

# Understanding the role of brand respect and brand love as a strategy to accelerate lovemarks (survey on the Garuda Airline special for Hajj)

Anantasha Titisania Rimadewi

Fakultas Ilmu Komunikasi, LSPR Institute of Communication and Business Institute, Jakarta, Indonesia

## Article Info

### Article history:

Received : Jan 08, 2024

Revised : Feb 12, 2024

Accepted : Mar 24, 2024

### Keywords:

Lovemarks;  
Hajj;  
Brand Respect;  
Brand Love;  
Brand Reputation.  
Airlines;

## ABSTRACT

Today, product innovation and technological services of international airlines, especially Hajj airlines, are growing at a rapid pace. Each airline is competing to make various innovations and issue promotions, so that the market is flooded with various airline products specifically for the pilgrimage. There is still little research on Brand Respect and Brand Love and their influence on Lovemarks, especially on special masks for Hajj. The foregoing is the basis for the urgency of this research. The purpose of this study is to contribute to supporting previous research with different samples and eliminated variables. This study also aims to determine whether Lovemarks, which are explained by intimacy, sensuality and mystery have a correlation with brand love and brand respect. Through quantitative research, it can be concluded that brand love and brand respect have a positive effect on Lovemarks, brand love has the greatest influence on Lovemarks.

*This is an open access article under the [CC BY-NC](#) license.*



## Corresponding Author:

Anantasha Titisania Rimadewi  
Fakultas Ilmu Komunikasi, LSPR Institute of Communication and Business Institute  
Jl. K.H. Mas Mansyur No.Kav. 35, RT.12/RW.11, Karet Tengsin, Kecamatan Tanah Abang, Kota Jakarta  
Pusat, Daerah Khusus Ibukota Jakarta 10220  
Email: [sania.m@lspr.edu](mailto:sania.m@lspr.edu)

## 1. INTRODUCTION

In Indonesia, performing the Hajj pilgrimage is the dream of millions of Indonesian people, we can see it in the regions, Performing the Hajj pilgrimage is not only an achievement of a person's spiritual peak in carrying out his religion but also as a form of symbol of one's existence in the midst of the social and community environment (Priambodo, 2023). Organizing the Hajj pilgrimage is a series of implementation activities including guidance, service and protection of Hajj pilgrims. Based on Law Number 13 of 2008 as amended by Law Number 34 of 2009, the person responsible for and carrying out the Hajj pilgrimage is the Government (Priambodo, 2023).

PT Garuda Indonesia Tbk (GIAA), as one of the airlines given the opportunity to serve the Hajj pilgrims specifically, is targeting operational income to grow by around 84% to 87% in 2025. This optimism is in line with the recovery of the aviation industry compared to the initial period of the pandemic. One of the moments that Garuda will use to increase its income is the departure of the Hajj. It is said that this year the volume of Hajj pilgrims could increase by up to 117%. (Garuda Indonesia Main Director Irfani Putra, <https://www.cnbcindonesia.com/>).

Within airline companies there is competition for the domestic market between Hajj airlines but only few airlines fulfill the quality requirement. According to a survey, Amin (2018) said that in 2014, Lion Air dominated domestic flights in Indonesia. Furthermore, in 2015, domestic flights in Indonesia were dominated by Garuda Indonesia. Then in 2016 the number of domestic aircraft departures reached 764,156 departures. Where Garuda Indonesia made 186,482 departures (24.4%), then Lion Air with 180,581 flights (23.6%), Wings Air with 86,313 flights (11.3%), Citilink Indonesia with 78,935 flights ( 10.3%), then Batik Air and Sriwijaya Air. Not only domestic flights, but flights to foreign destinations also have competition for the domestic market. Where Air Asia carried out the highest number of departures to overseas destinations in 2015, then since 2016 Garuda Indonesia has become the airline with the most flights abroad with overseas departures reaching 71,487 flights in 2016, Garuda Indonesia controlled 27,577 flights (38.6% ), then Air Asia 22,209 times (31.1%), Lion Air 9,212 times (12.9%) and the rest were other airlines (Amin, 2018).

Special competition for Hajj airlines, only 3 airlines qualify as Hajj airlines. The three airlines are Garuda Indonesia, Saudi Arabian Airlines and Flynas. Only one airline from Indonesia passed the competition. The choice of Garuda Airlines was confirmed because Garuda Airlines has been trusted for a long time and is in high demand, as seen by the increase in market share caused by consumers' intention to buy tickets.

In purchasing intentions, product features and social influence have a positive and significant correlation, where product features are defined as attributes that can satisfy consumers when buying a product, while social influence is suggestions and opinions from the surrounding environment (Rahim, 2016). Factors that influence purchase intention are social influences which are similar to social electronic word of mouth (eWOM) where eWOM has a positive and significant relationship with purchase intention (Chetna and Kumar, 2017). The two influencing factors above have an impact on new consumers' purchase intentions, but there has been no research on repeat purchase intentions. There is not much literature regarding repurchase intentions for Hajj Airline I Indonesia, which is experiencing a rapid increase and has a fairly large market share, which also encourages this research by using a similar concept.

Lovemarks theory was developed by Roberts (2005) who stated that "lovemarks brand" scores high on two dimensions of lovemarks "love" and "respect" that strengthen consumer and brand relationships, on in turn positively influences brand loyalty. Batra et al., (2012) states that brand love is rooted in theories of love and interpersonal relationships. Each consumer has a unique attraction to certain brands and is similar to their personal or emotional type. Building brand relationships by collaborating is also very important as a way or strategy to promote the brand, such as which Garuda Indonesia did. A good experience with a product can have a positive impact on consumer brand loyalty, as well as emotions and enthusiasm for the product (such as brand love/heart share and brand trust) (Huang, 2017). Considering this kind of emotional bond, Roberts proposed the Lovemarks theory, which contains brand love and respect for the brand, indicating loyalty beyond reason (Roberts, 2015). The Lovemarks theory posits that successful marketing of a product or service means consumers have an emotional attachment or enthusiasm for a particular brand; more specifically, love and respect for a brand is more important than brand marketing (Cooper, 2006).

Based on the love sign logic, after experiencing Hajj airline products, Indonesian pilgrims tend to like and respect the Garuda Indonesia Airline brand based on trust or cultural attachment formed by Indonesian cultural identity and strong emotional connections. Therefore, it seems that signs of love can contribute to building stronger brand loyalty among Hajj Pilgrims. However, although the relationship between experience, brand love, satisfaction, and loyalty has been discussed to some extent (Huang, 2017), little attention has been paid to the formation of loyalty by incorporating a more comprehensive love signal theory, especially in undervalued areas: Hajj pilgrimage activities. Lovemarks is believed to be a brand and business that creates a sincere emotional connection where respect is one of the basic principles (Roberts, 2005). This respect can be seen in brand respect which in this research is the foundation and explanation of Lovemarks.

Roberts (2005) states that brand respect is a combination of three elements, namely brand performance, brand trust and brand reputation. Brand will build respect through the performance it produces, positively influencing consumer trust and brand reputation. In addition, brand communication, creating positive experiences on unforgettable customers with a relevant brand or message personal, can lead to brand respect. There are three main dimensions supports respect for a brand, namely brand trust, brand reputation, and brand performance. To gain brand respect from consumers, Performance assessment will be carried out by consumers based on their

experience felt. There are many expectations from every customer to get satisfaction what they are looking for. Perceived brand quality and expected brand performance as a determinant of the functional value provided to consumers through product consumption. Lee et al., (2018) stated that brands are associated with quality, it can create a positive image in the minds of consumers and can motivate consumers to start a relationship with this particular brand. Besides that is, all information related to product manufacture or extrinsic elements such as country origin, brand name, and price will shape the perception in the minds of consumers.

According to Hawas (2013), brand reputation is defined as tracking customer opinions regarding the reliability and competence of a product, while brand trust is defined as the average consumer's willingness to rely on the brand's ability to perform its stated function. Brand trust is a key factor in building long-term relationships between a company and its consumers because if a consumer trusts a company that places high value on its products/services, then he or she will be more likely to develop some form of positive behavioral intention towards this company (Yang and Liu, 2018).

Carroll and Ahuvia (2016) stated that after consumers consume and experience a high level of satisfaction that can be influence consumers' love for the brand, then consumers will become more loyal to the brand or spread the word positive about the brand to various parties. The assessment is called with brand love. The research results show love on greater consumer satisfaction with brands in the category hedonistic products compared to useful products, as well consumer satisfaction is greater for brands that offer profit. According to Fournier and Mick in Briggita (2011), brand love is conceptualized here as a mode of satisfaction, i.e., a response experienced by some, but not all, satisfied consumers. Understanding brand love focused on a level of consumer satisfaction that results consumer attitude to love the brand but not all consumers feel a sense of satisfaction in loving a brand. Heinrich et al. (2012) conceptualize love brands use three highly correlated dimensions, namely intimacy, passion, and commitment. Brand love is defined as the degree of emotional attachment a consumer has with brand where the attachment is in the form of passion for the brand, attachment to the brand, evaluation positive towards the brand, positive emotions in response to the brand, and expressions of love for brand (Ferreira et al, 2019).

The understanding of brand love according to Fournier and Mick is different with Carroll and Ahuvia. Carroll and Ahuvia (2016) say that brand love is defined as the degree of passionate emotional attachment a satisfied consumer has for a particular trade name. Brand love is a level of emotional bonding that is full of passionate satisfaction consumers to own a brand. Even though the two definitions are different, the meaning of brand love shows that brand love is a form of consumer satisfaction on emotional responses and arousal based on their experiences against certain trademarks. Brand love is a degree of attraction and dependence what customers want from a particular brand name (Carol & Ahuvia, 2016). It's different from liking a brand to loving it the brand is integrated with the consumer himself so that he owns it long term relationships rather than just liking a brand. According to Albert & Merunka (2013) that brand commitment is a psychological statement that shows consumers' positive attitudes towards a brand and their desire to establishing a relationship with a product or service. In terms of regarding brand liking is also a psychological structure basis of interpersonal inquiry, and is defined as a brand fad, brand enthusiasm, infatuation, or even baseless hatred towards a brand (Albert & Merunka, 2013). Plus, intimacy reveals that there is a level of closeness, connectedness and bonding that brands have with customers (Thorbjornsen et al., 2002).

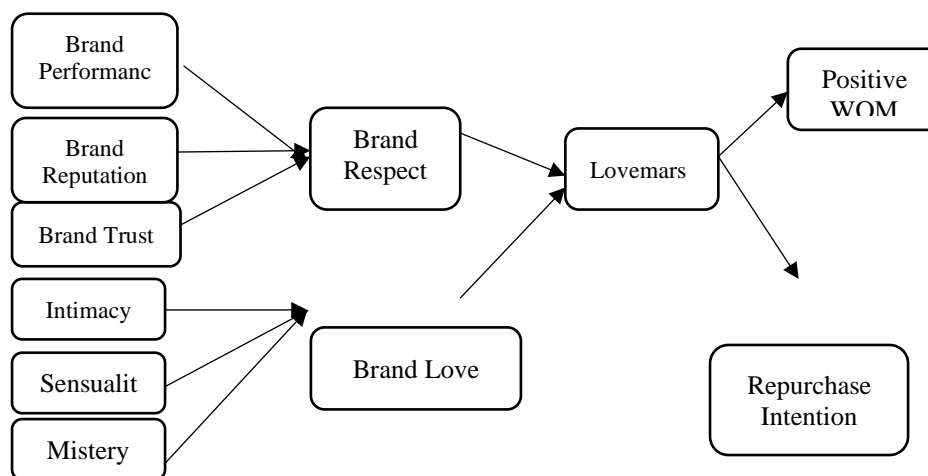
Word of mouth is a concept that is widely used in various marketing literature because this concept can be a manifestation of brand loyalty when viewed from an attitude perspective. Previous research has revealed that word of mouth is one of the methods that has the greatest effect on people. and persuade people to buy products or services more than other advertisements because people usually believe what they hear directly from other people (Maisam and Mahsa 2016). There are 2 categories of word of mouth (WOM), namely positive WOM and negative WOM, where positive word of mouth has more impact than negative word of mouth (East et al, 2017). It is further said that people will be more open to being influenced and respond more to positive WOM (East et al, 2017). Positive WOM is also able to reduce the impact during the evaluation stage of the consumer purchasing cycle or in other words can be a major risk reducer related to the performance and financial risks of a product (Sweeney et al, 2008).

Repurchase intention is often closely related to consumer satisfaction. This is because the main determinant of repurchase intention is satisfaction or dissatisfaction which is considered to be

the result of confirmation or disconfirmation of previous expectations regarding product performance (Filieri, 2017). Furthermore, in Filieri's (2017) research, repurchase intention will follow the initial decision (acceptance or purchase and is influenced by initial usage experience. The definition of repurchase intention is stated as the customer's desire to purchase continuously from a company or company (Ahmad et al, 2016 ) and will refer to consumers' subjective probability of re-patronizing (Wu et al, 2014).

## 2. METHOD

This research used 2 main dimensions on Lovemarks, namely brand respect and brand love, brand respect with the sub dimensions are brand trust, brand reputation, and brand performance. Brand love with the sub dimensions are intimacy, sensuality and mystery. The framework of this research is as follows:



**Figure 1.** Framework of Thought

Source: Apostolos and Pinelopi (2018) and Roberts (2005)

### Research Hypothesis

H1 = Brand Respect Influence Lovemarks

H2 = Brand Love influences Lovemarks

H3 = Lovemarks has a positive effect on word of mouth and repurchase intentions

This study use sample on point time certain so that This research is a *cross sectional study* (Leavy, 2017). Number of samples used to refer to Sekaran and Bougie (2016) suggested the sample sizemore from 30 And not enough 500, so that study This will target amount sample of 200 people. Data collection will be carried out using primary data obtained using a survey via offline questionnaires selected at random. The target respondents were the Garuda Airlines Hajj congregation throughout Indonesia. Overall, both the independent variable, namely Lovemarks and the dependent variable, namely word of mouth and repurchase intention, will refer to previous research from Apostolos and Pinelopi, (2018). Likewise with the explanatory dimension of the independent variable, namely brand respect, which refers to the research of Apostolos and Pinelopi, (2018).

Overall the variables will be measured using a 5 point Likert type scale. In data processing, questionnaire items will use a commonly used rating scale, namely the Likert scale. This type of scale is designed to test how strongly respondents agree with a statement that follows the pattern 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree (Sekaran and Bougie, 2016). After the data is obtained, the validity and reliability of the measuring instrument will be tested first. Construct validity is measured using the average variance extracted (AVE) value where the AVE value should be greater than 0.5 (Hair et al., 2014). In the reliability test, it will be measured using Composite Reliability and Cronbach's Alpha, the value of which is expected to be above 0.7 to provide adequate evidence for internal consistency (Hair et al., 2014). Overall the data will be tested and analyzed using the partial least squares-structural equation modeling (PLS-SEM)

approach. Distribution of questionnaires both offline and online to 200 respondents produced data with a return rate of 93%, or in other words, 186 questionnaires were returned and filled out.

### 3. RESULTS AND DISCUSSION

The data obtained is then tested for convergent validity using a loading factor value which must be more than 0.7. The results of the convergent validity test show that the loading factor for each construct indicator is at a value above 0.7, which shows that the manifest variables of a construct are highly correlated. (Ghozali and Latan, 2015). The next step is to carry out a reliability test. The reliability test is carried out using the Cronbach's Alpha value where the item being measured is acceptable if the Cronbach's alpha value is in the range of 0.6 to 0.7 and more than 0.8 is said to be good (Sekaran and Bougie, 2016). The reliability test also uses a composite reliability value where the test result value is expected to be above 0.7 (Ghozali and Latan, 2015). From the test results it appears that all indicators can be stated to have sufficient internal reliability or in other words the instruments used to measure them can be said to be stable and consistent.

The results of reliability testing on the questionnaire used the Cronbach alpha value, for the brand love variable it was 0.8333, the brand respect variable was 0.928, love marks was 0.871, positive WOM was 0.923 and repurchase intention was 0.728, the five variables met the reliable criteria because they had Cronbach alpha values more than 0.6, the reliability value is said to be good except for repurchase intention which has a moderate reliability value below 0.8.

**Table 1.** Results Test Reliability

Variable	C.A	CR
Brand Love	0.833	0.809
Brand Respect	0.928	0.930
Lovemarks	0.871	0.960
Positive WOM	0.923	0.901
Repurchase Intention	0.728	0.949

Source: Data processed

The next test is a validity test that uses the average variance extracted (AVE) value where the validity test results show an AVE value above 0.5, which means the model has sufficient convergent validity. Thus, it can be said that the instrument used to measure the concept has a high correlation (Sekaran and Bougie, 2016). With sufficient validity and reliability test results, can then carry out hypothesis testing using the calculated p value and t value.

**Table 2.** Results Test Validity Use Parameter AVE

Variable	AVE
Brand Love	0.713
Brand Respect	0.703
Lovemarks	0.585
Positive WOM	0.724
Repurchase Intention	0.773

The results of questionnaire data processing answer the three proposed hypotheses, H1 Brand Respect Influences Lovemarks, H2 Brand Love influences Lovemarks and H3 Lovemarks has a positive effect on word of mouth and repurchase intentions, the results of data processing meet the significance criteria t value is above the t table and the p value is below 0.05. The results of questionnaire processing are explained as follows: Hypothesis testing shows that the t table value at a significance level of 0.05 is 1.986, so the hypothesis is accepted if the t value is above the t table and the p value is below 0.05. In the first hypothesis, the calculated t value of brand respect towards lovemarks is 7.694. Meanwhile, all p values for all variables are below 0.05. Thus the first hypothesis is accepted. In the second hypothesis, the brand love for Lovemarks is 9.846 and the p value is below 0.05. Thus, it can be said that the second hypothesis is accepted, this two hypothesis show that Lovemarks is positively explained through brand love and brand respect. The third hypothesis is accepted because the p value is below 0.05, so it can be said that Lovemarks has a positive effect on word of mouth and repurchase intention.

This research support Apostolos and Pinelopi, (2018); Ahmad et al, (2016); Carol & Ahuvia, (2016); Wardhana and Terah (2020) Brand love and brand respect was able influencing repurchase intentions and positive WOM. Consumer who love certain brands also form attitudes and demonstrate commitment to them greater brand loyalty.

#### 4. CONCLUSION

The three hypotheses in this research are well accepted, but if we look more deeply, there is something interesting that the variables that form Lovemarks are different for each brand. For Garuda Airlines, brand love has the greatest influence on Lovemarks as shown by the largest t-calculated value, as much as 9.846. With these results, it can be said that the Lovemarks on the Garuda Airlines brand can be built by brand love, follow by brand respect. Brand respect can be a driver of loyalty beyond reason Brand respect, which represents the functional aspects of a brand, is built through brand performance, brand reputation and brand trust.

Through research it can be concluded that the two variables, namely brand love and brand respect have a positive effect on Lovemarks, and Lovemarks accelerate the positive WOM and repurchase intention on Garuda Airlines Hajj consumer. This research has limitations by not comparing local Hajj Airlines brands with foreign brands. Future research can overcome this limitation by conducting comparative studies of Hajj Airlines brands local and foreign in terms of the quality of their brand respect and brand love. This can provides further insight into the factors that drive consumer loyalty and word of mouth promotion in the Hajj Airlines industry.

#### REFERENCES

- Ahmad, Z., Jun, M., Khan, I., Abdullah, M., and Ghauri, T.A. (2016). Examining Mediating Role of Customer Loyalty for Influence of Brand Related Attributes on Customer Repurchase Intention. *Journal of Northeast Agricultural University*(English Edition), Vol 23 no 2, pp 89-96.
- Albert, N., & Merunka, D. (2013). The Role of Brand Love in Consumer-Brand Relationships. *Journal of Consumer Marketing*, 30, 258-266.
- Amin, Shehzad. 2018. Brand activation Model. Islamabad : Macro Management System
- Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand Love. *Journal of Marketing*, 76(2), 1-16. <https://doi.org/10.1509/jm.09.0339>.
- Bıçakcıoğlu, N.; İpek, İ.; Bayraktaroğlu, G. Antecedents and outcomes of brand love: The mediating role of brand loyalty. *J Mark. Commun.* 2018, 24, 863–877. [Google Scholar] [CrossRef]
- Carroll, Barbara & Ahuvia, Aaron. (2006). Some Antecedents and Outcomes of Brand Love. *Marketing Letters*. 17. 79-89. 10.1007/s11002-006-4219-2.
- Chen N, Wang Y, Li J, Wei Y, Yuan Q. Examining Structural Relationships among Night Tourism Experience, Lovemarks, Brand Satisfaction, and Brand Loyalty on "Cultural Heritage Night" in South Korea. *Sustainability*. 2020; 12(17):6723. <https://doi.org/10.3390/su12176723>
- Chetna Kudeshia and Amresh Kumar, (2017) "Social eWOM: does it affect the brand attitude and purchase intention of brands?", *Management Research Review* , Vol. 40 Issues: 3, pp.310- 330
- Cho, E.; Fiore, AM; Russell, DW Validation of a fashion brand image scale capturing cognitive, sensory, and affective associations: Testing its role in an extended brand equity model. *Psychol. Mark.* 2015, 32, 28–48. [Google Scholar] [CrossRef]
- Drennan, J.; Bianchi, C.; Cacho-Elizondo, S.; Louriero, S.; Guibert, N.; Proud, W. Examining the role of wine brand love on brand loyalty: A multi-country comparison. *Int. J. Hosp. Manag.* 2015, 49, 47–55. [Google Scholar] [CrossRef]
- East, R., Romaniuk, J., Chawdhary, R., and Uncles, M. (2017). The impact of words of mouth on intention to purchase currently used and other brands. *International Journal of Market Research* , Vol 59 no 3, pp. 321-334.
- Ferreira, Pedro & Faria, Silvia & Gabriel, Carla. (2022). The influence of brand experience on brand equity: the mediating role of brand love in a retail fashion brand. *Management & Marketing. Challenges for the Knowledge Society*. 17. 1-14. 10.2478/mmcks-2022-0001.
- Filieri, R., Chen, W., And Lal Hey, B. (2017). The importance of enhancing, maintaining and saving face in smartphone repurchase intentions of Chinese early adopters: an exploration study. *Information Technology & People* , Vol 30 no 3, pp. 629-652.
- Giovanis A and Athanasopoulou P, (2018) "Understanding lovemark brands: Dimensions and effect on Brand loyalty in high-technology products", *Spanish Journal of Marketing - ESIC*, Vol. 22 Issue: 3, pp. 272-294
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares, Draft, Technique And application using the SmartPLS 3.0 program*. Body Publisher Undip, Undip.
- Hair, et al, 2014, *Multivariate Data Analysis*, New International Edition., New. Jersey : Pearson.
- Hamid Hawass, H. (2013). Brand trust: implications from consumer doubts in the Egyptian mobile phone market. *Journal of Islamic Marketing* , Vol 4 no1, pp. 80-100.
- Han, HS; Yu, JS; Lee, HR Lovemarks and the effect of in-flight product performance on airline passengers' purchase intention. *Soc. Behav. Personal.* 2020, 48, 1–10. [Google Scholar] [CrossRef]

- Heinrich, Daniel & Albrecht, Carmen-Maria & Bauer, Hans. (2012). Love Actually? Measuring and Exploring Consumers' Brand Love.
- Huang, CC The impacts of brand experiences on brand loyalty: Mediators of brand love and trust. *Manag. Decis.* 2017, 55, 915–934. [Google Scholar] [CrossRef]
- Kozinets, Robert. (2015). *Strong Brands, Strong Relationships* (book, edited by Fournier et al 2015).
- Leavy, P. (2017). *Research Design: Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches*.
- Lee, SH. 2017. Influence of traditional media and new media communication on love marks, satisfaction and behavior intention of foodservice industry. *J. Digits. Converg.*, 15, 221–231. [Google Scholar] [CrossRef]
- Maisam, S., and Mahsa, R.D. (2016). Positive word of mouth marketing: Explaining the roles of value congruity and brand love. *Journal of Competitiveness*, Vol 8 no 1, pp. 19-37.
- Pawle, J.; Cooper, P. 2006. Measuring emotion—Lovemarks, the future beyond brands. *J. Advert. Res.*, 46, 38–48. [Google Scholar] [CrossRef]
- Roberts, K. *The Lovemarks Effect: Winning in the Consumer Revolution*; PowerHouse Books: New York, NY, USA, 2006. [Google Scholar]
- Sekaran, U. and Bougie, R. (2016) *Research Methods for Business: A Skill-Building Approach*. 7th Edition, Wiley & Sons, West Sussex.
- Sweeney, J.C., Soutar, G.N., and Mazzarol, T. (2008). Factors influencing word of mouth effectiveness: receiver perspectives. *European journal of marketing*, Vol 42 no 3/4, pp 344-364.
- Thorbjørnsen, H., Supphellen, M., Nysveen, H., & Pedersen, P. E. (2002). Building brand relationships online: A comparison of two interactive applications. *Journal of Interactive Marketing*, 16(3), 17-34. <https://doi.org/10.1002/dir.10034>
- Wu, LY, Chen, KY, Chen, PY, and Cheng, S.L. (2014). Perceived value, transaction costs, and repurchase-intention in online shopping: A relational exchange perspective. *Journal of Business Research*, Vol 67 no 1, pp 2768- 2776
- Yang, Y.C., and Liu, S.W. (2018). Links between switching costs, brand trust, and customer loyalty in mobile phone services. *International Journal of Organizational Innovation (Online)*, Vol 10 no 4, pp 315-326.
- Zhang, D.D.; Min, BY Effects of theme park experience on love marks and recommendation: Pine and Gilmore's experience economic perspective. *J. Hosp. Tour. Stud.* 2018, 20, 157–170. [Google Scholar] [CrossRef] <https://www.cnbcindonesia.com/market/20230531080413-17-442025/haji-tahun-ini-bakal-bikin-pendapatan-garuda-terbang-87>.