Research Paper

The Service Quality and Marketing Mix Influence to Customer Satisfaction of Pertamina Petrol Station

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Abstract

A petrol station company is usually classified as a trading company that sells fuel to customers. The service quality variable is as important as the goods (fuel) trading. The research area was in the Pertamina petrol station in Riau province. This study aims to examine the significant influence of service quality and marketing mix variables on customer satisfaction at Pertamina Petrol Stations, and to identify differences in customer satisfaction across gender perspectives in Riau province. The sample for this study consisted of petrol station customers in Riau province, with 200 respondents selected using probability sampling methods. The data were processed using Smart PLS structural equation modelling (SEM) statistics. The findings revealed a positive relationship between service quality and customer satisfaction. The marketing mix positively influenced customer satisfaction. The significance level of the difference in customer satisfaction by gender was determined using probability sampling with 200 respondents. The data were processed using Smart PLS for structural equation modelling (SEM). The findings revealed a positive relationship between service quality and customer satisfaction. The marketing mix had a positive influence on customer satisfaction. The significance level of the difference in customer satisfaction by gender was determined using probability sampling with 200 respondents. The data were processed using Smart PLS for structural equation modelling (SEM). The findings revealed a positive relationship between service quality and customer satisfaction. The marketing mix had a positive influence on customer satisfaction.

Keywords: *Customer Satisfaction; Gender; Marketing Mix; Petrol Station; Service Quality*

INTRODUCTION

Fuel is one of the basic needs of every Indonesian. Besides fuel, which powers machines, good energy also serves as a cleaner for combustion chambers. The importance of fuel type leads consumers to be careful when choosing the type for their motor vehicles. In Indonesia, energy is produced and distributed by PT Pertamina (Persero).

PT. PERTAMINA (Persero), as an agency operator distributing through petrol stations, strives to ensure that the distribution of subsidized fuel remains within the previously set quota. At the same time, for non-subsidized general fuel types, based on product type, it is a fuel product that is the main priority of PT. PERTAMINA (Persero) will increase its sales volume because its selling prices are based on economic prices. It has a higher level of profitability and reduces the government's burden of fuel subsidies. To increase the market share of non-subsidized fuels, the petrol station fuel distribution business does not rely solely on fuel sales; it is broader than that. The petrol station business is a fuel distribution business that requires a service component.

Customers must experience consistent satisfaction to be willing to make repeat purchases and recommend the company's goods and services to others. This can result in long-term financial success for the business, but only if clients believe their transactions are valued. Customers satisfied with the quality of service the company provides will take a purchase action and leave a positive post. Instead, unhappy consumers will adopt a less favorable attitude after purchase (Post-Purchase action). These consumers are less interested in making repeat purchases and in spreading harmful word of mouth. Dissatisfied customers will react to different activities.

Petrol station companies are usually classified as trading companies that sell fuel to customers. Today's gas station business in Indonesia is not just about trading goods. It is more about a combination of trade and services business. The service quality variable is as important as the trade in goods (fuel). The company must serve customers' needs and wants in the gas station business, operating as a comprehensive trading and service operation. This new Pertamina gas station concept aims to sell fuel and LPG and provide customer services, such as ATMs, car washes, car lamp repairs, nitrogen filling, convenience stores, toilets, prayer rooms, package delivery, food and beverages, etc. Gas station companies with customer-oriented marketing will always pay attention to customers' needs, desires, and lifestyle trends. They will be met with the next step of value-added services. Each added service can be a new challenge or a new business opportunity. Because several fuel companies operate in Indonesia, such as Pertamina, Shell, AKR, and BP, value-added services can be a differentiating tactic that contributes to the company's competitive advantage.

Service quality and the marketing mix are among the many variables to be analyzed in this case study. The marketing mix is also vital for petrol station companies to be mixed perfectly to maximize customer satisfaction. Several dimensions of service quality and the marketing mix are closely related, creating customer satisfaction and strengthening the function. Because several fuel companies operate in Indonesia, such as Pertamina, Shell, AKR, and BP, value-added services can be a differentiating tactic and part of the company's competitive advantage. Service quality is not the only variable to be analyzed in this case study; the marketing mix is also. The marketing mix is also vital for petrol station companies to be mixed perfectly to maximize customer satisfaction. Several dimensions of service quality and the marketing mix have strong relationships with customer satisfaction, thereby strengthening the function. Because several fuel companies operate in Indonesia, such as Pertamina, Shell, AKR, and BP, value-added services can be a differentiating tactic and part of the company's competitive advantage. Service quality is not the only variable to be analyzed in this case study; the marketing mix is also. The marketing mix is also vital for petrol station companies to be mixed perfectly to maximize customer satisfaction. Several dimensions of service quality and the marketing mix are in strong relationships, creating customer satisfaction and strengthening the function. But also the marketing mix. The marketing mix is also vital for petrol station companies to be mixed perfectly to maximize customer satisfaction. Several dimensions of service quality and the marketing mix are in strong relationships, creating customer satisfaction and strengthening the function. But also the marketing mix. The marketing mix is also vital for petrol station companies to be mixed perfectly to maximize customer satisfaction. Several dimensions of service quality and the marketing mix are in strong relationships, creating customer satisfaction and strengthening the function.

LITERATURE REVIEW

In this study, service quality uses indicators from (Murrar et al., 2021; Ngan & Khoi, 2020; Tjiptono, 2022), explaining that to assess service quality, five dimensions are used:

1. **Physical Appearance:** This factor relates to the visible elements the business offers customers, including physical buildings, employee tools, and communication channels.
2. **Reliability:** The dependability factor focuses on the business's capacity to provide the promised service accurately, quickly, and to the consumers' satisfaction.
3. **Responsiveness:** Employees' readiness to help customers and to offer prompt, responsive service is demonstrated in this area.
4. **Assurance:** The assurance dimension focuses on staff expertise, skill, courtesy, and dependability to ensure customers feel secure, risk-free, and confident in the service they receive.

5. **Empathy:** The empathy factor involves the simplicity of building relationships, efficient communication, individualized care, and a sincere understanding of the customers' needs.

When a company excels in providing high-quality service across these five dimensions, it increases customer satisfaction. A focus on excellent service quality leads to satisfied consumers. In the marketing mix variable, researchers use indicators according to Kotler and Keller (2016) and Basil et al. (2013) as follows: (1) Product dealing with product factors, which include making plans and growing the excellent service or product to be advertised through converting present services or products through having and taking different movements that affect various services or products. (2) Price business enterprise management system that determines the proper base rates for service ice or products and needs to decide the approach concerning rate discounts, the fees of transportation prices, and sharing of the applicable variables.(3) Distribution (place), namely selecting and managing trade channels used to distribute products or services, serve the target market, and develop a distribution system for product physical delivery and commerce. (4) Promotions are elements used to convince the marketplace of approximately brand-new products or services through advertising, private selling, income promotions, and publications. (5) Physical centers are factual matters that still affect purchasers' selections to shop for and use the goods or offerings offered. Elements protected in bodily centers encapsulate the surroundings or physical buildings, equipment, logos, colors, and items. (6) People are all actors who play an essential role in presenting services to influence buyer perceptions. The elements are company employees, consumers, and other consumers. (7) Processes are all simple procedures, mechanisms, and work activities used to supply services. These processing details have themes of supplying offerings. Service procedures are a significant element of the carrier's advertising and marketing mix. Carrier clients might be satisfied with the carrier's transport devices as part of the carrier.

According to Kotler et al. (2020), a marketing mix is a set of tools consisting of 4P tactics: product, promotion, price, and place, blended/combined by the company to produce the desired response to the target market (Kotler et al., 2020). According to Booms and Bitner in Zeithaml et al. (2017), the marketing mix for a trading company that is predominantly a touch of service or a pure service company includes an additional 3P marketing mix: people, process, and physical evidence (Zeithaml, 2017).

Product

Companies must produce a high-quality, unique, and superior product, select product variants, offer superior features, packaging, support, and customer service, and provide availability and after-sales guarantees. This product relates to the acceptability or level of customer acceptance of the product, as defined by customer expectations.

Promotion

Promotion for marketing company products includes identifying and attracting new customers, conducting online and offline marketing communications, implementing personal and sales promotions, engaging in public relations, branding, and direct marketing, and motivating consumers to choose or buy a product—promotion concerns how customers are informed and influenced to buy and use the product or service.

Price

Price is the amount consumers must pay for a product or service. The price policy must include elements of fairness and added value from the consumer's perspective of what they get for that price. Pricing strategies can be in the form of discounts, credit payments, cashback, rewards, and payment methods that make it easier for consumers. Price relates to affordability or the level

of affordability that customers are able and willing to pay.

Place

The company's location and positioning are more strategic, which benefits the company and makes it easier for consumers to find and reach it. This point also includes distribution channels and networks, transportation, and logistics. Place relates to the accessibility and convenience of customer reach and purchase.

People

Human resources (people) are significant for sales and marketing execution. Recruiting reliable, honest, dedicated, and service-oriented individuals with strong character is a positive value for the company, as it helps provide high customer satisfaction and attract potential customers. Companies must also foster a culture of teamwork, training, and upskilling, and implement a measurable reward-and-punishment system. Companies must also educate and train customers about the use of products and services they offer or purchase, so that the goals and benefits of purchasing these goods and services can be realized to the fullest, increasing customer satisfaction.

Process

The process is the flow consumers experience from the ordering stage to product acceptance. This will provide consumers with an experience of how convenience feels and how companies treat them, through both technological support and human services. The process also includes a standard or customizable flow of activities, tailored to customer convenience and levels of simplicity and complexity, with customer involvement in research and development.

Physical Evidence

The physical appearance that is seen and felt by consumers can be in the form of facility designs that provide a sense of convenience for stores and physical offices, the physical appearance of the equipment, the physical appearance of promotional props, employee uniforms or clothing, physical formats of communication tools and reports for customers, and the build and convenience use of online websites. This physical evidence is often associated with the servicescape, namely the appearance of the building, landscape, vehicle appearance, interior design, equipment, uniforms, printed materials, and everything the customer can see visually.

Kotler et al. (2020) define customer satisfaction as the degree to which consumer expectations are met by the performance of goods or services. If the version of a product or service that consumers experience falls short of expectations, they will feel dissatisfied. Suppose the performance of a product or service that consumers feel or receive is in line with or even exceeds expectations. In that case, consumers will feel satisfied and even very satisfied. Companies with effective marketing management always strive to maintain and enhance customer satisfaction because research shows that higher customer satisfaction leads to greater customer loyalty, which in turn boosts company performance. Companies try to please customers by promising to fulfill what consumers expect from their goods or services.

Lamb et al. (2018) define customer satisfaction as customers' evaluations of goods or services regarding whether they meet their needs and expectations. Failure to meet customer needs and expectations will lead to customer dissatisfaction. Some things that can increase the level of customer satisfaction are offering goods or services that are useful and superior in performance, reliable service, avoiding unrealistic and disproportionate price fixing with what customers have paid, and providing honest and accurate information about facts of the products or services offered,

offers a broad company commitment to excellent service, as well as corporate and customer collaboration activities in the creation of products or services that can enhance the customer's unique experience. Solomon (2018) argues that satisfaction or dissatisfaction is more than a mere reaction to the quality of a product or service; it also reflects the performance of the goods or services, based on prior experience or the communication created for them.

The Customer Satisfaction Gap is the difference between the customer's expectations and the service perception in the customer's mind. Consumer expectations are service standards or points of reference derived from experiences believed to have occurred. In contrast, service perception is a customer's subjective assessment of the service experience provided by service providers. Filling and closing the gap between customer expectations and perceived service is essential to delivering service quality, driving customer satisfaction, and loyalty (Zeithaml, 2017).

One of the leading customer satisfaction measurement indexes, the UK customer satisfaction index measures customer satisfaction with the experience dimension to measure the quality of consumer experience and interactions with organizations, complaint handling to measure company responses and actions in handling customer complaints, customer ethos to measure perceptions the company's concern for consumers and their needs, emotional connection to measure the level of consumer trust and confidence in the company, and ethics to measure satisfaction with reputation and company openness in doing the right thing for the environment (UKCSI, 2020).

The American Customer Satisfaction Index (ACSI) measures customer satisfaction across five dimensions, namely customer expectations for goods or services, which can relate to WOM and organizational reputation. Perceived quality is a parameter for assessing consumers' experiences, and it depends on their experience with competing products and the frequency of product use. Perceived value is a measure of a product's use value relative to the costs consumers incur; it dramatically affects initial purchase decisions but diminishes as customer satisfaction builds. Customer complaints indicate a gap between expectations or promises made and the actual things received.

This research is based on a conceptual framework encompassing service quality, marketing mix, and additional marketing mix dimensions, such as People, Process, and Physical Evidence. The primary focus is to measure the extent to which gas stations meet customer expectations for service, with customer satisfaction as the desired outcome. Additionally, the Customer Satisfaction Gap concept helps understand the difference between customer expectations and perceptions of the service received. In this study, customer satisfaction indexes such as the UK Customer Satisfaction Index (UKCSI) and the American Customer Satisfaction Index (ACSI) are also used as measurement tools. This conceptual framework helps identify the factors influencing customer satisfaction at gas stations, accounting for the complex interplay among service quality, the marketing mix, and other elements within the gas station context.

RESEARCH METHOD
Research Sites

This research was conducted on petrol station customers in Riau Province. The research employed in this study followed a quantitative approach, aiming to examine causal relationships (cause-and-effect) (Sugiyono, 2013). The researchers utilized various data collection techniques, including questionnaires, observations, and interviews, to gather relevant information. The population in this study consisted of all gas station consumers who purchased in 2021-2022, drawn from the total population. The sample in this study comprised 200 respondents (100 women and 100 men), and accidental sampling was used. This research employs Structural Equation Modeling for data analysis.

Data Analysis and Interpretation

Table 1. Differences in satisfaction levels by gender

Group Statistics

Variables	Gender	N	Means	t statistics	sig.
Customer	Male	100	3.89	1.310	0.192
Satisfaction	Female	100	3.77		

Source: data processed results, 2023

The results above show that male customers' satisfaction level (3.89) was higher than that of female customers (3.77). However, statistical analysis showed no significant difference in customer satisfaction between men and women. This was indicated by a significance value (0.192) greater than 0.05. This means men were more satisfied with the company's services.

Table 2. Convergent Validity Test

Latent Variables	Indicators	Loading Factor	Cut Off	Results
Marketing Mix	MM1	0.778	0.7	Valid
	MM2	0.802	0.7	Valid
	MM3	0.749	0.7	Valid
	MM4	0.757	0.7	Valid
	MM5	0.751	0.7	Valid
	MM6	0.725	0.7	Valid
	MM7	0.765	0.7	Valid
Service Quality	SQy1	0.722	0.7	Valid
	SQy2	0.745	0.7	Valid
	SQy3	0.789	0.7	Valid
	SQy4	0.754	0.7	Valid
	SQy5	0.818	0.7	Valid
Customer Satisfaction	CSg1	0.765	0.7	Valid
	CSg2	0.717	0.7	Valid
	CSg3	0.849	0.7	Valid
	CSg4	0.721	0.7	Valid

Source: data processed results, 2023

Convergent validity is a reflective validity indicator, reflecting the latent variables from each indicator variable's loading factor. An indicator is considered reliable if the loading element value is above 0.70. The table above shows that the indicators for each construct exhibit high convergent validity, with all values above 0.70. This result means that the indicator shows good convergent validity. This means that indicators with high loadings contributed more to the explanation of the latent constructs.

Table 3. Discriminant validity test

Indicators	Marketing Mix	Service Quality	Customer Satisfaction
MM1	0.778	0.466	0.488
MM2	0.802	0.459	0.458
MM3	0.749	0.433	0.434
MM4	0.757	0.493	0.472

Indicators	Marketing Mix	Service Quality	Customer Satisfaction
MM5	0.751	0.483	0.471
MM6	0.725	0.434	0.487
MM7	0.765	0.485	0.549
SQy1	0.433	0.722	0.454
SQy2	0.422	0.745	0.479
SQy3	0.421	0.789	0.539
SQy4	0.503	0.754	0.495
SQy5	0.560	0.818	0.542
CSg1	0.627	0.542	0.765
CSg2	0.404	0.480	0.717
CSg3	0.467	0.521	0.849
CSg4	0.396	0.451	0.721

Source: data processed results, 2023

Discriminate validity is an assessment of the validity of a measurement by comparing the correlation of indicators of specific constructs with other constructs, as indicated by the cross-loading values. When the indicator's correlation with its corresponding construct is higher than its correlations with other constructs, discriminant validity is established. In the table provided, it was evident that each indicator of each latent variable. This indicates that each latent variable demonstrates a discriminant solid validity. Each indicator in the research variable in the table had the highest cross-loading value compared with the other variable indicators. It can be concluded that the indicators used in the research exhibit good discriminant validity for each variable.

Table 4. The validity test of the square root of average (AVE)

Variables	Marketing Mix	Service Quality	Customer Satisfaction
Marketing Mix	0.761		
Service Quality	0.612	0.766	
Customer Satisfaction	0.633	0.656	0.765

Source: data processed results, 2023

The Fornell-Larcker method, which compares the square roots of the Average Variance Extracted (AVE) with the latent vertical correlation, is an alternative way to assess discriminant validity. When the square root of AVE for each construct demonstrates a better association with its construct than with other constructs, discriminant validity is deemed suitable. As seen in the table, a more prominent link exists between each construct and the square root of AVE along the diagonal line than between each construct and other constructs. As a result, the construct exhibits high validity. It can be concluded that all research variables had met good convergent validity.

Table 5. Reliability test

Variables	Cronbach's Alpha	Composite Reliability
Marketing Mix	0.879	0.906
Service Quality	0.824	0.877

Variables	Cronbach's Alpha	Composite Reliability
Customer Satisfaction	0.763	0.848

Source: data processed results, 2023

The reliability test examined the composite reliability and Cronbach's alpha values for the indicator block assessing the construct. The results in the table above indicate that all of the estimated model's constructs meet the reliability requirements, with Cronbach's alpha > 0.6 and composite reliability > 0.7. Cronbach's alpha measures the lower limit of the reliability value of a construct, while composite reliability measures the actual value of the reliability of a construct. Composite reliability is considered better for estimating a construct's internal consistency.

Table 6. Structural models

Structural Models	R Square	R Square Adjusted
Customer Satisfaction	0.517	0.512

Source: data processed results, 2023

The R-square value for customer satisfaction was 0.517, as shown in the table above. This indicates that the marketing mix and service excellence account for 51.7% of the customer satisfaction variables. This means that the marketing mix and service quality accounted for 51.7% of consumer satisfaction at gas stations. Other variables outside the research model. Influenced the rest.

Table 7. Hypothesis testing

Hypothesis	Path Coefficient	T Statistics	P Values
Marketing Mix ->Customer Satisfaction	0.371	5,824	0.000
Quality Services->Customer Satisfaction	0.430	6,985	0.000

Source: data processed results, 2023

1. Marketing Mix -> Customer Satisfaction
   The estimated P-value was 0.000, and the t-statistic value was 5.824. These findings suggest that either the P-value was less than 0.05 or the t-value (5.824) was more significant than the t-table (1.96). This suggests that the marketing mix has a significant impact on customer satisfaction. If all other factors remain constant, the path coefficient of 0.371 indicates that a 1-unit increase in the marketing mix will result in a 0.371 increase in customer satisfaction, and vice versa. The path coefficient means that the marketing mix positively affected consumer satisfaction.

2. Service Quality -> Customer Satisfaction
   The t-value was 6.985, and the P-value was 0.000. These findings suggest that either the P-value was less than 0.05 or the t-value (6.985) was more significant than the t-value (1.96). Thus, it can be concluded that the quality of the services provided significantly impacts consumer happiness. Given that all variables are held constant, the path coefficient of 0.430 indicates that for each unit increase in service quality, customer happiness will increase by 0.430, and vice versa. The path coefficient means that service quality positively affects consumer satisfaction.

FINDINGS AND DISCUSSION

The findings from various studies, as evidenced by Cheng and Rashid (2013), Feeser et al.

(2019), Asnawi et al. (2019), and Khatab et al. (2019), complement and support the arguments in this research regarding the influence of service quality and marketing mix on customer satisfaction at Pertamina petrol stations in Riau Province. Previous research consistently emphasizes the crucial role of service quality in enhancing customer satisfaction, and this study provides additional confirmation of this relationship. Additionally, the finding that a better marketing mix can enhance customer satisfaction applies to Pertamina petrol stations, aligning with prior research. Despite contextual differences, such as customers' low-price perception, these findings underscore the importance of effective service quality management and well-executed marketing mix strategies to achieve higher customer satisfaction. Furthermore, this research highlights the potential for future studies comparing the factors influencing service quality across various service sectors, thereby enriching our understanding of these factors in diverse service contexts. This proves that price perceptions that affect customer satisfaction apply to a few studies. Research on service quality at gas stations (SPBU) can also motivate other researchers to conduct comparative research with other service sectors, such as restaurants, hotels, or shopping centers, to understand the similarities and differences in the factors that influence service quality.

CONCLUSIONS

Research shows that the marketing mix significantly affects customer satisfaction and that service quality has a substantial impact on it. The study showed that male customers' satisfaction level (3.89) was higher than that of female customers (3.77). The results of data processing show that service quality has a significant effect on customer satisfaction. Any increase in service quality will increase customer satisfaction. The author proposes the construct of service quality as an act of service provided by the company to consumers in terms of meeting consumer needs, empathy, fulfillment of promises, quality assurance, communication, product availability, and added value, which consumers perceive in the form of levels of satisfaction or dissatisfaction, comparisons between expectations and acceptance by consumers.

The indicator for this problem-solving variable is the interaction between consumers and employees in resolving customer complaints, as part of measuring service quality (Dabholkar et al., 1995). Empathy, reliability, tangibles, and assurance are four dimensions of the "TERRA" service quality variable (Berry et al., 1988), discussed in the previous section. Media of communication indicators are media provided by companies for consumers or customers to make it easier for consumers and customers to communicate and convey complaints, opinions, questions, or suggestions for products or services, both in digital form, in the form of reviews, inquiries, questions, or other media—consumer voice. Availability is the availability of products or services at any time and place when consumers need them, so as not to cause disappointment due to a lack of supply. It also ensures the provider network spans multiple regions. The concept of availability aligns with one of the dimensions of the research by Parasuraman et al. (2005) on electronic service quality (e-SQ), namely system availability. Extra value is the added benefit that the consumer or customer obtains from a product or service purchase transaction, perceived as an additional value for the costs already incurred. Consumers who pay more for greener, unsubsidized products will be happier and more loyal if they receive greater value in terms of functional, social, and emotional benefits through a loyalty rewards system and priority services. The concept of extra value is in line with one of the dimensions in previous research by Raman et al. (2008) regarding electronic service quality (e-SQ), namely, the incentive dimension, which is defined as an additional incentive given

to retain customers and also attract additional new prospective consumers.

Reasons for quality and quantity will usually be the main factors consumers consider when buying fuel products. In addition to quality and quantity points, customers also consider the distance to the nearest gas station, the level of availability of fuel, the level of queues to refill dispensers, service quality, environmental cleanliness, and supporting facilities for toilets, prayer rooms, mini markets, coffee shops filling water and air, ATM lubricant sales, and also a sense of security when transacting. Mileage considerations dominate because customers usually prioritize gas stations closest to their place of residence and the office, and in the same direction when they are on the move, unless there are negative factors in mind about the nearest gas station.

The availability of fuel at certain gas stations can also be a special consideration for customers to continue subscribing, as the guarantee of availability is well maintained through good inventory management supported by the gas station's financial position. Product: The Pertamax series and Pertamina Dex are synonymous with quality, queue priority, and memorable lines. Most customers want to be prioritized, particularly when filling fuel at gas stations. Customers who pay more will undoubtedly expect more value from the price, including time savings and special treatment.

This research is supported by previous research by Parasuraman et al. (2005) on the concept of service quality, which posits that TERRA variables will positively impact customer satisfaction (Berry et al., 1988). Other research also supports the finding that the service quality variable positively influences customer satisfaction (Gültekin & Turgut, 2013; Yarimoglu, 2015; Lolo, 2020; Maharsi et al., 2021; Pollack, 2009).

LIMITATION AND FURTHER RESEARCH

The researcher acknowledges several limitations in this study, which were as follows:

1. **Generalizability Issue:** The findings of this study cannot be easily extended to other petrol stations (SPBU) in different locations. This limitation arises from varying conditions and contexts across different areas.
2. **Absence Interview Method:** Due to time constraints and respondents' busy schedules, the interview method was not used in this study. Consequently, the researcher could not verify the accuracy of the respondents' answers. As a result, participants' responses may only partially reflect the actual situation.
3. **Restricted Research Data:** The research data relied solely on closed-ended questions, limiting the ability to obtain comprehensive, direct insights into respondents' perspectives. This restriction hindered the researcher from obtaining more detailed arguments from the participants.

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