

Original Article

The Effects of E-Service Quality and E-Recovery Service Quality on Perceived Value and Loyalty Intention of GOJEK Applications Users in the Period of COVID-19 Pandemic

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Abstract - This study aims to determine the effects of E-Service Quality on Perceived Value, E-Recovery Service Quality on Perceived Value, E-Service Quality on Loyalty Intentions, E-Service Quality on Loyalty Intentions, and determine whether there is a mediating effect of Perceived Value on the total effect of E-Service and E-Recovery Service Quality with Loyalty Intention and to investigate the effect of Perceived Value on Loyalty Intentions. The sample was collected through 618 respondents who had used the Gojek application in Indonesia with the purposive sampling technique. To analyze the data, regression tests and Sobel tests were used. The result shows that E-Service Quality has a significant effect on Perceived Value, E-Recovery Service Quality has a significant effect on Perceived Value, E-Service Quality has a significant effect on Loyalty Intentions, E-Recovery Service Quality has a significant effect on Loyalty Intentions, and there is a mediating effect of Perceived Value on the total effect of E-Service and E-Recovery Service Quality with Loyalty Intention. Perceived Value has a significant effect on Loyalty Intentions.

Keywords - E-Recovery Service Quality, E-Service Quality, Gojek, Loyalty Intention, Perceived Value.

I. INTRODUCTION

Service business competition in today's era requires every company engaged in this field always to carry out various strategies to win consumers' hearts. The key to retaining customers is to provide customer satisfaction, which will create customer loyalty. According to Kotler and Keller (2007), customers' satisfaction is a feeling of pleasure or disappointment in someone who arises after comparing the performance (results) of the product that is being thought towards performance (or results).

There are currently 21.7 million people in Indonesia who use online transportation services (CNBC, 2020).

This is based on the We Are Social 2020-Digital 2020 Indonesia report as of January 2020. The report also shows that 75% of Indonesian internet users use mobile applications related to mapping.

Gojek is one of the online transportation service providers, especially motorbikes. Gojek is a social-spirited company that is leading the revolution in the *ojek* transportation industry. Gojek uses electronic media. Access to ordering motorcycle taxi services for motorcycle taxi consumers will be easier with it. Not only for the shuttle, but Gojek also provides various other services such as food, which can pick up your favorite food from anywhere according to your order. GoShop, one of Gojek's services that is ready to spend on your daily needs and many more features provided by Gojek Indonesia.

President Joko Widodo announced that Indonesia was affected by the virus on March 2, 2020, calling it a disaster. The National Disaster Management Agency (BNPB), specifically Covid-19, a non-natural disaster with a national coverage scale. The Covid-19 pandemic has certainly affected Gojek's business. It can be seen from the number of users who have decreased, and it can be seen in Table 1.

Table 1. Active Users of Gojek & Grab

No	App	Active Users on February 2020 (Millions)	Active Users on 13 March 2020 (Millions)	Active Users on 19 March 2020 (Millions)
1	Gojek	3,3	3,2	2,9
2	Grab	2,5	2,4	2

Source : finance.detik.com/berita-ekonomi-bisnis/d-4959541/bisnis-transportasi-online-kena-imbis-corona-ini-datanya



Based on Statqo data reported by Detik Finance (March 2020), the average of active users on the Gojek application at the end of February 2020 was in the range of 3.3 million users. Active Gojek users decreased by around 14% from the weekly average on March 13 of around 3.2 million users to only 2.5 million users on March 26, 2020. This data also decreases in the second week of March, which is on March 19, Gojek decreased to 2.9 million.

There are a number of trends and changes in society in using Gojek applications during the pandemic. There are 5 Gojek services that users rely on during the pandemic, reported on the official Gojek.com page, namely:

Table 2. Services that have increased

No	Service	Before Covid 19	In Covid19
1	Food and grocery delivery services: GoFood and GoMart	1x	3x
2	Digital wallet service: GoPay	1x	2x
3	Digital donation services: GoPay and GoGive	1x	2x
4	Streaming and entertainment services: GoGames, GoPlay, and GoTix	1x	10x
5	Delivery service: GoSend	1x	2x

Source: Gojek, 2020.

One thing that is needed to keep consumers loyal is to improve the electronic service quality system periodically. According to Chase, Jacobs, and Aquilano (2006), E-Service Quality was developed to evaluate a service provided on the Internet network. E-Service Quality is defined as the extension of a site's ability to effectively and efficiently facilitate shopping, purchasing, and distribution activities. E-Recovery Service Quality certainly cannot be separated from E-Service Quality. E-Recovery Service Quality is the quality of recovery services provided by online sellers or service providers to facilitate consumers' constraints in transacting. According to Zehir and Nacikara (2016), E-Service Quality and E-Recovery Service Quality significantly affect Loyalty Intention.

The current Gojek business competition does not only focus on transportation services. There is a decrease in the total data of active users on the service, which is a challenge for Gojek. On the other hand, there is an increase in users on several services during this pandemic. Gojek must be able to attract more customers with other services according to the needs needed by consumers. Gojek must provide good E-Service Quality and E-

Recovery Service Quality to get positive Perceived Value from consumers so that consumers can be loyal.

II. LITERATURE REVIEW AND HYPOTHESES

According to Zeithaml et al. (2006), service quality is a critical element of customer perceptions of the service products they receive. Especially in a pure service product, service quality will be a dominant element in customer assessment. Parasuraman (in Lupiyoadi, 2013: 216) stated that the service quality is how far the difference is between reality and customer expectations for the service they receive.

According to Zethaml (in Tjiptono, 2007), stated that there are seven dimensions of E-service quality, namely as follows:

- a. Efficiency
Customers' ability to access websites, search for desired products and information related to the products and leave the site with minimal effort.
- b. Reliability
Concerning the technical functionality of the site concerned, particularly the extent to which the site is available and functioning properly.
- c. Fulfillment (guarantee)
Includes service promise insurance, product stock availability, and product delivery according to the promised time.
- d. Privacy
Guarantee that the shopping behavior data will not be given to any other party and that the customer's personal information (identity and payment instrument) is guarantee secured.

According to Bitner & Zeithaml (2003): Service Recovery is considered a passive strategy for increasing customer satisfaction. This service is an action taken by a company in response to a service failure. Widiatmika & Subawa (2017) explained that problems could be responded to if there is a service failure of the organization using service quality recovery or e-recovery service quality. According to Holloway & Beatty (2003), service failure often occurs when the customer's quality of service falls below customer expectations. For example, Web site delivery and website design issues are the two main types of service failure in online retailing. Meanwhile, Bitner, Brown, & Meuter (2000) stated that failure can be closely related to costs for the company, such as lost customers and negative impressions of customers' words.

Parasuraman & Zeithaml (2005) conveyed the dimensions used as follows:

- a. Responsiveness
Responsiveness (responsive), which is to respond quickly to the service site.
- b. Compensation
Compensation (compensation) is the level of compensation that can be received by the customer if a problem occurs.

c. Contact

Contact (Contact): the availability of customer service by telephone, online chat, or representatives in online support facilities.

Consumers' perceived value is the customer's perception of the comparison between quality and price believed to produce competitive advantage (Sayed et al., 2016, Vol. 37 (432-438)).

The concept of Perceived Value from Woodruff (1997) is a choice that is felt by customers and an evaluation of product attributes, product performance, and the consequences arising from using products to achieve consumer goals and intentions in using products and services. Furthermore, Woodruff stated that Customer Value is the customer's perception of the desired consequences of using a product and service.

Consumers' perceived value is the difference between the customer's prospective assessment of all the benefits and costs of an offering against the alternative. So, a product is mentioned to have a high value if it is in accordance with the needs, wants, and demands of customers (Kotler and Keller, 2009). Most researchers define consumer perceived value as the basis for consumer perceptions in their evaluations that compare the benefits they receive from service providers with the sacrifices they spend to get the services (Slater and Narver, 1994). Perceived value is the first step to transaction success and consumer motivation to make repeat purchases (Holbrook, 1994).

The four perspectives of consumer value (Zeithaml, Parasuraman, and Malhotra, 2000) are:

- a. Price
Consumer value when the consumer gets the right price.
- b. Overall Value
Overall consumer value when using the application.
- c. Convenience
Consumer value for convenience in using applications.
- d. Control
Consumer value is the value that consumers get from the extent to which the application gives a feeling of control.

According to Flavia'n et al. (2006), loyalty intention has been understood as a consumer's intention to buy from a website, and that consumers will not change to another website. Meanwhile, according to Harris et al. (2004), Loyalty Intention of action is related to the conversion of intention to act. According to Oliver (1997), stated that customer Loyalty Intention has three different sequential phases. First, cognitive Loyalty Intention refers to the belief that a brand is better for others. Second, effective Loyalty Intention reflects a favorable attitude or desire based on satisfying use. Third, cognitive Loyalty Intention is the development of behavioral intention characterized by a deeper level of commitment.

According to (Zeithaml, Parasuraman, and Malhotra, 2000) explained that consumer Loyalty Intention is multi-dimensional which consists of:

1. Positive Word of Mouth
Deliver a good experience when using the application.
2. Recommendation
Recommend the application to others to use the application.
3. Encouragement
Encourage others to use the application.
4. First choice
Making this application the main choice for future transactions.
5. Doing More Business or Transactions
Doing more transactions or business using this application in the future.

A. Research Hypotheses:

To investigate the effects of E-service quality, E-recovery Service Quality, Perceived Value, and Loyalty Intention, the hypotheses of this study are as follows:

- H1: There is a significant influence between E-Service Quality and Perceived Value.
- H2: There is a significant influence between E-Recovery Service Quality and Perceived Value.
- H3: There is a significant influence between E-Service Quality and Loyalty Intention.
- H4: There is a significant influence between E-Recovery Service Quality and Loyalty Intention.
- H5: There is a mediating effect of perceived value on the influence between E-Service and E-Recovery Service Quality with Loyalty Intention
- H6: There is a significant influence between Perceived Value and Loyalty Intention.

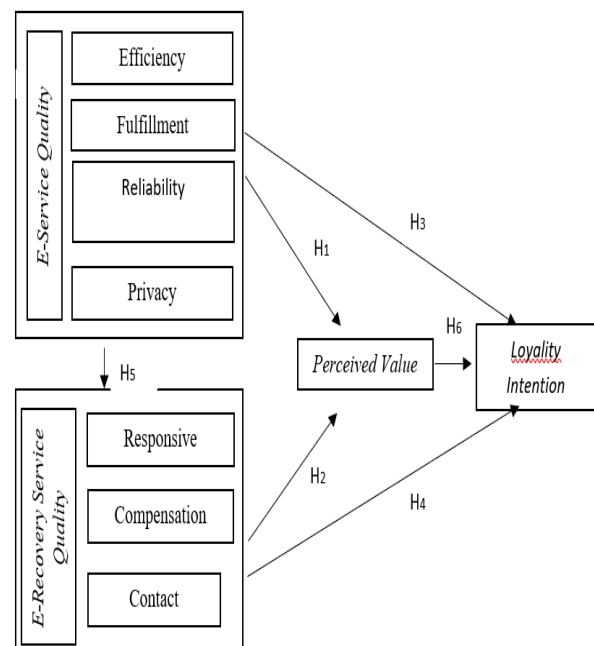


Fig. 1 Research Model

III. RESEARCH METHOD

This research is causal and cross-sectional, which has three variables, including:

1. The Independent variable (free) is the variable included in the research hypothesis and affects the dependent variable. In this study, the independent variables are efficiency, assurance, system availability, reliability, and privacy.
2. The dependent variable (dependent) is the variable covered in the research hypotheses, which is explained and influenced by the independent variable. In this study, the dependent variable is the intention of loyalty.
3. The intermediate variable is a variable that acts as intermediaries from the relationship between the independent variable to the dependent variable, whose value also has a significant effect. In this study, the intermediate variable is the perceived value.

The population in this study are consumers who have used the Gojek application. The purposive sampling technique used the sample, where the sampling was only done to respondents with certain criteria from the researcher (Ferdinand, 2006). Pandjaitan and Ahmad (2017) added that purposive sampling is a sampling of the research objectives, and the sampling decision depends on data collection. The sample used was 618 respondents. The respondents' sample is consumers who have used the Gojek application in Indonesia and are considered to represent the population and can describe the characteristics of that population.

IV. RESULTS AND DISCUSSION

Based on the results of the calculation of the number of samples of 618 respondents. The distribution of questionnaires was carried out from November 2020. Data of the research have been analyzed by using SPSS 20.00.

Table 3. Descriptive Statistics

Variable		n	%
Gender	Male	223	36,1%
	Female	395	63,9%
Province Domicile	Lampung	470	76,1%
	Jawa Barat	29	4,6%
	South Sumatra	28	4,5%
	Jakarta	28	4,5%
	etc	63	10,3%
Age	13 - 18	29	4,7%
	19 – 25	317	51,3%
	26 – 35	243	39,3%
	36 – 45	20	3,2%
	> 45	9	1,5%
Job	Civil Servant	41	6,6%
	Private Company Employee	200	32,4%
	State-own Corporation Employee	31	5%
	Student	172	27,8%
	Entrepreneur	68	11%
	Etc	106	17,2%
Monthly Net Income	> Rp. 5.000.000	144	23,3%
	Rp.3.000.000 – Rp. 5.000.000	117	18,9%
	Rp.1.000.000 – Rp. 3.000.000	164	26,5%
	Rp. 500.000 - Rp. 1.000.000	76	12,5%

	< Rp. 500.000	117	18,9%
Frequently used services	Go-Food	424	68,6%
	Go-Send	9	1,5%
	Go-Shop	6	0,9%
	Go-Pay	32	5,2%
	Go-Play	1	0,2%
	Go-Ride	119	19,3%
	Go-Car	27	4,4%

Hypothesis 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.577	.660		5.421	.000
	Efficiency	.131	.022	.260	6.056	.000
	Fulfillment	.008	.014	.020	.577	.564
	Reliability	.231	.040	.253	5.808	.000
	Privacy	.345	.038	.317	9.024	.000

a. Dependent Variable: Perceived Value

4 variables show indicators of E-Service Quality, namely efficiency, assurance, reliability, and privacy. Based on the table above, it can be seen that the significance value of efficiency is 0.000, the reliability is 0.000, and the privacy is 0.000, which is smaller than 0.05, which means that it has a significant effect on the perceived value variable, while the guarantee variable is 0.564 which has a value greater than 0.05 which means that it does not have a significant effect on the Perceived Value variable. The results of testing the E-Service Quality T-Test on Perceived Value, the Sig. for the influence of the Efficiency, Reliability and Privacy variables on Perceived Value is 0.000 <0.05, and the t-count value of the Efficiency, Reliability and Privacy variables for Perceived Value is respectively 6.056, 5.808, 9.024 > t table of 1.964. These results conclude that efficiency, reliability, and privacy have a significant effect on perceived value.

Hypothesis 2

Hypothesis 2 Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.952	.402		14.790	.000
	Responsive	.300	.034	.433	8.843	.000
	Compensation	.064	.046	.064	1.382	.167
	Contact	.326	.040	.305	8.167	.000

a. Dependent Variable: Perceived Value

3 variables show indicators of E-Recovery Service Quality, which are Responsiveness, Compensation, and Contact. Based on the table above, it can be seen that the significance value of Responsiveness is 0.000 and Contact is 0.000, which are less than 0.05, which means that they have a significant effect on the Perceived Value variable, while the Compensation variable is 0.167, which has a value greater than 0.05, it means that it does not have a significant effect on the Perceived Value variable. The results of the T-test of E-Recovery Service Quality on Perceived Value, it is known that the Sig. for the effects of Responsive and Contact variables on Perceived Value is 0.000 <0.05 and the t-count value of the Efficiency, Reliability and Privacy variables for Perceived Value is respectively 8.843, 8.167 > t table of 1.964. The results conclude that Responsiveness and Contact have significant effects on perceived value, while compensation is not significant.

Hypothesis 3

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	3.386	.921		3.676	.000
Efficiency	.177	.030	.260	5.871	.000
Fulfillment	.008	.019	.015	.432	.666
Reliability	.380	.056	.307	6.832	.000
Privacy	.346	.053	.235	6.474	.000

a. Dependent Variable: Loyalty Intention

4 variables show indicators of E-Service Quality, which are Efficiency, Fulfillment, Reliability, and Privacy. Based on the table above, it can be seen that the significance value of Efficiency is 0.000, Reliability is 0.000. Privacy is 0.000, which is smaller than 0.05, which means that they significantly affect the Loyalty Intention variable. The Guarantee variable is 0.66 with a greater value of 0.05, which means that it does not significantly affect the Loyalty Intention variable. The results of testing the E-Service Quality T-Test on Loyalty Intention, it is known that the value of Sig. the effects of Efficiency, Reliability and Privacy variables on Loyalty Intention is 0.000 <0.05 and the t-count value of Efficiency, Reliability and Privacy variables on Loyalty Intention are 5,871,

6,832, 6,474 > t-table of 1,964, respectively. These results conclude that Efficiency, Reliability, and Privacy have significant effects on Loyalty Intention, while Guarantee is not too significant.

Hypothesis 4

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	7.432	.593		12.537	.000
Responsive	.430	.050	.460	8.613	.000
Compensation	.099	.068	.073	1.447	.148
Contact	.274	.059	.190	4.672	.000

a. Dependent Variable: Loyalty Intention

3 variables show indicators of E-Recovery Service Quality, namely Responsiveness, Compensation, and Contact. Based on the table above, it can be seen that the significance value of Responsiveness is 0.000 and Contact is 0.000, which are smaller than 0.05, which mean that they have significant effects on the Loyalty Intention variable, while the compensation variable is 0.148, which has a greater value than 0.05 which means that it does not have a significant effect on Loyalty Intention variable. The results of testing the E-Recovery Service Quality T-test on Loyalty Intention are known as the Sig. Value for the effects of Responsive and Contact variables on Loyalty Intention amounted to 0.000 <0.05 and the t-count value of Efficiency, Reliability and Privacy variables on Loyalty Intention were respectively 8.613, 4,672 > t-table of 1.964, whereas Compensation variable shows that t-count value is less than t-table of 1.964. The results conclude that Responsiveness and Contact have significant effects on Loyalty Intention, while Compensation does not.

Hypothesis 5

To investigate whether or not Perceived Value's role is a mediating variable between E-Service Quality and E-Recovery Service Quality on Loyalty Intention, a Sobel test is carried out as follows.

Input		Statistic Test	Std. Error	p-value
a 0.122	Sobel test	17.73280329	0.00674919	0
b 0.981	Aroian test	17.25578076	0.00675186	0
sa 0,005	Goodman Test	17.73983418	0.00674651	0
sb 0,038				

Based on the results of the calculation of the Sobel test, the p-value of 0.00 is less than 0.05, which results in a significant value, which means that indirectly E-Service

Quality and E-Recovery Service Quality through Perceived Value has significant effects on Loyalty Intention, the results indicate that there is a role of mediation.

Hypothesis 6

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.037	.616		6.556	.000
Perceived Value	.981	.038	.725	26.124	.000

a. Dependent Variable: Loyalty Intention

Based on the table above, it can be seen that the significance value of the Perceived Value of 0.000 is less than 0.05, which means that it has a significant effect on Loyalty Intention. The results of T-testing of Perceived Value Test on Loyalty Intention, it is shown that the Sig. Effect of Perceived Value on Loyalty Intention is 0.000 <0.05, and the t-count of Perceived Value on Loyalty Intention is 26.124 > t table of 1.964. The results suggest that Perceived Value has a significant effect on Loyalty Intention.

V. CONCLUSION

1. There is a significant effect between E-Service Quality and Perceived Value. Efficiency's significance value is 0.000, Reliability is 0.000, and Privacy is 0.000, which is smaller than 0.05, which means that they significantly affect Perceived Value.
2. There is a significant effect between E-Recovery Service Quality and Perceived Value. The significance value of Responsiveness is 0.000, and Contact is 0.000, which is less than 0.05, which means that they significantly affect Perceived Value.
3. There is a significant effect between E-Service Quality and Loyalty Intention. Efficiency's significance value is 0,000, and Reliability is 0,000, and Privacy is 0,000, which is less than 0.05, which means that they have significant effects on Loyalty Intention.
4. There is a significant effect between E-recovery Service Quality and Loyalty Intention. The significance value of Responsiveness is 0,000 and Contact is 0,000, which is smaller than 0.05, which means that they significantly affect Loyalty Intention.
5. Perceived value is mediating on the effect between E-Service and E-Recovery Service Quality with Loyalty Intention. The result of the Sobel test calculation is that a p-value of 0.00 less than 0.05 resulted in a significant value, which means that indirectly E-Service Quality and E-Recovery Service Quality through Perceived Value has significant effects on Loyalty Intention, the result indicates that there is a mediation role.

6. There is a significant effect between Perceived Value and Loyalty Intention. The coefficient is known that the significance value of the Perceived Value of 0.000 is less than 0.05, which means that it has a significant effect on Loyalty Intention.

VI. SUGGESTIONS

Based on the results' discussion and analysis of research, the researcher suggests:

1. Gojek management needs to improve E-Service Quality in terms of Fulfillment. Based on the results of the research, it is seen that the Fulfillment variable in the questionnaire has several questions about the delivery time, availability of items in the application, and offers or promos on the application and the results of the research show that the variables are not too significant that need to be improved.
2. Gojek management needs to improve E-Recovery Service Quality in terms of Compensation. From the results of the research, it is seen that the Compensation variable in the questionnaire has several questions about compensation, if there is a problem with the goods or services used if the goods are not suitable, and the collection of goods, if there is an error or not in accordance with what was ordered and the results of the research show that the variables were not too significant, so they need to be improved.

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