Journal of Economics Education and Entrepreneurship
Vol. 6, No. 3, December 2025, pp. 312-324
https://ppjp.ulm.ac.id/journals/index.php/jee/issue/view/945
ISSN: 2746-5438 (Print) | 2745-729X (Online)

Analysis of the Effectiveness of Influencer Marketing, Content Marketing, and Online Advertising Marketing on Purchasing Decisions on the E-Commerce TikTok Shop

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Article Info

Keywords:
Influencer Marketing
Content Marketing
Online Advertising Marketing
Purchase Decision
TikTok Shop

A B S T R A C T

This study aims to determine the extent to which the effectiveness of the use of Influencer Marketing, Content Marketing and Online Advertising Marketing on Purchasing Decisions on TikTok Shop E-Commerce. This study uses a quantitative research method, with a population of users who have shopped at TikTok Shop. The sample was determined using the Purposive Sampling technique, referring to the Rao Purba formula so that 96 respondents were obtained. However, this abstract does not clearly explain the purposive sampling criteria used, so further explanation is needed to improve the clarity of the methodology. Data were collected by distributing questionnaires given to respondents in the form of a list of questions with a Likert scale measurement and then processed using SmartPLS software. This study shows that there is a strong and significant influence on the effectiveness of the use of Influencer Marketing, Content Marketing and Online Advertising Marketing on Purchasing Decisions on TikTok Shop E-Commerce.

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Submitted 15 Feb 2025; Accepted 25 Feb 2025; Published 31 Dec 2025

How to cite: Amaliyah, F., Indayani, L., & Yani, M. (2025). Analysis of the Effectiveness of Influencer Marketing, Content Marketing, and Online Advertising Marketing on Purchasing Decisions on the E-Commerce TikTok Shop. *Journal of Economics Education and Entrepreneurship, 6*(3), 312-324 . https://doi.org/10.20527/jee.v6i3.14777

1. INTRODUCTION

In this increasingly modern era, technological developments have had a major impact on the way we interact and shop (Naufalia, 2022). TikTok is one of the music video application platforms that provides users with the possibility of creating and sharing video recordings and there is an online shop feature commonly known as TikTok Shop which provides very big opportunities in the business sector, especially for marketing activities (Dewi. Y, 2021). TikTok shop application, utilizing available features to increase product visitability and attract consumer purchasing decisions. Where we are able to carry out direct buying and selling

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transactions in the video using the link that is already in the video or which is commonly known as the yellow basket (Hidayatullah, Mansur, & Khalikussabir, 2023).

TikTok Shop has become very popular because the prices are relatively affordable and the online buying and selling transactions are very effective, which is something that online shopping fans really need (Aprilia Dewi, Fajariah, & Suardana, 2023). TikTok Shop shows a new method in providing products and increasing awareness of a brand. By using live streaming features, and short video content, business people must be able to have good communication skills with potential consumers (Rahmayanti & Dermawan, 2023). The media has a lot of sales potential because of the large number of TikTok users worldwide, anyone can make sales and shop online (Rizqullah & Indrawati, 2022).

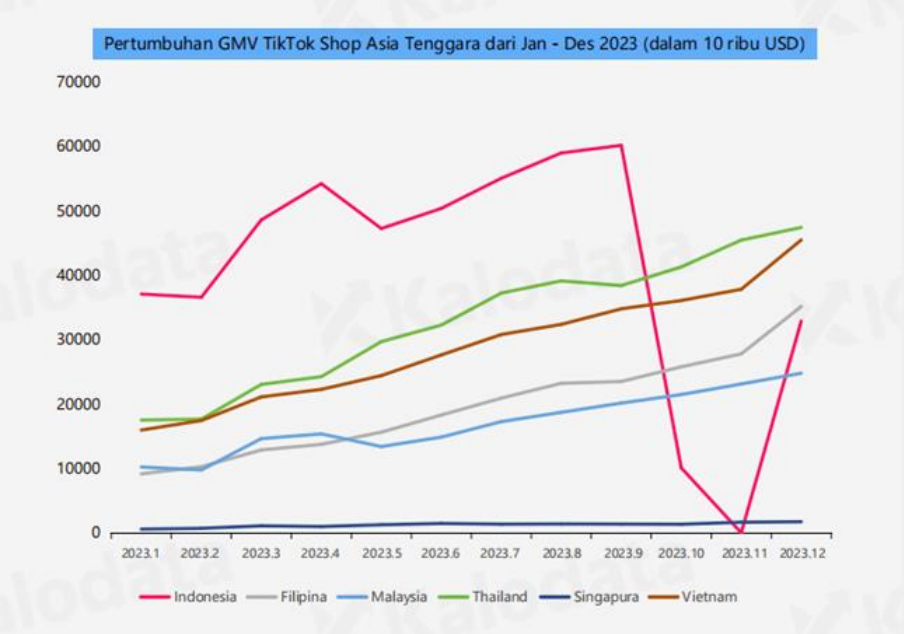

Figure 1. Southeast Asia TikTok Shop GMV growth

Data on Kalodata Web about "GMV growth data for Southeast Asia TikTok Shop in 2023" shows that TikTok Indonesia reached its peak GMV in September with a total of 600 million USD. Meanwhile, TikTok in other Southeast Asian markets showed stable and rapid growth in 2023 with Indonesia, Thailand, and Vietnam being the main contributors to TikTok GMTV in Southeast Asia. From this data, it can be said that TikTok Shop is an E-Commerce that can develop and compete well.

The purchase decision in TikTok Shop is able to influence the purchase decision of a product. TikTok shop is very popular among consumers today because of a number of interesting activities such as free shipping, discounts, monthly offers and others (Viela & Alyasinta, 2021). The TikTok Shop program is very interesting, because there is an interesting video content feature created by creators or influencers who are able to provide sales directly from the TikTok Shop platform. The video content makes it easier for consumers to observe the product in depth compared to only using image media (Fitri & Syaefulloh, 2023). Trust in a product when making a purchase often makes consumers more careful in buying a product, where consumers prioritize video explanations from several Influencers that will be compared to other related videos that review the product to be purchased. To avoid the risk of being deceived by content marketing that exaggerates a product just because the Influencer is paid to advertise, the most relevant thing about purchasing decisions is to see customer reviews in each consumer's previous purchase history, so they can find out about the products to be purchased

at TikTok Shop. The various things above can influence consumer purchasing decisions at TikTok Shop (Mahardini, Gryffin Singal, Hidayat, Tinggi, & Yai, 2023).

Influencer marketing become a stage of analyzing and activating someone who has an impact from a particular audience target to become part of a product campaign that has the aim of increasing reach, sales, relationships with consumers and encouraging consumer brand awareness (Lou & Yuan, 2019). Influencer marketing has a competitive advantage to attract audiences to a product offered. Various people who become influencers can generally encourage the desires and needs of the community that is the target consumer such as how they choose a product to meet their various needs. This attraction makes an influencer capable of being a component in a promotional strategy in marketing or what we now generally know as influencer marketing. Influencer marketing is ultimately aimed at being able to increase sales of a product by means of their performance to show the impact on the audience that is the target consumer in the context of how they are tasked with deciding on a product purchase (Aisyah, Sumi, Purba, Kharianti, & Siagian, 2023). Influencer marketing has a big influence on purchasing decisions made by companies in influencing or inviting customers. This aims to make consumers interested in using the product, especially the selection of brand ambassadors or brand endorsements is usually based on images through famous celebrities (Kesturi. T & Rubiyanti. R, 2020).

Content marketing has now become the main marketing strategy for digital marketing communications and utilizes the consumer's point of view in creating relationships such as creating and sharing interesting, relevant and consistent content on social media, so that it can support customer actions profitably (Shadrina & Sulistyanto, 2022). It can be concluded that content marketing is something that is distributed in the form of long-form, short-form and other forms of conversation which also has value and is important in attracting consumers and supporting customers to act without continuously selling (Indriawan & Ignatius, 2023). Promotional media through content marketing can attract many consumers through the videos provided, customers are also able to see the product in depth rather than just using image media and are also able to provide more information related to the goods offered. The various things above can influence consumer purchasing decisions at TikTok Shop (Aprilia Dewi et al., 2023).

Online advertising marketing as a stage where sellers distribute products or services by utilizing various features in social media to convey promotional messages by involving the public so that they are able to contribute to the campaigns or advertisements provided (Naufalia, 2022). Online advertising marketing is considered capable of helping consumers find the information, products and services they need more easily (Ayuningtyas & Sijabat, 2022). Promotional media through online advertising provides advertisers with the opportunity to communicate directly with the audience by utilizing the comment, message, or other response features. This is one type of indirect communication that is based on information about the advantages or uses of a product, which is created in such a way as to create a pleasant feeling that will influence consumer thinking in making purchasing decisions at TikTok Shop (Aisyah et al., 2023).

Previous research entitled "The Role of Influencers and E-WoM on the Decision to Use the TikTok Application on Economics Students at Tridinanti University, Palembang." States that Influencers have a positive influence on purchasing decisions on Economics students at Tridinanti University, Palembang in using the TikTok application (Putri, 2021). In contrast to the study, a study entitled "The Influence of Social Media Marketing, Influencer Marketing and Brand Image on Purchasing Decisions on the Tik Tok Application" stated that Influencers did not have a significant influence on purchasing decisions of students of the Faculty of Economics and Business, Islamic University of Malang on the TikTok application (Hidayatullah et al., 2023).

Previous research entitled "The Influence of Live Streaming, Content Marketing, and Online Customer Reviews on Purchasing Decisions at TikTok Shop in Surabaya." States that Content Marketing has a positive and significant influence on purchasing decisions at TikTok Shop in Surabaya (Rahmayanti & Dermawan, 2023). In contrast to the previous study entitled "The Influence of Content Marketing and Live Shopping on Fashion Product Purchase Decisions on TikTok Shop Users", it explains that content marketing has no partial influence on fashion product purchase decisions on TikTok Shop (Nada, Ramadhayanti, & Masahere, 2023).

Previous research entitled "Brand Awareness Mediates the Influence of Social Media Marketing and Online Advertising on Purchase Decision" explains that online advertising marketing has a positive influence on purchasing decisions (Ayuningtyas & Sijabat, 2022). In contrast to previous research entitled "The Influence of Advertisement, Brand Image, and Product Quality on Purchasing Decisions for Honda Scoopy Motorcycles (Study on Honda Scoopy Motorcycle Users in Semarang)" states that Advertisements have no influence on purchasing decisions. This means that no matter how good the Honda Scoopy advertisement is, it will not affect purchasing decisions (Pratama & Hayuningtias, 2022).

Influencer marketing is a marketing method where they use Influencers on social media. Since consumers today are less fond of traditional advertising, influencers are one of the effective methods to use when promoting a product. Consumers focus on social media when they observe attractive content created by an Influencer they follow on social media (Putri, 2021). In essence, an influencer is generally determined according to their level of popularity, expertise, ability, and reputation. These influencers do not all come from groups of artists but individuals who have social media accounts in large audiences who have the goal of To inform (providing information), To entertain (entertaining), and To persuade (persuading) (Mahardini et al., 2023). Content Marketing as an important strategy in marketing to distribute, plan, and create interesting content on social media platforms such as videos, blogs, and website articles that aim to attract target markets and support them to become company customers (Diky Rifaldi & Gaffar, 2022). Content marketing strategy to compile and share content in an interesting, relevant, and consistent way to attract the attention of various targeted audiences. Content itself can be classified into various categories, such as text, video, or video content (Shadrina & Sulistyanto, 2022). Here are some Content Marketing indicators according to (Hollebeek & Macky, 2019), (Pulizzi, 2020), namely 1) Quality of information delivered: The level of accuracy, clarity, and usefulness of information delivered through the content, 2) Consistency of content delivery: Frequency and regularity in producing and distributing content, 3) Creativity in content creation: Innovation and originality in presenting content to attract the attention of the audience, and 4) The influence of content on brand awareness.

Online Advertising Marketing (Advertising) as a type of indirect communication, which is based on information about the advantages and benefits of a product, which is created in such a way that it creates a pleasant feeling that will change the individual's mind in making a purchase (Prayudi & Nugraha, 2022). Online Advertising Marketing must be arranged attractively so that it can divert the views of site visitors to then visit the site and can create visitors who are able to re-view the site. Online advertising can be in the form of banners, webcasting, sponsorship, pop-ups, in-between ads, and in the form of links that are at the top, bottom, or that appear suddenly on the website page (Yoga Prasetya, Dwi Astono, Ristianawati, Manajemen, & Totalwin, 2021). Here are some indicators according to (Bart, Stephen, & Sarvary, 2014) about Online advertising marketing: 1) Ad display frequency: How often ads appear on the platform used, 2) Relevance of the ad to the target audience, 3) Visual quality and message in advertising, and 4) Influence of advertising on purchasing decisions: The extent to which advertising is able to influence the audience to make a purchase.

Purchasing decisions as a stage of decision made by individuals regarding which brands are able to be selected to be purchased by determining the various choices available. Purchasing decisions occur because there is support or several motives felt by customers so that they give rise to desires or drives in meeting their life needs (Dwi Wardani & Indayani, 2021). The purchasing decision process is taken with the aim of carrying out an evaluation of the various alternative choices available, whether two or more choices, and deciding on one of them (Rahmayanti & Dermawan, 2023). According to and there are several indicators regarding purchasing decisions according to (Solomon, 2020), (Amornpashara, Rompho, & Phadoongsitthi, 2021), as follows: 1) Need recognition, 2) Information search: The process consumers undertake to search for information related to the product they wish to purchase, 3) Purchase decision, 4) Post-purchase behavior. This conceptual framework is interpreted as a relationship that will combine with the theory of research variables such as, between independent variables (X) and dependent variables (Y) that will be observed through the research carried out. In this study, the conceptual framework that has been presented in the image below is designed based on several previous research references. So, based on the theory above, the researcher assumes that the variables Influencer Marketing (X1), Content Marketing (X2), Online Advertising Marketing (X3) have an influence on Purchasing Decisions (Y). Given the influence of theoretical research and views from previous research, the structure used can be considered including:

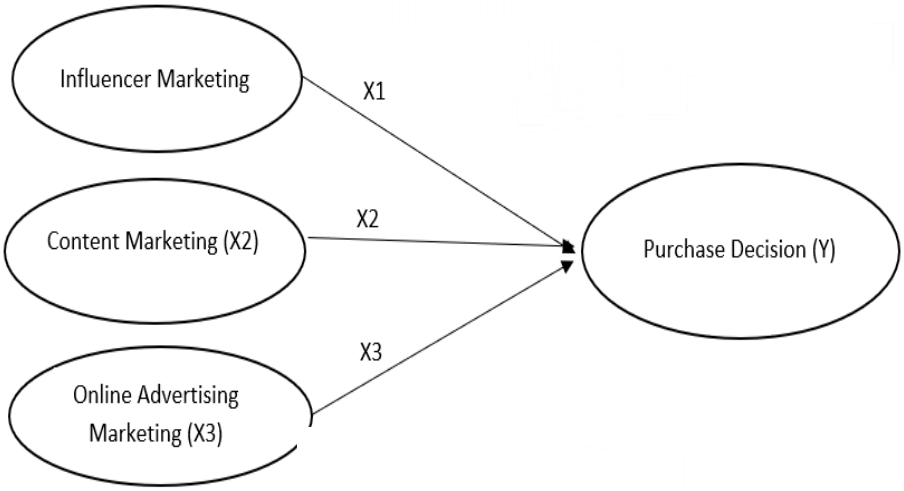

Figure 2. Conceptual Framework

Hypothesis

This hypothesis is a temporary assumption that is put forward against the formulation of the problem in this study. With the hypothesis, the implementation of the research will be more directed to accept or reject the temporary assumption. In this study, the hypothesis is described based on the existing framework with the aim of being able to provide instructions for the research to be carried out. So the hypothesis for this study is stated as below:

H1: Influencer Marketing has a positive and significant influence on purchasing decisions on the E-Commerce TikTok Shop

H2: Content marketing has a positive and significant influence on purchasing decisions on the E-Commerce TikTok Shop

H3: Online Advertising Marketing has a positive and significant influence on purchasing decisions at the E-Commerce TikTok Shop

2. METHOD

2.1 Population and Type of Research

This research was conducted by utilizing quantitative methods. (Sugiyono, 2010) explains the quantitative method as a test and data analysis using statistical stages and then conclusions are obtained from the results of the analysis. The population used for this study were respondents who used the TikTok Shop application as an online purchasing medium.

2.2 Sampling Techniques

The sampling technique used in this study is Purposive Sampling by selecting samples from various specific criteria that must be met by the samples used in the study. In this case, the population studied was respondents who had made purchases at TikTok Shop (at least once) and were aged 17 to 50 years. Because the population size is unknown, the Rao Purba formula was used in sampling to determine the number of samples (Purba, 1996). Here is the Rao Purba formula: n= [Z2] [4(Moe)2]. The calculation results using Moe were obtained$n$a total of 96.04, so that it can be concluded that the minimum number of respondents that must be used for this research is 96 respondents.

Information:
n: Number of samples
Z: Level of confidence in determining the sample (95% = 1.96).
Moe : Margin of error (10% = 0.1)
With Moe 10%, so that the sample can be determined in quantity:
n= [1,962]s [4(0,10)2]
n= 96.04

2.3 Data Analysis

Data analysis used the Partial Least Squares (PLS) technique. The analysis process includes testing the validity and reliability of the measurement model and evaluating the structural model (Alvarizi & Purnamasari, 2023). Convergent validity is measured through the Average Variance Extracted (AVE) value which is expected to be more than 0.5, while discriminant validity is tested using the Heterotrait-Monotrait Ratio (HTMT) value which must be less than 0.9. Construct reliability is evaluated using Composite Reliability and Cronbach's Alpha, where the expected value is more than 0.7(Leguina, 2015) . The structural model is evaluated based on the R^2 value for the dependent variable and the path coefficients and their significance which are tested using the bootstrapping technique (Leguina, 2015). The results of this study are expected to provide a deeper understanding of how much influence Influencer Marketing, Content Marketing, and Online Advertising Marketing have on purchasing decisions on the TikTok Shop E-Commerce, so that it can help e-commerce in designing more effective marketing strategies.

3 RESULTS AND DISCUSSION

3.1 Respondent Demographics

From filling out the questionnaire via Google Form from August 12 to September 10, 2024, the total number of respondents collected was 96 individuals. From this number, the researcher classified the respondents into 3 categories, namely gender, age, and last education. This

classification aims to find out about the characteristics of the respondents. Below is a table showing the demographics of the respondents:

Table 1. Respondent Demographics

Category	Item	Amount	Presentation
Gender	Woman	57	59.4%
	Man	39	40.6%
Age	17-25 Years	83	86.5%
	26-30 Years	10	10.4%
	31-40 Years	2	2.1%
	>40 Years	1	1%
Last education	Junior High School/Equivalent	0	0%
	High School/Equivalent	76	79.2%
	Diploma	3	3.1%
	S1/S2/S3	17	17.7%

Source: SmartPLS Data Processing (2024)

Based on the data in table 1 above, it can be seen that the majority of the total respondents taken were female, reaching around 59.4% while for male gender only 40.6%. Age category, respondents aged 17-25 years have the highest percentage of 86.5%, followed by 26-30 years old with a percentage of 10.4%, 31-40 years old with a percentage of 2.1% and for ages> 40 years 1%. The last education category, the majority of respondents had a high school/equivalent education with a percentage of 79.2%, while for S1/S2/S3 it had a percentage of 17.7%, Diploma had a percentage of 3.1%, and Junior High School/equivalent had a percentage of 0%.

3.2 Data Analysis

Data analysis was conducted by applying the PLS-SEM method using SmartPLS 3.0 software. This process is divided into two stages, namely testing the measurement model (Outer model) and the structural model (Inner model).

3.2.1 Measurement Model Testing (Outer Model)

The measurement model test aims to assess the validity and reliability of construct or indicator measurements. This testing process involves assessing internal consistency (composite reliability), indicator reliability, convergent validity (average variance extracted), and discriminant validity. Internal consistency is considered valid if the correlation between indicators is > 0.7. The higher the loading factor value, the more similarities the indicators have in the construct.

Based on Figure 3 above, it can be seen that each indicator in the variable has a loading factor value greater than 0.7. This is stated as valid because it meets the established correlation criteria. In addition to the outer loading value, the validity of the indicator can also be reviewed from the validity convergent value (Average Variance Extracted), which will be presented in Table 2.

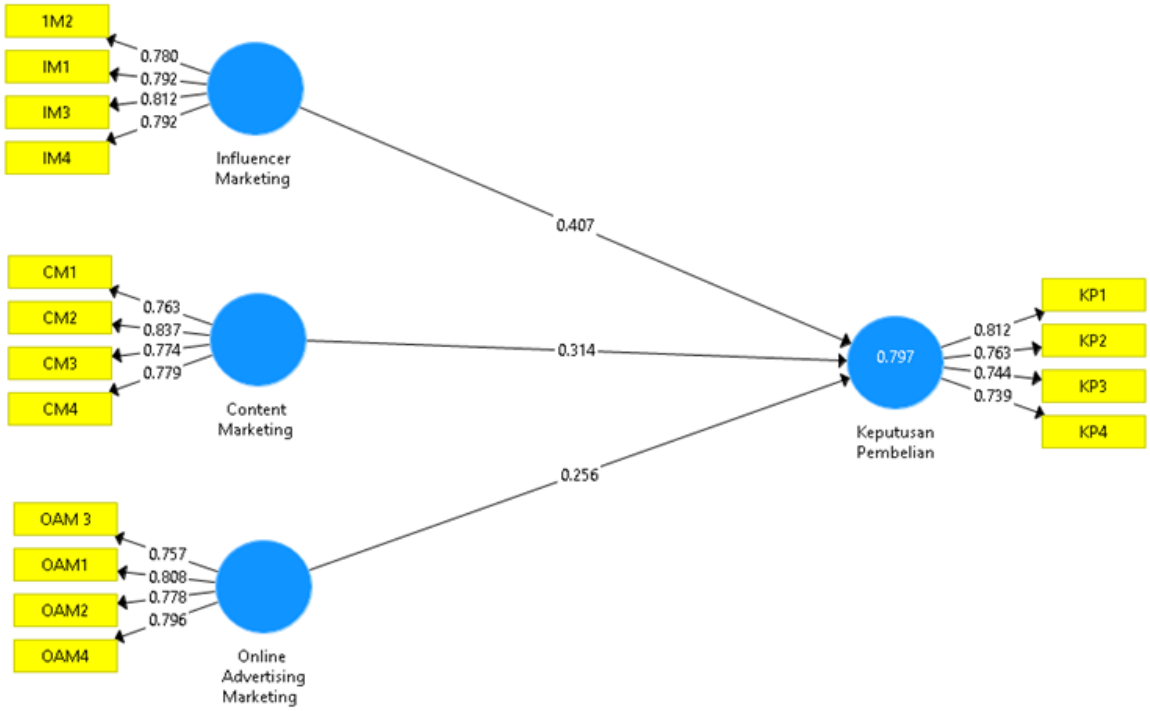

Figure 3. SmartPLS Outer Loading Results

Table 2. Convergent Validity (AVE)

Variables	AVE
Influencer Marketing	0.631
Content Marketing	0.622
Online Advertising Marketing	0.616
Buying decision	0.585

Source: SmartPLS Data Processing (2024)

Based on the data in table 2, it can be concluded that the AVE value exceeds 0.5, indicating significant validity convergence. AVE exceeding 0.5 indicates that in general, the construct is able to explain more than half (50%) of the variation of each of its indicators. After the validity testing process, the next step is to evaluate the reliability of the internal consistency of the construct using the cronbach's alpha, rho_A, and composite reliability methods, where each value must be at least 0.7. The results of the reliability test are listed in Table 3.

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	rho_A	Composite Reliability
Influencer Marketing	0.805	0.806	0.872
Content Marketing	0.797	0.798	0.868
Online Advertising Marketing	0.792	0.792	0.865
Buying decision	0.763	0.763	0.849

Source: SmartPLS Data Processing (2024)

Table 3 shows that all variables have values exceeding 0.7, indicating that all variables meet the internal consistency reliability standard. This allows for further testing of the measurement model (Inner model).

3.2.2 Measurement Model Testing (Inner Model)

Inner modelis a framework used to predict causal relationships between latent variables. Using the bootstrapping method, the parameter T-test statistic value is generated to estimate the existence of the relationship. The inner model describes the strength of the estimate between latent variables or constructs.

3.2.3 R-Square Test

The coefficient of determination (R Square) is a method to evaluate the extent to which endogenous constructs can be explained by exogenous constructs. The range of values of the coefficient of determination (R Square) is usually between 0 and 1. The process of testing the structural model begins by analyzing the R Square value for each endogenous latent variable, which indicates the predictive power of the model. According to Hair et al. in the book Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R, an R Square figure of 0.75 indicates a high level of predictive power (Good), while a value of 0.50 indicates a moderate level of prediction, and a figure of 0.25 indicates a weak prediction (Hair et al., 2022). Information related to the R Square test has been presented in Table 4.

Table 4. R-Square Test

Variables	R Square	R Square Adjusted
Buying decision	0.797	0.791

Source: SmartPLS Data Processing (2024)

From the data listed in Table 4, it can be concluded that the coefficient of determination (R square) for the purchasing decision variable is 0.797. This means that about 80% of the variation in purchasing decisions can be explained by the factors of Incluencer Marketing, Content Marketing and Online Advertising Marketing, while the remaining 20% is influenced by other factors not included in the hypothesis.

3.2.4 Hypothesis Testing

Table 5. Hypothesis Test Results

Variables	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Results	Hypothesis
Influencer Marketing -> Purchase Decision (H1)	0.407	0.081	5,006	0,000	Influential positive and significant	Accepted
Content Marketing -> Purchase Decision (H2)	0.314	0.082	3,819	0,000	Influential positive and significant	Accepted

Online Advertising Marketing-> Purchase Decision (H3)	0.256	0.076	3,384	0.001	Influential positive and significant	Accepted

Source: SmartPLS Data Processing (2024)

The data in Table 5 shows that the Influencer Marketing variable (X1) has a parameter coefficient of 0.407 on purchasing decisions, with a T-Statistics of 5.006, which exceeds the T-Table value (1.96), and a P value of 0.000. Thus, it can be concluded that Influencer Marketing has a positive and significant influence on purchasing decisions, so that the H1 hypothesis is accepted. Meanwhile, the Content Marketing variable (X2) has a parameter coefficient of 0.314 on purchasing decisions, with a T-Statistics of 3.819, and a P value of 0.000, indicating a positive and significant influence on purchasing decisions, so that the H2 hypothesis is accepted. The Online Advertising Marketing variable (X3) has a parameter coefficient of 0.256 on purchasing decisions, with a T-Statistics of 3.384, and a P value of 0.001, indicating a positive and significant influence on purchasing decisions, so that the H3 hypothesis is accepted.

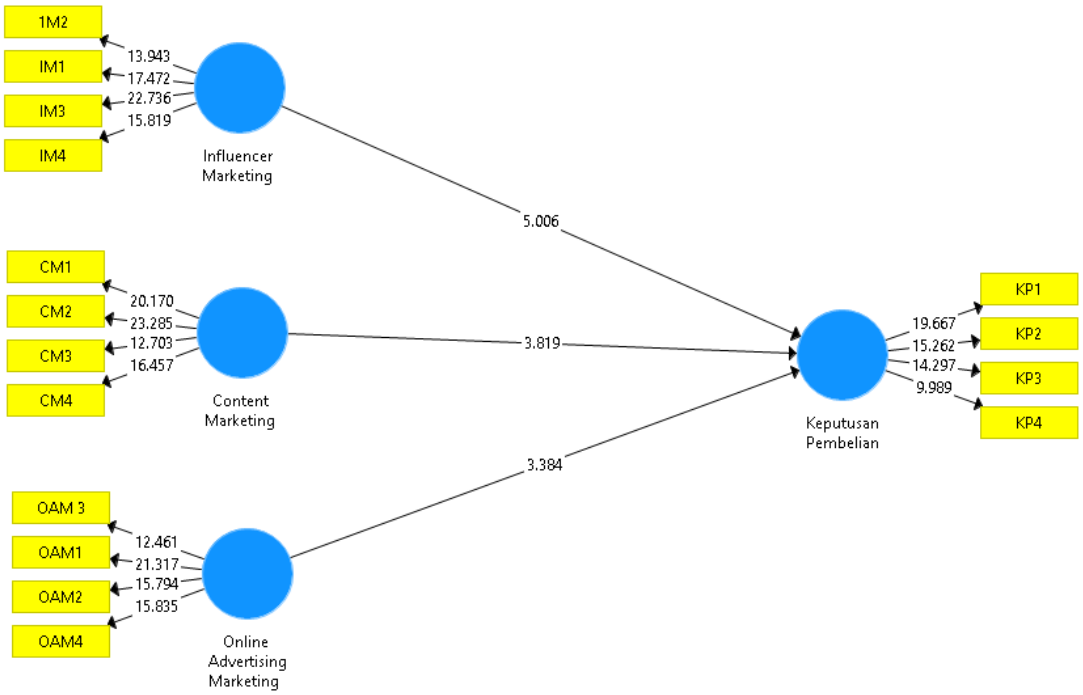

Figure 4. SmartPLS Bootstrapping Results (2024)

3.3 Discussion

The results of the analysis show that Influencer Marketing has a significant influence on purchasing decisions on the TikTok Shop E-Commerce. The results of this study are also supported by research conducted by (Mahardini et al., 2023)which states that Influencer Marketing can influence Purchasing Decisions because an Influencer can reach potential markets and can build trust in the TikTok Shop E-Commerce. Influencer marketing has also been shown to have a positive and significant influence on purchasing decisions (Majid & Nur Faizah, 2024). Factors such as credibility, attractiveness, and expertise of influencers are the

main determinants of the success of this strategy (Arifa Sholikhah, 2024). Influencers not only increase brand awareness but also create purchase intent through authentic and interactive product reviews (Majid & Nur Faizah, 2024).

The results of the analysis show that Content Marketing has a significant influence on purchasing decisions on the TikTok Shop E-Commerce. The findings of the research that has been conducted have similarities to the research conducted by (Rahmayanti & Dermawan, 2023) And (Alvarizi & Purnamasari, 2023) there is a significant positive influence of Content Marketing on Purchasing Decisions. Thus, content marketing is included in the considerations that consumers prioritize in making purchasing decisions, so that good content becomes a stimulus in creating purchasing decisions(Nada et al., 2023). Effective content marketing, such as informative and interesting short videos, can increase consumer purchasing interest. Relevant and creative content helps build emotional connections with audiences that ultimately drive purchasing decisions (Arifa Sholikhah, 2024). The results of the analysis show that Online Advertising Marketing has a significant influence on purchasing decisions on the TikTok Shop E-Commerce. In line with research conducted by(Ayuningtyas & Sijabat, 2022) shows that Online Advertising marketing has a positive effect on purchasing decisions. Interactive advertising features such as live streaming allow direct interaction between sellers and consumers, increasing trust and encouraging purchasing decisions (AhmadYusuf, Lilis, Gentri, & Edy, 2024). Research conducted by (Harmanda et al., 2024) also showed that most respondents tend to buy products after being exposed to ads on TikTok, especially when the ads are delivered by influencers or public figures they trust.

4 CONCLUSION

Based on the results of the analysis and discussion regarding the influence of Influencer Marketing, Content Marketing, and Online Advertising Marketing on purchasing decisions on the TikTok Shop E-Commerce, it can be concluded that the Influencer Marketing variable has a significant influence on purchasing decisions. This shows that Influencer Marketing can provide information and recommendations to other consumers spread across the TikTok Shop platform and can influence consumers' desire to buy a product. The Content Marketing variable also has a significant impact on purchasing decisions. Consumer trust in Content Marketing plays an important role in forming positive perceptions of the product, thereby increasing the likelihood of purchase. In addition, the Online Advertising Marketing variable has also been shown to influence purchasing decisions. Offers through attractive advertisements can increase the appeal of the product and encourage consumers to make purchases immediately.

The conclusion of this study can be a reference for competitors to optimize their marketing strategies on the E-Commerce platform, especially TikTok Shop. This study is also expected to contribute to further research by expanding the variables and methods used, as well as analyzing more deeply about the dynamics of digital marketing. Overall, the findings of this study emphasize the importance of understanding the interaction between Influencer Marketing, Content Marketing, and Online Advertising Marketing in influencing consumer purchasing decisions.

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