



The Influence of Content Marketing and Influencer Marketing on Purchase Decisions Through Brand Awareness as an Intervening Variable

(A Case Study of Collagena Susu Steril in Indonesia)

¹Salwa Fitri Ramadhani, ²Muinah Fadhilah, and ³Lusia Tria Hatmanti Hutami

^{1, 2, 3}Management Study Program, Universitas Sarjanawiyata Tamansiswa, Yogyakarta, Indonesia

¹salwafitri226@gmail.com

Abstract. This study aims to determine the effect of content marketing and influencer marketing on purchase decisions through brand awareness as an intervening variable on Collagena Susu Steril in Indonesia. The sampling technique used was nonprobability sampling, which distributed questionnaires to 114 respondents, measured with a Likert scale, for data analysis techniques using multiple linear regression methods. The results of this study indicate that content marketing (X1) has a positive and significant effect on purchase decisions (Y), influencer marketing (X2) does not have a significant positive effect on purchase decisions (Y), and brand awareness (Z) has a significant positive effect on purchase decisions (Y). Content marketing (X1) and influencer marketing (X2) have a positive effect on purchase decisions (Y) through brand awareness (Z).

Keywords: Content Marketing, Influencer Marketing, Brand Awareness, Purchase Decision

1. Introduction

In this era of technological advancement, almost everything can be done digitally, including marketing. Competition in the marketing world is also increasingly fierce, as is the marketing strategy employed by Collagena Susu Steril, which utilizes online media to increase purchasing decisions. Purchasing decisions in this study are a series of processes that consumers go through in deciding on purchasing actions [1].

Of the many marketing strategies carried out by the Collagena Susu Steril product, some of them use content marketing. Collagena Susu Steril presents content marketing that contains detailed information related to the product. Content marketing is a marketing approach that involves creating processes, gathering accurate and up-to-date information, and providing engaging and useful content to consumers or a well-defined audience [2]. Furthermore, Collagena Susu Steril uses an influencer marketing strategy, collaborating with the renowned South Korean influencer Song Hye Kyo. Influencer marketing is the process of identifying and engaging individuals with influence over a specific target audience to participate in a product campaign to increase reach, sales, and consumer engagement [3]. Collagena Susu Steril also leverages brand awareness as a marketing tool to entice potential consumers to make a purchase. Brand Awareness is the ease with which customers can recognize and remember a brand with details that lead to purchasing decisions [4].

Influencer marketing has a t count that is smaller than the t table, namely $0.991 < 1.996$ [5]. This shows that influencer marketing does not have a significant partial effect on purchasing decisions. Influencer marketing has a positive influence on purchasing decisions. This is indicated by the T-

statistic and P-values obtained from the patch coefficient output of 4.496 and 0.000, respectively, [6]. Based on previous research, there were still inconsistent results. The researcher tried to provide a solution by adding the intervening variable Brand Awareness.

Table 1 Active Social Media Users At 2024

Social Media	Total
Youtube	139 million
Instagram	122 million
Facebook	188 million
Whatsapp	116 million
Tiktok	89 million

Based on the data on active social media users in Table 1, researchers examined the influence of content marketing and influencers on purchasing decisions in this digital era.

2. Literature Review

TAM Theory

TAM theory is a method used to determine an individual's readiness to use information systems and technology [7].

Theoretical Framework

From the results of previous research, which were not consistent, the researcher added an intervening variable to ensure that there was consistency in the research results.

Content Marketing

Content marketing is an approach that includes creating, displaying, and implementing content that is liked, interesting, and relevant to the audience [8]. Content Marketing is a type of digital marketing that focuses on creating and distributing content to target markets, potential customers, or visitors [9]. Content Marketing Indicators: Relevance, Accuracy, Value, Understandability, Findability, Consistency [10].

Influencer Marketing

Influencer marketing is when someone can influence other people to make purchasing decisions because influencer marketing can help other people in determining product specifications and providing product information to evaluate alternatives [11]. A marketing influencer is someone active on social media who can influence or encourage potential consumers to make purchasing decisions. Furthermore, marketing influencers are usually well-known individuals with a large following on social media [12]. Influencer marketing indicators: Trustworthiness, Expertise, Attractiveness, Respect, Similarity [13].

Brand Awareness

Brand awareness is the ability of a brand to ensure that when potential consumers think about a product, the brand will appear in the minds of potential consumers [14]. Brand awareness is the presence of a brand or the memory that arises from a brand. Consumers who buy a product get brand recognition from advertising or other marketing strategies [15]. Dimensions of brand awareness: Unaware Brand, Brand Recognition, Brand Recall, Top Of Mind [16].

Purchase Decision

Purchasing decisions are a person's behavioral process before deciding to purchase a product or service, which is characterized by several stages, namely determining choices, searching for information, evaluating alternatives, purchasing decisions, and post-purchase behaviour [17]. A purchasing decision is the process of choosing between two or more alternative options [18]. It can be said that a purchasing decision is a step in the post-purchase process, where consumers are faced with several alternative choices before deciding to buy. At this stage, consumers will take action to decide on the product or service they have chosen. Purchasing decision indicators: Consistency in a product, Purchasing habits, giving recommendations to others, and making repeat purchases [19].

3. Methodology

[43] The nature of the research used in this study is the quantitative method [43]. Quantitative methods are a research method of data collection based on positivist (concrete data), research data in the form of numbers to be measured using statistics as a calculation test tool, related to the problem being studied, to produce a conclusion.

This study employed a quantitative method. This study employed a nonprobability sampling technique using a questionnaire instrument distributed to 114 respondents who met the respondent criteria. The questionnaire was distributed via WhatsApp social media by distributing a Google Forms link. Respondents' answers to the questionnaire used a Likert scale with the following values: 1 (very disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (very agree). Then, the data were analyzed, processed, and the hypotheses were tested in this study. From the test results, the author provides an interpretation based on theory or previous research results. The analysis used in this study is descriptive statistical tests, classical assumption tests (normality test, multicollinearity test, heteroscedasticity test), data analysis techniques, multiple linear regression analysis, hypothesis tests (t-test, F-test, and coefficient of determination test), and the Sobel test.

4. Result

Validity Test

The results of the validity test in this study show that the calculated value of the content marketing variable (X1), influencer marketing (X2), brand awareness (Z), and purchase decision (Y) have a calculated r value > 0.184 r table. It can be concluded that all indicator statements for all variables are declared valid (see Table 2).

Reliability Test

The results of the reliability test in this study show that all variables have a calculated r value > 0.60 , which means that all indicators in this study are declared reliable (see Table 3).

Table 2. Result of Validity Test

Variables	Instrument Items	R-Count	R-Table	Information
Content Marketing	CM1	0,511	0,184	VALID
	CM2	0,588	0,184	VALID
	CM3	0,593	0,184	VALID
	CM4	0,575	0,184	VALID
	CM5	0,676	0,184	VALID
	CM6	0,639	0,184	VALID
	CM7	0,649	0,184	VALID
	CM8	0,692	0,184	VALID
	CM9	0,653	0,184	VALID
	CM10	0,559	0,184	VALID
	CM11	0,543	0,184	VALID
	CM12	0,584	0,184	VALID
Influencer Marketing	IM1	0,555	0,184	VALID
	IM2	0,647	0,184	VALID
	IM3	0,604	0,184	VALID
	IM4	0,638	0,184	VALID
	IM5	0,692	0,184	VALID
	IM6	0,753	0,184	VALID
	IM7	0,625	0,184	VALID
	IM8	0,625	0,184	VALID
	IM9	0,656	0,184	VALID
	IM10	0,703	0,184	VALID
Brand Awareness	BA1	0,748	0,184	VALID
	BA2	0,775	0,184	VALID
	BA3	0,795	0,184	VALID
	BA4	0,765	0,184	VALID
	BA5	0,789	0,184	VALID
	BA6	0,747	0,184	VALID
	BA7	0,801	0,184	VALID
	BA8	0,718	0,184	VALID
Purchase Decision	PD1	0,794	0,184	VALID
	PD 2	0,780	0,184	VALID
	PD 3	0,759	0,184	VALID
	PD 4	0,574	0,184	VALID
	PD 5	0,746	0,184	VALID
	PD 6	0,805	0,184	VALID
	PD 7	0,818	0,184	VALID
	PD 8	0,806	0,184	VALID

Source Primary Data Processed, 2025

Table 3. Result of Reliability Test

Variable	Cronbach Alpha	Information
Content Marketing	0,839	RELIABEL
Influencer Marketing	0,846	RELIABEL
Brand Awareness	0,899	RELIABEL
Purchase Decision	0,891	RELIABEL

Source Primary Data Processed, 2025

Statistic Descriptive Test

Most answers for the content marketing variable were in the statement "Collagena Susu Steril advertising content can be found in advertisements on YouTube," with 69 respondents answering "Very Agree" and having a mean value of 4.535. The lowest value was in the statement "Collagena Susu Steril content explains the current condition of the product" with 55 respondents answering "Very Agree" and having a mean value of 4.315.

The most common answer for the influencer marketing variable was the statement "I believe in Song Hye Kyo's credibility as an influencer," with 66 respondents answering "Very Agree" and having a mean value of 4.473. The lowest value was in the review "Song Hye Kyo's expertise as an actress and beauty influencer makes me believe in the Collagena Susu Sterile product," with 49 respondents answering "Very Agree" and having a mean value of 4.193.

Most answers from the brand awareness variable with the highest value were in the statement "Collagena Susu Steril Products are the first product I remember when mentioning collagen drinks" with a total of 79 respondents answering "Very Agree" and having a mean value of 4.614. The lowest value was in the review "I am aware of the existence of Collagena Susu Steril Products" with a total of 67 respondents answering "Very Agree" and having a mean value of 4.508.

The most frequently asked question regarding the purchase decision variable was "I will repurchase Collagena Susu Steril," with 81 respondents responding "Very Agree" with a mean score of 4.622. The lowest score was "I am used to consuming collagen-containing products, so I purchased Collagena Sterile Milk," with 68 respondents responding "Very Agree" with a mean score of 4.429.

Classical Assumption Test

Normality Test

The result of the normality test for equation 1 has a calculated Asymp.Sig. (2-tailed) value is 0.877. This shows that the significant value is 0,05, so it can be concluded that the research data is normally distributed. And the result of the normality test for equation 2 has a calculated Asymp.Sig. (2-tailed) value is 0.939. This shows that the significant value is 0,05, so it can be concluded that the research data is normally distributed.

Multicollinearitas Test

The result of the multicollinearity test for equation 1 in this study has a value of content marketing and influencer marketing of $1.631 < 10$, and a tolerance value of $0.613 > 0.1$. And the result of the multicollinearity test for equation 1 in this study has a value of content marketing $1.980 < 10$ with tolerance $0.505 > 0.1$, value of influencer marketing $1.864 < 10$ with tolerance of $0.536 > 0.1$, and value of brand awareness $1.980 < 10$ with tolerance $0.516 > 0.1$. It can be concluded that multicollinearity does not occur in this model

Heteroscedasticity Test

The result of the heteroscedasticity test here shows that the scatterplot above shows that the points are spread randomly above or below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model.

Multiple Linear Analysis Test

Table 4. Result of Multiple Linearity Test for Equation 1

Model	Coefficients			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	7.537	2.859		2.636	0.010
Content Marketing	0.313	0.064	0.425	4.887	0.000
Influencer Marketing	0.284	0.071	0.347	3.987	0.000

a. Dependent Variable Brand Awareness

Source Primary Data Processed, 2025

$$Z = 0.425 \text{ Content Marketing} + 0.347 \text{ Influencer Marketing} + e$$

Based on Table 4, the results of the linear regression analysis above can be concluded that:

- The β (1) value of variable X1, namely Content Marketing, is 0.425, indicating that the Content Marketing variable has a positive influence on Brand Awareness.
- The β (2) value of variable X2, namely Influencer Marketing, is 0.347, indicating that the Influencer Marketing variable has a positive influence on Brand Awareness.

Table 5. Result of Multiple Linearity Test for Equation 2

Model	Coefficients			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	0.102	2.552		.040	0.968
Contet Marketing	0.311	0.061	0.399	5.079	0.000
Influencer Marketing	0.098	0.066	0.114	1.489	0.139
Purchase Decision	0.428	0.082	0.405	5.210	0.000

a. Dependent Variable Purchase Decision

Source Primary Data Processed, 2025

$$Y = 0.399 \text{ Content Marketing} + 0.114 \text{ Influencer Marketing} + 0.405 \text{ brand awareness} + e$$

Based on Table 5, the results of the linear regression analysis above can be concluded that:

- The β (1) value of variable X1, Content Marketing, is 0.399, indicating that Content Marketing has a positive influence on Purchase Decision.
- The β (2) value of variable X2, Influencer Marketing, is 0.114, indicating that Influencer Marketing has a positive influence on Purchase Decision.
- The β (3) value of variable Z, Brand Awareness, is 0.405, indicating that Brand Awareness has a positive influence on Purchase Decision.

Hypothesis Testing

T-Test Results

Table 6. Result of T-Test for Equation 1

Model	Coefficients				T	Sig.
	Unstandardized Coefficients		Standardized Coefficients	Beta		
	B	Std. Error				
(Constant)	7.537	2.859			2.636	0.010
Content Marketing	0.313	0.064	0.425		4.887	0.000
Influencer Marketing	0.284	0.071	0.347		3.987	0.000

a. Dependent Variable Brand Awareness

Source Primary Data Processed, 2025

Table 7. Result of T-Test for Equation 2

Model	Coefficients				T	Sig.
	Unstandardized Coefficients		Standardized Coefficients	Beta		
	B	Std. Error				
(Constant)	0.102	2.552			0.040	0.968
Contet Marketing	0.311	0.061	0.399		5.079	0.000
Influencer Marketing	0.098	0.066	0.114		1.489	0.139
Purchase Decision	0.428	0.082	0.405		5.210	0.000

a. Dependent Variable Purchase Decision

Source Primary Data Processed, 2025

The following are the results of the t-test for equation 1 (see Table 6) and equation 2 (see Table 7):

H1: Content marketing has a significant positive effect on purchase decisions.

The results of the hypothesis test indicate that content marketing has a calculated t-value of 5.079 > 1.980 (t-table). Therefore, H₀ is rejected, and H_a is rejected, indicating that the content marketing variable has a significant positive effect on purchase decisions.

H2: Influencer Marketing has a significant positive effect on purchase decisions.

The results of the hypothesis test indicate that content marketing has a calculated t-value of 1.489 < 1.980 (t-table). Therefore, it can be concluded that the influencer marketing variable does not have a significant positive effect on purchase decisions.

H3: Content Marketing has a significant positive effect on Brand Awareness

The results of the hypothesis test show that content marketing has a calculated t-value of 4.877 > 1.980 (t-table). Therefore, H₀ is rejected, and H_a is rejected, indicating that the content marketing variable has a significant positive effect on brand awareness.

H4: Influencer Marketing has a significant positive effect on Brand Awareness

The results of the hypothesis test show that influencer marketing has a calculated t-value of 3.987 > 1.980 (t-table). Therefore, H₀ is rejected, and H_a is rejected, indicating that the influencer marketing variable has a significant positive effect on brand awareness.

H5: Brand Awareness has a significant positive effect on Purchase Decision

The results of the hypothesis test show that content marketing has a calculated t-value of $5.210 > 1.980$ (t-table). Therefore, H_0 is rejected, and H_a is rejected, indicating that the brand awareness variable has a significant positive effect on purchase decision.

F Test

The result of the F test in this study, the calculated F value in equation 1 is $52.072 > 3.08$ F table, and the sig value is $0.000 < 0.05$, so the hypothesis is accepted. This means that Content Marketing and Influencer Marketing simultaneously influence Brand Awareness. And the calculated result of the F study in equation 2 is $70.09 > 3.08$ F table, and the sig value is $0.000 < 0.05$, so the hypothesis is accepted. This means that Content Marketing, Influencer Marketing, and Brand Awareness simultaneously influence Purchase Decisions.

Determination Test

The result of the determination testing equation 1 is R-square, at 0.475, or 47.5%. This means that 47.5% of brand awareness can be explained by variations in content marketing and influencer marketing, while the remaining 52.5% is explained by other variables not examined. And the result of determination testing equation 2 is an R-square of 0.647, or 64.7%. This means that 64.7% of purchase decisions can be explained by variations in content marketing, influencer marketing, and Brand Awareness, while the remaining 35.3% is explained by other variables not examined.

Sobel Test

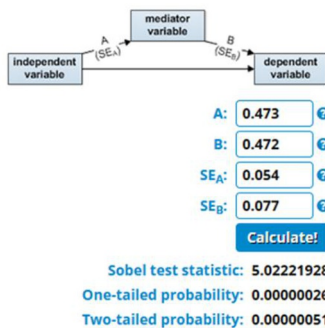


Figure 1 Sobel Test Results Equation 1
Source Primary Data Processed, 2025

Based on the Sobel Test calculation in Figure 1, the calculated t value is $5.022 > 1.981$ t table with a significance level of 0.05, and a One-tailed probability value of $0.00000026 < 0.05$, so it can be concluded that Brand Awareness perception can mediate Content Marketing towards Purchase Decision.

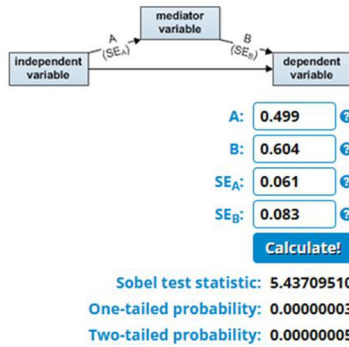


Figure 2 Sobel Test Results Equation 2

Source Primary Data Processed, 2025

Based on the Sobel Test calculation in Figure 2, the calculated t value is $5.437 > 1.981$ t table with a significance level of 0.05, and a One-tailed probability value of $0.00000003 < 0.05$, so it can be concluded that Brand Awareness perception can mediate Influencer Marketing towards Purchase Decision.

It can be concluded that the brand awareness variable can mediate content marketing and influencer marketing through the purchase decision.

Discussion

Influence Of Content Marketing On Purchase Decision

Based on the results of the hypothesis test, content marketing has a calculated t-value of $5.079 > 1.980$, thus H_0 is rejected, and H_a is confirmed, indicating that the content marketing variable has a significant positive effect on purchase decisions. This research supports previous research conducted, based on the results of previous research. It states that the test results obtained a calculated t value $>$ from the t table ($5.916 > 1.985$), which means that content marketing has a significant influence on purchasing decisions [20]. This states that the content marketing variable has a significant influence on purchasing decisions on the TikTok social media application [21]. Stated that content marketing has an influence on fashion product purchasing decisions among TikTok Shop users in Jakarta [22]. States that content marketing has a significant influence on purchasing decisions, so this hypothesis can be accepted. However, on the other hand, this research contradicts previous research [23]. States that the partial test (t-test) shows that content marketing has a positive but insignificant effect on purchasing decisions because the calculated t is smaller than the t-table and the significance level is greater than alpha. This means that the presence of content marketing does not significantly influence the purchasing decisions of Sociolla products by students of the Faculty of Economics and Business, Unsrat [24].

Influence Of Influencer Marketing On Purchase Decision

Based on the results of hypothesis testing, content marketing has a calculated t value of $1.489 > 1.980$ t table. Therefore, it can be concluded that the influencer marketing variable does not have a significant positive effect on purchase decisions. This research supports previous research conducted, based on the results of previous research conducted which states that influencer marketing has a significant influence on purchasing decisions [25], which states that H_2 is accepted

because it shows that influencer marketing influences purchasing decisions. This means that influencer marketing influences purchasing decisions [26]. States that influencer marketing has a positive and significant influence on purchasing decisions with a T-Statistic test value of $5.640 > T$ -Table 1.98498 and a significance value of $0.000 < 0.05$ [27]. And this is contrary to research conducted, which states that influencer marketing (X1) partially has a positive but not significant influence on purchasing decisions (Y) for Erigo Apparel products [28]. States that influencer marketing has a t count that is smaller than the t table, namely $0.991 < 1.996$. This shows that influencer marketing does not have a significant partial influence on purchasing decisions [5].

Influence Of Content Marketing On Brand Awareness

Based on the results of the hypothesis testing, content marketing has a calculated t-value of $4.877 > 1.980$, thus H_0 is rejected, and H_a is confirmed, meaning that the content marketing variable has a significant positive effect on brand awareness. This research supports previous research conducted. Based on the T-test, it can be seen that Content Marketing (X) has an impact on Brand Awareness (Y), with the data obtained being t count $3.912 > t$ table 1.984, which means H_1 is accepted. Thus, it can be interpreted that content has a significant effect on Brand Awareness [29]. States that content marketing has a significant influence on brand awareness, with the calculated t value exceeding the t table ($8.428 > 1.990$), [30]. States that content marketing has a significant effect on brand awareness with a calculated t value for the content marketing variable of $8.401 > t$ table of 1.996 [31]. States that content marketing has a positive effect on brand awareness. The better the content presented, the higher the brand awareness [32].

Influence Of Influencer Marketing On Brand Awareness

Based on the results of the hypothesis testing, influencer marketing has a calculated t value of $3.987 > 1.980$ t table, so H_0 is rejected and H_a , which means that the influencer marketing variable has a significant positive effect on brand awareness. This research supports previous research conducted. Based on the results of previous research conducted by [33], it is known that influencer marketing has a positive and significant effect on brand awareness, with a T-Statistic test value of $21.896 > T$ -Table 1.98498. Stated that influencer marketing has an impact on brand awareness of Emina products on Instagram, Pasuruan [34]. Stated that influencer marketing has a significant influence on brand awareness [35]. Stated that the use of influencer marketing in product promotional activities can build brand awareness of a product [36]. Stated that influencer marketing has a positive influence on brand awareness [37].

Influence Of Brand Awareness On Purchase Decision

Based on the results of the hypothesis testing, it shows that brand awareness has a t-value of $5.210 > 1.980$ t-table, so H_0 is rejected and H_a , which means that the brand awareness variable has a significant positive effect on purchase decisions. This research supports previous research conducted, based on the results of previous research conducted, which stated that brand awareness has a positive influence on purchase decisions [38]. [39] This showed that brand awareness has a positive influence on purchasing decisions on the e-commerce site Shopee [39]. [40] stated that brand awareness has a significant influence on purchasing decisions, with a score of 0.447 and a t-statistic score of $4.305 > t$ -table score of 1.96. [40]. Conducted a study stating that brand awareness has a significant effect on purchasing decisions. With the results of the partial test, the calculated t value $> t$ table ($2.054 > 0.0202$) and the significance level ($0.000 < 0.05$), [41]. Hypothesis test, brand awareness has a significant effect on purchasing decisions, this is because the T-statistic value ($2.045 > t$ -statistic value (1.96), [42].

Content Marketing Variables Mediated by Brand Awareness

Based on the results of the Sobel test, the calculated t value was $5.022 > 1.981$ t table with a significance level of 0.05 and a one-tailed probability value of $0.00000026 < 0.05$, so it can be concluded that brand awareness can mediate content marketing towards purchase decisions.

Influencer Marketing Variables Mediated by Brand Awareness

Based on the results of the Sobel test, the calculated t value was $5.437 > 1.981$ t table with a significance level of 0.05 and a one-tailed probability value of $0.00000003 < 0.05$, so it can be concluded that brand awareness can mediate influencer marketing on purchase decisions.

5. Conclusions

In this study, it can be concluded that the marketing content variable has a significant impact on the marketing strategy that has been implemented. Therefore, it would be good if the marketing content marketing strategy is maintained and its quality is further improved so that it can encourage an increase in purchasing decisions.

Conclusions

The content marketing variable has a positive and significant influence on the purchase decision for Collagena Susu Steril. The influencer marketing variable has no positive and insignificant influence on the purchase decision for Collagena Susu Steril. The content marketing variable has a positive and significant influence on brand awareness for Collagena Susu Steril. The influencer marketing variable has a positive and significant influence on brand awareness for Collagena Susu Steril. The brand awareness variable has a positive and significant influence on the purchase decision for Collagena Susu Steril. The most dominant variable influencing the purchase decision is brand awareness, as evidenced by the results of the multiple linear regression analysis with a value of 0.405. The brand awareness variable mediates the influence of content marketing on the purchase decision of the Collagena Susu Steril product. The brand awareness variable mediates the influence of influencer marketing on the purchase decision of the Collagena Susu Steril product.

Recommendations

Future researchers are expected to focus more on the variables in this study, namely content marketing, influencer marketing, and brand awareness, as mediating variables. They may also consider adding other variables that may influence purchase decisions, such as TikTok Live Streaming. And future researchers are expected to increase the number of respondents to achieve optimal results.

Practical

1. We should create content that explains the latest product conditions up to date so that consumers are always aware of Collagena Susu Steril products.
2. For Collagena Susu Sterile and Song Hye Kyo to collaborate with other international or national influencers who have expertise in the health and beauty sector to increase trust.
3. For Collagena Susu Steril, they must add marketing strategies to increase brand awareness of Collagena Susu Steril products so that the product can be better known by the public.
4. The researchers suggested that Collagena Susu Steril could add new products by adding flavor variants so that collagen milk sounds familiar to the public and attracts people to make purchasing decisions.

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