

Why the influence of Celebrity Endorser (Fitra Erias Automotive Influencer), Perceived Quality, and Perceived Price to Purchase Intention Moderated by Lifestyle on Electric Car Hyundai Kona at Social Media Youtube

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Abstract

Today, the quality of life in cities suffers from noise, particles, and other pollutants produced by private cars and other motorised transport modes. There is a relation between traffic-related emissions and health problems. To overcome environmental pollution, one of the automotive manufacturers considers increasing the share of battery electric vehicles (BEVs). The purpose of this study is to know the Endorser Influence (Fitra Eri as an Automotive Influencer), Perceived Quality, Perceived Price to Purchase Intention which is Moderated by Lifestyle on Hyundai Kona Electric Car on Youtube Social Media. 200 questionnaires were distributed by using the Google Form application with random sampling in the DKI Jakarta. Data were analyzed by using Structural Equation Modelling (SEM). SEM analysis in this study was carried out using a one-step approach and Lisrel 8.70 as SEM software. The result showed that the celebrity endorser, perceived quality and perceived price to purchase intention play an important role in improving a lifestyle. However, lifestyle does not moderate the celebrity endorser factor, the quality aspect and the perceived price to purchase intention.

Keyword: Endorser, Perceived Quality, Perceived Price, Lifestyle and Purchase Intention

1. INTRODUCTION

The quality of life in cities suffers from noise, particles, and other pollutants produced by private cars and other motorised transport modes. Several studies have found a significant relation between traffic related emissions and health problems (Ellermann, et al.,2014). In addition, private transport is a major driver of carbon emissions, which contribute to climate change (Chapman, 2007). Hence, Balawera (2013) argues that, competition in the business world is increasing in the era of globalization, therefore the emerges is what is called green consumerism. Green consumerism is explained as a continuation of the global consumerism movement that began with the awareness of consumers of their rights to get products that are feasible, safe, and products that are environmentally friendl. Handayani (2012) argues that the green consumer movement (Green Consumerism) is a form of world concern for the environment, the green consumers in question, namely those who have a sensitivity to the ecological aspects of a product. According to (Chairy & Alam, 2019), they approved that people who have the high environmental concern could also impact their green purchase intention.

To overcome environmental pollution, one of the automotive manufacturers consider increasing the share of batteryelectric vehicles (BEVs) in the total car fleet as a more realistic way to fulfil the environmental goals than individual car use reduction. In Indonesia, automotive is one of the industries that has fairly tight competition, ranging from single agent companies or ATPMs, to companies or individuals who become general importers. Also, based on data from the Indonesian Automotive Industry Association (Gaikindo), which has been processed by the Astra company, total new car sales in 2019 reached 1,026,921 units, a decrease of 10.81% from 2018 sales which reached 1,151,413 units. This makes the company make strategic adjustments that are useful in increasing the sales of their products.

According to the above conditions, PT. Hyundai Motors Indonesia (HMID) as one of the Sole Agents for Indonesian Trademarks launched a new product such as the Hyundai Kona Electric Car on November 6, 2020 in Jakarta. This ushered in a new history of the company as a game-changer that brought Indonesia closer to future mobility. Hence, one of the strategies that has the greatest influence in marketing a product is by using the social media youtube, One of the well-known automotive endorsers is Fitra Eri as a well-known car racer at home and abroad. Furthermore, Fitra Eri is also an automotive journalist where he often provides reviews about automotive. Therefore, by using this endorser, Hyundai Kona Electric can influence consumer interest to purchase this car.

Based on the description above, the author wants to analyze the influence of automotive influencers on social media YouTube to purchase intention on the Hyundai Kona electric car among the people in the city of Jakarta. Therefore, the author was interested and decided to do research with the title "Analysis of Endoser Influence (Fitra Eri as an Automotive Influencer), Perceived Quality, Perceived Price to Purchase Intention which is Moderated by Lifestyle on Hyundai Kona Electric Car on Youtube Social Media. "

2. Literature Review

2.1 Celebrity Endorser

It becomes an essence to introduce or to support the product by well-known and credible personality in a competitive marketing world (Gheysari et al., 2012). Endorser effect gives clear information that how value is transferred by celebrity for promotion brand and creating awareness for the brand by celebrity characteristics, credibility attractiveness and image congruence (Choi et al., 2005, Nazir et al., 2014). In current marketing environment attention, capturing towards ads is also done by the endorsers, which produce positive results to advertisement and greater purchase intentions (Brajesh and Gouranga, 2011).

Celebrities are inviters who invite the people to buy the product or service with enormous power in ads. In the endorser theory there are three factors that affect consumer purchase intention such as: attractiveness, trustworthiness and expertise (Wiedmann & von Mettenheim, 2020); Weismueller et al., (2020); & (Lou & Yuan, 2019). According to Bulan et al., (2019), explained that there is celebrity endorser influence to life style. Celebrity Endorser can be explained as the validating statements made by celebrities or public figures in support of a brand with the aim of increasing the attractiveness of the brand (Zamudio, 2016). Seno and Lukas (2017) suggest that the more credible and attractive the celebrity is, the more effective the Celebrity Endorser becomes.

H1: There is celebrity endorser influence to lifestyle

According to Bulan et al., (2019), there is celebrity endorser influence to life style.

2.2 Perceived Quality

Shaharudin et al., (2011), said there is 7 dimensions of perceived quality: (1) Performance: a product's primary operating characteristic; (2) Conformance: the extent to which a product's design and operating characteristic meet established standards; (3) Reliability: the probability that a product will operate properly over a specified period of time under stated

conditions of use; (4) Durability: the amount of use the customer gets from the product before it deteriorates physically or until replacement is preferable; (5) Serviceability: the speed, competence, and courtesy of repair; (6) Aesthetics: how a product appeals to our five senses; (7) Customer perceived quality: customer's perception of a product quality based on the reputation of the firm. Hence, according to Bruck (2000), indicators of perceived product quality of automotive: (1) The quality of the electric car according to the price applied; (2) Electric car is not easily damaged even if it is used for a long period of time; (3) After conducting the survey, compared to other ordinary cars, the quality of electric car is better; (4) based on information from other consumers, the electric car is safe to drive.

Product quality is the most dominant variable in influencing purchasing intentions and purchase motivation is proven to be a good mediation between lifestyle variables and price, therefore it can be said that product quality affects the lifestyle (Herawati et al., 2019). Konuk (2018) stated perceived quality is product's overall superiority that consumer's judge. Abdelkader (2015) defined perceived quality as judgment by consumers about a product's superiority based on subjective perceptions. Hazlin et al. (2016) said perceived quality is a consumer's evaluation of a brand's overall excellence based on intrinsic and extrinsic cues.

H2: There is the influence of product quality to lifestyle

Herawati et al., (2019) said that product quality affects the lifestyle.

2.3 Perceived Price

Oh (2014) defined, the price is something that is given to obtain a product. Price is the amount of money needed to get a number of combinations of products and services (Amron, 2018). From the consumer's point of view, prices are often used as an indicator of value when the price is related to the perceived benefits of an item or service. Thus it can be concluded that at a certain price level, if the benefits perceived by consumers increase, the value will increase as well (Li, 2013). Often in determining the value of an item or service, consumers compare the ability of an item or service to meet their needs with the ability of goods or substitution services. Amron (2018) suggests that consumers expect prices that are commensurate with the quality of the product from the purchases they make. Price has two main roles in influencing buying interest, namely the role of allocation and the role of information (Dolgui and Proth, 2017; Hasan, 2018).

The transaction utility emphasizes on the perceived price of the customers related to a product (Kim, Xu, & Gupta, 2012). Anas & Muhajirin (2020) said perceived price has a

significant positive influence the lifestyle. Furthermore, price significantly influences purchase intentions because changes in production have a great impact on the customers (Liew 2015). According to the electric car, Shintaputri & Wuisan (2017) suggest that (1) the price of the electric car is expensive; (2) the cost of maintaining the electric car is expensive; (3) Finding the electric car takes a long time; (4) I have gone to great lengths to buy an electric car.

H3: There is the influence of perceived price to Lifestyle

Anas & Muhajirin (2020) said perceived price has a significant positive influence to the lifestyle.

2.4 Lifestyle

Anitha, (2016) described lifestyle as an external expression concerning humans respecting their needs and opinions and strong positive feelings which involve the associative economic and politic life concerning their countries. Lifestyle has a significant positive effect to purchase intention (Amri & Prihandono, 2019). According to Kotler & Keller (2016) lifestyle is one of the factor that pattern of someone's life in the world that reflects to activities, interest and opinions. Kasali (2011) said lifestyle in principle is how a person spends his free time that affects one's behaviour, and ultimately determines one's consumption choices. Gallagher and Muehlegger (2011) suggest the consumer adoption of hybrid electric vehicles in the USA, found that groups with strong preferences for environmentalism and energy security prefer hybrid electric vehicles.

Lai et al., (2015) mention the lifestyle concern, about: (1) consumers worry about air pollution; (2) consumers concerned about environmental problems; (3) consumers care about energy conservation. Besides that, there are perception of electric vehicles such electronic car. Kang and Park (2011) said (1) consumers think that the riding comfort of electronic car would be good; (2) consumers think that driving performance of electronic car would be good (3) consumers think that having an electronic car would be good. According to Engel & Blackwall, (2005) in Dewi & Soesanto (2015), lifestyle it is defined as a pattern where people live and spend time and money. Rosif et al. (2015) suggest lifestyle is part of consumer behavior to some extent will affect the actions to make consumer in making an actual purchase.

H4: There is the influence of lifestyle to purchase intention.

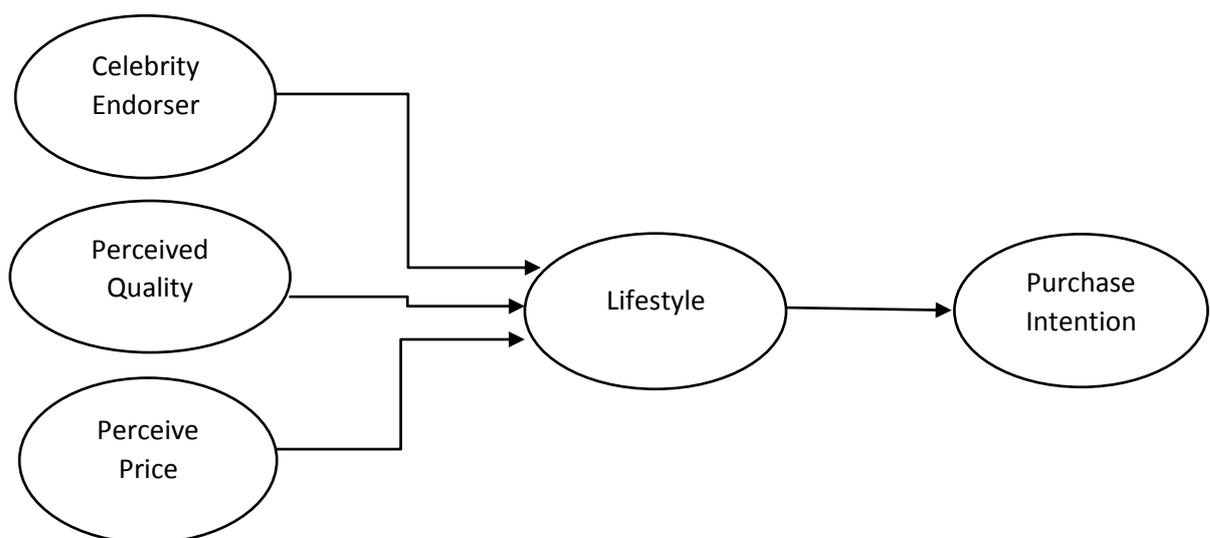
Lifestyle has a significant positive effect to purchase intention (Amri & Prihandono, 2019).

2.5 Purchased Intention

Porral, et al. (2013) said, that a brand attains premium price and the number of customers willing to pay the brand. Jaafar et al., (2014) defines purchase intention as an important key point for consumers while considering and evaluating certain products. Purchase intention is also an effective tool for predicting consumer purchasing processes. Based on Simonian et al., (2012), specific purchase intention can also be influenced by brand image. A high brand image of a product can influence someone to have a high intention to buy the product potential. Das et al., (2014) stated that when the measurement is assumed to have a low compatibility with major brands and high affective trust, perceived quality significantly affects to increase purchase intentions.

In particular, influencer marketing has become an important marketing communication tool because it offers engagement with a large number of potential buyers in a short period of time at a lower cost than traditional advertising (Evans et al., 2017). Purchase interest is a desire that arises in consumers for a product as a result of a process of observing and learning the consumer or individual about a product. Kotler and Keller (2012) in Priansa (2016), reveal that buying interest is consumer behavior or the desire to own a product. Pinem et al., (2019), states that one's purchase intention can be influenced by factors such as corporate image, environmental concern, price, and social influence. According to Kotler and Armstrong (2014) purchase intention is a form after consumers rank the brand and they will buy the most preferred brand.

3. Research Model



3.1 Research Hypothesis

1. There is the influence of celebrity endorser to lifestyle

2. There is the influence of perceived quality to lifestyle
3. There is the influence of perceived price to lifestyle
4. There is the influence of lifestyle to purchase intention
5. There is the influence of celebrity endorser, perceived quality and perceived price to purchase intention which moderated by lifestyle

4. Research Method

This research was conducted to find out the influence of Celebrity Endorser (Fitra Eri as Automotive Influencer), Perceived Quality, and Perceived Price to Purchase Intention Moderated by Lifestyle on Electric Car Hyundai Kona at Social Media Youtube, by using SEM with LISREL. 200 questionnaires was distributed using the Googel Form application with random sampling in the DKI Jakarta.

5. Result (Research result)

5.1 Respondent Profile

Profile of Responde

From the collected questionnaires, all 200 questionnaires were filled in completely and accurately. The majority of respondents studied were female (57%), aged between 25-35 years (48%), mostly undergraduate education (73%), spending / month mostly Rp. 1,000,000,- up to Rp.3,000,000,- (61%) and work as employees (37%).

5.2 Empirical Data Analysis

In SEM analysis, the data obtained based on the number of research samples and then statistically tested. The initial step of testing is the normality test and multicollinearity test, known as the classical assumption test. After that, testing the validity of indicators and variables and the combined reliability will be carried out. Hence, after all the data has been tested with all these stages, then it can be carried out to test the suitability of the research model and test the hypothesis.

5.2.1 Classic assumption test

The classical assumption test is a statistical test that includes normality and multicollinearity tests. In an analysis that uses a multivariate approach, the classical assumption test is important to ensure that the existing data is data that has a normal distribution and that each research variable does not have a perfect correlation.

5.2.1.1 Normality test

In an effort to determine the distribution of data on a single matrix variable that produces a normal distribution, a normality test is carried out (Hair et al., 2003; Ghozali & Fuad, 2008). Data that has good normality is data whose Z-value skewness is not more than two and the Z-value of kurtosis is not more than 7. Given that this study uses two research instruments, testing is carried out on different data collected from the two instruments.

Based on the results of the normality test, the data has a normal distribution where the Z value of skewness is not more than 2 and the Z value of the kurtosis is not more than 7. Thus the assumption of data normality as a requirement has been fulfilled by SEM.

5.2.1.2 Multicollinearity

One of the classic assumption tests that need to be done is the multicollinearity test. The assumption of multicollinearity is useful for ensuring that there is no perfect or large correlation between the independent variables. The correlation value between the independent variables that is not allowed is 0.9 or more.

The results of the calculation of the correlation *lisrel* between the independent variables are all <0.9 thus there is no multicollinearity problem, where the correlation between the independent variables (Independent Variable <0.9).

Because the empirical data used meets the collinearity and normality assumptions, it can be used for the next phase of SEM analysis.

5.2.2 Validity Test and Confirmatory Factor Analysis (CFA)

After the data used were analyzed using the classical assumption test, each indicator and research variable was then tested for validity and reliability. This is done to provide a statistical picture of the difference and reliability of all indicators and research variables.

As part of the SEM analysis step, confirmatory analysis is useful for testing factor structure of a theory, and to reconfirm the existing concept and theory structure (Tabachnick & Fidel, 2001; Ferdinand, 2002). From the results of data processing to produce CFA information with LISREL 8.70 software, observations of the construct validity of each indicator can also be carried out simultaneously.

An indicator is categorized as having good validity if the t-value in standardized loading is > 1.97, and must be ≥ 0.5 (Hair et al., 2003), for the level of $p = 0.05$ with a sample size of 200 people. Minimum indicators used are ≥ 3 pieces (Jaccard & Wan, 1996). Meanwhile, in measuring the suitability of the variable model with the data used, the test tool used as a benchmark is the goodness of fit criterion (Jaccard & Wan, 1996).

The results of the validity test, CFA, and whether or not each variable is fit with existing data shows that some indicators on a variable do not meet the criteria while others meet the criteria.

After conducting the CFA test, the validity of each indicator can be seen and it is found that each indicator has good validity

Table 4.1 Summary of CFA Instrument Results

Variabel	Kode	Loading	RMSEA	NFI	RFI	SRMR	Kes.
<i>Attractiveness (ATT)</i>	ATT1	0,51	0.049	0.98	0.95	0.030	Good Fit
	ATT2	0,62					
	ATT3	0,74					
	ATT4	0,62					
	ATT5	0,63					
<i>Trustworthiness (TR)</i>	TR1	0,80	0.00	1.00	1.00	0.0035	Good Fit
	TR2	0,77					
	TR3	0,85					
	TR4	0,82					
<i>Expertise (EXP)</i>	EXP1	0,71	0.08	0.98	0.95	0.028	Good Fit
	EXP2	0,75					
	EXP3	0,59					
	EXP4	0,63					
<i>Celebrity Endorser (CE)</i>	ATT	0,67	0.058	0.97	0.93	0.051	Good Fit
	TR	0,89					
	EXP	0,97					
<i>Perceived Quality (PQ)</i>	PQ1	0,66	0.00	1.00	1.00	0.0079	Good Fit
	PQ2	0,67					
	PQ3	0,72					
	PQ4	0,68					
<i>Perceived Price (PP)</i>	PP1	0,69	0.00	1.00	1.00	0.013	Good Fit
	PP2	0,79					
	PP3	0,75					
	PP4	0,74					
<i>Lifestyle (LS)</i>	LS1	0,75	0.068	0.99	0.96	0.024	Good

	LS2	0,68					Fit
	LS3	0,71					
	LS4	0,57					
Purchase Intention(PI)	PI1	0,74	0.00	0.99	0.98	0.019	Good Fit
	PI2	0,56					
	PI3	0,73					
	PI4	0,62					
	PI5	0,57					

Source: Appendix

From table 4.1 it can be seen several measures of the Goodness of Fit of the variables. Where it appears that these variables meet a minimum of 3 or 4 criteria of the 8 GOF criteria (Jaccard & Wan, 1996; Kline, 1998). This means that the variables in the model can be said to be fit.

After the measurement model is analyzed through Confirmatory Factor Analysis and it is seen that each variable can be used to define a latent construct, a full-model SEM can be analyzed.

5.2.3 Structural Model

The results of structural testing, the following model is obtained:

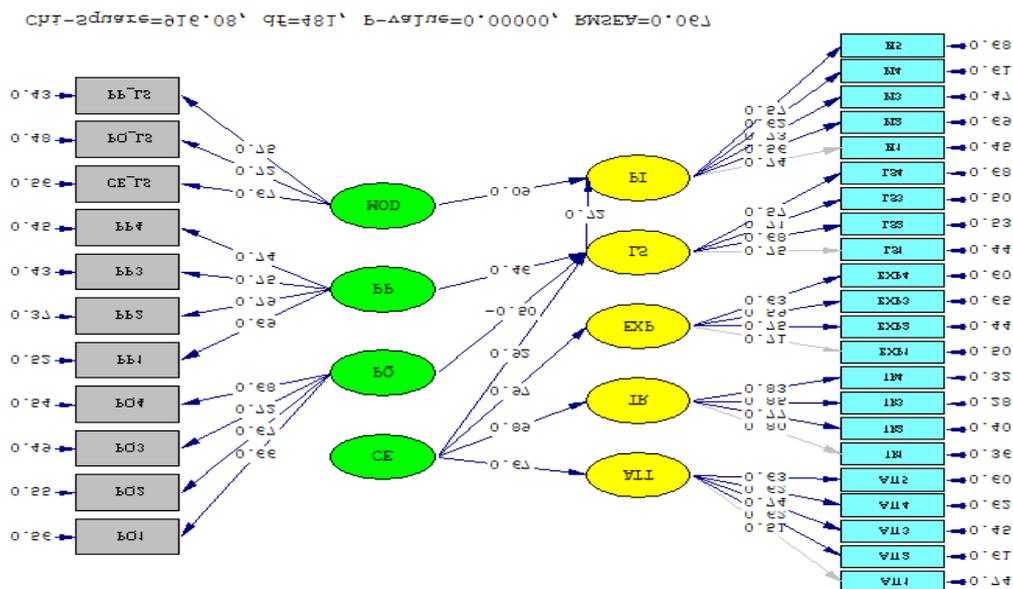


Figure 4.1 Full Model SEM Estimate

Source: Lisrel Test Results

The figure is used to test the previously stated model of causality. Through the Full Model analysis, it will be seen whether the fit of the model and the causality relationship that is built in the model being tested will be seen. The results of suitability in the study, obtained a significance level for the difference test is the chi-square of 916.08 with RMSEA of 0.067.

Structural Equation Model Testing is also carried out with two kinds of tests, namely: model fit test and causality significance test.

5.2.4 Model-Goodness-of-fit Suitability Test

The results of the model suitability test above show RMSEA = 0.067 with a probability value of 0.000 with AIC, CAIC, and ECVI within the expected value ranges that meet the GOF requirements, therefore the SEM Model is accepted, because the conformity index meets the requirements of the GOF (Good of Fit) criteria. Thus the SEM model can be accepted and can be analyzed further.

5.2.5 Structural Analysis (Causality-Regression Weight Test)

Structural analysis is the result of analysis using LISREL which informs the coefficient of determination, regression, and the value of the loading factor between latent variables. The coefficient of determination is a statistical measure of the ability of the independent variables to explain positively the dependent variables. This value is usually measured as a percentage. In the results of the same data processing, it can also be observed that the value of the regression coefficient, which is the value that determines the direction of the relationship between latent variables. Meanwhile, the t-value is used to predict the relationship or influence between variables (can be seen in Equation).

According to Ferdinand (2002: 172), to test the hypothesis regarding causality developed in the model, it is necessary to test the null hypothesis which states that the coefficient regression between the relationships is equal to zero via the t-test which is common in regression models.

The statistical test was carried out by observing the significance level of the relationship between variables as indicated by the t-test in regression. A significant relationship is indicated by the t-count value which is greater than 1.98. The test results show that the t-value for the causality relationship above 1.98 indicates a significant causality relationship for each variable. The results of the structural equation modeling produce regression weight and t-value as follows:

Table 4.2 Standardized Regression Weight Structural Equation Model

Hypothesis	Equation	Stand. estimate	t-value	t-table	Result	Explanation
H1	CE → LS	0.92	3.70	1,98	Accepted Hypothesis	Significant
H2	PQ → LS	-0.50	2,06	1.98	Accepted Hypothesis	Significant
H3	PP → LS	0,46	5,49	1,98	Accepted Hypothesis	Significant
H4	LS → PI	0,72	7,26	1,98	Accepted Hypothesis	Significant
H5	MOD → PI	0,09	1,20	1,98	Rejected Hypothesis	Not Significant

The structural equation that is:

$$LS = 0.92*CE - 0.50*PQ + 0.46*PP, \text{ Errorvar.} = 0.41, R^2 = 0.59$$

$$(0.25) \quad (0.24) \quad (0.084) \quad (0.10)$$

$$3.70 \quad -2.06 \quad 5.49 \quad 3.94$$

$$PI = 0.72*LS + 0.092*MOD, \text{ Errorvar.} = 0.44, R^2 = 0.56$$

$$(0.099) \quad (0.077) \quad (0.10)$$

$$7.26 \quad 1.20 \quad 4.36$$

Celebrity Endorser (CE) has a positive and significant effect on Lifestyle (LS) with an influence coefficient of 0.92 and t-value (3.70) > t table (1.98). Perceived Quality (PQ) has a negative and significant effect on Lifestyle (LS) with an influence coefficient of -0.50 and t-value (2.06) > t table (1.98). Perceived Price (PP) has a positive of 0.46 and t-value (5.49) > t table (1.98). The contribution of the three variables to Lifestyle reached 59%. ($R^2 = 0.59$).

Lifestyle has a positive and significant effect on Purchase Intention (PI) with an influence coefficient of 0.72 and t-value (7.26) > t table (1.98).

The interaction of celebrity endorser, perceived quality, and perceived price with lifestyle (MOD) has no significant effect in simplifying the relationship to purchase intention with an influence coefficient of 0.092 and t-value (1.20) < > t table (1.98).

5.2.6 Combined Reliability Test

The composite reliability test is a statistical measure that is useful to determine whether each indicator has high consistency in measuring its latent constructs (Friedenberg, 1995). The reliability measurement used in SEM is the combined reliability test. This test will be carried out on each latent variable using information on loading indicators and error variance obtained from standardized solutions and a good composite reliability value is ≥ 0.70 (Hair et al., 2003), calculated by the following formula (Ghozali& Fuad, 2008):

$$\rho_c = \left(\frac{(\sum \lambda)^2}{(\sum \lambda)^2 + \sum \theta} \right)$$

ρ = composite reliability

λ = loading indicator

θ = error variance indicator

Based on the results of the calculation of the combined reliability, all variables have a good level of reliability because they have a value of Attractiveness combined reliability of = 0.763, Trustworthiness = 0.884, Expertise = 0.766, Celebrity Endorsers = 0.887, Perceived Quality = 0.777, Perceived Price = 0.883, Lifestyle = 0.770, Purchase Intention = 0.782. The highest Composite Reliability is on the Celebrity Endorsers (CE) variable, which is 0.887

Table 4.3 Hypothesis Test Summary Table

Hypothesis	Equation	Stand. estimate	t-value	t-tabel	Result	Explanation
H1	CE → LS	0.92	3.70	1,98	Accepted Hypothesis	There is celebrity endorsers influence to lifestyle
H2	PQ → LS	-0.50	2,06	1.98	Accepted Hypothesis	There is the influence of product quality to lifestyle
H3	PP → LS	0,46	5,49	1,98	Accepted Hypothesis	There is the influence of perceived price to Lifestyle.
H4	LS → PI	0,72	7,26	1,98	Accepted Hypothesis	There is the influence of lifestyle to purchase

						intention
H5	MOD → PI	0,09	1,20	1,98	Rejected Hypothesis	There is no the influence of selebrity endorser, perceived quality and perceived price to purchase intention which moderated by lifestyle

Source: EstimateLisrel

Note: ** = significant at p = 0.05

As shown in the table, celebrity endorsers, perceived quality and perceived price to purchase play an important role in improving a lifestyle. However, lifestyle does not play a role in simplifying the relationship between celebrity endoser, perceived quality and perceived price to purchase intention. Lifestyle itself has a significant and positive effect to Purchase intention. Thus, lifestyle is a good mediating in bridging the relationship between celebrity endoser, perceived quality and perceived price to purchase intention. But this study proves that lifestyle is a means that supports and encourages consumers to make purchases intensely and not a variable that facilitates (simplifies) consumers from the celebrity endorser factor, the quality aspect and the price to be paid.

Source :Lisrel Estimate

Note: ** = significant onp = 0.05

6. Discussion and Conclusion

There is the celebrity endoser, perceived quality and perceived price to purchase intention to play an important role in improving a lifestyle. This is because most consumers believe in celebrity endosers who have attractiveness, can be trusted about the information provided and the experienced in automotive sector both domestically and abroad. In addition, the quality of the electronic automotive products offered is of good quality, even though the price of the car is quite expensive, consumers intend to buy the electric car offered by Hyundai, because lifestyle of consumers who care about the environment.

The results of the research conducted show that there is an effect of celebrity endorser to lifesytle, this is in accordance with previous research conducted by Bulan et al., (2019) that explained there is celebrity endorser influence to life style. Hence perceived quality also

influence lifestyle, the results of this study are consistent with previous research conducted by Herawati et. al., (2019) said that product quality affects the lifestyle. In addition, perceived price affects lifestyle, this is in accordance with research conducted by Anas & Muhajirin (2020) said perceived price has a significant positive influence to the lifestyle. Lifestyle has an effect to purchase intention, the results of this study are in accordance with research conducted by Amri & Prihandono (2019) which states that lifestyle has a significant and positive effect to purchase intention. However, lifestyle does not moderate the celebrity endorser factor, the quality aspect and the perceived price to purchase intention, because the lifestyle of consumers only sees environmentally friendly products.

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