

Analysis Of The Influence Of Social Media Marketing, Online Customer Ratings, And Brand Image On Consumer Purchasing Interest At Fukutani.Id Kediri

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Abstract

Research aim: This research aims to analyze the influence of social media marketing, online customer ratings, and brand image on consumers' purchase intention toward Fukutani.id products on TikTok Shop. It also seeks to determine which variable exerts the strongest effect on purchase intention.

Design/Method/Approach: A approach quantitative with a design causal was applied in this study. The population consisted of consumers who had interacted with Fukutani.id's marketing content on TikTok and had made at least one purchase within the last six months. A total of 40 respondents were purposive sampling selected using. Data were gathered through a structured questionnaire based on a five-point Likert scale and analyzed using multiple linear regression with SPSS. The analysis was further supported by validity and reliability testing, as well as classical assumption tests, including normality, multicollinearity, and heteroscedasticity.

Research Finding: The findings indicate that, partially, social media marketing and brand image have a positive and significant effect on purchase intention, whereas online customer ratings do not show a significant effect. Simultaneously, all three variables significantly influence consumers' purchase intention, with brand image identified as the most dominant factor.

Theoretical contribution/Originality: This study adds to the digital marketing literature by presenting empirical evidence related to consumer purchase intention in the context of a local fashion brand operating on TikTok Shop. By examining social media marketing, online customer ratings, and brand image within a single framework, this research offers a distinctive perspective, particularly within Indonesia's rapidly expanding social commerce landscape.

Practitioner/Policy implication: The findings offer practical insights for local fashion businesses, suggesting that strengthening brand image and optimizing social media marketing strategies can enhance consumer purchase intention on TikTok Shop.

Research limitation: *he study is limited by a small sample size and its focus on a single local brand. Future research should consider larger samples, multiple product categories, and additional variables such as consumer trust, perceived value, or promotional strategies.*

Keywords: *Social Media Marketing, Online Customer Rating, Brand Image, Purchase Intention, TikTok Shop, Fukutani.id.*

1. Introduction

The digital technology advancement of has transformed significantly the business landscape, particularly in the fashion industry, which increasingly relies on strategies digital marketing through social media and platforms e-commerce. According to the Digital 2025 Indonesia report by DataReportal, the number of internet users in Indonesia has reached approximately 230 million, indicating a substantial opportunity for utilizing digital media in marketing and distributing fashion products. Furthermore, the e-Conomy SEA report published by Google, Temasek, and Bain & Company highlights that the e-commerce sector, especially in the fashion category, crucial role plays in driving Indonesia the growth of digital economy.

Social media marketing refers to a digital marketing approach that uses social media platforms to develop, communicate, and deliver value to consumers through interactive content while fostering user engagement [3]. Social media is currently the main channel for companies or brands to introduce products, interact with customers, and build a positive perception of the brand through creative and interactive content [4]. An effective digital marketing strategy does not merely focus on information delivery, but also emphasizes the creation of experiences that influence consumers' purchase intentions from both emotional and rational perspectives [5]. Social media used in digital marketing strategies include YouTube, Facebook, Instagram, and TikTok.

Based on data from the Central Statistics Agency (2025), most Indonesians have accessed the internet, with social media activities ranking among the most frequently performed in their daily routines [6]. This high internet penetration has encouraged the increased use of various social media platforms in Indonesia. In line with this, the Data Reportal Indonesia (2025) report shows that TikTok is among the social media platforms with the highest usage rates, supported by the characteristics of short video content that is interactive and easily accessible, enabling it to reach a wide audience [7]. To see the specific conditions of social media usage in Indonesia, the following graph shows the percentage of social media usage based on data from the Indonesian Internet Profile Survey released by the Indonesian Internet Service Providers Association (APJII):

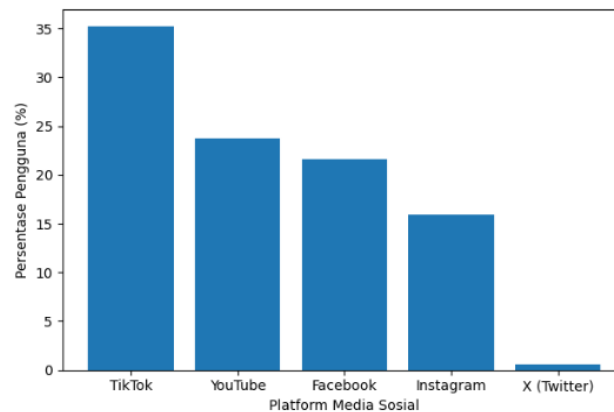


Figure 1. Percentage of Social Media Usage in Indonesia in 2025

Source: Data processed based on the Indonesian Internet Profile Survey (APJII, 2025)

Based on the graph illustrating the percentage of social media usage in Indonesia in 2025, TikTok records the highest usage rate at 35.17%, surpassing other platforms such as YouTube (23.76%), Facebook (21.58%), Instagram (15.94%), and X/Twitter (0.56%) [8]. These findings indicate that TikTok is the most widely used social media platform in Indonesia in 2025. The high level of usage suggests that TikTok has strong appeal among Indonesian internet users. Its reliance on short, interactive, and easily accessible video content enables users to quickly consume information and entertainment, thereby increasing usage intensity compared to other social media platforms. This condition positions TikTok as a promising medium for digital marketing activities. Through visual content, paid promotional features, and direct interaction between businesses and consumers, TikTok can function as a social media marketing tool capable of influencing consumer purchasing interest. This is consistent with the study by Ningrum and Usmany (2025), which states that social media marketing implemented through visual content, digital promotions, and user interaction has a significant effect on purchase interest in fashion products. Given its high usage rate, TikTok is considered an effective medium for delivering marketing messages to consumers [9].

One local brand that actively implements digital marketing strategies is Fukutani.id, a fashion brand from Kediri that focuses on streetwear and everyday casual wear. Through the TikTok Shop platform, Fukutani.id strives to increase visibility and sales with content that follows the latest trends. Fukutani.id's official TikTok account has attracted more than 16.1 thousand followers and recorded more than 228 thousand transactions for one of its flagship products, with reviews consisting of 14.8 thousand 5-star ratings, 3.2 thousand 4-star ratings, 751 3-star ratings, 216 2-star ratings, and 260 1-star ratings. Despite its strong digital performance and high user engagement, there is a gap between viral promotional activities and long-term consumer purchasing interest. Most purchases are still driven by trends and temporary promotions, rather than by strong brand trust or image. This phenomenon emphasizes the importance of conducting an in-depth analysis of the effectiveness of media

marketing, reviews online customer, and image brand in influencing consumer purchasing interest in local brands such as Fukutani.id.

In addition to social media marketing, online customer ratings are considered another important factor that can influence consumers purchase intentions in the context of fashion products on digital platforms. These ratings crucial play role in digital marketing as they provide insights into product quality based on previous customer experiences. In general, online customer ratings can be described as numerical evaluations that indicate the level of consumer satisfaction with a product or service, which also function as indicators of quality and references for potential buyers in online shopping environments [10]. Previous studies have shown consistent findings regarding this relationship. Gultom et al. (2023) found that customer reviews, ratings, and marketing content positively affect purchase intention in fashion products, contributing 30.4% to the model [11]. Similarly, Aji et al. (2023) The study found that online customer reviews and ratings jointly influence consumers' purchase intentions for fashion products on the Shopee platform, with an influence of 54.6%. [12]. Moreover, research conducted by Agustin and Listia (2025) on the Tokopedia platform revealed that online customer reviews, ratings, and customer trust significantly influence purchase intention in the fashion sector [13].

In addition to social media marketing strategies and online customer ratings, brand image has been empirically shown to have a positive relationship with purchase interest. A study by Mulyati et al. (2024) on the local brand Jiniso found that brand image and brand awareness significantly influence consumer purchase interest [14]. Brand image refers to a collection of perceptions, beliefs, and impressions embedded in consumers' minds as a result of their experiences and the information they receive regarding a brand [3]. According to Kotler and Keller (2016), brand image represents how consumers perceive and evaluate a brand based on strong, distinctive, and favorable brand associations [3]. A good brand image tends to increase consumer trust and influence purchasing decisions, often encouraging consumers to choose a product even if it is priced higher than a brand that is perceived less positively [15].

Previous studies have shown that social media marketing, online customer reviews, and brand image significantly influence consumer purchase intentions in the fashion industry. Nevertheless, existing studies have primarily concentrated on national brands and major e-commerce platforms such as Shopee and Tokopedia, while research focusing on local digital brands like Fukutani.id remains limited. This situation highlights a research gap in examining how effective digital marketing strategies are for local brands, particularly those utilizing the TikTok Shop platform.

This study offers a novel perspective by integrating three key variables social media marketing, online customer ratings, and brand image within the context of a local digital fashion brand, Fukutani.id Kediri. It is intended to contribute empirically to the field of digital marketing while also providing practical insights for local businesses in improving their marketing strategies and fostering customer loyalty. Therefore, this research influence aims to

examine the of social media marketing, online customer ratings, and brand image on the purchase intention of Fukutani.id consumers in Kediri, both individually and collectively.

1.1. Problem Statement

Although digital transformation has provided great opportunities for local brand businesses to expand their market reach, the implementation of digital marketing strategies has not been fully able to increase consumer purchase interest in a sustainable manner. One local brand that is active in utilizing digital platforms is Fukutani.id, which uses TikTok to build interactions with consumers through interesting content. However, the high level of promotional activity and number of followers on social media has not been fully proportional to an increase in consumer purchasing interest.

This phenomenon indicates a discrepancy between digital popularity and actual consumer purchasing behavior. Several factors are believed to influence this condition, including the effectiveness of media social marketing, the level of trust in online customer ratings, and consumers' perceptions of brand image. This study examines the extent to which social media marketing, online customer ratings, and brand image influence consumers' purchase intentions towards Fukutani ID products on TikTok, considering both individual and combined effects.

1.2 Research Objectives

This research aims to analyze the impact of social media marketing, online customer ratings, and brand image on the purchase intention of consumers toward Fukutani.id products on the TikTok Shop platform. The findings are expected to offer valuable insights into the digital marketing strategies implemented by Fukutani.id in building consumer trust and encouraging purchase intention, as well as to provide practical guidance for local businesses in improving their “digital marketing practices in the era of social media”.

2. Method

This study uses a quantitative approach with a causal design to examine the relationship and effects between independent and dependent variables. The quantitative method was chosen because of its ability to objectively measure social phenomena and facilitate statistical analysis of variable associations [16]. The population includes all consumers of Fukutani.id products; however, the exact size is unclear because not all followers of Fukutani.id's official TikTok account are actual buyers. Therefore, purposive sampling was applied to identify respondents who meet the criteria aligned with the research objectives.

The sample size in this research was determined based on the rule of thumb introduced by Roscoe (1975), “which states that the minimum number of samples in quantitative studies should be at least ten times the number of variables analyzed” [17]. Since this study includes four variables, a total of 40 respondents were selected. Purposive sampling was applied to choose participants who met predetermined criteria. The respondents were individuals who had interacted with Fukutani.id 's marketing content on TikTok, as well as those who had experience viewing product ratings and making purchases of the products under study [18].

Data were collected using an online questionnaire distributed through Google Forms on TikTok and other social media platforms. Research variables were measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree)[19]. Social Media Marketing was evaluated based on entertainment, interaction, trends, personalization, and digital word-of-mouth [20]; Online Customer Ratings included usefulness, credibility, and clarity [21]; Brand Image was assessed through the strength of brand associations, favorability, and uniqueness, while Purchase Intention included purchase intention, recommendation, brand preference, and information search [3]. All measurement indicators were adapted from existing literature and theoretical frameworks [5].

The data were analyzed through multiple linear regression using SPSS. Prior to hypothesis testing, assumptions of normality, multicollinearity, and heteroscedasticity were assessed to verify the model's validity. The t-test evaluated the individual impact of each independent variable, while the F-test examined their joint effect on consumer purchase intention [22]. The coefficient of determination (R^2) indicated the proportion of variance in the dependent variable explained by the independent variables.

3. Results and Discussion

Respondent Description

This study involved 40 respondents who had seen or interacted with marketing content and purchased Fukutani.id products. Purposive sampling was employed to select respondents who had purchased products at least once in the previous six months. Based on age characteristics, respondents were predominantly aged 21-24 years, totaling 17 individuals (42.5%). This was followed by those aged 17-20 years with 15 respondents (37.5%), respondents aged 24-27 years totaling 5 individuals (12.5%), and respondents aged 28-35 years with 3 individuals (7.5%). Regarding educational background, bachelor's degree (S1) holders accounted for 18 respondents (45%), followed by respondents with a senior high school/vocational education totaling 11 individuals (27.5%), diploma (D3) graduates with 7 respondents (17.5%), and respondents with other educational backgrounds totaling 4 individuals (10%).

Classical Assumption Test

To confirm that the regression-model meets the necessary classical assumptions a series of classical assumption tests were carried out before conducting the regression analysis.

Normality Test

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		40
Normal Parameters ^{a, b}	Mean	0
	Standard Deviation	2.72039176

One-Sample Kolmogorov-Smirnov Test		
Most Extreme Differences	Absolute	0.085
	Positive	0.07
	Negative	-0.085
Test Statistic		0.085
Asymp. Sig. (2-tailed)		.200 ^{c,d}
Source: Processed Data, 2025 (SPSS Output)		

With a significance value of 0.200, which exceeds the threshold of 0.05, the residuals can be considered normally distributed. The residual normality test was tested using the Kolmogorov–Smirnov method.

Multicollinearity Test

Table 2. Multicollinearity Test

Variable		Collinearity Statistics VIF
1	(Constant)	
	SMM	1,731
	OCR	1,612
	Brand Image	1,095

Source: Processed Data, 2025 (SPSS Output)

A model is considered free from multicollinearity if the Variance Inflation Factor (VIF) is less than “10” and the Tolerance value is greater than 0.10. Multicollinearity testing is performed to identify whether there is a strong correlation between the independent- variables in a regression model. These results indicate that the independent variables do not have a strong correlation with each other in explaining the dependent variable

The multicollinearity test conducted using SPSS shows that the Variance Inflation Factor (VIF) values are 1.731 for Social Media Marketing, 1.612 for Online Customer Rating, and 1.095 for Brand Image, all of which are well below the threshold of 10. In addition, the tolerance values for these variables are 0.578, 0.620, and 0.913, respectively, each exceeding the minimum acceptable level of 0.10.

These results indicate that there is no issue of multicollinearity among the independent variables. Therefore, Social Media Marketing, Online Customer Rating, and Brand Image can be reliably used as predictors to analyze their influence on consumer purchase intention at Fukutani.id Kediri.

Heteroscedasticity Test

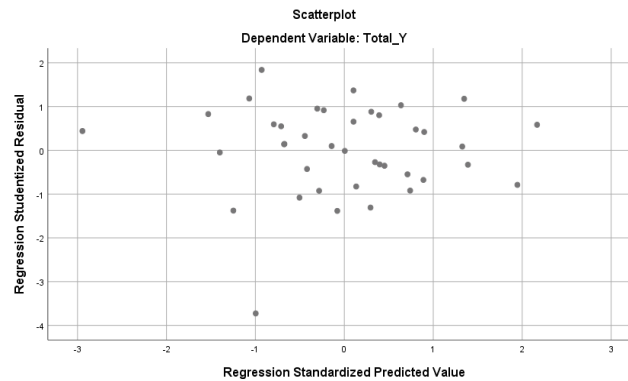


Figure 2. Heteroscedasticity Test

Source: Processed Data, 2025 (SPSS Output)

A heteroscedasticity test was carried out to examine whether there were variations in the residual variance within the regression model. A model is regarded as reliable when it is free from heteroscedasticity, meaning the residuals have constant variance across all levels of the independent variables. This assessment was conducted using a scatterplot that compares standardized predicted values (ZPRED) with standardized residuals (SRESID).

Based on the SPSS scatterplot results, the residuals are dispersed randomly without forming any clear pattern and are spread both above and below the zero line. This suggests that the regression model used in this study does not suffer from heteroscedasticity..

Multiple Linear Regression Analysis

Table 3. Multiple Linear Regression Analysis Results

Coefficients ^a			
Model		Unstandardized Coefficients	
		B	Std. Error
	(Constant)	-2.419	7.295
1	SMM	0.219	0.104
	OCR	-0.088	0.212
	Brand Image	0.771	0.255

Source: Processed Data, 2025 (SPSS Output)

The multiple linear regression analysis yielded the following regression equation:

$$Y = -2.419 + 0.219X_1 - 0.088X_2 + 0.771X_3$$

The regression equation can be interpreted as follows:

1. The constant value of -2.419 shows that when Social Media Marketing (X_1), Online Customer Rating (X_2), and Brand Image (X_3) are equal to zero, the Consumer Purchase Intention (Y) is -2.419. This indicates that in the absence of these independent variables, the level of consumer purchase intention toward Fukutani.id Kediri tends to be low. It also suggests that other factors beyond the scope of this research could influence purchase intention.
2. The regression coefficient for the Social Media Marketing variable (X_1) is 0.219, indicating that a one-unit increase in Social Media Marketing, while keeping Online Customer Rating and Brand Image constant, results in a 0.219 increase in consumers' purchase intention. This finding implies that enhancements in Fukutani.id Kediri's social media marketing strategies, including content quality, promotional intensity, and consumer engagement, are associated with higher consumer purchase intention.
3. The regression coefficient for the Online Customer Rating variable (X_2) is -0.088, which means that a one-unit increase in this variable, while Social Media Marketing and Brand Image are held constant, is associated with a decrease of 0.088 in consumer purchase intention. This negative coefficient indicates that higher online customer ratings do not always lead to increased purchase intention. The result implies that online ratings may not exert a direct positive influence on consumers' purchasing-decisions
4. With a regression coefficient of 0.771, Brand Image (X_3) positively affects consumer purchase intention, meaning that each one-unit increase in Brand Image results in a 0.771 increase in purchase intention, assuming Social Media Marketing and Online Customer Rating remain constant. This finding indicates that Brand Image exerts the most dominant influence on consumer purchase interest. A stronger brand image of Fukutani.id Kediri reflected in consumer trust, a positive reputation, and favorable perceptions of product quality is associated-with higher levels of consumer purchase interest.

Determination Coefficient Test

Table 4. Results of the Coefficient of Determination Test

Model Summary ^b					
Model	R	R Square	Adjusted R-Square	Standard Error of the Estimate	Durbin-Watson
1	.605 ^a	0.366	0.313	2,831	1.764

Source: Processed Data, 2025 (SPSS Output)

The regression coefficient of the Brand Image variable (X_3) is 0.771, indicating that a one-unit increase in Brand Image, while holding Social Media Marketing and Online Customer Rating constant, results in an increase of 0.771 in Consumer Purchase Interest. This finding indicates that Brand Image exerts the most dominant influence on consumer purchase interest. A stronger brand image of Fukutani.id Kediri—reflected in consumer trust, a positive

reputation, and favorable perceptions of product quality—is associated with higher levels of consumer purchase interest.

The remaining 68.7% of the variation in consumers’ purchase intention is explained by factors not included in this study, such as product price, service quality, sales promotions, consumer trust, and other external variables beyond the scope of the research model.

Hypothesis Testing

Partial Test (t-Test)

Table 5. Partial Test (t-test)

Model	t	Sig.
(Constant)	-0.332	0.742
SMM	2.101	0.043
OCR	-0.415	0.68
Brand Image	3.024	0.005

Source: Processed Data, 2025 (SPSS Output)

Based on the results of the partial t-test presented in Table 5, the Social Media Marketing (SMM) variable has a significance level of 0.043, which is below the 0.05 threshold, indicating a statistically significant effect on purchase intention. In contrast, the Online Customer Review (OCR) variable shows a significance value of 0.68, exceeding 0.05, meaning it does not significantly influence purchase intention. Meanwhile, the Brand Image variable has a significance value of 0.005, which is lower than 0.05, demonstrating that it has a significant impact on consumers’ purchase intention..

Simultaneous Test (F Test)

Table 6. Simultaneous Test (F Test)

Model	F	Sig.
Regression	6,917	.001 ^b
Residual		
Total		

Source: Processed Data, 2025 (SPSS Output)

The simultaneous (F) test results presented in Table 6 show a significance level of 0.001, which is lower than the 0.05 threshold. These findings suggest that, when considered together, Social Media Marketing, Online Customer Reviews, and Brand Image significantly influence consumers’ purchase intention for Fukutani.id products.

Discussion

The Effect of Social Media Marketing on Fukutani.id Consumer Purchase Interest

Looking at the results of the partial (t) test, it appears that the Social Media Marketing variable does have an impact on consumers' intention to purchase at Fukutani.id. The t-count reaches 2.101, which is already higher than the t-table value of 1.984. At the same time, the significance level is 0.043 clearly below the 0.05 threshold. So, statistically speaking, the effect is considered significant. But beyond the numbers, this also reflects something more practical. Social media marketing seems to play a meaningful role in shaping how consumers respond to the brand. It's not just about posting content it's about how that content connects. In the case of Fukutani.id, especially through platforms like TikTok Shop, their marketing efforts appear to be quite effective. The content they share tends to follow trends, feels engaging, and invites interaction. That kind of approach doesn't just inform consumers it creates a certain experience. And that experience matters. It can influence how people feel about the brand, even before they decide to buy. In this sense, social media is no longer just a promotional channel. It becomes a space where emotional connections are formed, where consumers feel involved, and ultimately, where their intention to purchase begins to grow.

This result supports Ningrum and Usmany (2025), who found that social media marketing significantly influences purchase intention for fashion products by increasing brand exposure and strengthening consumer relationships [9].

The Influence of Online Customer Ratings on Consumer Purchase Intentions at Fukutani.id

The partial (t) test results indicate that the Online Customer Rating variable does not have a significant influence on consumer purchasing intention at Fukutani.id. This is indicated by the calculate t value of -0.415, which is lower than the t table value of 1.984, and the significance value of 0.680, which exceeds the threshold of 0.05. Thus, the hypothesis stating that online customer ratings influence purchasing intention is rejected. These results indicate that although Fukutani.id has a relatively high rating on TikTok Shop, this factor is not yet a primary consideration for consumers in forming their purchasing intent. Consumers are generally more affected by factors such as promotional content and brand image than by product ratings alone.

This finding contrasts with the study by Agustin and Listia (2025) on the e-commerce platform Tokopedia, which found that online customer reviews, online customer-ratings, and customer trust significantly influence consumers' purchase intentions for fashion products [13].

These findings indicate that in the context of local fashion brands, customer ratings do not necessarily directly drive purchase interest, especially if consumers already have preferences or interests shaped by other marketing factors.

The Influence of Brand Image on Fukutani.id Consumer Purchase Interest

If we look at the results of the partial (t-test), the Brand Image variable turns out to have a noticeable influence on consumers' purchase intention at Fukutani.id. The t-value reaches

3.024, which is clearly higher than the t-table value of 1.984. At the same time, the significance level is 0.005 well below 0.05. So, from a statistical point of view, the effect is not only present but also quite strong. But it's not just about the numbers. When thinking about it more deeply, brand image seems to shape how consumers feel toward Fukutani.id. Things like how unique the brand is, how it stands out compared to others, and the associations people have with it all of these slowly build trust. And once that trust is there, the intention to buy tends to follow. In other words, a positive brand image doesn't just make the brand look good. It gives consumers a sense of confidence. They start to believe that the brand offers value, maybe even more than its competitors. That perception alone can be enough to push someone closer to making a purchase.

Interestingly, these findings are also consistent with what Mulyati et al. pointed out. In their study, brand image is described as a strategic asset something that plays a key role in shaping how consumers think and behave, especially when it comes to deciding whether or not to buy a product. [14].

The Simultaneous Influence of Social Media Marketing, Online Customer Ratings, and Brand Image on Consumer Purchase Interest

When looking at the results of the simultaneous (F) test, it becomes clear that all three variables social media marketing, online customer ratings, and brand image work together in influencing consumers' purchase intention at Fukutani.id. The calculated F value is 6.917, which is noticeably higher than the F-table value of 2.87. On top of that, the significance level is 0.001, well below 0.05. So, overall, the model is statistically significant. But what's interesting here is how these variables interact as a group. It's not just one factor driving consumers' decisions. Instead, purchase intention seems to be shaped by a mix of how the brand presents itself on social media, how consumers perceive product ratings, and the overall image of the brand itself.

Even though online customer ratings didn't show a strong effect when tested individually, that doesn't mean they are irrelevant. When combined with the other variables, they still play a role maybe not as the main driver, but as a supporting factor that strengthens the overall influence. So, in a way, consumer purchase intention here feels like the result of multiple elements coming together. Not a single dominant factor, but a combination that, when aligned, becomes much more impactful.

4. Conclusion

In the end, it can be seen that both social media marketing and brand image play an important role in shaping consumers' intention to buy products from Fukutani.id. Their influence is not only positive but also significant, which means these factors really matter in practice. When the brand actively uses platforms like TikTok Shop creating content that feels engaging, follows trends, and invites interaction it seems to naturally attract more consumer attention. At the same time, having a strong and positive brand image reinforces that effect, making people feel more confident and interested. So, it's not just one element working alone,

but rather a combination of appealing content and a solid brand perception that gradually builds consumers' willingness to make a purchase.

Meanwhile, online customer ratings did not significantly influence consumer purchase intention when examined partially. This finding suggests that, in the context of local fashion brands, consumers do not rely solely on ratings as a primary consideration in purchasing decisions, but are more influenced by emotional factors and brand perceptions developed through social media engagement.

Even so, when all three variables social media marketing, online customer ratings, and brand image are considered together, they still show a meaningful impact on consumers' purchase intention. This suggests that, rather than working separately, these factors tend to complement each other in shaping how consumers decide. It's not always obvious at first, especially since some variables may seem weaker on their own, but collectively they still matter. Because of that, Fukutani.id should keep refining its social media strategy while also maintaining and strengthening its brand image, so it can stay competitive and continue encouraging consumers to make purchases over time..

Content Attribution

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The content generated by AI was not used directly or copied verbatim, but has undergone a thorough review, editing, and adjustment process by the author to ensure accuracy, authenticity, and scientific integrity. All interpretations, analyses, and conclusions are the result of the author's consideration and full responsibility. Therefore, this work reflects the collaboration between human intelligence and artificial intelligence.

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