisfaction.

**Table 4.** Bivariate Analysis of the Effect of Marketing Mix (7P) on inpatient satisfaction

Variables	Patient Satisfaction				Total		p (value)
	Satisfied		Not satisfied		f	%	
Product	f	%	F	%	f	%	0.582
Not good	29	10.6	13	4.7	42	15.3	
Good	150	54.7	82	29.9	232	84.7	
Price							0.206
Not good	78	28.5	49	17.9	127	46.4	
Good	101	36.9	46	16.8	147	53.6	
Promotion							0.327
Not good	37	13.5	15	5.5	52	19	
Good	142	51.8	80	29.2	222	81	
Place							<b>0.005</b>
Not good	80	29.2	26	9.5	106	38.7	
Good	99	36.1	69	25.2	168	61.3	
People							0.380
Not good	91	33.2	43	15.7	134	48.9	
Good	88	32.1	52	19	140	51.1	
Process							<b>0.010</b>
Not good	95	34.7	35	12.8	130	47.4	
Good	84	30.7	60	21.9	144	52.6	
Physical Evidence							0.059
Not good	57	20.8	20	7.3	77	28.1	
Good	122	44.5	75	27.4	197	71.9	

The coefficients (B) show the direction of the relationship to the log-odds of the event: Price =  $-0.677$  (negative association), Place =  $0.762$  (positive), Process =  $0.641$  (positive). However, only Place ( $p = 0.010$ ) and Process ( $p = 0.023$ ) are significant at  $\alpha = 0.05$ ; Price is not significant ( $p = 0.221$ ). The odds ratio (Exp(B)) quantifies the magnitude of the effect: each unit increase in Price decreases the odds of the event by 0.508 times (a decrease of  $\approx 49.2\%$ ); a unit increase in Place increases the odds by

2.142 times (an increase of  $\approx 114.2\%$ ); and a unit increase in Process increases the odds by 1.899 times (an increase of  $\approx 89.9\%$ ). The Wald statistics are relatively large for Place (Wald = 6.607) and Process (Wald = 5.157), consistent with significance; Standard errors between coefficients are similar ( $\sim 0.28-0.30$ ). The intercept (constant) B =  $-1.121$  ( $p \approx 0.000$ ) indicates the baseline log-odds when all predictors are zero.

**Table 5.** Results of Multivariate Analysis, Logistic Regression Test

Variables	B	SE	Wald	Df	Sig .	Exp (B)
Price (1)	-.677	.281	5,824	1	.221	.508
Place (1)	.762	.296	6,607	1	.010	2,142
Process (1)	.641	.282	5,157	1	.023	1,899
Constant	-1,121	.261	18,397	1	.000	.326

The marketing mix based on the product dimension on inpatient satisfaction at Siaga Al-Munawwarah Hospital Samarinda obtained a significance value of 0.582, so in this case, research hypothesis 1 (H1) was

rejected. The results of this study are in line with Tenri's (2024) research, which stated that there is no significant influence between product (type of service) and inpatient satisfaction at the DOI 79 Bantayan Main Clinic(Nur et

al., 2024). Meanwhile, Intan's (2022) research found that there was an influence of products on patient satisfaction at the Special Surgery Hospital X, Padang City (Aisyiah & Adhyka, 2022). A product or offering is considered successful if it offers satisfaction and value to customers. Customers will base their decisions on which offering offers the best value. For consumers, value is the benefit or advantage they receive from a purchase compared to all their expenses (Rusmin, 2020). In this study, 5.8% of respondents agreed with the statement "Medical support facilities (USG, CT Scan, etc.) at Siaga Al-Munawwarah Hospital are incomplete. The availability of medical support facilities is very necessary in hospitals to help facilitate disease diagnosis so that the treatment provided is appropriate according to indications. Meanwhile, there is an integration of Islamic values in services at Siaga Al-Munawwarah Hospital, such as Islamic Spiritual Care (ISC), can also strengthen patient perceptions of the quality of the service products offered.

The marketing mix based on the price dimension on patient satisfaction at Siaga Al-Munawwarah Hospital in Samarinda obtained a significance value of 0.206, so in this case, research hypothesis 2 (H2) was rejected. The results of this study are in line with Wiratman's (2023) research, which found that there was no influence of the price marketing mix on patient satisfaction in the Inpatient Unit of Dr. Tadjuddin Chalid General Hospital (Wiratman et al., 2023) and Tenri's research (2024) found that there was no influence of price on inpatient satisfaction at the Main Clinic DOI 79 Bantayan (Nur et al., 2024). In this study, 9.9% of respondents agreed with the statement, "The rates charged by Siaga Al-Munawwarah Hospital to patients are expensive." Most respondents worked as private employees (28.5%) and self-employed (18.6%). There is a possibility that some respondents still do not have BPJS health insurance and therefore have to pay independently for the health services they have received at the hospital. Patients who consider the rates cheaper usually compare them with other larger hospitals or full private hospitals. Patients who consider the rates expensive see it from the perspective of their personal economic capacity. So, although it is relatively cheaper than other hospitals, it is still considered expensive for certain patient groups. Some patients may feel that the rates paid are not commensurate with the quality of service they receive. (e.g. long waiting times, service is not optimal). The competitiveness of primary health care services is improved by creating value for patients with T2DM, using elements of the marketing mix, increasing patient satisfaction and reducing costs (Budrevičiute et al., 2021).

Mix marketing based on dimensions promotion to satisfaction patient care hospitalization at Siaga Al-Munawwarah Hospital Samarinda obtained mark significance of 0.327, so that in matter this hypothesis

research 3 (H3) was rejected. The results of this study are in line with research conducted by Arbertus (2020), that there is no significant relationship between promotion and inpatient satisfaction at the Regional General Hospital of Biak Numfor Regency (Billy, 2020) and research by Pattanapong (2021) promotion is not significantly influenced patient satisfaction (Chana et al., 2022), in contrast to the results of Budiman's research (2023) that there is an influence between promotion and inpatient satisfaction at the Hospital (Budiman & Achmadi, 2023). In this study, 15% of respondents stated that they did not agree with the statement "Siaga Al-Munawwarah Hospital carries out promotional activities through electronic media such as TV, radio and the internet". Promotion, according to Tjiptono (2014), is a strategy used to convey the benefits that customers will feel from goods or services produced by producers (Taufik, 2023). In the context of Siaga Al-Munawwarah Hospital Samarinda, promotion is not only about conveying information about medical facilities and services, but also emphasizes the value of differentiation in the form of an Islamic approach through the concept of *Islamic Spiritual Care*.

The marketing mix based on the place dimension on inpatient satisfaction at Siaga Al-Munawwarah Hospital in Samarinda obtained a significance value of 0.005, so in this case the research hypothesis 4 (H4) is accepted. In line with the research of Lubis (2021), that the relationship between place and outpatient satisfaction at Medan Haji Hospital (Lubis et al., 2022), research by Intan (2022) that place refers to hospitals located near the community also has a significant effect on patient satisfaction (Aisyiah & Adhyka, 2022) and research by Fuad (2018), the result of this study showed that marketing mix place has a significant effect on patient satisfaction (Fuad et al., 2019). According to Lupiyoadi (2001), place is a combination of distribution channels and locations in the service marketing mix. This makes it easier for customers to contact and interact with the company (Rahman, 2020). The strategic location of Siaga Al-Munawwarah Hospital in the city center provides added value for patients, especially those who need quick access to health services. The hospital's location is also very close to the central referral hospital in Samarinda. Additionally, environmental factors such as parking availability, area cleanliness, and inpatient room comfort are crucial factors in increasing patient satisfaction. A comfortable physical environment not only contributes to the patient's experience during treatment but also provides a sense of calm and security for the patient's family.

Mix marketing based on dimensions people to satisfaction patient care hospitalization at Siaga Al-Munawwarah Hospital Samarinda obtained mark significance of 0.380, so that in matter this hypothesis

research 5 (H5) was rejected. The results of this study are inconsistent with the results of research conducted by Lubis (2022), which found a relationship between people and outpatient satisfaction at Medan Haji Hospital (Lubis et al., 2022), Wiratman's (2023) research that found an influence of people on outpatient satisfaction on patient satisfaction in the Inpatient Unit of Dr. Tadjuddin Chalid Regional Hospital (Wiratman et al., 2023). In this study, 24.1% of respondents agreed with the statement "The appearance of the staff at work is not neat." According to Zeithalm and Bitner (2000), people are all actors who contribute to the presentation of goods or services to influence the buyer's perspective. The presence of professional, competent health workers who are able to provide an Islamic approach through the concept of *Islamic Spiritual Care at Siaga Al-Munawwarah Hospital* is an added value that can increase patient satisfaction. People are judged not only by technical competence, but also by interpersonal skills that create a friendly, safe, and empathetic service atmosphere. Based on this description, it can be concluded that the quality of a hospital's human resources is a highly influential factor in increasing patient satisfaction.

Mix marketing based on dimensions process to satisfaction patient care hospitalization at Siaga Al-Munawwarah Hospital Samarinda obtained mark significance of 0.010, so that in matter this hypothesis research hypothesis 6 (H6) was accepted. The results of this study are in line with research conducted by Kurniasih (2020), which stated that the process has a significant effect on the satisfaction of inpatients at Bhayangkara Hospital Class II Medan in 2020 (Kurniasih et al., 2020), research by Intan (2022) showed a relationship between process and patient satisfaction at the Padang City Special Surgery Hospital (Aisyiah & Adhyka, 2022) and research by Alda (2022), the process variable has a significant influence on patient satisfaction (Yunia Rahmawati et al., 2022). Lupiyoadi (2014), the process is the culmination of all actions, including work schedules, processes, procedures, and other routine matters, to produce a product, which is then distributed to customers (Taufik, 2023). Collaboration between marketing and operations is crucial for service organizations in this process area, especially in terms of meeting all customer demands and desires. The way a service meets its objectives is one way clients evaluate service quality. The implementation of standard medical service procedures integrated with Islamic values at the Siaga Al-Munawwarah Hospital is one of the differentiators compared to other hospitals. Clear, transparent, and consistent processes not only increase patient satisfaction but also foster trust and loyalty to the hospital.

Marketing mix based on dimensions physical evidence to satisfaction patients at Siaga Al-

Munawwarah Hospital Samarinda obtained mark significance of 0.059, so that in matter this hypothesis research 7 (H7) was rejected. In line with research conducted by Tenri (2024), physical evidence does not have a significant effect on patient satisfaction (Nur et al., 2024). Meanwhile, research by Rizkha (2019) found that physical evidence results influences patient satisfaction at Prima Vision Hospital Medan (Rizkha et al., 2020) and research by Edyansyah (2019), physical evidence significantly and positively influences the patient satisfaction in inpatient room at the Public Hospital of dr. Fauziah Bireuen (Edyansyah et al., 2019). For non-service products, customers can feel, touch, see, and sometimes smell the product to assess whether it will meet their needs. However, due to the *intangible nature* of many service products, a physical evaluation of the product itself is not possible. Especially for new service products or customers who have never used the service provider before, customers will use other physical evidence as *evidence* in evaluating the service provider's offering (Lancaster & Massingham, 2011). In this study, 9.5% of respondents agreed with the statement "The lighting in the inpatient unit is not good." The availability of adequate facilities, room cleanliness, and comfort of the inpatient unit at Siaga Al-Munawwarah Hospital are important factors that increase satisfaction. The integration of Islamic values is also evident in elements of physical evidence, such as the separation of treatment rooms by gender where possible, and Islamic symbols that create a sense of calm for Muslim patients.

Multivariate analysis with logistic regression, the price significance value was 0.016 with an OR of 0.508, the place significance value was 0.101 with an OR of 2.142, and the process significance value was 0.353 with an OR of 1.899. The place component was the most influential variable on inpatient satisfaction at Siaga Al-Munawwarah Hospital, Samarinda. This finding confirms that the location, accessibility, and comfort of the hospital environment significantly determine the patient experience in receiving healthcare services. Patients considered that hospitals that were easily accessible, close to the central referral hospital in Samarinda, had a comfortable environment, and provided adequate supporting facilities would provide more satisfaction than other marketing factors. The results of this study are in line with the findings of Lubis (2022) at Medan Haji Hospital, which showed that hospital accessibility and location significantly influenced patient satisfaction, especially in making it easier for patients and their families to obtain healthcare services. (Lubis et al., 2022). Research by Fuad (2019) in Magelang also confirms that *place* is an important factor influencing patient satisfaction because patients tend to choose hospitals that are strategic, easily accessible, and have good supporting facilities (Fuad et al., 2019).

Research by Suci (2023), place variable is the most important factor in patient satisfaction (Salsabila et al., 2023). *Place* is not only related to physical location, but also concerns comfort and ease of access to products or services, so it becomes an important determinant in the service marketing mix (Kotler & Keller, 2012).

## Conclusion

At the Siaga Al-Munawwarah Hospital in Samarinda, factors like location and procedure have an impact on inpatient satisfaction. At the Siaga Al-Munawwarah Hospital in Samarinda, the site variable is the marketing mix element that has the biggest impact on inpatient satisfaction. The management of hospitals must focus especially on enhancing the infrastructure and physical facilities. Maintaining the comfort and cleanliness of inpatient rooms, increasing parking spaces, enhancing prayer facilities, and creating a more patient and family-friendly hospital atmosphere are all possible initiatives. In order for patients to feel that the prices they pay are appropriate for the level of care they receive, it is necessary to raise the standard of non-medical services (such as the friendliness of healthcare personnel, timeliness of service, and cleanliness of rooms).

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## Author Contributions

Conceptualization, A.Y., NR., and R.N.; methodology, A.Y., NR., and R.N.; formal analysis, A.Y., NR., and R.N.; investigation, A.Y., NR., and R.N.; resources, I A.Y., NR., and R.N.; writing – preparation of original draft, A.Y., NR., and R.N.; writing – reviewing and editing, A.Y., NR., and R.N.; visualization, A.Y., NR., and R.N.; supervision, A.Y., NR., and R.N.; project administration, IKN; obtaining funding, A.Y., NR., and R.N. All authors have read and approved the published version of the manuscript

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## Conflicts of Interest

The authors declare no conflict of interest

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