

The Trust-Engagement Bridge: Connecting Multidimensional Value to Social Commerce Success

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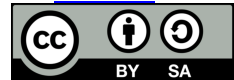
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ABSTRACT

This study investigates how multidimensional perceived value in TikTok Shop live streaming—utilitarian, hedonic, symbolic, and interactivity—shapes customer trust and engagement, and how these, in turn, drive purchase intention. Grounded in the Cognition–Affect–Behavior (CAB) framework, the model conceptualizes value dimensions as cognitive appraisals that differentially channel into affective and relational responses (trust, engagement), which subsequently influence behavioral intentions. Survey data from TikTok Shop users were analyzed using partial least squares structural equation modelling (PLS-SEM). The model explains substantial variance in trust, engagement, and purchase intention. Utilitarian and interactivity value primarily foster trust; hedonic and symbolic value primarily fuel engagement; hedonic value bridges both; and trust and engagement jointly exert strong effects on purchase intention. The main theoretical contribution lies in integrating four value dimensions, trust, and engagement into a unified, CAB-based value–trust–engagement–purchase sequence tailored to live-stream social commerce, clarifying distinct “division-of-labor” roles among value types. In practice, the findings show that TikTok Shop sellers can most effectively strengthen purchase intentions by orchestrating trust-building elements (informational clarity, secure, responsive interactions) with engagement-focused tactics (entertaining, identity-expressive content) in live streams.

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1. INTRODUCTION

Social media’s rapid expansion has positioned social commerce as a core online shopping channel, where embedded commercial activities are shaped by social interaction, user-generated content, and real-time engagement [1]. With technological advances, an increasing share of social commerce transactions now occurs via live streaming, which combines product demonstrations, real-time interaction, and instant purchasing options [2]. TikTok Shop exemplifies this model, emerging as a leading social commerce platform supported by a large, highly engaged user base [3]. Live-streaming sessions on TikTok Shop provide consumers with real-time product views and more personalized, conversational interactions with sellers, which can reduce doubts and foster stronger purchase intentions [4]. Empirical studies have shown that live streaming, content marketing, and online customer reviews positively and significantly influence purchase intention and purchase decisions by enhancing interactivity, perceived usefulness, and trust [5]. These findings suggest that live streaming not only intensifies two-way communication between sellers and consumers but also amplifies persuasive effects and stimulates both planned and impulsive buying behavior [6].

The integration of live streaming into social commerce has therefore attracted substantial academic interest because of its potential to reshape the online shopping experience. The effectiveness of live-stream-based social commerce strategies is also influenced by key psychological and relational factors such as customer engagement, brand or streamer trust, and perceived value (utilitarian, hedonic, social, and symbolic), all of which have been shown to drive purchase intention and even repurchase behavior [7], [8]. Research on live-streaming commerce consistently shows that perceived value enhances consumer trust and strengthens purchase or repurchase intentions in TikTok and similar environments [9]. Moreover, social commerce environments foster collaborative and community-based shopping, where shared experiences, parasocial relationships, and social identity strengthen trust and deepen engagement through ongoing social proof mechanisms [10], [11]. However, much of the existing work examines trust or engagement in isolation and rarely investigates how the different dimensions of perceived value—utilitarian, hedonic, social, and symbolic—jointly interact with both trust and engagement in the specific context of TikTok-based social commerce.

These gaps invite a theoretically grounded extension through the application of the Cognition–Affect–Behavior (CAB) model to TikTok Shop live-streaming. Existing TikTok studies have not explicitly framed perceived value–trust–engagement–purchase links as a CAB sequence, nor have they examined how all four value dimensions jointly drive both trust and customer participation in a single integrated model [1], [9]. By positioning perceived value as cognition, trust and engagement as affective/approach responses, and purchase intention as behavior, this study addresses these gaps and advances a more holistic explanation of how TikTok Shop live-streaming converts multidimensional perceptions of value into concrete purchase intentions. More specifically, this research seeks to (1) clarify the distinct effects of utilitarian, hedonic, social, and symbolic value on trust and engagement, (2) examine the roles of trust and engagement in the relationship between perceived value and purchase intention, and (3) develop an integrated model of live-streaming social commerce tailored to TikTok Shop. By integrating four value dimensions of perceived value and combining them with customer trust and customer engagement in influencing purchase intention, this study responds to calls to move beyond single-mechanism models and to advance existing theories of social commerce and live-streaming. In practice, the findings are expected to guide practitioners in determining which value dimensions—whether utilitarian efficiency, hedonic enjoyment, social connectedness, or symbolic expression—to prioritize in livestream strategies to strengthen customer trust, enhance engagement, and ultimately build more enduring customer relationships.

2. RESEARCH METHOD

2.1 Research Model & Hypotheses Development

Social commerce is a subset of e-commerce that leverages social media platforms to facilitate social interactions, online transactions, and an enhanced online shopping experience [12]. In the realm of social commerce, live-streaming features provide a platform for sellers to showcase products in real time, enabling direct interaction between sellers and customers. This phenomenon not only increases customer trust but also creates a more captivating shopping experience, further enhancing purchase or behavioral intention. Within social commerce and live-streaming, the Cognitive-Affective-Behavior (CAB) model has been explicitly combined with consumption value theory to explain how multidimensional perceived value drives affective states and behavioral responses. The CAB paradigm assumes that consumers base their beliefs on their accumulated knowledge of key attributes of the object [13]. Perceived value (utilitarian, hedonic, symbolic, etc.) is conceptualized as a cognitive appraisal that serves as the cognitive foundation for attitudes [14], [15]. When viewers perceive high value, they form more positive beliefs, which in turn trigger affective states such as enjoyment, flow, attachment, and especially trust [16]. These affective states subsequently energize behavioral outcomes, including impulsive, compulsive, or planned purchasing in social commerce [17].

Utilitarian value captures functional benefits such as usefulness, convenience, information quality, and economic advantages. In live-streaming commerce, clear demonstrations, transparent pricing, and accurate product information reduce information asymmetry, enhance perceived

competence, and strengthen trust in streamers, products, and platforms [12]. Empirical work in live-streaming and social commerce also shows that utilitarian value is frequently the strongest driver of engagement, because time savings, better deals, and high informational quality prompt favorable cognitive evaluations that translate into positive affect and interactive behaviors [18]. Consistent with these findings, this study proposes:

H1a: Utilitarian value has a positive and significant effect on customer trust.

H1b: Utilitarian value has a positive and significant effect on customer engagement.

Hedonic value refers to enjoyment, fun, and escapism derived from the live-stream atmosphere. In CAB terms, pleasurable affect functions as an affective route that mitigates perceived risk and strengthens trust, complementing cognitive assessments. Prior research in social commerce and live streaming consistently links perceived enjoyment to higher engagement and longer viewing, as positive emotions encourage active participation and deeper involvement [15]. Accordingly, this study posits:

H2a: Hedonic value has a positive and significant effect on customer trust.

H2b: Hedonic value has a positive and significant effect on customer engagement.

Symbolic value concerns status signaling, self-expression, and identity congruence. In livestreaming social commerce, symbolic value increases trust when brands or streamers resonate with consumers' self-concepts and social identities. Social identity and brand intimacy in the live scene can enhance both emotional and cognitive trust, especially when viewers feel aligned with the influencer or community [19]. When TikTok Shop participation conveys identity or status, viewers process content more deeply and feel pride/belonging. Symbolic value promotes self-brand/streamer connection, which is a powerful motivator of engagement in social and live commerce [20], [19]. On this basis, the following hypotheses are advanced:

H3a: Symbolic value has a positive and significant effect on customer trust.

H3b: Symbolic value has a positive and significant effect on customer engagement.

Interactivity—real-time feedback, Q&A, and social interaction—is a defining affordance of live-stream commerce. Interactive features narrow psychological distance, enhance social presence, and are repeatedly shown to elevate both cognitive and emotional trust [21], [22]. From a CAB perspective, interactivity first enriches cognitions about responsiveness and competence, which then translate into positive feelings and higher trust. Studies of live-streaming and community e-commerce indicate that platform interactivity, social interaction, and e-service quality are powerful antecedents of engagement, often operating through social presence and trust as mediating mechanisms [21], [22]. Therefore, this study proposed:

H4a: Interactivity value has a positive and significant effect on customer trust.

H4b: Interactivity value has a positive and significant effect on customer engagement.

Across social and live-stream commerce, trust is a central mechanism linking platform- and value-related stimuli to behavioral outcomes. Trust in streamers, products, and platforms reduces perceived risk and decision costs, thereby increasing participation, co-creation, and continued use [23]. Empirical research on live-streaming commerce shows that both cognitive and affective trust positively influence purchase intention and actual buying behavior [8]. Customer engagement likewise predicts loyalty, repurchase, and purchase intention in live-streaming contexts, as more intense engagement tends to convert into stronger conative intentions [24], [11]. Reflecting this CAB-consistent pathway from trust and engagement to purchase intention, the following hypotheses are proposed:

H5: Customer trust has a positive and significant effect on customer engagement.

H6: Customer trust has a positive and significant effect on purchase intention.

H7: Customer engagement has a positive and significant effect on purchase intention.

2.2 Sample Selection, Questionnaire Development, and Data Collection

The population in this study is TikTok Shop users in Indonesia who actively use the live-streaming feature. This study uses purposive sampling to ensure the data obtained are representative. Respondents were selected based on specific criteria. First, respondents have accessed and watched live sales streams on the TikTok Live app. Second, respondents have made at least one purchase via TikTok Live in the last six months. In addition, in determining the

appropriate sample size for model testing, this study follows the “10 times rule” approach proposed by [25], which suggests that the minimum sample size should be at least ten times the maximum number of structural paths directed at any latent construct in the model, ensuring adequate statistical power for analysis, particularly in PLS-SEM contexts.

The data needed for this research is primary data. Data is obtained from respondents' responses using a survey questionnaire. Section 1 of the questionnaire contained three screening questions. Section 2 includes questions on respondents' demographic characteristics. Section 3 is the main part of the questionnaire, consisting of 31 questions (the same as the measurement items used in this study) that cover model construction. Responses were scored on a Likert scale. The Likert scale uses multiple items to measure individual behavior by asking respondents to rate each item on a 5-point scale: strongly agree, agree, undecided, disagree, and strongly disagree [26]. Google Forms was used to design the questionnaire and record respondent data.

The measurement scales employed in this study were synthesized from established literature to ensure construct validity. The metrics for utilitarian, hedonic, and symbolic value were adapted from [12], while the interactive value scale was sourced from [27]. Beyond perceived value, the research model incorporates customer engagement, utilizing items also derived from [12]. To assess the remaining relational constructs, customer trust was measured using scales adapted from [28], and purchase intention was evaluated using items from [29].

For the initial test, 10 undergraduate students were asked to complete the questionnaire. The questionnaire underwent a quality check for clarity, item relevance, and neutral phrasing. These criteria can streamline the format and language; once these refinements were complete, the questionnaire was finalized. The questionnaire was administered online for two months. A total of 430 responses were received, of which 400 were retained after missing or invalid data were removed. Over half of the respondents were females aged 18 to 24, with 41,5% hold bachelor's degrees. Most are in a moderate bracket, with nearly 40% earning between 1,000,000 and 3,000,000 IDR per month.

2.3 Statistical Analysis

Partial least squares structural equation modeling (PLS-SEM) is widely used for analyzing complex models with many indicators and non-linear relationships, especially when data do not meet normality assumptions [30]. Thus, the partial least squares SEM (PLS-SEM) approach, as suggested by Hair et al. (2017), was chosen for model assessment. It consists of two main parts: the measurement model and the structural model. The measurement model assesses how well latent variables are represented by their indicators, with a focus on validity and reliability. Validity is assessed through convergent validity, using the Average Variance Extracted (AVE) with a threshold of 0.5 or higher, and discriminant validity, tested by the Fornell-Lacker criterion. Reliability is measured using Cronbach's alpha and composite reliability, both of which require values above 0.7. The structural model examines the relationships between latent variables by analyzing path coefficients for strength and significance (t -values ≥ 1.96 at 5% significance) and R^2 values to assess the proportion of variance explained by the independent variables.

3. RESULTS AND DISCUSSION

The measurement model is assessed by analyzing indicator loadings, composite reliability, Cronbach's alpha, and average variance extracted (AVE). The measurement model test results are shown in Table 1. These results show that the indicator loadings for each measurement item across all variables are within 0.70, indicating that each item contributes significantly to the measured construct. This suggests that the items are valid and reliable in representing the intended variables. Internal consistency, as measured by composite reliability and Cronbach's alpha, was > 0.70 in this study. A Cronbach's alpha value above 0.7 is considered good and indicates adequate reliability for the measurement instrument. If the alpha value is within the range of 0.70 to 0.87, then reliability is considered generally satisfactory [31].

Average variance extracted (AVE) is used to assess the convergent validity of each construct; acceptable AVEs are ≥ 0.50 . The AVE ranges from 0.7 to 0.8, indicating satisfactory convergent validity. AVE (Average Variance Extracted) is also used to assess how well a construct

or latent variable accounts for the variance of its indicators. AVE provides evidence of the construct's convergent validity. The results of Table 2 show that, based on the Fornell-Larcker criterion, the diagonal elements (square root of the extracted AVE between variables and their measures) are greater than the non-diagonal elements (correlations between variables), which indicates a reasonable level of discriminant validity.

Table 1. Assessment of the Measurement Model

	Indicator loadings	Composite reliability	Cronbach's alpha	AVE
Utilitarian Value		0.819	0.706	0.531
UV.1	0.727			
UV.2	0.751			
UV.3	0.708			
UV.4	0.727			
Hedonic Value		0.856	0.775	0.599
HV.1	0.705			
HV.2	0.819			
HV.3	0.827			
Symbolic Value		0.862	0.760	0.676
SV.1	0.801			
SV.2	0.817			
SV.3	0.848			
Interactivity Value		0.839	0.744	0.566
IV.1	0.815			
IV.2	0.762			
IV.3	0.701			
IV.4	0.727			
Customer Trust		0.876	0.830	0.541
CT.1	0.716			
CT.2	0.742			
CT.3	0.722			
CT.4	0.780			
CT.5	0.717			
CT.6	0.736			
Customer Engagement		0.912	0.883	0.634
CE.1	0.827			
CE.2	0.845			
CE.3	0.795			
CE.4	0.831			
CE.5	0.716			
CE.6	0.753			
Purchase Intention		0.855	0.774	0.597
PI.1	0.811			
PI.2	0.706			
PI.3	0.781			
PI.4	0.789			

Table 2. Assessment of Discriminant Validity

		CE	CT	HV	IV	PI	SV	UV
CE	Customer Engagement	0.796						
CT	Customer Trust	0.678	0.736					
HV	Hedonic Value	0.740	0.659	0.774				
IV	Interactivity Value	0.516	0.674	0.480	0.752			
PI	Purchase Intention	0.747	0.730	0.586	0.676	0.773		
SV	Symbolic Value	0.745	0.520	0.691	0.381	0.479	0.822	
UV	Utilitarian Value	0.486	0.577	0.548	0.527	0.538	0.451	0.728

Figure 1 shows the results of the structural model assessment. The model explains a substantial share of variance: $R^2 = 0.617$ for trust, 0.702 for engagement, and 0.650 for purchase intention, indicating strong explanatory power in the TikTok Shop live-streaming context. All hypothesis testing results are summarized in Table 3. Utilitarian value significantly enhances customer trust but does not meaningfully stimulate engagement. The positive coefficient for trust ($\beta = 0.146$, $p < 0.01$) indicates that when TikTok Shop live streams clearly communicate product attributes, reliability, and transactional convenience, viewers develop greater confidence in both the seller and the platform. By contrast, the small, non-significant negative coefficient for engagement ($\beta = -0.036$, $p > 0.05$) suggests that functional benefits alone are insufficient to elicit deeper cognitive, emotional, and behavioral involvement in a highly entertainment-driven setting. Similar

patterns are reported in live commerce and social commerce studies, where utilitarian value reliably promotes trust, loyalty, and repurchase intentions but has weaker or indirect effects on emotional engagement and participation [32], [9], [33]. The absence of a link from utilitarian value to engagement suggests that, in an entertainment-centric environment, functional efficiency and information clarity are cognitively acknowledged but do not, by themselves, trigger the cognitive, emotional, and behavioral involvement that defines customer engagement; instead, viewers appear to treat utilitarian benefits as a hygiene factor that enables participation but does not actively motivate it.

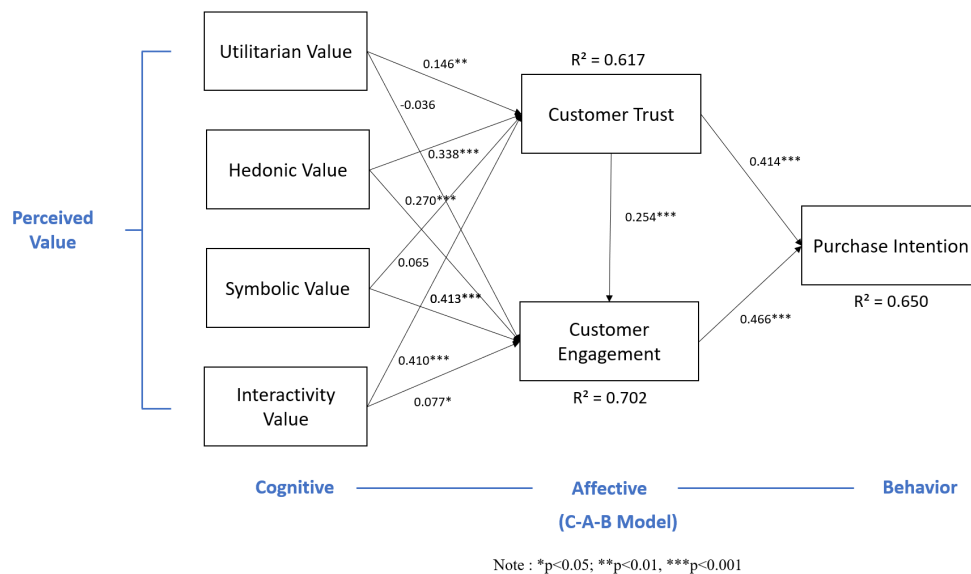


Figure 1. Structural model results

Hedonic value serves as a strong dual driver of trust and engagement. It substantially increases trust ($\beta = 0.338$, $p < 0.001$) and significantly boosts engagement ($\beta = 0.270$, $p < 0.001$). Enjoyable, entertaining, and emotionally arousing live streams generate positive affect that spills over into perceptions of streamer and platform trustworthiness and encourages viewers to like, comment, share, and interact. Prior work likewise highlights hedonic value as central in live-stream shopping and social commerce, where entertainment, excitement, flow, and enjoyment are primary triggers of engagement and can enhance perceived credibility of streamers and platforms [1], [34]. Symbolic value displays an asymmetric pattern: it strongly predicts engagement ($\beta = 0.413$, $p < 0.001$) but does not significantly influence trust ($\beta = 0.065$, $p > 0.05$).

Symbolic value captures the self-expressive and identity-signaling benefits of participating in live streams, as viewers use TikTok Shop to convey a trendy, community-oriented, or status-enhancing image. The null effect on trust is consistent with evidence that image-related benefits do not necessarily translate into more favorable attitudes or intentions when consumers place greater weight on functional performance; symbolic value is often shaped by perceived image and emotional experiences, and its downstream cognitive effects are context-contingent [35], [33], [36]. The non-significant path from symbolic value to trust implies that identity and image concerns are decoupled from risk assessment in this context: signaling trendiness, status, or in-group membership energizes participation and social display but, on its own, does not reduce uncertainty about product performance, streamer integrity, or platform reliability. Interactivity value emerges as a robust predictor of both trust and engagement. Its effect on trust ($\beta = 0.410$, $p < 0.001$) is the strongest among all value dimensions, and its impact on engagement ($\beta = 0.077$, $p < 0.05$), while more modest, remains significant. This finding resonates with broader social commerce research, which shows that interactivity transforms passive viewing into co-created, real-time experiences, thereby reinforcing trust and stimulating active engagement [7], [37].

To assess the practical influence of the exogenous constructs on their corresponding endogenous variables, the effect sizes (f^2) were examined. The results reveal heterogeneous

predictive contributions within the structural model. Notably, the relationship between CE and PI ($f^2 = 0.335$) shows a substantial effect, approaching the threshold for a large effect. Similarly, CT has a moderate effect on PI ($f^2 = 0.265$), whereas the relationship between CT and CE is weaker ($f^2 = 0.083$). SV exerts a moderate influence on CE ($f^2 = 0.293$), while IV exhibits a moderate effect on CT. Conversely, several paths—such as the relationship between UV and CE, SV and CT, and the influence of IV on CE—yielded negligible effect sizes ($f^2 < 0.02$), suggesting that while these paths may be statistically significant in some contexts, their practical contribution to the R-squared variance of the dependent variables is limited. Overall, the f^2 values reinforce the primary importance of CE and CT as the dominant drivers within the structural framework.

The model supports a dual-path mechanism linking perceived value to purchase intention. First, customer trust significantly strengthens engagement ($\beta = 0.254$, $p < 0.001$), indicating that when viewers regard the streamer and platform as reliable and honest, they are more inclined to invest time and effort, interact, and build ongoing relationships. Trust provides a sense of psychological safety that encourages deeper immersion in the live-stream context [23]. Second, trust and engagement both exert strong, direct effects on purchase intention ($\beta = 0.414$ and $\beta = 0.466$, respectively). This positions trust as a key cognitive route that reduces perceived risk and uncertainty in fast-paced, often impulsive live-commerce purchases, while engagement functions as an affective-behavioral route, whereby sustained interaction, enjoyment, and social involvement translate into stronger buying intentions [8], [38].

Table 3. Assessment of the Measurement Model

	Coefficient	Standard deviation	<i>p-value</i>	Hypothesis result
Utilitarian Value → Customer Trust	0.146	0.053	0.005	H1a: supported
Utilitarian Value → Customer Engagement	-0.036	0.040	0.372	H1b: not supported
Symbolic Value → Customer Trust	0.065	0.061	0.307	H2a: not supported
Symbolic Value → Customer Engagement	0.413	0.063	0.000	H2b: supported
Hedonic Value → Customer Trust	0.338	0.076	0.000	H3a: supported
Hedonic Value → Customer Engagement	0.270	0.065	0.000	H3b: supported
Interactivity Value → Customer Trust	0.410	0.041	0.000	H4a: supported
Interactivity Value → Customer Engagement	0.077	0.039	0.048	H4b: supported
Customer Trust → Customer Engagement	0.254	0.065	0.000	H5: supported
Customer Trust → Purchase Intention	0.414	0.057	0.000	H6: supported
Customer Engagement → Purchase Intention	0.466	0.051	0.000	H7: supported

Overall, by integrating multidimensional perceived value into a Cognition–Affect–Behavior (CAB) sequence, this study advances theory on social commerce and livestream shopping in several distinctive ways. Building on work that positions social commerce as a blend of transactional utility, entertainment, and social interaction, this research explicitly conceptualizes utilitarian, hedonic, social/symbolic, and interactivity value as cognitive appraisals that differentially channel into affective and relational responses—trust and engagement—which, in turn, shape purchase intention. The strong R^2 values for trust, engagement, and purchase intention demonstrate that this integrated CAB-based value–trust–engagement–behavior chain offers a powerful explanatory lens for TikTok Shop live-streaming.

Theoretically, the findings refine value theory by revealing a nuanced division of labor among value dimensions: utilitarian value primarily fuels trust but not engagement, whereas hedonic and symbolic value act as dual drivers of affective involvement, with hedonic value also bolstering trust and symbolic value disproportionately energizing engagement. By showing interactivity as the strongest antecedent of trust and a significant, though smaller, antecedent of engagement, the study sharpens understanding of how real-time co-creation and responsiveness transform perceived value into relational capital in live-stream settings. Furthermore, demonstrating a dual-path mechanism—trust as a cognitive risk-reduction route and engagement as an affective-behavioral route to purchase intention—extends prior single-mechanism models of live commerce by positioning trust and engagement as complementary, sequential components within a unified CAB framework. Collectively, these insights move beyond prior work that treated trust or engagement in isolation, offering a more granular, value-contingent account of how TikTok live-streams convert diverse value perceptions into robust purchase intentions in social commerce environments.

4. CONCLUSION

This study set out to explain how multidimensional perceived value in TikTok Shop live-streaming—utilitarian, hedonic, symbolic, and interactivity value—channels into customer trust and engagement and, through them, strengthens purchase intentions by positioning these relationships within a Cognition–Affect–Behavior (CAB) framework. The findings show that value dimensions play differentiated roles: cognitive value (utilitarian and interactivity) predominantly builds trust, whereas affective and identity-based value (hedonic and symbolic) primarily fuels engagement, with hedonic value bridging both trust and engagement and symbolic value disproportionately energizing engagement rather than trust. Trust and engagement, in turn, form complementary paths to purchase intention, with engagement exerting the strongest direct effect on purchase intention and trust also indirectly boosting engagement. Conceptually, this integrated value–trust–engagement–behavior chain refines value theory and social commerce research by moving beyond single-mechanism models and specifying a value-contingent CAB sequence that explains how live-stream social commerce converts diverse value appraisals into relational capital and purchasing behavior in TikTok-based environments. Practically, the results imply that live-stream strategists should orchestrate distinct value levers: emphasizing interactivity and clear, reliable information to reassure viewers and build trust, while simultaneously designing emotionally rich, entertaining, and identity-relevant content to heighten engagement and transform reassurance into concrete purchase intentions.

These contributions should be interpreted alongside several limitations that suggest directions for future inquiry. First, the model is tested within a single platform and country context, which may limit generalizability to other social commerce environments with different affordances, norms, and user cultures; comparative studies across platforms (e.g., Instagram, regional live-commerce apps) and markets could examine whether the relative importance of each value dimension and the strength of CAB paths are context-dependent or platform-invariant. Second, the cross-sectional design and self-reported behavioral intentions constrain causal inference and overlook how trust and engagement evolve over time in repeated live-stream encounters; longitudinal or behavioral-tracking designs could more rigorously test the CAB sequence. Third, while this study focuses on values as cognitive appraisals, future work could incorporate boundary conditions and additional theoretical lenses, such as individual differences (e.g., impulsivity) or streamer–viewer relational variables (e.g., parasocial relationships) to examine how they moderate the value–trust–engagement–purchase chain and enrich the CAB-based account of live-stream commerce. A more nuanced exploration of post-purchase states (e.g., satisfaction, regret) would also further extend understanding of how live-stream environments translate momentary experiences into enduring customer–platform relationships.

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CONFLICT OF INTEREST

The authors declare no conflicts of interest regarding the publication of this manuscript.

DATA AVAILABILITY

The data associated with this study are publicly available online in the replication package. URL: <https://github.com/gfpresearch/LSEresearch>.

AUTHOR CONTRIBUTIONS

Grandys Frieska Prassida: Conceptualization; Methodology; Writing - Review & Editing; Validation; Supervision. **Kanaya Dwi Tanantha:** Conceptualization; Writing - Original

Draft; Formal Analysis; Investigation; Data Curation. **Marshanda Azahra Yasir**: Visualization; Writing - Original Draft; Project Administration.

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