

## ANALYSIS OF FACILITY QUALITY AT THE TRADITIONAL MARKET TOURIST ATTRACTION OF KRENENG DENPASAR

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**Abstract:** Kreneng Market in Denpasar City has been formally designated as a Cultural Tourist Attraction (DTW) through regional regulations. However, the rapid growth of modern retail confronts this market with the challenge of declining physical tourism amenities. This study aims to systematically measure and evaluate the quality of physical facilities at Kreneng Market from the tourists' perspective to map out revitalization priorities. Utilizing a quantitative descriptive method, data were collected through structured questionnaires from 100 respondents selected via purposive sampling. Data analysis employed descriptive statistics after the questionnaire instrument was declared valid (Sig. < 0.05) and reliable (Cronbach's Alpha = 0.875). The research results indicate that the overall quality of Kreneng Market's facilities falls into the "Poor" category with a mean score of 2.15. Partially, the aspect of vehicle security in the parking area recorded the highest score (2.30), followed by the physical condition of the building and roof (2.29). Conversely, the market area cleanliness indicator became the most critical point with the lowest score (1.97) due to the duality of its 24-hour operational function, followed by the poor quality of night lighting (2.08), which disrupts the comfort of night-tourism. As a practical implication, this study recommends managerial interventions through three strategic steps: structuring hygiene management based on daily operational shifting, modernizing public toilets with Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) certification, and revitalizing LED lighting in the night culinary zone. Through the integration of these physical amenity improvements, Kreneng Market is expected to shed its slum image and transform into a clean, comfortable, and competitive traditional shopping tourism destination.

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## INTRODUCTION

Traditional markets play a vital role in supporting the local community's economy while serving as cultural tourist attractions, as reflected in Kreneng Market in Denpasar City. Operating since 1979, Kreneng Market is one of the largest traditional trading centers in Bali with a high density of economic activity, offering an authentic experience through local

culinary specialties, a variety of local products, and a vibrant night market atmosphere that lasts almost all day. Although this market is successful as an economic center and a magnet for tourists, available empirical evidence indicates that its economic function is much stronger and more tangible, while its claim as a tourist attraction tends to be indirect. This phenomenon is closely related to the dynamics of architectural modernization and interior design of traditional market buildings in Bali, which also influence how local cultural values are transformed within them (Made et al., 2024).

Nevertheless, broader literature asserts that traditional markets essentially continue to bear a strategic dual function in the modern era, functioning not only as spaces for commercial transactions but also as mediums for social interaction, outlets for cultural products, and potential cultural tourism destinations (Aliyah et al., 2020). The existence of Kreneng Market as a tourism destination has even been legally reinforced through the Bali Provincial Regulation (Perda) Number 10 of 2015, which designates it as a Cultural Tourist Attraction (DTW) with a focus on culinary and night shopping activities in the North Denpasar area. This formal position is supported by tangible evidence from local government policies that selected the Kreneng-Asoka area to be systematically developed as a culinary tourism market center based on traditional food (Wrasiati et al., 2016).

As an official tourist attraction, the availability of high-quality facilities is a primary amenity component that must be fulfilled. The quality of physical facilities and adequate levels of accessibility—such as the provision of parking areas, toilets, information centers, signage, night lighting, pedestrian pathways, dining areas, transportation infrastructure, and safety features—have been significantly proven to increase visitor satisfaction and encourage repeat visitation intentions (Nopriana et al., 2024; Sari et al., 2024). However, along with the rapid growth of modern markets and shopping centers that offer greater comfort and more comprehensive infrastructure, Kreneng Market is now confronted with major challenges regarding the degradation of its facility quality. Based on preliminary field observations, various physical issues have emerged in this market, ranging from leaking building roofs, suboptimal lighting at night, chaotic visitor circulation, neglected sanitation and environmental hygiene management, to limited parking spaces that trigger severe traffic congestion around the market area.

On the other hand, tourist enthusiasm for visiting Kreneng Market remains very high, as indicated by the dense volume of vehicles in the parking area and the crowds of visitors filling the market until late at night. This high visitation rate becomes ironic when juxtaposed with the condition of market facilities, which are known to fall short of the ideal quality standards for a tourist attraction. This physical quality decline is highly relevant to be viewed as a tourism issue rather than merely a market operational problem, considering that traditional markets in the modern era are now recognized for their dual function as transaction spaces and cultural tourism destinations (Aliyah et al., 2020; Made et al., 2024). If these issues are left unaddressed, there are concerns that they could degrade Kreneng Market's image and threaten its sustainability as a leading cultural tourism destination in Denpasar City.

Although numerous previous studies have examined traditional markets from the aspects of economic revitalization, vendor management, or general physical changes, there remains a limitation in studies that specifically evaluate the physical facility degradation of traditional markets through the lens of tourism amenities. Most tourism studies regarding physical

facilities generally focus on natural tourist destinations, hotels, or artificial cultural heritage areas (Nopriana et al., 2024; Sari et al., 2024). There is an empirical gap in measuring how an active commercial public space bearing a dual status (local market as well as a legally-based DTW) is objectively assessed by tourists based on their expectations of night-tourism amenities. Therefore, evaluating the quality of tourism services and facilities in traditional markets must absolutely be based on the direct expectations and experiences of visitors, as their decision to return is heavily determined by their level of satisfaction regarding the perceived compliance with amenity standards (Kowalska & Ostręga, 2020).

The novelty of this study lies in the integration of an evaluation instrument for night-tourism physical facility quality applied directly to the traditional market ecosystem holding formal DTW status. This research does not merely capture the operational complaints of vendors; rather, it correlates the physical degradation of pre-modernization buildings with the comfort perceptions of domestic and international tourists during night-tourism activities. Based on these considerations, this research is vital to conduct with the aim of systematically measuring and evaluating the current quality of tourist attraction facilities available at Kreneng Market, in order to map out which facility aspects require immediate prioritization for improvement and revitalization to support tourist comfort and maintain the sustainability of cultural tourism in Denpasar City.

## RESEARCH METHOD

This study employs a quantitative approach with a descriptive design aimed at measuring and evaluating the facility quality at the Kreneng Market tourist attraction, Denpasar City. A descriptive approach was selected because this research focuses on presenting a systematic overview of the real conditions of a single variable without conducting variable interaction tests. The population in this study comprises all tourists or visitors who have ever visited Kreneng Market. Considering the exact population size is unknown, the sample size determination was carried out using the Lemeshow formula. Based on calculations with a 95% confidence level and a 5% margin of error, a minimum sample size was obtained and rounded up to 100 respondents.

Sampling was conducted using a purposive sampling technique with the following inclusion criteria: respondents must be at least 17 years old, have visited Kreneng Market at least once in the last six months, and be willing to fill out the questionnaire. Primary data collection was carried out through direct field observations and questionnaire distribution to respondents. The questionnaire instrument was designed to measure the physical facility indicators of the market using a Likert Scale of 1 to 5 (ranging from Strongly Disagree to Strongly Agree). Questionnaires were distributed offline at the research location as well as online using Google Forms. Before massive data collection, the questionnaire instrument was pre-tested using validity tests (Pearson Product Moment) and reliability tests (Cronbach's Alpha) to ensure that the questionnaire items were valid and consistent.

In addition to primary data, this study also utilized secondary data collected from literature reviews, scientific journals, and relevant regional regulatory documents. The data analysis technique used in this research is descriptive statistical analysis. Questionnaire data were processed to find the mean score of each facility indicator using statistical software. To facilitate interpretation, the mean scores obtained from each indicator were classified into

five grading interval ranges, namely: very poor/highly inadequate category (1.00 – 1.80), poor/inadequate (1.81 – 2.60), fairly good/fairly adequate (2.61 – 3.40), good/adequate (3.41 – 4.20), and very good/highly adequate (4.21 – 5.00). Through this interval categorization, conclusions regarding the facility dimensions that are already viable as well as the facilities requiring revitalization priorities can be objectively identified.

## RESULTS AND DISCUSSION

### 1.RESULTS

A. Tourism Amenity Scale Test Before the data were analyzed descriptively, the questionnaire instrument used to measure the Facility Quality variable was first tested for its validity and reliability. The validity test in this study was analyzed by examining the significance value (Sig.) of the Pearson Product-Moment correlation. Based on the data processing results for 11 facility indicators (X1–X11) with a sample of 100 respondents, all indicators obtained a significance value (Sig. 2-tailed) of 0.000. Because the Sig. value < 0.05, all instrument items were declared valid and legitimate for use.

Furthermore, a reliability test was conducted to measure the consistency level of the questionnaire using the Cronbach's Alpha statistical test. The test results showed a Cronbach's Alpha value of 0.875. Since this value far exceeds the required minimum criterion limit of 0.70, it can be concluded that this questionnaire instrument is highly reliable and consistent in capturing data on tourists' perceptions of Kreneng Market's facilities.

B. Typology of Night-Tourism Amenities Evaluation Descriptive statistical analysis was used to evaluate the facility quality condition at Kreneng Market based on the perceptions of 100 respondents. Based on the assessment interval range, the mean scores were categorized into five levels, ranging from Very Poor (1.00-1.80) to Very Good (4.21-5.00). A summary of the respondents' assessment results regarding the facility quality indicators is presented in Table 1.

**Table 1. Description of Kreneng Market Facility Quality**

| Amenity Dimension          | Code | Facility Quality Indicator           | Mean Score                                         | Category | Dimension Mean |
|----------------------------|------|--------------------------------------|----------------------------------------------------|----------|----------------|
| 1. Core Tourism Facilities | X9   | Vehicle security in the parking area | 2.30                                               | Poor     | 2.21 (Poor)    |
|                            |      | X4                                   | Physical condition of the market building and roof | 2.29     | Poor           |
|                            |      | X7                                   | Neat arrangement of vendor stalls                  | 2.15     | Poor           |

|                                |    |                                        |                                                      |      |             |
|--------------------------------|----|----------------------------------------|------------------------------------------------------|------|-------------|
|                                |    | X11                                    | Availability of market supporting facilities         | 2.10 | Poor        |
| 2. Comfort & Hygiene Amenities | X6 | Air circulation inside the market area | 2.18                                                 | Poor | 2.11 (Poor) |
|                                |    | X5                                     | Availability of trash cans at various points         | 2.16 | Poor        |
|                                |    | X2                                     | Availability and cleanliness of toilet facilities    | 2.11 | Poor        |
|                                |    | X1                                     | Cleanliness of the market area (floors, walls, etc.) | 1.97 | Poor        |
| 3. Accessibility & Safety      | X8 | Smooth access to pedestrian pathways   | 2.21                                                 | Poor | 2.16 (Poor) |
|                                |    | X10                                    | Availability of adequate parking area                | 2.19 | Poor        |
|                                |    | X3                                     | Lighting in the market area at night                 | 2.08 | Poor        |
| Total Average                  |    |                                        | 2.15                                                 | Poor |             |

Based on the recapitulation results in Table 1, overall the Facility Quality at Kreneng Market falls into the "Poor" category, with a total average hovering around 2.15. These findings indicate that generally, the feasibility of the physical facilities and supporting infrastructure currently present at Kreneng Market is assessed as inadequate and has not met the standard expectations of visiting tourists.

The Comfort & Hygiene dimension recorded the lowest score (2.11), with the market area cleanliness indicator (X1) acting as the most critical point with a score of 1.97. This finding is

highly alarming considering that based on the Denpasar Mayor's decree, Kreneng Market is strategically positioned as a traditional culinary tourism market center (Wrasiati et al., 2016). In the context of modern tourism, hygiene and sanitation management are no longer merely supplementary facilities, but rather primary determinants shaping tourists' health risk perceptions. The low toilet score (2.11) and poor waste management (2.16) indicate that this market is not yet ready to transform from a mere local domestic market into a cultural tourism destination suitable for international tourists.

As a market that operates from morning until late at night, the Accessibility & Safety dimension should serve as the main pillar of comfort. However, this dimension resides in the poor category (2.16). The night lighting indicator (X3) which only achieved a score of 2.08 stands as evidence that Kreneng Market's physical infrastructure experiences gaps in supporting night-tourism activities. Poor lighting combined with chaotic pedestrian circulation (2.21) incites not only uncomfortableness but also psychological vulnerability regarding tourist safety. Although vehicle security (X9) achieved the highest score (2.30), this figure remains below the ideal standards of a DTW. Grounded on the tourism service quality theory by Kowalska and Ostrega (2020) stating that repeat visitation decisions are heavily influenced by amenity experiences, the management of Kreneng Market along with the Denpasar City Government must execute a strategic leap (not just cosmetic repairs). The main priority for revitalization absolutely must be directed toward overhauling the integrated sanitation system, providing bright and clean night pedestrian corridors, and rezoning the areas between the wet commodity area (morning market) and the tourism culinary area (night market).

## DISCUSSION

Based on the results of descriptive statistical analysis, the overall mean score of 2.15 places the facility quality of Kreneng Market in the "Poor" category. Theoretically, the comprehensive 4A functional framework positions the amenity element as a primary component of a tourism destination whose status is parallel to and complementary with attraction, accessibility, and ancillary (Rainanto et al., 2024). The inadequacy of physical facilities perceived by visitors at Kreneng Market demonstrates a wide gap between its formal function as a leading cultural and culinary Tourist Attraction (DTW) in Denpasar City and the reality of its supporting infrastructure reliability in the field. This phenomenon confirms that a traditional market possessing a strong economic and social position often remains vulnerable or weak from an ecological-physical aspect, wherein the weakness of such facilities directly decreases the aesthetic value and spatial comfort for users of tourism public spaces (Idris et al., 2022).

This low collective assessment indicates that tourists' perceptions are dominated by uncomfortable experiences while interacting with the market's physical environment. In the context of urban heritage-based destinations, service quality and destination facility viability are proven to play a crucial role in forming the destination image which will later influence tourists' satisfaction levels and visitation loyalty (Kumar et al., 2019; Ridolloh et al., 2024). Conversely, the provision of well-designed facilities through targeted physical revitalization will positively contribute to enhancing broad destination recognition, reputation, and competitiveness (Rainanto et al., 2024). Therefore, if the quality of physical facilities at

Kreneng Market is not promptly improved through measurable intervention policies, the primary concern lies not only in the momentary loss of comfort for visitors, but rather in the risk of accumulative degradation of Kreneng Market's image which potentially undermines the sustainability of long-term tourist visitations (Ridolloh et al., 2024).

If analyzed partially, the vehicle security aspect in the parking area (X9) recorded the highest score of 2.30, followed by the physical condition of the market building and roof (X4) at 2.29. Even though both of these indicators are still trapped within the "Poor" category range, their positions at the top ranks suggest that these elements are relatively more acceptable to visitors compared to other amenity variables. The high rating on the parking security sector is inseparable from the integrated parking management pattern and the presence of market security personnel synergizing with local customary security institutions (*pecalang*) in actively monitoring the vehicle area. Meanwhile, the assessment of the building's physical condition (X4) which occupies the second position reflects the residual impact of the physical structuring programs once initiated by the regional government. Visitors assess that the roof structure and main building are still capable of providing basic protection from weather factors, although in terms of visual aesthetics, spatial layout, and regular maintenance, the condition is still far below the ideal standards of a tourist destination. This phenomenon aligns with the observations of Made et al. (2024) regarding market modernization dynamics in Bali, where macro architectural interventions often neglect the harmonization of interior details that are adaptive to the long-term comfort of travelers.

On the contrary, the most crucial finding in this study is demonstrated by the market area cleanliness indicator (X1) which obtained the lowest score of 1.97. This figure is the only indicator approaching the lower limit of the very poor category. This low quality of cleanliness is significantly influenced by the sociological characteristics and operational function duality of Kreneng Market, namely as a domestic staple trading center from morning to noon, which then transforms into a night culinary market (*pasar senggol*) from evening until late at night. This non-stop 24-hour activity cycle triggers a very high accumulation of solid waste (organic and plastic) as well as liquid waste. Conventional cleaning patterns and limited waste transportation frequencies cause the emergence of unpleasant odors and slum views in the market corridors. This cleanliness issue is exacerbated by low ratings on the availability of trash cans (X5 = 2.16) and toilet facilities (X2 = 2.11). The absence of hygienic toilets becomes a classic complaint that directly reduces the psychological comfort level of tourists, especially for domestic and international tourists who are highly sensitive to hygiene issues, as emphasized by Nopriana et al. (2024) and Sari et al. (2024) that tourism satisfaction strongly relies on the readiness of basic sanitation infrastructure.

Another critical issue revealed is the low quality of lighting in the market area at night (X3) with a score of 2.08. This indicator serves as a tangible irony considering that Kreneng Market has been formally positioned by the regional government as one of the centers for traditional food development and legendary night culinary tourism markets in Denpasar City (Wrasiati et al., 2016). Minimal artificial lighting in secondary corridors and stall areas not only reduces the visual appeal of the unique culinary commodities being sold, but also triggers a sense of insecurity towards criminal acts and disrupts the accessibility of visitor movement during night-tourism activities. Air circulation issues inside the market (X6 =

2.18) also accentuate the stuffiness of main corridors due to the dense arrangement of vendor stalls ( $X7 = 2.15$ ) which tend to encroach upon pedestrian walkways ( $X8 = 2.21$ ). This limitation in circulation space and inadequate ventilation create a cramped and hot shopping atmosphere, a condition contrary to the principles of tourism public space comfort adopted from the tourism service quality theory (Kowalska & Ostreġa, 2020).

Comparatively, the results of this study reinforce previous studies concerning the dilemma of traditional market revitalization in tourism areas. Structuring patterns that solely focus on the physical construction of macro buildings often forget maintenance management on micro amenity aspects such as toilet quality, lighting arrangement, daily waste management, and air conditioning systems. Traditional markets projected as cultural tourism destinations cannot be managed strictly using ordinary domestic market management patterns. Based on the conceptualization by Aliyah et al. (2020), for a traditional market to exist as a competitive cultural tourism destination in the modern era, standardization of physical service quality adaptive to tourists' comfort needs is required without reducing the cultural authenticity values of the local market itself. In this case, the need for structuring is not a rigid standardization that totally homogenizes the market's form, but rather an adaptive form of standardization capable of elevating functional physical quality without erasing local identity. Recent literature emphasizes that authenticity is the main source of competitiveness for a culture-based destination (Li et al., 2024) while simultaneously acting as the primary driving factor for creating place attachment and tourist loyalty (Zhao & Li, 2022). Therefore, in the context of traditional markets, the emotional experience sought by tourists often involves a balanced combination of an "authentic yet comfortable" concept, namely local cultural practices and social interactions that remain vibrant but are presented within the packaging of decent and clean facility comfort.

As a practical implication, this evaluation result demands radical, structured, and comprehensive managerial intervention actions through three main strategic steps. First, shifting-based hygiene management implementation must be applied through a scheduling system synchronized with the changing operational hours of the day and night market, accompanied by massive provision of segregated waste bin facilities in every trading corridor. Second, modernizing sanitation facilities must be carried out through comprehensive public toilet renovations by adopting the tourism standard of Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) to guarantee feasible hygiene for visitors. Third, revitalizing the lighting system in the culinary zone using bright yet energy-efficient LED technology must be prioritized in the night culinary center area to elevate environmental aesthetics, highlight the visual appeal of culinary products, and guarantee the visual safety of visitors. Through this combination of physical amenity improvement and operational governance overhaul, Kreneng Market is expected to emerge from its slum image and transform into a traditional shopping tourism destination that is clean, comfortable, safe, and highly competitive in Bali.

## CONCLUSION

Based on the research findings and descriptive analysis of the tourist attraction facility quality at Kreneng Market, it can be concluded that overall, the availability of physical facilities and infrastructure at the market falls into the "Poor" category with a total mean

score of 2.15. All measured facility indicators have not been able to meet the standards of feasibility and visitor expectations. The aspect of vehicle security in the parking area became the indicator with the relatively highest assessment (average 2.30), which can serve as baseline capital for the management. Conversely, the cleanliness aspect of the market area which includes the condition of floors, walls, and trash cans became the facility with the worst assessment (average 1.97). These findings prove the existence of a significant disparity between Kreneng Market's status as a leading Cultural Tourist Attraction and the reality of the amenity conditions on the field.

As a managerial implication, it is recommended to the Denpasar City management authorities to immediately conduct comprehensive evaluations and phased infrastructure revitalization. Urgent improvement priorities must be focused on enhancing cleanliness and sanitation management, reorganizing visitor circulation, and improving market lighting at night. These reform efforts are crucial to establish a comfortable, hygienic, and viable market environment to maintain the competitiveness of Kreneng Market as a representative cultural tourism destination in Denpasar City.

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