



The Role of Brand Image in Mediating the Influence of Social Media Marketing on Repeat Purchase of Kober Mie Denpasar Customers

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ABSTRACT

Repeat purchase describes a customer's decision to repurchase the same product or service, reflecting their satisfaction and that their expectations have been fulfilled. This research explores how brand image mediates the relationship between social media marketing and repeat purchase behavior among customers of Kober Mie Denpasar. A total of 130 respondents, selected through purposive sampling, completed a structured survey, and their responses were analyzed using SEM-PLS 3. The analysis reveals that social media marketing has a direct, positive, and statistically significant impact on repeat purchase intentions. It also enhances brand image, which in turn positively influences the likelihood of customers making repeat purchases. Moreover, brand image functions as a crucial mediator, intensifying the effect of social media marketing on repeat buying behavior. These results underscore the importance for businesses to develop compelling social media strategies that not only generate immediate sales but also cultivate a strong brand image to support lasting customer loyalty.

INTRODUCTION

In today's globalized world, the business sector is undergoing swift development characterized by technological progress and shifts in people's lifestyles. The culinary industry has expanded considerably, becoming more competitive as numerous business actors provide food and beverage offerings that are distinct in their own right. In order to keep their customers, business actors need to keep innovating and applying the right marketing strategies in this competitive environment.

Kober Mie is a culinary brand established in 2010, which underwent rebranding in 2023. Kober Mie, despite operating multiple branches in Bali (six of which are located in Denpasar City), is currently grappling with a downturn in consumer interest. This is evidenced by Google Trends data indicating that the brand's popularity pales in comparison to that of its rival, Gacoan. This drop is a significant sign that consumer loyalty to Kober Mie requires bolstering.

The findings of a pre-survey conducted among consumers in Denpasar indicated that the majority of respondents discovered Kober Mie through social media and exhibited a tendency to repurchase the product after encountering its content. Furthermore, a significant factor in motivating repeat purchases is the brand's favorable image. This indicates that both brand image and social media marketing influence consumers' repurchase decisions.

However, previous studies have shown mixed results regarding the impact of social media marketing on repeat purchase behavior. Certain studies indicate a considerable impact, whereas others discover the contrary. This establishes a research gap that requires further investigation, particularly regarding Indonesia's highly dynamic restaurant industry.

This research seeks to examine the influence of social media marketing on consumers' repeat purchase behavior, with brand image serving as a mediating variable, among Kober Mie customers in Denpasar City. This focus arises from the significance of customer loyalty for business sustainability and the mixed findings of prior research.

LITERATURE REVIEW

Consumer Behavior Model

As defined by Mauludin et al. (2022), consumer behavior encompasses the actions of seeking out, purchasing, assessing, utilizing, and expanding products and services that consumers expect will fulfill their needs. Consumer behavior encompasses all activities, actions, and psychological processes of consumers that motivate these actions before purchasing, during the purchase, while using and spending on products and services, and after these actions or while evaluating them (Nugraha et al., 2021). To put it simply, consumer behavior refers to the activities of consumers as they search for, purchase, use, assess, and utilize products and services they perceive as capable of meeting their needs.

Social Media Marketing

As defined by Mauludin et al. (2022), consumer behavior encompasses the actions of seeking out, purchasing, assessing, utilizing, and expending products and services that consumers anticipate will satisfy their needs. Consumer behavior encompasses all activities, actions, and psychological processes of consumers that motivate these actions before purchasing, during the purchase, while using and spending on products and services, and after these actions or while evaluating them (Nugraha et al., 2021). In essence, consumer behavior encompasses the steps consumers take to search for, purchase, use, evaluate, and consume products and services they believe will fulfill their needs.

Brand Image

Brands play a crucial role in shaping consumers' purchase intentions, and Kotler and Keller (2013:346) describe brand image as the collection of perceptions and beliefs about a product or service that become ingrained in consumers' memories. Fahmi et al. (2020) further assert that brand image embodies how consumers perceive fast-food restaurants in Medan. . Because of this, brand image is a critical factor that companies must prioritize. Consumers frequently rely on brand image as a reference point before deciding to purchase a product or service. Therefore, businesses must strive to build a compelling and positive brand image that not only highlights the advantages of their offerings but also aligns with consumer desires and expectations (Fouratama & Arifin, 2018). Establishing a strong brand image is also key to attracting new customers and retaining existing ones, consumers generally prefer products and services supported by a credible and trustworthy brand image (Sastrawan & Pramudana, 2022).

Repeat Purchase

Repeat purchase refers to the behavior of consumers who decide to buy a product again due to a sense of satisfaction and fulfillment of their needs (Kristiani & Dharmayanti, 2017; Wijaya & Suparna, 2017). This behavior suggests that the product has successfully met consumer expectations and results from a comprehensive decision-making process, which includes searching for information and evaluating the product after purchase (Suryani & Rosalina, 2019; Pamungkas & Widodo, 2018). In contrast to first-time product trials, repeat purchases signify a deeper level of consumer commitment and brand loyalty (Schiffman & Wisenblit, 2015). When consumers feel a strong emotional or functional attachment to a product, they are more likely to continue purchasing it over time (Kuspriyono & Nurelasari, 2018). Moreover, Kristiani & Dharmayanti (2017) found that in the fast-food sector, repeat purchasing behavior is significantly influenced by social media marketing that is both informative and responsive, along with a positive brand image.

METHODOLOGY

This study employs a quantitative approach with an associative research design to investigate the causal relationships among social media marketing,

brand image, and repeat purchase behavior. The study took place in Denpasar City, Bali, selected for its status as the region with the highest internet penetration rate in the province. Additionally, Denpasar's population is known for its modern lifestyle and technology usage, making it a suitable setting for research focused on social media-based marketing strategies.

The study focuses on the variables of social media marketing, brand image, and repeat purchase among Kober Mie customers in Denpasar who make at least three purchases per month. A total of 130 respondents were chosen through purposive sampling based on criteria aligned with the research objectives.

This research gathered both quantitative and qualitative data. Quantitative information was obtained through online questionnaires administered via Google Forms, employing a five-point Likert scale from "strongly disagree" to "strongly agree." Qualitative data were obtained through open-ended responses that provided additional insights into the phenomenon under investigation. Primary data came directly from respondent surveys, while secondary data were gathered from academic sources such as books, journals, and scientific publications that supported the theoretical framework.

Before deployment, the questionnaire underwent validity and reliability evaluation. The Pearson correlation validity test confirmed all items were valid (correlation coefficients > 0.30 , $p < 0.05$), while Cronbach's Alpha values exceeded 0.70 for each variable, demonstrating the instrument's consistency and reliability.

Data were analyzed using both descriptive and inferential statistical techniques. Descriptive statistics outlined respondent demographics and summarized response distributions, while inferential analysis employed SEM-PLS to examine relationships among latent variables and to evaluate the measurement (outer) and structural (inner) models. SEM-PLS was selected due to its capability to analyze complex variable relationships and its flexibility with non-normally distributed data.

RESULTS and DISCUSSION

Description of Data Related to Research Variables

Descriptive Statistical Analysis Results

Descriptive statistics are used to summarize the research variables by reporting the sample size, mean, standard deviation, and the minimum and maximum values. The results of this analysis are displayed in Table 1.

Table 1. Descriptive Statistical Analysis Results

	N	Min.	Max.	Mean	Std. Deviation
<i>Social media marketing</i>	130	8	20	15.82	2.983
<i>Brand image</i>	130	12	30	24.38	4.435
<i>Repeat purchase</i>	130	5	15	12.12	2.391

Source: Processed Primary Data (2025)

Referring to Table 1, the data can be interpreted as follows:

1. The social media marketing variable (X) has a minimum score of 8 and a maximum score of 20. The mean value stands at 15.82 with a standard deviation of 2.983, indicating that the individual scores for social media marketing vary by approximately 2.983 from the average.
2. The brand image variable (Y1) ranges from a minimum of 12 to a maximum of 30. The calculated mean is 24.38, while the standard deviation is 4.435. This means that the brand image scores deviate from the average by about 4.435 points.
3. The repeat purchase variable (Y2) has values ranging between 5 and 15. The average value recorded is 12.12, and the standard deviation is 2.391, indicating a spread of approximately 2.391 points from the mean in repeat purchase behavior.

Respondents' Answers Description

Respondents assessed how brand image mediates the effect of social media marketing on repeat purchases at Kober Mie Denpasar using a five-point Likert scale, where 1 indicated "strongly disagree" and 5 indicated "strongly agree." The score interpretation was based on classification intervals, as presented in Table 2.

$$\text{Interval Class Length} = \frac{\text{Range}}{\text{Many Interval Classes}}$$

Where:

Range : highest value-lowest value

Number of interval classes : 5

So, the length of the interval class : $\frac{5-1}{5} = 0,8$

Table 2. Scoring Criteria for Respondents' Answers

Criteria	Category
1,00 – 1,79	Very Poor (VP)
1,80 – 2,59	Poor (P)
2,60 – 3,39	Fair (F)
3,40 – 4,19	Good (G)
4,20 – 5,00	Very Good (VG)

Source: Processed Primary Data (2025)

Based on the data presented in Table 2, the explanation of respondents' responses related to the variables examined in this study is outlined as follows.

1. Overview of Responses for the Social Media Marketing Variable (X)

The following section presents a summary of respondents' answers concerning the social media marketing variable, as detailed in Table 3.

Table 3. Description of Answers for Social Media Marketing Variables (X)

Cod e	Statement	N	Respondents' Answers					Mea n	Catego ry
			ST S	TS	CS	S	SS		
x1	Kober Mie creates attractive social media content	130	0	10	26	61	33	3,90	Good
x2	Kober Mie creates social media as a liaison with consumers.	130	0	9	20	73	28	3,92	Good
x3	Kober Mie uses social media as a liaison with consumers.	130	1	8	15	68	38	4,03	Good
x4	Kober Mie Social Media as a place to build community and exchange information	130	1	13	15	62	39	3,96	Good
Overall Average								3,95	Good

Source: Processed Primary Data (2025)

Based on Table 4.4, the average overall response of respondents to the social media marketing variable is 3.95, indicating a good perception of Kober Mie Denpasar's marketing strategy through social media. The highest indicators are X3 and X4, respectively 4.03 and 3.96, indicating the effectiveness of social media as a means of building relationships and communities with consumers.

Indicators X1 and X2 recorded slightly lower averages, namely 3.90 and 3.92, but remained in the good category. This means that although the visual and communication aspects have been assessed positively, it is still necessary to improve the quality of content and interaction so that Kober Mie's digital strategy is more optimal in attracting and retaining consumers.

2) Description of Answers for Brand Image Variable (Y1)

The following is a description of the respondents' answers in this study regarding the brand image variable presented in Table 4 as follows.

Table 4. Description of Answers Variable Brand Image (Y₁)

Kode	Statement	N	Respondents' Answers					Mean	Category
			ST	TS	CS	S	SS		
Y11	I can easily recognize the Kober Mie logo	130	1	7	12	6	47	4,14	Good
Y12	Kober Mie outlets in Denpasar are easy to find	130	0	9	15	5	52	4,15	Good
Y13	My expectations for Kober Mie products are always met	130	0	7	13	6	46	4,15	Good
Y14	Consuming Kober Mie products makes me feel confident	130	0	15	23	6	32	3,84	Good
Y15	Kober Mie products are of guaranteed quality	130	0	15	23	6	32	3,93	Good
Y16	Kober Mie product design is attractive	130	0	10	25	5	36	4,18	Good
Overall Average								4,06	Good

Source: Processed Primary Data (2025)

Based on Table 4, the overall average of respondents' responses to the brand image variable is 4.06, indicating that Kober Mie Denpasar consumers have a positive perception of the brand image that is built. The indicators with the highest values are Y11, Y12, Y13, and Y16—including ease of recognizing the logo, branch access, fulfillment of expectations, and product design—all of which are above average, indicating Kober Mie's success in forming a strong and consistent brand image.

Meanwhile, indicators Y14 and Y15 obtained lower values, namely 3.84 and 3.93, although they are still in the good category. This shows that there is room to improve consumer perceptions regarding self-confidence when

consuming products and belief in their quality. Improvements in this aspect have the potential to strengthen the overall brand image and encourage customer loyalty.

3) Description of Answers for Repeat Purchase Variables (Y2)

The following is a description of the respondents' answers in this study regarding the repeat purchase variable which is presented in Table 5 as follows.

Tabel 5. Description of Answers for Repeat Purchase Variables (Y2)

Cod e	Statement	N	Respondents' Answer					Mea n	Catego ry
			ST S	TS	CS	S	SS		
Y21	I will come back to buy Kober Mie products again.	130	1	8	11	6	473	4,13	Good
Y22	I will be back to try products from Kober Mie in the future.	130	1	7	16	6	460	4,10	Good
Y23	I will consume Kober Mie even though there are many restaurants or cafes that have similar products.	130	1	11	24	6	340	3,88	Good
Overall Average								4,04	Good

Source: Processed Primary Data (2025)

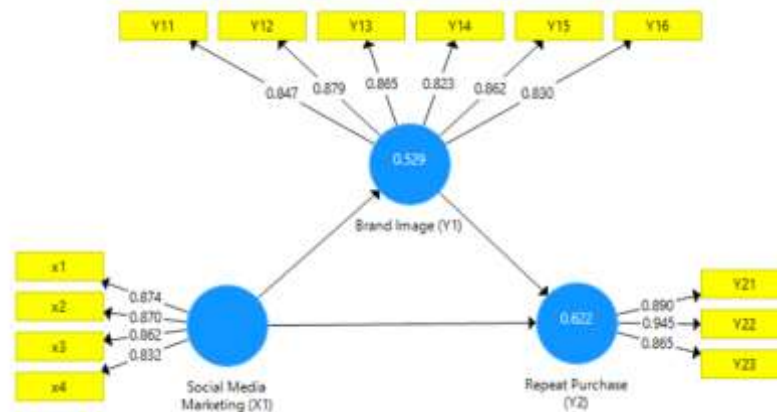
Based on Table 5, the average overall response of respondents to the repeat purchase variable is 4.04, indicating a positive tendency for consumers to make repeat purchases of Kober Mie Denpasar products. Indicators Y21 and Y22 have the highest values, 4.13 and 4.10 respectively, reflecting consumer loyalty and interest in trying the product in the future.

Meanwhile, indicator Y23 has an average of 3.88, lower than the overall average, but still in the good category. This value indicates that although consumers still intend to make repeat purchases, the presence of many similar competitors affects their loyalty. Therefore, Kober Mie needs to continue to improve its competitive advantage in order to remain the main choice amidst market competition.

Measurement Model Evaluation Results (Outer Model)

The Measurement Model (or Outer Model) depicts how each latent construct relates to its respective indicator block (Hair et al., 2013). It is used to

assess the validity and reliability of the constructs measured by the instrument. The outcomes of this evaluation are presented in Figure 1.



Source: Processed Primary Data (2025)

Figure 1. PLS Outer Model

Evaluation of the Structural Model (Inner Model)

After assessing the Measurement Model, the Structural Model was examined using the Bootstrapping technique. In PLS-SEM, this evaluation involves inspecting the coefficient of determination (R^2) and the t-values or path coefficients for each hypothesized relationship (Hair et al., 2013), with the resulting model illustrated in Figure 2.

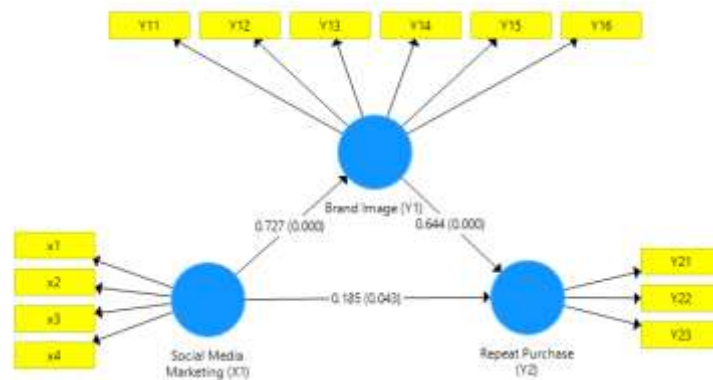


Figure 2. Inner Model PLS

Analysis of Research Data

Influence of Social Media Marketing on Repeat Purchase

The findings indicate that social media marketing has a significant and positive influence on the repeat purchasing behavior of Kober Mie Denpasar customers. Improved social media marketing efforts lead to a greater likelihood of consumers making repeat purchases. Social media is a powerful tool not only for advertising but also for encouraging engagement and nurturing a community. In doing so, it deepens the bond between a brand and its customers.

Viewed through the lens of consumer behavior theory, social media marketing influences every stage of the consumer decision-making process—from the initial information search and evaluation of alternatives to post-purchase assessments. Respondents positively assessed Kober Mie's digital marketing strategy, especially its ability to facilitate communication and create enjoyable customer experiences, which in turn foster consumer loyalty and the intention to repurchase.

These findings mirror those of Rohani et al. (2020), Imron et al. (2018), and Kuspriyono & Nurelasari (2018), who likewise demonstrated that social media marketing significantly fosters repeat purchase behavior.

Influence of Social Media Marketing on Brand Image

Social media marketing plays a vital role in sculpting Kober Mie Denpasar's brand image. Well-executed strategies on these platforms enhance and reinforce how consumers perceive the brand. Interactive and engaging content was perceived as instrumental in building positive views of product quality, aesthetics, and emotional connection.

According to consumer behavior models, social media acts as a stimulus that shapes the cognitive processes of consumers, ultimately influencing their judgments about the brand. Questionnaire results indicate that consumers find Kober Mie's social media effective in driving engagement and reinforcing brand identity—such as easy logo recognition, attractive design, and satisfaction with the product.

These results align with the findings of Anizir & Wahyuni (2017), Kristiani & Dharmayanti (2017), and other researchers who reported a significant effect of social media marketing on brand image.

Influence of Brand Image on Repeat Purchase

This study reveals that at Kober Mie Denpasar, brand image significantly and positively influences consumers' repeat purchase behavior. When the brand image is strong and favorable—reflected through elements like reputation, perceived quality, and visual appeal—it is more likely to encourage customers to make repeated purchases. A well-established brand image cultivates consumer loyalty, builds trust, and enhances emotional satisfaction.

Within consumer behavior theory, brand image plays a critical role during the post-purchase evaluation stage, which subsequently informs repeat purchase decisions. Questionnaire data support this, showing that consumers rate aspects such as logo recognition, outlet accessibility, product satisfaction, and design highly. This confirms Kober Mie's success in establishing a strong and consistent brand identity.

These findings align with the work of Kristiani & Dharmayanti (2017), Efendi et al. (2017), and others, all of whom demonstrated that brand image significantly shapes consumers' repeat purchase intentions.

The Mediating Role of Brand Image

The analysis indicates that brand image mediates the effect of social media marketing on repeat purchase behavior among Kober Mie Denpasar customers, meaning that social media efforts drive repeat purchases both directly and indirectly through the cultivation of a strong brand image. As social media campaigns become more engaging and effective, they strengthen the brand image, which in turn boosts customer loyalty and repeat buying.

In consumer behavior models, social media serves as a stimulus that influences consumers' perceptions and attitudes toward the brand. Information obtained from social media reinforces the brand image in terms of quality, design, and accessibility. A strong brand image creates positive experiences and enhances trust, ultimately motivating repeat purchases.

Respondents in this study also reported positive perceptions of Kober Mie's digital marketing strategies: they found the logo easy to recognize, the outlets conveniently located, and the products both satisfying and visually appealing. All of these factors contribute to a robust brand image that supports repeat purchase behavior.

This mediating role is supported by previous studies including those by Kristiani & Dharmayanti (2017), Fahmi et al. (2020), and Astuti & Widhyadanta (2023), which likewise demonstrated that brand image plays a significant mediating role in the link between social media marketing and repeat purchase behavior.

Implications of the Study

Theoretical Implications

This study makes a theoretical contribution by enhancing insights into the mediating role of brand image in the relationship between social media marketing and repeat purchase in a digital marketing context. The finding that social media marketing boosts repeat purchase behavior is consistent with consumer behavior theory, which emphasizes social media's function in building enduring customer relationships rather than acting merely as a promotional channel.

The finding that social media marketing also strengthens brand image supports the theory that social media is essential in forming consumers' perceptions of a brand. In turn, a positive brand image has been proven to promote customer loyalty and repeat purchases, emphasizing its key role within consumer behavior theories.

Moreover, the finding that brand image mediates the link between social media marketing and repeat purchase behavior advances mediation theory in the marketing field by showing that digital marketing initiatives can indirectly foster customer loyalty through the establishment of a strong and positive brand image.

Practical Implications

Practically, this research offers insights for Kober Mie Denpasar to optimize its social media marketing strategy in order to build brand image and

increase repeat purchases. By improving the quality of content and fostering two-way interactions on social platforms, the company can strengthen its relationship with consumers and foster loyalty.

For future researchers, these findings open avenues to explore additional variables affecting repeat purchase – such as product quality or pricing – and to investigate the role of various social media platforms across different industry contexts.

Study Limitations

Several limitations were identified in this study:

1. This research only examines the effects of social media marketing and brand image on repeat purchase, leaving out other potentially relevant variables.
2. Data were collected at a single point in time (cross-sectional), which does not capture changes in consumer behavior over the long term.

CONCLUSION

Based on the findings presented in the preceding chapters, the following conclusions can be made:

1. Social media marketing exerts a positive and significant influence on repeat purchase behavior, indicating that the more effective and engaging the digital marketing strategies are, the higher the probability that consumers will make repeat purchases.
2. Social media marketing also positively influences brand image, suggesting that well-executed social media efforts enhance how consumers perceive the brand.
3. Brand image significantly affects repeat purchase behavior; a strong and positive brand image helps build customer loyalty and increases the likelihood of repeat purchases.
4. Brand image acts as a mediator in the relationship between social media marketing and repeat purchase, indicating that effective digital marketing enhances repeat purchase both directly and indirectly through the development of a strong brand image.

RECOMMENDATIONS

For Kober Mie Denpasar

- a. Enhance the visual quality and creativity of social media content to make it more engaging and interactive, and leverage platform features to strengthen two-way communication with consumers.
- b. Reinforce brand image by highlighting product quality and emotional benefits through testimonial campaigns and transparency in the production process.
- c. Encourage repeat purchase through product differentiation, improved customer experience, development of loyalty programs, and menu innovation.

ADVANCED RESEARCH

It is advisable to incorporate additional variables—such as product quality or pricing—and to extend the research to other regions in order to obtain findings that are more comprehensive and widely generalizable.

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