

THE INFLUENCE OF PRICE, LOCATION, SERVICE, AND PRODUCT QUALITY ON CUSTOMER SATISFACTION



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Abstract

The retail business is a business that has very tight competition, as evidenced by a large number of retail outlets in each region. Therefore, it is necessary to know the factors that can make a retail business win the competition. Based on a literature study conducted by researchers, customer satisfaction is the most important factor to win the competition and get loyal customers. This study aims to analyze the effect of price, location, service, and product quality on consumer satisfaction at the supermarket of Brastagi Rantauprapat. This study used a quantitative approach with a sample of 247 people from 646 visiting populations. Data collection techniques were carried out using questionnaires or primary data. Data analysis techniques using descriptive statistics and multiple linear regression analysis. The results of the F test calculation research show simultaneously that the variables price, location, service, and product quality have a positive and significant effect on consumer satisfaction $F_{count} 30,135 > F_{table} 2.37$ with a significant value of $0.000 < 0.05$. The result of the determination value obtained is an R-value of 0.577 equal to 57.7% which indicates that the relationship between the variables of price, location, service, and product quality with consumer satisfaction has a fairly close relationship. The magnitude of the coefficient of determination is 0.332 or equal to 33.2%. This value means that 33.2% confirms that consumer satisfaction can be explained through the variables of price, location, service, and product quality. The remaining 66.8% is outside of this research variable.

Keywords: Price, Location, Product Quality, Service, Product Quality, Consumer Satisfaction

INTRODUCTION

The modern market is a market that does not involve direct seller and buyer transactions because the price of the product is fixed. Modern markets have many forms, one of which is supermarkets, as a place for companies that own supermarkets as well as producers to sell products, besides being a means for companies to sell their daily products, supermarkets more or less also sell the needs for products from consumers for various other companies. Thus, Supermarkets are categorized as companies that sell their products that provide procurement and product sales services to gain profits from their consumers, therefore companies must be able to fight competition more optimally. Therefore, supermarkets should provide goods and services that consumers want.

One of the efforts to make consumers the main priority is to make consumers motivated to buy products so that later it is hoped that there will be additional company profits, therefore in this case service must be considered because service is a driving factor for customer satisfaction. Companies engaged in the service sector must also be careful in choosing a location as a place for company to carry out all of their activities because a strategic and convenient location will benefit the company more (Philip Kotler, 2011). Choosing a location that is located in a crowd or easily accessible by potential customers can be used as a strategy that can be carried out by business owners. A person or group of people tends to choose Brastagi supermarkets that are located close to their activities. Components related to location include: choosing a strategic location (easy to reach), in the area around shopping centers, near residential areas, safe and comfortable for consumers, the existence of supporting facilities, such as parking lots, and other factors.

There are several supermarket options in the vicinity, for example, Suzuya Mall, Pasar Induk, and others. There are many things that consumers consider when making a decision to choose a Brastagi supermarket. The management of the Brastagi supermarket tries to meet the criteria that are taken into consideration by consumers, be it price, location, service, and product quality so that they can provide satisfaction for their consumers. If this is ignored, there will be a gap between consumer desires (expectations) for the location, product, and service quality at the Brastagi supermarket.

Knowing the factors that can influence the increase in the number of consumers is important, among the factors are price, location, service, and product quality (Setyo, 2017).

The number of visitors fluctuates every day which can lead to a decrease, this problem must be considered by the company by analyzing consumer complaints such as service friendliness or cleanliness. Recognizing the important role of consumers and the influence of consumer satisfaction on profits, companies are trying to find what can increase consumers.

REVIEW OF LITERATURE

Price

According to Siregar & Hakim, (2017) price is related to the consumer's point of view, originating from a buyer's experience to create an image of an impression when conducting market transactions where the nominal amount of product prices can affect the creation of ways of consumer evaluation of products for 2 things including property policy and pricing. Price policy is a decision regarding prices to be followed for a certain period of time (Muqarrabin, Zebua, & Nasution, 2022). There are 3 possibilities for determining the price policy; a. Pricing above competitive prices; b. Pricing below competitive prices; c. Following rival prices

Price is also the most important part of the company to customer satisfaction. Pricing can influence the decision and purchasing power of consumer satisfaction at a certain time. Therefore, the company must really consider pricing because it can influence consumer decisions in paying attention to the listed price. According to the price is the amount of money charged for a product, service or the amount of value exchanged by consumers to obtain the benefits of owning or using a product or service (Khafidatul & Indra, 2020).

Location

According to Manampiring & Wenas, 2016, in his journal, location can influence consumer interest so that it can be one of the things to consider in choosing a location for a supermarket, hence the need for a location that is easily accessible to consumers. If the place/location is the choice of consumers in spending their money then the modern market is in a more advanced position than the traditional market. With a large number of residents living in a city, modern markets are well known by residents (Sudarwanto & Rahman, 2021). In almost all of them, it has spread to various residential areas, both in villages and

in cities, plus that there is competition between modern markets and traditional markets as well as competition among modern markets which is getting stronger so that it can cause too few consumers to enter the modern market (Atmanegara, Cahyono, Qomariah, & Sanosra, 2019). The location channel is one of the elements in the marketing mix which plays an important role in terms of locating goods and smoothing the flow of goods from producers to consumers. Locating goods from producers to final consumers is not easy to do without adequate location channels (Isnaini Fathoni & Siyamto, 2022). Moreover, to be able to reach a broad market, in this case requires various kinds of intermediaries or location channels that can deliver goods to consumers. In choosing a location to run a business, entrepreneurs or business actors need to consider several factors, including; a. Access, namely the location that is passed is easy to reach by public transportation facilities; b. Visibility, namely locations or places that can be seen clearly from normal viewing distances; c. Expansion, namely the availability of a large enough place if there is an expansion at a later date; d. The environment is the surrounding area that supports the services offered.

Service

Service according to Kotler & Keller, (2016) is any activity that is profitable in a group or unit and offers satisfaction even though the results are not physically tied to a product. is a consumer perspective in the long term and is a cognitive evaluation of the transfer service. According to Faizah et al., (2013) that service quality is one of the most important factors for consumers to choose a brand, especially in a market environment where the level of competition is intense and price competition. Therefore, it is very difficult to meet consumers' expectations on service quality because their understanding is different and inconsistent. The indicators used to measure service quality according to Sukmawati, (2017) in his research there are eight aspects of the indicators including; a. Tangibles performance includes tangible characteristics; b. Reliability, namely the characteristics of service that is clearly the basis for all products; c. Responsiveness, responsiveness in which consumers quickly get service; d. Assurance conformity of service and product guarantees with stated standards; e. Empathy, by prioritizing consumer interests.

Product Quality

Manampiring & Wenas, (2016) state that a product is a collection of physical, psychological, service, and symbolic attributes made to satisfy consumer needs and wants. There are 3 levels of products and services that need to be understood, namely let the consumer provide an answer about the value of what product is being purchased by the consumer, the actual product that has a type of brand name, quality, the design of a product that is visually appealing to consumers, additional products have services and delivery that support these products, location is one of the elements in the marketing mix that plays an important role in terms of placing goods and expediting the flow of goods from producers to consumers Teguh Budiyanto, (2016). The layout of goods from producers to final consumers is not easy to do without adequate location channels. Moreover, to be able to reach a broad market, in this case requires various intermediaries or location channels that can deliver goods to consumers. through the services provided, and to ensure the quality of the products received by consumers is truly appropriate (Rivaldo & Yusman, 2021). Product quality indicators include; a. Performance, including the operating characteristics of a product; b. Product features (features), namely characteristics or additional features that complement the basic benefits of a product; c. Conformance with certification (conformance to specification) conformance of product performance with the standard stated by a product; d. Reliability, opportunity for a product to be free from failure when performing its function; e. Durability, describes the economic life of a product; f. Product quality serviceability is determined on the basis of the ability of a product to be repaired

Customer Satisfaction

Kotler & Keller, (2016) state that customer satisfaction is a person's feelings of pleasure or disappointment that arise from comparing the perceived performance of a product (or result) to their expectations. According to Philip Kotler, (2011) in determining the level of customer satisfaction there are five main factors as indicators that must be considered by the company, namely; a. Product quality, consumers will be satisfied if the results of their evaluation show that the products they use are of high quality; b. Quality of service, especially for the service industry. Consumers will feel satisfied if they get good service or what is expected; c. Emotional, consumers will feel proud and gain confidence that other people will be amazed at him when using products with certain brands that tend

to have a higher level of satisfaction; d. Price, products that have the same quality but set relatively cheap prices will provide higher value to consumers.

Conceptual Framework and Hypothesis

The conceptual framework of this study is described as follows:

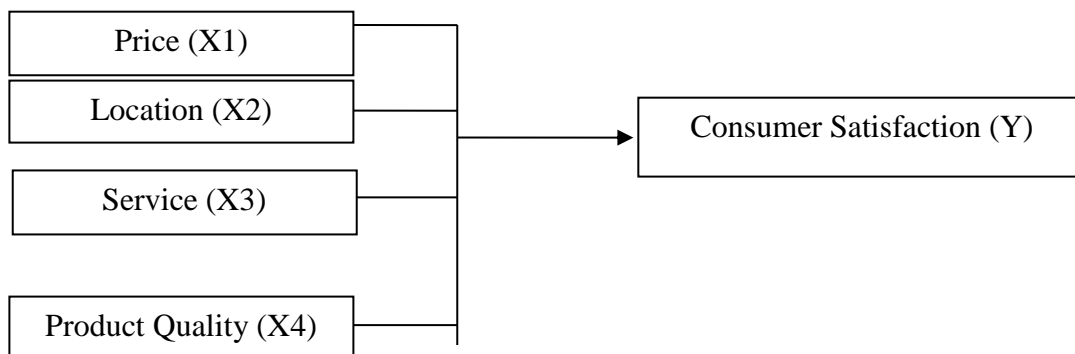


Figure 1
Conceptual Framework

The research hypothesis according to the above conceptual framework is as follows:

a) Price has a positive and significant effect on consumer satisfaction; b) Location has a positive and significant effect on consumer satisfaction; c) Service has a positive and significant effect on consumer satisfaction; d) Product quality has a positive and significant effect on consumer satisfaction; e) Price, location, service, and product quality have a positive and significant effect on consumer satisfaction.

RESEARCH METHOD

The research uses a quantitative approach and uses a survey as a research instrument. Researchers sent questionnaires to respondents who had purchased goods at Brastagi Rantauprapat. The research location was carried out at the Brastagi Rantauprapat Supermarket. The population in this study were consumers who came during the research, who visited the Brastagi Supermarket. The sampling technique in this study was the incidental sampling technique, which is a sampling technique that happens to meet during a survey of members of the population to be selected as samples (Sugiyono, 2013). The research sample was taken based on the Slovin formula approach, namely as follows:

$$n = \frac{N}{1+Ne^2}$$

Information :

n = Number of Samples

N = Total Population

e = Estimated Error Rate of 0.05 or 5%

Thus:

$$n = \frac{646}{1+646(0.05)^2}$$
$$= \frac{646}{1 + (646 \times 0,0025)}$$

$$n = \frac{646}{1+1,615}$$

$$n = \frac{646}{2,615}$$

$$n=247$$

From these calculations, the writers took a sample of 247 people.

Data Types and Sources

The types of data in this study are quantitative and qualitative data, this study uses quantitative research methods, empirical research in which the data is in the form of numbers, then produces findings that can be achieved using statistical procedures or other methods of quantification (measurement). This research uses a qualitative method, which is a research methodology based on the philosophy of positivism, used to examine certain populations or samples and to test established hypotheses.

This type of research in this study uses a type of survey research. In survey research, information is collected from respondents using a questionnaire. Data sources in this study used two types of data sources in conducting research to help solve the problem, namely; a. Primary data is data obtained by respondents directly at the research location through questionnaires and interviews; b. Secondary data is data that contains information and theories that are used to support the research being conducted, such as from books, the internet, and previous research journals related to the research theme.

The data collection technique used in this study was a questionnaire, a data collection technique by giving a number of questions to respondents with several alternative answers. by using the Likert scale method which is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena where each answer is given a score as follows; Strongly Agree (=5); Agree(=4); Neutral (= 3); Disagree (= 2); Strongly Disagree (= 1).

Interview was carried out directly to the owner of the Brastagidi Rantauprapat Supermarket in order to obtain the information needed in the research conducted.

Data Analysis Method

Descriptive analysis is a way of formulating and interpreting existing data so as to provide a clear picture of the data being studied. According to Arikunto, (2006), descriptive is comparing actual facts with theories related to the problem in order to draw a conclusion and tabulate it in the form of frequency distribution tables. Descriptive method is a method used by collecting and analyzing data obtained so as to provide a clear picture of price, location, service and product quality on consumer satisfaction. Data obtained from primary data in the form of questionnaires that have been filled out by respondents.

Multiple Linear Regression Analysis

In this study, multiple linear analysis techniques (multiple regression) were used. Regression analysis is basically a study of the dependence of the dependent variable (bound) with one or more independent variables (explanatory/independent variables), with the aim of estimating and/or predicting the population mean or the values of the dependent variable based on the known values of the independent variables (Ghozali in Beyhaki, 2017).

Hypothesis Test

The F statistical test basically shows whether all the independent variables included in the model have a joint or simultaneous effect on the dependent variable (Sukmawati, 2017).

The T statistical test is basically used to show how far the influence of the independent variables partially or individually on the dependent variable (Sukmawati, 2017). The hypothesis used in this study are:

Ho: $t \text{ count} < t \text{ table}$, meaning that the independent variables (Price, Location, Service and Product Quality) individually do not have a significant effect on the dependent variable (Customer Satisfaction).

Ha: $t \text{ count} > t \text{ table}$, meaning that the independent variables (Price, Location, Service and Product Quality,) individually have a significant influence on the dependent variable (Customer Satisfaction).

Determinant Coefficient (R2)

The coefficient of determination (R2) is used to measure how far the model's ability to explain the variation in the dependent variable. The value of the coefficient of determination is between zero and one. The small value of R2 means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable (Sukmawati, 2017).

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis

Multiple linear regression analysis aims to determine the effect of the independent variables on the dependent variable, while the results of multiple linear regression obtained using the SPSS version 22.00 program are shown below:

Table 1
Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
	B	std. Error	Betas			Tolerance	VIF
1 (Constant)	3,334	1,703		1958	.051		
X1=Price	.125	.057	.142	2,187	.030	.654	1,529
X2=Location	.105	.050	.112	2,119	.035	.982	1,018
X3=Service	.046	.047	.053	.978	.329	.950	1,052
X4=Product Quality	.310	.044	.452	7,054	.000	.672	1,487

a. Dependent Variable: Y=Customer Satisfaction

Table 1 shows that the model used to estimate this effect is:

$$Y = 3.334 + 0.125X1 + 0.105X2 + 0.046X3 + 0.310X4$$

From the regression equation it can be interpreted as follows: a) The constant regression coefficient of 3.334 has no variables, price, location, service and product quality,

consumer satisfaction is 3.334 and vice versa.; b) The price regression coefficient of 0.125 means that every time there is an addition of one unit price, consumer satisfaction increases by 0.125, and vice versa; c) The location regression coefficient of 0.105 means that every time there is an addition of one location unit, consumer satisfaction increases by 0.105, and vice versa; d) The service regression coefficient of 0.046 means that every time there is an addition of one service unit, customer satisfaction increases by 0.046 and vice versa; e) The product quality regression coefficient of 0.310 means that every time there is an addition of one unit of product quality, consumer satisfaction increases by 0.310.

Partial Test Analysis (t test)

T test on Variable X1 (Price)

Based on calculations using SPSS shown in the table above, the t count value of variable X1 is 2.187 and the magnitude of the value t table with $dk = n - k$, $247 - 5 = 242$, the t table value is 1.96 (t count 2.187 > t table 1.96) with a significance value smaller than 0.05, which is 0.030, then H_0 is rejected and H_a is accepted.

From these results it can be concluded then H_0 which states that the variable X1 (Price) has no significant effect on customer satisfaction is rejected and conversely H_a is accepted, which means that if the price increases, consumer satisfaction will also increase significantly.

X2 (Location) Variable t test

Based on calculations using SPSS, it can be seen in the table above that the tcount value of X1 is equal to 2.119, and magnitude t table value with $dk = n - k$, $247 - 5 = 242$, obtained t table value is 1.96 (t count 2.119 > t table 1.96) significance value is smaller than 0.05 which is equal to 0.035, then H_0 is rejected and H_a is accepted.

From these results it can be concluded then H_0 which states that the variable X2 (Location) has no significant effect on customer satisfaction is rejected and conversely H_a is accepted, which means that if the location value increases, customer satisfaction will also increase significantly.

T test on Variable X3 (Service)

Based on calculations using SPSS shown in the table above, the tcount value of X3 is 0.978, and magnitude t table value with $dk = n - k$, $247 - 5 = 242$, it is obtained that the t

table value is 1.96 (t count 0.978 < t table 1.96) the significance value is greater than 0.05 which is equal to 0.329, then H0 is accepted and Ha is rejected.

From these results it can be concluded that H0 which states that the variable X3 (Service) has no significant effect on customer satisfaction is accepted and conversely Ha is rejected, which means that if the service value increases then customer satisfaction will also increase but not significantly. The discovery of the rejection of this hypothesis is an interesting finding for researchers. However, to find out the factors causing the service variable to have no significant effect, further studies must be carried out, such as conducting interviews with respondents, and in this study interviews were not a method that contained this research design, so future researchers are advised to add an interview method to get answers of these results.

T test on Variable X4 (product quality)

Based on calculations using SPSS shown in the table above, the tcount value of X3 is 7.054, and magnitudet table value with $dk = n - k, 247 - 5 = 242$, obtained t table value is 1.96 (t count 0.978 < t table 1.96) significance value is greater than 0.05 which is equal to 0.000, then H0 is rejected and Ha is accepted.

From these results it can be concluded that H0 which states the variable X4 (product quality) has no significant effect on consumer satisfaction is rejected and vice versa Ha is accepted, which means that if the value of product quality increases then consumer satisfaction will also increase significantly.

Simultaneous Test Analysis (F Test)

This Simultaneous Test aims to determine whether the independent variables together can be influenced by the dependent variable. Simultaneous test is done by comparing the value of Fcount with Ftable. The results of the simultaneous test values obtained using the SPSS version 22.00 program are shown in Table 2 below:

Table 2
ANOVA
ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	399,663	4	99,916	30.135	.000b
Residual	802,386	242	3.316		
Total	1202049	246			

Based on calculations using SPSS shown in the table above, the calculated F value is 30.135 and the magnitude of F_{table} with $df_2 = k - 1 = 5 - 1 = 4$, and $df_1 = n - k = 247 - 5 = 242$ so that the F_{table} results are 2.37 ($F_{count} > F_{table}$; $30.15 > 2.37$) with a significance of $0.000 < 0.05$.

From these results it can be concluded that H_0 which states the variables X_1 (Price), X_2 (Location), X_3 (Service) and X_4 (Product Quality) simultaneously have no positive and significant effect on variable Y (Customer Satisfaction) is rejected, and instead accepts H_a ie Variables X_1 (Price), X_2 (Location), X_3 (Service) and X_4 (Product Quality) simultaneously have a positive and significant effect on variable Y (Customer Satisfaction).

Analysis of the Coefficient of Determination (R^2)

Analysis of the coefficient of determination is used to see how much influence the independent variables have on the dependent variable. The results of the determination values obtained using SPSS are shown in table 3 as follows:

Table 3
Analysis of the Coefficient of Determination

Summary Model^b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.577a	.332	.321	1.82089

a. Predictors: (Constant), X_4 =Product Quality, X_2 =Location, X_3 =Service, X_1 =Price

b. Dependent Variable: Y=Customer Satisfaction

The R value of 0.577 equals 57.7% which indicates that the relationship between the variables of price, location, service and product quality with consumer satisfaction has a fairly close relationship.

The magnitude of the coefficient of determination is 0.332 or equal to 33.2%. This value means that 33.2% confirms that consumer satisfaction can be explained through the variables of price, location, service, product quality. The remaining 66.8% is outside of this research variable.

CONCLUSION

Based on the description of the research results and discussion, it can be concluded as follows: a) There is a positive and significant influence between the price variable on the satisfaction of someone choosing Brastagi supermarket; b) There is a positive and significant influence between the location variable on the satisfaction of someone choosing to shop at the Brastagi Rantauprapat supermarket; c) There is a positive but significant influence between service variables on someone's satisfaction choosing Brastagi Rantauprapat supermarket; d) There is a positive and significant influence between product quality variables on one's satisfaction choosing the Brastagi Rantauprapat supermarket; e) There is a positive and significant influence between the price, location, service, price, and quality variables on a person's satisfaction choosing Brastagi Rantauprapat supermarket.

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