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**THE INFLUENCE OF SOCIAL MEDIA MARKETING AND CASH ON  
DELIVERY ON PURCHASE DECISIONS AT DON'S BAKERY  
GORONTALO**

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**Abstract**

This study aims to determine the effect of Social Media Marketing and Cash on Delivery on purchasing decisions at Don's Bakery Gorontalo. This study uses a quantitative approach with a purposive sampling technique with a total of 96 respondents. Data collection was carried out through questionnaires and analyzed using multiple linear regression analysis with the help of SPSS. The results of the study indicate that, partially, Social Media Marketing has a positive and significant effect on purchasing decisions. Likewise, Cash on Delivery also has a positive and significant effect on purchasing decisions. Simultaneously, both variables together influence the increase in consumer purchasing decisions. Based on the results of the study, marketing strategies through social media and the convenience of the payment system through Cash on Delivery have proven effective in encouraging consumers to make purchases at Don's Bakery. This finding emphasizes the importance of utilizing social media and practical payment methods in shaping consumer purchasing decisions.

**Keywords:** Social Media Marketing, Cash on Delivery, Purchasing Decisions



## INTRODUCTION

With the rapid development of Indonesia's culinary industry, which produces a variety of delicious dishes, the food industry has become one of the most sought-after business sectors among entrepreneurs today. The bakery industry is one of the food industry groups, among various existing industries, that processes agricultural products. This is because the bakery industry processes wheat flour, eggs, butter, and milk into ready-to-consume food products that, above all, have value.(Rahmawati et al., 2021).

According to a report from the Food and Beverage Entrepreneurs Association (Gapmmi), the bread and cake business ranks third after rice and noodle businesses, with an average growth rate of 10% from 2014 to 2021, with 60% traditional MSMEs, 12% large producers, and 12% bread producers. Each bread and cake business employs different marketing strategies to attract customers (Monepa, 2023).

Individual and organizational buyers experience nearly identical mental processes when deciding what to buy. When a product meets a consumer's needs, the consumer can make a purchasing decision. Furthermore, when a person must make a decision, they must have alternative options. Purchasing decisions are crucial because they will inform marketing strategy considerations, helping to understand the underlying factors that influence consumer behavior.(Fadjar et al., 2022).

In the food industry, businesses must be able to listen to customer needs and desires and strive to meet their expectations to compete with competitors. Consumers are a key factor in a business's success. In Gorontalo, one bakery that has been operating since 2017 is Don's Bakery, located on Jl. Imam Bonjol, Gorontalo City. Don's Bakery produces bread without preservatives and has official halal certification from the Indonesian Ulema Council (MUI). This bakery selects the best quality raw materials and processes them carefully to produce safe and healthy products. Don's Bakery utilizes social media to market its products through Instagram @donsbakeryfmb, Facebook Dons Bakeryfmb, and TikTok donsbakeryfmb. In addition, WhatsApp Business, accessible through the admin number, is used to support practical direct communication with customers.



Sales reflect the extent to which product information reaches consumers and influences purchasing decisions. Sales fluctuations throughout 2024 indicate dynamics that require attention for marketing strategy adjustments. The following is Don's Bakery's revenue data for 2024:

**Table 1.**  
**Dons Bakery's Revenue in 2024**

Year	Sale
January	Rp. 15,500,000
February	Rp10,700,000
March	Rp. 13,300,000
April	Rp12,200,000
May	Rp9,700,000
June	Rp. 19,200,000
July	Rp. 14,200,000
August	Rp. 13,700,000
September	Rp12,200,000
October	Rp13,100,000
November	Rp11,100,000
December	Rp8,500,000

Source: Fadel Ismu Nandar (Owner of Don's Baker Bakery 2025)

Based on the revenue data above, it is known that Don's Bakery's sales data from January to December 2024 experienced fluctuations. Don's Bakery's revenue throughout 2024 fluctuated every month. In January, revenue was recorded at Rp 15,500,000, then decreased in February to Rp 10,700,000. After that, revenue rose again in March to Rp 13,300,000 and continued to fluctuate throughout the year. The highest revenue occurred in June, namely Rp 19,200,000. However, after that, it began to decline, especially in July, when it fell to Rp 14,200,000. Towards the end of the year, revenue continued to decline. In November, revenue was recorded at Rp 11,100,000 and reached its lowest point in December, namely Rp 8,500,000.

The decline in revenue in December at Don's Bakery indicates a decline in consumer purchasing decisions. One of the main factors contributing to this was the termination of cooperation contracts by several of Don's Bakery's partners. These partners ended their partnerships because the products they consigned to



Don's Bakery were less popular and took longer to sell than other locations, where their products sold out more quickly. This is despite the fact that these products have a limited shelf life, so the longer they remain unsold, the greater the risk that the products will become unfit for consumption.

As a result of this contract termination, product availability in stores has decreased, especially for several flagship products such as Brownies Lumer, Biskuit Lapis Fla, and several other traditional cakes. The reduced product variety at Don's Bakery has impacted consumers who have difficulty finding their favorite products, leading many to seek alternatives elsewhere. Furthermore, the limited product range has also led to a decrease in repeat purchases from loyal customers who previously regularly purchased Don's Bakery's signature bread and cake varieties.

Understanding the influence of social media marketing and payment methods on consumer purchasing decisions has been further deepened through various previous studies. The results of the literature review indicate that research by (Yanti et al., 2022) stated that social media has a partial positive and significant influence on purchasing decisions. This finding is in line with research by (Batee, 2022), which examined the influence of social media on purchasing decisions at the Nias T-Shirt Shop in Gunungsitoli. The results showed a positive influence of social media on purchasing decisions. Furthermore, research conducted by (Muhibbudiin, 2022) shows that digital marketing and cash on delivery have an impact on increasing sales. This is in line with research conducted by (Razak et al., 2024). Digital marketing has a significant influence on purchasing decisions through brand awareness.

## **LITERATURE REVIEW**

### **Social Media Marketing**

According to Tuten & Solomon (2017) in (Taan & Indriyani, 2021) Social Media Marketing is the use of technology, channels and software from social media with the aim of creating communication, delivery, exchange and offers that are valuable to stakeholders in an organization (Fawwaz, 2021; Taan, H., 2021.). It is believed that social media has become a tool for product marketing, also known as social media marketing. Social media marketing is a process that encourages



individuals to promote their websites, products, or services through online social channels and to communicate by leveraging a much larger community that has a greater potential for marketing than through traditional advertising channels (Taan, H., & Indriyani, 2021; Asari, A., et al., 2023).

### **Buying Decision**

According to (Schiffman & Kanuk, 2008), the Purchasing decision is a stage in the buyer decision-making process where buyers choose what they will buy or not. Individuals who are directly involved in the purchase and use of available goods are called decision makers. This decision plays a crucial role because the decision is influenced by internal factors such as attitudes, motivations, and perceptions, as well as external factors such as social influences and cultural impulses (Taan, H., 2016). This process involves a complex combination of rational and emotional considerations that guide consumers in determining the best choice according to their needs and desires. According to (Lestari & Saifuddin, 2020), the purchasing decision is a problem-solving action taken by a person during the decision-making process to choose an alternative behavior. This is considered the most appropriate action to take before proceeding to the next stage of the decision-making process. The purchasing decision functions as a problem-solving step that focuses on finding the best solution before proceeding to the next phase in the consumer decision-making process.

### **Cash on Delivery**

According to (Simatupang et al., 2024), Cash on Delivery is a payment approach where customers choose to pay for purchased products after the product is delivered. Furthermore, the cash-on-delivery payment method has emerged as a key construct to increase online shopping intentions. This is because many consumers feel more comfortable with this method, especially when they have doubts about the product quality or the seller's reputation. According to (Kurnia & Ratnawili, 2024), the Cash on Delivery payment method, also known as cash on delivery, offers many conveniences. This payment method is considered more reliable, easier, and has fewer deductions, thus increasing sales and reducing the possibility of fraud and related transaction concerns (Rakib, M., et al., 2023)



## RESEARCH METHOD

This research is descriptive quantitative, meaning that the data collection uses primary data (questionnaires) containing statements about the variables being studied. The target population in this study was 96 consumers of Don's Bakery in Gorontalo. The data collection technique used a questionnaire. The analysis methods used were validity testing, reliability testing, normality testing, multiple linear regression analysis, T-test, F-test, and coefficient of determination (R<sup>2</sup>) testing.

## RESULTS AND DISCUSSION

### Validity Test

The validity of the instrument is tested by comparing the calculated r value with the table r at degrees of freedom (df) = n - 2 with a significance level ( $\alpha$ ) = 0.05. If the calculated r is greater than the table r, then the indicator is declared valid. Conversely, if the calculated r is smaller than the table r, then the indicator is considered invalid.

**Table 2**  
**Validity Test Results**

Variables	Statement	Information
Social Media Marketing (X1)	All statements given by respondents showed values that exceeded 0.361	VALID
Cash On Delivery (X2)		
Purchase Decision (Y)		

Source: Processed Data SPSS 22, (2025)

With test results showing that all indicators meet these criteria, it can be concluded that the research instrument has good validity.

### Reliability Test

Reliability is tested using Cronbach's Alpha. An instrument is considered reliable if its Cronbach's Alpha value is greater than the minimum limit of 0.7.

**Table 3**  
**Reliability Test Results**

Variables	Cronbach's Alpha	Limitation	Information
Social Media Marketing	0.896	0.70	Reliable
Cash on Delivery	0.879	0.70	Reliable
Buying decision	0.909	0.70	Reliable

Source: Processed Data SPSS 22, (2025)



Based on the reliability test results, all research variables—Social Media Marketing, Cash on Delivery, and Purchasing Decisions—had Cronbach's Alpha values greater than 0.7. Thus, the research instrument was declared reliable and could be used for data collection.

Normality Test

The normality test is a classical assumption test, which tests the normality of the data. Based on the Kolmogorov-Smirnov test, the Asymp.Sig (2-tailed) value is greater than 0.05, indicating that the data is normally distributed.

Table 4 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

Table with 3 columns: Variable, Unstandardized Residual, and Value. Rows include N (96), Normal Parameters (Mean: .0000000, Std. Deviation: 4.87588015), Most Extreme Differences (Absolute: .104, Positive: .052, Negative: -.104), Kolmogorov-Smirnov Z (1.022), and Asymp. Sig. (2-tailed) (.247).

a. Test distribution is Normal. b. Calculated from data.

Source: Processed Data SPSS 22, (2025)

Because the test results show a significance value of 0.247 > 0.05, it can be concluded that the residuals meet the assumption of normality. Meeting this assumption also strengthens the validity of the regression analysis results, as a normal data distribution allows for more accurate inferences regarding the relationships between the variables studied.

Multicollinearity Test

Table 5 Multicollinearity Test Results

Coefficients<sup>a</sup>

Table with 8 columns: Model, Unstandardized Coefficients (B, Std. Error), Standardized Coefficients (Beta), t, Sig., and Collinearity Statistics (Tolerance, VIF). Rows include (Constant), Social Media Marketing, and Cash On Delivery.

a. Dependent Variable: Keputusan Pembelian

Source: Processed Data SPSS 22, (2025)



Based on the analysis results in the table above, it can be seen that the VIF value obtained for the Social Media Marketing (X1) and Cash on Delivery (X2) variables is 2.082, which means that the figure is below the required 10. Meanwhile, the Tolerance value obtained for each variable is 0.480, which means that the figure is not less than 0.10. Thus, it can be concluded that the independent variables in this study do not experience symptoms of multicollinearity.

Multiple Linear Regression Test

Table 6
Multiple Linear Regression Test Results

Coefficients<sup>a</sup>

Table with 6 columns: Model, Unstandardized Coefficients (B, Std. Error), Standardized Coefficients (Beta), t, and Sig. It contains data for Model 1, including Constant, Social Media Marketing, and Cash On Delivery.

a. Dependent Variable: Keputusan Pembelian

Source: Processed Data SPSS 22, (2025)

The regression equation used in this study is:

Y = a+b1X1+b2X2+e

Information:

- Y =Buying decision
a = Valueintercept constant/parameter
X1 =Social Media Marketing
X2 =Cash on Delivery
b1, b2 =Coefficients X1, X2
e =Influence of Other Variables

Based on the results of the regression test, the multiple linear regression equation obtained is:

Y = 5.128 + 0.279(X1) + 0.950(X2) + e

Constant (B = 14.530): If Social Media Marketing (X1) and Cash On Delivery (X2) is zero, then the Purchase Decision (Y) is estimated at 5.128.



T-Test

Table 7  
T-Test Test Results  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.128	5.441		.942	.348
	Social Media Marketing	.279	.120	.220	2.324	.022
	Cash On Delivery	.950	.150	.600	6.326	.000

a. Dependent Variable: Keputusan Pembelian

Source: Processed Data SPSS 22, (2025)

It can be concluded that the results of the analysis show that Social Media Marketing has a significant influence on purchasing decisions. This is because the results of the t-test show that the calculated t value is 2.324, while the t-table is 1.661 with a significance level (Sig.) of 0.022, which is smaller than alpha 0.05. Because the calculated t value is greater than the t-table and the Sig. value is smaller than alpha. Meanwhile, for Cash on Delivery, the results of the t-test show that the calculated t value is 6.326, which is greater than the t-table of 1.661, with a significance level (Sig.) of 0.000, which is smaller than alpha 0.05. Because the calculated t value is greater than the t-table and the Sig. value is smaller than alpha. This shows that Cash on Delivery has a significant influence on purchasing decisions at Don's Bakery.

F Test Results

Table 8  
F Value Test Results  
ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3367.409	2	1683.704	69.330	.000 <sup>b</sup>
	Residual	2258.550	93	24.285		
	Total	5625.958	95			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Cash On Delivery, Social Media Marketing

Source: Processed Data SPSS 22, (2025)



Based on the results of the F test, it shows that the calculated F value is 69,330, while the F table is 3.09, with a significance level (Sig.) of 0.000, which is smaller than alpha 0.05. Because the calculated F value is greater than the F table and the Sig. value is smaller than alpha, this shows that simultaneously, Social Media Marketing and Cash On Delivery have a significant effect on purchasing decisions at Dons Bakery.

### **The Influence of Social Media Marketing on Purchasing Decisions**

Based on the analysis results on the Social Media Marketing variable, it shows that marketing strategies through Social Media have a positive and significant influence on consumer purchasing decisions at Don's Bakery, so H0 is accepted and H1 is rejected. This means that the more effective marketing through Social Media, the greater the consumer's urge to make a purchase. This proves that Social Media has an important role as a promotional channel that is able to build closeness between brands and consumers (Taan, H., 2018).

The results of this study are also relevant to research conducted by Taan & Indriyani (2021), which found that proper use and utilization of social media can significantly impact a company's brand image through content creation, content sharing, connecting, and community building. This is in line with the findings of Rahmah et al. (2022), who found a positive and significant influence between online marketing and consumer purchasing decisions for Sultan Bread in Kadia Village. This means that the higher the online marketing, the higher the consumer purchasing decisions.

### **The Influence of Cash On Delivery on Purchasing Decisions**

Based on the results of the study on the Cash on Delivery (COD) variable, it shows that COD has a positive and significant effect on consumer purchasing decisions at Don's Bakery, so H0 is accepted and H2 is rejected. This indicates that the ease of using the COD payment method is an important factor in encouraging consumers to make purchases. A payment system that does not require payment in advance makes consumers feel more comfortable and secure when making transactions. This practicality is the main reason why the COD method is often chosen, especially by consumers who do not fully trust digital payment systems. The easier and safer a payment method is to use, the greater the consumer interest in making purchases at Don's Bakery.



This is in line with research (Simatupang et al., 2024), which found that Cash on Delivery services have a positive and significant influence on purchasing decisions. This means that Cash on Delivery is able to influence consumers in supporting their ability to make purchasing decisions. In addition, research (Palullungan et al., 2023) stated that COD has an influence on purchasing decisions, with a significant value generated. This shows that Cash On Delivery (COD) can be trusted by potential consumers as an efficient payment method. This research is in line with research (Khutba & Islamuddin, 2022), which stated that Cash on Delivery services have a significant influence on purchasing decisions in the marketplace shoppe with security indicators being a measuring tool for the Cash on Delivery variable.

### **The Influence of Social Media Marketing and Cash on Delivery on Purchasing Decisions**

Based on the results of the research analysis, it was found that Social Media Marketing and Cash on Delivery (COD) simultaneously influence the Purchase Decision variable. This is indicated by the rejection of H0 and the acceptance of H3, which means that both variables jointly influence consumer decisions in purchasing products. Among the two, the variable that has the most dominant influence is Cash on Delivery. This payment method provides a sense of security and ease in transactions, thus making consumers more confident in making purchases.

The results of the study indicate that purchasing decisions at Don's Bakery are significantly influenced by social media marketing and the cash on delivery (COD) payment method simultaneously, with COD being the most dominant variable. Social media marketing shapes purchase intentions through engaging content, social influence, and easy access to information, following the theory of planned behavior. Meanwhile, the COD method provides consumers with a sense of security and greater control in transactions, increasing trust in the purchasing process.

### **CONCLUSION**

1. Social media marketing has proven effective in attracting consumers through engaging content, direct social media interactions, and building trust through



testimonials and compelling visuals. Of the four social media marketing indicators, content creation is the most dominant factor, demonstrating that creative and consistent content is crucial in influencing consumer decisions.

2. Cash on Delivery (COD) has also been shown to significantly influence purchasing decisions, primarily because it provides a sense of security, maintains privacy, and builds consumer trust. Privacy is the most dominant factor, highlighting the importance of personal data protection in ensuring consumer comfort during transactions.
3. Simultaneously, social media marketing and cash-on-delivery (COD) significantly contribute to increased purchasing decisions. The combination of digital marketing strategies and secure payment methods is key to successfully influencing the behavior of modern consumers, who increasingly rely on digital information and the convenience of transactions.

### **Suggestion**

#### **For Don's Bakery**

Don's Bakery is advised to increase the effectiveness of its use of social media for promotion and customer interaction, as well as improve the quality of its Cash on Delivery (COD) service. Some steps that can be taken include:

- a. Consistently upload high-quality visual content, such as product photos, production process videos, and behind-the-scenes activities.
- b. Create interactive content such as favorite flavor polls, giveaways, and live sessions with customers.
- c. Provide exclusive promotions for social media followers to increase purchasing appeal.
- d. Develop a COD service SOP that includes order confirmation, product quality checks, and on-time delivery.
- e. Offering cashless COD payment options (QRIS or e-wallet) to increase customer convenience and trust.

#### **For Further Researchers**

Future research is recommended to expand the scope of variables and research objects. In addition to social media marketing and cash on delivery, researchers can consider other relevant variables such as price, product quality, and promotion. Furthermore, research objects can be expanded to other



businesses and different regions to make the results more comprehensive and generalizable.

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