



Online Business Marketing Strategy in Terms of Discounts and Ease of Transactions on Purchasing Decisions

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Abstract: A digital business strategy is a long-term plan designed to manage a business through the use of digital technology and the Internet. The goal is to maximize added value for customers. The purpose of this study is to determine the driving factors for purchasing decisions in digital business. In this case, the researcher wants to test the effect of price discounts and ease of transactions on purchasing decisions. The research approach used is quantitative research with the method used is the questionnaire method. The population was 100 respondents who owned and had purchased an online business for transactions. The sampling technique in this study was to use a total sampling technique. In this study researcher used a questionnaire that was filled out by respondents via the Google form to measure the results of the research variables. This study uses data analysis techniques using SmartPLS (Partial Least Square) software which is a variance-based structural equation analysis (SEM) that can simultaneously test structural models. The results showed that the discount variable had no significant effect on customer purchasing decisions in online business, then the transaction convenience variable proved to have a significant effect on online purchasing decisions in the community in Labuhanbatu Regency.

Keywords: Discount; Ease of Transaction; Purchasing Decisions

INTRODUCTION

Currently, the internet has transformed into various forms, whether it is just an information tool, a communication tool, or a place to do business (Budi, 2020). The rapid development of information technology today is comparable to the rapid development of the internet in Indonesia. This of course also influences the development of the business world today. The rapid growth of internet users from year to year, especially Facebook and Twitter users, is the right opportunity for companies to take advantage of internet technology for business development, both for company promotions, product marketing, and for selling their products online (e-commerce) (Wahyuningrum, 2018). In Indonesia, purchasing at a web host is the decision of many people to buy products at a web-based store, which is known as an internet business (online business). Online business is one tool that meets the needs of industry, clients, and management in reducing administration costs while increasing product quality and speed.

Competition between companies and businesses is seen as abnormal and difficult to understand in conventional ways. The curious must enter into new behaviors, behaviors that meet consumer expectations. That is, the old pattern requires modification, but this is realized in an unprofitable way from the entrepreneur's point of view (Ho et al., 2022). They have more to lose in profits than to lose a lot of customers. They must be able to see quantity as their marketing base with greater efforts and greater costs. Therefore, it is important to have an imaginative bidding system, especially for online businesses (Hotana, 2018). Strategy is a plan developed by a company executive that focuses on long-term goals that will improve the quality of the company's business. Of course, in every business, he has a strategy to launch the business he has created. Strategy plays an important role in the functioning of a business, whether it's a business in the wet noodle industry or any other business there is the best strategy to facilitate its business operations. Marketing strategy is a form of planning found in the field of

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marketing. In general, marketing is a social process by which individuals and groups obtain what they need and want by creating and exchanging products and value with other individuals and groups. In a broader sense, marketing seeks to elicit a response to an offer (Musyawara & Idayanti, 2022).

In carrying out work online, of course, several aspects can influence a person's decision to buy goods online, namely trust, price, comfort, Ease of Transaction, and accessibility which are important factors, then they are different. point of view is security, product quality, website architecture, and mentality, extravagant. From these several points of view, it can be argued that the probability of a customer buying goods from an Internet-based store may change (Aridinta & Widijoko, 2019). The nature of services, goods, and prices can influence a person's choice to buy goods online, but it can also have a positive impact. Therefore, it is important to realize that any element can influence customers to buy products online (Harahap & Amanah, 2018). The widespread development of online business in Indonesia has made many web-based financial players join this factory. Currently, many internet-based outlets are well-known to various groups, especially among young people or students, without any focus.

Many people use this internet-based business to increase their salary, but many of them are just clients. Clients often flinch because they can't deal with their destructive mentality. Furthermore, it affects the destructive attitude of individuals, the result of excessive mentality is also bad because it will weaken the individual's economy. Destructiveness is a buying mentality without a strong measure and focusing on wants rather than needs. Kusumaningtuti S. Soetiono goes like a judge from the Sovereign Monetary Assistance Agency (OJK) saying that assuming Indonesians have cash, they will focus on spending or using rather than saving (Ainy, 2020). Often the purchase decision that the client makes is a purchase without prior ideas, where the buyer does this consequently because the client is deceived by limits, bonus items, or the Ease of Transaction of an attractive store area, which results in the client's attention to buying the item. The faster the advanced business area develops, the more clients find it reassuring to them. This supportive disposition of being close to home drives the mentality towards clients, especially the attitude of trading regularly becomes impromptu (Rahman & Idris, 2018).

Price acts as the main determinant of buyer choice because consumers will decide whether the price of a product is right or not. Pricing decisions must be oriented to the buyer (Pohan, 2022). Price also influences the customer's perception of the product or service and its value. Higher prices may indicate higher quality, while lower prices may indicate lower quality or a bargain (Khafidatul & Indra, 2020). When consumers buy a product, consumers exchange a value (price) to get another value (benefits from owning or using the product). If the customer thinks that the price is higher than the value of the product, he will not buy the product. If consumers perceive the price to be below the value of the product, they will buy it. Price is one of the most sensitive non-product variable elements for consumers because it has an important role in the eyes of consumers as a consideration in purchasing decisions for a product (Fauzi, 2019). Due to this extremely fast turn of events, competition continues to be fierce. Therefore, many techniques have been tried by businesses. The methodology used combines markdown and free shipping techniques. Rebates are very important for the fee given by the dealer to the buyer as a reward for the unique practice of the buyer which is a good time for the broker. Businesses often spread some of the costs over to the items they purchase. This price reduction is given to customers who are considered worthy of being invited because these customers have been consuming the product for a long time. In addition to the portion of the cost that is left to the customer, the company also provides free transportation (Baskara, 2018).



Techniques used such as restrictions and free transportation which are essential for business progress are systems that are often used by businesses to increase client purchases or increase the number of new clients. Because, consistently, with limits, customers think they will get more purchases for less money because of a cost-based marketing advertising system in which customers are offered similar items at a discounted price. When a client purchases an item, they may change something. number (cost segment) to get a more prominent value or profit from the goods it consumes. Assuming the client considers the cost to be below the item figure or in line with the profit, then at that point the client will most likely get it (Baskara, 2018). On the other hand, with free transportation, customers will benefit when they buy goods at affordable prices but can get free shipping. Free shipping is a quantity-based promotional posting system in which the client is offered a higher quantity of an item at the same price and no transportation costs. Try to entice purchases by offering free transportation items or services at reduced prices to enable the purchase of various items without additional payment. By using these two transaction progress systems, the realities that affect the client's anger in making purchases naturally or influence the client's buying behavior are fully imaginable. Part of developing excessive behavior towards clients such as restrictions and free transportation (Afriani & Asma, 2019).

Based on an initial study conducted on several Labuhanbatu residents, as a result of this response most of them said that limiting was their justification for buying an item. This means that web-based business transaction procedures in terms of cost and ease of transaction have a close relationship with the choice to buy an item in Labuhanbatu District. Based on the description above, several things can be distinguished that need to be examined in this study, namely: What is the procedure for web-based business transactions when viewed from the discounted price of purchasing options in the Labuhanbatu Regulations? in carrying out work to the choice of buying in the Labuhanbatu Regime. Based on the description above, the researcher is interested in conducting research with the title "Online Business Marketing Strategy in Terms of Discounts and Ease of Transactions on Purchasing Decisions".

METHODS

This research uses a quantitative approach with a descriptive quantitative research type. Use Descriptive quantitative research is used to describe, explain, or summarize various conditions, situations, phenomena, or various research variables according to events as they exist which can be photographed, interviewed, observed, and which can be expressed through documentary materials (Priadana & Sunarsi, 2021). Descriptive quantitative research uses a correlational research approach. Correlation research is research conducted to find out whether there is a relationship between the independent variable (X) and the dependent variable (Y). Correlation research studies two or more variables, namely the extent to which variations in one variable relate to variations in other variables. Population according to Cahyaningrum, (2019) is a general area consisting of objects/subjects that have the qualities and characteristics determined by the researcher to be studied and then conclusions drawn. While the sample is part of the number and characteristics possessed by the population, for this reason, the sample taken from the population must be truly representative (representative).

In this study, the population was 100 respondents who owned and had purchased an online business for transactions in purchasing products online with an age range of 15-45 years. Sampling in this study used a total sampling technique, the researcher used the entire population as a sample, that is, sampling from the population was carried out

without regard to the strata in the population. The sample in this study amounted to 100 people who were taken according to the opinion of Yulianto et al., (2018) that if the population is less than 100 then all the samples taken are. However, if the population in the study is more than 100, the sample can be taken between 10-15%, 20-25% or more. In this research, the researcher used an instrument in the form of a questionnaire which was filled out by respondents via the Google form to measure the results of the research variables. This research questionnaire is in closed form so that it can make it easier for respondents to answer the questionnaire and make it easier for researchers to carry out data analysis (Yulianto et al., 2018).

Before the data is collected, a list of questions is prepared and each question list is given a weight. The weight for each question is measured via a Likert Scale. with 5 measurement scales, namely SS = Strongly Agree with a weight of 5, S = Agree with a weight of 4, KS = Less Agree with a weight of 3, TS = Disagree with a weight of 2, STS = Strongly Disagree with a weight of value. This study uses data analysis using SmartPLS (Partial Least Square) software which is a variance-based structural equation analysis (SEM) that can simultaneously test structural models. This measurement model is used to test the validity and reliability with the help of SmartPLS for Windows V.2 software.

RESULTS AND DISCUSSION

After completing data collection, the research seeks to summarize the respondent's information based on the respondent's description indicating that E-commerce has been visited by respondents, with several applications for online shopping, including:

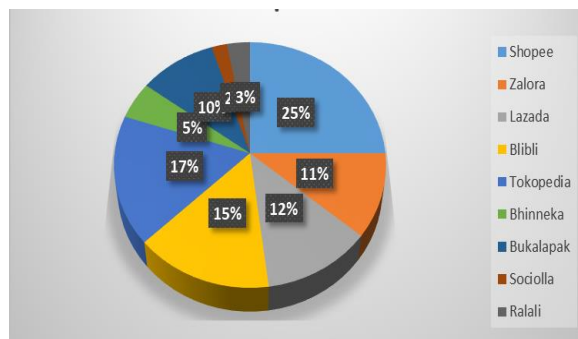


Figure 1. E-commerce Used By Respondents

Source: Data Processed by Authors (2023)

From the picture above, we can see that we conclude that the number that visited by the respondents shopped a total of 25% because a shop is a trusted place and most people visit it so most people's interest is shopping at the shop, with discounts or flash sales and there is also free shipping in several stores in the shop. Also, after that the respondents visited Tokopedia with a total value that was not far from Shoppe, namely 17%, because there was not too much interest from Tokopedia but there were still respondents who visited to look at other products. Apart from that, the respondent also visited Bblibli with a total value of 15%, while the advantage of shopping at Blibi Kits is that you can enjoy installment facilities of up to 0% from 16 banks. using flexible payment methods, loyalty programs in the form of bibi rewards, various attractive promos, and customer care ready to serve you 24/7. The disadvantages of Blibi include long delivery



times, lengthy payment confirmations, and a manual payment system. In addition, respondents also visited Lazada with a total value of 12%. The advantage of Lazada is that there are lots of discounts and attractive promos every time so some people feel at home shopping at Lazada, and there are also many other bonuses that users can get when shopping at lazada. The next visited by respondents is Zalora with a total value of 11%. Zalora is a shopping website that provides fashion needs consisting of products from various brands, both local and international. Some of the advantages of Zalora are that consumers can enjoy the Ease of Transaction of 30 days of free returns, the fastest delivery within 1-3 working days, can make payments using the COD (Cash On Delivery) system, and items sold at Zalora are the same as those in offline stores. Besides that, the respondents also visited Bukalapak with a total value of 10%. Bukalapak is one of the leading online marketplaces in Indonesia. Just like buying and selling service sites that provide buying and selling facilities from consumer to consumer, anyone can open an online store at Bukalapak and serve buyers from all over Indonesia for single or multiple transactions. In addition, some were visited by respondents who were Bhinneka with a total value of 5%, we can explain Bhinneka. com made in Indonesia is a pioneer-level e-commerce site online store which until now continues to develop and grow to become the largest e-commerce site in Indonesia. Bhinneka.com is the first online store to be registered in the LKPP e-catalog and received an award for support for openness of marketplace virgins from the Ministry of Communication and Information (Isna, 2019).

In addition, those visited by respondents were rallies with a total value of 3%. Ralali.com is the only online B2B marketplace in Indonesia with business distribution area coverage throughout Indonesia and Indonesia. As the largest online B2B marketplace in Indonesia, ralali.com is committed to creating transparent and secure B2B transactions by controlling the latest technology. Currently, ralali.com comes with a solution feature, to provide a business experience that is easier, simpler, more efficient, and more accurate. Another one that was visited by respondents was Sociolla with a very minimal number of values, namely 2%. Sociolla is an e-commerce brand engaged in the beauty sector. Sociolla has an identity as the largest and most complete retail brand that specializes in selling beauty products in Indonesia online. The advantage of shopping at Sociolla is that this site has many promos, discounts, free shipping, shopping vouchers, and much more that it provides. Sociolla has an identity as the largest and most complete retail brand that specializes in selling beauty products in Indonesia online. The advantage of shopping at Sociolla is that this site has many promos, discounts, free shipping, shopping vouchers, and much more that it provides. Sociolla has an identity as the largest and most complete retail brand that specializes in selling beauty products in Indonesia online. The advantage of shopping at Sociolla is that this site has many promos, discounts, free shipping, shopping vouchers, and much more that it provides.

The validity test in this study uses the Average Variance extracted (AVE) value for each latent variable, while the reliability test uses composite reliability. Composite reliability can be used to test the Structural Equation Model (SEM). Validity and reliability testing using the same data as the data to be analyzed later. It is known from the model test that the Composite Reliability and AVE values have met the minimum threshold so that all constructs are feasible to use as measuring instruments.



Table 1. Convergent Validity

ITEMS	Discount	Ease of Transaction	Buying decision
The type of product that gets the discount	0849		
The amount of the discount	0.693		
Discount period	0.611		
Easy to use		0.726	
Clear and understandable		0.708	
Controllable		0.747	
Easy to become skilled		0.610	
Flexible		0.802	
Consistency in buying products			0.752
Decide to buy the preferred brand			0.727
Buy as needed			0.835
Bought because of recommendations from others			0.743

Source: Data processed by SmartPLS (2023)

To find out the relationship between latent variables and indicators in the SmartPLS application can be seen from the outer/weight loading values. Outer loading is the value of the relationship between indicators and latent variables. Reflective indicators are seen as a function of latent constructs, and changes in latent constructs are reflected in change indicator variables (manifest).

Table 2. Reliability Test

Variable	Discount	Ease of transaction	Buying decision
Discount	0.724		
Ease of Transaction	0.550	0.721	
Buying decision	0.468	0.699	0.765

Source: Data processed by SmartPLS (2023)

Based on Table 2 above, it can be concluded that all variables in this study meet the requirements of discriminant validity.

Table 3. Output Construct Reliability and Validity

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Discount	0.735	0.765	0.726
Ease of Transaction	0.766	0.843	0.802
Buying decision	0.765	0849	0.835

Source: Data processed by SmartPLS (2023)

The results of the reliability test showed that the variables used in this study had Cronbach's Alpha > 0.6, composite reliability values > 0.7, and AVE values > 0.5. It can be concluded that all research variables met the reliability requirements.

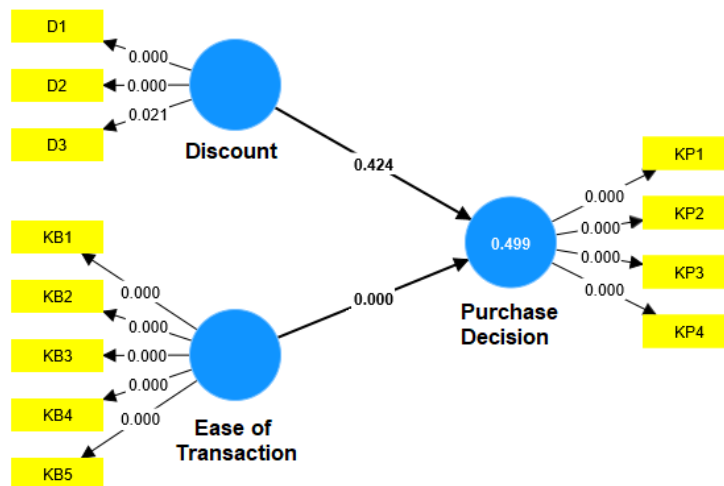


Figure 2. Hypothesis Testing
 Source: Data processed by SmartPLS (2023)

The results of bootstrapping calculations in the SmartPLS software can be seen in Figure 2.

Table 4. Summary of Hypothesis Testing Results

	(STDEV)	T Statistics	P Value	Information
Discount -> Purchase Decision	0.149	0.802	0.424	Rejected
Ease of Transaction -> Purchase Decision	0.109	5,807	0.000	Accepted

Source: Data processed by SmartPLS (2023)

Based on Table 4. it is known that of all the hypotheses, including one hypothesis that is rejected and one hypothesis that is accepted, which will be discussed below. Based on the results of hypothesis testing, a detailed discussion will be carried out including:

H1: The results of testing the first hypothesis prove that the discount construct has no significant effect on purchasing decisions in Labuhanbatu Regency. This is clear by obtaining the t-statistical path coefficient value of $0.802 < \text{value } 1.658$ and has a significant value of $0.424 > 0.05$. Thus, the results of testing the first hypothesis in this study were rejected. So the results of this study are not in line with the research of Pratiwi, (2021) which explains that discounts have an insignificant positive effect on purchasing decisions. However, according to research by (Jannah et al., 2022), which explains that discounts have a significant positive effect on purchasing decisions. From the analysis, it was found that there was no effect on the discount on purchasing decisions because the respondents studied were in the Labuhanbatu Regency area. As for the existence of an online business that is published through social media or advertising media that only a small number of respondents know, so that making discounts does not have a significant effect on purchasing decisions. Discounts in this study are measured using three indicators, namely: the amount of the discount, the type of product that gets the discount, and the period of the discount. Based on the respondents' answers regarding the discount variable, more respondents chose to agree on the indicator of the type of product that gets a discount. In purchasing products online, consumers are directly or indirectly influenced by discount activities. Direct discounts are usually in the form of offers on the internet in the form of product images with a description of the benefits of the product and other information that strengthens and convinces consumers of the



product. Indirect discounts can be in the form of advertisements obtained from various media such as electronic media (television, radio), newspaper media (newspapers, magazines, brochures/leaflets), as well as publicity advertising found in activities in the daily environment (banners, billboards, sponsorships and so on).

H2: The results of testing the second hypothesis prove that the construct of ease of transaction has a significant effect on purchasing decisions in Labuhanbatu Regency. This is clear by obtaining a t-statistical path coefficient value of 5,807 > of 1,658 and has a significant value of $0.000 < 0.05$. Thus, the results of testing the second hypothesis in this study can be accepted. So the results of this study are in line with the research of Do & Do (2020) and Prasasti et al. (2021) which state that Ease of Transaction has a significant effect on purchasing decisions. Ease of use will increase online shopping transactions. The reason that supports the results of this study is that the Ease of Transaction of transactions experienced by respondents is because they are flexible or easy to use and can be controlled so that it attracts consumers to be able to use the Ease of Transaction of transactions in a purchasing decision. Ease of use will improve online shopping transactions. The ease of transactions in this study was measured using five indicators, namely: controllable, flexible, clear and understandable, easy to use, and easy to become skilled at. Based on respondents' answers regarding the ease of transaction variable, more respondents chose to agree on easy-to-use indicators related to how to transact to clear payments. It can be interpreted that respondents agree that online businesses provide instructions when starting transactions from consumers to enter the site that is opened, look for the desired product, order the method of payment, and pick up the product. All processes are adjusted so that consumers do not find it difficult to make purchasing decisions in online businesses. Respondents in this study were dominated by men and women with an age range of 15-35 years with most of the jobs being students.

CONCLUSION

Based on the results of data analysis and discussion of the results of research conducted by researchers, the conclusions from this study are: There is one discount variable that has no significant effect on purchasing decisions in Labuhanbatu Regency, therefore online business can create more attractive programs others to make consumers make purchasing decisions. There is also variable ease of transaction that has a significant effect on purchasing decisions in Labuhanbatu Regency, which in the online business of this transaction Ease of Transaction can be easily used or can be controlled and clearly understood by consumers when making purchasing decisions.

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