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Increase In Sales Volume Of Cassava Chips Influenced By Product Quality And Consumer Satisfaction

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ABSTRACT (10 PT)

This study aims to analyze the sales volume of Mr. Nanan's Cassava Chip MSME based on product quality and customer satisfaction. The research method used is quantitative with data collection techniques through questionnaires that have been tested for validity and reliability. The instruments were distributed to 70 respondents who were users of the chip product. Data analysis was performed using multiple linear regression, correlation coefficient analysis, coefficient of determination analysis, and a series of statistical tests, with the help of SPSS software version 23. The results of this study indicate that product quality and customer satisfaction simultaneously have a positive and significant effect on sales volume. It is recommended to increase product innovation, maintain consistency in taste and raw material quality, and strengthen relationships with consumers through fast, friendly, and responsive service.



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Introduction

Indonesia's economic development is growing rapidly. The complexity of this economic system has caused 4,444 Micro, Small, and Medium Enterprises (MSMEs) to face challenges in selling their products. MSMEs are one of the small and medium business categories that contribute the most to Indonesia's economy (Arista, 2023). MSMEs play an important role in driving economic growth in the community. The independence of MSME players can reduce unemployment, especially amid increasingly limited job opportunities.

Cassava chips are a thriving and well-known business. In Bogor Regency, there are several small to medium-sized cassava chip businesses. There are three companies in the area, one of which is Keripik Singkong Bapak Nanan, located in Nanggerang Village RT02/RW05. This business has been operating for the longest time, approximately 13 years. The products produced have specific flavor characteristics, including several flavor variants such as original, sweet and spicy, chocolate, and balado. All variants are made from safe ingredients to ensure a distinctive flavor quality. The chips have a long and round shape, made using a special knife and skillful slicing techniques.

The establishment of this chip business aims to help improve the lives of its owners and workers, as well as absorb labor from the surrounding community, thereby increasing the income of the local community. This chip product has joined the Family Welfare Income Improvement Program (UPPKS), which provides opportunities for businesses to grow.



Figure 1. Comparison of Targets and Sales of Cassava Chips in 2024

In 2024, sales data amounted to Rp 1,045,781,000. This amount has not reached the target set at Rp 1,080,000,000. Therefore, the expected target will have a difference of Rp 34,219,000 or around 3.17%. It is known that this failure to achieve the target is suspected to be due to product and service quality. Based on internal ratings and customer feedback, several complaints were found regarding reduced product taste, suboptimal product packaging, and delivery delays. As a follow-up measure, this chip business needs to improve its logistics system to ensure timely delivery, create innovative and attractive product packaging, maintain product quality, continue research and development, preserve the distinctive flavor, and enhance customer service by being more responsive.

Method

This study uses a quantitative approach with descriptive and verificative methods. The quantitative approach aims to test hypotheses through statistical data collection and analysis. The descriptive design is used to describe the characteristics of the variables, while the verificative design tests the relationships between the formulated hypotheses (Sugiyono, 2023).

The population in this study consisted of 286 consumers of potato chips based on company data. The sample was determined using purposive sampling, a sampling technique based on specific criteria set by the researcher so that the respondents selected were in line with the research objectives. This technique was used to ensure that the data obtained was relevant and representative of the variables studied. The sample size was calculated using Meo's formula with a confidence level of 90% or $Z = 1.645$ and a maximum tolerable error rate of 10% or (Meo = 0.1), resulting in a calculation of 68 people, rounded up to 70 respondents.

The data used in this study consists of primary and secondary data. Primary data was obtained directly by distributing questionnaires to consumers of the product to obtain accurate and relevant information on the research topic. Meanwhile, secondary data was obtained from existing sources such as journals, books, reports, and articles that support and enrich the analysis and compare the findings with previous research results to improve the validity and reliability of the research.

Hypothesis In this study, the author collected data through two methods. A literature study, which included reviewing books, journals, magazines, and previous studies to provide a theoretical basis and support the discussion on product quality and consumer satisfaction. Distribution of closed questionnaires online via Google Forms, which were designed to explore information related to consumer perceptions and experiences of product quality and consumer satisfaction with potato chips, with pre-determined answer choices to obtain relevant and in-depth data. Statistics are statements formulated to be tested for accuracy through data analysis in research. In this study, hypotheses were designed to determine whether there is a significant and positive effect of product quality and consumer satisfaction variables on sales volume growth. The statistical hypotheses in this study are as follows:

H_{o1} : Product quality and customer satisfaction have no significant and positive effect on increasing sales volume.

H_{a1} : Product quality and customer satisfaction have a significant and positive effect on increasing sales volume.

H_{o2} : Product quality has no significant and positive effect on increasing sales volume.

H_{a2} : Customer satisfaction has a significant and positive effect on increasing sales volume.

H_{o3} : Product quality has no significant and positive effect on increasing sales volume.

H_{a3} : Product quality has a significant and positive effect on increasing sales volume.

Conducted through validity and reliability tests. The validity test results show that all indicators in the Product Quality (X1), Consumer Satisfaction (X2), and Sales Volume (Y) variables have a calculated r value greater than the table r of 0.444, so they are declared valid. Meanwhile, the reliability test results show that the

Cronbach's Alpha value for each variable is greater than 0.60, namely 0.886 for Product Quality (X1), 0.876 for Consumer Satisfaction (X2), and 0.867 for Sales Volume (Y). Thus, all instruments in this study are declared reliable.

Results and Discussions

Descriptive Analysis

Table 1 Consumer Responses Regarding Product Quality

No	Questions	Value	Criteria	Interpretation
1.	I feel that the texture is as expected.	4,45	Good	The product has stable quality, is not easily damaged, and is capable of providing reliable performance.
2.	Consistent taste with every purchase	4,3	Good	The product is as promised in terms of quality, shape, and packaging.
3.	The size of the packaging corresponds to the price.	4,44	Good	The alignment between promises and reality is an important factor in building loyalty and satisfaction.
4.	Practical packaging	3,94	Good	Consumers have a positive view of the product's appearance.
5.	A wide variety of flavors	3,7	Good	The visual appearance of the product is in the good category.
	Average	4,17	Good	High-quality products with excellent texture, taste, and packaging that enhance consumer satisfaction and loyalty.

Based on Table 1, the statement "I feel that the texture of the product is as expected" received the highest score of 4.45 (good), indicating that consumers strongly agree or have a high level of satisfaction with the texture of the product. Meanwhile, the statement "The variety of flavors offered is diverse" received the lowest score of 3.7 (good), indicating that consumers consider the variety of flavors in the product to be unsatisfactory and in need of improvement in terms of innovation. Consumer responses to the Consumer Satisfaction variable are as follows:

Table 2 User Responses Regarding Consumer Satisfaction

No	Questions	Value	Criteria	Interpretation
1.	Product sales services prioritize customer satisfaction.	4,07	Good	Product sales service that meets expectations, providing good information and experience
2.	Products can build reputation through positive interactions with consumers.	3,88	Good	The ability to establish good and consistent relationships with consumers is an important factor in shaping a positive brand image.
3.	The communication carried out by the product reflects the image of the Company.	4,01	Good	Communication plays an important role in reflecting the company's image.
4.	The product is durable	4,05	Good	The product has adequate resistance to damage or deterioration during storage.
5.	Product sales services prioritize speed of response	3,72	Good	Product sales services have been excellent and quick in responding to consumer needs or requests.
	Average	3,95	Good	Providing satisfactory and responsive service, as well as maintaining positive communication with consumers to create a good impression and enhance the product's image.

Based on Table 2, the statement "Product sales services prioritize customer satisfaction" received the highest score of 4.07, while "Product sales services prioritize response speed" received the lowest score of 3.72. Both scores fall into the "good" category. Improvements are needed in the area of response speed to customers in order to optimize services and make customers feel that they are being attended to quickly and responsively.

Table 3 Consumer Responses Regarding Sales Volume

No	Questions	Value	Criteria	Interpretation
1.	I want to buy products more often because the prices are affordable.	3,94	Good	The product has successfully had a positive impact on consumer behavior, particularly in encouraging purchase frequency.
2.	I feel prioritized when purchasing products	3,87	Good	The service provided creates a positive impression and demonstrates attention to customer needs.
3.	I want to recommend products to other people so they will buy them.	3,81	Good	Consumers have a positive experience with the product, in terms of taste, quality, and service.
4.	Sales of secure products	3,62	Good	The product is considered safe in terms of packaging, cleanliness, and handling during distribution or sale.
5.	Product sales areas are kept clean	3,85	Good	Consumers feel comfortable and safe when shopping
	Average	3,82	Good	Affordable prices, product safety, and cleanliness of the point of sale can provide a positive experience that encourages repeat purchases.

Based on Table 3, the statement “I want to buy cassava chips more often because the price is affordable” received the highest score of 3.94 (good), while “Sales of products are safe” received the lowest score of 3.62 (good). Overall, these results show that the product has successfully gained a positive assessment, mainly due to its affordable price, which is the main driver in increasing the desire to buy more often. However, product safety aspects still need attention and improvement in order to strengthen consumer confidence and further strengthen the product's image and competitiveness in the market.

Multiple Linear Regression Analysis

Table 4 Multiple Linear Regression Results

Model	Coefficients ^a		T	Sig.
	Unstandardized Coefficients			
	B	Std. Error		
(Constant)	2.251	2.613	.862	.392
Kualitas Produk (X1)	.140	.131	.125	.288
Kepuasan Konsumen (X2)	.689	.143	.566	.000

a. Dependent Variable: Volume Penjualan (Y)

Sumber: Data diolah penulis, (SPSS,2025)

The regression model obtained is as follows:

$$Y=2.251+0.140 X1+0.689 X2$$

The regression results above show that the variables of product quality and customer satisfaction have a positive effect on the dependent variable, namely product sales volume. This means that every increase in sales volume. However, although the effect of product quality is positive, it is not strong enough to be considered to have a significant effect on sales volume, while the variable of customer satisfaction has a stronger and more significant positive effect, indicating that customer satisfaction contributes more to product sales volume. This finding is in line with the research by Sutriani et al. (2022), which states that product quality and customer satisfaction variables can increase loyalty and have a direct impact on sales volume growth.

Multiple Correlation Coefficient

Table 5 Multiple Correlation Coefficient Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649 ^a	.422	.404	3.02076

a. Predictors: (Constant), Kepuasan Konsumen, Kualitas Produk

Based on Table 5 above, the R (correlation) value of 0.649 indicates that the figure is in the strong category, with an r value interval between 0.600 and 0.799. This means that the relationship between product

quality and consumer satisfaction with sales volume is unidirectional (positive) and strong. The higher the product quality and consumer satisfaction, the higher the sales volume. This finding is in line with the research by Sutriani et al. (2022), which shows that product quality and customer satisfaction variables can increase loyalty and have a direct impact on sales volume growth.

Coefficient of Determination (R²)

Based on Table 5, the R² value is 0.422, which indicates that the product quality and consumer satisfaction variables contribute 42.2% to the sales volume variable for product consumers, while the remaining 57.8% is explained by other variables not included in this study, such as price from previous studies (Attifah, 2022).

Simultaneous Hypothesis Test Results (F Test)

Table 6 Simultaneous Test Results (F Test)

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	445.770	2	222.885	24.426	.000 ^b
Residual	611.373	67	9.125		
Total	1057.143	69			

a. Dependent Variable: Volume Penjualan

b. Predictors: (Constant), Kepuasan Konsumen, Kualitas Produk

Based on Table 6 above, the simultaneous test results obtained an Fcount value of 24.426 with an Ftable value of 3.100 and a significance value of 0.000. Because Fcount > Ftable (24.426 – 3.100) and the significance level < 0.05, Ho is rejected and Ha is accepted. This means that product quality and consumer satisfaction simultaneously have a significant and positive effect on sales volume. The findings are in line with previous research by Sutriani et al. (2022), which states that product quality has a significant effect on sales volume.

Partial Test (t-test)

Table 7 Partial Test Results (t-test)

Model	Unstandardized Coefficients ^a		Standardized Coefficients	T	Sig.
	B	Std. Error			
				Beta	
(Constant)	2.251	2.613		.862	.392
Kualitas Produk (X1)	.140	.131	.125	1.071	.288
Kepuasan Konsumen (X2)	.689	.143	.566	4.832	.000

a. Dependent Variable: Volume Penjualan (Y)

Based on Table 7 above, it can be concluded that the effect of product quality on sales volume has a t-value of 1.071, which is greater than the t-table value of 0.444 (1.071 > 0.444) with a significance value of 0.05. Thus, Ho is rejected and Ha does not have sufficient statistical evidence to be accepted. This means that although the product quality coefficient shows a positive direction of influence on sales volume, this influence is not statistically strong enough to be considered significant. This study is in line with research by Azizah (2023), which states that product quality has a positive effect on sales volume. This means that product quality drives sales volume, although there are differences in the level of significance. The effect of customer satisfaction on sales volume has a t-value of 4.832, which is greater than the t-table value of 0.444 (4.832 > 0.444) with a significance value of 0.000 < 0.05. Thus, Ho is rejected and Ha is accepted, meaning that consumer satisfaction has a positive and significant effect on sales volume. The results of this study are in line with previous research by Basith (2014), which states that consumer satisfaction has a positive and significant effect on product sales volume.

The findings of this study demonstrate that product quality and consumer satisfaction simultaneously contribute positively and significantly to the increase in sales volume of Mr. Nanan's cassava chip MSME. This indicates that sales growth in the MSME food sector is not merely determined by the physical attributes of the product, but also by the consumers' post-purchase evaluation and emotional response toward the buying experience. Consumers tend to make repeat purchases when they perceive that the product not only meets acceptable quality standards but also provides a satisfying consumption and service experience. This finding supports the marketing concept that customer satisfaction is a central determinant of repurchase intention, loyalty, and sustainable sales performance (Kotler & Keller, 2016).

Although descriptive analysis shows that consumer perceptions of product quality are categorized as good, the partial regression test reveals that product quality has a positive but statistically insignificant effect on

sales volume. This finding suggests that acceptable product quality alone is not sufficient to directly stimulate a substantial increase in purchases. One possible explanation is that consumers already perceive the cassava chips as having a relatively standard quality in terms of texture, taste consistency, and packaging suitability; therefore, quality is considered a basic expectation rather than a competitive differentiator. When product quality becomes a common minimum standard among competitors, its ability to independently drive sales becomes weaker. This means that consumers may not necessarily buy more simply because the product quality is good, unless accompanied by additional value that creates a memorable consumer experience. This interpretation is consistent with the study of Azizah (2023), which explains that product quality positively influences consumer perception, yet does not always become the sole trigger of stronger buying decisions.

This phenomenon is reinforced by the descriptive result showing that the lowest score on product quality lies in the flavor variety indicator. Limited innovation in flavor options can reduce consumers' curiosity and repeat buying enthusiasm, especially in snack products where novelty and sensory attractiveness are highly influential. In the competitive snack-food market, consumers are often attracted not only by durability and consistency, but also by product uniqueness, packaging aesthetics, and innovation. Previous research by Siti Karmilah and Yulianti (2023) found that innovation in product attributes and attractive quality presentation significantly strengthen consumer buying interest in cassava chip MSMEs. Therefore, the insignificant statistical influence of product quality may indicate that the current quality dimensions measured by the MSME still emphasize functional quality, while consumers increasingly consider experiential quality as part of their purchasing decisions.

In contrast, consumer satisfaction shows a positive and highly significant influence on sales volume, with the largest regression coefficient among all independent variables. This finding confirms that the emotional fulfillment felt by consumers after purchasing has a stronger effect on buying continuity than the technical quality of the product itself. Satisfaction reflects whether consumers feel served quickly, valued properly, communicated with clearly, and convinced that the product is worth repurchasing. When these psychological and relational aspects are fulfilled, consumers are more likely to become repeat buyers and voluntary promoters through word-of-mouth recommendations. Thus, consumer satisfaction acts as a bridge between product acceptance and actual market expansion. This is in line with the argument of Lena (2021) that customer satisfaction strengthens loyalty formation and contributes directly to repeated purchasing behavior.

The significant role of consumer satisfaction in this study also indicates that MSME competition today is increasingly relationship-based rather than solely product-based. For small businesses such as cassava chip producers, consumers usually build purchasing attachment through personal interaction, trust, and familiarity with sellers. Friendly communication, responsiveness in handling orders, and service consistency can create emotional closeness that encourages long-term loyalty. This explains why the response speed indicator, which received the lowest satisfaction score, becomes a crucial managerial concern. Delayed response or slow service can reduce positive impressions and weaken consumer retention despite the product itself being acceptable. Basith (2014) similarly emphasized that service quality and customer satisfaction are strongly interconnected in shaping customer loyalty and business continuity.

The coefficient of determination value of 42.2% further confirms that product quality and consumer satisfaction provide a moderate explanatory contribution to sales volume growth. However, 57.8% of sales variation is influenced by other variables outside this model. This indicates that increasing sales volume in MSMEs is multidimensional and cannot rely only on internal quality and satisfaction management. External strategic factors such as price competitiveness, promotional effectiveness, market accessibility, and consumer purchasing power may also substantially affect the buying decision process. This finding is supported by Attifah (2022), who found that pricing strategy and business location significantly influence consumer satisfaction and purchasing intensity in snack-based MSMEs.

Furthermore, the simultaneous significance test strengthens the argument that product quality and consumer satisfaction should not be treated as separate managerial elements, but as an integrated marketing system. Product quality attracts first-time buyers, while consumer satisfaction determines whether those buyers return and become loyal customers. Therefore, the increase in sales volume occurs more effectively when MSMEs are able to combine acceptable product standards with responsive customer-oriented service. This result aligns with Sutriani et al. (2022), who reported that the interaction between product quality and customer satisfaction contributes significantly to strengthening market competitiveness and increasing MSME sales outcomes.

Overall, this study provides an important empirical implication that consumer satisfaction is the dominant factor influencing the sales volume increase of Mr. Nanan's cassava chip business, while product quality functions as a supporting foundation that must continue to be maintained and innovated. This means that MSME sustainability in the snack-food industry depends not only on producing consumable goods, but also on creating positive consumer experiences, emotional attachment, and trust-based service relationships.

Therefore, to achieve more optimal sales growth, business actors should prioritize faster customer response, stronger communication quality, loyalty-building strategies, and continuous product innovation in packaging and flavor variants.

Conclusions

Consumer responses to product quality variables, consumer satisfaction, and sales volume were in the good category. Product quality and consumer satisfaction simultaneously had a significant and positive effect on product sales volume. However, partial results showed that product quality had a positive but insignificant effect on sales volume, while consumer satisfaction had a positive and significant effect on sales volume. It is recommended that, in terms of product quality variables, the aesthetic/appearance indicator has the lowest total score of 3.7. Aesthetic/appearance has the lowest total score of 3.7. This indicates that the appearance of the product does not yet fully meet consumer expectations. Although it is considered quite good, this result is an important signal for businesses to evaluate and improve the design, packaging, and visuals of their products to make them more aesthetically appealing and able to increase their attractiveness and perceived quality in the eyes of consumers. In terms of consumer satisfaction, the loyalty indicator has the lowest score of 3.72, indicating that consumers are satisfied with the product but do not yet have a strong tendency to consistently repurchase or recommend the product to others. This is an important consideration for businesses to improve their customer retention strategies, such as through service quality improvements, loyalty programs, or more effective communication to build long-term relationships with consumers. Meanwhile, in terms of sales volume, the repurchase decision indicator had the lowest score of 3.62. This indicates that loyalty to the product has not yet been strongly established, so the company needs to improve its marketing strategy and service quality in order to increase consumers' decision to repurchase and drive sales volume growth.

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