

Research Article

Islamic Consumer Ethics and Buying Behavior of Muslim Gen Z: The Influence of Service, Promotion, Price, and Product Quality

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Accepted: 26-11-2025; Published: 14-01-2026

Abstract

This study aims to analyze the influence of service quality, promotion, price perception, and product quality on McDonald's consumers' purchasing decisions in Jakarta, and to assess these marketing factors from an Islamic economic perspective. This research employs an exploratory quantitative approach and a purposive sampling technique. A total of 135 respondents participated through questionnaire-based surveys. The data were analyzed using multiple linear regression. The results indicate that service quality, promotion, and product quality each have a positive and significant effect on purchasing decisions. In contrast, price perception has a significant, adverse effect, suggesting consumer sensitivity to pricing at fast-food outlets. Simultaneously, all independent variables significantly influence purchasing decisions. From an Islamic perspective, the findings reflect the principles emphasized by Imam Al-Qurthubi on fairness, transparency, and the provision of ethical values in market transactions, suggesting that marketing practices should align with Sharia-compliant consumer ethics. This study contributes to strengthening the understanding of Muslim consumer behavior and highlights the importance of integrating Islamic moral values in fast-food industry marketing strategies.

Keywords: Service Quality, Promotion, Price Perception, Product Quality, Purchasing Decisions.

JEL Classification: M31, M37, D12

How to cite: Munawaroh, Simon, Z. Z., Heriyanto, T., (2026). Islamic Consumer Ethics and Buying Behavior of Muslim Gen Z: The Influence of Service, Promotion, Price, and Product Quality, *Research of Islamic Economics (RIE)* 3(2), 100-111

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1. Introduction

Changes in Indonesian consumer behavior over the past decade have shown an increasing demand for practical, fast-paced food and beverage products that align with modern lifestyles. This has become a key driver of growth in the food and beverage subsector, serving not only as a staple but also as an integral part of everyday life, particularly in urban areas. This industry also plays a strategic role in the national economy due to its ability to absorb labor, its resilience to crises, and its significant contribution to Gross Domestic Product (GDP). In 2021, the food and beverage industry was the most important contributor to the manufacturing sector, accounting for IDR 1.12 quadrillion, or 6.61% of total national GDP, and continued to show an upward trend through 2022 (BPS, 2023). This data confirms that the fast-food subsector continues to have strong, sustainable business prospects.

In this context, competition among fast food restaurants in Indonesia has become increasingly intense. The 2019–2023 period exhibited complex dynamics, marked by product innovation, aggressive marketing strategies, and accelerated digital transformation due to the Covid-19 pandemic. McDonald's, as a major player, maintained its competitive position with growth above 8% in 2019. Although the pandemic caused a decline of around -2% in 2021, its performance remained more stable than competitors like Starbucks and Domino's, which experienced sharper declines (Yonathan, 2025; Dwi, 2023). This success is inseparable from its location strategy, brand strength, digital-based services, and promotions that adapt to changing consumer behavior.

Several previous studies have examined the factors influencing purchasing decisions at fast food restaurants, particularly McDonald's. However, the literature shows inconsistent results. Some studies indicate that service quality significantly influences purchasing decisions (Samsul, 2023), whereas others find the opposite (Wulandari, 2021). Similarly, the variables of promotion, price perception, and product quality show inconsistent findings (Raditya, 2023; Sulistyowati, 2022; Maliana, 2020; Putera, 2022; Steven et al., 2021; Darmawan, 2021). This inconsistency indicates a research gap that warrants further analysis, particularly among post-pandemic consumers with increasingly dominant digital shopping patterns.

Furthermore, one important aspect that has received little attention is the dimension of Islamic consumer ethics in the consumption behavior of Muslims in Indonesia. As a predominantly Muslim country, Sharia values such as honesty, fair pricing, product safety and quality, and service that provides benefits should be considered in purchasing decisions. However, research specifically examining whether fast-food restaurant marketing strategies align with Islamic consumption ethics remains very limited. This is increasingly relevant with the dominance of Generation Z Muslims, an age group that is critical, digitally literate, sensitive to the halal lifestyle, and has increasing purchasing power. They not only purchase products but also consider values, identity, and ethical alignment in their consumption.

Therefore, the originality of this study lies in integrating Imam Al-Qurtubi's perspective specifically the concepts of price fairness, transparency in promotions, product quality assurance, and service that safeguards consumer well-being as a basis for evaluating whether the marketing factors influencing purchasing decisions at McDonald's align with Islamic consumption principles. Thus, this study not only addresses the academic gap in previous findings regarding inconsistencies but also provides practical contributions to industry players in designing marketing strategies that better align with the values of modern Muslim consumers.

2. Literature Review and Hypothesis

Consumer Behavior Theory

Kotler & Keller (2016) stated that consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. This theory shows that consumers tend to feel comfortable and satisfied when shopping for desired products online through sales promotions such as discounts, cashback, vouchers, free shipping, and flash sales, leading to a desire to buy again.

From an Islamic economics perspective, consumer behavior must not only aim to achieve satisfaction (utility) but also consider *maslahah* (benefit) and avoid wasteful (*israf*) or excessive (*tabdzir*) consumption. Islamic consumer ethics emphasizes the principle of *halal-tayyib* in product selection as commanded in the Qur'an Surah Al-Baqarah: 168. Therefore, Muslim Gen Z consumers' purchasing behavior at fast-food restaurants such as McDonald's should be analyzed through a value-based consumption framework consistent with Shariah principles.

Buying decision

A purchase decision is a buyer's decision about which brand to buy. In this purchase decision, two factors arise between purchase intention and purchase decision (Kotler & Armstrong, 2018). Meanwhile, another view holds that a purchase decision is a process in which consumers identify a problem and seek information about a particular product or brand (Tjiptono, 2016).

Islam views purchasing decisions as permissible (*mubah*) as long as the products purchased are *halal* and beneficial. Ethical elements such as honesty, fairness, and the avoidance of harm must guide the decision process (Al-Qaradhawi, 1997). Consequently, Muslim consumers' decisions to buy from McDonald's are influenced not only by marketing factors but also by their adherence to Islamic principles regarding product attributes.

Quality of Service

Service quality is the level of expected excellence and the control over it to meet customer desires. Thus, service quality can be understood as a measure of how well a service delivers and meets customer expectations. This approach emphasizes the importance of matching customer expectations and perceptions of the service received. (Tjiptono, 2016).

Islamic teachings extend the concept of service quality to include moral responsibilities, such as fairness, kindness, and the avoidance of consumer exploitation. Imam Al-Qurthubi emphasizes that interaction and trade must be based on *ihsan* (excellence in conduct) and must not involve deception (QS. Al-Baqarah: 188). Thus, service quality in Islamic consumerism combines technical performance and ethical conduct.

Promotion

Promotion is a communication strategy used by companies to convey product or service information to consumers, to increase sales. Promotion is part of the marketing mix that aims to communicate a product's value to consumers to encourage purchases. Promotion also plays a role in building brand awareness and fostering long-term customer relationships (Kotler & Keller, 2016). However, Islamic business ethics prohibit misleading promotional practices, exaggeration, and the concealment of information that may lead to *gharar* (uncertainty) or deception (QS. Al-A'raf: 85). Thus, McDonald's promotional messages must remain transparent and truthful to align with Islamic values.

Price Perception

Besides promotions and service quality, price perception is also a key factor influencing purchasing decisions. According to Schiffman & Kanuk (2010), price perception is the process by which individuals select, organize, and interpret information stimuli to form a comprehensive picture of a product's price. In Islam, price-setting must reflect justice and fairness. Practices such as excessive markup, fraud, hoarding (*ihtikar*), and usury (*riba*) are strictly prohibited. Muslim consumers tend to prefer pricing strategies that ensure fair value and do not violate Shariah economic principles.

Product Quality

Product quality is one of the main factors influencing consumer purchasing decisions. A product is anything that can fulfill a desire or need, and that provides consumer satisfaction, offered for attention, use, ownership, or consumption (Firmansyah, 2019). Product quality is the ability of a product to perform its intended function, including durability, reliability, accuracy, ease of operation, and repairability. High-quality products can increase customer satisfaction and build brand loyalty (Kotler & Armstrong, 2018). For Muslim consumers, quality also includes *halal*

status and *tayyib* (wholesomeness), referring to products that are safe, healthy, and ethically produced (QS. An-Nahl: 114). Thus, product quality becomes a crucial factor in shaping Muslim consumers' purchasing decisions toward McDonald's food products.

Research Conceptual Framework

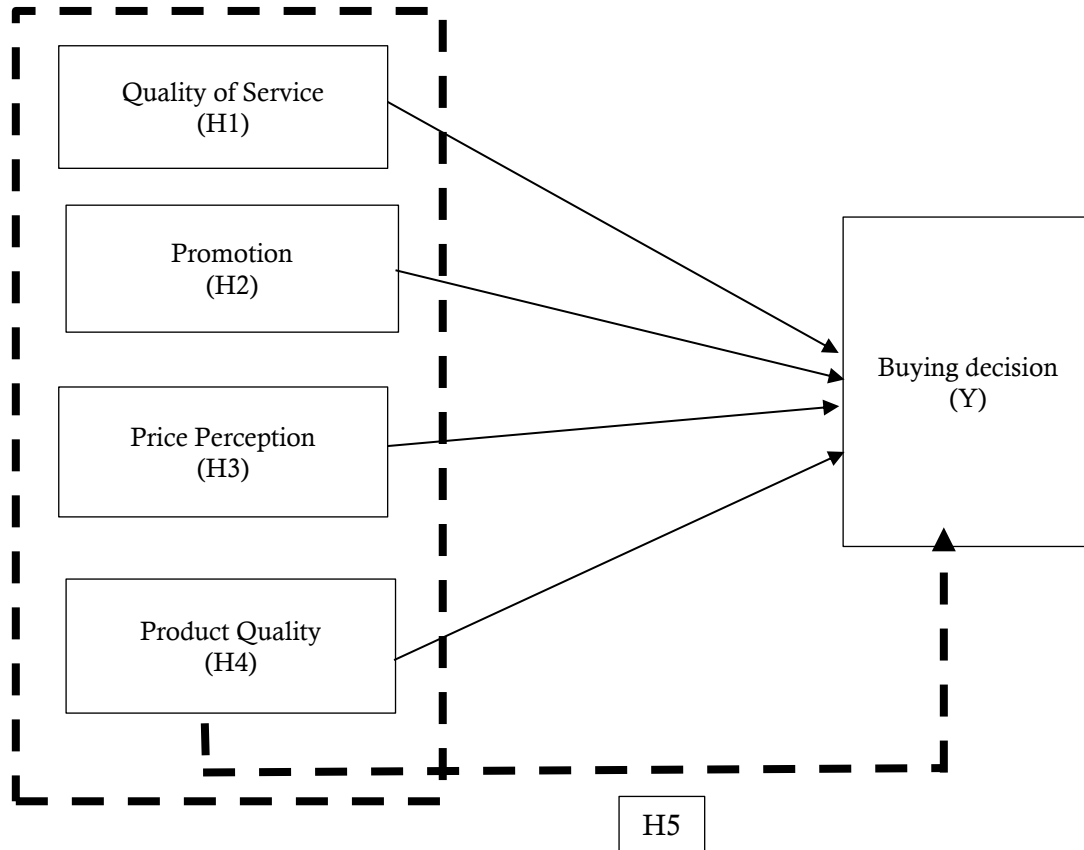


Figure 1. Conceptual Framework

Research Hypothesis

Service Quality on Purchasing Decisions

Service quality plays a critical role in shaping consumer perceptions and influencing purchasing decisions, particularly in highly competitive retail and foodservice industries. According to Kotler and Armstrong (2018), service quality refers to the level of service excellence delivered and the effort to meet or exceed customer expectations consistently. High-quality service contributes to consumer satisfaction, increases trust, and encourages repeat purchases. Previous empirical research also supports this relationship. Samsul (2023) found that service quality has a significant, albeit low, positive effect on purchasing decisions, indicating that improved service encourages consumers to choose a product or service. Similarly, Fauziah (2023) found a positive and significant relationship between service quality and purchasing decisions, demonstrating that friendly service, responsiveness, and reliability are important determinants of consumer choice behavior. Thus, in the context of Muslim Gen Z consumers who value convenience, digital integration, and respectful customer treatment, service quality becomes a key driver in their purchasing decisions at offline restaurants such as McDonald's.

H1: Service quality has a positive and significant influence on purchasing decisions.

The Effect of Promotions on Purchasing Decisions

Tjiptono (2016) states that promotion is a crucial element in the marketing mix, aiming to inform, persuade, and remind consumers about the products or services offered. Nurhayati (2017) shows that promotion has a positive, significant influence on consumer purchasing decisions, particularly

when used as a promotional tool via social media. Another study by Raditya (2021) also states that product promotion variables, both partially and simultaneously, have a positive and significant influence on purchasing decisions.

H2: Promotion has a positive and significant influence on purchasing decisions

The Influence of Price Perceptions on Purchasing Decisions

Kotler & Armstrong (2018) stated that price perception is formed from personal experience, external information, and perceptions of the brand and product. Research by Mendur, Tawas, and Arie (2021) found that price perception negatively and significantly influenced consumer purchasing decisions at the Immanuel Sonder Store. Furthermore, research by Sulistyawati et al. (2023) found that price perception negatively and significantly influenced purchasing decisions for Wardah Lightning products in Surakarta.

H3: Price perception has a negative and significant influence on purchasing decisions

Product Quality on Purchasing Decisions

Garvin (2010) defines product quality as the extent to which a product meets or exceeds consumer expectations. Product quality has eight main dimensions: performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. Research by Aghitsni, Busyra (2022), and Ernawati (2019) indicates that product quality positively affects purchasing decisions. Aghitsni (2022) found that attributes such as taste, packaging, and freshness of F&B products significantly influence satisfaction and purchasing decisions on e-commerce platforms. Similarly, research by Yahya (2020) found that the higher consumers' perceptions of product quality, the greater their tendency to purchase the product.

H4: Product quality has a positive and significant influence on purchasing decisions

The Influence of Service Quality, Promotion, Price Perception, and Purchase Quality on Purchasing Decisions

Kotler & Keller (2018) define service quality as the process of determining target markets and designing appropriate marketing mix strategies comprising product, price, place, and promotion. Promotion is part of service quality that aims to inform, persuade, and remind consumers of the product offered (Kotler & Armstrong, 2018). Price perception is not just about the nominal amount, but also encompasses the perceived value consumers receive from the product. When the price is perceived as fair or commensurate with the quality offered, consumers are more likely to make a purchase (Schiffman & Kanuk, 2010). Product quality can be measured along various dimensions, including performance, durability, features, reliability, and aesthetics. Consumers will prefer high-quality products because they are believed to provide long-term satisfaction (Schiffman & Wisenblit, 2019). This opinion aligns with research conducted by Sari and Hartati (2021) and research by Putra (2020) states that Service Quality, Promotion, Price Perception, and Product Quality have a significant simultaneous influence on Purchasing Decisions

H5: Service Quality, Promotion, Price Perception, and Product Quality have a significant simultaneous influence on Purchasing Decisions.

3. Data and Methods

Data Types and Sources

This study adopts a quantitative explanatory research design to analyze the influence of Service Quality, Promotion, Price Perception, and Product Quality on Purchasing Decisions. Two types of data were used: Primary data obtained through a structured questionnaire distributed to Muslim Gen Z consumers who have purchased McDonald's products in offline outlets in Jakarta within the past three months, and Secondary data gathered from relevant academic literature, statistical publications, company information, and credible electronic sources to support the theoretical and contextual foundation of the research.

Population and Sample

The population in this research comprises all Muslim Generation Z consumers in Jakarta who have made offline purchases at McDonald's outlets. Jakarta was selected as the research setting because

it represents the largest and most competitive urban fast-food market in Indonesia, where McDonald's holds a strong market presence, and Muslim Gen Z consumers are considered trendsetters in lifestyle and consumption behavior. The sample was selected through purposive sampling, applying specific inclusion criteria such as being Muslim, aged 12–27 years, and having purchased McDonald's products within the past 3 months. The minimum number of respondents required was calculated using the indicator-based rule recommended by Hair et al. (2019), which suggests 5–10 respondents per instrument item. With 27 questionnaire items, the minimum required sample size was 135 respondents, ensuring adequate statistical power and representativeness.

Method of collecting data

Data collection in this study was conducted through survey methods, using questionnaires distributed both directly and online to respondents who met the selection criteria. The questionnaire consisted of several sections covering demographic characteristics, Service Quality, Promotion, Price Perception, Product Quality, and Purchasing Decision variables. All variables were measured using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5), enabling quantification of respondents' perceptions toward each construct.

Data Analysis Methods

The data analysis technique used in this research was multiple linear regression, conducted with IBM SPSS Statistics. The analysis included validity and reliability testing to ensure measurement accuracy, followed by classical assumption tests for normality, multicollinearity, and heteroscedasticity to confirm the model's suitability. Regression analysis was then used to examine the direction and significance of each independent variable's influence on purchasing decisions. The statistical evaluation consisted of t-tests, F-tests, and the coefficient of determination (R^2) to understand the partial and simultaneous effects of Service Quality, Promotion, Price Perception, and Product Quality on consumer purchasing decisions.

4. Results

Reliability Test Results

Table 1. Reliability Test Results

Variables	<i>Cronbach's Alpha</i>	r Table	Information
Buying decision	0.923	0.600	Reliable
Quality of service	0.896	0.600	Reliable
Promotion	0.902	0.600	Reliable
Price Perception	0.903	0.600	Reliable
Product Quality	0.937	0.600	Reliable

Source: Processed Data, 2024

Based on Table 1 above, Cronbach's alpha for each variable exceeds the minimum required standard of 0.600. The Purchasing Decision variable (Y) has a Cronbach's alpha value of 0.923, the Service Quality variable (X1) has a Cronbach's alpha value of 0.896, the Promotion variable (X2) has a Cronbach's alpha value of 0.902, the Price Perception variable (X3) has a Cronbach's alpha value of 0.903 and the Product Quality variable (X4) has a Cronbach's alpha value of 0.937. Thus, all variables are reliable, as their Cronbach's alphas are > 0.600. Therefore, the questionnaire in this study is trustworthy and consistent.

**Classical Assumption Test
Normality Test Results**

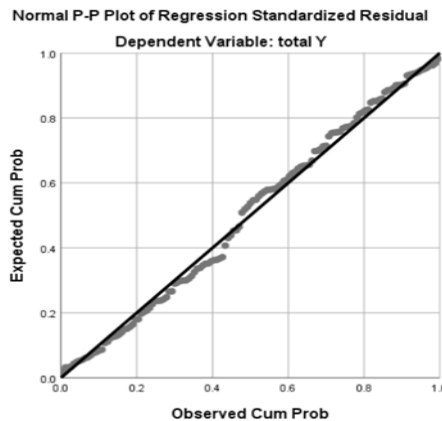


Figure 2. Normality Test Results

Based on Figure 2 above, all data indicate that the research questionnaire is normally distributed. This can be seen from the standard curve pattern and the p-plot, which follows a linear line. Therefore, the data is concluded to pass the normality test.

Multicollinearity Test Results

Table 2. Multicollinearity Test Results

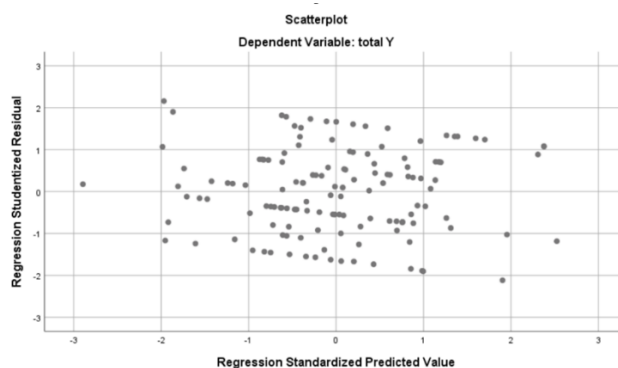
<i>Coefficients^a</i>			
	Model	<i>Collinearity Statistics</i>	
		<i>Tolerance</i>	<i>VIF</i>
1	Quality of service	0.922	1,084
	Promotion	0.987	1,013
	Price Perception	0.965	1,036
	Product Quality	0.951	1,051

Source: Processed Data, 2024

Based on the Table 2 above, the characteristics of the service quality, promotion, price perception, and product quality variables have Tolerance values > 0.1 and VIF values < 10. This indicates that there is no significant correlation between the independent variables in this research model. Thus, it can be concluded that there is no multicollinearity among the independent variables, so the regression model used in this study meets the assumption of being free of multicollinearity.

Heteroscedasticity Test Results

Figure 3. Heteroscedasticity Test Results



Based on the chart in the image above, the heteroscedasticity test results indicate that the data distribution is irregular, does not form a pattern, and the points are spread above and below 0 on the Y axis. It can be concluded that the research data in this regression model do not exhibit heteroscedasticity.

Results of Multiple Linear Regression Analysis

Table 4. Results of Multiple Linear Regression Analysis Test

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	7,667	0.242		31,654	0,000
1 Quality of service	0.192	0.010	0.665	19,351	0,000
Promotion	0.127	0.009	0.473	14,241	0,000
Price Perception	-0.125	0.011	-0.387	-11,536	0,000
Product Quality	0.102	0.006	0.624	18,448	0,000

a. Dependent Variable: Purchase decision
Source: Processed Data, 2024

A constant value of 7.667 indicates that the purchase decision remains even though other variables have no effect. Service quality (0.192), promotion (0.127), and product quality (0.102) positively influence purchase decisions. Meanwhile, price perception has a negative influence (-0.125), so the higher the price perception, the lower the purchase decision.

**Hypothesis Testing
T-Test Results (Partial)**

Table 5. Results of the T-Test (Partial)

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	7,667	0.242		31,654	0,000
1 Quality of service	0.192	0.010	0.665	19,351	0,000
Promotion	0.127	0.009	0.473	14,241	0,000
Price Perception	-0.125	0.011	-0.387	-11,536	0,000
Product Quality	0.102	0.006	0.624	18,448	0,000

Source: Processed Data, 2024

Based on the T-test results in the Table 5 above, it can be concluded that the variables of service quality, promotion, price perception, and product quality partially have a significant influence on the dependent variable. This is indicated by the significance values for each variable being less than 0.05: service quality (0.000), promotion (0.000), price perception (0.000), and product quality (0.000).

F Test Results (Simultaneous)

Table 6. F-Test Results (Simultaneous)

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	169,782	4	42,446	197,078	,000b
Residual	27,999	130	,215		
Total	197,781	134			

Source: Processed Data, 2024

The results in the table above prove that the hypothesis can be accepted with a significance value of <0.05 . This means that the variables of service quality (X1), promotion (X2), price perception (X3), and product quality (X4) simultaneously have a positive and significant effect on purchasing decisions (Y).

Results of the Coefficient of Determination (R²) Test

Table 7. Results of the Determination Coefficient Test

<i>Model Summary</i>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Standard Error of the Estimate</i>
1	0.927a	0.858	0.854	0.464

Source: Processed Data, 2024

Based on Table 4.14 above, the coefficient of determination (R²) is 0.858 or 85.8%. This shows that Service quality, promotion, price perception, and product quality simultaneously contribute to explaining the variation in McDonald's product purchasing decisions by 85.8%. The remaining 14.2% of the dependent variable is explained by other factors not included in this model.

5. Discussion

The Influence of Service Quality on Purchasing Decisions

The findings show that service quality has a positive and significant effect on purchasing decisions among Muslim Gen Z consumers of McDonald's in Jakarta. This implies that better responsiveness, cleanliness, service speed, and staff hospitality directly enhance consumers' likelihood of buying. This aligns with Kotler and Keller's (2016) consumer value theory, which states that perceived service quality shapes satisfaction and behavioral intention. Consistent with previous studies (Samsul, 2023; Fauziah, 2023), these results confirm that experiential aspects play an important role in fast-food purchasing behavior.

From an Islamic perspective, service quality also reflects the ethical obligation of *ihsān* (excellence) in business transactions. Islam encourages sellers to deliver services that meet or exceed expectations, as stated in Hadith: "Indeed, Allah loves that when anyone of you does a job, he should perfect it." (HR. al-Bayhaqi). When service is delivered honestly, efficiently, and with respect, consumers feel more confident and satisfied, leading to stronger purchasing decisions. This reinforces that improved service quality in McDonald's Jakarta outlets positively influences Muslim consumer behavior while aligning with Islamic ethics.

The Effect of Promotions on Purchasing Decisions

The results of this study show that promotion (H2) has a positive and significant effect on purchasing decisions, meaning that the more attractive and intensive McDonald's promotional activities are, the higher the likelihood that Muslim Gen Z consumers will purchase at offline outlets. Promotion serves as a medium to convey product value and stimulate consumer interest through discounts, bundled packages, vouchers, and campaign messages that align with current consumer trends. This finding supports previous studies by Nurhayati (2017) and Raditya (2021), which indicate that promotional strategies contribute significantly to consumers' final decision to choose a particular brand or product.

For Muslim Gen Z, who are highly responsive to marketing communication and digital-based engagement, promotional content that is interactive, time-limited, and aligned with lifestyle preferences provides a strong motivational factor in decision-making. In the context of McDonald's, promotional campaigns implemented through offline sales integration, loyalty programs, and cross-platform marketing can improve visibility and drive purchase impulses. Thus, effective promotional strategies are crucial for maintaining consumer attention, enhancing product appeal, and ultimately positively influencing purchasing decisions.

The Influence of Price Perceptions on Purchasing Decisions

The study reveals a negative and significant effect of price perception on purchasing decisions. When Muslim Gen Z perceive McDonald's prices as too high relative to quality or portion size, purchase intention declines. This aligns with economic decision theory under utility perception: higher perceived sacrifice reduces motivation to buy (Mendur et al., 2021; Sulistyawati et al., 2023).

Equitability in pricing is central in Islamic mu'āmalāt. The principle of al-'adl (fairness) prohibits unjust pricing practices that exploit consumers. The Qur'an commands fairness in measurement and exchange (QS. Ar-Rahman: 9). Thus, when prices reflect fairness, transparency, and value for money, consumers feel more comfortable making purchases. However, if Muslim Gen Z perceives pricing strategies as profit-driven rather than value-driven, they may shift to more affordable alternatives.

Influence of Product Quality on Purchasing Decisions

Product quality has a positive and significant effect on purchasing decisions. Consumers prefer McDonald's products when they perceive superior taste, freshness, portion consistency, and menu innovation. These results support earlier findings (Aghitsni & Busyra, 2022; Ernawati, 2019) and highlight quality as a dominant factor in fast-food consumption.

From an Islamic perspective on consumption, product quality corresponds to the principles of halal and ṭayyib (permissible and wholesome). Qur'an Surah Al-Baqarah 168 emphasizes the consumption of lawful and good food, including cleanliness, hygiene, and nutritional value. For Muslim Gen Z who are increasingly aware of health and halal issues favorable judgments of quality reinforce purchase confidence and decision-making.

6. Conclusion

The findings indicate that service quality, promotion, and product quality positively and significantly influence Muslim Gen Z consumers' purchasing decisions at McDonald's offline outlets in Jakarta. At the same time, price perception has a negative, significant effect, reflecting high price sensitivity in this segment. The results support consumer behavior and demand theories, emphasizing the importance of experiential value, marketing communication, and price fairness. From an Islamic consumer ethics perspective, product quality and perceived value reflect concerns for halal assurance, transparency, and ethical consumption. Managerially, McDonald's should strengthen service and product consistency, implement culturally aligned promotions, and apply fair, competitive pricing to sustain customer loyalty and long-term competitiveness among Muslim Gen Z consumers.

7. Suggestions

McDonald's should enhance service quality through faster, friendlier, and ethically aligned interactions, adopt digital and Muslim Gen Z-oriented promotions, and implement fair, affordable pricing strategies without compromising halal integrity. Maintaining high product quality, strict halal compliance, and ethical CSR initiatives is essential to build trust, increase purchase decisions, and strengthen McDonald's competitiveness among Muslim Gen Z consumers

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