II. 2. Penelitian Terdahulu

Tabel II. 2. Penelitian Terdahulu

NO.	PENELITI	VARIABLE	METODE PENELITIAN	HASIL	GAP
1	Anwar dan Suhendra (2011)	Independen Variabel : Skeptisme Orang Dewasa Terhadap Iklan Televisi (Y)	Kuantitatif dengan Metode Purposive Sampling	Variabel pengetahuan tentang taktik pemasangan iklan, penghargaan diri, kerentanan konsumen dan pengetahuan produk konsumen berpengaruh secara simultan atau bersama-sama pada skeptisme orang dewasa terhadap iklan televisi.	Mengetahui bagaimana taktik pemasangan iklan seperti penggunaan artis terkenal untuk mengiklankan suatu produk, menyampaikan manfaat suatu produk yang diiklankan, membandingkan produk satu dengan yang lain, keingintahuan konsumen pada produk yang diiklankan, pengalaman dalam mencari informasi pada orang lain mengenai produk yang diiklankan mampu mempengaruhi skeptisme orang dewasa terhadap iklan televisi.
		Dependen Variabel : (X)	Uji validitas dalam penelitian ini menggunakan teknik korelasi Product Moment dari Pearson		
		Pengetahuan Tentang Taktik Pemasang Iklan (X1)			
		Penghargaan Diri (X2)			
		Kerentanan Konsumen (X3)	Uji Reliabilitas dalam penelitian ini menggunakan Cronbach Alpha.		
		Pengetahuan Produk Konsumen (X4)			
2	Sugiyanto (2012)	Independen Variabel : Pengambilan Keputusan Pembelian (Y)	Kuantitatif dengan Metode Purposive Sampling	Variable suasana, dialog dan personal berpengaruh signifikan terhadap variabel keputusan pembelian konsumen dalam membeli produk.	Sebaiknya melakukan penelitian yang lebih baik dengan mengembangkan variabel-variabel lain seperti faktor kebudayaaan, faktor sosial, faktor pribadi, dan faktor psikologis.
		Dependen Variabel : (X)	Uji validitas dan reliabilitas instumen		
		Suasana (X1)			
		Dialog (X2)			
		Personal (X3)	Hasil uji regresi berganda dan ketepatan model		
3	Purbarani dan Santoso (2013)	Independen Variabel : Keputusan Pembelian (Y)	Kuantitatif dengan Metode Insidental Sampling	Variabel persepsi harga, kualitas produk, diferensiasi produk, kualitas layanan dan promosi berpengaruh positif terhadap keputusan pembelian. Variabel yang paling berpengaruh terhadap keputusan pembelian adalah variabel promosi, sedangkan variabel yang pengaruhnya paling kecil adalah variabel kualitas produk.	Penelitian ini masih memiliki keterbatasan yaitu tidak menggunakan variabel independen lain yang mungkin berpengaruh terhadap keputusan pembelian konsumen, misalnya variabel lokasi. Selain itu, rentang waktu penelitian ini juga terlalu singkat karena hanya menilai prilaku keputusan pembelian konsumen selama tiga tahun terakhir.
		Dependen Variabel : (X)	Uji Validitas dan Reliabilitas		
		Persepsi Harga (X1)	Uji Asumsi Klasik (Uji Normalitas, Multikolinieritas dan Heteroskedastisitas)		
		Kualitas Produk (X2)	Uji F (F-test)		
		Diferensiasi Produk (X3)	Analisis Regresi		
		Kualitas Layanan (X4)	Koefisien Determinasi		
		Promosi (X5)	Uji t (t-test)		
4	Wikramayana dan Pramudana (2014)	Independen Variabel : Niat Beli Yamaha (Y)	Kuantitatif dengan Metode Non Probability Sampling dengan Teknik Purposive Sampling	Sponsorship berpengaruh secara positif dan signifikan terhadap niat beli dan brand image. Brand image berpengaruh positif dan signifikan terhadap niat beli konsumen. Serta brand image memediasi pengaruh sponsorship terhadap niat beli. Adapun sifat mediasi dalam penelitian ini adalah parsial karena variabel brand image berfungsi untuk menjembatani pengaruh sponsorship terhadap niat beli.	Untuk meningkatkan kualitas penelitian sebaiknya memperluas ruang lingkup penelitian, dan menambahkan beberapa variabel, seperti kualitas pelayanan dan menggunakan variabel sponsorship, karena variabel ini masih jarang diteliti.
		Dependen Variabel : (X)	Analisis Regresi dengan Langkah Baron dan Kenny (1986)		
		Sponsorship Yamaha (X1)			
		Brand Image Yamaha (X2)			
5	Rarun (2013)	Independen Variabel : Harga (Y)	Kuantitatif dengan Metode Simple Random Sampling	Persepsi Kualitas, Persepsi Nilai dan Niat Pembelian secara bersama tidak memberikan pengaruh yang signifikan terhadap peningkatan atau penurunan harga.	
		Dependen Variabel : (X)	Uji Validitas dan Reliabilitas		
		Persepsi Kualitas (X1)	Uji Asumsi Klasik (Uji Normalitas, Multikolinieritas dan Heteroskedastisitas)	Persepsi kualitas tidak memberikan pengaruh secara signifikan terhadap peningkatan atau penurunan harga.	
		Persepsi Nilai (X2)	Analisis Regresi		
		Niat Pembelian (X3)	Koefisien Korelasi dan Determinasi		
			Uji t dan Uji F	Persepsi nilai memberikan pengaruh secara signifikan terhadap peningkatan atau penurunan harga.	
6	Puiihastuti dan Supadiyono	Independen Variabel : Keputusan Pembelian Produk (Y)	Kuantitatif dengan Metode Purposive Sampling	Variabel nilai konsumen berpengaruh kepada keputusan pembelian produk. Berdasarkan analisis terhadap dua model regresi yang ada dapat	Responden pada penelitian ini didominasi oleh pelajar sehingga segmen inipun perlu
		Dependen Variabel : (X)	Skala Likert		

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6	[illegible] (2006)	Nilai Konsumen (X1) Kepuasan (X2)	Persamaan Regresi Sederhana	dinyatakan bahwa pengaruh kepuasan sebagai variabel moderasi adalah lemah sehingga variabel kepuasan tidak dapat dianggap sebagai faktor kunci.	diperhatikan dengan baik. Di penelitan selanjutnya lebih baik memilih responden yang lebih bervariasi.
7	Adinata dan Suasana (2010)	Independen Variabel : Keputusan Pembelian Konsumen (Y) Dependen Variabel : (X) Harga (X1) Saluran Distribusi (X2) Promosi (X3)	Mix Method : Kualitatif dan Kuantitatif dengan Metode Purposive Sampling Uji Normalitas, Uji Autokorelasi, Uji Multikolinearitas, dan Uji Heterokedastisitas Analisis Regresi Linear Berganda	Harga, tempat, dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian. Pengaruh terbesar dari variabel bebas yang diteliti adalah adalah variabel harga.	Memperluas sampel, sehingga hasil penelitian berikutnya dapat digeneralisasi, selain itu penelitian selanjutnya diharapkan mempertimbangkan variabel-variabel lain yang dapat mempengaruhi keputusan pembelian seperti desain produk.
8	Liao and Chu (2012)	Independen Variable : Purchase Decision (Y) Dependen Variable : (X) Consumer (X1) Resale Awareness (X2) Accounting Perspective (X2)	Quantitative Methodology with Probability Sampling Seven Point Likert Scale Multiple Regression Analysis t-test	Consumers are concerned about the resale value of possessed items and will use the estimated resale return to offset the cost of purchasing new products. Once their resale awareness is triggered, consumers can connect the resale value of the old item to the purchase of the new item, thereby increasing purchase intention.	Future studies can refine the simplified value function used in this study by examining how individuals evaluate product benefit, cost and resale return empirically.
9	Kamalaveni, Kalaiselvi, and Devi (2010)	Independen Variable : Buying Decision (Y) Dependen Variable : (X) Single Brand (X1) Multi Brand (X2) Retail Outlet Perspective (X2)	Respondents Purposively (Non-Random Sampling Method) Chi-SquareTtest	Showroom specific factors do not have influence on the buying behaviour of retail outlet except location of shops. The quality factor occupies the first position: colour and design, comfort and style are securing successive ranks respectively.	
10	Horvath and Birgelen (2014)	Variable : Purchase Decision Brand Trust Brand Attachment Brand Switching Behavior	Qualitative Exploratory Nature of Our Investigation In-Depth Interviews Compare Brand Associated	Compulsive and noncompulsive buyers differed in the benefits they seek from the purchase of branded products, the level of trust they develop for brands, the degree to which they are attached to brands and their brand-switching behaviors.	To investigate the stability of compulsive buying behavior. It relates to personal depression or crises. Psychological treatment may act as a remedy. Research could shed light on this question through longitudinal investigations across buyers who receive different treatments.
11	Vukasovic and Strasek (2011)	Independen Variable : Social Networking Site (Y) Dependen Variable : (X) Effective Communication Strategy (X1) Developing Brand Communication (X2)	Non Probability Sampling Technique	The finding of the study states that the internet marketing campaign for brand was effective and resulted in the process of building a relationship with the brand.	
12	Mwangi (2011)	Independen Variable : Media in Crisis (Y) Dependen Variable : (X) Innovation (X1) Community Engagement (X2) Survival Strategy (X3)	Case Study	Innovation indicated that well designed innovations could add value to human communication in new ways that impact policy, community organization and conversations.	
13	Axhami, Mersini and Zela (2015)	Independen Variable : Advertisements Influence (Y) Dependen Variable : (X) Media Product and Content (X1) Special Emphasis Placed on News (X2) Personal (X3)	Case Study	The relationships between advertisements, PR and media are mainly of an interdependent character and as such they affect the quality of media products.	

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14	Yeh (2015)	Independen Variable : Television Rating (Y)	Quantitative Analysis for the Evaluation of Alternatives	This study provides managers with an intelligent system for predicting TV ratings via online WOM, which has practical implications for media industries.	The refinement of the proposed approach for more sophisticated modeling will be a fruitful area for future research. Other predictive variables influencing TV ratings can also be used as attributes.
		Dependen Variable : Online Word of Mouth (X)	A Hybrid Model, which Combines GRA and RST		
			Data Set and Variables		
			Comparisons of Different Methods		
15	Kolo and Vogt (2013)	Independen Variable : Media and Communication Industry (Y)	Conducted a multi-variate linear regression analysis, thereby simultaneously testing hypotheses	The results from statistical analysis is that positive effects of size and diversification exist, but media managers are not (yet) effectively exploiting their benefits.	
		Dependen Variable : (X)			
		Strategy for Growth (X1)	Non-linear Dependencies		
		The Size of the Company (X2)			

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16	Jin and Lutz (2013)	Independen Variable : Attitudes Toward Advertising in General (Y)	Purposive Sampling	The salutary effects of positively evaluated TV ads for a firm can be amplified for the advertising industry as a whole. If a greater percentage of TV ads encountered by viewers is judged to be positive, entertaining, and uplifting, then consumers true perceptions and evaluations of advertising as an institution would be expected to increase.	Our research suggests that one of the key issues with regard Attitudes Toward Advertising in General in the cross-cultural context is what the most typical type of advertising in a society is. The findings from our studies suggest that we can apply the theoretical aspects to different cultures. However, we need to investigate the typicality issue in advertising for different cultures.
		Dependen Variable : (X)	Data Set and Variables		
		Typicality and Accessibility (X1)			
		Consumer Attitude (X2)			
		Television Advertising (X3)	t-test		
		Implications for the Measurement (X4)			
17	Tsao (2014)	Independen Variable : Critic Ratings on Moviegoers (Y)	Purposive Sampling	The results demonstrated that the initial attitudes of potential moviegoers toward a movie are indeed influenced by the online reviews posted by consumers and movie critics. The analysis of the interaction effects among the three factors show that the positive influence of consistently positive consumer reviews and critic reviews as well as the negativity effect caused by consistently negative reviews are only apparent among potential moviegoers with low expectations.	The study suggests that future studies include factors as moderating variables to make more constructive suggestions to the entertainment industry. The personal traits of the information seeker, such as age, gender, expertise or preferences and homophily among information providers, could also influence the persuasiveness of WOM and how information seekers understand WOM.
		Dependen Variable : (X)	Reliability Analysis and Manipulation Check		
		The Influence of Consumer Reviews (X1)			
		Type of Online Review (X2)	Hypothesis Testing		
18	Caemmerer and Descotes (2014)	Independen Variable : Commitment to Sponsor (Y)	Quantitative Methodology with Purposive Sampling	The results indicate that positive attitudes towards the sponsorship are primarily and highly dependent on whether citizens perceive the sponsorship activity to be a waste of financial resources. Public sector bodies should make sure that citizens believe that it is appropriate to financially support a certain event. Focusing on the sponsorship model in particular, the findings suggest that public sector bodies should pay specifically attention to the explicit communication of the reasons for the sponsorship activity.	Future research should look at a wider range of events and across different sectors in order to assess the validity of the findings. Such an approach adds to the understanding in what respect the sponsorship model and its underlying dynamics may be similar or different across sectors. Future research could assess to what extent the links in the sponsorship model vary, depending on whether the sponsorship is relational or commercial in nature.
		Dependen Variable : (X)	Reliability Analysis for Dimensions and Items		
		Involvement with the Event (X1)			
		Sponsor Event Congruence (X2)			
		Positive Attitudes Towards Sponsorship (X3)	Correlation and Regression Analysis		
		Perceived Waste of Money (X4)			
19	Donlan (2008)	Independen Variable : Effectiveness of Sponsorship (Y)	Quantitative Methodology with Purposive Sampling	Sponsorship can have a positive impact on all areas of consumer-based brand equity. There are several contextual elements which are crucial to achieving success through sponsorship. The study also builds on previous theoretical work, providing empirical evidence for the ability of sponsorship, under certain conditions, to act as a source of differential competitive advantage. By identifying the brand-building role of sponsorship and the factors impacting upon its effectiveness under prevailing market and environmental conditions.	A further area of future research is to replicate the study with larger samples and in an experimental setting in order to control for extraneous variables such as exposure to other marketing communications activity.
		Dependen Variable : (X)	Reliability Analysis for Dimensions and Items		
		Empirical Assessment (X1)			
		Factors Affecting (X2)			
		Brand-Building (X3)	Correlation and Regression Analysis		
20	Webb (2010)	Independen Variable : Television Programs from the Same Genre (Y)	Quantitative Methodology with Probability Sampling	Watching television programs is likely to be difficult at first. Initially the speed of the dialogue, the unfamiliar spoken forms of words that have only been encountered previously in text and the amount of spoken input may be overwhelming. The primary aim when teaching with television programs should be to support comprehension because if viewers can understand television programs they are more likely to watch them regularly.	May the findings in this study suggest that regular viewing of related programs may lead to large incidental vocabulary learning.
		Dependen Variable : (X)			
		Incidental Vocabulary Learning (X1)	The RANGE Software		
		Related and Unrelated Television Programs (X2)			
21	Bruhn and Holzer (2012)	Independen Variable : Attitude Toward Sponsor (Y)	Quantitative Methodology with Purposive Sampling	The results reveal indirect positive effects of perceived sponsorship portfolio size on purchase intention and willingness to pay a price premium for the products of the sponsor. This discloses the construct's capability to drive consumer behavior. And also the findings provide concrete grounds for marketing managers to invest in sponsorship engagements, as well as vital evidence which can be presented to top management in discussions on marketing strategy.	Future research might analyze whether the results also hold for consumers who perceive the sponsorship engagement only indirectly via communication channels, such as TV or social media. And might extend the research on how sponsorship activities induce willingness to pay a price premium.
		Dependen Variable : (X)			
		Sponsor Artist Fit (X1)	The Statistical Software Program Mplus 6.0		
		Sponsor Event Organizer Fit (X2)			
		Sponsorship Portfolio Size (X3)	Structural Equation Analysis		
		Purchase Intention (X4)			
		Price Premium (X5)			
22	Lai, Chiu, Yang and Pai	Independen Variable : Brand Performance (Y)	Quantitative Methodology with Purposive Sampling	CSR and corporate reputation have positive effects on industrial brand equity and brand performance.	The future researchers investigate the influences of other stakeholders on brand equity. Future research also could deconstruct these elements to inquire into
		Dependen Variabel : (X)			
		Corporate Social Responsibility (X1)	t-test		

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22	(2010)	Corporate Reputation (X2)	Reliability and Validity	Corporate reputation and industrial brand equity also have partial mediating effects on the relationship between CSR and brand performance.	their separate effects to learn about the separate effects of different CSR dimensions on industrial brand equity and corporate reputation.
			Structural Model		
		Industrial Brand Equity (X3)	Hypothesis Testing		
			Mediating Effects		
23	Johnston and Bourgeois (2011)	Independen Variable : Gambling Sponsorship Advertising (Y)	Quantitative Methodology with Purposive Sampling	The perceived impact of gambling sponsorship on two groups of generalised "others" – other adults and children. The perceived negative effects of gambling sponsorship advertising on children suggests that, even with legislation in place to prohibit minors from engaging in many forms of gambling, people feel the need for tighter restrictions around the marketing of gambling products through sponsorship platforms.	Future research may consider targeting more specific groups to explore whether the social-distance corollary holds for these groups. Further, additional research is needed to better understand how gambling addiction may influence the perceptions of sports fans around the censorship of gambling sponsorship.
		Dependen Variabel : (X)			
		Self (X1)	t-test		
		Children (X2)			
		Adults (X3)	Hypothesis Testing		
24	Meng (2011)	Independen Variable : Price Perception (Y)	Structure Model Testing	Growing body of literature on pricing issues, especially to the behavioral approach of pricing research in a number of ways. Some culture factors, such as uncertainty avoidance, showed inconsistent effects on overall price perception in different product purchase situations.	This suggests that managers establish different pricing and promotional strategies corresponding to different product classes. More specifically, when dealing with durable goods, managers should make more effort to improve and to promote the product's quality, features, and functions; consumers, when building their price perception, rely more on the objective information about the products than on their varied backgrounds, cultures, and personalities.
		Dependen Variabel : (X)			
		Long-Term Orientation (X1)	Nested Model Testing		
		Individualism / Collectivsm (X2)			
		Uncertainty Avoidance (X3)	Hypothesis Testing		
25	Vreese and Boomgarden (2006)	Independen Variable : News Media Exposure (Y)	Quantitative Methodology with Area Sampling	A relative preference for entertainment programming above news had no effect on the likelihood to vote. This study explored the relationship between exposure to specific media content and political knowledge and participation in politics. Find the relations between exposure to different news outlets and changes in knowledge and participation to be contingent on the actual content of the outlets citizens are exposed to.	While knowledge is influenced by media exposure, both media exposure and knowledge impact on participation in politics. This emphasizes the double-barreled role that news media play for the public's engagement in politics.
		Dependen Variabel : (X)			
		News (X1)	Panel Surveys		
		Political Knowledge (X2)			
		Participation (X3)	Content Analysis		

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Apakah anda mengetahui program Kick Andy di Metro?
Jika Iya, mohon jawab pertanyaan di bawah ini.
Jika Tidak, abaikan pertanyaan di bawah ini.

☐ Iya
☐ Tidak

Keterangan Pilihan Jawaban :

1 : Sangat Tidak Setuju
2 : Tidak Setuju
3 : Netral
4 : Setuju
5 : Sangat Setuju

No.	Pertanyaan	Pilihan Jawaban				
		1	2	3	4	5
KEPUTUSAN PEMBELIAN						
1.	Menguntungkan pemasangan sponsor di program Kick Andy.					
2.	Pemasangan sponsor di program Kick Andy sesuai *target audience* pengiklan *(brand)* .					
3.	Saya melakukan riset tentang pemirsa Kick Andy.					
4.	Saya melakukan riset tentang program yang bisa lebih menarik minat pemirsa, selain program Kick Andy.					
5.	Saya memasang iklan di program *Top of Mind* pemirsa.					
6.	Saya membuat perbedaan antara program Kick Andy dengan program lain sejenis.					
7.	Saya membuat alasan untuk memasang iklan di program Kick Andy.					
8.	Saya akan memasang iklan di program yang menjadi pilihan pemirsa dan pengiklan *(brand)* .					
9.	Saya mengambil periode tertentu dalam pemasangan sponsor Kick Andy.					
10.	Saya menentukan benefit sponsor yang akan saya ambil di program Kick Andy.					
11.	Saya menentukan berapa banyak periode yang saya ambil untuk menyesuaikan dengan *target audience* pengiklan *(brand)* .					
12.	Saya menyesuaikan atau memilih tema program dengan kebutuhan pengiklan *(brand).*					
13.	Saya merasa terdapat fleksibilitas dalam negosiasi yang dilakukan ketika pemasangan sponsor program Kick Andy.					
14.	Saya setuju jika diberikan bonus ketika pembayaran dilakukan sebelum penayangan *(payment before broadcast).*					
BRAND IMAGE		1	2	3	4	5
1.	Saya merasa mengenal program Kick Andy.					
2.	Program Kick Andy menjadi program *Top of Mind* saya.					
3.	Saya mempertimbangkan kredibitilas *host* (Andy Noya) dalam pemasangan sponsor di program Kick Andy.					

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4.	Saya mempertimbangkan kredibitilas narasumber dalam pemasangan sponsor di program Kick Andy.					
5.	Saya mempertimbangkan kredibitilas Metro TV (sebagai stasiun TV) dalam pemasangan sponsor di program Kick Andy.					
6.	Saya merasa penting kesetiaan pemirsa dalam frekuensi menyaksikan program Kick Andy.					
7.	Saya bersedia mengikuti rekomendasi *host* (berdasarkan narasumber, cerita, buku yang dibagikan) dalam program Kick Andy.					
8.	Narasumber program Kick Andy menjadi panutan saya.					
9.	Saya fokus pada produk pengiklan *(brand)* yang ada di program Kick Andy.					
KUALITAS PRODUK		1	2	3	4	5
1.	Prrogram Kick Andy memiliki fungsi sebagai acara yang memberikan inspirasi kepada saya.					
2.	Program Kick Andy sebagai acara televisi yang bisa memberikan kesan positif kepada produk pengiklan *(brand)* .					
3.	Integritas *host* (Andy Noya) : kritis, persuasive, humoris, dirasa tepat untuk saya.					
4.	Integritas narasumber program Kick Andy dalam memberikan informasi dan edukasi, dirasa tepat untuk saya.					
5.	Program Kick Andy bertahan lama di industri televisi.					
6.	Program lain *(talkshow)* yang ditawarkan kepada pemirsa menjadi pesaing program Kick Andy.					
7.	Sebagai pengiklan, produk *(brand)* saya harus baik dimata penonton.					
8.	Program Kick Andy dapat bertahan diantara program *(talkshow)* sejenis.					
9.	Program Kick Andy bertahan lebih baik selama periode 12 tahun bersaing diantara program lainnya.					
10.	Akurasi pelayanan yang diberikan program Kick Andy sesuai keinginan saya (dalam mengakomodir keinginan produk *(brand)*).					
11.	Program Kick Andy memberikan kesempatan pengiklan *(brand)* untuk menjadi bagian yang terlihat di dalam program.					
12.	Visualisasi penayangan program Kick Andy baik di mata pemirsa.					
13.	Program Kick Andy memberikan tampilan yang dirasa sejalan dengan produk pengiklan *(brand)* .					
14.	Pemasangan sponsor program Kick Andy berdampak positif pada pengiklan *(brand)* .					
15.	Muncul berbagai tanggapan positif setelah menyaksikan program Kick Andy.					
PERSEPSI HARGA		1	2	3	4	5
1.	Biaya yang dikeluarkan untuk pemasangan sponsor Kick Andy sesuai dengan citra positif program Kick Andy.					
2.	Biaya yang dikeluarkan untuk pemasangan sponsor Kick Andy sesuai dengan citra positif *host* program Kick Andy.					
3.	Biaya yang dikeluarkan untuk pemasangan sponsor Kick Andy sesuai dengan citra positif Metro TV (sebagai stasiun TV) yang menayangkan program Kick Andy.					
4.	Benefit sponsor ketika pemasangan sponsor Kick Andy sesuai dengan biaya yang dikeluarkan.					
5.	Saya merasa layak mengeluarkan biaya sponsor untuk program Kick Andy.					

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