

The Influence of Price and Service Quality on Purchasing Decisions of Bhinneka PGRI University Economics Study Program Students on the Shopee E-Commerce Platform

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Abstract

This research aims to determine the influence of price on purchasing decisions, determine the influence of service quality on purchasing decisions, and to determine the influence of price and service quality on purchasing decisions of students of the Bhinneka PGRI University Economic Education Study Program on the Shopee e-commerce platforms. Based on the research method, this research is a type of descriptive quantitative research with a non-experimental approach. This research consists of 2 (two) independent variables, namely price (X1) and service quality (X2), and 1 (one) dependent variable, namely purchasing decisions (Y). The population in this study was all students of the VII semester Economic Education Study Program, totaling 89 students, while the total sample in this study was 89 students. Samples were taken using the Purposive Random Sampling sampling technique. The object of this research is purchasing decisions among students of the Economic Education Study Program at Bhinneka PGRI University. The data collection method in this research is in the form of a questionnaire which is used to search for price data (X1), service quality (X2), and purchasing decisions (Y). The data analysis technique used is multiple linear regression analysis.

1. Introduction

Changes in the times have brought advancements in knowledge across various fields, including the economy, particularly the online shopping industry. Today, competition among online stores is increasingly intense, requiring online store owners to compete effectively with similar organizations. To stay competitive, especially on platforms like Shopee, online store owners must meet their customers' needs and expectations.

To compete, internet retailers need to maintain consumer loyalty. Customer loyalty is determined by an online store's ability to attract consumer interest to make purchases or use their services. Thus, purchasing decisions significantly influence the sustainability of online stores. According to Alma (2014), stimuli such as product information, pricing, location, and promotions impact purchasing decisions. These decisions are also influenced by broader factors such as economics, technology, politics, and culture.

Several aspects influence purchasing decisions, including price perception, service

quality, location, and company reputation (Tjiptono, 2014). Online store owners can identify the best marketing techniques to influence customers' purchasing choices. Pricing strategies are one of the tools online store owners use to ensure their businesses remain viable. Price greatly affects customers' purchasing decisions, as it is a critical factor for many consumers when choosing products. Consumers often prefer lower prices for high-quality goods. Daryanto (2014) notes that price remains a primary priority for most consumers when buying goods. For sellers, it is crucial to set reasonable, affordable, and fair prices that do not harm the business. While some consumers are very price-sensitive, others are less so. However, most consumers consider other aspects in addition to price.

Price often shapes consumers' impressions of the products they want to buy. In certain conditions, high prices are perceived as an indicator of good quality, particularly for niche products (Tjiptono & Chandra, 2012). Price is a significant factor as it relates to public perception and can serve as a benchmark. Businesses aiming to thrive and win in



competition must offer superior products, lower prices, and better services compared to competitors to satisfy customers (Sulistiyani et al., 2020). However, expensive goods do not always equate to high quality. Brand image also influences product pricing: the more popular the brand, the higher the price of its products, even if their quality aligns with standard expectations.

In addition to price, the quality of service provided by businesses also determines customers' shopping experiences and satisfaction. Poor service during shopping can lead to dissatisfaction, complaints, or even customer migration to competitors offering better services (Barata, 2003). Customer satisfaction is closely tied to service quality, including the seller's attitude, timely and accurate service, accountability for the goods provided, and awareness of individual customer needs and expectations. Businesses that deliver excellent service can retain satisfied customers who may also recommend the store to others, creating long-term beneficial relationships. Strong customer relationships significantly impact the sustainability of businesses (Tjiptono & Chandra, 2012).

Shopee.co.id is one of Indonesia's leading e-commerce platforms. Shopee is a consumer-to-consumer transaction platform. Chris Feng founded Shopee, which debuted in Indonesia in June 2015 (Scientific & Krishernawan, 2020). Shopee facilitates electronic commerce, such as buying and selling, product promotion, and online transactions. By streamlining the sales process, Shopee has become a globally recognized and popular application. Previously operated by SEA Group, formerly known as Garena, Shopee plays a significant role in the online retail ecosystem (Japarianto & Adelia, 2020).

Today, most people, including students, prefer online shopping due to the convenience offered by information technology. Benefits include time and effort savings, lower prices, free shipping, quick product comparisons, and simple transactions. The increased accessibility of online shopping platforms has influenced

students' preferences for online purchases. Consequently, technological sophistication has significantly contributed to the popularity of online shopping among students.

Based on researchers' findings, most 7th-semester students in the Economic Education Study Program at Bhinneka PGRI University shop using Shopee. They prefer the Shopee platform because it is simple and convenient; they do not need to travel far, and transaction options range from online payments to cash on delivery (COD). Besides convenience, pricing and service quality are key factors influencing their purchasing decisions. Shopee's reasonable pricing strategies are a significant advantage, though customers sometimes receive products that do not match their expectations due to temptingly low prices. This is a notable weakness that causes some buyers to reconsider their purchasing decisions. Other common issues include delays in communication, errors in product packaging, and delivery mistakes, which can lead to customer dissatisfaction.

Research has shown that price influences purchasing decisions, as evidenced by studies conducted by Kelvinia, Putra, and Efendi (2021) and Winasis, Widianti, and Hadibrata (2022). However, other studies, such as those by Nasution, Putri, and Lesmana (2019), and Mongisidi, Sepang, and Soepeno (2019), indicate that price does not significantly influence purchasing decisions.

Similarly, studies by Tanady and Fuad (2020) and Maharani (2020) found that service quality influences purchasing decisions. In contrast, research by Ramadani (2020) and Kelvinia et al. (2021) suggests that service quality has a minimal impact on purchasing decisions.

Based on the above background, this study aims to analyze the influence of price and service quality on the purchasing decisions of Economic Education Study Program students at Bhinneka PGRI University on the Shopee e-commerce platform.



2. Literature review

2.1 Price

Price is more than just the number displayed on a product label or price list; it is closely tied to the existence and sustainability of businesses. According to Salihin (2019), pricing refers to the amount of money charged for a product or service or the value exchanged by consumers to derive benefits from owning or using a product or service. Similarly, Simamora (2019) defines price as the amount of value traded for a good, emphasizing that the price of goods or services significantly influences market demand. Furthermore, pricing affects a company's competitiveness and market share.

For corporations, the price set for goods or services ultimately impacts sales and net profit. Kasim (2020) highlights several factors to consider when determining prices, including customers' perceived value, internal and external considerations such as strategy, objectives, marketing mix, market conditions, demand, competitors' pricing strategies, and production costs (both fixed and variable).

According to Wijaya (2016) in the *Asian Journal of Innovation and Entrepreneurship*, companies must account for external factors beyond managerial control, such as government policies, competitive conditions, changes in consumer preferences or needs, social and cultural dynamics, and technological advancements, to achieve pricing goals. Kotler and Keller (2008) identify four key dimensions of pricing: customization of price to product quality, customization to utility, affordability, and adjustments for competitive positioning. These dimensions emphasize the need for accessible pricing, alignment with product quality, sufficiency levels, and competitive adaptability.

2.2 Quality of Service

Quality is defined as the delivery of a product or service in line with company standards while meeting or exceeding consumer expectations. According to Tjiptono and Chandra (2012), service quality is closely tied to customer satisfaction. High-quality

service creates unique incentives for customers to form long-term, mutually beneficial relationships with businesses.

This emotional connection enables businesses to better understand clients' expectations and needs, thereby improving customer satisfaction. Positive interactions are emphasized while minimizing negative experiences. Raintung et al. (2021) noted that evaluations of service quality are largely dependent on the customers receiving the service, as they are best positioned to assess service quality based on their expectations. In today's business environment, customers are paramount.

Business owners must deliver services that align with consumer expectations. Eprilianto et al. (2019) identified key indicators of service quality: tangible aspects such as the appearance of services, staff, and equipment; reliability in delivering promised services accurately and consistently; responsiveness in assisting customers promptly; assurance in providing confidence and accountability; and empathy, which involves understanding customers' individual needs comprehensively.

2.3 Buying Decision

According to Alma (2014), factors such as product information, pricing, location, and promotions significantly influence purchasing decisions. These factors are further shaped by economic, technological, political, and cultural contexts. Abdurrahman (2015) classifies consumer purchase behavior into four levels: complex purchasing behavior involving high involvement for expensive products, dissonance-reducing buying behavior aimed at alleviating post-purchase anxiety, habitual buying behavior for routine purchases, and variety-seeking behavior characterized by brand switching.

Generally, the purchasing decision process falls into three categories: comprehensive decision-making for significant purchases involving detailed evaluations, limited decision-making when customers explore alternative goods with some prior

understanding, and routine decision-making for familiar products with quick selections.

Kotler and Keller (2009) describe consumer decision-making stages as recognizing needs, pre-purchase activities, purchase behavior, usage, and post-purchase emotions. Tjiptono et al. (2008), as cited by Prasetyo and Hidayat (2019), state that consumer purchase decisions involve choosing between two or more alternatives. Similarly, Schiffman and Kanuk (2008), as quoted by Fauji (2018), emphasize that purchase decisions require multiple alternatives to enable consumer choice.

3. Research Methods

This study adopts a quantitative approach as the data collected is numerical, aimed at evaluating the impact of price and service quality on purchasing decisions. The research involves three variables: two independent variables—price (X1) and service quality (X2), and one dependent variable—purchasing decisions (Y). The study population comprises 7th-semester students from the Economic Education Study Program at Bhinneka University PGRI, totaling 89 individuals, all of whom were used as the sample through

purposive sampling. Data collection was conducted using a questionnaire with a Likert scale. The data analysis technique employed is multiple regression analysis.

4. Results and Discussion

4.1 Presentation of Research Data

This Study was conducted in the Economic Education Study Program Semester VII, Bhinneka PGRI University. The population used in study This is Students of the Economic Education Study Program, Semester VII, Bhinneka PGRI University, Tulungagung year academic year 2023/2024 which is divided into two classes namely VII-A and VII-B which total 89 students.

This data is the results of research conducted by researchers and presented in table or graph form. This research covers three variables that are the purchase decision variable (Y), price variable (X1) and quality service (X2).

a. Purchase Decision (Y)

Decision Data was obtained through a questionnaire consisting of 20 statement items and 5 alternative answers. The results of the study are presented in the following diagram.

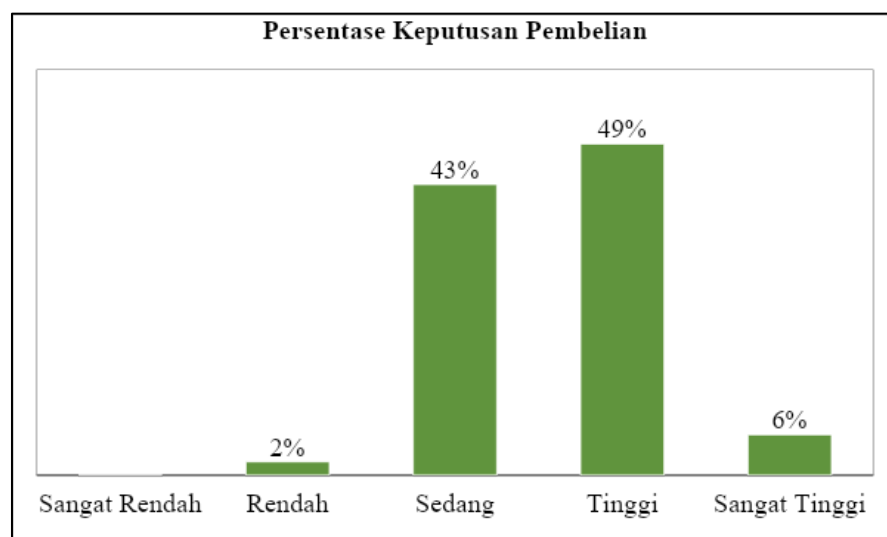


Figure 1. Percentage Diagram of Purchasing Decision Data (Source : Processed) researcher, 2023).

Based on Figure 1 it is known that that 0% of respondents have decision very low purchases, 2% of respondents have decision

purchase low, 43% of respondents have decision purchase moderate, and 49% of respondents have decision purchase high, and

6% of respondents have decision very high purchases . So can concluded that Respondent in study This own decision purchase tall.

Price data were collected through a questionnaire consisting of 20 items with 5 alternative answers. The research data that has been prepared is presented in the following diagram.

b. Price (X1)

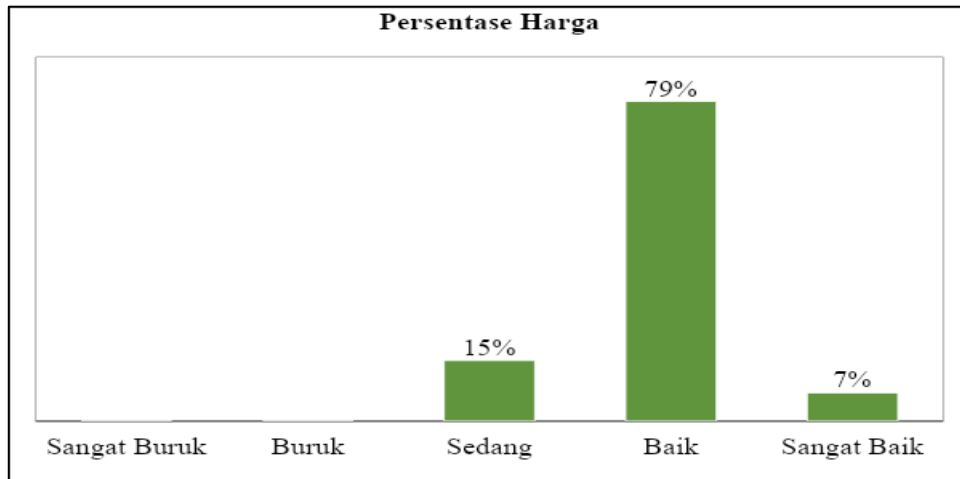


Figure 2. Price Data Percentage Diagram (Source: Processed by researchers, 2023).

Based on Figure 2, as much as 0% of the price of goods in *E-commerce Shopee* is included in the very bad category, as much as 0% of the price of goods on *E-commerce Shopee* is included in the bad category, 15% of the price of goods in *E-commerce Shopee* is included in the medium category, 79% of the price of goods in *E-commerce Shopee* is in the good category, and 7% of the price of goods in *E-commerce Shopee*

is in the very good category. As a result, respondents think that the price of goods in *E-commerce Shopee* Good.

c. Quality Service (X2)

A questionnaire with 20 questions and 5 alternative answers was used to collect service quality data. The following is a graph of the processed research data.

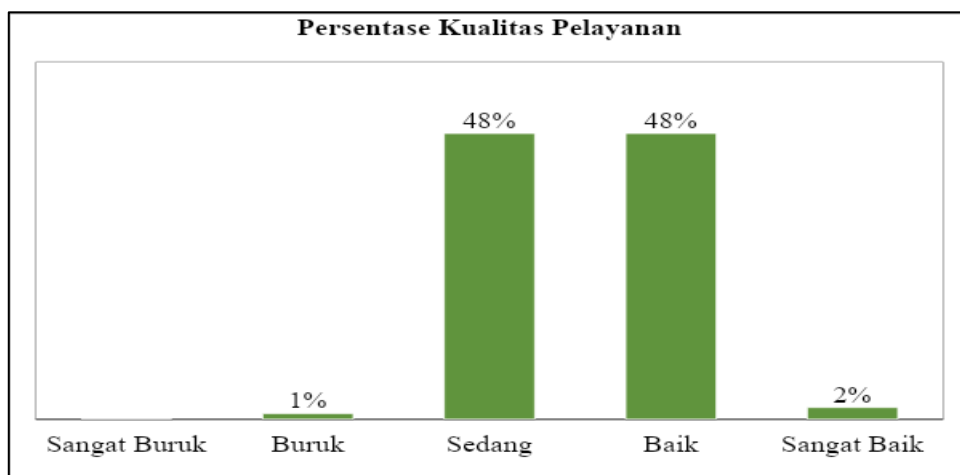


Figure 3Data (Source: Processed by researchers, 2023).

Based on Figure 3, as much as 0% of the service quality in *E-commerce Shopee* is in the very bad category, as much as 1% of the quality of service in *E-commerce Shopee* falls into the bad category, as much as 48% of the quality of

service in *E-commerce Shopee* is in the medium and good category, and 2% is very good. As a result, it can be said that the quality services on *E-commerce Shopee* including in category moderate and good.

4.2 Data analysis

After collecting research data, the next stage is to analyze the data to determine whether the hypothesis is proven or not. The *SPSS 21.00 for Windows application* is used to perform multiple linear regression analysis on the research data. The analysis of this research data produces the following results.

a. Normality Test

normality test determines whether the data in a regression model is normally distributed (Ghozali, 2016). The *Kolmogorov-Smirnov test* is used in this study to determine whether the data is normal. *Asymp value Sig.* become the basis for decision making based on the findings of the *Kolmogorov-Smirnov test*. If $Sig > 0.05$, then the residuals of the regression model are distributed normal. The Kolmogorov-Smirnov test gives the following results:

Table 1. One- Sample Test Results Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		89
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	7.50961787
	Most Extreme Differences	
	Absolute Positive	.088
	Negative	.051
Kolmogorov-Smirnov Z		-.088
Asymp. Sig. (2-tailed)		.834
		.490

Source: Processed by researchers, 2023.

Table 1 shows that the *Asymp. Sig (2-Tailed) value* of 0.490 is more than 0.05, which indicates that the data is normally distributed.

b. Linearity Test

Linearity test determines whether the model specifications used are linear. The linearity test shows whether the empirical

model should be linear, quadratic, or cubic (Ghozali, 2016). In this study, the ANOVA table is used to determine the linear relationship between variables. A *Linearity* value of less than 0.05 indicates a linear relationship between the independent variable and the dependent variable. The linearity test produces the following results:

Table 2. Results of Price Linearity Test on Purchasing Decisions

			ANOVA Table				
			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Price	Between Groups	(Combined)	5095.276	26	195,972	4.068	.000
		Linearity	2415.934	1	2415.934	50.147	.000
		Deviation from Linearity	2679.342	25	107,174	2.225	.006
	Within Groups	2986.949	62	48,177			
	Total	8082.225	88				

Source: Processed by researchers, 2023.

Table 2 shows a linearity value of 0.000 which means less than 0.05. So, the price

variable and the purchasing decision variable have a linear relationship.

Table 3. Results of Linearity Test of Service Quality on Purchasing Decisions

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
(Combined)			3370.674	26	129,641	1,706	.044

Purchasing Decision * Quality Service	Between Groups	Linearity	1673.811	1	1673.811	22,026	.000
	Within Groups	Deviation from Linearity	1696.863	25	67,875	.893	.612
		Total	4711.551	62	75,993		
			8082.225	88			

Source: Research results, 2022.

Table 3 shows a linearity value of $0.000 < 0.05$. It can be concluded that the relationship between service quality variables and purchasing decision variables is linear.

c. Multicollinearity Test

multicollinearity test determines whether the regression model finds a relationship

between independent variables (Ghozali, 2016). If the VIF value < 10 and the tolerance value > 0.1 means There is no multicollinearity between the independent variables. The multicollinearity test produces the following results:

Table 4. Multicollinearity Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-13,855	11,386		-	.227		
Price	.693	.138	.447	5.005	.000	.897	1.115
Quality Service	.477	.137	.312	3.492	.001	.897	1.115

Purchase Decision

Source: Research results, 2022.

Table 4 shows the VIF value (1.115) is less than 10 and the tolerance value (0.897) is more than 0.1. Therefore, the independent variables of the regression model do not show multicollinearity.

d. Heteroscedasticity Test

heteroscedasticity test determines whether there is an imbalance in variance

between the residuals of one observation and the next observation in the regression model (Ghozali 2016). Researchers in this study used the Glejser test to determine heteroscedasticity. The conclusion of this test is based on whether $\text{sig.} > 0.05$ indicates that there are no signs of heteroscedasticity in the regression model. The heteroscedasticity test gives the following results:

Table 5. Glejser test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-10.137	7.164		-1.415	.161
Price	.121	.087	.153	1,384	.170
Quality Service	.103	.086	.132	1.193	.236

Purchase Decision

Source: Processed by researchers, 2023.

Based on the findings of the Glejser test in Table 5, the significance value of price is $0.170 > 0.05$, and the significance value of service

quality is $0.236 > 0.05$. Therefore, the regression model does not show signs of heteroscedasticity

e. t-test

The t-test is used to test the influence of partial price variable (X1) and service quality variable (X2) on purchasing choice (Y). To test

whether there is an influence between the independent and dependent variables, H_a can be accepted if $t - \text{count} > t - \text{table}$ and $\text{Sig.} < 0.05$.

Table 6. Results of Multiple Linear Regression Analysis**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,855	11,386		1.217	.227
	Price	.693	.138	.447	5.005	.000
	Quality Service	.477	.137	.312	3.492	.001

Purchase Decision

Source: Processed by researchers, 2023.

Table 6 shows that the results of the t-test of the price variable (X1) against the purchasing decision variable (Y) have a t - count value $> t - \text{table}$, namely $5.005 > 1.988$, and a significance value of $0.000 < 0.05$. It can be concluded that the price variable (X1) has an influence on purchasing decisions (Y), so H_1 is accepted. The findings of the t-test of the service quality variable (X2) on purchasing decisions (Y) show a t - count value $> t - \text{table}$, namely $3.492 > 1.988$, and a significance value of $0.001 < 0.05$. It can be said that the service quality variable (X2) has a

partial influence on purchasing decisions (Y), so H_2 can be accepted.

f. F Test

The F test is designed to test the simultaneous influence of Pricing (X1) and Service Quality (X2) on Purchasing Decisions (Y). To assess whether there is an influence between the independent and dependent variables, H_a can be accepted if the F - count value exceeds the F - table value and the significance value is less than 0.05.

Table 7. F Test Results**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3119.521	2	1559.760	27,030	.000 ^b
	Residual	4962.704	86	57,706		
	Total	8082.225	88			

Purchase Decision

b. Predictors: (Constant), Quality Service , Price

Source: Processed by researchers, 2023.

Table 6 shows that F - count $> F - \text{table}$ ($27.030 > 3.101$), with a significance value of $0.000 < 0.05$. It can be concluded that price (X1) and service quality (X2) have a simultaneous influence on purchasing decisions (Y), so H_3 is accepted.

g. Coefficient of Determination

The coefficient of determination test (R^2) calculates the percentage of influence of the independent variable on the dependent variable. The results of the coefficient of determination test are presented below .

Table 8 Results of Determination Coefficient Test**Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.621 ^a	.386	.372	7,596

a. Predictors: (Constant), Quality Service , Price
Purchase Decision

Source: Processed by researchers, 2023.



Table 8 shows the *Adjusted R-square value* of 0.372. This shows that the price and service quality variables influence the purchasing decision variable by 37.2%, while the remaining 62.8% is influenced by additional factors not examined in this study.

4.3 Discussion

a. Influence Price on Purchasing Decisions of Students of the Economics Education Study Program, Bhinneka PGRI University on the E- Commerce Platform Shopee

The findings of this study indicate that price has a significant influence on purchasing decisions among undergraduate students of Economics Education at Bhinneka PGRI University, particularly regarding the e-commerce platform Shopee. This aligns with Simamora's theory (2019), which posits that price represents the value exchanged for an item or service. Consequently, the price affects market demand, competitiveness, and market share. For corporations, price setting directly impacts sales and net profit. Similarly, Fitrawaty and Hasibuan (2018) argue that purchasing decisions are influenced by factors such as product information, price, location, and promotions, as well as external factors like economic conditions, technology, politics, and religion.

To achieve corporate objectives, pricing strategies must consider factors beyond the company's control, such as government policies, competitive market conditions, and shifts in consumer preferences. These dynamics result in price levels and payment terms that are subject to change over time. This research supports the findings of Marlius and Jovanka (2023) in their study titled *"The Influence of Price and Promotion on Consumer Purchasing Decisions at Hasanah Mart Air Haji."* Their study revealed a value of $2.229 > 0.677$ and a significance level of $0.028 < 0.05$ ($N = 92$), confirming the hypothesis that price plays a significant role in purchasing decisions. Their results highlight the optimism and substantial influence of price on consumer behavior.

Furthermore, this study corroborates the findings of Pratiwi, Junaedi, and Prasetyo (2019) in their research titled *"The Influence of Price on Consumer Purchasing Decisions: Case Study of 212 Mart Cikaret."* Their study showed that the price variable significantly influences purchasing decisions, with a t-value of 16.591 exceeding the critical t-table value of 1.985 at a 5% significance level. Thus, the null hypothesis (H_0) was rejected, and the alternative hypothesis (H_a) was accepted, confirming the substantial impact of price on purchasing decisions. The coefficient of determination (R^2) of 65.58% further indicates a strong correlation between price and purchasing decisions.

b. Influence Quality Service for Purchasing Decisions of Students of the Economics Education Study Program, Bhinneka PGRI University on the E- Commerce Platform Shopee

The findings of this study show that service quality has a significant and positive influence on the purchasing decisions of students in the Economic Education Study Program at Bhinneka PGRI University on the Shopee e-commerce platform. This aligns with the ideas of Raintung et al. (2021), who argue that the evaluation of service quality is largely determined by the recipients of the service, as they are the ones who benefit from and can assess it based on their expectations. Customers play a vital role in today's competitive business environment, making it imperative for companies to provide services that meet or exceed their expectations. According to Endra Budi Setyawan (2017), service quality is a dynamic condition in which products, services, people, processes, and environments fulfill or surpass customer expectations. It is closely tied to client satisfaction and needs, with service quality being achieved when products and services meet or exceed customer requirements and expectations.

Efforts to fulfill customer needs and desires, as well as ensuring timely delivery that aligns with consumer expectations, form the essence of service quality. The findings of this



study are consistent with the research of Patmala and Fatihah (2021) in their article titled *"The Influence of Service Quality on Purchasing Decisions at UKM Mart Kartika Widya Utama."* Their findings indicate a strong relationship between service quality and purchasing decisions, evidenced by a T-score value of $5.995 > 1.688$.

Additionally, this study supports the research of Husnan, Astuti, and Khoirotnunisa (2022) in their work titled *"E-Commerce Services Shopify on Purchasing Decisions among Economic Education Students."* Their findings reveal that the quality of Shopee's e-commerce services has a significant, albeit limited, influence on the purchasing decisions of Economic Education students at IKIP PGRI Bojonegoro.

c. **The Influence of Price and Quality Service for Purchasing Decisions of Students of the Economics Education Study Program, Bhinneka PGRI University on the E- Commerce Platform Shopee**

The results of the F-test indicate that price (X1) and service quality (X2) have a positive and significant effect on purchasing decisions (Y). This is evidenced by an F-calculated value of 27.030, which is greater than the F-table value of 3.101, and a significance value of 0.000, which is less than the threshold of 0.05. Therefore, it can be concluded that hypothesis H3, which states, *"Price and service quality affect the purchasing decisions of students in the Economics Education Study Program at Bhinneka PGRI University on the Shopee e-commerce platform,"* is supported.

This positive correlation suggests that the better the price and service quality provided, the more likely students are to make a purchase. Conversely, poor pricing and service quality decrease the likelihood of purchasing decisions. Based on the findings from the coefficient of determination test, the Adjusted R-squared value is 0.372. This indicates that 37.2% of the variance in the purchasing decision variable (Y) is explained by the price (X1) and service

quality (X2) variables. The remaining 62.8% is influenced by other factors not included in this study.

5. Closing

5.1 Conclusion

Data analysis shows that price influential to decision purchase with t-count value $>$ t-table value ($5.005 > 1.988$), value significance $0.000 < 0.05$. Quality service influential significant to decision purchase, with t-value $>$ t-table ($3.492 > 1.988$) and significance $0.001 < 0.05$. Price and quality service influential to decision purchase with F-count value $>$ F-table ($27.030 > 3.101$) and the value significance $0.000 < 0.05$.

5.2 Suggestion

Findings study This can made into material considerations and references for students who have or want to start business based on application and want focus on price and quality service. Researcher furthermore can take advantage of it as material references and insights study comparator For expand study This with different titles, such as discounts, promotions, distance, and factors geographical.

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