

Examining the Relationship Between Marketing Efforts and Visitor Satisfaction

Annita Jannah
Universitas 17 Agustus 1945 Cirebon
annita3rq@gmail.com

Abstract

This research addresses the critical issue of understanding the determinants of marketing's impact on visitor satisfaction. The study aims to explore how various relationship marketing dimensions influence guest satisfaction in the context of hostels in Bandung. To achieve this goal, the authors employed a survey approach, collecting data from 100 hostel visitors who had made at least two visits. The researchers utilized predictive testing through Partial Least Squares Structural Equation Modeling (PLS-SEM), a methodology commonly applied in marketing and management studies. The findings reveal that relationship marketing, encompassing financial bonds, social bonds, and structural bonds, has a positive and significant effect on visitor satisfaction. This study offers novelty by linking distinct dimensions of relationship marketing directly to visitor satisfaction in an under-researched area. The implications of these results suggest that hostel managers should focus on enhancing relationship marketing strategies to improve visitor experiences and ensure customer loyalty.

Keywords : Financial Bonds, Social Bonds, Structural Bonds, Relationship Marketing, Visitors' Satisfaction

INTRODUCTION

Visitor satisfaction is paramount in the hotel sector as it profoundly influences both immediate customer behavior and long-term loyalty. When guests report high satisfaction levels, they are not only more likely to return but also to recommend the hotel to friends and family, amplifying word-of-mouth marketing. Rasoolimanesh et al. (2022) illustrate this point by showing that satisfaction mediates the relationship between memorable experiences and behavioral intentions. Essentially, if visitors leave with positive memories, their likelihood to engage in repeat bookings or recommend the hotel increases significantly. Akel and Cakir (2023) further emphasize that experiential satisfaction—how fulfilling and engaging a visitor's stay is—directly impacts their intention to revisit a theme park hotel. The immersive experiences provided by such hotels highlight the importance of creating memorable moments that resonate with

guests, enhancing their overall perception of care and value during their stay.

Conversely, the findings from Kim and Han (2023) present a cautionary note regarding the length of stay. Their research reveals a negative correlation between longer stays and satisfaction, suggesting that visitors may become fatigued or dissatisfied if their needs are not continuously met throughout an extended visit. This indicates the importance of maintaining high service standards consistently, ensuring guest engagement and satisfaction do not wane over time. Moreover, Nguyen et al. (2023) introduce a multi-perspective approach to visitor satisfaction, utilizing big data analytics to capture insights from various customer demographics and preferences. This approach allows hotels to tailor their services better, aligning offerings with what guests truly value, thereby enhancing satisfaction levels.

Visitor satisfaction is a critical determinant

for success in the hotel industry. It acts as a foundation for customer loyalty, influences repeat business, and fosters positive referrals. Hotels that actively seek to understand and enhance visitor satisfaction will likely enjoy a competitive edge in an increasingly crowded market. These insights can drive strategic decisions related to service design, marketing, and customer engagement, ultimately leading to sustainable business growth.

Relationship marketing plays a critical role in enhancing visitor satisfaction within the hotel sector. By fostering strong connections with guests, hotels can create exceptional experiences that lead to increased satisfaction and loyalty. Sofi et al. (2025) emphasize that engaging guests through personalized interactions and relationship building significantly enhances their overall experience. When hotels prioritize these relationships, they set the stage for memorable stays that resonate with visitors long after their departure.

Salem (2021) also underscores the importance of relationship marketing constructs, demonstrating how they contribute to consumer retention in the hotel industry. Hotels that adopt effective relationship marketing strategies, such as loyalty programs and personalized communications, can deepen their connection with guests and encourage repeat visits. This retention is closely tied to visitor satisfaction, as guests feel valued and appreciated when hotels actively engage with them. Moreover, Yıldırım, Amarat, and Akbolat (2022) highlight that the positive impact of relationship marketing extends to customer loyalty, with visitor satisfaction acting as a crucial mediator. By ensuring that guests are satisfied, hotels can

bolster loyalty and facilitate long-term relationships, ultimately leading to higher revenues and favorable reputations within the market.

The insights provided by Ezech et al. (2022) point towards the importance of understanding the diverse factors influencing guest satisfaction, including how SERVQUAL dimensions interact with relationship marketing efforts. By addressing these dimensions in tandem with relationship marketing strategies, hotels can create a holistic approach to improving visitor satisfaction. Relationship marketing is indispensable in the hotel sector as it directly influences visitor satisfaction. By prioritizing engagement and building meaningful connections, hotels can foster loyalty and create exceptional guest experiences, ultimately driving their success in a competitive industry.

Research on relationship marketing has explored the influences of financial bonds, social bonds, and structural bonds on visitor satisfaction; however, several gaps still exist in this area. Balci et al. (2019) focus primarily on the container shipping market, examining relational bonding strategies, customer satisfaction, and loyalty. While their findings underscore the significance of financial bonds in achieving customer loyalty, they do not extend these insights to the hospitality sector. This presents an opportunity to investigate how financial incentives, such as loyalty programs and discounts within hotels, specifically enhance visitor satisfaction. Shanka and Buvik (2019) highlight the importance of social bonds and their relationship with trust and satisfaction in a business-to-business context. Their research prompts questions about how social bonds

operate uniquely within the hospitality sector, especially in fostering emotional connections with visitors. Understanding this interplay can offer valuable contributions to the literature on service quality and visitor satisfaction in hotels. Krolikowska et al. (2020) approach the concept of social bonds through an attachment theory lens, emphasizing the emotional ties formed in tourism. However, the application of these insights specifically to hotel visitor experiences remains largely unexplored. A thorough examination of how social bonds affect visitor satisfaction in hotels, particularly regarding positive emotional experiences, presents a significant research opportunity. Gilboa et al. (2019) illustrate the unique role of relationship marketing in enhancing customer experiences within small businesses. Their findings suggest that structural bonds, which include operational procedures and service delivery processes, are pivotal to customer satisfaction. However, the specific impact of these structural bonds on visitor satisfaction in hotels has not been adequately addressed. By identifying and evaluating these processes, future research can fill this gap and articulate how structural bonds enhance the overall visitor experience.

While Negassa and Japee (2023) focus on bonding, responsiveness, and communication in fostering customer retention, their study largely emphasizes the banking sector. This creates an opportunity to apply similar concepts within the hospitality industry, specifically examining how financial bonds—such as loyalty programs and promotional offers—impact visitor satisfaction in hotels, an area that requires more empirical investigation. Ganaie and Bhat (2020) review relationship marketing practices in banking,

highlighting the importance of these constructs in driving customer loyalty. Yet, the hospitality sector remains underexplored in this context. Understanding how social bonds, which involve emotional and interpersonal connections, foster satisfaction among hotel guests could provide valuable insight into improving customer loyalty and retention strategies.

The existing research provides critical insights into the role of financial, social, and structural bonds in relationship marketing; there remains a notable gap in applying these dimensions to the hotel industry. Future studies should aim to bridge these gaps, offering comprehensive analyses to enhance visitor satisfaction and loyalty in hospitality settings. The study aims to explore how various relationship marketing dimensions influence visitor satisfaction.

METHOD

This research employs a quantitative methodology through a survey approach to explore the relationship between various dimensions of relationship marketing—financial bonds, social bonds, and structural bonds—and their impact on visitor satisfaction. The study focuses on respondents who are hotel visitors in Bandung, specifically those who have made at least two visits to any hotel in the city. A total of 100 individuals, representing a diverse demographic in terms of age, gender, and background, participated in the survey. This criterion ensures that the sample comprises guests with sufficient experience to provide reliable insights into their satisfaction levels and

the influence of different relationship marketing strategies employed by the hotels.

The research variables under investigation include three dimensions of relationship marketing: financial bonds, social bonds, and structural bonds, which collectively shape visitor satisfaction. Financial bonds refer to the monetary incentives offered to guests, such as loyalty programs or discounts, which aim to encourage repeat business. Social bonds encompass the emotional connections established between the hotel staff and guests, focusing on personalized service and engagement. Lastly, structural bonds pertain to the systems and processes in place that facilitate seamless interactions, enhancing the overall visitor experience.

For data collection, the research utilizes a structured questionnaire divided into sections that address each variable. Each section consists of multiple items rated on a Likert scale, allowing respondents to express their levels of agreement or satisfaction with each aspect. The questionnaire's design is validated through a pilot test, ensuring clarity and reliability before the official data collection phase.

To analyze the collected data, the research employs a predictive analytical approach using Partial Least Squares Structural Equation Modeling (PLS-SEM). This method is particularly suitable for the study as it can handle complex relationships between variables while accommodating smaller sample sizes. PLS-SEM allows for the testing of path coefficients to determine the strength and significance of relationships among the constructs. The initial step in data analysis involves checking for reliability and validity, ensuring the scales used

yield consistent and accurate measurements. Subsequently, the researcher conducts a path analysis to ascertain the direct and indirect effects of financial bonds, social bonds, and structural bonds on visitor satisfaction. The statistical significance of these paths is evaluated, with a focus on determining which dimensions of relationship marketing exert the most considerable influence on visitor satisfaction.

RESULTS AND DISCUSSION

The characteristics of the respondents reveal important insights into the demographic composition of the study. A significant majority of the respondents are male, primarily heads of households who take on the responsibility of booking hotel rooms. This suggests that these individuals are likely making decisions that impact family travel and accommodation choices. Most of the respondents have visited hotels more than two times, indicating a level of familiarity with the hospitality industry. This experience likely contributes to their ability to provide informed feedback regarding their expectations and satisfaction levels. Additionally, the age range of the respondents predominantly falls between 40 and 50 years old. This demographic likely possesses a blend of experience and stability, giving them the perspective to evaluate services and accommodations based on a matured understanding of quality and value.

The quality of the data collected from these respondents can be further elucidated in Table 1, which presents a comprehensive overview of the characteristics assessed during the study. This table visually organizes the relevant

demographic details, enhancing the clarity and reliability of the findings.

Tabel 1. The Validity, Reliability, And Normality

	Visitor Satisfaction	financial bonds	social bonds	structural bonds	VIF
Fb1		0.659			1.039
Fb2		0.832			2.074
Fb3		0.700			2.020
Scb1			0.694		1.548
Scb2			0.714		1.607
Scb3			0.758		1.554
Scb4			0.706		1.438
Stb1				0.897	1.365
Stb2				0.728	1.459
Stb3				0.578	1.132
Vs1	0.733				2.346
Vs2	0.844				4.874
Vs3	0.806				3.460
Vs4	0.812				5.830
Vs5	0.658				3.307
Vs6	0.795				3.810
Vs7	0.837				4.034
Reliability Test					
			Cronbach's alpha	Comp. Reliability	Ave Var Ext-AVE
Visitor Satisfaction			0.896	0.918	0.618
financial bonds			0.775	0.876	0.539
social bonds			0.738	0.860	0.516
structural bonds			0.787	0.885	0.556

Table 1 presents the results of the validity, reliability, and normality assessments for the research instruments used in this study. The analysis indicates that the outer loading values for the constructs demonstrate validity, as they exceed the threshold of 0.5. Additionally, the

Variance Inflation Factor (VIF) values remain below 5, further confirming that multicollinearity is not a concern in the data. The Cronbach's Alpha (CA) values in the table are greater than 0.7, indicating strong internal consistency among the measurement items. This level of reliability

suggests that the instruments consistently measure the intended constructs without random error affecting the results. Furthermore, the Composite Reliability values parallel the CA scores, reinforcing the reliability of the

constructs. The Average Variance Extracted (AVE) values are also above 0.5, demonstrating that a significant portion of the variance in the indicators is captured by their respective constructs.

Tabel 2. Discriminant Validity HTMT Ratio Dan Fornell-Larcker Criteria

HTMT ratio	Visitor Satisfaction	financial bonds	social bonds	structural bonds
Visitor Satisfaction				
financial bonds	0.159			
social bonds	0.629	0.728		
structural bonds	0.464	0.697	0.638	
Fornell-Larcker	Visitor Satisfaction	financial bonds	social bonds	structural bonds
Visitor Satisfaction	0.786			
financial bonds	0.113	0.734		
social bonds	0.497	-0.376	0.719	
structural bonds	0.402	-0.372	0.450	0.746

Table 2 illustrates the results of the discriminant validity assessment using both the Heterotrait-Monotrait (HTMT) ratio and the Fornell-Larcker criteria. The HTMT ratio indicates that no constructs in this study exceed the threshold value of 0.9. This finding confirms that the constructs are sufficiently distinct from one another, supporting the overall validity of the measurement model. Additionally, the Fornell-

Larcker criteria further affirm discriminant validity by showing that each construct's square root of the Average Variance Extracted (AVE) is greater than the correlations with other constructs. This means that each construct is more closely related to its own indicators than to those of other constructs, reinforcing that they measure different underlying concepts.

Tabel 3. Path Result Dan Model Fit

Path	Beta	SD	P values	Sig.	f2
financial bonds -> Visitor Satisfaction	0.429	0.158	0.007	Accept	0.263
social bonds -> Visitor Satisfaction	0.509	0.080	0.000	Accept	0.342
structural bonds -> Visitor Satisfaction	0.333	0.087	0.000	Accept	0.148

	R-square	R-square adjusted	Q ² predict	RMSE	MAE
Visitor Satisfaction	0.436	0.418	0.317	0.843	0.679
CVPAT-PLS-SEM vs Indicator Average					
	PLS loss	IA loss	Ave. Loss Dif	t value	p value
Visitor Satisfaction	0.590	0.736	-0.146	3.132	0.002
Overall	0.590	0.736	-0.146	3.132	0.002

Table 3 presents the results of the path analysis and model fit assessment for the research model. The model demonstrates good predictive capability, evidenced by an R² value of 0.436. This indicates that approximately 43.6% of the variance in visitor satisfaction can be explained by the independent variables of financial bonds, social bonds, and structural bonds, showcasing the model's effectiveness. Furthermore, the Q² and f² values are positive, indicating that the model possesses substantial predictive relevance and effect sizes for the constructs involved. Comparing the PLS-SEM model against average values shows significant differences that reinforce the model's robustness, as reflected in Table 3. The path coefficients are notable, with the beta value for financial bonds to

visitor satisfaction standing at 0.429 and a p-value of 0.007, indicating a statistically significant relationship. Similarly, the beta value for social bonds to visitor satisfaction is 0.509 with a p-value of 0.000, signifying a strong and significant impact. Lastly, the structural bonds exhibit a beta value of 0.333 with a p-value of 0.000, also demonstrating significance in its effect on visitor satisfaction.

The findings in Table 3 outline a well-fitting model, indicating that all three types of bonds positively influence visitor satisfaction significantly. This comprehensive analysis reinforces the importance of financial, social, and structural bonds in enhancing the visitor experience.

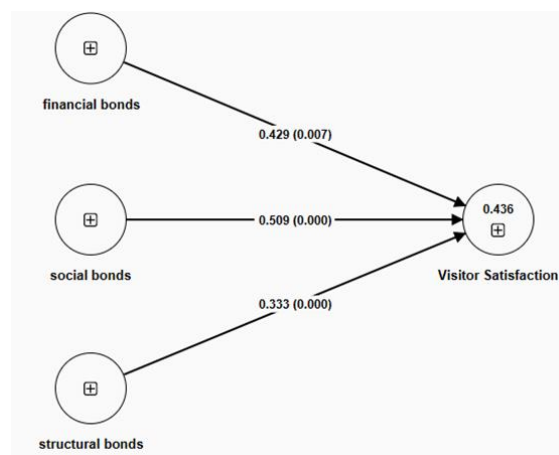


Figure 1. The Impact Of Relationship Marketing on Visitor Satisfaction

The study highlights the significant impact of financial bonds within relationship marketing on visitor satisfaction. Financial bonds refer to economic incentives, such as discounts and loyalty programs, that create tangible benefits for customers. As Balci, Caliskan, and Yuen (2019) demonstrate, relational bonding strategies improve customer satisfaction and loyalty in various markets, including shipping. This suggests that in the hospitality sector, offering financial incentives can similarly enhance visitor satisfaction by providing guests with added value during their stay.

Furthermore, Shanka and Buvik (2019) emphasize that the effectiveness of relational exchanges is closely linked to social bonds and trust, which also play essential roles in shaping customer satisfaction. A well-structured strategy that combines financial incentives with strong social interactions can lead to enhanced visitor experiences, further solidifying their connection to the hostel. Ganaie and Bhat (2020) reinforce the notion that relationship marketing practices, including financial bonds, are integral to fostering customer loyalty. In this context, hostels that prioritize financial bonds not only satisfy their visitors but also encourage repeat business, demonstrating the long-term benefits of such practices. By effectively implementing these strategies, hostels can build stronger relationships with guests, leading to increased loyalty and positive word-of-mouth referrals.

The study reveals that social bonds within relationship marketing significantly influence visitor satisfaction. Social bonds refer to the emotional connections and interpersonal relationships that develop between guests and hotel staff or management. Krolikowska,

Kuenzel, and Morrison (2020) highlight the importance of these social bonds from an attachment theory perspective, emphasizing how strong emotional ties can enhance customers' experiences in the tourism sector. This suggests that when guests feel personally connected to the staff, their satisfaction levels tend to increase.

Yusoff (2019) further explains that in the context of tourism, especially amid the advancements of Industry 4.0, social bonds play a critical role in enhancing customer experiences. By fostering meaningful interactions and relationships, businesses can create a warm and welcoming environment that resonates with visitors, making their stays more enjoyable and memorable. Additionally, Gilboa, Seger-Guttmann, and Mimran (2019) assert that relationship marketing uniquely contributes to the customer experience, particularly in small businesses. They note that personalized service and strong social bonds can differentiate smaller establishments from larger competitors, ultimately leading to higher visitor satisfaction. By prioritizing interpersonal connections and fostering a welcoming atmosphere, hostels can significantly enhance the overall experience for their guests, leading to increased loyalty and positive reviews.

The research indicates that structural bonds within relationship marketing significantly influence visitor satisfaction. Structural bonds refer to the systems, processes, and frameworks that facilitate interactions between the business and its customers. Negassa and Japee (2023) demonstrate that bonding, alongside effective communication and responsiveness, plays a crucial role in customer retention, with customer satisfaction serving as a mediator. This finding

suggests that when businesses, such as hostels, create a robust structural framework for interaction, it enhances visitor satisfaction by ensuring that customers feel valued and supported throughout their experience.

Moreover, Ganaie and Bhat (2020) emphasize the importance of relationship marketing practices in fostering customer loyalty, particularly through structural bonds. These practices create an environment where visitors can continuously engage with the hostel, ultimately leading to heightened satisfaction levels. By implementing systems that streamline service delivery and improve accessibility, hostels can improve the visitor experience and foster loyalty. Zhou et al. (2020) further reinforce this notion by connecting structural bonds to relationship quality and visitor engagement. They argue that well-established frameworks enhance the emotional and psychological connections between visitors and destinations, thereby contributing to overall satisfaction.

The findings underscore that structural bonds are a vital component of relationship marketing that positively impacts visitor satisfaction by creating a seamless and supportive environment. By prioritizing these bonds, hostels can enhance visitor experiences and promote long-term loyalty.

CONCLUSION

This study demonstrates that relationship marketing dimensions—financial bonds, social bonds, and structural bonds—positively and significantly influence visitor satisfaction in hostels in Bandung. The findings emphasize the importance of incorporating these dimensions into marketing strategies to enhance guest

experiences and foster loyalty. Based on the results, we recommend that hostel managers prioritize the development of strong financial incentives, foster meaningful social interactions, and improve structural aspects of their services to optimize visitor satisfaction. Implementing such strategies can lead to improved customer retention and positive word-of-mouth. However, this study has limitations, including its focus on a single city and a specific type of accommodation, which may affect the generalizability of the findings. Additionally, the sample size, while adequate for this investigation, might not capture the diverse perspectives of all hostel visitors. Future research should expand the scope by including various types of accommodations in different locations to validate and extend these findings. Furthermore, exploring additional factors that influence visitor satisfaction, such as cultural differences or seasonal variations, could provide more comprehensive insights into the dynamics of visitor experiences.

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