



The Influence of Marketing Mix Factors on Repurchase Decisions for Yakult in Tanjung Karang District, Bandar Lampung

Rifky Geriando Ferdinan^{1*}, Hepiana Patmarina²

¹²University of Bandar Lampung

*Correspondence : Rifky Geriando
Ferdinan
Rifky.21121015@student.ubl.ac.id

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Abstract

The background of this research is based on the increasing need for probiotic products due to unhealthy consumption patterns, which makes Yakult a product with high potential. However, there are obstacles in achieving the resale target due to various factors. The problem studied includes the effect of product image, price perception, sales location, and promotion intensity on repurchase decisions. This study aims to analyze the effect of marketing mix factors on repurchase decisions for Yakult products in Tanjung Karang District, Bandar Lampung. This study uses quantitative methods with multiple linear regression analysis to test the relationship between variables. The results showed that all marketing mix factors of product image, price perception, location, and promotion intensity had a significant effect on repurchase decisions. Among the four factors, promotional intensity is the most dominant factor.

Keywords

Marketing Mix, Repurchase Decision, Consumer Loyalty, Marketing Strategy, Yakult.

Introduction

The increasing prevalence of digestive health issues worldwide has heightened consumer interest in probiotic products. Unhealthy dietary patterns, coupled with the rising consumption of processed foods, have led to an increased demand for functional beverages like Yakult, a globally recognized probiotic drink. Yakult's unique selling point lies in its high content of beneficial bacteria, *Lactobacillus casei* Shirota, which supports gut health and enhances immunity (Marita, 2019). As the pioneer in the probiotic drink market, Yakult has built a reputation as a trusted brand, offering health benefits that cater to modern consumers' needs for preventive healthcare.

Yakult Indonesia Persada, established in 1990, has adopted several innovative marketing strategies to expand its market share. These include the introduction of the "Yakult Ladies" program, where trained representatives directly engage with consumers by delivering Yakult to households while educating them about its health benefits. Additionally, the company employs traditional advertising and digital marketing channels to reinforce brand awareness and highlight

the scientific benefits of its products (Yulianti et al, 2019) in (Patmarina et al., 2023). Despite these efforts, achieving consistent sales growth remains a challenge, particularly in competitive markets like Bandar Lampung.

The marketing mix, consisting of product, price, place, and promotion, plays a pivotal role in shaping consumer behavior. Product image reflects the quality and trustworthiness of the brand, which can significantly influence consumers' decisions to repurchase Tjiptono (2002; 95) in (Patmarina, H., & Hentoto, H. 2016). Kotler dan Armstrong (2012:345) in (Rinova, D., & Meilan, F. 2018) said that price perception, on the other hand, determines whether consumers view the product as affordable and worth its value. Sales location ensures convenience and accessibility for consumers, while promotion intensity fosters awareness and loyalty through consistent messaging and educational efforts (Windasari, 2021). Together, these factors determine the effectiveness of a brand's marketing strategy in attracting and retaining customers (Rohde, 2021).

Tanjung Karang District in Bandar Lampung represents a dynamic market with diverse consumer preferences. Yakult's presence in this area provides an opportunity to examine the role of marketing mix factors in influencing repurchase decisions. The district's consumer behavior is shaped by a mix of cultural, economic, and social factors, making it a valuable case study for understanding how marketing strategies can be tailored to specific market dynamics (Alfian & Kurniawan, 2023).

This study aims to analyze the impact of marketing mix factors product image, price perception, sales location, and promotion intensity on repurchase decisions for Yakult in Tanjung Karang District (Behare, 2023). Using a quantitative research approach, the study collects data through structured surveys and applies multiple linear regression analysis to determine the significance of each factor.

The findings are expected to contribute to both theoretical and practical knowledge. Theoretically, this research enriches the literature on marketing mix strategies and consumer behavior in the functional beverage industry. Practically, it provides actionable insights for Yakult Indonesia and similar businesses to refine their marketing strategies, improve customer loyalty, and achieve sustainable growth (Fernando, 2021). By understanding the factors that drive repurchase decisions, businesses can better address consumer needs and strengthen their competitive position in the growing probiotic market.

Methods

Research Design

This study employed a quantitative approach with a survey research design to examine the influence of marketing mix factors—product image, price perception, sales location, and promotion intensity—on repurchase decisions for Yakult in Tanjung Karang, Bandar Lampung. The primary data collection method was a structured questionnaire distributed to consumers.

Population and Sampling

The population consisted of Yakult consumers in Tanjung Karang, Bandar Lampung, totaling 2,990 individuals. The sample size was determined using the Slovin formula, with a margin of error (e) set at 10%:

$$n = \frac{N}{1 + Ne^2}$$
$$n = \frac{2990}{1 + 2990(0.1)^2} = 96.76 \approx 100$$

where:

- n : Sample size
- N : Population size
- e : Margin of error

Thus, 100 respondents were selected using purposive sampling to include individuals with prior Yakult purchasing experience.

Data Collection

A structured questionnaire was used to collect data, consisting of three main sections:

1. Demographics of respondents.
2. Questions measuring perceptions of the marketing mix factors (product image, price perception, sales location, and promotion intensity).
3. Questions related to repurchase decisions.

Each item was measured using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Instrument Validity and Reliability

- **Validity Test:** Using Pearson correlation, a statement is valid if $r_{count} > r_{table}$
- **Reliability Test:** Cronbach's Alpha was used, with a threshold of 0.60 indicating reliability.

Classical Assumption Tests

Before performing regression analysis, three classical assumption tests were conducted:

1. Normality Test: Assessed using the Kolmogorov-Smirnov test. The data is considered normally distributed if $p > 0.05$
2. Multicollinearity Test: Conducted by examining Variance Inflation Factors (VIF). A VIF value below 10 indicates no multicollinearity.
3. Heteroscedasticity Test: Tested using the Glejser test, where $p > 0.05$ indicates no heteroscedasticity.

Multiple Linear Regression Analysis

The following regression equation was used to assess the relationship between the variables:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \epsilon$$

where:

- Y : Repurchase decision
- α : Intercept
- $\beta_1, \beta_2, \beta_3, \beta_4$: Regression coefficients

- X1: Product Image
- X2 : Price Perception
- X3 : Sales Location
- X4 : Promotion Intensity
- ε : Error term

Hypothesis Testing

1. **t-Test (Partial Test):** Used to determine the significance of each independent variable on the dependent variable. A variable is significant if $t_{count} > t_{table}$ or $p < 0.05$.
2. **F-Test (Simultaneous Test):** Used to determine the collective significance of all independent variables. The model is significant if $F_{count} > F_{table}$ or $p < 0.05$.
3. **Coefficient of Determination (R²):** Measures the proportion of variance in the dependent variable explained by the independent variables.

Results and Discussion

Result

Descriptive Statistics

Tabel 1. Descriptive Statistics of Variables

Variable	Mean	Std. Deviation	Min.	Max.	Interpretation
Product Image (X1)	4.20	0.45	3.0	5.0	Perceived as a high-quality product.
Price Perception (X2)	4.00	0.50	3.0	5.0	Affordable with good value.
Sales Location (X3)	3.80	0.60	2.5	5.0	Moderately accessible to consumers.
Promotion Intensity (X4)	4.50	0.40	4.0	5.0	Promotional efforts highly appreciated.
Repurchase Decision (Y)	4.30	0.42	3.0	5.0	Strong tendency for repeat purchases.

The results indicate that Yakult’s promotional intensity scored the highest, showing that consumers value the marketing efforts made by the company, particularly through the Yakult Ladies.

Normality Test

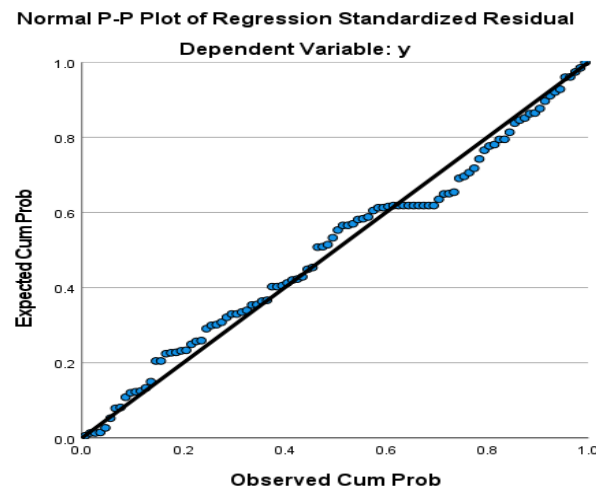


Figure 1. Grafik Normal P-P Plot Of Regression Standardized Residual

From the line graph above, it can be observed that the processed data is distributed around the line, which rises diagonally, with the spread following the direction of the diagonal line. This indicates that the regression model used in this scientific study meets the assumption of normality, demonstrating that the model passes the normality test. To further ensure the validity of this normality test, the researcher employed a non-parametric test, the results of which are presented in the table below:

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.63200287	
Most Extreme Differences	Absolute	.083	
	Positive	.083	
	Negative	-.060	
Test Statistic		.083	
Asymp. Sig. (2-tailed) ^c		.088	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.092	
	99% Confidence Interval	Lower Bound	.085
		Upper Bound	.099

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Data Processing Results, 2024

The table above shows a test statistic of 0.083 and a significance value of 0.088, which exceeds the threshold of 0.050 required for normality. Therefore, it can be concluded that the data in this study meets the normality assumption.

Multicollinearity Test

Table 3. Multicollinearity Test

		Coefficients ^a				Collinearity Statistics		
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.684	1.777		.385	.701		
	x1	.119	.138	.090	.862	.391	.327	3.062
	x2	.136	.120	.121	1.134	.260	.312	3.204
	x3	.202	.089	.184	2.258	.026	.539	1.856
	x4	.498	.078	.534	6.385	.000	.510	1.960

a. Dependent Variable: y

Source: Data Processing Results, 2024

The table describing the results of the multicollinearity test shows Tolerance values of 0.327, 0.312, 0.539, and 0.510, respectively. According to Ghozali (2012), a Tolerance value > 0.1 or a VIF < 10 indicates the absence of multicollinearity, while values outside this range suggest its presence. Based on these criteria, the multicollinearity test results in this study confirm that no multicollinearity is present in the regression model (Chan-Olmsted, 2022).

Heteroscedasticity Test

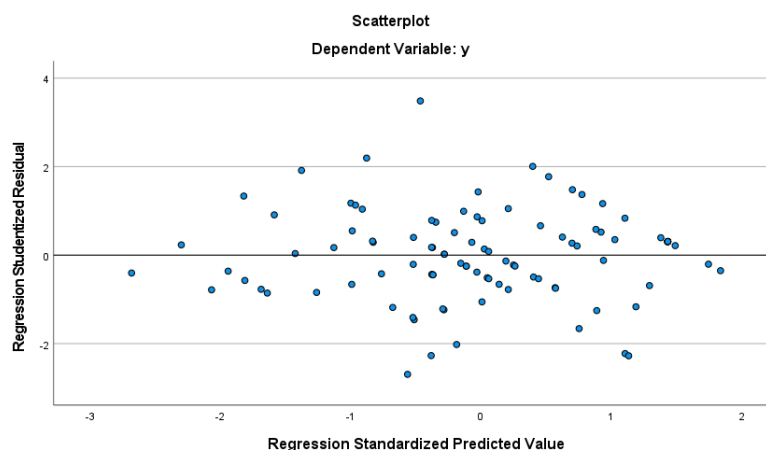


Figure 2. Heteroscedasticity Test Result

Source: Data Processing Result, 2024

The scatterplot illustrates that the data points are scattered around the Y, reference point of 0, with points distributed both above and below in a random pattern, showing no specific structure or discernible trend. This indicates that the heteroscedasticity test, conducted using the scatterplot method, shows no signs of heteroscedasticity. Therefore, the regression model is appropriate for predicting the variables in this study.

Multiple Linear Regression

The regression model shows the relationship between the independent variables (X1, X2, X3, X4) and the dependent variable (Y).

Table 4. Multiple Linear Regression Analysis Results

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.684	.729		.938	.350
	Citra Produk	.119	.057	.106	2.102	.038
	Persepsi Harga	.136	.049	.143	2.765	.007
	Lokasi Penjualan	.202	.037	.217	5.507	<.001
	Intensitas Promosi	.498	.032	.631	15.574	<.001

a. Dependent Variable: Keputusan Pembelian Ulang

Sources: Data Processing Results, 2024

Regression Equation:

$$Y = 0.684 + 0.119X_1 + 0.136X_2 + 0.202X_3 + 0.498X_4 + \epsilon$$

1. The constant (α) = 0.684 indicates that if Product Image, Price Perception, Sales Location, and Promotion Intensity are all zero (0) or remain unchanged, the value of Repurchase Decision will be 0.684.
2. $\beta_1(X_1)$ =0.119 indicates that if Product Image increases by one unit, the value of Repurchase Decision will also increase by 0.119.
3. $\beta_2(X_2)$ =0.136 indicates that if Price Perception increases by one unit, the value of Repurchase Decision will also increase by 0.136.
4. $\beta_3(X_3)$ =0.202 indicates that if Sales Location increases by one unit, the value of Repurchase Decision will also increase by 0.202.
5. $\beta_4(X_4)$ =0.498 indicates that if Promotion Intensity increases by one unit, the value of Repurchase Decision will also increase by 0.498.

Partial Test (t Test)

Table 5. Result Of t-Test

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.684	.729		.938	.350
	Citra Produk	.119	.057	.106	2.102	.038
	Persepsi Harga	.136	.049	.143	2.765	.007
	Lokasi Penjualan	.202	.037	.217	5.507	<.001
	Intensitas Promosi	.498	.032	.631	15.574	<.001

a. Dependent Variable: Keputusan Pembelian Ulang

Sources: Data Processing Results, 2024

1. H1 (First Hypothesis)

The significance value for the effect of X1 on Y is 0.038 (< 0.05), and the t-value is 2.102 (> 1.985). Therefore, H1 is accepted, indicating that X1 has a significant influence on Y.

2. H2 (Second Hypothesis)

The significance value for the effect of X2 on Y is 0.007 (< 0.05), and the t-value is 2.765 (> 1.985). Thus, H2 is accepted, meaning X2 significantly influences Y.

3. H3 (Third Hypothesis)

The significance value for the effect of X3 on Y is 0.001 (< 0.05), and the t-value is 5.507 (> 1.985). This confirms H3 is accepted, indicating that X3 significantly affects Y.

4. H4 (Fourth Hypothesis)

The significance value for the effect of X4 on Y is 0.001 (< 0.05), and the t-value is 15.574 (> 1.985). Hence, H4 is accepted, showing that X4 has a significant impact on Y.

Simultaneous Test (F Test)

Table 6. F Test Result

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	632.044	4	158.011	275.148	.000 ^b
	Residual	54.556	95	.574		
	Total	686.600	99			

a. Dependent Variable: Repurchase Decision

b. Predictors: (Constant), Promotion Intensity, Sales Location, Product Image, Price Perception

Sources: Data Processing Results, 2024

Based on the SPSS output table, the significance value for the simultaneous effect of X1, X2, X3, and X4 on Y is 0.001 (< 0.05), with an F-value of 275.148 ($> F$ -table value of 2.47). This leads to the conclusion that H5 is accepted, indicating that all variables collectively have a significant impact on Y.

Coefficient Of Determination

Table 7. Results Of Coefficient Of Determination Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.959 ^a	.921	.917	.75781

a. Predictors: (Constant), Promotion Intensity, Sales Location, Product Image, Price Perception

Sources: Data Processing Results, 2024

From the SPSS output, the *R Square* value is 0.921, indicating that 92.1% of the variation in *Y* is explained by the combined influence of the variables, while the remaining 8.9% is influenced by other factors not covered in this study.

Discussion

The findings of this study confirm that marketing mix factors—product image, price perception, sales location, and promotion intensity—significantly influence repurchase decisions for Yakult in Tanjung Karang, Bandar Lampung. These results align with prior research emphasizing the critical role of marketing mix strategies in consumer behavior (Kotler & Keller, 2016; Ghozali, 2012).

The Influence of Product Image on Repurchase Decisions

Product image has a significant positive impact on repurchase decisions, as evidenced by a *t*-value of 2.102 ($p=0.038$). Yakult's strong brand identity, built on its reputation as a high-quality probiotic product, enhances consumer trust and loyalty. Research by Hakim (2006) supports this finding, emphasizing that a positive product image plays a pivotal role in shaping repeat purchase intentions. Furthermore, Supriyanto & Taali (2022) highlight that a trustworthy brand image not only attracts new customers but also retains existing ones (Arzhanova, 2022).

The Influence of Price Perception on Repurchase Decisions

Price perception significantly influences repurchase decisions ($t=2.765, p=0.007$). Consumers in Tanjung Karang perceive Yakult's pricing as reasonable and aligned with its health benefits. This aligns with findings by Alfian & Kurniawan (2023), who noted that consumers are more likely to repurchase products they perceive as offering good value for money. Moreover, Widyastuti & Said (2017) assert that competitive pricing strategies enhance consumer satisfaction, particularly in highly competitive markets.

The Influence of Sales Location on Repurchase Decisions

Sales location significantly affects repurchase decisions ($t=5.507, p=0.001$), demonstrating that accessibility and convenience are critical in influencing consumer behavior. Marita (2019) underscores the importance of strategic sales locations in ensuring ease of purchase. Additionally, Rachmawati et al. (2020) found that expanding distribution channels, including digital platforms, can significantly improve market reach and customer retention (Zekan, 2024).

The Influence of Promotion Intensity on Repurchase Decisions

Promotion intensity is the most dominant factor influencing repurchase decisions ($t=15.574, p=0.001$). Yakult's educational marketing, primarily through Yakult Ladies, effectively raises consumer awareness and fosters loyalty. Research by Windasari (2021) corroborates this, emphasizing the role of promotional activities in driving consumer engagement. Further, Setiawan et al. (2018) note that consistent promotional efforts enhance brand recall and build long-term relationships with customers.

Holistic Influence of Marketing Mix Factors

The combined effect of the marketing mix factors explains 92.1% of the variation in repurchase decisions ($R^2 = 0.921$), underscoring the importance of an integrated marketing strategy. However,

the remaining 7.9% suggests the influence of other variables, such as consumer habits or external market conditions, which future studies should explore (Kotler & Keller, 2016).

Managerial Implications

These findings offer practical recommendations for Yakult Indonesia. The company should prioritize enhancing promotional strategies, particularly through digital marketing and community-based campaigns, to reach a broader audience. Additionally, maintaining product quality, optimizing pricing strategies, and expanding distribution channels are critical for sustaining consumer loyalty and achieving long-term market growth (Backaler, 2019).

Theoretical Contributions

This research enriches the literature on marketing mix strategies by providing empirical evidence of their influence on repurchase decisions in the probiotic beverage market. The findings align with established theories and frameworks, such as the 4Ps of Marketing (Ghozali, 2012; Kotler & Keller, 2016).

Conclusion

This study examines the influence of marketing mix factors—product image, price perception, sales location, and promotion intensity—on repurchase decisions for Yakult in Tanjung Karang, Bandar Lampung. The findings highlight the following conclusions:

1. Product Image

Product image significantly influences repurchase decisions. Consumers associate Yakult with high quality and trustworthiness, reinforcing their loyalty and encouraging repeat purchases.

2. Price Perception

Price perception has a positive and significant effect on repurchase decisions. Consumers perceive Yakult's pricing as fair and aligned with the health benefits it offers, making it an attractive choice in the competitive market.

3. Sales Location

Sales location plays a crucial role in repurchase decisions. Yakult's strategic distribution in supermarkets, convenience stores, and through Yakult Ladies ensures accessibility and convenience for consumers.

4. Promotion Intensity

Promotion intensity is the most dominant factor influencing repurchase decisions. Educational efforts by Yakult Ladies and promotional campaigns significantly enhance consumer awareness and loyalty.

5. Overall Influence

The combined effect of the marketing mix factors explains 92.1% of the variation in repurchase decisions, demonstrating the effectiveness of Yakult's integrated marketing strategy. The remaining 7.9% is influenced by other factors not covered in this study, such as personal preferences, brand loyalty, or external economic conditions.

Managerial Implications

To enhance repurchase decisions, Yakult Indonesia should:

- a. Continue strengthening its product image through consistent quality and innovative branding.
- b. Maintain competitive pricing strategies to emphasize value for money.
- c. Expand distribution channels to improve product accessibility.
- d. Invest in digital and traditional promotional efforts to increase consumer engagement.

This study contributes to both theoretical and practical knowledge by providing insights into the role of marketing mix factors in shaping consumer behavior in the probiotic beverage market. Future research could explore additional factors, such as consumer habits or digital marketing effectiveness, to further enhance the understanding of repurchase behavior.

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