

## ENHANCING REPURCHASE INTENTION THROUGH SOCIAL MEDIA, PRODUCT VARIETY, AND CAFE ATMOSPHERE: EVIDENCE FROM HERO COFFEE INDONESIA CONSUMERS IN SEMARANG CITY



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### ABSTRACT

*This study aims to analyze the influence of social media marketing, product variety, and café atmosphere on consumer repurchase intention at Hero Coffee Indonesia. A quantitative approach was employed using a survey method with purposive sampling. The respondents consisted of Hero Coffee consumers who had made at least two purchases within the last three months and followed the café's official social media accounts. Data were collected through structured questionnaires and analyzed using multiple linear regression with the assistance of IBM SPSS Statistics. The findings indicate that social media marketing, product variety, and café atmosphere each have a positive and significant effect on consumer repurchase intention. Simultaneously, the three variables also significantly influence repurchase intention, suggesting that digital engagement, diverse menu offerings, and a comfortable café environment are key drivers of customer loyalty. Theoretically, this study contributes to the development of consumer behavior models in the coffee industry, particularly in understanding factors influencing repeat purchases. Practically, the findings provide strategic insights for Hero Coffee Indonesia's management in designing more effective marketing initiatives, optimizing product offerings, and enhancing the café atmosphere to strengthen customer retention and increase repurchase intention.*

**Keywords:** Social Media Marketing; Product Variet; Cafe Atmosphere;  
Repurchase Intention; Hero Coffee Indonesia

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## INTRODUCTION

The cafe industry in Indonesia is growing rapidly and has become an essential part of the modern lifestyle Ratnasari et al. (2024). Increasing competition is driving businesses to develop strategies to increase consumer repeat purchases, particularly through social media marketing, product variety, and the cafe's atmosphere (Dwivedi et al., 2021). These three factors are believed to influence repeat purchase decisions, but previous research has shown inconsistencies or research gaps (Rizki et al., 2025).

Based on Hero Coffee Indonesia's sales data over the past six months, significant fluctuations are evident. From January to February, sales increased by 5.97%, indicating a positive market response to the marketing strategy during that period. However, a sharp decline of 14.14% occurred in March, followed by a further 6.03% decline in April. The negative trend continued into May, with a decline of 11.41%, indicating challenges in maintaining repeat customer interest. However, sales increased again in June by 3.21%, providing an early indication of improved performance and an opportunity to restore the growth trend in the following months.

Hero Coffee Indonesia, as one of the players in the cafe industry, faces similar challenges in maintaining and increasing consumer repurchase interest. Based on initial observations, several issues relevant to Hero Coffee related to consumer repurchase interest include: (1) Consistency of product quality that needs to be maintained amidst fluctuations in raw material supply or barista rotation; (2) The effectiveness of loyalty programs in providing strong enough incentives for consumers to return; (3) The level of consumer interaction and engagement through social media channels that may not be optimal; (4) Consumer perception of the value (value for money) offered by Hero Coffee compared to similar cafes; and (5) The attractiveness of the cafe atmosphere that may need to be updated or adjusted to evolving market preferences to ensure comfort and a memorable experience.

This issue was raised, and Hero Coffee was chosen because it faces real challenges in maintaining repeat purchase intention. Issues include product quality consistency, loyalty program effectiveness, suboptimal social media engagement, perceived value for money, and the cafe's attractive atmosphere, which needs to be improved. These issues are relevant to research so that improvement strategies can be directed appropriately (source: cafe manager). Several researchers have conducted similar studies, but the results have been inconsistent, including:

**Table 1**  
**Research Gap**

No	Independent Variables	Writer	Results
1	The Influence of Social Media Marketing on Repurchase Intention	<ul style="list-style-type: none"> <li>Rohali &amp; Paludi (2024)</li> <li>Rizki et al. (2025)</li> </ul>	<ul style="list-style-type: none"> <li>Significant Positive</li> <li>Not Significant</li> </ul>
2	The Influence of Product Variation on Repurchase Intention	<ul style="list-style-type: none"> <li>Lestari &amp; Novitaningtyas (2021)</li> <li>Ratnasari et al. (2024)</li> </ul>	<ul style="list-style-type: none"> <li>Significant</li> <li>Not Significant</li> </ul>

Source: Summarized from various studies

Hero Coffee Indonesia, as a case study, has experienced sales fluctuations over the past six months, reflecting challenges in maintaining customer loyalty. Issues such as product quality, loyalty program effectiveness, social media engagement, perceived value, and the attractiveness of the cafe's atmosphere have become key concerns. Therefore, this study aims to simultaneously examine the influence of social media

marketing, product variety, and cafe atmosphere on consumer repurchase intention at Hero Coffee Indonesia, in order to provide relevant and contextual strategic recommendations.

## **LITERATURE REVIEW AND HYPOTHESIS**

### **Social Media Marketing**

Social Media Marketing (SMM) is a modern marketing strategy that utilizes social media platforms to promote products, build relationships with consumers, and improve purchasing decisions through engaging content, interaction, and virality (Bawana, 2025; Utami & Saputri, 2020; Rohali & Paludi, 2024). Product variety is a company strategy to provide a variety of product types (flavors, sizes, features) to meet consumer preferences and increase satisfaction and loyalty (Kotler & Keller, 2016; Lestari & Novitaningtyas, 2021; Zahra & Lubis, 2024).

The cafe atmosphere includes physical and emotional elements such as interior design, lighting, aroma, and music that create comfort and influence consumer repeat purchasing behavior (Hanisa & Hardini, 2020; Purnawarman et al., 2022).

### **Product Variations**

Zahra & Lubis (2024) defines product variety as a company's effort to offer consumers a variety of product choices with different characteristics, such as size, color, flavor, features, or packaging, to increase customer appeal and satisfaction. (Ratnasari et al., 2023) explicitly mentions various product attributes (size, color, flavor, features, packaging) that can be changed to create variations. The primary goal is to increase customer appeal and satisfaction. This suggests that product variation is a proactive strategy to attract more consumers and make them more satisfied with the available choices, which can lead to increased sales and loyalty.

According to Suchita et al. (2024) indicators related to product variation are the width dimension, namely the number of types or types (categories) of products sold, and the depth dimension, namely the number of choices (size, material, or color) or each type or type of product (category) sold.

### **Cafe Atmosphere**

A comfortable cafe atmosphere can create a positive perception and can influence a consumer's emotions, which will lead to repeat purchases in the same place (Hanisa & Hardini, 2020). The statement is also supported by research conducted by (Ratnasari et al., 2023). In this study, the atmosphere of the shop/cafe is said to influence repurchase intention and proves that the more comfortable the atmosphere of the shop/cafe, the higher the consumer's repurchase intention. Conversely, the more uncomfortable the atmosphere of the shop/cafe, the lower the consumer's repurchase intention.

Based on the experts' views, it can be concluded that café atmosphere is defined as consumers' perceptions of the physical and ambient conditions of a café that create comfort and influence emotions as well as repurchase behavior.

### **Hypothesis**

Social media marketing, through the distribution of promotional content and digital interactions with customers, can increase consumer trust and the tendency to make repeat purchases (Dwivedi et al., 2021). Research on the influence of social media marketing on repeat purchase intention was conducted by Chusnaini & Rasyid (2022), which showed that social media marketing has a significant influence on consumer repeat

purchase intention. This is supported by research by Rohali & Paludi (2024) and Rizki et al. (2025). Based on the results of previous research, the following hypothesis can be proposed:

*H1: Social media marketing has a positive and significant effect on the repeat purchase intention of Hero Coffee Indonesia Consumers.*

Product variety in terms of size, appearance, availability, and menu types has been shown to increase consumer interest in returning (Suchita et al. 2024). This research shows that product variety has a positive and significant influence on consumer repurchase intention. Lestari & Novitaningtyas (2021); Zahra & Lubis (2024); Yuliana & Pratiwi (2024) found that the more diverse the products available, the greater the likelihood of consumers returning because they feel their needs are better met. Based on the results of previous research, the following hypothesis can be proposed:

*H2: Product variety has a positive and significant effect on the repeat purchase intention of Hero Coffee Indonesia Consumers.*

The comfort of a café atmosphere, such as lighting, air circulation, layout, aroma, and background music, influences consumers' emotional perceptions and is a crucial factor in creating an experience that encourages repeat purchases Zahra & Lubis (2024). Research by Hanisa & Hardini (2020) concluded that store atmosphere plays a significant role in shaping customers' repeat purchase intentions, supported by Purnawarman et al. (2022). Based on the results of previous research, the following hypothesis can be proposed:

*H3: Cafe atmosphere has a positive and significant effect on the repeat purchase intention of Hero Coffee Indonesia Consumers.*

## **METHOD**

The researchers selected Hero Coffee Indonesia consumers as the population in this study. They used purposive sampling techniques to determine the sample based on certain criteria (Sekaran & Bougie, 2016), namely respondents who have made a purchase or visited at least twice in the last three months and follow the social media accounts of Hero Coffee Indonesia in Semarang.

To determine the sample size, the author used the Slovin formula and took a sample of 100 respondents (Sekaran & Bougie, 2016). The researcher collected primary data through written questionnaires distributed to respondents in person or online to obtain relevant information from respondents in accordance with the research focus. This research is a quantitative descriptive research, namely researching and explaining something that is being studied, then drawing conclusions from phenomena that can be observed with quantitative data (Neuman, 2002). This study uses multiple linear analysis with the help of SPSS software (Hair et al., 2021).

## **RESULTS AND DISCUSSION**

### **Normality Test**

Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov, the significance value of Asymp. Sig. (2-tailed) was  $0.084 > 0.05$ , so it can be concluded that the residual data is normally distributed. This indicates that the normality assumption is met, so further statistical analysis is needed. As shown in Table 2, the obtained significance value confirms that the residuals follow a normal distribution.

**Table 2**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal	Mean	0.0000000
Parameters <sup>a,b</sup>	Standard Deviation	1,28171189
Most Extreme	Absolute	0.083
Differences	Positive	0.083
	Negative	-0.053
Test Statistics		0.083
Asymp. Sig. (2-tailed)		.084c

a. Test distribution is Normal.  
 b. Calculated from data.  
 c. Lilliefors Significance Correction.  
 Source: Primary Data, 2025

### Multicollinearity Test

The multicollinearity test shows a tolerance value of more than 0.1 and a Variance Inflation Factor (VIF) below 10, meaning that each variable shows no multicollinearity problem (Hair et al., 2021). As presented in Table 3, all variables meet the tolerance and VIF criteria, indicating the absence of multicollinearity.

**Table 3**  
**Multicollinearity Test**

Model	<i>Coefficients</i>					Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients		T	Sig.	Tolerance	VIF
B	Std. Error	Beta						
1 (Constant)	0.993	0.754			1,318	0.191		
Social Media Marketing	0.278	0.068	0.355		4,060	0,000	0.226	4,416
Product Variation	0.383	0.086	0.321		4,458	0,000	0.334	2,990
Cafe Atmosphere	0.247	0.083	0.301		2,962	0.004	0.167	5,974

A. Dependent Variable: Repurchase Interest  
 Source: Primary Data, 2025

Based on Table 3, the multicollinearity test results indicate that all independent variables meet the required criteria. Social Media Marketing has a tolerance value of 0.226 and a VIF of 4.416, Product Variation shows a tolerance value of 0.334 and a VIF of 2.990, while Café Atmosphere has a tolerance value of 0.167 and a VIF of 5.974. All tolerance values are greater than 0.10 and all VIF values are below 10 (Hair et al., 2021). These results demonstrate that there is no multicollinearity among the independent variables in the regression model.

### Heteroscedasticity Test

Based on the results of the Glejser test shown in the coefficient table, the significance value (sig.) for the Social Media Marketing variable was 0.908, Product Variation was 0.947, and Cafe Atmosphere was 0.913, where all values were greater than 0.05. This indicates that there is no heteroscedasticity problem in the regression model used in this

study (Hair et al., 2021). Therefore, as shown in Table 4, it can be concluded that the regression model does not suffer from heteroscedasticity.

**Table 4**  
**Heteroskedasticity Test**

<i>Coefficients<sup>a</sup></i>						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1 (Constant)	1,271	0.466		2,730	0.008	
Social Media Marketing	-0.005	0.042	-0.025	-0.116	0.908	
Product Variation	-0.004	0.053	-0.012	-0.066	0.947	
Cafe Atmosphere	-0.006	0.052	-0.027	-0.110	0.913	

a. Dependent Variable: ABS  
 Source: Primary Data, 2025

**Coefficient of Determination Test**

Based on the results of the coefficient of determination (R Square) test obtained at 0.834, it can be concluded that the variables of social media marketing, product variety, and cafe atmosphere simultaneously contribute 83.4% to the repurchase interest of Hero Coffee Indonesia consumers. In addition, the F test results show a significance value of 0.000 (Sig. <0.05), which indicates that the regression model is feasible and fit for use in this study. As presented in Table 5, the R-Square and F-test values confirm the overall explanatory power and model feasibility.

**Table 5**  
**Coefficient of Determination Test**

<i>Model Summary</i>					
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate	
1	.913a	0.834	0.828	1,302	

A. Predictors: (Constant), Cafe Atmosphere, Product Variation, Social Media Marketing

<i>ANOVA</i>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	815,004	3	271,668	160,359	.000b
	Residual	162,636	96	1,694		
	Total	977,640	99			

A. Dependent Variable: Repurchase Interest  
 B. Predictors: (Constant), Cafe Atmosphere, Product Variation, Social Media Marketing

Source: Primary Data, 2025

**Hypothesis Testing**

Hypothesis testing is a statistical procedure used to evaluate whether the empirical data provide sufficient evidence to support or reject a proposed hypothesis. The main objective is to examine the significance and direction of the relationships among variables in accordance with the research model (Hair et al., 2021). The decision criteria are based on the p-value and the sign of the coefficient. A hypothesis is supported when the p-value is less than 0.05, and the coefficient direction is consistent with the proposed

relationship; otherwise, the hypothesis is not supported (Hair et al., 2021; Sekaran & Bougie, 2016). The results of hypothesis testing are presented in Table 6, which summarizes the path coefficients and significance levels for each proposed relationship.

**Table 6**  
**Partial Test (T-test)**

Model	<i>Coefficients</i>					
	Unstandardized Coefficients			Standardized Coefficients		Sig.
	B	Std. Error	Beta	T		
1 (Constant)	0.993	0.754		1,318	0.191	
Social Media Marketing	0.278	0.068	0.355	4,060	0,000	
Product Variation	0.383	0.086	0.321	4,458	0,000	
Cafe Atmosphere	0.247	0.083	0.301	2,962	0.004	

A. Dependent Variable: Repurchase Interest  
 Source: Primary Data, 2025

Based on the results of the hypothesis test conducted using multiple linear regression analysis, it was obtained that the significance value (Sig.) of each variable was below 0.05, namely 0.000 for Social Media Marketing and Product Variation, and 0.004 for Cafe Atmosphere. This means that the three independent variables have an effect on repurchase interest. Positive regression coefficients on these three variables indicate that an increase in Social Media Marketing, Product Variation, and Cafe Atmosphere will increase consumer repurchase interest.

The social media marketing regression coefficient is 0.278, which indicates that every 1% in this variable increases 27,8% in repurchase interest. Similarly, the product variation regression coefficient of 0.383 means that every 1% of this variable will increase 38.3% of repurchase interest, and the cafe atmosphere regression coefficient of 0.247 means that every 1% of this variable increases 24.7% of consumer repurchase interest.

**Discussion**

Based on the results of the hypothesis test above, it shows that Social Media Marketing has an influence on the repurchase interest of Hero Coffee Indonesia. Social media marketing, through the distribution of promotional content and digital interactions with customers, can increase consumer trust and the likelihood of repeat purchases. Promoting products and services on social media platforms is a specific strategy for establishing communication relationships to attract and retain consumers (Rohali & Paludi, 2024; Al-huda et al., 2023). Rizki et al. (2025) also demonstrated that the use of Instagram as a promotional social media platform plays a significant role in driving repurchase interest.

Product variations also have an impact on increasing consumer repurchase interest in Hero Coffee Indonesia. Product variations in terms of size, appearance, availability, menu types, and packaging can increase customer appeal and satisfaction. This suggests that product variety is a proactive strategy to attract more consumers and make them more satisfied with the available choices, which can lead to increased sales and loyalty. This research supports other research by Lestari & Novitaningtyas (2021), which states that the diversity of menus offered significantly influences consumers' decisions to make repeat purchases at a coffee shop. Likewise, a study by Yuliana &

Pratiwi (2024) which found that the more diverse the products available, the greater the chance that consumers will return to buy because they feel their needs are better met.

Likewise, the cafe atmosphere has a positive effect on consumer repurchase interest in Hero Coffee Indonesia. This indicates that the more comfortable, attractive, and fulfilling the atmosphere offered by the café, the greater the tendency for consumers to return and make repeat purchases. This finding supports the research results of (Hanisa & Hardini, 2020), which concluded that store atmosphere plays a significant role in shaping customer repurchase intentions. This is in line with research by Rahmawati et al. (2020); Purnawarman et al. (2022), which states that a café atmosphere that supports social and personal activities, such as appropriate music, maintained cleanliness, and attractive room aesthetics, can create a sense of comfort and encourage customers to return.

## CONCLUSION AND SUGGESTIONS

Based on the results of the data analysis, it can be concluded that social media marketing, product variety, and café atmosphere simultaneously have a positive and significant influence on consumer repurchase intention of Hero Coffee Indonesia in Semarang City. These marketing strategies, through attractive and interactive social media, providing varied and trend-based products, and creating a comfortable and memorable café atmosphere, are key factors in increasing consumer loyalty and encouraging repeat purchases at Hero Coffee Indonesia.

The researcher recommends that Hero Coffee Indonesia continue to develop creative, interactive, and trend-based social media content to attract attention and build emotional connections with consumers, especially the younger generation who are active on digital platforms. Regularly innovate products and adjust menus to consumer preferences and trends.

For future researchers, it is suggested to include additional independent variables such as brand image, customer satisfaction, perceived value, service quality, and electronic word of mouth (e-WOM) or to broaden the research scope. These variables are important to examine because brand image can strengthen consumers' perceptions and loyalty toward the brand, customer satisfaction directly influences repeat purchase intentions, and perceived value reflects how consumers evaluate the benefits relative to the costs they incur.

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