

Analysis of The Effect of Product, Price, Place, and Promotion on Spectator Loyalty of The Surabaya Football Kicking League

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ABSTRACT

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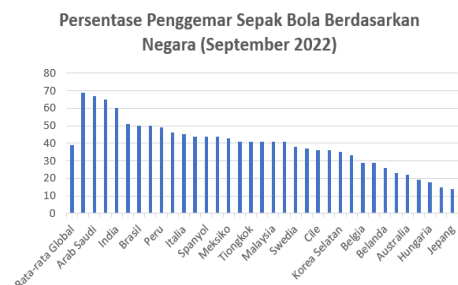
This study aims to analyze the influence of Product (Event Experience), Price (Ticket Price & Participation Fee), Place (Location & Accessibility), and Promotion (Promotion & Digital Marketing) on Participant Loyalty in the 2025 Liga Tendang Bola Surabaya (LTB Surabaya 25). With the global sports industry projected to contribute \$599.9 billion to global GDP by 2025, the importance of organizing effective local sports events has increased. This research employs a quantitative approach using multiple linear regression analysis, based on data collected from 370 Gen Z respondents who attended LTB Surabaya 25. The results indicate that all four variables have a positive and significant effect on participant loyalty, both partially and simultaneously. These findings are expected to serve as a basis for developing business strategies in local sports events to enhance participant loyalty and ensure the sustainability of future events.

INTRODUCTION

Sport is not only a physical activity and entertainment, but also has an important role in the modern economy through production, distribution and consumption activities.(Maksum, 2014)In Indonesia, popular sports such as football and futsal show great potential in driving economic growth, particularly through the organization of sporting events that create revenue opportunities from ticket sales, sponsorships, and merchandise.(Napontun et al., 2023).

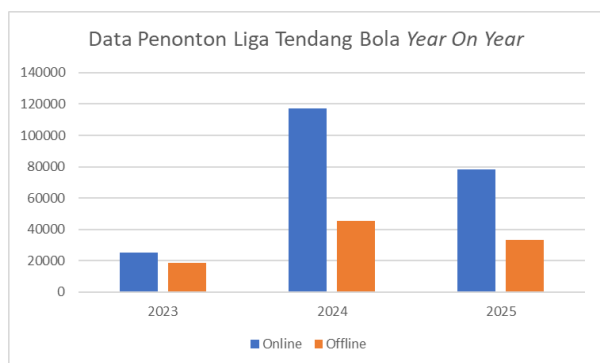
The results of the global survey in Figure 1 show that Indonesia is one of the countries with the largest number of football fans, namely 69% of all Indonesian respondents.(Ipsos Survey, 2022)This is also reflected in the high level of public participation and enthusiasm for events like the Surabaya Football Kicking League (LTB). The 2025 LTB Surabaya, which brought together dozens of school teams from across Greater Surabaya, demonstrates the growing trend of local sports entertainment. The event also featured sub-competitions and digital promotional strategies aimed at increasing audience engagement.

Figure 1.Percentage of Football Fans by Country (September 2022)



However, internal data in Figure 2 shows that audience loyalty levels have not yet reached a stable level, with most audiences attending only one to three times, and experiencing a decline in attendance in 2025 compared to the previous year.(CV. Aldi Production, 2025)This phenomenon demonstrates the challenge of sustaining audience interest.

Figure 2.LTB Year-On-Year Audience Data



Theoretically, the marketing mix, which includes aspects of product, price, place and promotion, has been proven to be able to influence consumer behavior and customer loyalty.(Kotler & Armstrong, 2010; Michelini et al., 2017)However, the implementation of this theory has not yielded consistent results. Recent studies have shown that while intensive promotions can build brand awareness, loyalty cannot be formed without strong emotional engagement and a satisfying event experience.(Benham et al., 2024). Emotional factors and perceived value have been shown to be more significant than mere media exposure in driving repeat participation. (Napontun et al., 2023a).

Research on the marketing mix in the context of sport entertainment in Indonesia is still relatively limited, especially those that specifically measure the direct influence of the four 4Ps on audience loyalty at local sporting events. Most previous studies have only addressed marketing aspects in general or are limited to professional sports.(Prayoga, 2018; Saputra et al., 2024)This indicates a research gap regarding the implementation of effective marketing strategies to increase audience loyalty at school-level sporting events in Indonesia.

The object of this research is the 2025 Surabaya Football Kicking League, a futsal tournament among students designed as a form of local sport entertainment. The main focus of this research is to analyze the influence of product (event experience), price (ticket price), place (location and facilities), and promotion (digital promotion) on audience loyalty.

The primary contribution of this study is to provide empirical insights into the factors that significantly influence spectator loyalty to local sporting events and to provide an evaluative framework for event organizers in formulating sustainable marketing strategies. Furthermore, this study offers a quantitative approach using multiple linear regression analysis,

which has not been widely used in similar studies in Indonesia.

By examining the relationship between marketing mix elements and audience loyalty in the 2025 Surabaya Football Kick League, this research is expected to provide a real contribution to the sports management literature and local sportainment industry practices, as well as serve as a reference for marketing policies and strategies in this sector.

LITERATURE REVIEW

This literature review is based on several previous theories and research that support the development of the conceptual framework in this study. Consumer behavior theory is used to understand how spectators decide to participate in an event, including sporting events such as the Kickball League. According toKotler((2005)AndWardhana(2024)Consumer decisions are influenced by needs, perceived value, experience, and expectations.

Maslow (1948) in his hierarchy of needs theory stated that individuals are driven to fulfill social, esteem, and self-actualization needs. These needs are relevant in the context of sporting events, where spectator participation can be driven by a desire to belong to a community or gain recognition.

Consumer loyalty is defined as an emotional and behavioral attachment to a product or service, demonstrated through repeat participation and positive recommendations.(Behnam et al. 2021; Rowley, 2005). In the context of events, this loyalty is important to maintain the sustainability of the event.

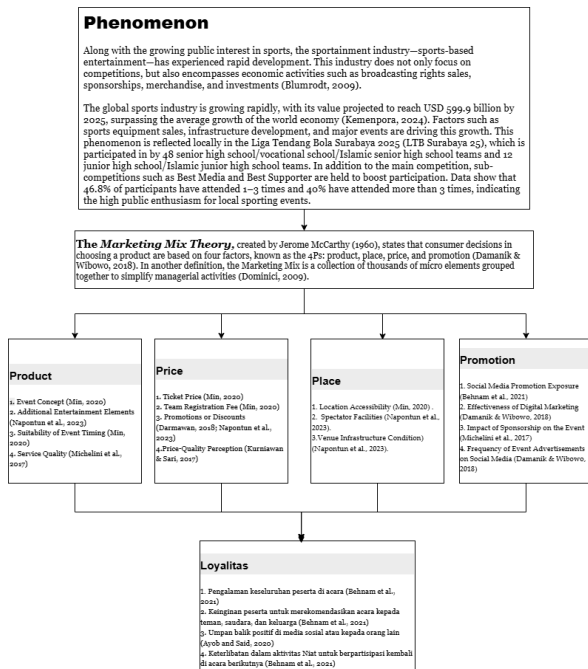
The marketing mix theory or marketing mix (4P) consisting of product, price, location and promotion is used to identify factors that can influence audience loyalty Kotler et al. (2024), emphasizing that the combination of these four elements plays an important role in attracting and maintaining consumer interest, including in the sportainment industry.

Several previous studies provide empirical evidence regarding the influence of 4P on loyalty Min (2020) And Napontun et al. (2023) found that event (product) quality had a positive influence on the intention to return to watch. Meanwhile, price was not always significant for loyalty, but it could influence the initial decision to attend.(Benham et al., 2024; Ouyang et al., 2019). Adequate facilities and infrastructure, such as venues and accessibility, also influence audience comfort and attitudes towards the event.(Michelini et al., 2017; Winario et al., 2023). Effective promotion through social media and

sponsorship has also been shown to increase engagement and participation intentions driven to reach the target market. (Damanik & Wibowo, 2018; Marbun et al., 2022).

The relationship between variables in this study is depicted in Figure 3 below.

Figure 3.conceptual framework



Based on theoretical studies and previous research results, the following hypothesis is formulated:

- H1: Product has a positive influence on audience loyalty.
- H2: Price has a positive effect on audience loyalty.
- H3: Place has a positive effect on audience loyalty.
- H4: Promotion has a positive effect on audience loyalty.
- H5: Product, Price, Place, and Promotion simultaneously have a significant influence on audience loyalty.

METHOD

Types of research

This study uses a quantitative research design to analyze the influence of Product, Price, Place, and Promotion on audience loyalty at the 2025 Surabaya Football Kicking League event. The research approach used is explanatory research which aims to test hypotheses and measure the strength of the relationship between variables through statistical analysis. (Sugiyono, 2019)

Data Types and Sources

This study used primary data obtained through a 5-point Likert-scale questionnaire (1 = strongly

disagree, 5 = strongly agree), while secondary data came from internal documents of CV. Aldi Production and relevant literature. Primary data reflects respondents' perceptions of the four 4P variables and loyalty.

Population and Sample

The research population was Gen Z viewers who watched the 2025 Surabaya Football Kick League. The purposive sampling technique was used with the following criteria:

- Domiciled in Greater Surabaya
- Aged 14–23 years
- Have you ever watched a Football Kicking League?

The number of samples is determined using the formula Ghazali (2011):

$$N = 10 \times \text{number of indicators} = 10 \times 21 = 210 \text{ respondents.}$$

This method follows the rule of thumb approach commonly used in multivariate analysis. (Hair et al., 2019).

Data Collection Instruments and Techniques

The research instrument was an online questionnaire (Google Form) with 21 indicators. Data were collected and tabulated into a spreadsheet before analysis. Each variable was described in specific indicators and measured using a 1–5 Likert scale.

Analysis Tools

Data processing was carried out using IBM SPSS Statistics Version 26 with the following analysis techniques:

- Descriptive Statistics to identify respondent characteristics (gender, age, frequency of attendance, etc.) and summarize the mean, minimum, maximum, range, and standard deviation values of each variable (Martias, 2021).
- Validity test using Pearson item total correlation to measure construct validity (Puspa et al., 2021).
- Reliability test using Cronbach's Alpha to assess the internal consistency of the instrument (Hartati et al., 2020).
- Multiple Linear Regression Analysis to test the influence of Product, Price, Place, and Promotion on Loyalty (Hair et al., 2019).

- Coefficient of Determination (R^2) to see the percentage of loyalty variation explained by the independent variable (Hartati et al., 2020).
- F test to test the simultaneous significance of independent variables (Winario et al., 2023).
- T test to test the partial significance of each independent variable (Winario et al., 2023).

RESULT

Descriptive Statistics

Based on the results of the descriptive analysis, the average (mean), standard deviation, minimum, maximum, and range values of each variable were obtained as follows:

Table 1. Descriptive Statistics

Variable	Minimum	Maximum	Range	Mean	Standard Deviation
Loyalty	1	5	400,000	413.12670	69.63615
Product	1	5	400,000	412.57466	74.81134
Price	1	5	400,000	414.44344	86.25245
Place	1	5	400,000	425.83710	74.96212
Promotion	1	5	400,000	425.02262	76.13161

The results above indicate that all variables have a fairly high perception, with a fairly homogeneous distribution of data. This supports the theoretical assumption that product quality, accessibility, digital promotions, and even appropriate pricing can drive loyalty, as explained by Napontun et al. (2023) and Behnam et al. (2021).

Validity Test

The validity test was conducted using the Pearson item-total correlation technique, a common method for measuring construct validity in questionnaire instruments. This validity indicates the extent to which the question items are able to represent the construct or variable being measured. This technique is carried out by measuring the correlation between each question item and the total score of the variable. The higher the correlation value and the more statistically

significant it is, the more valid the item is in measuring the intended variable. Based on the SPSS analysis results; the following results were obtained:

Table 2. Validity Test Results

Variable	Indicator	r Calculated	Description
Loyalty	Loyalty Product	0.693**	Valid
	Loyalty Price	0.659**	Valid
	Loyalty Place	0.688**	Valid
	Loyalty Promotion	0.680**	Valid
Product	Product-Price	0.789**	Valid
	Product-Place	0.697**	Valid
	Product Promotion	0.706**	Valid
Price	Price-Place	0.775**	Valid
	Price-Promotion	0.741**	Valid
Place	Place-Promotion	0.805**	Valid

All constructs had correlation values above 0.30 and were significant at the 1% level ($p < 0.01$), indicating that all items in the questionnaire had good validity and were suitable for further analysis. Good validity across all items indicates that the instrument was able to capture the expected dimensions of each variable as outlined in the previously presented theoretical framework.

Reliability Test Results

Reliability is an important aspect in measuring the reliability of an instrument, especially in quantitative research based on consumer or respondent perceptions of a phenomenon. According to (Hartati et al., 2020) Reliability testing indicates the extent to which a measuring instrument is free from random error. In the context of this research, the instruments used to measure the variables Product (event experience), Price, Place, Promotion, and Audience Loyalty must be able to consistently represent the concepts being studied. Cronbach's Alpha is the most common approach to reliability testing because it measures the internal correlation between items within a single construct.

Table 3. Reliability of Test Results

Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Loyalty	1677,878	79428.108	0.752	0.923
Product	1678,430	74958.392	0.812	0.912
Price	1676,561	68512.666	0.838	0.908
Place	1665.167	73993.149	0.839	0.907
Promotion	1665,982	73844.291	0.826	0.909

The test results showed a Cronbach's Alpha value of 0.928 which is included in the very high category (above 0.90), as stated by Ghozali (2011), that the instrument can be said to be very reliable if the Alpha value is greater than 0.9. Thus, it can be concluded that all statement items in the questionnaire have strong internal consistency, and this research instrument can be trusted to be used in measuring the loyalty of the Surabaya Football Kick League audience based on the 4P dimensions in the marketing mix.

Results of Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the extent of influence of the independent variables (X1–X4) on the dependent variable (Y). Based on regression theory (Hartati et al., 2020), this method is appropriate for measuring the influence of more than one predictor on a single outcome.

Table 4. R Square Test Results

R	R Square	Adjusted R Square	Standard Error of the Estimate	Change Statistics	
				R Square Change	F Change
0.759	0.577	0.569	45.72154	0.577	73,582
a			4		

The R-square value of 0.577 indicates that 57.7% of the loyalty variable can be explained by Product, Price, Place, and Promotion. The remaining 42.3% is explained by factors outside the model. This value is quite high for a perception-based social research context, making this model suitable for use.

Table 5.F Test Results (Simultaneous)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	615283.175	4	153820.794	73,582	<,001
Residual	451539.278	216	2090.460		
Total	1066822.452	220			

The results of the F test show that the four independent variables simultaneously have a significant effect on loyalty.

Table 6.T-Test Results (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance
1	(Constant)	88.893	19.432		4.575	<,001	
	Product	.312	.070	.335	4.436	<,001	0.343
	Price	.038	.069	.047	0.549	0.584	0.272
	Place	.235	.078	.253	3.019	0.003	0.280
	Promotion	.188	.074	.206	2.561	0.011	0.303

These results indicate that the Product, Place, and Promotion variables have a significant partial influence on loyalty, while the Price variable is not significant. This supports the statement Behnam et al., (2021) and Ouyang et al. (2019) that loyal customers are more influenced by emotional value and experience than by price factors.

DISCUSSION

The Influence of Product on Loyalty

Based on the research results, the Product variable (event experience) has a positive and significant influence on audience loyalty, as indicated by a t-value of 4.436 > 1.692 and a significance value of <0.001 <0.05. These findings indicate that event quality, including concept, match content, and overall

entertainment value, plays a significant role in shaping audience loyalty. The better the experience perceived by the audience, the higher their tendency to remain loyal and attend subsequent events.

This result is in line with research by (Min, 2020) which states that event quality has a significant influence on repeat attendance intentions. (Napontun et al., 2023b) also emphasized that event experience is a dominant factor in forming loyalty in sporting events.

The Influence of Price on Loyalty

The Price variable has a significance value of 0.584 > 0.05 and a t-value of 0.549 < 1.692, indicating that ticket price or participation fee does not significantly influence audience loyalty. This indicates that while affordable prices may attract initial interest, they are not a primary factor in maintaining long-term audience loyalty.

This finding contradicts research by Behnam et al. (2021), which stated that price influences the initial decision to attend, rather than long-term loyalty. Furthermore, Ouyang et al. (2019) also concluded that experience has a greater influence on loyalty than price. Therefore, although the price variable in this study was not significant, further study is needed to determine whether the loyalty in question is short-term or recurring.

The Influence of Place on Loyalty

Based on the research results, the Place variable has a positive and significant influence on audience loyalty, as indicated by a t-value of 3.019 > 1.692 and a significance value of 0.003 < 0.05. This indicates that easy access to the event location, venue comfort, and supporting facilities contribute to increasing audience loyalty. In the context of local events, a familiar and easily accessible venue is an added value in building a positive experience for the audience.

This finding is supported by research by Michelini et al. (2017) and Saputra et al. (2024), which states that the quality of venue facilities and infrastructure plays a significant role in shaping audience loyalty at sporting events.

The Influence of Promotion on Loyalty

The Promotion variable also showed a positive and significant influence on audience loyalty, with a t-value of 2.561 > 1.692 and a significance value of 0.011 < 0.05. This means that promotional activities such as social media, digital marketing, endorsements,

and publications have been proven to drive audience loyalty. A targeted and engaging promotional strategy will trigger repeat engagement, especially among Gen Z.

This finding aligns with the findings of Damanik & Wibowo (2018) and Marbun et al. (2022), who stated that digital promotions play a significant role in increasing customer loyalty, particularly in the context of community-based events or popular culture trends.

Correspondence of Results to Phenomena

Overall, the findings of this study align with the local sport entertainment phenomenon, where success in maintaining audience loyalty is determined more by the quality of the event experience, a convenient location, and effective promotion than simply affordable ticket prices. This suggests that the LTB Surabaya 2025 marketing strategy should focus more on improving event quality and audience engagement than on price wars.

CONCLUSION

Based on the results of the data analysis and discussion that have been carried out, it can be concluded that the four elements of the marketing mix (Product, Price, Place, and Promotion) have different roles in forming audience loyalty at the 2025 Surabaya Football Kicking League event.

1. Product (Event Experience) has a positive and significant influence on audience loyalty. This indicates that event quality, an engaging concept, and the overall experience received by the audience are crucial in increasing loyalty. Satisfied attendees at an event are more likely to attend similar events in the future.
2. Price (ticket price and participation fee) did not significantly influence loyalty. Although price played a role in the initial decision to attend, research showed that audience loyalty was more influenced by the quality of the experience than by cost.
3. Place (Location and Accessibility) demonstrates a positive and significant influence on loyalty. A comfortable, accessible venue with supporting facilities will enhance comfort and create an emotional connection that supports repeat participation.

- Promotion (Promotion and Digital Marketing) also has a positive and significant impact on audience loyalty. Creative, consistent, and targeted promotion, particularly through social media and collaborations with influencers, has been proven to build long-term relationships with audiences, particularly younger generations like Gen Z.
- Simultaneously, the four independent variables significantly influenced spectator loyalty, with the regression model explaining 57.7% of the variation in loyalty. This indicates that the 4Ps marketing mix remains a relevant framework for increasing participation and loyalty in community-based sporting events.

PRACTICAL IMPLICATIONS

Practical implications obtained from the results of this study for local sports event organizers, especially in the context of sportainment in Indonesia:

- Organizers are expected to focus more on improving the event experience (product).
- Optimizing the Selection of Locations and Facilities (Place) Venues that are easily accessible, comfortable, and have supporting facilities.
- Strengthening Digital Promotion (Promotion) by collaborating on the use of social media, influencers, and creative content creation to maintain audience engagement, especially Generation Z.
- Evaluating the Role of Price in Marketing Strategy Although price is not significant for loyalty, organizers still need to ensure ticket prices are affordable to attract new audiences, while focusing retention strategies on the quality of the event and the experience offered.

SUGGESTIONS

With this research, the author suggests the following for further research development:

- Adding more complex variables such as emotional, psychological factors, and brand image to provide a more realistic picture of customer loyalty.
- This research can also be expanded to include research objects not only on futsal events but also other sporting events at various levels.

- Using longitudinal methods to look at changes in loyalty over time will provide a more comprehensive understanding of retention factors.
- Mixed Methods Approach Although this research is quantitative, future studies can combine it with qualitative approaches such as in-depth interviews to explore the reasons behind audience loyalty behaviour.

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