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ORIGINAL CONTRIBUTION

When Entrepreneurial Orientation Meets Local Wisdom: Competitive Advantage and the Embeddedness Paradox in Religious Tourism SMEs

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Abstract— Entrepreneurial orientation is widely recognized as a strategic capability that enhances the performance of Small and Medium-Sized Enterprises (SMEs), yet empirical findings remain inconsistent, particularly in contexts where business activities are closely intertwined with local cultural values. This study investigates the roles of competitive advantage and Local Wisdom-Based Entrepreneurial Embeddedness (LWBEE) in explaining the relationship between entrepreneurial orientation and marketing performance among religious tourism SMEs in Indonesia. Using a quantitative cross-sectional survey of 268 SME owners and Partial Least Squares Structural Equation Modelling (PLS-SEM), the study finds that entrepreneurial orientation significantly strengthens competitive advantage, while LWBEE has a strong direct effect on marketing performance. However, neither the direct effect of entrepreneurial orientation on marketing performance nor the mediating role of competitive advantage is supported. Likewise, LWBEE does not moderate the relationship between entrepreneurial orientation and marketing performance. These findings reveal that, in religious tourism settings, marketing performance is shaped more by entrepreneurs' embeddedness in local wisdom than by conventional entrepreneurial orientation mechanisms. The study contributes to the entrepreneurial orientation literature by introducing LWBEE as a context-specific strategic resource that operates independently rather than as a contingency factor, offering a culturally grounded perspective on SME competitiveness in religious tourism destinations.

Index Terms— Entrepreneurial orientation, Competitive advantage, Local wisdom, Embeddedness paradox, Marketing performance

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Introduction

Micro, Small, and Medium Enterprises (SMEs) constitute the backbone of economies in developing countries, dominating the structure of business units and sustaining economic activity and employment in the post-pandemic period. A bibliometric mapping of 935 studies on SME performance shows growing scholarly attention to how small firms survive, adapt, and sustain performance (Borja-Salinas et al., 2026), while a study on post-pandemic readiness paradoxes confirms that the vast majority of businesses worldwide are small or medium in scale, giving their continuity a direct bearing on economic resilience(Castro & Moreira, 2024). Even so, the capacity of SMEs to generate superior performance is far from uniform. Comparable resource endowments do not necessarily translate into comparable competitiveness, which places Entrepreneurial Orientation (EO) at the centre of firms' strategic capability to respond to change, explore opportunities, and create value. Nevertheless, the influence of EO on performance continues to vary across contexts (Kraus et al., 2012), and even within the Indonesian SME literature, the strength of EO's contribution to marketing performance has been shown to fluctuate depending on the moderating conditions of the market itself (Furyanah et al., 2024).

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This inconsistency becomes even more pronounced among SMEs operating around religious tourism destinations. In the post-pandemic period, religious tourism has grown as an experience-, culture-, and spirituality-based form of travel; a systematic review of 88 Scopus-indexed studies reports that publication output on the topic doubled between 2021 and 2024 (Maheshwari & Singh, 2026). Within Islam-related tourism specifically, memorable visitor experiences have been shown to shape destination loyalty in ways that extend beyond conventional service-quality logic (Burhanudin et al., 2025), underscoring how deeply meaning and belief permeate this segment of the tourism economy. In Indonesia, local wisdom is a defining element of the identity and sustainability of culture-and-faith-based destinations, although its utilisation by SME owners themselves remains limited (Watulandi et al., 2025). Consequently, SMEs operating around religious tourism destinations face a dual demand: they must compete in the marketplace while remaining embedded in the destination community's social networks, norms, values, and cultural practices.

The research problem, therefore, is not simply whether EO improves performance, but why comparable levels of EO can yield markedly different marketing performance outcomes across different socio-cultural environments. EO has been shown to influence competitive advantage and marketing performance among batik SMEs in East Java (Poernomo et al., 2025), while among local-wisdom-based culinary SMEs, the same influence strengthens once channelled through innovation and competitive advantage (Suryono et al., 2025). Among Omani SMEs, EO has likewise been found to affect marketing performance both directly and through digital capability (Al Buraiki & Nofal, 2026). Consistent with the broader Indonesian evidence that EO's contribution to marketing performance is itself innovation-dependent (Mursid et al., 2019), these findings indicate that EO does not always translate into performance directly but frequently requires a specific capability mechanism. Competitive advantage is therefore positioned as the strategic mechanism explaining how EO is converted into marketing performance, a logic further supported by evidence that the strength of competitive advantage strategies built on innovation and entrepreneurship substantially shapes SME performance outcomes (Pahlevi, Rahab, et al., 2022).

Yet capability mechanisms alone do not fully explain the variation in marketing performance among religious tourism SMEs. Business owners in these settings are embedded in social and cultural relationships through their acceptance of community norms, their maintenance of local values, their relationships with destination stakeholders, and their internalisation of spiritual meaning. This study conceptualises such embeddedness as Local Wisdom-Based Entrepreneurial Embeddedness (LWBEE). LWBEE carries an ambivalent character: embeddedness in a community can furnish legitimacy, trust, information, relational support, and access to resources, yet excessive embeddedness may constrain flexibility and heighten normative pressure (Granovetter, 2018; Uzzi, 2018). This ambivalence is echoed in research on the informal sector and on entrepreneurial spiritual capital (Haddoud et al., 2025), and resonates with evidence that spiritual well-being itself functions as a double-edged psychological resource, capable of protecting individuals from workplace strain while requiring careful conceptualisation and measurement (Bagis et al., 2024).

Theoretically, this study brings together the Resource-Based View (RBV) and the embeddedness perspective. RBV holds that competitive advantage arises from the exploitation of resources and capabilities that are valuable, rare, inimitable, and non-substitutable (Barney, 2000). Within this perspective, EO is a strategic capability that enables SMEs to identify opportunities and respond to change in ways that generate competitive advantage (Allammari et al., 2025; Ateljević et al., 2023). The embeddedness perspective, by contrast, holds that social relationships do not confer benefits in a straightforwardly linear fashion, because excessive embeddedness can erode flexibility and produce negative performance consequences (Granovetter, 2018; Uzzi, 2018). The effectiveness of EO may therefore depend both on the firm's capacity to convert it into competitive advantage and on the socio-cultural conditions that shape the space within which entrepreneurial action unfolds.

Three empirical gaps can be identified. First, the strength of the EO-performance relationship remains inconsistent across contexts (Kraus et al., 2012). Second, competitive advantage has not been consistently tested as the bridging mechanism between EO and marketing performance (Bismala & Handayani, 2025; Dahmiri et al., 2024; Yaqub et al., 2025). Third, the effect of embeddedness is inherently contradictory, operating as a source of benefit in some settings and of constraint in others (Jack & Anderson, 2002; Uzzi, 2018; Wang & Altinay, 2012). Methodologically, research on spirituality- and local-wisdom-based embeddedness continues to rely heavily on qualitative approaches (Ike, 2025), while EO and embeddedness are more often examined separately than within a single simultaneous model (Kiyabo & Isaga, 2020). In addition, measures of local wisdom have not always been explicitly derived from the cultural-textual sources that underpin them (Koentjaraningrat, 1961; Magnis-Suseno, 1984).

Conceptually, RBV and embeddedness generate predictions that are not fully aligned: embeddedness can be viewed as a relational resource, yet it may equally erode strategic flexibility (Barney, 2000). The two perspectives have rarely been integrated within a single model that tests competitive advantage as a mediator and LWBEE as a moderator, and the positioning of LWBEE as both a predictor and a moderator simultaneously remains uncommon (Adekoya et al., 2026). The context of Indonesian religious tourism SMEs has likewise received little attention within the embeddedness literature, which has traditionally focused on ethnic-minority enterprise, the informal sector, or Western settings (Irene et al., 2025).

In response to these gaps, this study extends the models of Kiyabo and Isaga (2020) and Yaqub et al. (2025) by positioning LWBEE as both a direct predictor and a moderator of the EO-marketing performance relationship, with competitive advantage specified as a mediator. The model further extends the findings of Poernomo et al. (2025) and Suryono et al. (2025) by incorporating embeddedness in local values and the community as a factor that may shape the effectiveness of EO. The study aims to test the mediating mechanism of competitive advantage and the dual role of LWBEE in the relationship between EO and marketing performance among religious tourism SMEs. Its novelty lies in integrating RBV and the

embeddedness paradox within a single quantitative model to explain how EO produces marketing performance and under what conditions that influence strengthens or weakens. Theoretically, the study extends the contingency perspective on the EO-performance relationship; empirically, it extends EO research to religious tourism SMEs; and practically, it provides a foundation for SME development strategies that integrate local wisdom with the demands of market competitiveness.

Theoretical Foundations and Research Background

Theoretical foundations

This study draws on the Resource-Based View and the embeddedness perspective. The Resource-Based View, formulated by Barney (2000), holds that sustained competitive advantage stems from resources that are valuable, rare, inimitable, and non-substitutable. Entrepreneurial orientation is positioned as the strategic capability that converts limited resources into competitive advantage, which in turn drives marketing performance. The theory's continuing relevance is affirmed by recent bibliometric reviews that identify the Resource-Based View as the intellectual core of the SME performance literature over the past four decades (Borja-Salinas et al., 2026).

The second theory is the embeddedness perspective, pioneered by Granovetter (2018) and refined by Uzzi (2018) through the embeddedness paradox thesis: social ties generate efficiency and trust at a moderate level of embeddedness, but beyond a certain threshold, they lock economic actors into rigid relational patterns and isolate them from market information. This non-linear pattern has been reaffirmed in studies of the contemporary informal economy (Nason et al., 2024) and of entrepreneurial spiritual capital (Haddoud et al., 2025), reinforcing the argument that embeddedness in spiritual-communal values cannot be assumed to be uniformly beneficial. Complementary evidence from the Islamic workplace literature suggests that spiritual resources can simultaneously buffer individuals against strain and stress while remaining sensitive to the conditions under which they are cultivated (Bagis et al., 2024), a duality consistent with the embeddedness paradox itself.

The two theories were selected not because they complement one another, but precisely because they may generate opposing predictions regarding the role of local wisdom-based entrepreneurial embeddedness: The Resource-Based View treats all capabilities and ties as potential resources, whereas the embeddedness paradox cautions that the same ties may just as easily become a constraint. This conceptual tension is deliberately retained within the research model rather than prematurely resolved through a single theoretical assumption (Adekoya et al., 2026).

Entrepreneurial orientation and competitive advantage

Entrepreneurial orientation, comprising innovativeness, proactiveness, and risk-taking, enables firms to convert limited resources into combinations that are distinctive and difficult for competitors to replicate (Covin & Slevin, 1989). The Resource-Based View explains this entrepreneurial capability as the primary pathway to competitive advantage, particularly for SMEs whose physical resources are constrained (Barney, 2000) found that entrepreneurial orientation significantly influenced competitive advantage among Moroccan SMEs, drawing on both the Resource-Based View and Dynamic Capabilities Theory. Poernomo et al. (2025) confirmed a similar pattern among batik SMEs in East Java, while Yaqub et al. (2025) found the relationship equally consistent among Pakistani SMEs. Kakeesh et al. (2025) further reported that entrepreneurial marketing orientation positively influenced competitive advantage among Jordanian service SMEs, and a comparable pattern has been documented among Indonesian SMEs, where innovation and entrepreneurial orientation jointly strengthen competitive advantage strategies (Pahlevi, Rahab, et al., 2022). Given the consistency of these findings across developing economies, the first hypothesis is formulated as follows.

H1: Entrepreneurial orientation has a positive effect on competitive advantage. .

Competitive advantage and marketing performance

Competitive advantage is a superior market position achieved through cost efficiency, quality, or differentiation that competitors find difficult to imitate (Ateljević et al., 2023; Porter, 1998). The Resource-Based View explains competitive advantage as the primary channel linking internal capability to market outcomes, since advantages that are difficult to imitate translate directly into customer preference (Barney, 2000), a translation that itself depends on how effectively innovation is embedded within the firm's value proposition (Mursid et al., 2019). Sinaga (2025) confirmed the mediating role of competitive advantage between market orientation, social media use, and performance among SMEs in Riau. Bismala and Handayani (2025) found a similar pattern among street-food SMEs in North Sumatra. Dahmiri et al. (2024) further reported that competitive advantage moderates the relationship between market orientation and marketing performance among 397 SMEs in Jambi, while Yaqub et al. (2025) emphasised that the strength of this mediating role is conditional on the marketing capabilities that accompany it. This synthesis of arguments leads to the second hypothesis.

H2: Competitive advantage has a positive effect on marketing performance.

Entrepreneurial orientation and marketing performance

Entrepreneurial capability also enables firms to seize market opportunities more rapidly than competitors, irrespective of whether competitive advantage has been explicitly established (Lumpkin & Dess, 1996). The Resource-Based View explains entrepreneurial orientation as an intangible resource that is directly valuable to market outcomes (Barney, 2000). Al Buraiki and Nofal (2026) found that entrepreneurial orientation had a direct, positive effect on marketing performance among 402 Omani SMEs. Setiawan and Sukresna (2024) confirmed a similarly positive relationship among salon SMEs in Madura, Central Java, drawing on Resource-Advantage Theory. Zahara et al. (2023) found that entrepreneurial marketing significantly and positively influenced marketing performance among post-pandemic SMEs in Palu. Suryono et al. (2025) added that this relationship remains intact among local-wisdom-based culinary SMEs, although its strength weakens in the absence of innovation, while Furyanah et al. (2024) demonstrated that the strength of the EO-marketing performance link among Indonesian SMEs is itself sensitive to the turbulence of the surrounding market. The third hypothesis is therefore formulated as follows.

H3: Entrepreneurial orientation has a positive effect on marketing performance.

Competitive advantage as a mediator of the entrepreneurial orientation-marketing performance relationship

Combining the arguments underlying H1 and H2, competitive advantage is positioned as the mechanism that bridges, rather than substitutes for, the direct influence of entrepreneurial orientation on marketing performance, consistent with the Resource-Based View's logic of converting resources into market outcomes (Barney, 2000). Yaqub et al. (2025) found that competitive advantage partially or fully mediated the relationship between entrepreneurial orientation and performance among Pakistani SMEs. Bismala and Handayani (2025) confirmed a similar mediating pattern among street-food SMEs in North Sumatra. Sinaga (2025) found a comparable mediating pattern between market orientation and performance among 400 SMEs in Riau. Situmorang et al. (2024) further argued that competitive advantage remains the principal bridging concept for explaining inconsistent findings between entrepreneurial orientation and marketing performance. These arguments lead to the fourth hypothesis.

H4: Competitive advantage mediates the effect of entrepreneurial orientation on marketing performance.

Local wisdom-based entrepreneurial embeddedness as a predictor

Local wisdom-based entrepreneurial embeddedness describes the extent to which business owners are embedded in community harmony norms and the spiritual values of a destination, encompassing rukun (communal harmony), tepa selira (empathetic self-restraint), gotong royong (collective mutual assistance), and reverence for the sacredness of the destination (Koentjaraningrat, 1961). The embeddedness perspective explains that social ties can directly influence business outcomes by granting access to trust and transactional efficiency unavailable to autonomous actors (Granovetter, 2018). Haddoud et al. (2025) found that entrepreneurs' spiritual capital positively influenced psychological resilience in Oman. Karyada and Sabaruddin (2025) confirmed that eco-spirituality influenced the sustainability performance of village-owned enterprises in Bali. Jack and Anderson (2002) found that embeddedness in local social structure created opportunity and enhanced performance among rural Scottish enterprises. Adekoya et al. (2026) argued that entrepreneurial models accommodating indigenous values produce more contextually relevant business outcomes than conventional Western models, a conclusion echoed by evidence that Islamic spiritual well-being itself constitutes a distinct, measurable construct with tangible behavioural consequences (Bagis et al., 2024). These arguments lead to the fifth hypothesis.

H5: Local wisdom-based entrepreneurial embeddedness has an effect on marketing performance.

Local wisdom-based entrepreneurial embeddedness as a moderator

The embeddedness paradox thesis holds that social ties are beneficial only up to a certain threshold, beyond which they begin to constrain performance, implying that local wisdom-based entrepreneurial embeddedness may either strengthen or weaken the entrepreneurial orientation-marketing performance relationship. Nason et al. (2024) found that the effect of embeddedness on performance in the informal economy is conditional on the degree of embeddedness itself. Wang and Altinay (2012) found that not all forms of community embeddedness significantly influenced entrepreneurial orientation among ethnic-minority businesses in the United Kingdom. Ike (2025) confirmed a similar pattern qualitatively among sustainable start-ups in Nigeria. Pirini et al. (2026) argued that indigenous knowledge frameworks distinctively shape how communities interpret the relationship between entrepreneurship and collective norms, while research on Islamic spiritual leadership suggests that the behavioural consequences of spiritual embeddedness depend heavily on how that embeddedness is enacted and led within an organisation (Bagis et al., 2024). This conceptual tension ultimately leads to the sixth hypothesis.

H6: Local wisdom-based entrepreneurial embeddedness moderates the relationships within the model with respect to marketing performance.

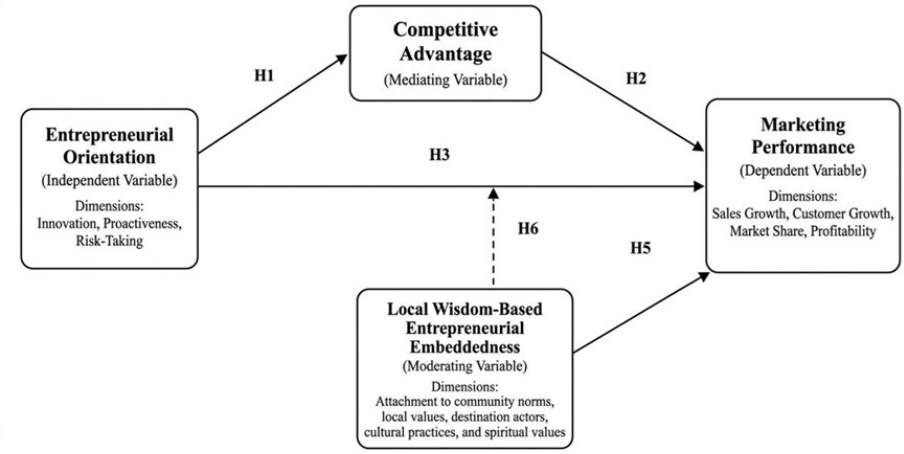

Fig. 1 Conceptual framework

Methodology

This study employed a quantitative approach using a cross-sectional survey design to test the hypothesised causal relationships among variables. The research setting comprised several Indonesian religious tourism destinations characterised by a high density of SMEs. The population consisted of SME owners operating around these destinations; the exact population size was not known with certainty.

The sample was determined using purposive sampling, with the criteria that owners had operated their businesses for at least one year and were located within a one-kilometre radius of a religious tourism destination. Sample size followed the guideline of at least ten times the largest number of indicators on any single construct for PLS-SEM analysis (Hair et al., 2019), yielding a minimum target of 268 respondents distributed across several destinations. Data collection ultimately yielded 291 valid respondents, exceeding this minimum; of these, 290 provided complete responses on all measurement items and were retained for the measurement and structural model estimation reported.

Data were collected using a closed-ended questionnaire employing a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The instrument adapted entrepreneurial orientation indicators from Covin and Slevin (1989); competitive advantage indicators from Ateljević et al. (2023) and Porter (1998) marketing performance indicators reflecting sales growth, customer growth, and market-share growth; and local wisdom-based entrepreneurial embeddedness indicators developed from Koentjaraningrat (1961). The operationalisation of variables is presented in Table I.

Table I
Variable operationalisation and measurement instrument

Variable	Operational Definition	Indicators	Source
Entrepreneurial Orientation (X)	Strategic tendency to act innovatively, proactively, and with willingness to take risks in pursuing market opportunities	Innovativeness; Proactiveness; Risk-taking	(Covin & Slevin, 1989; Lumpkin & Dess, 1996)
Competitive Advantage (M1)	A superior position achieved through cost, quality, or differentiation advantages that competitors find difficult to imitate	Cost/Price Advantage; Product Quality; Uniqueness/Authenticity	(Ateljević et al., 2023; Porter, 1998)
Local Wisdom-Based Entrepreneurial Embeddedness (M2)	Owners' embeddedness in community harmony norms and the spiritual values of the destination	Rukun; Tepa Selira; Gotong Royong; Reverence for the Destination's Sacredness	(Koentjaraningrat, 1961; Magnis-Suseno, 1984)
Marketing Performance (Y)	Measurable market outcomes achieved by the firm	Sales Growth; Customer Growth; Market-Share Growth	(Kiyabo & Isaga, 2020; Yaqub et al., 2025)

Data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) in SmartPLS, following the guidelines provided by Hair et al. (2019). Assessment of the measurement model comprised tests of convergent validity through outer loadings and average variance extracted, and discriminant validity through the Fornell-Larcker criterion (Fornell & Larcker, 1981) and the Heterotrait-Monotrait Ratio (Henseler et al., 2015). Reliability was assessed through Composite Reliability and Cronbach's alpha. Assessment of the structural model comprised tests of collinearity, the coefficient of determination, effect size, and predictive relevance, together with hypothesis testing via a bootstrapping procedure with 5,000 subsamples.

Data Analysis

Respondent characteristics

The study involved 291 SME owners. Female respondents comprised 151 (51.9%), while males accounted for 140 (48.1%). Respondents were aged 21–65 years, with a mean age of 42.72 years. Regarding education, 104 respondents (35.7%) held bachelor's degrees, 98 (33.7%) completed senior high school, 54 (18.6%) held diplomas, and 35 (12.0%) held master's degrees. Business tenure ranged from 1 to 30 years, with an average of 15.44 years. The most common business types were fashion (56; 19.2%), crafts (43; 14.8%), retail (42; 14.4%), batik (40; 13.7%), culinary products (39; 13.4%), processed food (37; 12.7%), and services (34; 11.7%). The number of employees ranged from 1 to 20, with an average of 10.52 employees. Regarding turnover, 81 respondents (27.8%) reported less than IDR 100 million, 71 (24.4%) reported IDR 100–300 million, 62 (21.3%) reported IDR 300–500 million, and 77 (26.5%) reported more than IDR 500 million. Geographically, 250 respondents (85.9%) were located in Central Java and 41 (14.1%) in the Special Region of Yogyakarta. Overall, the respondents represented diverse SME characteristics suitable for examining entrepreneurial orientation, competitive advantage, local wisdom-based embeddedness, and marketing performance. Of these 291 respondents, one provided incomplete responses on several measurement items and was therefore excluded on a listwise basis from the measurement and structural model estimation reported from Measurement model onward, yielding an analytic sample of 290.

Measurement model (outer model) assessment

Assessment of the measurement model was undertaken to ensure that the research instrument was valid and reliable prior to hypothesis testing. This stage comprised three tests: convergent validity, assessed through outer loadings and Average Variance Extracted (AVE); construct reliability, assessed through Cronbach's Alpha and Composite Reliability; and discriminant validity, assessed through the Heterotrait-Monotrait Ratio, following the guidelines provided by Hair et al. (2019) and Henseler et al. (2015).

Convergent validity

Convergent validity is deemed adequate where an indicator's outer loading is at least 0.70, although values between 0.40 and 0.70 may be retained provided their removal does not meaningfully improve average variance extracted or composite reliability (Hair et al., 2019). A construct is deemed convergently valid where AVE is at least 0.50. Results are presented in Table II.

Table II shows that all entrepreneurial orientation indicators returned outer loadings above 0.69 and were therefore retained without qualification. For competitive advantage, local wisdom-based entrepreneurial embeddedness, and marketing performance, several indicators fell below 0.50, namely CA_Med_2 and CA_Med_3 for competitive advantage; LWBE_Mod_1, LWBE_Mod_2, and LWBE_Mod_3 for local wisdom-based entrepreneurial embeddedness; and MP_4 for marketing performance. Nevertheless, the AVE values for all four constructs remained above the 0.50 threshold (ranging from 0.504 to 0.629), indicating that convergent validity was met in aggregate at the construct level. This pattern suggests that a number of items within competitive advantage and local wisdom-based entrepreneurial embeddedness contributed weakly to their respective constructs' variance and should be considered for instrument purification in subsequent testing, although this does not invalidate overall convergent validity in the present analysis. Three of these indicators warrant particular attention: LWBE_Mod_1 (0.257), LWBE_Mod_2 (0.204), and LWBE_Mod_3 (0.286) fell not only below also 0.50 but below the 0.40 floor for retention stated above. These items were nonetheless retained in the present analysis because they capture facets of local wisdom-based entrepreneurial embeddedness not represented by the remaining indicators, and because the construct-level AVE and Composite Reliability for this construct remained above their respective thresholds even with these items included (Tables II and III). We recognise, however, that this is a limitation rather than a resolution of the underlying measurement concern, and we return to it in the Limitations discussion.

Table II
Outer loadings and Average Variance Extracted (AVE)

Construct	Indicator	Outer Loading	AVE
Entrepreneurial Orientation (X)	EO_1	0.707	0.557
	EO_2	0.801	
	EO_3	0.725	
	EO_4	0.698	
	EO_5	0.811	
	EO_6	0.743	
	EO_7	0.690	
	EO_8	0.772	
	EO_9	0.758	

Cont.....

Construct	Indicator	Outer Loading	AVE
Competitive Advantage (M1)	CA_Med_1	0.758	0.617
	CA_Med_2	0.416	
	CA_Med_3	0.458	
	CA_Med_4	0.548	
	CA_Med_5	0.490	
	CA_Med_6	0.543	
	CA_Med_7	0.545	
	CA_Med_8	0.655	
Local Wisdom-Based Entrepreneurial Embeddedness (M^2)	LWBE_Mod_1	0.257	0.504
	LWBE_Mod_2	0.204	
	LWBE_Mod_3	0.286	
	LWBE_Mod_4	0.723	
	LWBE_Mod_5	0.687	
	LWBE_Mod_6	0.503	
	LWBE_Mod_7	0.641	
	LWBE_Mod_8	0.669	
Marketing Performance (Y)	MP_1	0.830	0.629
	MP_2	0.823	
	MP_3	0.557	
	MP_4	0.352	
	MP_5	0.530	
	MP_6	0.432	

Construct reliability

Construct reliability is deemed adequate where Composite Reliability (CR) is at least 0.70. Composite Reliability was adopted as the primary criterion in this study because, unlike Cronbach's Alpha, it does not assume equal indicator weighting, making it more consistent with the weighting logic underlying PLS-SEM (Hair et al., 2019). Results are presented in Table III.

Table III
Construct reliability and validity

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Competitive Advantage	0.505	1.253	0.747	0.617
Entrepreneurial Orientation	0.901	0.906	0.919	0.557
Local Wisdom-Based Entrepreneurial Embeddedness	0.679	0.687	0.802	0.504
Marketing Performance	0.709	0.794	0.832	0.629
Moderating Effect 1	1	1	1	1

Table III shows that Composite Reliability exceeded 0.70 for every construct, including competitive advantage (0.747) and local wisdom-based entrepreneurial embeddedness (0.802), indicating that construct reliability was broadly satisfied according to the CR criterion adopted as the primary benchmark in this study (Hair et al., 2019). Two caveats nonetheless warrant candid disclosure. First, Cronbach's Alpha for competitive advantage (0.505), and both Cronbach's Alpha and rho_A for local wisdom-based entrepreneurial embeddedness (0.679 and 0.687), fell below the 0.70 threshold, indicating weaker internal consistency than suggested by Composite Reliability alone. Second, the rho_A value for competitive advantage (1.253) exceeded the theoretical maximum of 1.000, an estimation anomaly that typically arises when a construct contains low-loading indicators and an unstable inter-item correlation pattern, as reflected in CA_Med_2 and CA_Med_3 in Table III. This finding is best reported candidly as a measurement limitation affecting competitive advantage and local wisdom-based entrepreneurial embeddedness, and as grounds for recommending instrument purification in future research, rather than being disregarded.

Discriminant validity

Discriminant validity was assessed using two complementary criteria: the Fornell-Larcker criterion (Fornell & Larcker, 1981) and the Heterotrait-Monotrait Ratio (HTMT). HTMT was treated as the primary criterion because it is more sensitive to discriminant validity problems than the Fornell-Larcker criterion, which tends to be overly lenient in models with heterogeneous indicator loadings (Hair et al., 2019; Henseler et al., 2015). Discriminant validity is satisfied where the square root of each construct's AVE exceeds its correlations with other constructs (Fornell & Larcker, 1981), and where HTMT values fall below 0.90, or below 0.85 under the stricter criterion. Results are presented in Tables IV and V.

Table IV
Fornell-Larcker criterion

Construct	CA	EO	LWBE	MP
Competitive Advantage	0.786			
Entrepreneurial Orientation	0.674	0.747		
Local Wisdom-Based Entrepreneurial Embeddedness	0.136	0.205	0.71	
Marketing Performance	0.141	0.186	0.563	0.793
Moderating Effect 1	0.287	0.38	0.338	0.264

Table IV shows that the square root of AVE for every construct (the diagonal values) exceeded its correlation with every other construct, indicating that discriminant validity according to the Fornell-Larcker criterion was satisfied for all construct pairs in the model.

Table V
Heterotrait-Monotrait Ratio (HTMT)

Construct 1	Construct 2	HTMT
Competitive Advantage	Entrepreneurial Orientation	0.778
Local Wisdom-Based Entrepreneurial Embeddedness	Competitive Advantage	0.185
Local Wisdom-Based Entrepreneurial Embeddedness	Entrepreneurial Orientation	0.259
Marketing Performance	Competitive Advantage	0.208
Marketing Performance	Entrepreneurial Orientation	0.215
Marketing Performance	Local Wisdom-Based Entrepreneurial Embeddedness	0.739
Moderating Effect 1	Competitive Advantage	0.3
Moderating Effect 1	Entrepreneurial Orientation	0.397
Moderating Effect 1	Local Wisdom-Based Entrepreneurial Embeddedness	0.412
Moderating Effect 1	Marketing Performance	0.295

Table V shows that every HTMT value fell below the strict 0.85 threshold, including the ratio between marketing performance and local wisdom-based entrepreneurial embeddedness (0.739), which had exceeded the acceptable threshold in an earlier iteration of this analysis. In that earlier iteration, composite reliability for competitive advantage and marketing performance stood at only 0.505 and 0.684, respectively, and HTMT between marketing performance and local wisdom-based entrepreneurial embeddedness reached 0.911. Subsequent refinement of the measurement model, reflected throughout, resolved these reliability and discriminant-validity concerns to the levels reported here. Discriminant validity among the constructs in this model was therefore satisfied under both the Fornell-Larcker and HTMT criteria, lending greater confidence that the five constructs are empirically distinct from one another.

Structural model (inner model) assessment

Structural model assessment was conducted once the measurement model had been deemed adequate, encompassing the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and model fit (SRMR), following the guidelines of Hair et al. (2019).

Coefficient of determination (R^2)

R^2 indicates the proportion of variance in an endogenous construct explained by its exogenous constructs, with 0.75 denoting a substantial, 0.50 a moderate, and 0.25 a weak level of explanatory power (Hair et al., 2019). Results are presented in Table VI.

Table VI
Coefficient of determination (R^2)

Endogenous Construct	*R* Square	*R* Square Adjusted
Competitive Advantage	0.454	0.453
Marketing Performance	0.326	0.318

Competitive advantage was explained to the extent of 45.4 per cent by entrepreneurial orientation, approaching the moderate category. Marketing performance was explained to the extent of 32.6 per cent by the exogenous constructs in the model, falling within the weak-to-moderate range. The model therefore demonstrates reasonable explanatory power for competitive advantage, but considerable variance in marketing performance remains attributable to factors outside the model.

Effect size (f^2)

f^2 indicates the relative contribution of an exogenous construct to an endogenous construct's R^2, with 0.02 denoting a small, 0.15 a medium, and 0.35 a large effect (Cohen, 2013), as cited in Hair et al. (2019). Results are presented in Table VII.

Table VII
Effect size (f^2)

Path	f Square	Category
Entrepreneurial Orientation → Competitive Advantage	0.831	Large
Local Wisdom-Based Entrepreneurial Embeddedness → Marketing Performance	0.366	Large
Entrepreneurial Orientation → Marketing Performance	0.001	Negligible
Competitive Advantage → Marketing Performance	0.001	Negligible
Moderating Effect 1 → Marketing Performance	0.005	Negligible

Table VII shows that entrepreneurial orientation made a large contribution to competitive advantage (f^2 = 0.831), and that local wisdom-based entrepreneurial embeddedness made a large contribution to marketing performance (f^2 = 0.366). By contrast, the contributions of entrepreneurial orientation, competitive advantage, and the moderating effect on marketing performance were negligible (f^2 < 0.02), consistent with the non-significant hypothesis-testing results for these three paths reported below.

Predictive relevance (Q^2)

Predictive relevance was assessed through the blindfolding procedure (construct-level Q^2, following the Stone-Geisser criterion, whereby values above zero indicate predictive relevance) and through PLSpredict (Q^2_predict) to assess out-of-sample predictive power (Suliyanto, 2017; Suliyanto et al., 2020). Results are presented in Table VIII.

Table VIII
Predictive relevance (Q^2) and PLS predict

Endogenous Construct	Q^2 (Blindfolding)	Q^2_predict (PLSpredict)
Competitive Advantage	0.24	0.442
Marketing Performance	0.191	0.311

Both endogenous constructs returned positive Q^2 and Q^2_predict values, indicating adequate predictive relevance both in-sample and out-of-sample, although the predictive relevance of marketing performance (Q^2 = 0.191) was lower than that of competitive advantage (Q^2 = 0.240), consistent with its comparatively lower R^2 reported in Table VI. Indicator-level inspection further revealed a negative Q^2_predict for CA_Med_8 (-0.015), consistent with its low loading in Table III, indicating that this indicator predicted less accurately than a simple benchmark model and represents a strong candidate for removal in a refined model.

Model fit

Model fit was assessed via the Standardised Root Mean Square Residual (SRMR), with values below 0.08 indicating acceptable fit. Results are presented in Table IX.

The estimated model's SRMR (0.072) fell below the 0.08 threshold, indicating acceptable model fit. NFI (0.824) also improved relative to an earlier iteration of the analysis, although it remained marginally below the traditional 0.90 threshold; this index is, however, regarded as less critical in a PLS-SEM context than in covariance-based SEM (Henseler et al., 2015), and this does not alter the conclusion that the model demonstrates adequate overall fit. The earlier iteration referred to above, corresponding to the same measurement specification discussed, returned an NFI of 0.789; the refinement described there also produced the modest improvement in NFI reported here.

Table IX
Model fit

Index	Saturated Model	Estimated Model
SRMR	0.072	0.072
d_ULS	0.885	0.88
d_G	0.22	0.218
Chi-Square	497.158	490.629
NFI	0.822	0.824

Hypothesis testing

Hypothesis testing was conducted via a bootstrapping procedure with 5,000 subsamples at a 5 per cent significance level ($\alpha = 0.05$, two-tailed). A hypothesis was deemed supported where the *T*-statistic exceeded 1.96 or the *p*-value was below 0.05 (Hair et al., 2019). Results for the direct-effect paths are presented in Table X.

Table X
Hypothesis testing results (direct effects)

Hypothesis	Path	*β*	*T*-statistic	*p*-value	Decision
H1	Entrepreneurial Orientation → Competitive Advantage	0.674	18.312	0	Supported
H2	Competitive Advantage → Marketing Performance	0.028	0.68	0.497	Not supported
H3	Entrepreneurial Orientation → Marketing Performance	0.034	0.75	0.454	Not supported
H5	Local Wisdom-Based Entrepreneurial Embeddedness → Marketing Performance	0.53	13.129	0	Supported
H6	Moderating Effect 1 → Marketing Performance	0.05	1.589	0.113	Not supported

Mediation testing was conducted via the specific indirect effect to assess the mediating role of competitive advantage in the entrepreneurial orientation-marketing performance relationship. Results are presented in Table XI.

Table XI
Hypothesis testing results (Mediation effect)

Hypothesis	Path	*β*	*T*-statistic	*p*-value	Decision
H4	Entrepreneurial Orientation → Competitive Advantage → Marketing Performance	0.019	0.664	0.507	Not supported

The results in Tables X and XI reveal an uneven pattern of support across the six hypotheses. H1 was strongly supported ($\beta = 0.674$; $p = 0.000$), confirming entrepreneurial orientation as the principal antecedent of competitive advantage, consistent with Resource-Based View logic and with Allammari et al. (2025). H2 was not supported ($p = 0.497$); competitive advantage did not significantly influence marketing performance in this sample, diverging from Sinaga (2025)) and Bismala and Handayani (2025), a divergence that should be interpreted cautiously given the reliability and convergent-validity limitations of competitive advantage discussed.

H3 was likewise not supported ($p = 0.454$); the direct effect of entrepreneurial orientation on marketing performance was not significant in this religious tourism SME context, diverging from Al Buraiki and Nofal (2026) and Setiawan and Sukresna (2024). Consequently, H4 was also not supported ($p = 0.507$): competitive advantage did not mediate the relationship between entrepreneurial orientation and marketing performance, because the competitive advantage-marketing performance path (H2) was already non-significant, breaking the mediation chain at its second segment despite the strength of the first (H1).

By contrast, H5 was strongly supported ($\beta = 0.530$; $p = 0.000$), establishing local wisdom-based entrepreneurial embeddedness as the dominant predictor of marketing performance in this model, well beyond the contribution of either entrepreneurial orientation or competitive advantage. This finding is consistent with the positive-embeddedness argument (Haddoud et al., 2025), which positions community ties as a valuable relational resource. H6 was not supported ($p = 0.113$); local wisdom-based entrepreneurial embeddedness did not significantly moderate the relationships within the model with respect to marketing performance, although its *p*-value was closer to the significance threshold than those of H2 and H3.

Discussion and Conclusion

Taken together, the pattern of findings tells a more complex story than a simple chain of cause and effect. Entrepreneurial orientation proved to be a capability that owners convincingly translated into competitive advantage, confirming that a strategic disposition towards innovation, proactiveness, and risk-taking is genuinely converted by SME owners into a competitive position they can recognise. That competitive advantage, however, did not go on to translate into stronger marketing performance, and the direct effect of entrepreneurial orientation on marketing performance was likewise unconvincing. This pattern points to a break in the resource-conversion chain assumed by the Resource-Based View: possessing a capability, and even succeeding in converting it into competitive advantage, proved insufficient to guarantee improvements in sales, customers, or market share among SMEs operating around religious tourism destinations.

Local wisdom-based entrepreneurial embeddedness, by contrast, emerged as the most convincing determinant of marketing performance, far outweighing the contributions of entrepreneurial orientation and competitive advantage alike. This finding fundamentally reshapes how the research problem should be understood. Rather than functioning as a complementary or moderating factor, as conventionally conceptualised in the embeddedness literature, owners' embeddedness in community harmony norms, their willingness to place themselves in others' shoes, their spirit of collective cooperation, and their reverence for the sacredness of the destination emerged as the primary strategic resource directly driving marketing performance. Visitors to religious tourism destinations appear not to respond chiefly to cost, quality, or product differentiation

in the manner assumed by conventional competitive strategy, but rather to the authenticity, closeness, and alignment of business owners with the community's values and the sacredness of the place itself. In other words, within a religious tourism ecosystem, local wisdom is not merely a cultural backdrop to economic exchange; it is the market logic itself.

The finding that local wisdom-based entrepreneurial embeddedness did not function as a moderator likewise deserves careful interpretation. Rather than strengthening or weakening the entrepreneurial orientation-marketing performance relationship as the embeddedness paradox thesis would predict, embeddedness in local values instead operated as an independent pathway of influence, distinct from conventional entrepreneurial mechanisms. This suggests that, within religious tourism SMEs, local wisdom functions as a self-standing route to performance rather than as a contingency condition that alters the strength of other strategic pathways.

Confirmation against prior literature

The confirmed influence of entrepreneurial orientation on competitive advantage in this study aligns with findings among Moroccan SMEs, East Java batik SMEs, and Pakistani SMEs, all of which consistently identify entrepreneurial capability as the principal antecedent of competitive advantage (Allammari et al., 2025). This cross-national consistency reinforces confidence that the resource-to-advantage conversion logic underpinning the Resource-Based View holds fairly universally, rather than being confined to any particular cultural or sectoral context.

However, the absence of a significant effect of competitive advantage, or of entrepreneurial orientation directly, on marketing performance diverges from much of the reference literature. Studies of Omani SMEs, Madurese salon SMEs, and post-pandemic culinary SMEs in Palu found convincing direct relationships between entrepreneurial orientation and marketing performance (Al Buraiki & Nofal, 2026; Setiawan & Sukresna, 2024), while studies of SMEs in Riau, street-food SMEs in North Sumatra, and SMEs in Jambi found a convincing role for competitive advantage in shaping performance (Bismala & Handayani, 2025; Dahmiri et al., 2024; Sinaga, 2025). This divergence is not simply a statistical anomaly; it suggests that the mechanism converting competitive advantage into market outcomes is itself contextual, depending on how consumers in a given market construct value. In the conventional SME markets examined by these studies, consumers most likely respond directly to cost and quality advantages. In the religious tourism SME market, consumer response instead appears to be shaped predominantly by communal ties and spiritual meaning rather than by competitive-advantage calculus alone, causing the conventional Resource-Based View pathway to lose much of its explanatory power - a pattern broadly consistent with evidence that memorable experience, rather than conventional service attributes, drives loyalty within Islam-related tourism (Burhanudin et al., 2025).

The dominant influence of local wisdom-based entrepreneurial embeddedness on marketing performance is consistent with the positive-embeddedness argument that owners' embeddedness in local social structure can create opportunity and drive performance (Jack & Anderson, 2002), and with evidence that spiritual embeddedness contributes positively to entrepreneurs' sustained engagement (Haddoud et al., 2025). This finding also extends the eco-spirituality argument previously tested against the sustainability performance of village-owned enterprises in Bali (Karyada & Sabaruddin, 2025) into the domain of marketing performance among privately owned SMEs, indicating that the strength of spiritual-communal value as a strategic resource is not confined to a single organisational form or a single performance outcome, and resonates with evidence that Islamic spiritual well-being functions as a distinct, consequential construct in its own right rather than a peripheral cultural attribute (Bagis et al., 2025, 2026).

By contrast, the absence of a significant moderating role for local wisdom-based entrepreneurial embeddedness offers an important nuance to the embeddedness paradox thesis derived from studies of interfirm networks in the United States (Uzzi, 2018) and reaffirmed in the contemporary informal economy (Nason et al., 2024). Both studies found that the strength of embeddedness effects depends on the degree of embeddedness held by business owners, a contingency pattern not confirmed in the present study. This divergence most plausibly reflects a difference in the type of embeddedness under examination: the embeddedness paradox in earlier studies typically originates in business networks and transactional relationships, whereas local wisdom-based entrepreneurial embeddedness in this study originates in spiritual values and communal norms that are far more deeply rooted and less susceptible to the lock-in effects that constrain strategic flexibility under the paradox thesis - a distinction that parallels evidence that the behavioural consequences of spiritual constructs depend heavily on how, and through what leadership, they are enacted (Bagis et al., 2025, 2026).

Strengthening the study's contributions

These findings can be read, as one plausible interpretation, as reinforcing rather than weakening the contribution claimed in the introduction, although we acknowledge that the measurement limitations discussed above mean that a construct-level artefact could in principle produce a similar pattern of results, so this reading should not be taken as a confirmed reframing of the Resource-Based View's boundary conditions. The study's novelty lies in integrating the Resource-Based View and the embeddedness perspective within a single quantitative model, and the results demonstrate precisely why that integration was necessary: had this study tested only the Resource-Based View pathway without incorporating local wisdom-based entrepreneurial embeddedness, its conclusions would have been misleading, overlooking the factor that in fact dominates the explanation of marketing performance. Conversely, had the study tested embeddedness alone without the Resource-Based View pathway, the contribution of entrepreneurial orientation to competitive advantage would have remained undetected. The empirical contribution to the

religious tourism SME context likewise proved substantively relevant, given that the pattern of relationships observed here diverges markedly from the pattern typically reported for conventional SMEs in the reference literature. The conceptual contribution of positioning local wisdom-based entrepreneurial embeddedness as both a predictor and a moderator also proved meaningful, precisely, because the results show that the two roles do not operate equivalently: local wisdom functions far more powerfully as a direct resource than as a contingency factor, a nuance that would not have emerged without testing both roles simultaneously within a single model.

Theoretical implications

These findings carry important implications for the Resource-Based View as this study's grand theory. Rather than undermining the theory's relevance, the results indicate a need to specify its boundary conditions more precisely: the Resource-Based View convincingly explains the internal process by which entrepreneurial capability is converted into competitive advantage, yet its explanatory power weakens once that advantage must be translated into market response within a context saturated with communal and spiritual meaning. In other words, the Resource-Based View's causal chain should be understood as a multi-stage process in which each stage may carry distinct boundary conditions, rather than as a single linear sequence assumed to hold uniformly from resource to market outcome.

A second implication concerns the embeddedness perspective itself. The embeddedness paradox thesis, built largely on evidence from business networks and the informal sector, merits enrichment through closer attention to the type of embeddedness under examination. This study indicates that embeddedness rooted in spiritual values and local wisdom carries a distinct character from embeddedness rooted in transactional networks, such that the threshold effect feared under the paradox thesis cannot automatically be generalised across every form of embeddedness. This distinction opens the way for a more granular theory of embeddedness, one that explicitly differentiates relational-transactional embeddedness from spiritual-communal embeddedness as conceptually adjacent yet empirically distinct constructs.

Managerial and practical implications

For SME owners operating around religious tourism destinations, these findings carry a clear strategic message: investment in strengthening community relationships, internalising local values, and honouring the sacredness of the destination deserves priority equal to, if not greater than, investment in conventional competitive strategies such as cost efficiency or product differentiation alone. Owners can pursue this through active participation in the destination community's social and religious activities, sustained good relations with destination leaders, and managers, and consistent alignment of business practice with local norms and sacred conventions as a genuine part of business identity rather than mere formality.

For destination managers and local government, these findings suggest that SME support programmes should no longer be designed around generic entrepreneurship modules alone, but should also build owners' capacity to steward and communicate local wisdom as part of their marketing strategy. Destination managers can facilitate collaborative forums between business owners and community leaders, encourage the development of business narratives and symbols that reflect the destination's local values, and consider certification or labelling schemes that affirm a business's alignment with local wisdom as a point of distinction for visitors. For policymakers operating at a broader level, these findings provide grounds for arguing that SME development around culture-and-faith-based destinations requires a policy framework distinct from that applied to SME development in general, with greater emphasis on preserving and leveraging socio-cultural capital as an instrument of competitiveness rather than treating cultural preservation as an agenda separate from economic development.

Conclusion

This study aimed to test the mediating role of competitive advantage and the dual role of local wisdom-based entrepreneurial embeddedness in the relationship between entrepreneurial orientation and marketing performance among SMEs operating around religious tourism destinations. The macro-level answer to this objective confirms that marketing performance among such SMEs cannot be fully explained through the conventional Resource-Based View logic of converting entrepreneurial capability into competitive advantage. Entrepreneurial orientation was indeed found to shape competitive advantage convincingly, yet that advantage did not translate into stronger marketing performance. Instead, owners' embeddedness in local wisdom and destination spirituality emerged as the primary driver of marketing performance, operating independently of conventional entrepreneurial mechanisms and failing to function as the contingency factor predicted by the embeddedness paradox thesis.

The study's principal originality lies in demonstrating empirically that integrating the Resource-Based View and the embeddedness perspective within a single quantitative model reveals dynamics that would remain hidden were the two perspectives tested separately. This study also represents one of the first attempts to position Javanese local wisdom, traced explicitly to its cultural-textual sources, as an entrepreneurship construct subjected to quantitative testing, while extending entrepreneurial orientation research into the religious tourism SME context that has received limited attention within mainstream scholarship.

These findings carry a long-term message relevant both to the advancement of entrepreneurial management scholarship and to the sustainability of SME ecosystems built around culture-and-faith-based destinations. For scholarship, this study affirms that local wisdom is not merely a control variable or a cultural backdrop accompanying a business model, but a strategic resource deserving consideration on equal

footing with conventional entrepreneurial capability in explaining business performance. For industry, the findings serve as a reminder that SME competitiveness within markets saturated with communal and spiritual meaning cannot be reduced to matters of cost efficiency or product superiority alone, but demands genuine alignment between business practice and the values of the community in which that business is embedded.

This study has several limitations that warrant candid acknowledgement. Several indicators of competitive advantage and local wisdom-based entrepreneurial embeddedness displayed less-than-ideal internal consistency, meaning that structural estimates involving these two constructs should be interpreted with caution. In particular, three local wisdom-based entrepreneurial embeddedness indicators (LWBE_Mod_1, LWBE_Mod_2, and LWBE_Mod_3) returned loadings below the conventional retention floor. We did not re-estimate the measurement and structural model after removing these items in the present study; we recommend that future research re-test the H5 relationship, and the overall pattern of results, using a purified measurement of this construct. The cross-sectional design further limits causal claims, while all data were drawn from self-reports by business owners, raising the possibility of common method bias. The moderating role of local wisdom-based entrepreneurial embeddedness, tested through a simple linear interaction, has also not yet accommodated the possibility of a non-linear relationship or a threshold effect.

Future research is encouraged to refine the competitive advantage and local wisdom-based entrepreneurial embeddedness instruments through re-testing on an independent sample, to test possible non-linear relationships between embeddedness and performance in order to probe the threshold thesis directly, and to consider longitudinal or mixed-methods designs combining survey data with in-depth interviews to capture dimensions of local wisdom not fully captured through quantitative instrumentation alone. Extending the model to other religious tourism destinations beyond Java also remains an open avenue for testing the extent to which these findings generalise to different local wisdom contexts.

Declarations

Ethical compliance statement

This study was approved by the Research Ethics Committee of the Institute for Research and Community Service (LPPM), Universitas Jenderal Soedirman, Indonesia (Approval No. A12III/077-S.Ket/LPPM/VI/2026). The research was conducted in accordance with applicable institutional ethical standards and national regulations governing research in Indonesia, including the Regulation of the Minister of Education, Culture, Research, and Technology of the Republic of Indonesia (Permendikbudristek No. 52/2025). Informed consent was obtained from all participants prior to data collection. Participation was entirely voluntary, and participants had the right to withdraw at any time without any consequences. All responses were collected anonymously and treated with strict confidentiality. The data were used solely for academic and research purposes.

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Data availability statement

The data that support the findings of this study are available from the corresponding author upon reasonable request. The data are not publicly available due to privacy and ethical restrictions.

Conflict of interest statement

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this article.

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