Jurnal BISMAR: Business and Strategic Management Review
Volume 1, No. 1, July 2026

THE INFLUENCE OF ONLINE MARKETING, PRICES AND ONLINE CUSTOMER REVIEWS ON THE PURCHASE DECISION OF SAFARRY SANDALS ON LAZADA

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ABSTRACT

Background: This study looks at how prices, online customer reviews, and online marketing influence people's decisions to buy safari sandals on Lazada, Indonesia's largest e-commerce site.
Purpose: The purpose of this study is to find out how these three variables affect consumer purchasing decisions, especially when shopping online.
Design/methodology/approach: This study uses a quantitative method approach, with a sample of 100 consumers of Sandals Safari. The research analysis tool uses SPSS.
Findings/Result: Findings show that pricing influences consumers' decision to buy, with cheaper prices and internet marketing being the main attraction for a large number of consumers. In contrast, online customer reviews also have a significant influence; A positive rating increases the chances of making a purchase, whereas a negative rating lowers it.
Conclusion: this study has significant consequences for companies in the e-commerce industry because they emphasize the need to strike a balance between price competitiveness and offering high-quality goods and services to clients
Originality/value (State of the art): The findings of this study add to our understanding of how consumers behave in the digital age by uncovering the intricate relationships that exist between online marketing, costs, reviews, and user decisions made in online marketplaces

Keywords: Price, Lazada, online marketing, consumer reviews

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INTRODUCTION

Internet promotion techniques, particularly social media marketing, can boost sales significantly and do not cost much. Because they don't have to meet in person, consumers also find it easier to find information about the goods they want to buy. As expressed by Soegoto & Rahmansyah (2018), internet marketing is the process of establishing and maintaining relationships with customers through online activities as a method of exchanging ideas, goods, and services so that both groups can exchange ideas. achieve common goals.

Based on a survey conducted by Minatogawa et al. (2020), there are 168.3 million people who use e-commerce. In addition, the market value of products purchased online is $18.76 million. In fact, internet store owners receive an average of $111 per year from each buyer.

Price is one of the main elements that influence consumers' decision to buy (Imalia & Imelda, 2021). Nowadays, buyers pay close attention to the price of a product. The only component of the marketing mix that makes money for a company is price. In simple terms, pricing can be understood as the amount (in monetary units) and/or other elements (in non-monetary units) that indicate a particular use or benefit of an object.

Before making a purchase in the rapidly evolving digital age, customers often consult online offers, customer reviews, and customer ratings. One of the tools that helps customers know more about a product before purchasing it is the ability to read online customer reviews (Lee et al., 2020). Considering that buyers usually research products before making a purchase, learn details about features, benefits, drawbacks, and costs (Kautsar & Pasaribu, 2024). The 1 through 5 stars symbol on the product rating scale represents the online customer rating variable that is a component of the review.

Using internet promotions is one of the tactics to make customers interested in making purchases (Riswati et al., 2015). The use of social media platforms such as Instagram, Twitter, and TikTok to advertise is one of Shopee's promotional strategies (Apriani et al., 2024). These ads are believed to help customers decide what to buy.

Safari Company is a home-based business in the fashion industry that sells sandals and takes advantage of technological advances in the digital realm. Safarry, the largest manufacturer of Lake sandals on Lazada, was founded in 2020 and became a member of the platform in 2021. This is a link to their Lazada page.

Figure 1. Safarry Official at Lazada

Safari consistently provides top-notch customer service, as seen in Figure 1.1. Safarry has a high store rating of 97%, on-time delivery of 100%, and chat support replies of 100%, according to the information that can be accessed at the moment. This metric shows that customers are satisfied with the company's products. The more people who buy the product, the more reviews are given by previous customers, thus making potential buyers more confident to make the purchase they want to make. Safari sales are seen increasing month after month, and most importantly, shoppers are free to choose whatever they want to buy from the store. Safari.

Knowledge of the impact of prices, online customer reviews, and online marketing on the decision to buy safari sandals on Lazada.

1. Online Marketing

   Online marketing is a type of business that aims to market a company's services and products in order to develop relationships with customers through internet marketing to provide increased marketing performance and profits, according to Kotler & Armstrong in research (Anggraini & Graciafernandy, 2023).

   The goal of online marketing is to connect with potential customers through online communication channels by utilizing various digital tactics and media.

   - Dimensions of Online Marketing

     According to (Pratama et al., 2022), there are five dimensions of digital marketing: the concept of attraction, the concept of push, social media strategy, content marketing, and search engine marketing (engineering product marketing).
   - Online Marketing Indicators

     Genoveva & Levina (2019) states that the following six indicators will be determined by measuring indicators on digital marketing variables: Factors such as ease of use, engagement, entertainment, reliability, distraction (aggravation), and educational value (informative).
2. Pricing

   As for the explanation Rifiyah & Wianti (2025), a person's enjoyment of a product can be measured by its price. The value of an item expressed in monetary units is the actual price. Price is the amount of money needed to buy a commodity or service, or both.

   - Price Dimensions

     Price is one of the elements of the marketing mix that requires careful consideration. Gunarsih et al. (2021) attributing this to several variables, including the following: a clear statement of the value of a product; easily visible elements; the main determinants of demand; factors related to income and profitability; flexibility; influence on image and positioning strategies; and possible conflict.
   - Price Indicators

     Research Gunarsih et al. (2021) Identify a number of price indicators, including affordability, suitability of product excellence, suitability of benefits, and price competitiveness.
3. Online coustomer review

   One form of feedback given by consumers regarding the products they buy is in online reviews. They can offer advantages and disadvantages that other buyers can consider before making a purchase.

   User-generated information published online and on third-party websites is referred to as Electronic Word of Mouth (eWOM) in the context of online customer reviews (Pop et al., 2022). Online customer reviews are statements made by customers about goods or services they obtain from a company (Saputra, 2020). Online customer reviews are a useful tool for consumers to search and obtain information that can help them make more informed purchasing decisions.

   - Dimensi Online Customer Review

     Daulay (2017) confirms that there are three components of online customer reviews: competent, fun, and credible.
   - Indikator Online Customer Riview

A number of review indicators, including awareness, frequency, comparison, and influence, have a significant impact on purchasing decisions.

4. Purchase Decision

Djan & Rubbiah Adawiyyah (2020) confirms that consumers will stop searching for and evaluating products and services at the end of the purchase process to make a purchase choice. A customer's final decision to purchase a good or service is the result of careful consideration of a number of considerations.

- Dimensions of Purchase Decision
  Today's buyers have a hard time deciding what to buy because there are so many options available and there is little difference between the two. Especially if the customer buys the product from an online merchant, who offers a large selection of products at affordable prices, making it even more difficult for the customer to choose what to buy. When deciding which goods or services to buy, customers always consider the price, quality, and popularity of the product.
- Purchase Decision Indicators
  Six indicators of one's product purchase decision are presented by (Gary Armstrong, Philip Kotler Opresnik, 2023) including product selection, brand selection, distributor location selection, purchase time, purchase amount, and payment method.

Internet promotion techniques, particularly social media marketing, can boost sales significantly and don't cost much (Hyun et al., 2022). Because there is no need to meet in person, customers can also find it easier to find information about the goods they want to buy.

Online reviews play a big role in consumers' purchasing decisions (Nuryani et al., 2022). Consumer decision-making is heavily influenced by electronic word-of-mouth promotion. Online reviews affect the way consumers perceive a product, and this directly affects sales. Information from businesses will not have the same influence on consumer decisions, preferences, or perceptions as information from online communities.

More specifically, in this case, online customer reviews provide information that customers use to decide what to buy and how much to pay. Therefore, it is important for marketers to know what clients think about their products. Marketers need to know how each product is viewed and whether or not the perception is positive.

As a result, a person's decision to purchase a desired item may be influenced by internet marketing, costs, and user evaluations. Referring to the concepts discussed earlier, the research framework model makes it possible to draw the following conclusions:

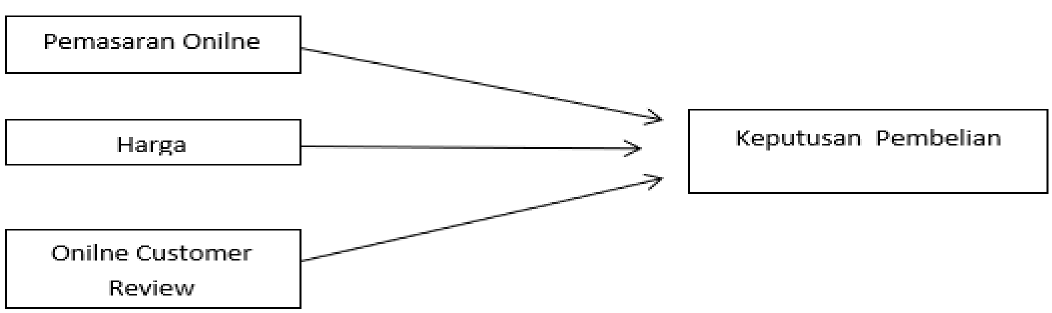

Figure 1. 2. Frame of Mind

5. Hipotesis

Since the hypothesis still needs to be verified, the hypothesis is only a short-term fix for the implied difficulties. The following hypotheses can be summarized with the description given above:

- Online Marketing
  - H0 : Online marketing does not have a significant impact on purchasing decisions
  - H1 : Online marketing has a significant effect on purchase decisions

- Pricing
  - H0 : The purchase decision has no significant effect
  - H1 : Purchase decisions have a significant effect.
- Testimonial Online
  - H0 : The purchase decision has no significant effect.
  - H1 : Purchase decisions have a significant effect.

METHODS

1. Research Object

   The research objects include online customer ratings, reviews, and purchasing decisions. This study focuses on Safarry Exclusive Sandals D Ttasikmalaya customers who use the Lazada application to make online purchases.
2. History of Safarry Exclusive Sandals

   The main focus of Safarry, the home fashion business, is the sale of sandals. Founded in 2020, Safarry is a leading manufacturer of Lake slippers on Lazada, which joined the market in 2021. Safarry was developed by students of Algi Maulana University of Struggle, and generates hundreds of millions of dollars a month. Safarry sells a wide range of sandals for both genders.
3. Population and Sample

   According to Sugiyono (2019:126), population is a general category consisting of objects or people of a certain quantity and quality that are chosen by researchers to investigate in order to draw conclusions.

   The population as a whole is the target of the study, and the population is the group in which the results of the study are applied. Accurate calculations cannot be achieved because the population being investigated is unclear or unlimited.

   In the research of Taupik Hidayatullah and Jajuk Suprijati (2024), Sugiyono stated that the sample has characteristics and is a member of the population. Researchers can use samples from a population if the sample is large and it is impractical for them to investigate the entire population for a number of reasons, such as lack of resources, staff, or time. Populations can benefit from findings taken from samples. Therefore, the population sample must be truly representative (representative).

   In this research sample, the lemeshow formula was used (Rommadhon 2020). The number of samples is 100 people determined using the Lemeshow formula. Use a 95% confidence rate and a 10% accuracy rate only if the population is unknown and very large. Samples are calculated using the Lemeshow formula below:

   n = Z x P x Q /L

   Description:

   n = Sample size as small as possible
   Z = represents the standard value of the associated normal distribution (1.96 at a 95% confidence level).
   P = Ideal level of trust
   Q is the complement of P, or Q = 1 - P.
   L = Margin of error or allowable accuracy level (10%)

   As a result, the study population could not be definitively determined or known, and this was ensured using a minimal sample size.

   The sampling technique used in this study is called purposive sampling, which is the selection of samples with predetermined criteria or considerations that must be met by the sample.
   Characteristics of respondents:
   1. Both men and women
   2. Age 12 to 50 years old
   3. Lazada and Safari sandal users

4. Analysis Method

In this study, an associative approach was used by the researcher. The scientific approach to collecting data for specific uses and purposes is known as the research method. Sugiyono (2019) defines associative research as a research topic development technique that investigates the relationship between two or more variables. In this study, an associative research method was used to determine the extent of the influence of variables.

A quantitative approach was used in this study. Quantitative research is defined by Sugiyono (2019) as a positivist-based research approach that is used to test quantitative and statistical data, test previously formed hypotheses, and study specific populations or samples. Data were collected through the use of research instruments.

RESULTS AND DISCUSSION

Before using multiple regression analysis to analyze data, regression assumptions such as validity, reliability, normality and multi-conreality are considered.

Table 1.1 Validity Test

Yes	Varibel	Kuisioner	Sig (2 tailed)	Pearson Correlation	R table	Remarks
1	Online Marketing X1	P1	0,000	0,763	0,195	Valid
		P2		0,751		Valid
		P3		0,749		Valid
		P4		0,705		Valid
		P5		0,744		Valid
		P6		0,665		Valid
2	Pricing X2	P1		0,749		Valid
		P2		0,648		Valid
		P3		0,616		Valid
		P4		0,733		Valid
		P5		0,638		Valid
		P6		0,699		Valid
		P7		0,653		Valid
		P8		0,679		Valid
3	Online Costumer Review X3	P1		0,771		Valid
		P2		0,810		Valid
		P3		0,749		Valid
		P4		0,639		Valid
		P5		0,634		Valid
4	Purchase decision Y	P1		0,789		Valid
		P2		0,461		Valid
		P3		0,524		Valid

The researcher's "Correlations" report revealed that the overall score of all items had a Sig. (2-tailed) of 0.000, which is less than 0.05, indicating a relationship or correlation. Therefore, it can be said that every item is considered legitimate. With the number of samples N = 100, the distribution of the table R value at a significance level of 5% results in a table R value of 0.195. We then contrasted the R value in the dataset with the R value obtained from the SPSS results. Because the R-value of each question item is greater than the Validity Test criterion of 0.195, it can be said that each question item is authentic.

In a study, question items can serve as useful instruments for collecting data, guaranteeing that the investigation can continue as long as all of the items are proven to be legitimate.

Table 1.2 Reliability Tests

No	Variabel	N of items	Cronbach's Alpha	Cutt Off	Remarks
1	Online Marketing (X1)	6	0,822	0,60	Reliabel
2	Price (X2)	8	0,830	0,60	Reliabel
3	Online Costumer review (X3)	5	0,756	0,60	Reliabel
4	Purchase Decision (Y)	3	0,106	0,60	Reliabel

The sample size (N) examined in this program is 100 revealed in the SPSS output. With 100% authenticity, all entries are original and no data points are lost. All questionnaire question items had a Cronbach's Alpha value of more than 0.60, indicating that all questions were reliable. All components of the questionnaire are considered reliable and consistent, making them an appropriate instrument for collecting data for studies and supporting ongoing investigations.

Table 1.3 Kolmogorov-Smirnov Normality Assumptions

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		5.38346742
Most Extreme Differences	Absolute		.158
	Positive		.158
	Negative		-.120
Test Statistic			.158
Asymp. Sig. (2-tailed)[c]			.200d
Monte Carlo Sig. (2-tailed)[d]	Say.		.312
	99% Confidence Interval	Lower Bound	.300
		Upper Bound	.324

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Asymptotic values. The SPSS output table shows that a Sig (2-tailed) of 0.200 is greater than 0.05, indicating statistical significance. Based on the criteria mentioned earlier to determine whether a data passes the Kolmogorov-Smirnov normality test, it can be considered regularly distributed. Therefore, the regression model has met the criteria of normality.

Table 1.4 Assumptions of multi-Korean

Model	Collinearity statistic	
	Tolerance	LIVE
(Recorded)		
(X1)	0,221	4.535
(X2)	0,278	3.603
(X3)	0,235	4.261

As already shown, the tolerance values for X1, X2, and X3 are 0.221, 0.278, 0.235 more than 0.10, respectively. The VIF values for X1, X2, and X3 are 4,535, 3,603, 4,261 respectively and all are less than 10. As seen in the table above, multiple regression models can be used to perform additional evaluations.

Multiple linear regression analysis is used to produce the regression equations listed below.

Y= a +b1X1 + b2X2 + b3X3

Where:

Y = Buying interest

a = Coefficient of constant

b1-b3 = Regression coefficient

X1 = Social media

X2 = Product quality

X3 = Ewom

Descriptive statistics

Coefficient of Determination

Table 1.5 Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.238a	.057	.027	5.46694

a. Predictors: (Constant), online customer reviews, prices, online marketing

Simultaneous Test (F)

In this study, the F Test was used to ascertain the collective impact of the variables of company size, sales growth, and financial success. If the significance threshold exceeds 0.05, then this indicates a potential reciprocal influence between independent and dependent variables. The next calculation presents the results of the simultaneous test at a significance level of (a) 5% or 0.05.

Table 1.6 F Test

ANOVA

Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	172.250	3	57.417	1.921	.131b
	Residual	2869.190	96	29.887		
	Total	3041.440	99			

a. Dependent Variable: purchase decision
b. Predictors: (Constant), online customer reviews, prices, online marketing

Table 1.7 T test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Say.	Tolerance	LIVE
1	(Constant)	18.198	3.282		5.545	<,001		
	Online Marketing	.021	.265	.017	.079	.937	.221	4.535
	Pricing	.341	.196	.328	1.742	.085	.278	3.603
	online costumer review	-.586	.288	-.416	-2.034	.045	.235	4.261

a. Dependent Variable: purchase decision

RESULTS AND DISCUSSION

1. Research Results

   The findings of the study show that internet marketing significantly influences consumers' decision to buy Safarry sandals from Lazada. This shows how a successful digital marketing plan can increase consumer awareness and arouse their interest in making purchases of such items online.

   In addition, it has been proven that the price of a product influences consumers' decisions regarding what to buy. These results are in line with economic theory which states that consumer behavior in choosing goods to buy on e-commerce platforms can be significantly influenced by competitive prices.

   Purchasing choices are also heavily influenced by online consumer reviews. Good evaluations tend to increase customers' self-esteem and calm their concerns about the quality and satisfaction of the goods, thus increasing their likelihood of making a purchase.
2. Discussion

   The findings of the study show that internet marketing significantly influences consumers' decision to buy Safarry sandals from Lazada. This shows how a successful digital marketing plan can increase consumer awareness and arouse their interest in making online purchases of such items.

   In addition, it has been proven that the price of a product influences consumers' decisions regarding what to buy. These results are in line with economic theory which states that consumer behavior in choosing goods to buy on e-commerce platforms can be significantly influenced by competitive prices.

Purchasing choices are also heavily influenced by online consumer reviews. Good evaluations tend to increase customers' self-esteem and calm their concerns about the quality and satisfaction of the goods, thus increasing their likelihood of making a purchase.

CONCLUSION AND RECOMMENDATION

The information provided is valid for use in relevant research or research because based on the results of multiple linear regression analysis research, the results obtained from the questionnaire can be stated that independent variables, online marketing, price, and online customer reviews, all simultaneously have a significant influence on variable Y, namely the purchase decision. You can compare the value of Sig with the value of probabilities to determine the significance of online marketing, pricing, online customer reviews, and purchase decisions. The research findings show that there is a large impact of pricing, online customer evaluation, and online marketing on purchasing decisions because the value of Sig is smaller than it is likely.

The results of multiple linear regression analysis showed that independent and dependent variables had a relationship (correlation) that showed a considerable degree of interdependence. This is indicated by the value of R. The findings of this study show the strong beneficial influence of prices, online customer reviews, and online marketing on consumer purchasing decisions. The main criteria are ease of purchase, ease of use of social media, and ease of obtaining information.

The conclusions of the study and discussion that have been carried out are the basis for recommendations that can be taken in this study. Among these suggestions are:

1. The study is expected to measure online marketing, pricing, and customer reviews using industry standards with the help of this research, and they will be more likely to make repeat purchases with the support of sophisticated marketing strategies.
2. When conducting research on related issues, researchers can include additional research variables, such as people or processes that may influence purchasing decisions, in the marketing mix to enhance and diversify research results and improve consumer purchasing decisions.

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