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MARKETING | RESEARCH ARTICLE

The Effect of Product Differentiation and Brand Image on Purchasing Decisions

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Abstract: This study aims to determine the effect of Product Differentiation and Brand Image variables on Purchasing Decisions for New Honda Scoopy Motorbikes at PT. Nusantara Surya Sakti Mamuju Branch, Indonesia. The research method used quantitative methods with primary data using a questionnaire. Respondents in the study were all customers who purchased a New Honda Scoopy motorcycle at PT. Nusantara Surya Sakti Mamuju Branch, Indonesia, West Sulawesi; the sample used was an accidental sampling technique with a sample size of 30 respondents. The formula in this study uses multiple linear regression, validity test, reliability test, multiple linear regression, t-test, and F test. The results in this study indicate that product differentiation and brand image have a positive and significant partial effect on purchasing decisions for New Honda Scoopy Motorbikes at PT. Nusantara Surya Sakti Mamuju Branch, Indonesia. Product differentiation and brand image significantly affect purchasing decisions for New Honda Scoopy Motorbikes at PT. Nusantara Surya Sakti Mamuju Branch, Indonesia.

Keywords: Product Differentiation, Brand Image, Purchasing Decisions

JEL Classification Code: L62, M31, C83

1. INTRODUCTION

The automotive industry is one of the mainstay sectors of the Indonesian state; manufacturers made in Indonesia have been recognized as having quality and excellence in features and designs. Competition in the automotive sector is currently rife for motorcycle transportation facilities and two-wheeled transportation tools that facilitate community activities. Transportation is essential today; most prefer personal transportation, such as motorbikes. The motorcycle business competition is very competitive in Indonesia today; companies that are not preparing their new products will face heavy risks. Many motorcycle companies are launching innovations to create better quality and more sophisticated motorcycles. The impact of this increasingly dynamic innovation makes the life cycle of motorcycle products high-speed and short; it is not uncommon for motorcycle brands to be unable to compete and no longer sell in the market. The variety of products offered by business people makes competition tighter so that consumers are more selective in choosing products.

Table 1. Honda Scoopy Motorcycle Sales Percentage in 2020-2023

No.	Brand	Top Brand Index			
		2020(%)	2021(%)	2022(%)	2023(%)
1	Honda Beat	35,8	35,6	34,2	35,6
2	Honda Vario	24,5	21,9	20,8	20,6
3	Yamaha Mio	13,6	12,9	12,3	13,2
4	Honda Scoopy	8,9	12,1	9,9	9,7
5	Honda PCX	5,1	5,2	8,3	7,7

Table 1 data from the Top Brand Index shows that sales of Honda Scoopy brand products from 2020 to 2023 declined compared to Yamaha and other Honda brand products. This is due to the many competitors that have sprung up, so the sales of Honda Scoopy motorbikes have decreased.



Consumers consider Honda Scoopy motorbikes to have the advantage of a reliable engine and fuel economy, so it is no wonder consumers are always proud of these Honda products. Honda's New Scoopy design combines retro and modern concepts. It offers two superior variants, namely Sporty and Stylish types, with a choice of red, white, black, and matte brown colors, with a 110cc engine with eSP and PGM-FI technology, with advanced features such as power charger, 15.4 Liter luggage, and LED projector lights, fully digital speedometer design. Honda new Scoopy has several differences from its competitors, such as Yamaha Fino 125; Honda Scoopy is priced at 22,900,000, - while Yamaha Fino 125 is priced at 19,740,000;- in terms of engine, Scoopy is only 110 cc while Fino is 125 cc, in terms of features, Scoopy is superior to Fino because it uses a smart key so it does not need a key, is equipped with an anti-theft alarm and remote to operate the answer back system and is equipped with a power charger feature on the left shelf. Along with the development of science and technology, modern marketing has developed by placing consumers as the primary concern Mappigau & Halim (2023). Competitors offer many products in various markets, making it increasingly difficult for companies to capture market share. In addition, it requires considerable costs to enter a new market share. Therefore, a better alternative for companies is to maintain existing market share, one of which is to satisfy consumers. For example, product differentiation (product design) is offered. According to Firmansyah in Wulandari et al. (2023), a purchase decision can be considered as one of the results or outputs of a mental or cognitive process that supports the selection of a path of movement among several available alternatives—every decision-making process results in one final choice. In purchasing decisions, satisfaction matters after making a purchase transaction.

According to Yuvira (2023), product differentiation is a form of effort made by companies to innovate by creating products different from similar competitors, usually in the form of product shape, distribution method, product marketing, and product advantages. Product differentiation is an effort by the company to make an impression or differentiate between its products and those of competitors or other companies. In product differentiation, customers want a product that has a unique character with different qualities that affect the customer's price appetite for the product. In response to this, companies are faced with building a brand image. According to Firmansyah (2019), brand image is a perception that arises from the minds of consumers when remembering a brand or brand of a particular product so that it brings up the image that exists in the brand. Brand image is a determining factor for consumers in providing positive information and experiences from the company. The brand's image is interconnected with the attitude of belief and perception of a brand. Nusantara Sakti Group is a company engaged in various business sectors, especially automotive and financing funds. Nusantara Sakti Group is an authorized Honda motorcycle dealer, and its authorized workshop (AHASS), motorcycle (M2W) and car (M4W) financing funds and mortgage, NSS Express, motor vehicle accessories, and equipment business such as Honda Genuine Parts, Honda Genuine Oil, Indoparts and Federal Oil. PT Nusantara Surya Sakti is an automotive company or dealer of two-wheeled motorized vehicles under the Honda brand. With a significant commitment to becoming Indonesia's largest Dealer, the company has been supported by thousands of service offices throughout Indonesia. Based on initial observations at PT. Nusantara Surya Sakti Mamuju Branch, Indonesia, the decision of consumers to make a purchase is an attitude of consumers to decide on the purchase of an item they need. This decision is influenced by several factors, namely product differentiation, which is still not maximized at PT. Nusantara Surya Sakti Mamuju Branch, Indonesia, there are still consumers who say that the price offered has not been able to guarantee product quality, and the appearance of the product shape has not changed from the previous product. Furthermore, based on information obtained from observations, this product offers fewer color variations than other brands in terms of brand image. The engine capacity is still low at only 110cc, as are the rear shock and handlebar positions.

2. LITERATURE REVIEW

2.1. Product Differentiation

According to Yuvira (2023), product differentiation is any effort companies make to innovate by creating products different from similar competitors. Usually, it is in the form of product shape,



distribution method, product marketing, and product advantages. According to Kotler and Armstrong in Trisihnyo (2018), product differentiation is designing a set of meaningful differences to distinguish the company's offerings from competitors so that the results can influence the choices and interests of the most special consumers. This means that the company is trying to make the products offered have advantages or more value than competitors. According to Kotler and Keller (2017), defining differentiation is designing meaningful differences to distinguish a company's offerings from its competitors. A differentiation strategy is a strategy that can maintain customer loyalty, whereby customers get more value than other products. According to Kotler and Lee in Firdaus (2022), differentiation is generally divided into two, namely:

- a. Psychological differentiation is made with competitors by creating a product that consumers can assume meets consumer expectations.
- b. Physical differentiation is re-differentiation made in such a way that it is formed through a physical or tangible difference.

According to Aprileny and Andriani in Kasanah and Rohimat (2023), product differentiation has four indicators, namely:

- a. Shape, relating to the product's physical form or size, structure, and model.
- b. Conformance quality is related to consumer expectations for products owned by high quality and specifications as promised.
- c. Style: An overview of the product's feeling and shape for consumers. Consumers will pay more for products with an attractive appearance.
- d. Design, the entire appearance that can affect how the product is seen and how it functions according to the customer's desires.

2.2. Brand Image

According to Firmansyah (2019), brand image is a perception that arises from the minds of consumers when remembering a brand or brand of a particular product to bring up the image that exists in the brand. Furthermore, according to Kotler and Armstrong in Haryantini (2019), the Brand image contains important meanings by including elements of building loyalty, design, reputation, and reordering from new and loyal old customers. Meanwhile, according to Sangadji and Sopiiah in Sustikasari (2023), brand image can be considered as a type of association that appears in the minds of consumers when looking at a particular brand. These associations can appear in the mind of specific thoughts or images associated with a brand, just as when we think about other people. According to Firmansyah in Sustikasari (2023), brand image is formed into four parts: Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty. According to Tjiptono in Carolina (2023), the quality-of-service product indicators are Performance, Features, Aesthetics, Reliability, Ease of Access (serviceability),

2.3. Purchase Decision

According to Tjiptono (2020), Purchasing decisions are when consumers recognize certain products or brands and evaluate how well each of these alternatives can solve their problems, leading to a purchase decision. Meanwhile, according to Firmansyah in Sustikasari (2023), a purchase decision can be considered as one of the results or outputs of a mental or cognitive process that supports the selection of a path of movement among several available alternatives. Every decision-making process result in one final choice. Another opinion is presented by Kotler, P. and Armstrong, G. (2019): a purchase decision is made to buy a highly desirable brand. Still, two components can exist between purchase goals and purchase choices. That said, every individual has an almost similar decision-making method. Several factors can even differentiate decision-making between individuals, including age, character, income, and lifestyle. Meanwhile, according to Kotler and Armstrong in Carolina (2023), decisions made by consumers or customers when choosing a product or service are

part of consumer behavior, which refers to how individuals, groups, and organizations choose, buy, and use goods or services to meet their needs and desires. According to Alma B. (2021), the factors influencing purchases can be grouped into Social, cultural, personal, and psychological factors. The indicators of purchasing decisions, according to Soewito in Amelia et al. (2023), are as follows: perceived needs, actions before making a purchase, consumption time behavior, post-purchase behavior

3. RESEARCH METHOD AND MATERIALS

3.1. Location and Time of Research

This research was conducted at PT. Nusantara Surya Sakti Mamuju Branch, Indonesia, Jalan KS Tubun, Rimuku, Mamuju District, Mamuju Regency. According to Sugiono (2019), Quantitative Data is data in numbers or graded qualitative data. Quantitative data in this study are the population and research samples, questionnaire calculations, and research results.

3.2. Population and Sample

Sugiyono (2019) states that a Population is a generalization area consisting of objects or subjects with specific quantities and characteristics set by researchers to study and then draw conclusions. Determining the population is the primary goal of a study because the population can provide helpful information or data. The population in this study is all PT customers. Nusantara Surya Sakti Mamuju Branch. Sugiyono (2019) suggests that the sample is part of the population's number and characteristics. Roscoe in Sugiyono (2019) suggests sample sizes for research, such as if the research will carry out multivariate analysis (correlation or multiple regression, for example). The number of sample members is at least 10 times the number of variables studied; for example, if there are three research variables (independent + dependent), then the number of sample members = $10 \times 3 = 30$. So, the sample in this study was anyone who happened to meet the researchers at PT Nusantara Surya Sakti Mamuju Branch, Indonesia, with a sample size of 30 respondents.

3.3. Data Analysis Method

In multiple regression, the independent variables influence the dependent variable, which is more than one.

$$Y = a + b X_{11} + b X_{22} + e$$

Description:

- Y: purchase decision
- X₁: Product Differentiation
- X₂: Brand Image
- a: Constant
- b: Correlation Coefficient
- e: Error term

This study used quantitative data analysis using multiple linear regression methods to prove the hypothesis that has been put forward. Quantitative analysis is an analysis that uses data expressed in numerical form, where these data are variables that are considered to affect purchasing decisions.

4. RESULTS AND DISCUSSION

4.1. Validity test results

The validity test measures whether a questionnaire is valid. A questionnaire is valid if its questions reveal something that will be measured by the questionnaire (Ghozali, 2018). If the r count exceeds

the r-estimated, the hypothesis cannot be rejected or valid. In this test, 30 respondents were used to test the validity.

Table 1. Validity Testing Results

No.	Statement	Loading Factor	Value	Description
1	Statement X1.1	0,717	0,361	Valid
2	Statement X1.2	0,681	0,361	Valid
3	Statement X1.3	0,684	0,361	Valid
4	Statement X1.4	0,827	0,361	Valid
5	Statement X1.5	0,717	0,361	Valid
6	Statement X2.1	0,758	0,361	Valid
7	Statement X2.2	0,492	0,361	Valid
8	Statement X2.3	0,764	0,361	Valid
9	Statement X2.4	0,742	0,361	Valid
10	Statement X2.5	0,784	0,361	Valid
11	Statement Y.1	0,677	0,361	Valid
12	Statement Y.2	0,707	0,361	Valid
13	Statement Y.3	0,526	0,361	Valid
14	Statement Y.4	0,860	0,361	Valid
15	Statement Y.5	0,707	0,361	Valid

Source: SPSS output results processed, 2024

Based on table 1 shows that the value of all statements in the product differentiation variable, brand image, and purchasing decisions is declared feasible or valid, where the value of rcount> table is 0.361.

4.2. Reliability Test

The reliability test is carried out by measuring a questionnaire, an indicator of the variable. A questionnaire is said to be reliable or reliable if someone's answer to a statement is consistent or stable over time. The indicator for the reliability test is Cronbach Alpha, a variable that is said to be reliable if it provides a Cronbach Alpha value> 0.70. (Ghozali, 2018).

Table 2. Reliability Test Results

Variables	Cronbach's alpha	Figures	Ket.
Product Differentiation (X1)	0,774	0,60	Reliable
Brand Image (X2)	0,750		Reliable
Purchase Decision (Y)	0,701		Reliable

Based on the table above, it can be seen that the Cronbach Alpha value of all variables tested is above 0.60. So, it can be concluded that all variables in this study are declared reliable.

4.3. Multiple Linear Regression Analysis Results

Table 3. Multiple Linear Regression Analysis Results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		1	(Constant)	6.096		
	Product_Differentiation	.305	.109	.379	2.804	.009
	Brand_Image	.471	.118	.538	3.985	.000

a. Dependent Variable: Purchase Decision

Based on the results obtained from the regression coefficients above, a regression equation can be made as follows:

$$Y = a + b X_{11} + b X_{22} + e$$

$$Y = 6.096 + 0.305X_1 + 0.471X_2 + e$$

Based on the table 3, it can be concluded as follows:

- The constant value or state, when the purchasing decision variable has not received intervention from the product differentiation and brand image variables, is 6.096. This means the value of the purchase decision for the Honda New Scoopy Brand Motorcycle at PT. Nusantara Surya Sakti Mamuju Branch, if it has not changed or when it is constant, is 6.096.
- The regression coefficient value of the product differentiation variable shows a positive direction of 0.305. This means that if product differentiation is included in the purchasing decision, the purchasing decision will increase, or every one unit increase in the product differentiation variable will increase the purchase decision for the Honda New Scoopy Brand Motorcycle at PT Nusantara Surya Sakti in Mamuju Regency by 0.305 assuming other variables are constant.
- The regression coefficient value of the brand image variable shows a positive direction of 0.471. This means that if the brand image is included in the purchasing decision, the purchasing decision will increase, or every one unit increase in the brand image variable will increase the purchase decision for the Honda New Scoopy brand motorcycle at PT Nusantara Surya Sakti in Mamuju Regency by 0.471, assuming other variables are constant. (Mamuju Regency)

4.4. T-Test Results (Partial Test Results)

Partial hypothesis testing is intended to determine whether the independent variable partially affects the dependent variable; if the significance value is <0.05 or $\text{count} \geq \text{table}$, then H_a is accepted. Vice versa, if $\text{sig} > 0.05$ or $t\text{-calculated} < t\text{-estimated}$, then H_0 is accepted. $T\text{table: } t(\alpha/2; n - k - 1) = t(0.05/2; 30 - 2 - 1) = 2.052$

Table 4. t-Test Results

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.096	3.133		1.946	.062
	Product_Differentiation	.305	.109	.379	2.804	.009
	Brand_Image	.471	.118	.538	3.985	.000
Dependent Variable: Purchase Decision						

The results of data analysis in this study partially product differentiation on purchasing decisions obtained a count value of $2.804 > t\text{-estimated } 2.052$, which means that there is a partial influence. The Regression Coefficients value with a positive direction of 0.305, a significant value of 0.009 (0.9%) < 0.05 (5%), is interpreted as significant. Product differentiation positively and partially significantly affects purchasing decisions for the New Scoopy Honda brand motorbike at PT. Nusantara Surya Sakti in Mamuju Regency. Thus, H_0 is rejected, H_a is accepted, or the hypothesis is accepted. Partially in the data analysis in this study, the brand image on purchasing decisions obtained a count value of $3.985 > t\text{-estimated } 2.052$, which means that there is a partial influence. The Regression Coefficients value with a positive direction of 0.471, a significant value of 0.000 (0%) < 0.05 (5%) is interpreted as significant. This means that brand image positively and significantly affects purchasing decisions for the New Scoopy Honda motorbike at PT Nusantara Surya Sakti in Mamuju Regency. Thus, H_0 is rejected, H_a is accepted, or the hypothesis is accepted.

4.5. F-Test Results (Simultaneous Test Results)

Table 5. Simultaneous F-Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.839	2	18.920	15.950	.000b



ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Residuals	32.028	27	1.186		
Total	69.867	29			
a. Dependent Variable: Purchase Decision					
b. Predictors: (Constant), Brand_Image, Product_Differentiation					

The results of the data analysis show that the product differentiation and brand image variables on purchasing decisions show the F-calculated value of 15.950 > F-estimated 3.354, meaning that there is a simultaneous or joint influence. The significant value of 0.000 < 0.05 means that there is a considerable influence. Based on the data analysis, it can be concluded that product differentiation and brand image simultaneously influence the purchasing decision of the New Scoopy Honda brand motorcycle at PT. Nusantara Surya Sakti in Mamuju Regency. Thus, H₀ is rejected, and H_a is accepted.

5. CONCLUSION

Based on the research findings, it can be concluded that Product Differentiation has a positive and significant effect on the Purchasing Decisions for the Honda New Scoopy motorcycles at PT Nusantara Surya Sakti in Mamuju Regency. Likewise, the brand image positively and significantly influences purchasing decisions for the same brand. Furthermore, Product Differentiation and Brand Image significantly impact the purchasing decisions for the Honda New Scoopy motorcycles at PT Nusantara Surya Sakti. In light of these conclusions, it is recommended that PT Nusantara Surya Sakti continue to enhance product differentiation, particularly by improving the quality to meet better consumer expectations, such as offering a wider range of basic body color options, lighter acceleration, and better engine performance—additionally, PT. Nusantara Surya Sakti should strengthen its brand image by expanding community outreach by establishing an official motorcycle club for Honda New Scoopy customers or organizing test-driving events and power tests by exploring different regions or islands in Sulawesi. These activities are expected to boost the positive image of the Honda New Scoopy motorcycle.

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