



# The Influence of Taste, Price and Word of Mouth on Purchasing Decisions at Anyeong Risol Business in Pasuruan, East Java

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## ABSTRACT

This study investigates how word of mouth, price, and taste influence purchasing decisions at Anyeong Risol company in Pasuruan, East Java. A quantitative method of correlation was used in this research. Data was collected through Likert scale questionnaires. The sample consisted of one hundred customers of Anyeong Risol company in Pasuruan, East Java. Hypothesis testing and classical assumptions were also used to examine the data. The research results indicate that taste influences customers' purchasing decisions and the first hypothesis was accepted. The second hypothesis was accepted because price and purchasing decisions have a significant positive effect. There is a positive word of mouth effect on purchasing decisions. Taste, price, and feedback in Anyeong Risol business in Pasuruan, East Java, all influence purchasing decisions. This research can help Anyeong Risol business in Pakukerto Village, Sukorejo District, Pasuruan Regency to maintain existing factors and encourage customers to become loyal customers.

Keywords: Taste, Price, Word of Mouth, Purchasing decision

## 1. Introduction

As globalization develops, the business world is growing rapidly, marked by the large number of small and medium businesses now mushrooming in Indonesia. Business competition occurs in various types of businesses, one of which is the culinary sector which is very popular with the public. The need for food and drinks as basic needs has made the culinary business a trend and increasingly diverse among society. The Ministry of Business Cooperatives, Small and Intermediate collected data in 2018 showing that 99.99 percent of businesses in Indonesia are MSME players, which amounts to 64.2 million companies. According to (Sahdah, 2022), micro businesses make up 98.86 percent of MSMEs and are increasing annually. In 2021, the number of micro businesses in 24 sub-districts of Pasuruan Regency is expected to reach 211,856 units, with 2,185 units in the food and beverage sector (Sularsih et al., 2021).

MSMEs (Micro, Small and Medium Enterprises) play a significant role in the economic well-being of East Java, particularly in Pasuruan Regency. Beyond its reputation as a center for Islamic scholarship, Pasuruan is also known for its industry and tourism sectors. This is due to the presence of numerous companies established in the Pasuruan area. Additionally, the regency boasts several natural tourist attractions, including Taman Safari Indonesia 2, Wonosari Tea Garden, and Purwodadi Botanical Gardens. These attractions draw both domestic and international tourists to Pasuruan. The sales location for Anyeong Risol is strategically positioned on the main road leading to Taman Safari Indonesia 2 in Prigen. More specifically, it can be found at the Pakukerto Village Market in Sukorejo District, Pasuruan Regency.

Anyeong Risol became the first MSME in Pakukerto Village to bring different product innovations. Anyeong Risol comes from the word "Anyeong" which means "Hello" in Korean. Anyeong Risol has several

flavor variants, namely Vegetable Risol which contains potatoes and carrots. The Risol Mushroom Mercon variant contains stir-fried oyster mushrooms with spicy seasoning and Risol Mayo which contains beef, boiled egg plus mayonnaise. Apart from that, Anyeong Risol has a mayo flavor variant, which is a favorite among children.

**Table 1. Sales of Anyeong Risol for January-March 2023**

Anyeong Risol Monthly Sales Report Year 2023					
No.	Month	Price	Amount	Income	Net profit
1.	January	Rp. 3,000,-	996	Rp. 2,988,000,-	Rp. 1,294,000,-
2.	February	Rp. 3,000,-	952	Rp. 2,856,000,-	Rp. 1,237,000,-
3.	March	Rp. 3,000,-	900	Rp. 2,700,000,-	Rp. 1,170,000,-
	Total		2,848	Rp. 8,544,000,-	Rp. 3,701,000,-

In the last few months, the number of sales of Anyeong Risol has continued to decline in the last 3 months. In February, sales of Anyeong Risol decreased by 4% from January. In March there was also a decline of 5%. For this reason, Anyeong Risol sales need to be evaluated more deeply regarding the factors that cause sales to decline so that the right solution can be found so that Anyeong Risol MSMEs can continue to develop.

**Table 2. Business Profile of Anyeong Risol, Papa Risol and Risol Rame**

Variable	Anyeong Risol	Papa Risol	Risol Rame
Taste	The Mercon Mushroom variant is not quite spicy, the Vegetable variant is not salty enough, the Mayo variant is quite delicious, the texture turns hard when the product is cold.	The Chicken flavor variant is monotonous, the Cheese Chicken Variant is quite delicious, the Mushroom Chicken Variant is a little bland, the texture is crispy and soft inside even though the product is cold.	The taste of vermicelli is quite delicious, the texture is firm when the product cools.
Price	Rp. 3,000.00	Rp. 4,000.00 – Rp. 5,000.00	Rp. 2,000.00
Word Of Mouth	Marketed offline and online, but only limited to WhatsApp social media	Marketed offline and online, collaborating with well-known brands, namely geprek john,	Only marketed offline

From the processed data sources, Anyeong Risol Products still encounter obstacles in adapting to different consumer tastes. It can be seen from several inputs given from consumers regarding the taste of Anyeong Risol products. Even though the response from Anyeong Risol consumers is varied, Anyeong Risol has not fully retained all its consumers. This is caused by the differences in tastes of each person and there are several other considerations. Kotler & Armstrong (2012) explain that based on consumer perceptions of the products and services received, consumers immediately respond to the taste, benefits and continued support regarding product guarantees, criticism and improvements to the satisfaction received so that it will influence Purchase Decision.

Apart from a tasteproduct, the price is also veryimportantfor product marketing because customers always want high quality products at low prices. The value of an item measured in currency is known as its price (Alma, 2018). Word of Mouth (WOM) which has its own strength in marketing a product, especially in villages where most of the people are not very familiar with social media which is often used as promotional media. This happened in Gendol Hamlet, Pakukerto Village, Sukorejo District, Pasuruan Regency, where village digitalization is still not optimal.

According to Hasan (2010:25) said that Word of Mouth is a powerful source of information to influence the purchasing decisions of some people because it provides reliable information, can be tailored to specific demographics. In research, Ramadhan et al (2022) states that factors such as location, price, and taste can influence buyers' decisions. This study uses location, price and taste variables, while the author uses taste, price and Word of Mouth. This is the main difference between these two studies. This is in line with Ramadhan's suggestion in previous research which said to use other variables to influence purchasing decision variables. The researcher selected taste, price, and word of mouth as variables to determine their impact on the purchasing decision for the Anyeong Risol business in Pasuruan Regency. This study aims to explore the influence of word of mouth, price, and taste on purchasing decisions at the Anyeong Risol company in Pasuruan, East Java

## **2. Literature Review**

### **2.1. Taste**

Our perception of taste goes beyond just what our tongues detect. Drummond and Brefere (2010:2) highlight that taste is a complex interplay of all five senses:

- a. Sight: The visual presentation of food can be incredibly enticing. A beautifully plated dish or a mouthwatering picture on a menu can prime our taste buds for a delicious experience.
- b. Smell: Aroma is closely linked to taste. The inviting scent of freshly brewed coffee or sizzling steak can trigger our taste receptors and prepare us for the flavor.
- c. Sound: The sounds associated with food can also influence taste. The satisfying crackle of a croissant or the sizzle of bacon can add another layer of enjoyment.
- d. Temperature: The temperature of food can dramatically affect how we perceive its taste. A piping hot bowl of soup might taste bland, while the same soup cooled down can reveal a much richer flavor profile.
- e. Texture: The feel of food in our mouths plays a crucial role in taste. The smooth creaminess of ice cream or the satisfying crunch of a fresh apple are as much a part of the taste experience as the actual flavors.

### **2.2. Price**

As Kotler and Armstrong (2012) explain, price is the exchange value assigned to a product. It's the amount a consumer is willing to pay for the perceived benefits they receive. Price is the only element in the marketing mix (product, promotion, place) that directly generates revenue for a company. However, it's not just about the sticker price. Here's how price factors into Purchase Decisions:

- a. Value Perception: Consumers weigh the price against the perceived value of the product. Is it worth the cost? Will it deliver the satisfaction they seek?
- b. Price Sensitivity: Some consumers are highly price-sensitive, seeking out the best deals and discounts. Others might be more willing to pay a premium for a high-quality product or a unique experience.

### **2.3. Word of Mouth**

"Word of mouth" (WOM) refers to the informal communication between consumers about their experiences with a product. Kotler & Keller (2016) emphasize how WOM can be spread through spoken word, written communication, or even electronic means (online reviews, social media). Positive WOM acts as a powerful marketing tool, boosting trust and influencing others' purchase decisions (Piranda et al., 2022):

- a. Credibility: Recommendations from friends, family, and trusted sources carry more weight than traditional advertising because they are perceived as genuine and unbiased.
- b. Social Proof: Positive WOM creates a sense of social proof, suggesting that others are making the same choice and lending legitimacy to the product.

### **2.4. Purchase Decision**

Schiffman and Kanuk (2010) define a Purchase Decision as the selection of one option from a set of available alternatives. This process is influenced by all the factors discussed above – taste, price, and WOM. Consumers weigh these factors, along with their own needs, preferences, and budget, to arrive at a final purchase decision.

### 3. Methodology

A quantitative approach with a type of correlation with the aim of measuring the research variables used. According to Arikunto (2010), quantitative research is research that is based on numbers, both in data collection and data interpretation. The main focus of this research is on the Anyeong Risol customers in Pasuruan Regency. The random sampling technique was utilized to select a sample of 100 individuals through Purposive Sampling. Data was collected through questionnaire distribution. Classical hypothesis testing, as well as hypothesis testing, are all forms of analysis.

### 4. Results and Discussion

#### 4.1. Research Result

The study took place at Pakukerto Village Market, situated at Jl. Indonesian Safari Park 2, Prigen, East Java. The market's strategic location on the main road to Taman Safari Tourism makes it a popular rest area for visitors, creating opportunities to promote MSME products from the village. A total of 100 respondents participated in the research, with data collection and validation tests conducted using Google Form. The research was conducted on November 20, 2023. Subsequently, SPSS test analysis was performed to assess the instrument's validation and reliability, along with classical assumption and hypothesis tests.

##### 4.1.1. Normality test

**Table 3. Normality Test**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.93321875
Most Extreme Differences	Absolute	.064
	Positive	.059
	Negative	-.064
Statistical Tests		.064
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Asymp value. Sig (two-sided) amounts to 0.200 over 0.05.

##### 4.1.2. Multicollinearity Test

**Table 4. Multicollinearity Test**

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Taste	.316	3,169
	Price	.308	3,251
	Word Of Mouth	.350	2,857

a. Dependent Variable: purchasing decision

The X1 value of 0.316 exceeds 0.1, with a VIF value of 3.169 below 10. The tolerance value for X2 is 0.308, also above 0.1, with a VIF value of 3.251 below 10. However, for variable X3, the tolerance value is 0.350 above 0.1, and the VIF value is 2.857 below 10. There was no multicollinearity observed among the three variables.

**4.1.3. Heteroscedasticity Test**

**Table 5. Heteroscedasticity Test**

		Correlations				
		Taste	Price	Word Of Mouth	Unstandardized Residuals	
Spearman's rho	Taste	Correlation Coefficient	1,000	,798**	,785**	,037
		Sig. (2-tailed)	.	,000	,000	,713
		N	100	100	100	100
	Price	Correlation Coefficient	,798**	1,000	.806**	,020
		Sig. (2-tailed)	,000	.	,000	,842
		N	100	100	100	100
	Word Of Mouth	Correlation Coefficient	,785**	.806**	1,000	,039
		Sig. (2-tailed)	,000	,000	.	,700
		N	100	100	100	100
	Unstandardized Residuals	Correlation Coefficient	,037	,020	,039	1,000
		Sig. (2-tailed)	,713	,842	,700	.
		N	100	100	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The 2-tailed significance values for "taste" (0.713), "word of mouth" (0.700), and "price" (0.842) are all above 0.5. Additionally, there are no indications of heteroscedasticity.

**4.1.4. Multiple Linear Regression Equation Test**

**Table 6. Multiple Linear Regression Equation Test**

		Coefficients <sup>a</sup>	
		Unstandardized Coefficients	
Model		B	
	(Constant)		-.202
1	taste		,273
	price		,233
	word of mouth		,840

a. Dependent Variable: purchasing decision

The analysis found that taste, price, and positive opinions (word-of-mouth) all influence how likely people are to buy something. Here's what the numbers mean:

- a. Taste has the strongest influence. For every increase in taste rating, the likelihood of purchase increases by 0.273.
- b. Price also has a positive influence, but weaker than taste. A higher price leads to a slightly higher chance of purchase (0.233).
- c. Positive opinions (word-of-mouth) have the biggest impact. An increase in positive word-of-mouth leads to a jump of 0.840 in the likelihood of purchase.

4.1.5. Multiple Correlation Coefficient Analysis (R)

Table 7. Multiple Correlation Coefficient

Model	R	Model Summary <sup>b</sup>	
		Change Statistics	
		Sig. F Change	
1	.925 <sup>a</sup>		,000

a. Predictors: (Constant), word of mouth, taste, price  
 b. Dependent Variable: purchasing decision

Our study found that taste, price, and positive word-of-mouth (conversations) are all connected to how likely people are to buy something. The statistical results (correlation coefficient of 0.925) show a strong relationship between these factors and purchasing decisions.

4.1.6. Coefficient Determination Analysis

Table 9. Coefficient Determination Test

Model	R	Model Summary <sup>b</sup>		
		R Square	Adjusted R Square	Std. Error of the Estimate
1	.925 <sup>a</sup>	,855	,851	.94769

a. Predictors: (Constant), word of mouth, taste, price  
 b. Dependent Variable: purchasing decision

An R Square of 0.855 indicates that taste, price, and word of mouth influence 85.5% of purchasing decisions, and other factors influence 14.5%.

4.1.7. T test

Table 10. T test

Coefficients <sup>a</sup>			
	Model	t	Sig.
1	(Constant)	-.187	,852
	taste	3,190	,002
	price	2,739	,007
	word of mouth	8,861	,000

a. Dependent Variable: purchasing decision

The taste variable has an impact on purchasing decisions, because the significance value of the service quality variable is 0.002 below 0.05, and service quality is 3.190 greater than 1.661. Furthermore, the price variable has an impact on purchasing decisions because the significance value of the price variable is 0.007 below 0.05 and 2.731 above 1.661. With a significance value of 0.000 below 0.05 and 8.861 above 1,661, word of mouth influences purchasing decisions. The following table shows the conclusions of the t test.

Table 11. Conclusions from the T Test Results

Variable	t statistic	t table	Signification	Conclusion
Taste	3,190	1.1661	0.002	Significant
Price	2,739	1.1661	0.007	Significant
Word Of Mouth	8,861	1.1661	0,000	Significant

Source: Data processed from SPSS 25, 2023

**4.1.8. F Test (Simultaneous Test)**

**Table 12. F test**

ANOVAa						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	510,141	3	170,047	189,338	,000b
	Residual	86,219	96	,898		
	Total	596,360	99			

a. Dependent Variable: purchasing decision  
 b. Predictors: (Constant), word of mouth, taste, price

As a result, taste, price, and word of mouth simultaneously influence purchasing decisions, with a value of 189.338 above 2.70.

**4.2. Discussion**

This study examines how taste, price, and word-of-mouth influence purchasing decisions at Anyeong Risol, a company located in Pasuruan. Partial and simultaneous tests were conducted to assess these relationships.

**4.2.1. Taste**

The results indicate that taste partially and simultaneously influences purchasing decisions. The highest average score (4.04) was received for question item X1.1, which aligns with research by Kirani (2021:30) and Eruka (2021:70) suggesting that a product's appearance, packaging, aroma, and texture can influence consumer behavior. Statistical analysis confirms this with a partial significance value of 0.002 (less than the threshold of 0.05) and a value of 3.190 (greater than 1.661). Further supporting this notion, Arifin & Setyaningrum (2022) found a positive correlation between taste and purchasing decisions. However, the partial test results for taste on purchasing decisions were 0.416 and a t statistic of 0.816, requiring further investigation.

**4.2.2. Price**

Price also partially and simultaneously influences purchasing decisions. The highest average score (4.54) was received for question item X2.4, which aligns with Rapatata (2014:191) statement that price is determined by quality, including taste, ingredients, and product appearance. Statistical analysis supports this with a partial significance value of 0.007 (less than 0.05) and a t statistic of 2.739 (greater than the t table value of 1.661). Furthermore, the coefficient of determination test yielded a value of 85.5%, indicating a significant influence of price on purchasing decisions. This aligns with research by Gunarsih et al (2021), Pratiwi et al (2019) and (Nasution et al., 2019) who found a positive and significant impact of price on purchasing behavior.

**4.2.3. Word-of-Mouth**

Word-of-mouth was found to partially and simultaneously influence purchasing decisions. The frequency distribution indicated that respondents gave the highest score (4.89) to the question "I gave a positive review of the Anyeong Risol product." This aligns with (Nur & Djafar, 2019) statement that positive reviews and recommendations are powerful marketing tools. The statistical analysis confirms this with a significance value of 0.000 (less than 0.05) and a value of 8.861 (greater than 1.661) after the partial test.

Additionally, the coefficient of determination test yielded a value of 85.5%, indicating a significant influence of word-of-mouth on purchasing decisions. The Multiple Correlation Coefficient (R) test further strengthens this conclusion with a value of 0.925, which falls within the "very strong" category. Word-of-mouth refers to positive consumer conversations about a product, as noted by Winalda & Sudarwanto (2020) whose research (0.000 < 0.05) also highlights its significant positive influence on purchasing decisions.

#### **4.2.4. Combined Effects**

The simultaneous test analysis confirms that taste, price, and word-of-mouth all influence purchasing decisions together. The significance value after the F test is 0.000 (less than 0.05), and the F statistic (189.338) is greater than the F table (2.70). Additionally, the coefficient of determination test yielded a value of 85.5%, indicating a significant combined influence. The Multiple Correlation Coefficient (R) test further strengthens this conclusion with a value of 0.925, which falls within the "very strong" category.

#### **5. Conclusion**

Based on the previous explanation, the conclusions drawn are that customers' decisions to purchase products at Anyeong Risol Pasuruan are significantly influenced by taste, price, and word of mouth. The tests conducted confirm that taste is a major factor, supporting the first hypothesis. Price also plays a crucial role in the purchasing decision, validating the second hypothesis. Word of mouth is another significant influencer, leading to the acceptance of the third hypothesis. Collectively, these factors confirm the fourth hypothesis when tested both partially and simultaneously.

Based on these conclusions, it is recommended that Anyeong Risol in Pakukerto Village, Sukorejo District, Pasuruan Regency, continue to refine and develop flavors that align with consumer preferences. Attention should also be given to the portion sizes, potentially adjusting the folding method to make the risol appear larger and more appealing. Additionally, promotional activities should be enhanced both directly and through social media. Future research could explore additional variables that may impact purchase decisions, providing a broader understanding for upcoming researchers.

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