Customer Base Brand Equity Approach and Consumer Loyalty of Purchasing Decisions on Online Shopping in Indonesia

[1]Dinda Kayani Putri Bestari, [2]Gusni, [3]Dervish Agustriyana, [4]DJ Anderson Butarbutar

Abstract---In the digitalization era, the Indonesian people were very fond of the type of online shopping and this was seen as an opportunity for e-commerce companies. Data on the number of visitors for each e-commerce website has increased, but this has not been offset by increased revenue. Some e-commerce companies have the highest ranking on the number of visitors, but the revenue earned does not reflect that position. This indicates that there is a mismatch between the number of website visitors and the revenue earned by each company. Is the increasing number of visitors an effect of good customer base brand equity, why this does not have an impact on the addition of reports in each company, and how the influence of customer base brand equity and customer loyalty towards purchasing decisions in online shopping, various questions above can be answered through this research. The survey was conducted on 100 respondents who were consumers of Lazada e-commerce in parts of West Java and DKI Jakarta, namely the cities of Bandung, Bogor, Depok, Tangerang, Bekasi, Garut, Tasikmalaya and Sumedang. The survey results were obtained using Partial Least Square (PLS-SEM), with a type of construct with a reflexive indicator. Base on analysis, the findings is(1) Customer based brand equity has a positive and significant effect on online purchases, especially for Lazada. (2) Consumer loyalty consist of: cognitive loyalty, affective loyalty, connective loyalty and action loyalty has a negative effect on purchase decision but has a significant influence on the formation of purchase decisions on online purchase.

Keywords---Partial least square, CBBE, Customer loyalty, E-Commerce, Purchase decision

I. INTRODUCTION

The Industrial Age 4.0 is related to the optimization of all existing resources in business networks to meet all market demands. Optimization is not new, which makes it different is how to do the optimization. The industrial era 4.0 marked connectivity and interaction through integrated information and communication technology. Connectivity and digitization make the value of the manufacturing chain more efficient and the quality of its products increases. This has become a factor in the growth of e-commerce companies.

[1] *Widyatama University*

dinda.kayani@widyatama.ac.id

[2] *Widyatama University*

gusni.tanjung@widyatama.ac.id

[3] *Widyatama University*

darwis.agustriyana@widyatama.ac.id

[4] *Widyatama University*

anderson.butarbutar@widyatama.ac.id

Various well-known e-commerce companies in Indonesia under Committee 9.9 Super Shopping Day launched an online shopping festival in 2018. This online shopping festival is specifically dedicated to providing the best online shopping experience for all Indonesian people spread from Sabang to Merauke in order to prepare Indonesia revolution industry 4.0. The online shopping festival held on November 25-30 2018 was attended by around 170actors*e-Commerce.*

The emergence of new e-commerce companies makes the products offered and in the market more diverse. The most important thing now, according to Kotler (2005) is the fact that the market changes faster than marketing. Therefore, marketing must be deconstructed, and redefined. Thus marketing activities must be able to adapt to these conditions. Today's marketing activities cannot be separated from consumer behavior that is the target market of a company. The number of online shopper in Indonesia increases every year, this is in line with the increasing number of internet users.
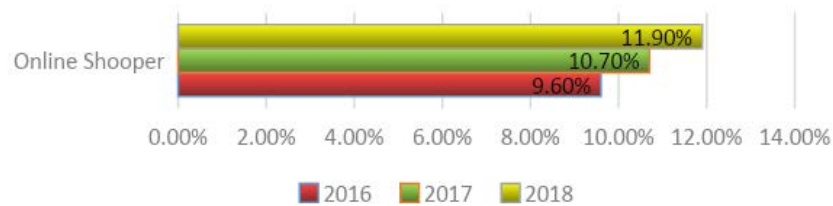

Figure 1:*Online Shopper Amount*
Source: Putera (2018) can be accessed at www.kompas.com

In the picture above, there is an increase in the number of online shopper in Indonesia, in 2016 only around 9.60% of users, but in 2017 it increased to 10.70% of users and at the end of 2018 it increases to 11.90% online shopper. The percentage of media used to make purchases online can be seen in the following figure.

Figure 2: *The media used for online shopping*
Source: Husain (2018) can be accessed on ecommerceiq.Asia

Picture above shows that 45% of Indonesian netizens search online for a product or service to buy with a similar number 40% make ecommerce transactions at least once a month. The following are the predictions of e-commerce company revenues up to 2022.
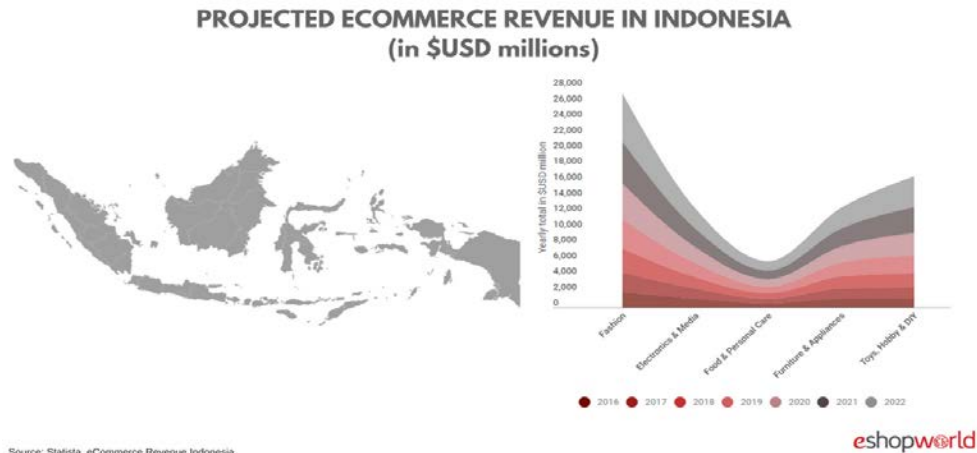
PROJECTED ECOMMERCE REVENUE IN INDONESIA
(in $USD millions)

Source: Statista, eCommerce Revenue Indonesia

Figure 3:

Source: Statista, eCommerce Revenue Indonesia

Based on the picture above, the income of e-commerce companies in the industry can be projected The fashion will still be the most purchased online category, with an estimated value of 6.17 billion USD, and favorite second, Toys, Hobby and DIY will have an expected worth of 3.90 billion USD.

Local and international e-commerce companies registered in Indonesia with a diverse business model as a whole totaling 45 companies. Based on the results of a survey conducted by IPrice Insight and published on the website www.iprice.co.id, following the mapping of 7 e-commerce sites that are in the top rank based on the average website visitor.

	Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook	Jumlah Karyawan
1	Tokopedia	168,000,000	#2	#3	182,280	1,028,890	6,028,100	2,215
2	Bukalapak	116,000,000	#4	#4	145,610	466,460	2,410,200	2,275
3	Shopee	67,677,900	#1	#1	58,180	1,788,340	14,003,700	2,263
4	Lazada	58,288,400	#3	#2	362,400	945,490	27,940,900	2,024
5	Blibli	43,097,200	#7	#6	482,280	449,840	8,101,900	1,120
6	JD ID	16,978,200	#5	#5	21,020	329,250	779,800	891
7	Zalora	5,518,600	#6	#8	67,100	314,100	7,676,600	442
8	Sale Stock Indonesia	4,627,600	#9	#7	14,450	606,470	4,354,900	545
9	Elevenia	3,938,000	#14	#11	121,430	121,230	1,191,300	302
10	iLotte	3,517,400	#13	#34	1,520	50,590	54,900	121
11	Sociolla	2,753,700	n/a	n/a	550	336,670	4,000	130
12	Sophie Paris	2,542,800	n/a	n/a	34,960	506,570	1,964,200	624
13	Bhinneka	2,310,500	#27	#20	71,570	20,990	1,034,500	528

Figure 4: *E-Commerce Map in Indonesia in 2018 4th Quarter Quarter*
Source : iprice.co.id/insights/mapofecommerce accessed on Feb. 22, 2019

Based on the above data it can be seen that based on the number of visitors to its website, the first e-commerce site is Tokopedia, then Bukalapak, Shopee, Lazada and Blibli afterwards. However, based on the amount of *revenue* obtained the highest ranking is owned by Zalora, then Lazada, Tokopedia and Bukalapak thereafter. It is presented in Table 1.

Table 1:*Revenue RankingCompany*

Company	Totalfunding	Revenue
Zalora	$ 238 M	$ 367.7 M
Lazada	$ 2.7 B	$ 200 M
Tokopedia	$ 2.3B	$ 15 M
bukalapak	$ 50 M	$ 8.3 M

Source: www.owler .com / company / zalora accessed on April 24, 2019

Based on table.1 Zalora's highest revenue is $ 367.7M with total funding of $ 238M, ranking after that is Lazada, with revenue of $ 200 M with total funding of $ 2.7 B. However, compared to the number of visitors, Lazada has more visitors than Zalora. In 2018 Lazada has 58,288,400 visitors to the website, but Zalora only has 5,518,600 website visitors. This indicates that there is a mismatch between the number of website visitors and the revenue earned by each company. The increasing number of visitors gave an effect of good customer base brand equity, thus has no impact on the addition of reports in each company, and it could influence customer's base brand equity on purchasing decisions in online shopping.

This must be solved so that e-commerce companies can map and develop marketing strategies in the future, especially preparing themselves for the Online Shopping Festival which will be held the following year.

Based on the description above, the authors are interested in conducting research to see how the interaction between customer base brand equity and purchase decision on Online Shopping in Indonesia.

I.I. Theoretical Background, Review of International Literature

The brand concept according to Keller was preceded by Aaker who also saw the brand from the consumer's point of view. Perspectives on brand equity can be viewed from a financial perspective, consumer perspective, and employee / employee perspective (Baalbaki, 2012).

From a financial perspective, measuring brand equity centers on stock prices or brand replacement. Brand Equity is an incremental cash flow for branded products that exceed cash flows for unbranded products. Brand strength is seen as brand value can be seen as a separate asset on the balance sheet.

From a consumer perspective or Customer-based Brand Equity, abbreviated as CBBE, look at cognitive psychology. Many are followed by academics and practitioners because if the brand is not meaningful or valuable to consumers it will be meaningless for investors, manufacturers, or retailers. CBBE occurs when consumers are familiar with the brand and have a favourabel brand association, strong and unique in their memory. Positive CBBE will benefit because consumers will try to find branded products, be willing to pay higher, and make effective marketing communications.

The concept of Consumer Based Brand Equity (CBBE) is an equity approach of a brand based on the perspective of its consumers. According to Keller, the basic concept of CBB is the strength of a brand based on consumer experience of what has been learned, perceived, noticed, and captured related to that brand for some time. The definition of consumer-based brand equity is a form of brand differentiation in brand knowledge as a result of brand consumer experience. Keller pointed out the steps in building a brand, arranging the right brand identity, creating a brand meaning in what is formulated, stimulating the expected response from the brand, and establishing the right brand relations with consumers. (1) What are the public images that can be conveyed to the public ?, (3) What are the public images that can be caused by the brand?, and (4) What is the reciprocal relationship between the brand and the public?

Figure 5: *Graph of CBBE Pyramid*

Source: (Keller, 2013).

The main assumption of Keller's model (2013) lies on what has been learned, perceived, noticed, and captured by consumers related to the brand as a result of consumer experience for some time. A brand that is responding to better to the commodities offered when consumers respond. In addition, when viewed from the way the product is marketed, CBB is positively has an identifiable brand. Referring to what is said to be the Keller said, the most important thing to be in building brand equity is the message to consumers which includes knowledge and description of the brand. Brand equity will be successfully built when the consumer has a high level of knowledge and description of a brand, has strong reciprocal associations, positive images, and is always be remembered (Saudi, 2018).

Based on Ru Liu Journal Chyong et al. (2015) say that customers focus on brand equity where brand equity can strengthen customer loyalty. Customers will be willing to buy products from brands on an ongoing basis and also pay more for the product (Aaker in Ru Liu (2015: 145). This stage is carried out in the purchasing decision process where the consumer is not the product. In the previous stage, Likewise, consumers can have a lot of selected brands, consumers can have five brands, consumers, brands, distributors, quantity, time, and payment method: Purchasing decisions: consistency of brand selection, channel choice, and method of payment, based on research, background, and basic theories of understanding, research, and conceptual framework in this study is as follows,
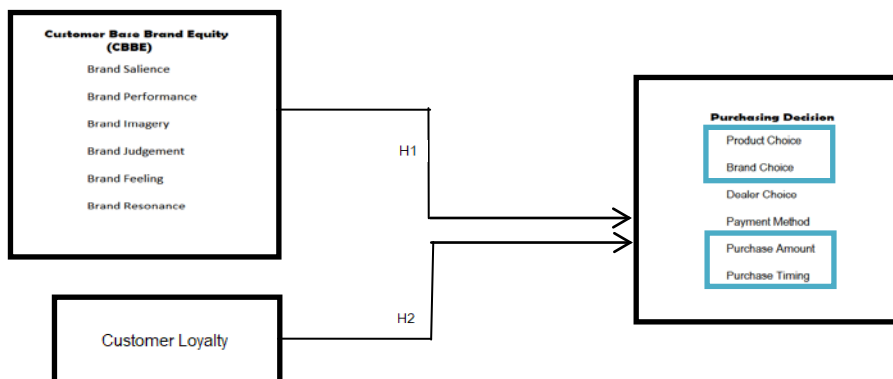

Figure 6: *Conceptual Framework*

Based on the research framework in figure 6, the hypothesis of this research is described as follows:
H1 : CBBE has a significant impact on Purchase Decision
H2: Customer loyalty has a significant impact on Purchase Decision

The questionnaires are carried out using online and offline surveys to 100 consumers who have made transactions at Lazada. Number of respondents used sample measurement guidelines for Bernoulli formula (Sumi, 2017) with the results of n = 96.4. To facilitate distribution of questionnaires, number of rounded samples up to 100 respondents. Respondents were located in West Java and DKI Jakarta, namely the cities of Bandung, Bogor, Depok, Tangerang,

Bekasi, Garut, Tasikmalaya and Sumedang.The data is processed using the Partial Least Square (PLS) technique. PLS is considered effective because it has been able to analyze various types of data sales (nominal, ordinal, interval, and ratio) and is easily adjusted assumptions (Haenlein & Kaplan, 2004).

Analysis stage using Partial Least Square (PLS) - SHE must at least go through six step processes where each step will affect the next stage. The stages consist of conceptualization of the model, determining the method of algorithm analysis, determining the method of resampling, path drawing diagrams, evaluating models, and testing the hypotheses ((Ahmad, Zulkurnain, & Khairushalimi, 2016); (Morard & Simonin, 2016)). The stages of analysis using PLS-SEM can be seen in figure 6 below:
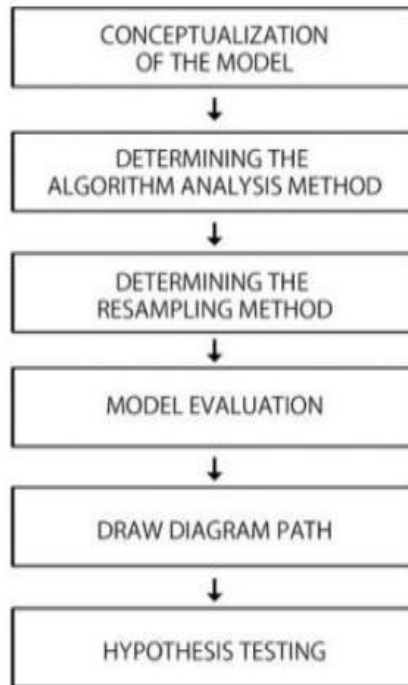

Figure 7: *Stage of Analysis Using PLS-SEM*

Source: Latan & Ghozali, 2012: 49

II. RESULT AND DISCUSSION

Table 2 shows the profile of data of 100 respondents in this study . Demographic data on profiles consist of gender, age, education and resources.

Table 2: *Sex and Age of Respondents*

Profile	F	(%)
Sex		
• Man	21	21%
• Women	79	79%
Total	100	100%

Age		
• 15 Yo - 20 Yo	8	8%
• 21 Yo - 26 Yo	30	30%
• 27 Yo - 32 Yo	23	23%
• 33 Yo - 38 Yo	29	29%
• 39 Yo - 44 Yo	6	6%
• 45 Yo - 51 Yo	3	3%
• > 58 Yo	1	1%
Total	100	100%
Education		
• Senior High school	12	12%
• Undergraduate	75	75%
• Master Degree	13	13%
Total	100	100
Resources		
• Social Media		
• Word of Mouth	57	57%
• WhatsApp	20	20%
• Google Ads	10	10%
• Friend	3	3%
• Blog	5	5%
• E-Paper	0	0%
• TV	4	4%
	1	1%

II.I. Evaluation of Goodness of Fit Measurement Model (Outer Model)

In SmartPLS analysis technique, validating the outer model is done by using three criteria, namely: convergence validation test, discrimination validation test, and composition reliability test. The convergence of the SmartPLS Software.

Latan & Ghozali (2012: 81), states, the rule of thumb used to assess convergent validity is that the value of loading factor must be more than 0.7 for confirmatory studies. The test *of convergent validity* of the reflexive indicator approach can be seen based on the value of *loading factor* The convergent validity test results are presented in the figure below:
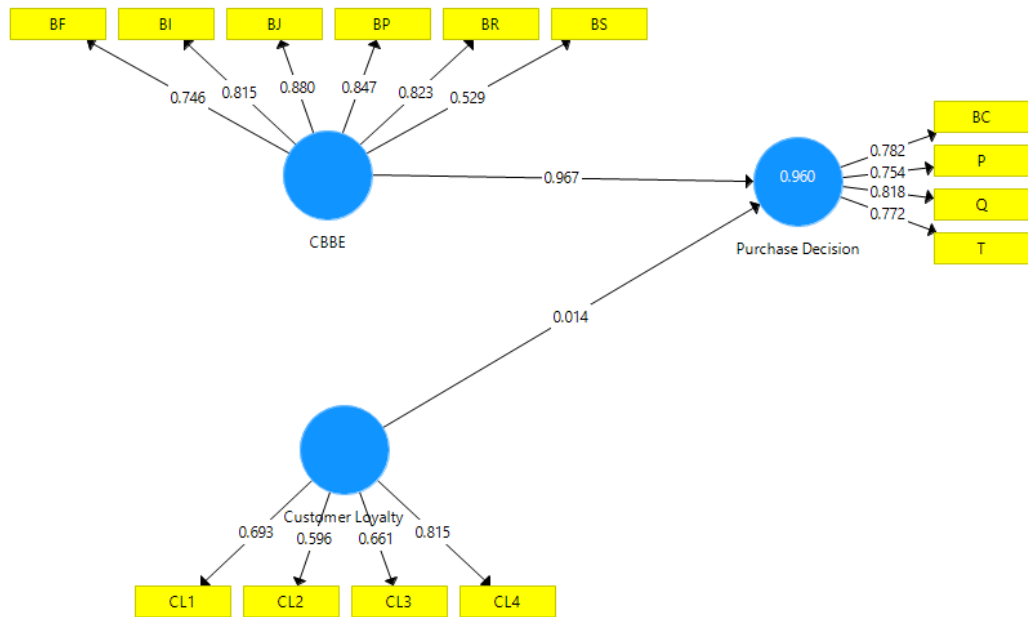
Figure 8: *Convergent Validity Test Results Based on Loading Factor*

Based on the value of the loading factor at the output above, it is concluded that in CBBE extract there is 1 item that has a loading factor value below 0.70 which is Brand Salience (BS) of 0.480. In the Customer Loyalty construct there are 3 items that have a loading factor value below 0.70 (i.e. CL1.0.693, CL2 0.596 and CL3 0.661. Based on the testing criteria for the value of loading factors, there are 4 items worth above 0.70, so that there is Following is the conceptualization of the new model after elimination of 4 items on 2 different contracts:
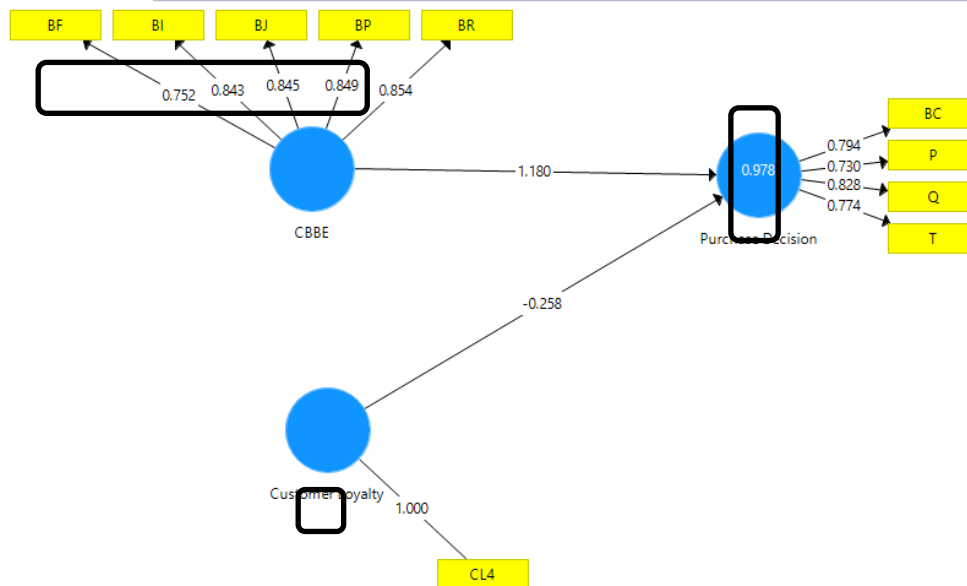

Figure 9: New Model *Convergent Validity Test Results Based on Loading Factor*

Based on data in figure 9, if observed there are changes in the value of loading factors in the Customer base brand equity (CBBE) and Customer loyalty contracts. The value of loading factors that have just met the convergent validity test requirements, therefore all items are considered valid. Besides from the value of loading factors, convergent validity can also be seen from the value Average Variance Extracted (AVE) In this study there is no AVE value below 0.5. This illustrates the absence of permas convergent validity on the model being tested. Convergent validity describes the degree of conformity between the attributes of measurement results of measuring

instruments and theoretical concepts that explain the existence of attributes of these variables. Each construct has an AVE value of 0.688 in the CBBE construct, and 1,000 in the Customer Loyalty, and 0.612 in the Purchase Decision.

Table 3: *Average Variance Extracted Value*

Variables	Cronbach'sAl	Rho_A	Composite Reliability	Average Variance Extracted
CBBE	0.886	0.886	0.901	0.609
Customer Loyalty	1.000	1.000	1.000	1.000
Purchase Decision	0.788	0.789	0.863	0.612

The following variables are tested for problems related to the discriminant validity. Testing the validity of the discriminant is done by comparing the *cr* square rootwith the correlation value between constructs (Wang, French, & Clay, 2017).

Table 4: *Value of Discriminant Validity*

Variables	CBBE	Consumer Psychology	Purchase Decision
CBBE	0829		
Customer Loyalty	0792	1000	
Purchase Decision	0976	0678	0782

Observing Table 4, it can be explained that the square root of the value of AVE (0829; 1000 and 0782) shows that the value is greater than the correlation of each construct. To be more convincing, the next step of evaluating the external model is to test the universality of the model.

The unidimensional test was performed using a measure of composition reliability and Cronbach alpha. Related to these two measures, the limit value given is 0.7.

Table 5:*Composite Reliability Value*

Variables	Composite Reliability
CBBE	0.917
Brand Loyalty	1,000
Purchase Decision	0.863

The calculation results in table 5 illustrate that all constructs have a value of composition reliability greater than 0.7. Therefore, the level of reliability in the model is a very significant

II.II. Evaluation of the goodness of the structural model (Inner Model)

Evaluation of the models using three methods of R^2, Q^2 and GoF (Tenenhaus et al., 2004).

Table 6: *Value of R Square*

Variables	R^2 Values
Purchase Decision	0.978

Testing the inner model can be done by attention Q^2 value (appropriate value estimator). To perform the calculation of Q^2, the following formula can be used:

$$Q^2 = 1 - (1 - R^2)$$

$$Q^2 = 1 - (1 - 0.978)$$

$$Q^2 = 0.978 \text{ PL The}$$

SEM is used to find the Goodness of Fit (GoF) value. Unlike CB-SEM, GoF values generated in PLS-SEM must be manually traced.

$$GoF = \sqrt{\overline{AVE \times R^2}}$$

$$\left[\boxed{\text{× The image part}} \right] GoF = 0.922$$

According to (Tenenhaus, Amato, & Vinzi, 2000), the small values of $GoF = 0.1$; GoF medium = 0.25, and large GoF> 0.38. GoF describes the compatibility of the degree of data with the model estimator. The analysis shows that the Goodness of Fit (GoF) generated a value of 0.922 in the large category. Result of R^2, Q^2 and GoF testing indicates that the model estimator produced is strong, meaning that the model estimator parameters are fixed and relatively unchanged when the sample is reduced. Hence, the next hypothesis test can be performed (Ahmad et al., 2016).

II.III. Bootstrapping Test Results (for Significance)
    Performing a hypothesis test can be seen as illustrated in table 7.

Table 7:*Bootstrapping Test Results*

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (Q^2)	P-Values
CBBE > Purchase Decision	1.183	1.82	0.029	40.295	0.000
Customer Loyalty > Purchase Decision	-0.258	-0.259	0.037	6.940	0.000

From the bootstrapping test results, it can be seen that the influence of CBBE on Purchase Decision has the path coefficient value of 1,183, with a significant influence (significant if t-statistics> 1.96, t = 28,810; p <0.005). Influence factor of Customer loyalty on Purchase Decision value coefficient of -0.258, that means customer loyalty (consist of: cognitive loyalty, affective loyalty, connective loyalty and action loyalty) has a negative effect on purchase, a decision with a significant influence (t = 6.940; p <0.005). The results of this hypothesis test can answer the formulation problem.

III. CONCLUSION

This research was carried out by the company for the competition for other companies with an e-commerce company, special to win from the Zalora, the biggest competitor on the same level. (1) Customer based brand equity has a positive and significant effect on online purchases, especially for Lazada. (2) Consumer loyalty consist of: cognitive loyalty, affective loyalty, connective loyalty and action loyalty has a negative effect on purchase decision but has a significant influence on the formation of purchase decisions on online purchase. Therefore, it is necessary to increase the influence of customer base brand equity on purchasing decisions. If there is a significant construct, there are two constructs that must be discussed more deeply, namely in the form of brand performance and brand resonance. both constructs have the highest loading value and if Lazada considers this to form a new marketing strategy, it can be predicted that the effect on purchasing decisions will be even greater and the company's revenue will increase, along with significant business growth in the online shopping industry.

REFERENCES

[1]   Ahmad, S., Zulkurnain, N., & Khairushalimi, F. (2016). The Measurement Model of Structural Equation Modeling (SEM). *British Journal of Mathematics & Computer Science*, *15*(3), 1–8. https://doi.org/10.9734/bjmcs/2016/25183
[2]   Badrudin, R. (2012). The Model of Developing Small Micro Enterprises Resists With One Village One Producs to Reduce Poverty. *Proceedings of the National Seminar and Call for Poverty Reduction Paper through MSMEs: Comparison of Indonesian and Malaysian Models in Yogyakarta.*

[3]   Haenlein, M., & Kaplan, AM (2004). A Beginner's Guide to Partial Least Squares Analysis. *Understanding Statistics*, *3*(4), 283–297. https://doi.org/10.1207/s15328031us0304_4

[4]   Keller, KL (2013). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*. India: Pearson Education India.

[5]   Khotler, P., & Armstrong, G. (2008). *Principles of Marketing*. Jakarta: Erlangga.

[6]   Latan, H., & Ghozali, I. (2012). *Partial Least Squares: Concepts, Techniques and Applications of Smart PLS 2.0 M3*. Semarang: Diponegoro University Publishing Agency.

[7]   Maruta, IGNA, Andi, S., & Nanis, S. (2017). The Effect of Market Orientation, Entrepreneurship Orientation, and Imitation Strategy on Competitive Advantage (Study on SME of Leather Bag and Suitcase in East Java). *International Journal of Business and Management Invention*, *6*(7), 24–35.

[8]   Morard, B., & Simonin, D. (2016). Partial Least Squares Modeling in Marketing Research: A Tailor-Made Model of Wine e-Commerce Consumers in Switzerland. *Journal of Economics, Business and Management*, *4*(5), 410–417. https://doi.org/10.18178/joebm.2016.4.5.427

[9]   Rahab. (2009). Application of Brand Management in Small and Medium Enterprises (SMEs). *Journal of Business and Economics*, *16*(1), 18-25.

[10]   Rifai, M., Indrihastuti, P., Sayekti, NS, & Gunawan, CI (2017). Strategy in Enhancing the Competitiveness of Small and Medium Enterprises in ASEAN Free Trade Era. *International Journal of Academic Research in Business and Social Sciences*, *6*(12), 76–87. https://doi.org/10.6007/ijarbss/v6-i12/2471

[11]   Saudi, M.H.M., Sinaga, O. & Rospinoedji, D., The role of tax education in supply chain management: A case of Indonesian supply chain companies, Polish Journal of Management Studies 18(2):304-319, December 2018.

[12]   Schiffman, L., & Leslie, LK (2008). *Consumer Behavior*. Jakarta: PT Index Group.

[13]   Sumi, K. (2017). Reliability and Construct Validity of the Gratitude Questionnaire 6 Item Form (GQ 6) in a Sample of Japanese College Students. *Journal of Positive Psychology and Wellbeing*, *1*(2), 73–84.

[14]   Suntivong, D. (2014). Make or break it in SMEs brand building, an empirical study of the impact of brand development on the performance of Thai SMEs. *Ournal of Business and Management*, *16*(4), 19-28.

[15]   Susilo, YS (2010). Strategy to Increase MSME Competitiveness in Facing the Implementation of Cafta and Mea. *Economic Bulletin*, *8*(2), 70–78.

[16]   Syukriah, A., & Hamdani, I. (2013). Increasing the Existence of MSMEs Through Comparative Advantage in Order to Face the 2015 Mea in Temanggung. *Journal of Economics Development Analysis*, *1*(1), 1–14. https://doi.org/10.1016/S0301-7036(14)70862-4

[17]   Tenenhaus, M., Amato, S., & Vinzi, VE (2000). A Global Goodness-of-fit Index for PLS Structural Equation Modeling. *Proceedings of the XLII SIS Scientific Meeting*, 739–742.

[18]   Wang, X., French, BF, & Clay, PF (2017). Convergent and Discriminant Validity with Formative Measurement: A Perspective Mediator. *Journal of Modern Applied Statistical Methods*, *14*(1), 83–106. https://doi.org/10.22237/jmasm/1430453400

[19]   Yanah, Y., Nakhwatunnisa, H., & Sukarno, T. (2018). Strategy to Increase the Competitiveness of SME's Entreprises. *JEJAK: Journal of Economics and Policy*, *11*(17), 138–150.https://doi.org/https://doi.org/10.15294/jejak.viii.11705

[20]   Edraki, M., Haghshenas, M., Yektatalab, S., Dehghani, S.M., Haghpanah, S. The effect of educational-psychological interventions on the resilience of the mothers of 1-to-3-year-old children with chronic liver disease leading to cirrhosis (2018) International Journal of Pharmaceutical Research, 10 (2), pp. 222-226. https://www.scopus.com/inward/record.uri?eid=2-s2.0-85048543651&partnerID=40&md5=02837930a84821dcf33a6dd174f01578

[21]   Diorge jônatas marmitt, shanna bitencourt, amanda do couto e silva, márcia inês goettert, claudete rempel (2016) medicinal plants of renisus with analgesic activity. Journal of Critical Reviews, 3 (3), 1-4.

[22]   S. Swati, K. Sowjanya, R. Lakuma, S. A. Sunaina, G. Srividya, V. Rohitha. "Epidermodysplasia Verruciformis-A Genetic Disorder." Systematic Reviews in Pharmacy 8.1 (2017), 71-75. Print. doi:10.5530/srp.2017.1.12

Internet Access :

Husain (2018, 13 March).*Indonesia internet market overview.* Access on 20 February 2019. Website : https://ecommerceiq.asia/indonesia-internet-market-overview/

Owler (2019, 12 January). *Competitive Analysis.* Access on 24 APril 2019. Website : https://www.owler.com/company/zalora

Team Research iPrice (2019, 29 March). *Peta Persaingan E-commerce Indonesia Q4 2018. A*ccessed on Feb. 22, 2019.