

THE EFFECT OF SERVICE QUALITY, AND CORPORATE IMAGE ON LEARNING SATISFACTION AND STUDY LOYALTY AND ITS IMPACT ON MOUTH WORDS IN ALL GROUP MINISTRY OF RELATIONS AVIATION VOCATIONAL COLLEGES

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ABSTRACT

Related to this, the service to students must be improved both in terms of quality and quantity. This study aims to analyze the effect of service quality and corporate image on learning satisfaction and student loyalty and its effect on word of mouth in all institutions of the Ministry of Transportation's SMK Aviation. This type of research is causal research. The data collection technique was carried out by survey method through distributing questionnaires. The population and sample used in this study were 78 students of the Aviation Vocational School of the Ministry of Transportation who had studied for more than one year. The data analysis technique used is the Structural Equation Model (SEM) with the help of the Smart Partial Least Square (PLS). The results in this study indicate that: Service quality has a significant effect on learning satisfaction but not significant on student loyalty. The better the quality of service provided, it will increase learning satisfaction. Thus the research hypothesis which states that Service Quality has a significant effect on Learning Satisfaction in all Kemenhub aviation Vocational Schools can be accepted. The analysis results also prove that Corporate Image has a significant effect on Student Loyalty but not significant on Learning Satisfaction. The better the image of the company will increase Student Loyalty. Thus, the hypothesis which states that Company Image has a significant effect on Student Loyalty in all Aviation Vocational Schools of the Ministry of Transportation is acceptable.

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INTRODUCTION

Education is the spearhead of the progress of a nation. Educating the life of the nation will begin with education. The government continues to prioritize development in the field of education,

especially the quality of education in order to produce quality and productive human resources. Education is one of the most effective tools for changing people, the impact of education in shaping human qualities is two or three times stronger than the others. Education has a duty to improve the quality of individuals to be more productive, education has a role as a function of social control, cultural preservation, training centers and workforce development and attitude formation.

Educational institutions have the main function of providing graduates, not only in large numbers but also in high quality and discipline, able to become dynamicators, innovators, motivators and driver of development and produce qualified workforce for various types and levels of expertise. In this regard, the service to the community, namely students, must be improved both in terms of quality and quantity.

According to the Republic of Indonesia Law Number 20 year 2003 concerning the National Education System, vocational education is higher education that prepares students to have jobs with certain applied skills which are at a maximum equivalent to an undergraduate program. Meanwhile, according to Regulation of the Minister of Transportation of the Republic of Indonesia Number PM 21 year 2018 concerning the Surabaya Aviation Polytechnic Statute, vocational education is a higher education diploma program that prepares students for certain applied expertise jobs up to the level of applied doctoral programs. Furthermore, Law Number 12 year 2012 Article 16 explains that vocational education is a higher education diploma program that prepares students for jobs with certain applied skills to the applied undergraduate program.

Aviation High School is a High School which is supervised by the Ministry of Transportation which has the main task of providing human resources in the field of aviation that has the ability, knowledge, and skills with international standards. According to Decree of the President of the Republic of Indonesia No. 43 year 2000 concerning Indonesian Aviation High School, Aviation High School was established to meet the needs and improve the human resources or educated and professional experts in the field of aviation.

Service quality is a multidimensional driver of satisfaction. The level of service quality cannot be assessed based on the company's point of view but must be viewed from the point of view of the customer's assessment. Satisfaction from the consumer side is seen as good if it fulfills what they expect, otherwise services will be perceived poorly if it does not meet what they expect (Kotler, 2010).

The creation of customer satisfaction can provide several benefits, including the relationship between the company and the customer to be harmonious, provide a good basis for repeat purchases and create customer loyalty, and form word of mouth recommendations that benefit the company (Tjiptono, 2011).

Good service quality results in increased customer satisfaction and leads to long-term benefits in market share and profitability (Anderson, Fornell & Lehmann, in Chandra et al, 2018). Company image, customer satisfaction, and customer loyalty are related to one another. Mat'ova et al (2016) have measured the company's image based on seven dimensions and found that companies with a positive corporate image score high in conformity, company and competence in which these three dimensions greatly affect customer satisfaction. The importance of service quality, corporate image must be possessed by the workforce, so this research is conducted because researchers are interested in knowing how big the role of service quality, corporate image in influencing learning satisfaction and student loyalty and its impact on word of mouth in all Aviation Vocational Colleges Ministry of Transportation.

There is a gap between the empirical model of this study and some previous studies that use service quality as an independent variable with its effect on satisfaction and loyalty. Many researchers believe that the quality of service for universities has a positive impact on student (consumer) satisfaction, such as Naik et al (2010); Spreng & Mackoy (1996); Sureshchandar et al (2002); Lewicka (2011) in Jiewanto et al (2012). Jiewanto et al (2012) research itself has proven that service quality has a positive impact on cadet satisfaction. Annamdevula & Bellamkonda (2016) in their research have also proven that service quality is an important predictor in increasing student satisfaction. Likewise, Chandra et al (2018) found a positive influence on service quality on cadet satisfaction. The same thing was found in the research of Elahinia & Karami (2019) that the relationship between service quality dimensions was significantly and positively related to cadet satisfaction. In line with Allahham & Aljumaa (2014) the results are consistent with similar studies that confirm a direct positive relationship between service quality and student satisfaction in higher education. Thus it can be concluded that when customers make good perceptions about their services, the tendency to satisfy will be higher. Likewise with the research of Suryana & Darmawanti (2019) who found that service quality affects satisfaction. This is in line with Saparudin & Rahardjo (2018) who find that satisfaction is influenced by several factors, namely the quality of SERQUAL services.

Satisfaction will be able to influence customer loyalty, like the study of Kuo & Ye (2009) who found that cadet satisfaction has a direct and significant influence on loyalty. Likewise, Elahinia & Karami (2019) who describe the satisfaction of cadets positively and significantly connected to loyalty. The same thing was found by Chandra et al (2018) that there was a positive influence on cadet satisfaction on cadet loyalty. In line with this, Annamdevula & Bellamkonda (2016) also prove that cadet satisfaction is a predictor of cadet loyalty. The same result was found by Soekiyono & Tarunantini (2014) that student satisfaction has a significant effect on student loyalty. Likewise, the findings of Suryana & Darmawanti (2019) which prove that satisfaction has a

positive and significant influence on customer loyalty. This is in line with Hidayat & Firdaus (2014) who find that customer satisfaction has a positive and significant effect on customer loyalty.

Loyalty can also be influenced by service quality. Based on some previous studies found a gap as in Annamdevula & Bellamkonda (2016); Elahinia & Karami (2019) who found that there was a significant influence on service quality on student loyalty, but contrary to research Kuo & Ye (2009); Chandra et al (2018) which shows that service quality does not have a statistically significant effect on the loyalty of cadets. Likewise, Suryana & Darmawanti (2019) who found that service quality has a positive and significant effect on customer loyalty.

In addition, service quality will also affect behavioral intentions such as word of mouth as in Naik et al (2010) research in Jiewanto et al (2012). In other words, when cadets get a positive perception of service, it will have a positive impact on WOM's intentions (Jiewanto et al, 2012).

The gap between the empirical model of this research and some previous studies using corporate image as an independent variable with its effect on satisfaction and loyalty, such as Abdullah & Ali's research (2018) which found that there is a relationship between university image with cadet satisfaction and cadet loyalty. This is in line with Rozinah (2018) who found that brand image has a direct influence on brand loyalty. However, it is different from Kuo & Ye (2009) which shows that the company's image does not have a statistically significant effect on the loyalty of cadets.

The contribution of this research is that it will help the Ministry of Transportation Vocational Aviation in increasing the role of service quality and corporate image that can affect learning satisfaction and student loyalty, so that word of mouth can always be created, because in this study will be known what factors more influence learning satisfaction, students loyalty, and word of mouth.

MATERIALS & METHOD

TYPE OF RESEARCH

This type of research is causal research. According to Sugiyono (2016: 11) causal research is a type of cause and effect research because there is a relationship of variables to objects, so in this study there are independent and dependent variables. The approach used is a quantitative method. According to Sugiyono, (2016:

11) quantitative methods can be interpreted as a research method based on the philosophy of positivism, used to examine a particular population or sample, data collection using research instruments, quantitative / statistical data analysis, with the aim to test hypotheses that have been set.

POPULATION AND SAMPLE

According to Sugiyono (2016: 119), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study was 78 cadets of vocational aviation colleges. According to Sugiyono (2016: 120), the sample is part of the number and characteristics possessed by the population. Sampling technique is a sampling technique to determine the sample that will be used in research (Sugiyono, 2016: 121). This study uses a purposive sampling method that is the technique of determining the sample with certain considerations (Sugiyono, 2014). The criteria in the selection of samples in this study are cadets from the Ministry of Transportation Vocational College who have studied more than one year.

VARIABLE OPERATIONS DEFINITION

An operational definition is a definition given to a variable or construct by means of giving meaning or specifying an activity, or providing an operation needed to measure the construct or variable (Nazir, 2014). The operational definitions will be described for each research variable as follows:

1. Service Quality (X_1)

Service quality is the performance provided by the Ministry of Transportation vocational colleges in meeting the expectations of cadets. Service quality is measured through several indicators that refer to Annamdevula and Bellamkonda (2016), but of the 19 measurement items only 10 items are used, consisting of:

- 1) Complete lecturer syllabus on time
- 2) Lecturers follow the curriculum strictly
- 3) Continually evaluating the performance of cadets
- 4) The Department has adequate academic staff
- 5) Lecturers treat all cadets in the same way
- 6) Admin staff are polite and willing to help
- 7) Universities have safety and security measures
- 8) The University has good internet facilities
- 9) The University has adequate facilities
- 10) Libraries have adequate resources

2. Corporate Image

Corporate image is the view or assessment of cadets towards the Ministry of Transportation vocational colleges.

Corporate image is measured through several indicators that refer to Chen (2016) consisting of:

- 1) Positive reputation
- 2) Benchmark positions
- 3) High evaluation from friends and teachers

- 4) Unique image

3. Learning Satisfaction

Learning satisfaction is a feeling of excitement felt by cadets in using the services of aviation vocational college of Transportation. Learning satisfaction is measured through several indicators that refer to Annamdevula and Bellamkonda (2016) consisting of:

- 1) I am satisfied with the Quality of Equipment & facilities
- 2) I am satisfied with the Quality of Service
- 3) I am satisfied with the Quality of Support Services
- 4) I am satisfied with Overall Maintenance
- 5) I am satisfied with the Quality of Admin Services
- 6) I am satisfied with the Quality of Academic Services

4. Student Loyalty

Students loyalty is a commitment to continue using the Ministry of Transportation's vocational college services. Student loyalty is measured through several indicators that refer to Annamdevula and Bellamkonda (2016) consisting of:

- 1) I feel proud to study at this University
- 2) I care about the university
- 3) I will refer this university to my friends / family
- 4) I prefer to study Higher Studies at this University

5. Word of Mouth

Word of mouth is a communication process in the form of providing a recommendation for the Ministry of Transportation flight vocational colleges that aims to provide personal information. Word of mouth is measured through several indicators that refer to Elahinia and Karami (2019) consisting of:

- 1) I usually talk about this university with my friends
- 2) If I have the chance, I will tell people about my happy campus life here
- 3) When I told my friends about this university, I explained in detail
- 4) I always say good for this university to people
- 5) I am honored to tell people that I am studying at this university.

DATA COLLECTION TECHNIQUE

Data collection techniques in this study used a direct survey method, namely distributing questionnaires in person or face to face with respondents who meet the requirements and are easy to find. The questionnaire is a data

collection technique in which the participant / respondent fills in a question or statement then after it has been filled in completely returns to the researcher (Sugiyono, 2016: 192).

DATA ANALYSIS TECHNIQUE

The analysis technique chosen to analyze data and test the hypotheses in this study is The Structural Equation Model (SEM). To answer the hypothesis used Partial Least Square (PLS). According to Ghozali (2012) calculations are carried out using the Smart Partial Least Square (PLS) tool, because it is multi-lane and the model used is Reflective. The calculation model is done by using the Smart PLS tool because in this study it has a multi-lane relationship and is formative and reflective.

RESULTS AND DISCUSIONS

INNER MODEL EVALUATION

The inner model which is sometimes also called (inner relation, structural model and substantive theory) specifies the influence between the research variables (structural model).

INNER MODEL TEST OR STRUCTURAL MODEL TEST

The results of the analysis of the suitability of the structural model constructed show the conclusion that the overall model has been "Relevant" to explain the variables studied and their effects on each variable. For endogenous latent variables in the structural model which has an R2 of 0.67 indicating that the model is "good", R2 of 0.33 indicates that the model is "moderate", R2 of 0.19 indicates that the model is "weak" (Ghozali, 2012). The PLS output as described below:

Table 1. R-Square Value

| | <i>R-Square</i> |
|--|-----------------|
| <i>Service Quality (X₁)</i> | |
| <i>Corporate Image (X₂)</i> | |
| <i>Learning Satisfaction (Z₁)</i> | 0.524 |
| <i>Student Loyalty (Z₂)</i> | 0.789 |
| <i>Word of Mouth (Y)</i> | 0.250 |

The results in the table above show that the Service Quality and Corporate Image variables that influence Learning Satisfaction have an R2 of 0.524 which means the "moderate" model. Then Service Quality, Corporate Image, and Learning Satisfaction variables that affect Student Loyalty have R2 of 0.789, which means "good" model. Whereas Learning Satisfaction and Student Loyalty that affect Word of Mouth has an R2 of 0.250 which indicates a "weak" model.

The suitability of the structural model can be seen from Q2, as follows:

$$\begin{aligned}
 Q^2 &= 1 - [(1 - R1)*(1 - R2) *(1 - R3)] \\
 &= 1 - [(1 - 0.524)*(1 - 0.789)*(1 - 0.250)] \\
 &= 1 - [(0.476)*(0.211) *(0.750)] \\
 &= 1 - [0.075] \\
 &= 0.925
 \end{aligned}$$

Q2 calculation results show that the Q2 value of 0.925 indicates that the Q2 value is in the "strong" category. According to Ghozali (2016), the Q2 value can be used to measure how well the observation value generated by the model and also the estimated parameters. So the Q2 value of the predictions made by the model is considered to have predictive relevance.

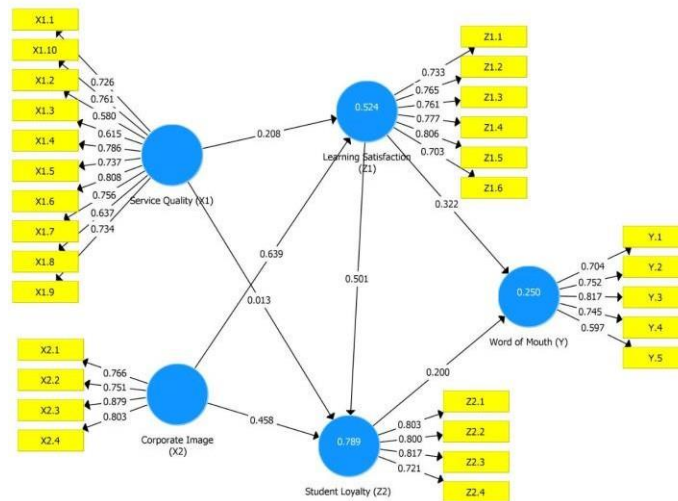


Figure 1. Inner PLS Model

There are exogenous variables in the inner model studied, namely Service Quality and Learning Satisfaction, then endogenous variables in the inner model studied are Word of Mouth and intervening variables namely Learning Satisfaction and Student Loyalty. The results of the inner weight values in Figure 1 above show that the Learning Satisfaction variable is influenced by Service Quality and Corporate Image. Then Student Loyalty is influenced by Service Quality, Corporate Image and Learning Satisfaction. Whereas Word of Mouth is influenced by what is shown in the following equation:

$$\begin{aligned}
 Z_1 &= 0.208 X_1 + 0.639 X_2 \\
 Z_2 &= 0.013 X_1 + 0.458 X_2 + 0.501 Z_1 \\
 Y &= 0.322 Z_1 + 0.200 Z_2
 \end{aligned}$$

DISCUSSIONS

THE EFFECT OF SERVICE QUALITY ON LEARNING SATISFACTION

The results of the data analysis showed that Service Quality has a significant influence on Learning Satisfaction in the Ministry of Transportation vocational college cadets as evidenced by the t value 2.487 which means it is greater than 1.96, so it can be explained that an increase in learning satisfaction in the vocational college cadets of the Ministry of Transportation as much as can be formed through the presence of good service quality. The effect of service quality on student loyalty is positive which shows that increasing service quality will increase the satisfaction of cadets. Thus the first hypothesis in this study which reads "Service Quality has a significant effect on Learning Satisfaction in all Kemenhub flight vocational colleges", can be declared acceptable.

The findings in this study prove that Service Quality has a significant effect on learning satisfaction by having a positive influence direction. This shows that service quality has a role in influencing learning satisfaction. So if all Kemenhub Aviation Vocational Schools want to increase cadet satisfaction, it is very important for educational institutions to pay attention to the level of service quality provided to cadets. The results in this study are in line with the results of research conducted by Elahinia and Karami (2019) showing that service quality has a significant positive effect on student learning satisfaction. Then the results of research Jiewanto et. al (2012), Melastri and Giantari (2019) also show that service quality has a significant positive effect on student satisfaction.

EFFECT OF SERVICE QUALITY ON STUDENT LOYALTY

The results of the data analysis showed that Service Quality did not have a significant effect on Student Loyalty of the Ministry of Transportation flight vocational college students as evidenced by t value 0.255, which means it was smaller than 1.96, so it can be explained that the increase in student loyalty in cadets could be formed through service quality. The effect of service quality on student loyalty is positive, which shows that the better service quality will increase the loyalty of cadets to the Ministry of Transportation flight vocational college as a form of student loyalty. Thus the second hypothesis in this study which reads "Service Quality has a significant effect on Loyalty Students in all Kemenhub flight vocational colleges", can be declared unacceptable.

The findings in this study prove that Service Quality does not have a significant effect but has a positive effect on student loyalty. This shows that service quality has a role in influencing student loyalty, although not significantly. So if all Kemenhub Aviation Vocational Schools want to increase the loyalty of cadets, it is very important for educational institutions to pay attention to the level of service quality provided to cadets. The results in this study are in line with the results of research conducted by Chandra et.al (2018) which proves that service quality does not significantly influence the loyalty of cadets.

THE EFFECT OF CORPORATE IMAGE ON LEARNING SATISFACTION

The results of the data analysis showed that Corporate Image did not have a significant effect on the Learning Satisfaction of the Ministry of Transportation flight vocational college proven by the t value of 9.980 which means greater than 1.96, so it can be explained that the increase in learning satisfaction in cadets could be formed through the existence of corporate image. The influence of corporate image on learning satisfaction is positive which shows that the better corporate image will increase the satisfaction of cadets towards the vocational aviation college of the Ministry of Transportation. Thus the third hypothesis in this study which reads "Corporate Image has a significant effect on Learning Satisfaction in all Kemenhub flight vocational colleges", can be declared unacceptable.

The results of the analysis proved that corporate image has a significant positive effect on learning satisfaction. This indicates that corporate image has an important role in increasing learning satisfaction. So that if all vocational aviation vocational colleges want to increase the satisfaction felt by cadets while studying, it is very important for educational institutions to pay attention to the extent to which the image of an educational institution is created in the minds of cadets. The results of this analysis support the results of the analysis of Mat'ova, et. Al (2016), which has measured the company's image based on seven dimensions and found that companies with a positive company image scored high in conformity, company and competence in which these three dimensions greatly influenced customer satisfaction. The same finding was also proven by Rahayu & Saryanti (2014); Chanana & Gupta (2016), which states that company image has a positive effect on customer satisfaction.

THE EFFECT OF CORPORATE IMAGE ON STUDENT LOYALTY

The results of the data analysis showed that Corporate Image had a significant influence on the Student Loyalty of the Ministry of Transportation flight vocational college students as evidenced from the t value of 5.703, which means greater than 1.96, so it can be explained that the student loyalty of Banyuwangi State Polytechnic can be formed through Corporate Image. The influence of Corporate Image on student loyalty is positive which shows that the better the corporate image created, the more it can increase student loyalty. Thus the fourth hypothesis in this study which reads "Corporate Image has a significant effect on Student Loyalty in all Kemenhub flight vocational colleges", can be declared acceptable.

Hypothesis testing results prove that corporate image has a significant effect on student loyalty with a positive or directional direction. This indicates that a good corporate image will be able to have an impact on increasing student loyalty significantly. By looking at these results, if the Ministry of Transportation flight vocational college wants to increase the loyalty of cadets, it is very important for educational institutions to pay attention to the image of educational institutions created in the minds of cadets. The findings in this study are the same as those of Osman, et. al., (2015) in Abdullah and Ali (2018) revealed that corporate image can influence customer behavior loyalty.

THE EFFECT OF LEARNING SATISFACTION ON STUDENT LOYALTY

The results of the data analysis showed that Learning Satisfaction had a significant effect on Student Loyalty of the Ministry of Transportation flight vocational college students as evidenced by the t value of 6.061, which means greater than 1.96, so it can be explained that the student loyalty of Banyuwangi State Polytechnic can be formed through Learning Satisfaction. The effect of Learning Satisfaction on student loyalty is positive which shows that the higher Learning Satisfaction felt by every cadet, the more it can increase student loyalty. Thus the fifth hypothesis in this study which reads "Learning Satisfaction has a significant effect on Student Loyalty in all Kemenhub flight vocational colleges", can be declared acceptable.

The findings in this study prove that Learning Satisfaction has a significant and positive effect on student loyalty. This can be interpreted that Learning Satisfaction has an important role in increasing student loyalty of vocational colleges in the Ministry of Transportation. In other words, loyalty can be increased through perceived satisfaction. Therefore, if the Ministry of Transportation flight vocational college wants to increase the loyalty of cadets towards the Ministry of Transportation flight vocational college, it is very important for educational institutions to pay attention to the level of learning satisfaction felt by cadets. This result is in line with the findings of research conducted by Elahinia & Karami, (2019) which shows that the satisfaction of cadets has a positive effect on the loyalty of cadets so that if the satisfaction of cadets increases, the loyalty of cadets towards the educational institutions that have been pursued also increases.

THE EFFECT OF LEARNING SATISFACTION ON WORD OF MOUTH

The results of the data analysis showed that Learning Satisfaction did not have a significant effect on the word of mouth cadets of the Ministry of Transportation flight vocational as evidenced from the t value of 1.890 which means it was smaller than 1.96, so it can be explained that word of mouth could not be formed through the presence of learning satisfaction. The effect of learning satisfaction on word of mouth is positive which shows that the higher Learning Satisfaction felt by every cadet, the more it can increase word of mouth but not significantly. Thus the sixth hypothesis in this study which reads "Learning Satisfaction has a significant effect on Word of Mouth in all Kemenhub flight vocational colleges", can be declared unacceptable.

Hypothesis testing results obtained results that learning satisfaction does not have a significant effect on word of mouth but has a positive direction of influence. These findings indicate that increasing perceived learning satisfaction will be able to increase word of mouth but the impact is small because it is insignificant. By looking at these findings, then if the Ministry of Transportation flight vocational college wants to increase the word of mouth cadets about the Ministry of Transportation flight vocational institutions, it is very important for educational institutions to pay attention to the level of satisfaction felt by cadets. These results support the opinion of Mangold (1999) who said that the more satisfied a cadet, the more positive the WOM effect will be spread by cadets.

EFFECT OF STUDENT LOYALTY ON WORD OF MOUTH

The results of data analysis showed that Student Loyalty did not have a significant effect on Word of Mouth cadets of Kemenhub's flight vocational colleges as evidenced by the t value of 1.025, which means it was smaller than 1.96, so it can be explained that the word of mouth cadets of the Banyuwangi State Polytechnic could not be formed through the presence of student loyalty. The effect of student loyalty on word of mouth is positive which shows that the higher student loyalty felt by every cadet, the more it can increase word of mouth. Thus the seventh hypothesis in this study which reads "Loyalty Students have a significant effect on Word of Mouth in all Kemenhub flight vocational colleges", can be declared unacceptable.

The results of the analysis showed that student loyalty had no significant effect on word of mouth but had a positive effect. This can be interpreted that increasing loyalty will further improve word of mouth communication which occurs even though not significantly. This means that if the Ministry of Transportation flight vocational college wants to improve mouth-to-student communication about the Ministry of Transportation flight vocational college, it is very important for educational institutions to pay attention to the level of loyalty or loyalty of cadets. Based on research conducted by Olorunniwo et al. (2006) loyal consumers will influence profitability and organizational success in two ways. This is because students who are satisfied and loyal will tend to give good comments and recommend the institution to others.

CONCLUSIONS AND RECOMMENDATIONS

1. Service Quality has a significant influence on Learning Satisfaction in Kemenhub vocational college cadets
2. Service Quality does not have a significant effect on Student Loyalty cadets from Kemenhub's flight vocational colleges
3. Corporate Image does not have a significant effect on the Learning Satisfaction of vocational colleges in the Ministry of Transportation
4. Corporate Image has a significant influence on Student Loyalty cadets of Kemenhub's vocational higher education institutions
5. Learning Satisfaction has a significant influence on Student Loyalty cadets of Kemenhub's vocational higher education institutions
6. Learning Satisfaction does not have a significant effect on the word of mouth cadets of Kemenhub's vocational higher education institutions
7. Student Loyalty does not have a significant influence on Word of Mouth cadets of Kemenhub's vocational aviation colleges

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