Exploring the Effect of Reliability and Responsiveness on Customer Satisfaction at Kadron Photography

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Author's contribution

The sole author designed, analysed, interpreted and prepared the manuscript.

Original Research Article

ABSTRACT

Aims: This study aims to determine the effect of Reliability (X1) and Responsiveness (X2) on Customer Satisfaction (Y) at Kadron Photography, in Makassar

Study Design: The quantitative associative research design aims to ascertain the partial and simultaneous relationship between Reliability and Responsiveness and Customer Satisfaction.

Place and Duration of Study: Kadron Photography between July and September.

Methodology: The population in this study were customers who had used services at Kadron Photography from January to October, totaling 730 people. A total of 88 respondents residing in Makassar were obtained using the Slovin formula. Collecting data is done using a questionnaire method which contains questions related to the research variables. The data analyzed technique used was multiple linear regression analysis using two statistical test methods, Simultaneous Test and Partial Test by applying Statistical Product and Service Solution (SPSS).

Results: The multiple regression equation $Y = 0.588 + 0.377X1 + 0.568X2$ is derived from the study's findings. According to the results of the F test hypothesis, the independent variables

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(Reliability and Responsiveness) simultaneously have a positive and significant impact on variable Y (Customer Satisfaction), as indicated by the calculated F value being greater than the F table value with a significance level of 0.000 <0.05. With a significance level of 0.000 <0.05, the t test findings showed that Reliability has a substantial and partial positive impact on Customer Satisfaction. The t value of the variable X1 is higher than the value of the t table. As well as X1, the statistical results of the Responsiveness variable show that there is a positive and significant effect on Customer Satisfaction. Furthermore, based on the results of the t test, it is known that Responsiveness has the strongest impact on customer satisfaction compared to reliability.

Conclusion: Kadron Photography must retain their service excellence, which includes Reliability and Responsiveness to ensure that Customer Satisfaction is maintained in the long term.

Keywords: Reliability; responsiveness; customer satisfaction; photography.

1. INTRODUCTION

"In the globalization era, products or services that compete in one market are increasingly numerous and diverse due to market openness. Thus, there is competition between producers to be able to meet customer needs and provide maximum customer satisfaction, because basically the goal of a business is to create customer satisfaction. Customer satisfaction is an assessment of the level of ability of a product or service to meet the needs or consumption in accordance with customer desires" (Tjiptono & Diana, 2019).

One of the growing business fields at the moment is the photography business. Photography is now not only a hobby, but also a lifestyle as well as a new business field for photography enthusiasts. Along with the rise of the photography business with the increasing intensity of competition and the number of competitors, this requires photography business actors to always pay attention to customer needs and desires and try to meet customer expectations by providing something more satisfying than what their competitors do. The presence of photo studios and photographers with professional tools and ways of working has become a necessity in the process of documenting events. Even so, the presence of a professional photo studio and draftsman is a necessity that cannot be ignored.

Kadron Photography is one of the photography service providers in Makassar that offers various types of services, ranging from photo studios, prewedding photos, wedding photos, photo models, graduation photos and event documentation. Kadron Photography realizes the tight competition that requires companies to always prioritize customer satisfaction by providing the best service, especially the various types of services provided. It will certainly face customers who have different backgrounds, both from educational backgrounds, occupations, ages, to gender. This is a challenge for the company in providing good service to provide satisfaction for customers who have different backgrounds.
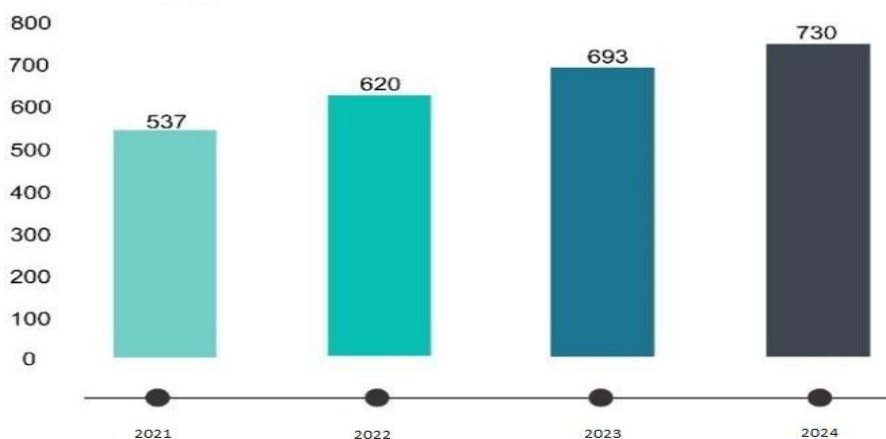

Fig. 1. Kadron Photography user data 2021 – 2024 (October)
Source: Kadron Photography, 2024

Fig. 1 shows an increase in the number of users services from 2021 to 2024 (October), which means that the use of Kadron Photography from year to year has increased significantly. Based on the pre-observation conducted, it is known that this increase was influenced by several factors, including: (1) The atmosphere of the place is comfortable, (2) Affordable prices compared to similar service companies, (3) Satisfactory photo results, (4) Often provide promos.

The increase in the number of service users apparently has not provided overall satisfaction to all customers. As evidenced by the fact that there are still complaints from some customers, especially on the quality of service. For example, the waiting time is often too long, employees are less responsive in serving customers, and the results of photo shoots sometimes take a long time. This data is obtained by researchers from interviews with the owner.

When viewed from the types of complaints from customers (Table 1), namely long waits and unresponsive employees are complaints about the Service Quality of the responsiveness dimension while complaining about the old shooting results is the reliability dimension of Service Quality. Seeing complaints from several customers who are less satisfied with the services provided by Kadron Photography, this requires the company to further improve the quality of its services so that its customers can feel fulfilled. The steps taken by company in responding to complaints from customers can be seen from the solution Table 2.

Based on Table 1 regarding customer complaints, it can be said that the trend in the number of complaints from 2021 to 2024 continues to decline. This means that the company's solution in responding to customer complaints can be said to be good. However, it turns out that it has not been able to accommodate the overall needs of customers, which can be seen that there are still several complaints from customers.

Several studies have discussed the relationship between service quality and customer satisfaction, but the results are inconsistent. Some studies find that service quality has a positive and significant influence (Chuenyindee et al., 2022; Chang & Thai, 2016; Aditia et al., 2021). On the other hand, it has a negative influence on customer satisfaction (Prentice & Nguyen, 2020; Widodo, 2021).

Table 1. Customer complaints on service

Complaints	2021	2022	2023	2024
Waiting too long	37	23	15	11
Employees lack responsiveness	5	7	5	5
Results of shooting that takes longer	15	16	15	9
Total Complaints	57	46	35	25
	(10,6 %)	(7,4 %)	(5,0 %)	(3,4 %)

Source: Kadron Photography (2024)

Table 2. Solution to customer complaints

No.	Complaint Type	Solution
1.	Waiting time	1. Provide online booking so that customers no longer need to go to the company to queue.
		2. Communicate the shooting schedule to customers so that customers no longer wait for the shooting time
		3. Provide coffee breaks and serve customers in the waiting room
2.	Unresponsive employees	1. Provide more employees to ensure clear job descriptions.
		2. Providing employees with training.
		3. Rewarding employees to motivate them to perform better
3.	Long shooting result time	1. Update the company's equipment.
		2. Added photo printing equipment.
		3. Providing files of the shooting results to customers.

Based on the description above, several previous studies that contradict each other between service quality and customer satisfaction, and seeing an increase in the number of service users even though on the other hand there are still complaints from some customers about the quality of service provided, it is of interest to researchers to conduct a study using these variables at Kadron Photography.

2. LITERATURE REVIEW AND HYPHOTESIS

"Customer satisfaction is the level of a person's feelings after comparing the product performance he feels with his expectations" (Indrasari, 2019). "One of the actions to satisfy customers is by providing services to customers as well as possible. This fact can be seen, that there are several things that can provide customer satisfaction, namely total customer value consisting of product value, service value, personal value, image value, and total customer costs consisting of monetary costs, time costs, labor costs, and mind costs" (Indrasari, 2019).

"Satisfaction can be defined as an effort to fulfill something or make something adequate. Satisfaction is a person's feeling of pleasure or disappointment experienced after comparing the perception of the performance or results of a product with his expectations. It can be understood that the role of good service quality is very important and very influential, without the right service the product will be less attractive to customers" (Fader, 2020). "Service quality (Servqual) is one of the methods that can be done by companies in maintaining customer satisfaction. Once customers are satisfied with the product or service they receive, they will compare the services provided. If customers feel completely satisfied, they will buy again and give recommendations to others to buy at the same place" (Goodman, 2019). "Therefore, companies must start thinking about the importance of customer service more carefully through improving service quality, because it is now increasingly realized that service for customer satisfaction is a vital aspect in order to survive in business and win competition" (Haryono & Octavia, 2020). "Servqual is a requirement that must be owned by the company continue to gain customer trust. It is how far the difference is between the expectations and reality of the customers for the services they receive. It can be known by comparing customer perceptions of the services they actually receive with the actual services they expect" (Haryono & Octavia, 2020).

"One important aspect of servqual is reliability. This element refers to the company's ability to provide services accurately to its customers. At this stage, the company's products and services can be accessed by customers anytime and anywhere" (Infante, & Mardikaningsih, 2022). "The company makes itself available to customers at all times. Reliability is the ability to provide the promised service immediately, accurately and satisfactorily" (Tjiptono & Chandra, 2011). Speed is an ability to serve quickly which refers to customer satisfaction (Cesariana, Juliansyah, & Fitriyani, 2022). "It can also be understood as the ability to provide the promised service immediately, quickly, accurately, and satisfactorily. Fast service determines customer satisfaction. However, speed without accuracy in work does not guarantee customer satisfaction. Therefore, accuracy is very important in service. Proper and reliable service will increase satisfaction. Likewise with timeliness, in the sense that the implementation of services must be completed exactly at the specified time" (Cesariana, Juliansyah, & Fitriyani, 2022).

"Another thing that is an important element in service quality is responsiveness. This is a responsive attitude, willing to listen and respond to consumers in an effort to create satisfaction, for example: being able to provide information quickly, accurately, and correctly, not showing neglect, and being able to provide immediate assistance" (Suprianto, 2023). "Responsiveness is an activity that is able to provide services to respond to what is requested by consumers quickly" (Tjiptono & Chandra, 2011). "Responsive employees are those who have wisdom, clarity, coaching, directing and persuading consumers to get a positive response" (Apriliani, 2018). "In creating customer satisfaction, high performance is needed and an increase in optimal work and being able to utilize the potential possessed by employees to create satisfaction" (Gunawan, 2019).

Based on the literature that has been presented previously, the following hypotheses can be proposed:

a. Reliability variable has a positive and significant effect on Customer Satisfaction

b. Responsiveness variable has a positive and significant effect on Customer Satisfaction

c. Reliability and Responsiveness variables have a positive and significant effect on Customer Satisfaction

3. MATERIALS AND METHODS

This is a quantitative study, which will examine the relationship between the research variables. The variables to be examined in this study are Reliability and Responsiveness (independent) and Customer satisfaction (dependent).

The instrument in this study uses a questionnaire to collect primary data sources directly from customers. To determine the sample, the Slovin formula was used and a sample of 88 customers who live in Makassar and have used Kadron Potograpy services was determined. The sampling technique is carried out based on the characteristics set for the target population elements tailored to the research objectives or problems. Based on this description, the sample in this study must meet the criteria, which is having used Kadron Photography services.

The questionnaire was prepared using the Reliability and Responsiveness variables from Tjiptono & Chandra (2011). Reliability consists of 3 indicators (Accurate, satisfactory, and in accordance with the agreement). Responsiveness consists of 3 indicators (Quick Response, Motivation in Working, and Helping Consumer Desires). Furthermore, Customer Satisfaction is compiled based on Lupiyoadi's research (2004), which consists of service quality, level of satisfaction, no complaints filed.

After completing the questionnaire data, the data was analyzed and tested for validity and reliability using SPSS. This is necessary because considering that the primary data source is a questionnaire that is very vulnerable to errors or inaccuracies.

3.1 Validity Test

Validity is a measure that shows the level of validity of an instrument. An instrument is said to be valid if it is able to measure what is desired and can reveal data from the variables studied precisely. The high and low validity shows the extent to which the data collected does not deviate from the description of the variable in question.

Validity was tested by calculating the correlation between the scores of each question and the total score using the product moment correlation formula (Sunjoyo et al, 2013). If r count> r table means that the data is significant (valid) and suitable for use in testing the research hypothesis. And vice versa, if r count < r table means that the data is not significant (invalid) and will not be included in testing the research hypothesis.

3.2 Reliability Test

The reliability test is used to test whether the instrument used several times to measure the same object will produce the same data and conclusions. The reliability test relates to the consistency, accuracy or forecasting accuracy of the research results. Sugiyono (2007) argues that research results are said to be reliable if there is similar data at different times. According to Sunjoyo et al (2013), an instrument is said to be reliable if it has a reliability coefficient or alpha of 0.60 or more.

3.3 Multiple Regression Analysis

This analysis is used to determine whether there is a positive or negative effect of all independent variables (X) on the dependent variable (y) with the following regression model:

$$Y = a + b1X1 + b2X2 + e$$

Notes:

Y = Dependent variable (Customer Satisfaction).
a = Constant.
b = Regression coefficient.
X1 = Reliability
X2 = Responsiveness
e = Error

3.4 Quantitative Analysis

Quantitative data analysis is a method of analysing data in the form of numbers that can be calculated or measured. This analysis is used to estimate the amount of influence quantitatively using statistical analysis tools.

3.5 Hypothesis Test

To determine the significance of the hypothesis in this study partially, it is necessary to conduct a

t test (Partial Test). The t test is used to determine whether each independent variable has a significant effect on the dependent variable. If t count> t table, it can be said to be significant, that is, there is an influence between the independent variable under study and the dependent variable. Conversely, if t count < t table, it can be said to be insignificant.

Furthermore, the F test is used to determine whether all independent variables together have a significant effect on the dependent variable. If F count> F table, it can be said to be significant, that is, together there is an influence between the independent variables studied and the dependent variable. Conversely, if F count < F table, it can be said to be insignificant. To facilitate the calculation of data analysis in order to obtain accurate data and minimize errors, data processing is carried out with the help of the Statistical Program of Social Science (SPSS) software.

4. RESULTS AND DISCUSSION

4.1 Results

Table 3, Table 4, and Table 5 show that all r-count values for questionnaire question items on the research variables used produce r-count values greater than the r-table value. The r-table value for the number of samples (n = 88) is 0.2096 therefore all question items on each questionnaire can be declared valid.

The results of the reliability test in the table above show that all variables in this study have a Cronbach's Alpa (α) coefficient greater than 0.600 so that it can be said that all measurement concepts of each variable from the questionnaire are reliable.

Based on the regression analysis results table, the multiple regression equation is obtained as follows: **$Y = 0.588 + 0{,}377\ X_1 + 0{,}568\ X_2 + e$**

Table 3. Validity test of reliability variable questionnaire instrument (X1)

No	Statement Items	r-count	r-table	Sig.	Notes
1	Item 1	0,813	0,2096	0,000	Valid
2	Item 2	0,726	0,2096	0,000	Valid
3	Item 3	0,820	0,2096	0,000	Valid
4	Item 4	0,753	0,2096	0,000	Valid
5	Item 5	0,791	0,2096	0,000	Valid
6	Item 6	0,825	0,2096	0,000	Valid

Table 4. Validity test of the responsiveness variable questionnaire instrument (X2)

No	Statement Items	r-count	r-table	Sig.	Notes
1	Item 1	0,765	0,2096	0,000	Valid
2	Item 2	0,870	0,2096	0,000	Valid
3	Item 3	0,859	0,2096	0,000	Valid
4	Item 4	0,838	0,2096	0,000	Valid
5	Item 5	0,836	0,2096	0,000	Valid
6	Item 6	0,719	0,2096	0,000	Valid

Table 5. Validity test of the customer satisfaction variable questionnaire instrument (Y)

No	Statement Items	r-count	r-table	Sig.	Notes
1	Item 1	0,806	0,2096	0,000	Valid
2	Item 2	0,775	0,2096	0,000	Valid
3	Item 3	0,712	0,2096	0,000	Valid
4	Item 4	0,816	0,2096	0,000	Valid
5	Item 5	0,868	0,2096	0,000	Valid
6	Item 6	0,792	0,2096	0,000	Valid

Table 6. Reliability test of questionnaire instrument

Variable	Cronbach's Alpha	Notes
Reliability	0,878	Reliable
Responsiveness	0,899	Reliable
Customer Satisfaction	0,879	Reliable

Table 7. Multiple linear regression analysis results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficient s	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constan t)	.588	1.467		.401	.689		
	X1	.377	.090	.352	4.198	.000	.394	2.537
	X2	.568	.083	.572	6.821	.000	.394	2.537

a. Dependent Variable: Y

The multiple linear regression equation above can be described as follows:

a. The interception constant value is positive, this indicates that if the Reliability (X1) and Responsiveness (X2) variables are constant, then the level of customer satisfaction for service users at Kadron Photography will increase by 0.588.

b. The regression coefficient of the Reliability variable (X1) is positive at 0.377. This shows that reliability has an influence on customer satisfaction for service users at Kadron Photography. This means that if reliability is implemented properly, it will increase customer satisfaction by 0.377.

c. The regression coefficient of the Responsiveness variable (X2) is positive at 0.568. This shows that responsiveness has an influence on customer satisfaction for service users at Kadron Photography. This means that if responsiveness is implemented properly, it will increase customer satisfaction by 0.568.

Based on the Table 8, it can be seen that the coefficient of determination (R square) used to calculate the effect of the independent variable (X on the dependent variable Y is) 0.874 or 87.4%. This shows that the percentage of influence of the independent variable is 87.4%. While the remaining 12.6% is influenced or explained by other variables not included in this research model.

From Table 9, the t test obtained the value of t count (4.198)> t table (1.662) with a significance level of 0.000 <0.05, which means that variable X1 (Reliability) partially has a positive and significant effect on the customer satisfaction variable hence the hypothesis offered is accepted. More from Table 9, it can also be seen that the t value of the Responsiveness variable is (6.821)> t table (1.662) with a significance level of 0.000 <0.05, which means that the X2 variable partially has a positive and significant effect on the customer satisfaction variable therefore the proposed hypothesis is accepted.

From the t test results in Table 9, it can be concluded that the Reliability (X1) and Responsiveness (X2) variables partially have a positive and significant effect on the Customer Satisfaction (Y) variable. Of the two independent variables used in this research model, the Responsiveness variable (X2) has the highest effect on Customer Satisfaction for service users at Kadron Photography with a t value of 6.821 and a significance of 0.000.

Table 8. Coefficient of determination analysis results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.874[a]	.764	.759	2.007

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Table 9. Results of t-test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constan t)	.588	1.467		.401	.689		
	X1	.377	.090	.352	4.198	.000	.394	2.537
	X2	.568	.083	.572	6.821	.000	.394	2.537

a. Dependent Variable: Y

Table 10. F-test results

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1111.056	2	555.528	137.909	.000b
	Residual	342.399	85	4.028		
	Total	1453.455	87			

a.	Dependent Variable: Y
b.	Predictors: (Constant), X2, X1

Table 10 shows that the calculated F value (137.909)> F table (2.33) with a significance level of 0.000 <0.05, which means that the independent variables (Reliability and Responsiveness) simultaneously have a positive and significant effect on variable Y (Customer Satisfaction) so that the proposed hypothesis is accepted.

4.2 Discussion

Based on the results of this study, it is known that Reliability and Responsiveness both partially and simultaneously have a positive and significant effect on Customer Satisfaction for service users at Kadron Photography, where the respondents in this study were customers who had used the services with a total sample size of 88 respondents.

Service quality is a reflection of customers' evaluative perceptions of the services received at a certain time. Service quality is determined based on the level of importance in the dimensions of service. Parasuraman et al (1988) compiles "the main dimensions that are the main factors determining service quality, including Reliability and Responsiveness. If the service received is as expected, then the service quality is perceived as good and satisfying. If the service received exceeds customer expectations, then the service quality is perceived as ideal. Conversely, if the service received is lower than expected, then the service quality is considered poor".

Based on data analysis in this study, it can be seen that the Reliability variable has a positive and significant effect on customer satisfaction. This is indicated from the results of the t test, namely the obtained t-count value of the reliability variable is greater than the t-table value and the sig value obtained is smaller than the research significance level, which means the Reliability variable. So that for the Hypothesis "It is suspected that the Reliability variable partially has a positive and significant effect on Customer Satisfaction for service users at Kadron Photography" can be accepted, this is then in line with research conducted by Sulaksana (2017), Gunawan, Sebastian, & Harianto (2019), Mahira, Hadi, & Nastiti (2021) and Rumpa et al (2023), where the reliability has a positive and significant effect on customer satisfaction. This shows that the reliability of employees in serving customers will provide a sense of satisfaction. After the customer is satisfied with the service they have received, they will compare the services provided. If customers feel completely satisfied, they will reuse the service and give recommendations to others to use the service.

Based on the results of this research, the reliability of Kadron Photography is very good. This can be proven from the six questions contained in the research questionnaire, almost all respondents chose strongly agree with the excellent score range. Where the statement "Complaint service is fast and reliable" which is an accurate indicator has the highest score, which means that Kadron Photography is able to

overcome customer complaints in the shooting process which often has many complaints such as feeling dissatisfied with the previous position or pose so that they want some additional shots, want to add or subtract supporting properties in the photo shoot, this is able to be responded to quickly and reliably. Whereas in the statement "Employees provide services on time" which is the indicator that has the lowest score, which means that employees have not been able to provide timely service to all customers, even so the score of this statement is still in the good score range.

Based on the research results obtained, the Responsiveness variable also has a positive and significant effect on customer satisfaction, even its effect is greater than the Reliability variable. This is shown from the results of the t test, namely the obtained t-count value of the Responsiveness variable is greater than the t-table value and the sig value obtained is smaller than the research significance level, which means that the Responsiveness variable partially has a positive and significant effect on Customer Satisfaction for service users at Kadron Photography. So that for the Hypothesis "the Responsiveness variable partially has a positive and significant effect on Customer Satisfaction for service users at Kadron Photography" can be accepted, this is then in line with research conducted by Hashem (2015) Sulaksana (2017), Jermsittiparsert et al (2019), Yusup (2019), Asamoah et al (2021), Setiono & Hidayat (2022), and Nurhalifah et al (2023), where the responsiveness factor partially has a positive and significant effect on customer satisfaction. This shows that Responsiveness in serving customers is needed to create satisfaction to make customers loyal (Hashem, 2024).

The responsiveness of Kadron Photography is no doubt, it can be proven from the six questions contained in the research questionnaire that almost all respondents chose strongly agree with a very good score range. Where the statement "Employees respond to customer requests quickly and efficiently" has the highest score, which means that employees are able to fulfill customer requests quickly and do it efficiently, such as showing the results of the photo shoot to the customer before printing, fulfilling customer requests in editing the results of the photo shoot resulting in photos that match the customer's wishes. Whereas the statement "Employees always show attention to customers" has the lowest score, meaning that employees have not shown more attention to customers, even so the

score for this statement is still in the good score range.

Based on the research results obtained, Reliability and Responsiveness simultaneously have a positive and significant effect on the Customer Satisfaction variable for service users at Kadron Photography. This can be proven, where the F-count value is greater than the F-table value and the significance value obtained is smaller than the research significance level, which means that it can be said that Reliability and Responsiveness simultaneously have a positive and significant effect on Customer Satisfaction. Based on the results of the Coefficient of Determination test, the contribution of Reliability and Responsiveness to Customer Satisfaction in service users is very high. The magnitude of this influence is good, but it is still necessary to add other variables to measure customer satisfaction, because apart from reliability there are still many other factors that also affect customer satisfaction. Suppose that even though Reliability is good but physical evidence or facilities are inadequate, then Customer Satisfaction will also be less. Even though Responsiveness is good but not by Empathy, then Customer Satisfaction is also less than optimal. In order to achieve maximum customer satisfaction, it is necessary to understand the factors that affect customer satisfaction. Customer satisfaction will increase when the influencing factors have a harmonious and positive effect.

5. CONCLUSION

Based on the results of the study, the researcher provides several suggestions related to the results of the research that has been carried out to be taken into consideration or input, considering that photography is currently not only a hobby, but also a lifestyle as well as a new business field for photography enthusiasts. Along with the rise of the photography business with the increasing intensity of competition and the number of competitors.

Based on the results of processing the questionnaires distributed to Kadron Photography customers, it was found that the variable that had the most positive effect was the Responsiveness variable. For this reason, the company needs to maintain and further improve Employee Responsiveness by adding employees so that the division of job desks is better, providing training to employees and rewarding

employees so that employees are motivated to work even better.

In addition, the Reliability variable also has a positive effect on customer satisfaction, for that the company also needs to maintain and further improve Reliability both in terms of service timeliness and providing services in accordance with what is offered and promised. For further research, this research can be developed by examining other factors that can affect customer satisfaction outside the Reliability and Responsiveness variables.

However, the results of this study have limitations, namely the sample used is still limited to Makassar area. It is hoped that future researchers will expand the research area in order to get a larger sample and more comprehensive results.

DISCLAIMER (ARTIFICIAL INTELLIGENCE)

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image generators have been used during the writing or editing of this manuscript.

COMPETING INTERESTS

Author has declared that no competing interests exist.

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