

Influencers and Integrity: The Role of Halal Labels and Online Testimonials in Shaping Purchase Intentions for Somethinc Skincare Products

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ABSTRACT

This study aims to analyze the influence of celebrity endorsements, online testimonials, and halal labels on the purchasing decisions of Somethinc skincare products among students at UIN Antasari, both partially and simultaneously. The research employs a quantitative approach using a field survey method. The sample was selected through accidental sampling from students who use Somethinc products, and data were collected through questionnaires. Data analysis was conducted using multiple linear regression with the SPSS version 22 application. The F-test results show that simultaneously, the variables of celebrity endorsement, online testimonials, and halal labels have a significant effect on purchasing decisions. However, the t-test results indicate that celebrity endorsement does not have a partial effect, while online testimonials and halal labels have a positive and significant influence on purchasing decisions. Based on these findings, it is recommended that skincare business actors prioritize promotional strategies that emphasize consumer testimonials and the clarity of halal certification as key factors in attracting Muslim consumers, rather than relying solely on celebrity popularity.

Keywords: *Celebrity endorsement, online testimonials, halal label, purchase decision.*

A. INTRODUCTION

The swift advancement of technology, the internet, and social media in Indonesia has prompted business professionals and entrepreneurs to leverage this opportunity to promote products in online markets, achieving a broader and limitless reach (Mustikasari & Widaningsih, 2019). The domestic beauty and cosmetics industry continues to grow and is in increasing demand by the public. The cosmetics sector, encompassing pharmaceutical, chemical, and traditional medicine industries, has seen a 9.61% growth in 2021. The BPOM RI observed a 20.6% rise in the cosmetics industry.

The number of cosmetics companies is projected to grow from 819 to 913 between 2021 and July 2022. The MSME sector constitutes 83% of the growth in business participants within the cosmetics industry (Hasibuan, 2022). This presents substantial potential and opportunities within the cosmetics industry, particularly in Indonesia.

In Indonesia, local skincare brands are growing rapidly by carrying products with high-quality ingredients, attractive packaging, and BPOM and Halal certificates. Halal Label is the inclusion or statement of halal on the packaging or product to indicate that the product in question has the status of a halal product (Rangkuti, 2010). A halal label on a product gives consumers a sense of security and comfort when using the product. Halal labeling can also increase consumer satisfaction and trust and improve the product image (Fuadi et al., 2021). The Qur'an contains verses on how to use/eat halal food, such as in Surah al-Baqarah verse 172.

In addition to offering quality and safe products, targeted and competitive promotions are needed to increase competitiveness. As a result, beauty product manufacturers need to think creatively to develop effective promotional strategies. One of the promotions that is now widely used is social media. The 2021 Digital Literacy Status survey report from Katadata Insight Center (KIC) and the Ministry of Communication and Information revealed that 73% of respondents primarily use social media to search for information. Additionally, as of January 2022, Indonesia had 191 million active social media users (Vania, 2022). The concept of social media is closely intertwined with the significance of individuals who achieve fame or popularity online. These individuals are referred to as influencers. By utilizing their popularity, people famous on social media take advantage of this opportunity as a business medium, known as endorsement. The impact of celebrity endorsement on sales can be seen in changes in consumers' buying interest in a product. A case study shows celebrity endorsements positively and significantly influence consumer purchasing decisions (Nurjannah et al., 2023). Other research on Berewot (2018) shows that celebrity endorsement is very helpful in promoting products. Many people trust a credible endorser with expertise that will greatly impact product promotion and product sales. Somethinc is supported by celebrity endorsement services using several influencers such as Tasya Farasya, Suhay Salim, and Nanda Arsyinta, who are very influential and have a good image in the country.

One of the fastest-growing skincare brands today is Somethinc. Somethinc managed to become a local beauty brand that attracted much attention. Apart from being affordable, Somethinc also prioritizes the quality of its products by guaranteeing that the ingredients used in their products are halal and have passed BPOM. Somethinc, which focuses on producing skincare, has implemented a marketing strategy to attract more consumers from various circles. Companies are required to develop in order to survive market competition. (Sukmawati, 2023).

Buyers will always see Online Testimonials at the Somethinc official online store. These reviews range from positive to negative in terms of purchase intention. Online testimonials significantly impact decision-making, driving consumer influence in various online market contexts. (SARMIS, 2020). Research by Compas during Q2 2022 indicates that Somethinc secured the top spot with total sales of Rp53.2 billion, ranking first among the 10 best-selling skincare brands on the E-Commerce (Puspitalova, 2024).

Using social media and online platforms to promote products involves certain risks. Consumers cannot examine the product in person, and fraud can occur frequently. Therefore, building consumer trust is crucial. This trust can be cultivated through various marketing techniques, such as halal certification, online customer reviews, and celebrity endorsements. This shift in perspective can foster an optimistic outlook among consumers regarding the product, amplifying their inclination to purchase and exerting a greater influence on the decision-making process. This study aims to examine the extent to which celebrity endorsement, online testimonials, and halal certifications influence consumer purchasing choices.

B. THEORETICAL

Planned Behaviour

The theory of planned behavior is a psychological model that analyzes the relationship between an individual's attitudes, intentions, and behaviors. The aforementioned theory emphasizes the notion that individual beliefs exert a significant influence on an individual's actions. The theoretical framework of planned behavior extends the rational action theory by incorporating behavioral control factors and individual perceptions. The present theory delves into the intricacies of attitudes, subjective norms, and the regulation of individual conduct. The individual's positive attitude is associated with heightened motivation to act (Bangun et al., 2023).

The present study utilizes Planned Behavior theory as a foundational framework for investigating the variables involved in purchasing decisions, to elucidate the influence of preferences and perceptions on these decisions. A multitude of factors influence consumer decisions when procuring goods and services. According to the theory of planned behavior, Azjen explains that purchase intent impacts consumer behavior in deciding what products to buy (Wijaya et al., 2020). Azjen posits that attitudes, subjective norms, and perceptions of behavioral control influence individual intentions regarding purchasing decisions (Rahmawati & Puspita, 2024; Wijaya et al., 2020).

Purchase Decision

Chiffman and Kanuk in Syahrie (2021) state that Purchasing decisions involve a process in which consumers assess different alternatives and identify one or more suitable options based on specific purchasing criteria. According to Kotler and Kotler in Heda (2017), there are five indicators of purchasing decisions: decisions about brands, decisions to buy from whom (suppliers), decisions about the number of products to be purchased, decisions about when to buy, and decisions on payment methods. There are ten factors of purchasing decisions in e-commerce: convenience and organization, product trends, customer service, promotion, fun, interest, limited time, brand, shopping motivation, and recommendations. (Mantara et al., 2022).

Celebrity Endorse

Celebrity endorsers use icons of famous people, such as artists and other influencers, who have a direct and strong influence and benefit from their attributes, such as good looks, beauty, courage, talent, elegance, and strength, to attract consumers to make a purchase (Syahrie, 2021). Celebrity endorsers refer to individuals or groups widely recognized by the public, such as television stars, YouTubers with millions of subscribers, and Instagram accounts boasting countless followers. These figures can shape consumer perceptions and behaviors regarding the products they endorse (Anas & Sudarwanto, 2020). Using celebrities as endorsers or promotional tools is effective if the star is identical to the brand's personality. Identity will be quickly formed if the artist's personality is supportive, and vice versa if the celebrity's personality is very contrary to the product's personality; the perception raised in the advertisement will be contradictory, even weakening the product brand itself, which can confuse consumers who will be targeted. (Royan, 2005).

The classification of endorser attributes is divided into several parts. According to Shimp in Utarsih (2014), endorsers in advertisements are categorized into two main attributes: credibility and attractiveness, which consist of five specific attributes to enhance communication effectiveness. The acronym TEARS specifically outlines these five unique attributes of endorsers. TEARS encompasses trustworthiness and expertise as essential elements of credibility. At the same time, physical attractiveness, respect, and similarity contribute to the larger concept of credibility attractiveness. The TEARS framework comprises Trustworthiness, Expertise, Attractiveness, Respect, and Similarity. The indicators of celebrity endorsement include Visibility, Credibility, Attractiveness, and Power (Royan, 2005).

Online Testimonials

Online testimonials represent a type of word-of-mouth marketing in online sales. Prospective customers gather product insights from users who have gained advantages from this category of products (Widyawati et al., 2023). Online testimonials represent personal opinions rather than marketing slogans (Farki et al., 2016). Reviews play a significant role in shaping a person's buying choices, indicating that people often view the quantity of reviews as a sign of a product's popularity or worth, thereby impacting their purchase intention (Artika et al., 2024). Unlike other forms of electronic word-of-mouth (eWOM), customer reviews are an essential asset for online marketplaces and sellers. Online testimonials carry more significance than other marketing communication methods and can be leveraged to build trust in digital space stores (Trenz & Berger, 2013).

Online Testimonials work similarly to word of mouth but differ in two ways. The first difference is that the influence of traditional word of mouth is limited to local social networks, or only people around them who know about it. Meanwhile, the impact of Online Testimonials can reach far because consumers worldwide can access Online Testimonials only through the Internet. Second, this online customer review can be decided by the seller as to whether the seller will provide it to consumers on their online store website. For example, sellers in the Shopee marketplace provide consumers with choices regarding whether they want to review their product (Saskiana, 2021). There are four indicators of Online Testimonials according to Elwalda & Kingdom (2016) in Innukertarajasa and Hayuningtias (2023): Volume, Valence, Dispersion, Review sequences, and Review length.

Halal Label

The halal certificate verifies a product's status, issued by the Halal Product Guarantee Agency (BPJPH), based on a halal fatwa from the MUI. The purpose of halal certification is to recognize a product's halalness formally (Erliani & Sobiroh, 2022). This means the product has met the halal requirements and provisions and is safe for public consumption. Halal certification activities produce halal certificates, which are evidenced by the issuance of halal certificates. To make it easier for consumers to see the halal certificate, halal labeling is carried out on the packaging of food products. The insecurity consumers feel when consuming products that do not have a halal label is related to the rules of Islamic law for Muslim consumers, especially for food products (Asri, 2016; Prayuti, 2020). Thus, Indonesia continues to strive to engage producers in the production of halal products, one of which is by making regulations, such as those contained in regulations made by government number 39 in 2021, regarding the management of halal product guarantees. This means that if halal certification in Indonesia was only voluntary initially, it has now become mandatory for all business actors. (Alfaini & Suprapti, 2023).

As outlined in Government Regulation Number 69 of 1999, the indicators for halal labels include images, text, a combination of both images and text, and stickers Packaging (Bulan & Fazrin, 2017). In other words, the halal label indicates that the product has the status of a halal product and includes halal writings or statements on the product packaging (Afriliantini et al., 2019).

C. METHODOLOGY

This research is performed systematically by directly observing objects in the field to gather relevant information. This study employed a quantitative approach. Quantitative research, grounded in positivism, studies specific populations or samples. It involves collecting data through research instruments and conducting quantitative or statistical analysis to test predefined hypotheses. (Sugiyono, 2017).

This study examined individuals who utilized skincare products at UIN Antasari Banjarmasin. The author identified the sample size through non-probability sampling techniques, which do not offer equal chances for each population member to be selected as a sample (Sugiyono, 2017). Accidental sampling was used in this study.

Sampling was performed by considering several criteria. The sample criteria used were as follows:

1. Is a skincare user who has used Somethinc products
2. Is an active student of UIN Antasari Banjarmasin

The exact population for this study remains uncertain, so the researchers applied the Cochran formula to ascertain the sample size (Sugiyono, 2017).

$$\text{Cochran Formula: } n = \frac{z^2 pq}{e^2}$$

Description:

n = Number of samples required

z = The confidence level required by the sample, which is 95% with a value of 1.96

p = Correct probability 50% = 0,5

q = Uncorrect probability 50% = 0,5

e = Sampling error 10% = 0,1

$$n = \frac{(1,96)^2(0,5)(0,5)}{(0,1)^2}$$

$$n = \frac{(3,8416)(0,25)}{0,01}$$

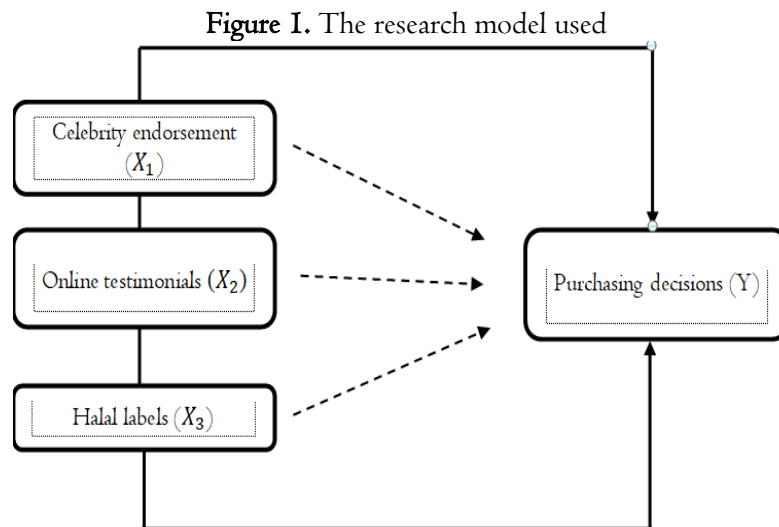
$$n = \frac{0,9604}{0,01}$$

$$n = 96,04$$

The results of the aforementioned calculations indicate that the number of samples that can be used is 96.04, which the researchers have rounded up to 100 respondents. This study collected data through a questionnaire of questions or written statements for participants to respond to (Sugiyono, 2017). The questionnaire was conducted digitally using a Google form and distributed to respondents who had used somethinc skincare products at UIN Antasari Banjarmasin. This study measured variables using a Likert scale. Data processing involved Editing, Coding, and tabulation (Siregar, 2013). The research instrument's validity and reliability were assessed. Data analysis included tests for normality, multicollinearity, heteroscedasticity, multiple regression, and hypothesis testing.

The hypotheses of this research are,

1. H₁: Celebrity endorsement positively and significantly affects purchasing decisions
2. H₂: Online testimonials positively and significantly affect purchasing decisions
3. H₃: Halal labels positively and significantly affect purchasing decisions
4. H₄: Celebrity endorsement, online testimonials, and halal labels positively and significantly affect purchasing decisions



D. RESULTS AND DISCUSSION

The normality test in this research uses Kolmogorov-Smirnov test with confidence level of 10% or 0.1, which is based on the probability value (*asym.Sig*) > 0.1. The distribution can be described as normal. In contrast, the distribution cannot be normal if the probability value (*asym.sig*) is < 0.1.

Table I. Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	5,56308234
Most Extreme Differences	Absolute	.120
	Positive	.069
	Negative	-.120
Test Statistic		.120
Asymp. Sig. (2-tailed)		.001 ^c
Exact Sig. (2-tailed)		.104
Point Probability		.000

Source: data processed 2023

The table provided shows the outcomes of the Kolmogorov–Smirnov normality test, while the significance value from the Exact Sig test is 0.104. Consequently, the data for the variables in this study can be regarded as normally distributed since the significance value exceeds 0.

Table 2. Results of the multicollinearity test

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
I (Constant)	-3.789	4.800		-.789	.432		
Celebrity Endorse	.141	.205	.080	.685	.495	.430	2.328
Online Testimonials	.879	.183	.495	4.796	.000	.552	2.597
Label Halal	.257	.159	.168	1.618	.109	.548	2.597

a. Dependent Variable: Decisions

Source: data processed 2024

According to the table above, the tolerance values indicate that all variables exceed 0.1 ($X_1 = 0.430$; $X_2 = 0.552$; $X_3 = 0.548$), and the VIF values confirm that no variable exceeds the threshold of 10. The Celebrity Endorse Variable a value of 2.328, Online User Reviews shows a value of 1.811, and Label shows a value of 1.824. Therefore, we can conclude that multicollinearity does not exist among the variables.

Table 3. Results of the Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
I (Constant)	8.192	3.057			2.680	.009
Celebrity Endorse	-.074	.131	-.086		-.567	.572
Online Testimonials	-.181	.117	-.208		-1.549	.125
Label Halal	.115	.101	.153		1.138	.258

a. Dependent Variable: abs_RES

The table above shows that the significance value for celebrity endorsements is 0.572, while for Online Testimonials it is 0.125, and for halal labels it is 0.258. Consequently, we can conclude that heteroskedasticity is absent, as each variable's significance value in the research exceeds 0.1. A multiple correlation analysis assessed the relationship direction among celebrity endorsement variables, online testimonials, halal labels, and purchase decision variables.

Table 4. Results of multiple inear regression analysis

Model	Unstandardized Coefficients		
	B	Std. Error	
I (Constant)	.830		4.170
X1	.057		.168
X2	.786		.164
X3	.291		.145

a. Dependent Variable: Y

This study's multiple linear regression results, displayed in the table above and utilizing standardized coding, were comparable. The equation for the multiple linear regression is as follows:

- 1) A fixed value of 0.830 indicates that in the absence of celebrity endorsements (X1), online testimonials (X2), and a halal label (X3) — all equaling 0 — the purchase decision will also be 0.830, given that other variables remain unchanged.
- 2) The celebrity endorsement variable (X1) has a regression coefficient value of 0.057, indicating it positively influences purchasing decisions. For each one-unit increase in the celebrity endorsement variable (X1), purchasing decisions rise by 0.057, assuming other variables remain unchanged.
- 3) The coefficient regression value for the Online Testimonials variable (X2) is 0.786, indicating a positive effect on purchasing decisions. Specifically, for each one-unit increase in the Online Testimonials variable (X2), purchases rise by 0.786, assuming all other variables remain constant.
- 4) The regression coefficient for the halal label variable (X3) is 0.291, indicating that this variable positively influences purchasing decisions. Specifically, for every one-unit increase in the halal label variable (X3), there is a corresponding increase of 0.291 in purchasing decisions, assuming other variables remain constant.

Table 5. Coefficients of Determination (R^2) Test Results

Model	R	R Square	Model Summary	
			Adjusted R Square	Std. Error of the Estimate
I	.674 ^a	.454	.437	5.559

a. Predictors: (Constant), X3, X2, X1

According to the table above, the determination coefficient test results indicate that $R = 0.674$ or $R^2 (R) = 0.437$. This implies that the model accounts for 43.7% of the purchasing decisions (Y) based on the three variables: celebrity endorsements (X1), Online Testimonials (X2), and halal labels (X3). Other factors not included in this research also impact these decisions.

Table 6. T Test Results

	Model	T	Sig.
I	(Constant)	.199	.843
	X1	.338	.736
	X2	4.798	.000
	X3	2.005	.048

a. Dependent Variable: Y

Table 6 presents the t-test outcomes, which were conducted to assess the impact of each X variable. The t-test value stands at 1.660. Subsequent conclusions can be drawn from the t-test findings.

1. The sig value for X1 is 0.736, greater than 0.1, indicating that it is insignificant. Additionally, the t-test results reveal that the calculated t-value for celebrity endorsement is 0.338, while the critical value (t-table) is 1.660 (for $\alpha = 0.1$). Since t-calculated is less than t-table, the alternative hypothesis (H_a) is rejected, and the null hypothesis (H_o) is accepted. Therefore, it can be concluded that the celebrity endorsement variable does not partially affect purchase decisions.
2. The X2 sig value of $0.000 < 0.1$ is significant, the t-test results show that the t-calculated value of Online Testimonials is 4.798, and the t-table value with a confidence level of 90% or ($\alpha = 0.1$) is 1.660. If t-calculated value $>$ t-table, H_o is rejected (accept H_a). It can be concluded that the online customer review variable partial effect on purchasing decisions.
3. X3 has Sig value. $0.048 < 0.1$, indicating significance, whereas the t-test results show that the values of t-calculated of the halal label is 2.005, and the table's value with a confidence level of 90% or $\alpha = 0.1$ is 1.660. H_o is rejected if t-calculated value $>$ t-table (accept H_a). It can be concluded that the halal label variable partially affects purchasing decisions.

Table 7. F Test Results

ANOVA ^a			
	Model	F	Sig.
I	Regression residuals total	26.603	.000 ^b

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

According to the table above, the significance value is 0.000, less than 0.1. This indicates that the variables of celebrity endorsement, online testimonials, and halal labels significantly affect purchasing decisions. The f-count is 26.603, and the f-table is calculated using degrees of freedom (df) 1 (number of variables), which is $3 - 1 = 2$, and df 2 ($n - k - 1$), resulting in $100 - 2 - 1 = 97$, giving an f-table of 2.70. Therefore, we conclude that H_0 is rejected, and H_a is accepted, indicating that celebrity endorsement, online testimonials, and halal labeling jointly influence purchasing decisions.

How endorsements, testimonials, and halal abels influence somethinc skincare purchases: A case from UIN Antasari

1. Celebrity Endorse

This study indicates that the Celebrity Endorse variable does not affect the decision to buy skincare products, as evidenced by a significance value of 0.736 (greater than 0.1) and a t-count of 0.338, less than the t-table value of 1.660. The result is that H_1 is rejected, which means that the Celebrity Endorse variable does not affect the variable purchasing decision for somethinc skincare products among UIN Antasari Banjarmasin students. This shows that the Celebrity Endorse variable will not increase or decrease customer purchasing decisions on somethinc skincare products because UIN Antasari students have other influencer benchmarks or idols that are liked or followed.

This study's findings correspond with Andi et al.'s research (2020), which indicates that the celebrity endorser variable does not significantly impact purchasing behavior interest. This aligns with research from Sulisyowati et al. (2022), which shows that the Celebrity endorsement variable does not influence product purchase intention. This is because someone famous or popular cannot always convey messages or information that customers will easily remember. Therefore, a celebrity endorser does not always influence a person's purchasing decisions.

2. Online Testimonials

The Online Testimonials variable shows a significant positive impact, evident from its significance level 0.000, which is less than 0.1. Additionally, the t-count for the Online Testimonials variable, 4.798, exceeds the t-table value of 1.660, indicating that the H_2 hypothesis is accepted. A correlation value of 0.602 falls within the strong category. Therefore, Online Testimonials exhibit a robust, positive, and significant influence. The findings of this study are consistent with Luqyana's research (2019), which indicates that online customer reviews positively impact product purchase decisions. Therefore, as buyers' online testimonials increase, the likelihood of potential consumers purchasing also rises.

Online customer reviews, disseminated extensively across various websites and social media platforms, serve as a conduit through which consumers can assess and evaluate products before purchasing. The insights derived from these evaluations play a pivotal role in consumer decision-making.

3. Halal Label

The findings of this study show that the halal label variable has a strong and significant positive impact, evidenced by a significance level of $0.048 < 0.1$. The t count for the halal label variable is 2.005, which is greater than the t table value of 1.660. This indicates that the H_3 hypothesis is accepted. This means that the halal label variable partially affects purchasing decisions for something skincare products among UIN Antasari Banjarmasin students. The correlation value of 1.000 was in the very strong category. Thus, the halal label has a very strong positive and significant influence.

These results support the theory of Atthala and Isdiana (2023) that the purpose of halal certification is to obtain formal recognition of a product's halal status. This indicates that the product has met halal requirements and conditions, ensuring it is safe for public consumption. This helps consumers feel confident when choosing these products and influences their purchasing decisions. Moreover, these findings are consistent with research by Fuadi et al. (2021), which indicates that the halal label positively influences purchasing decisions for these products. This shows that halal labeling offers substantial value and has a considerable ability to affect consumer purchase choices.

The joint impact of endorsements, testimonials, and halal labels on something skincare purchases among UIN Antasari students

The simultaneous influence of celebrity endorsements, online testimonials, and halal labels on purchasing decisions for Something skincare products was examined through the F-test in this study. The analysis yielded a significance value of 0.000, which is far below the threshold of 0.1, indicating a statistically significant effect. Additionally, the F-count value of 26.603 notably exceeded the F table value of 2.70, further affirming that the combination of these three marketing variables has a meaningful collective impact on consumer behavior, particularly among UIN Antasari students.

This finding suggests that while each variable may exhibit varying degrees of influence individually, their combined presence plays a substantial role in shaping consumer purchasing decisions. The interaction between these elements such as the credibility offered by halal certification, the authenticity reflected in online reviews, and the brand awareness generated through celebrity endorsements can create a synergistic effect that enhances product appeal and trustworthiness in the eyes of consumers.

For skincare brands like Somethinc, this result highlights the importance of integrating multiple marketing strategies to address the complex preferences of Muslim Gen Z consumers. A balanced approach that combines religious assurance (halal labels), social proof (testimonials), and brand visibility (celebrity endorsements) can serve as a powerful marketing mix. Companies are therefore encouraged to maintain this holistic promotional framework to strengthen consumer confidence and boost purchase intentions more effectively.

E. CONCLUSION

This study examined the partial and simultaneous effects of celebrity endorsements, online testimonials, and halal labeling on the purchasing decisions of Somethinc skincare products among UIN Antasari Banjarmasin students. The results show that celebrity endorsements do not have a significant effect on purchasing decisions. In contrast, online testimonials have a strong and significant positive impact, indicating that consumer reviews greatly influence buyer interest and trust. Similarly, the halal label significantly affects purchasing decisions, reflecting its importance in ensuring product safety and religious compliance for Muslim consumers.

Simultaneously, the combination of all three variables has a significant influence on purchasing decisions. Based on these findings, it is recommended that skincare businesses targeting Muslim consumers focus on enhancing credible online testimonials and prominently displaying halal certification. Celebrity endorsements may support brand visibility but are less effective in driving purchase intent in this context.

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