

## Consumer Sensory Perception and Food Quality: Sensory Branding Trends

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### ABSTRAK

The COVID-19 pandemic in Indonesia has had a significant negative impact on the agricultural economy of the country's most populous province, Kalimantan Tengah. The implications of research have an impact on regional economic stability due to consumer-product quality and revenue sharing during pandemics. Method for doing a deskriptif analysis combined with a deskript analysis of 200 consumers in Tengah Kalimantan. Based on the results of an analysis using regressive SPSS 24.0, it was concluded that consumer perception management is crucial for improving product quality and increasing sales by at least 73%. Accordingly, the results of this study provide support and a positive impact on business operations in the field of consumer psychology in order to better understand business systems through the use of consumer psychology in Central Kalimantan-Indonesia.

## **INTRODUCTION**

Indonesia is an agrarian country with a favorable bidang pertanian for maintaining economic stability. According to the region, the terrain and climate of Indonesia ensure that there is enough food to prevent economic instability in both the country and the region (Ananda Rathnayake, 2022). Due of the tropical environment, easily budidayable products such as raw rice can be found there. A variety of problems, including business, social, and political disputes, may arise if there is a pandemic. Thus, the stability of the economy can be affected by the production of goods. Based on the Indonesian Pangan Law No. 18/2012. According to the aforementioned Law, "conditions for the fulfillment of food for the state and individuals, which is reflected in the availability of sufficient food, both in quantity and quality, safe, diverse, nutritious, equitable and affordable and not in conflict with the religion, beliefs and culture of the community, for the production of food (Oshora et al., 2021).

The needs of the people and regional variations can result in varying agricultural product quality. Research on how consumers view products is therefore necessary to sustain the agricultural sector. Information from Indonesian agricultural centers 33 million tons of food are available nationally, supporting the government's pledge through the Ministry of Food to have enough for everyone until the end of 2021. In addition, the pandemic presents a problem for the upcoming year, thus planning ahead for food optimization is necessary, such as clearing new land for food estate in order to preserve the current level of food security while production shifts from increasing to sustainable levels (Gnangnon, 2022). This can be achieved in a number of methods, including the implementation of an agronomic system in wetland areas like Central Kalimantan, for rice development to produce local rice. The new turmoil during the pandemic can be a challenge for rice products in realizing the availability of quality food (Gündoğdu & Aytakin, 2022).

In the event of a pandemic, diversification ensures national food security and safe availability. Economic stability is currently being increased by the food self-sufficiency food security program, which forgoes the importation of rice (García-Díez et al., 2021). Rice, corn, garlic, chiles, beef, eggs, and sugar are the staple foods. The logistics distribution system needs to be strengthened in order to support the country's food supply, as there has been a 23% growth in this regard. To preserve food in Indonesia, this is a food reform. In order to attain equality in other places, the Indonesian Farmers Organization believes that it is currently concentrating on importing rice and implementing diversification, such as in Central Kalimantan.

According to a number of sources, wants and society's economy are intimately intertwined, therefore the benefits experienced and the price paid are unquestionably tied to the caliber of the goods. As a result, the government uses initiatives to provide food security, including the production of rice products, to preserve regional economic stability through the revenue generated by agricultural entrepreneurs. It is imperative that enterprises adopt a consumer-oriented business strategy in order to ensure their survival during the COVID-19 epidemic (Atuoye, 2015). A food strategy that gauges people's purchasing capacity is necessary for high-quality rice products because the benefits that consumers derive from eating well must be balanced with the availability of such food. In Central Kalimantan, in particular, the government must work with local economic organizations to enhance regional food security. As a result, customer impression is essential.

Based on data from the Central Kalimantan Agricultural Center, the types of rice are quality rice products that realize national self-sufficiency with different rice needs in different regions. This variant of rice is the government's hope for maintaining regional economic stability. Maintaining food security for rice products due to consumer demand. Based on interviews with 100 rice entrepreneurs, it was stated that during the pandemic, there was an increase of 15%, which is necessary to maintain supply chains such as distribution in the business system, because demand is greater with a wide population distribution and geographical coverage. can have an impact on regional economic stability. To meet the food needs of its population, Central Kalimantan requires the availability of food in sufficient quantities and distributed, so that adequate consumption and sufficient stock are maintained in accordance with the operational requirements of extensive and distributed logistics. The aim of this research is to maintain the economic stability of the Central Kalimantan region with products that suit consumer needs and are able to manage the economic cycle of the system producing quality products.

## **LITERATURE REVIEW**

Based on the goals and advantages of this research, which include enhancing the rice product economy in Central Kalimantan to achieve food security, methodologies and strategy approaches—such as those pertaining to consumer and product quality are required.

### ***Theory of Goal Setting***

The basis of goal setting theory is derived from corporate objectives, such as long-term economic growth, and is influenced by several elements (Jeong et al., 2021). A rise in the quantity of products and services produced is considered a growth in the economic sector (Bozkurt et al., 2017). The production and distribution of things are examples of activities that make up economic activity. In other words, economic expansion indicates a rise in societal economic activity, which leads to a rise in the production of goods and services, and leads to an increase in national income. Goal setting theory explains the interaction factors in achieving goals that have a positive impact on the process of economic growth. This research is based on goal setting theory which aims to achieve organizational targets with a managerial performance approach in practice and management, individually and organizationally to increase income.

Goal Setting Theory was developed to highlight two cognitions, namely values and intentions (organizational goals). Based on theory, it shows that organizational goals can influence actions and performance consequences and have an impact on business sustainability. So that clear targets and performance levels will influence organizational commitment and be supported by the implementation of strategies in achieving goals (Ghasarma et al., 2017). Goals that are achieved effectively and efficiently in the economic sector require feedback from consumers and income value. This is related to goods fulfillment activities because it is based on demand or the relationship between buying and selling. Furthermore, goal setting theory has job characteristics based on organizational goals, which in this research are the basis for economic activities and economic stability from agricultural product income.

### ***Definition of Food Security Product Revenue***

Agricultural products are products produced by an organizational unit from production factors in the form of land, labor, capital and management aimed at managing agricultural commodities (Freeman et al., 2008). Business in the economic sector is basically a form of interaction between humans and nature that mutually influences humans and the natural surroundings (Kristinae et al., 2020). Science that studies how a person cultivates and coordinates production factors in the form of land and the natural surroundings as capital so that they can provide sustainable benefits at the economic level (Lanicci et al., 2017). In the agricultural economy or agricultural products such as rice can support regional economic stability because the products produced are managed sustainably, with the support of agricultural regions.

In goal setting theory, the process of determining, organizing and coordinating the use of production factors as effectively and efficiently as possible can realize maximum income results (Fathelrahman & Muhammad, 2016). The economy of agricultural products such as rice is said to be technically efficient because it is supported by production and distribution factors used to produce quality products. Able to effectively allocate resources with synergy with consumers who need the product. So, to achieve maximum results, it is necessary to implement consumer perceptions as a benchmark for the products offered.

The definition of efficiency is very relative, efficiency is defined as the use of useful inputs to obtain maximum production and results. The production process has a relatively high risk with product quality as expected by consumers. In the field of agricultural economics, it involves a cycle of reciprocity or buying and selling which is based on consumer needs and the implementation of consumer perceptions. Apart from that, we produce quality products by producing products that suit consumer needs, such as standard rice products that contain good vitamins and nutrients.

The quality rice product process is also defined as a way, method or technique for creating products that are based on consumer needs and meet health standards. Production is an activity to create and increase the utility of an item that is linear to consumer needs (Veilleux et al., 2005).

Based on theory and previous empirical studies, this research proposes the hypothesis

H1: Implementation of Consumer Perceptions positively and significantly increases product revenue.

### ***Definition and Implementation Indicators of Consumer Perception***

Consumer perception implementation refers to a preconceived notion that is utilized as a benchmark or point of reference for decisions on what to buy or test before making a purchase (Feng et al., 2015). Customers will have a desire and purchase the product if they are able to match their expectations. Consumer perception is implemented to determine the value of a product for selection and purchase. This value is derived from products that consumers have already tried or consumed, as well as from differentiating products that they haven't (HASSEN. A, 2021). After completing a purchase, buyers may compare their pre-purchase expectations with the actual circumstances, which could have an impact on product revenue. Customers experience product standardization if the expected outcomes do not live up to their expectations, which will impact the revenue generated by the product's quality.

Measuring the level of customer perception can be viewed from several aspects as an indicator of the implementation of consumer perception, namely: Attractive product packaging, clear and safe product composition, product durability, product taste, easy to obtain product, appropriate price. Consumer perception is the needs and desires related to the things that customers feel when trying to make transactions/consume. If at that time the needs and desires are great, customer perception will be high, and vice versa.

Implementing consumer perceptions is very important because it can influence product revenue, because when carrying out transactions it is based on their needs or desires, such as product quality. Consumer needs are actually a set of attributes that exist in the products (goods or services) they buy, such as products that have quality according to consumer perception. The implementation of consumer perceptions is of course based on things they want to fulfill based on their needs and according to their perceptions.

Based on goal setting theory and previous empirical studies, the proposed research hypothesis is:

H2: Implementation of Consumer Perceptions is positive and significant in improving product quality.

### ***Definition and Indicators of Quality Products***

A quality product is anything that can be offered to the market for attention, ownership, use or consumption so that it can satisfy a desire/all needs. In this case, providing product limits is considered to satisfy needs and desires based on product quality (Rani et al., 2023). Products can be objects, flavors (according to needs), activities (acting), people, places, organizations and ideas where a product will have more value in the eyes of consumers, if it has superior quality compared to other products (Sinitisa et al., 2021) other similar.

Different consumers will view product quality from different dimensions. This means that a person's view of quality depends on the beholder (Kang et al., 2022). Product quality has a relationship with the following indicators:

a. Usability (performance)

The quality of a product that has advantages must be related to the functional aspects of an item and is the main characteristic that is considered when purchasing a product.

b. Specialties (features)

A useful aspect for adding basic functions relates to product choices and their development

c. Suitability

Relating to the level of price and suitability of benefits to specifications that have been previously determined based on customer desires and reflects the degree of consistency between price and standard quality characteristics that have been determined.

d. Durability

Characteristics that are long-lasting, safe and about values related to personal considerations and a reflection of individual preferences regarding product durability.

Quality products from goal setting theory focuses on the potential of several things such as supporting resources such as rice products in Central Kalimantan which can provide opportunities to increase the production of quality products. If all of this can be utilized properly, it will become a profitable business opportunity and have an impact on increasing income. Data from a study by the agricultural center in Central Kalimantan shows that Indonesia's total land area is 89 million ha, divided into 65 million ha (73 percent) as cultivation areas and the remaining 34 million ha (27 percent) as protected areas. Of the total area of cultivation area, that is potential agricultural area for farming these products. Based on goal setting theory and previous empirical studies, the hypothesis proposed is H2: Quality products positively and significantly increase product revenue.

***Research Conceptual Framework***

In order to simplify the research flow, a framework of thought was created based on goal setting theory regarding the paradigm of increasing income from the implementation of consumer perceptions and quality products in increasing product income, along with the research thought flow.

Research Paradigms in Goal Setting Theory

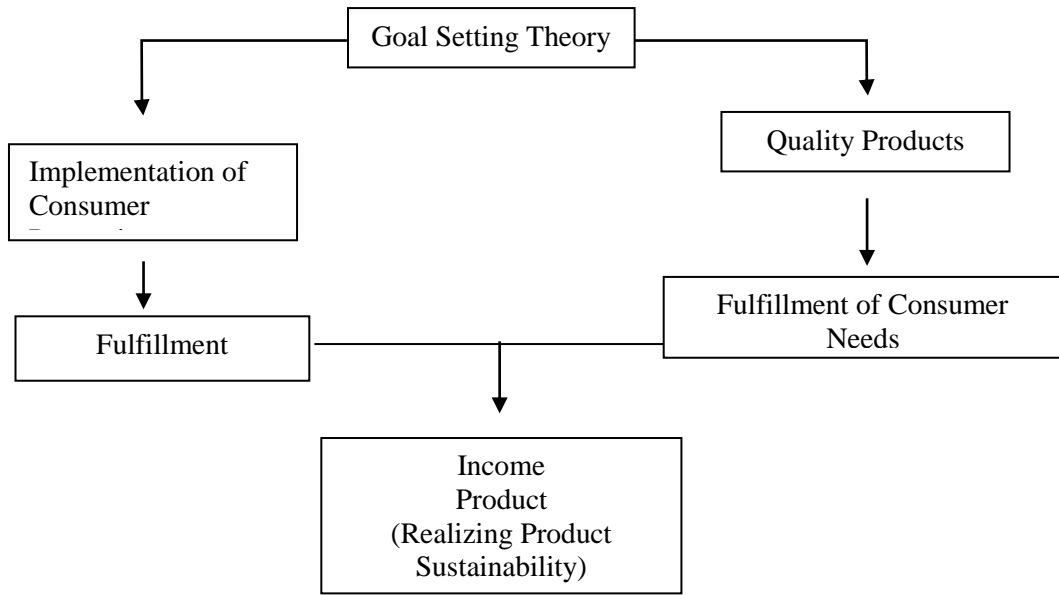


Figure 1

Source: Synthesis (Authors, 2023)

Implementation of consumer perceptions in terms of needs and standardization of quality products in making decisions to choose products can have an impact on product income which has indicators of increasing demand, increasing sales and increasing net profit. Business income is an inflow or other increase in the results of a unit or completion of production and distribution flows received after tax as a measure of business results, during a period of delivery or production of goods. Based on theory, empirical studies and line of thinking, this research proposes the following research framework and hypothesis.

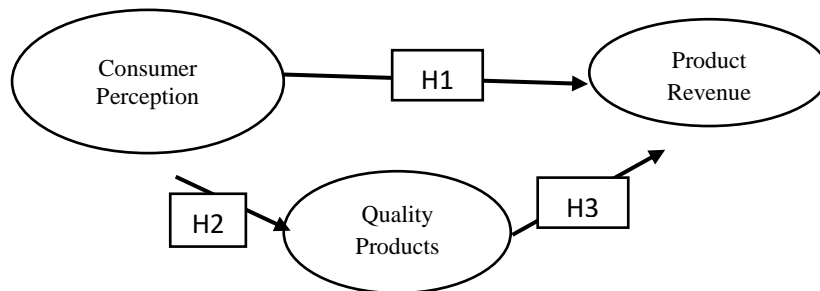


Figure 2  
Research Framework

## RESEARCH METHODS

The research method into design in research is the method used by researchers in collecting research data. By using research methods, significant relationships between the variables studied will be known, resulting in conclusions that will clarify the picture of the object being studied (Ekasari & Peranginangin, 2019). Meanwhile, according to (Massie et al., 2018), the descriptive method is a method for researching the status of a human group, an object, a condition, a thought, or a class of events in the present. According to (Wagner, 2015), the descriptive research method is to test the influence of direct relationships and simultaneously using the SPSS 24.0 analysis tool, to provide evidence in improving the target variable (dependent).

The research location is in Central Kalimantan Province, Indonesia, which is a strategic location and agricultural "food estate", especially rice products to realize the country's food security and regional economic stability. The product produced is expected to be able to meet the attributes of the implementation of consumer perceptions, so that it will have an impact on increasing product income and sustainable business. The sampling technique used by the author is purposive sampling technique. According to (Kevin & Simbolon, 2022) Purposive sampling is a technique for determining samples with certain considerations. The respondents who will answer the questionnaire are 200 regular customers at 30 rice business outlets and have a deep understanding of the three variables measured in the research (Implementation of consumer perceptions, product quality and product income).

## RESEARCH RESULT AND DISCUSSION

### *Effect of Implementation of Consumer Perceptions (X1) on Product Revenue (Y2)*

This simple linear regression research was carried out to see directly (partially) the influence of product perception implementation (independent variable) how much influence it has on the dependent variable/targeted by the influence line using the t test (Jacob, 2016). This influence relationship is based on goal setting theory which states that the implementation of consumer perception is an important variable that is independent (Rahmi et al., 2022) and has advantages offered in meeting consumer needs through customer assessment of products. The following table shows the results of direct influence testing:

Table 1. Test results for variable X1 against Y2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.481	.017		2.193	.001
Consumer Perception (X1)	.561	.025	.492	2.644	.000

Source: Data by authors, 2023

Based on the table above, a simple linear regression model can be determined which is expressed in the form of the following equation:

$$Y_2 = 0.481 + 0.561 X_1 + e$$

From the value of the regression equation above, it can be seen that the consumer perception implementation variable has a positive regression coefficient value and the magnitude of the influence is 0.561 or 56.1%, which has a large influence on product revenue. This shows that if the independent variable experiences a change (either up or down), then the dependent variable will also change in the same direction (up or down). The coefficient of the consumer perception implementation variable (X1) is significant at  $\alpha = 0.05$ , because  $t \text{ count} > t \text{ table}$  ( $2,644 > 1.986$ ) or the sig value.  $0.01 < 0.05$ . This means that it proves that hypothesis 1 (H1) Implementation of Consumer Perceptions has a positive and significant effect on Product Revenue, the results are accepted.

***Influence of Implementation of Consumer Perceptions (X1) on Quality Products (Y1)***

Implementation of consumer perceptions is a form of assessment carried out for decision making. Based on the direct regression test, the influence of the Implementation of Consumer Perception (independent variable) is how big the influence is on quality products by the influence line using the t test. Based on goal setting theory which states that quality products can be driven by positive factors such as product users based on the value that consumers perceive before using the product and the nature of demanding superior products in achieving customer satisfaction. The results of the influence test directly provide evidence, as follows:

Table 4.2. Influence of Implementation of Consumer Perceptions (X1) on Quality Products (Y1)

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
	1 (Constant)	.336	.068		
Consumer Perception (X1)	.535	.018	.481	2.614	.000

Source: Primary data, processed data, 2023

Based on the table above, a simple linear regression model can be determined which is expressed in the form of the following equation:

$$Y1 = 0.336 + 0.535 X1 + e$$

From the value of the regression equation above, it can be seen that the independent variable has a positive regression coefficient value and the magnitude of the influence of Customer Perception Implementation is 0.535 or 53.5% which has a big influence on product quality. This shows that if the independent variable experiences a change (either up or down), then the variable to which the line is directed will also change in the same direction (up or down). The coefficient of the Consumer Perception Implementation variable (X1) is significant at  $\alpha = 0.05$ , because  $t \text{ count} > t \text{ table}$  ( $2,614 > 1.986$ ) or the sig value.  $0.00 < 0.05$ . This means that hypothesis 2 (H2) variable Consumer Perception Implementation has a positive and significant effect on Quality Products. Thus, hypothesis 2 which states that the implementation of consumer perceptions influences product quality is accepted.

***Influence of Quality Products (Y1) on Product Revenue (Y2)***

The second simple (partial) linear regression research was carried out to see directly the influence of Quality Products (independent variable) how much influence it has on the Product Income variable (dependent variable) by the influence line using the t test. Based on Goal Setting Theory which states that Quality Products are product advantages provided by organizations/business owners in meeting customer needs. The following table shows the results of direct influence testing:

Table 4.3. Influence of Quality Products (Y1) on Product Revenue (Y2)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.291	.022		2.103	.000
Quality Products (Y1)	.651	.019	.593	2.615	.000

Source: Data by authors, 2023

Based on the table above, a simple linear regression model can be determined which is expressed in the form of the following equation:

$$Y = 0.291 + 0.651 X_2 + e$$

From the value of the regression equation above, it can be seen that the independent variable has a positive regression coefficient value and the magnitude of the influence of product added value of 0.651 or 65.1% has a large influence on product revenue. This shows that if the independent variable experiences a change (either up or down), then the dependent variable will also change in the same direction (up or down). The coefficient of the quality product variable ( $X_2$ ) is significant at  $\alpha = 0.05$ , because  $t \text{ count} > t \text{ table}$  ( $2,615 > 1.986$ ) or the sig value.  $0.00 < 0.05$ . This means that hypothesis 3 ( $H_3$ ) the Quality Product variable has a positive and significant effect on Product Revenue. Thus, hypothesis 3 which states that product quality influences product income is accepted.

**Coefficient of Determination ( $R^2$ )**

The next results are to see how much influence the overall direction of the regression line has with the following r-square test.

Table 4.4. R Square (Coefficient of Determination)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 <sup>a</sup>	.785	.729	.125

Sumber: Data by authors, 2023

The Adjusted R Square coefficient of determination ( $R^2$ ) is 0.731, indicating that the variation in Product Revenue (Y) is explained and characterized as a business strategy by the Consumer Perception Implementation variable (X1) and the Product Quality variable (X2) at 72.9% while 27.1% explained by other variables not analyzed in the research conceptual framework model.

## **CONCLUSION**

### ***Influence of the Consumer Perception Implementation variable (X1) on product income (Y)***

Based on the results of partial analysis, it was found that the  $\beta$  coefficient of consumer perception (X1) is positive, the positive sign indicates that the relationship between the consumer perception variable (X1) and the product income variable (Y) is in the same direction, meaning that the higher the consumer perception variable, the higher the consumer perception variable. the higher the product income (Y). Customer expectations are based on, Attractive product packaging, Product composition is clear and safe, Product durability, Product taste, Product is easy to obtain, Acceptable price. After testing, it turns out that the sig value is significant, thus meaning that there is a significant influence between consumer perception (X) on product income (Y).

### ***Influence of Consumer Perception Variables (X1) on Quality Products (Y1)***

Based on the results of partial analysis, it was found that the  $\beta$  coefficient of consumer perception (X1) is positive, the positive sign indicates that the relationship between the consumer perception variable (X1) and the quality product variable (Y1) is in the same direction, meaning that the higher the company's consumer perception variable, the the higher the product quality (Y1). Fulfilled consumer perceptions are based on ways, methods or techniques in creating products that are based on consumer needs and meet health standards. After testing, it turns out that the sig value is significant, thus meaning that there is a significant influence between consumer perception (X1) on quality products (Y1).

### ***Influence of Product Quality Variables (Y1) and Product Revenue (Y2)***

Based on the results of partial analysis, it was found that the  $\beta$  coefficient of quality products is positive, the positive sign indicates that the relationship between the Customer Expectations variable and the product income variable is in the same direction, meaning that the higher the quality product variable, the higher the quality product variable. the higher the product income. Quality

products can give consumers a sense of loyalty and trust in products that fulfill their needs, features, suitability and durability. After testing, it turns out that the sig value is significant, thus meaning that there is a significant influence between quality products on product income.

**1. Focus on Improving Product Quality:**

Because the coefficient of the product quality variable is positive, it is highly recommended to continue improving product quality. This shows that the higher the product quality, the higher the product income. Therefore, companies should continue to strive to improve the quality standards of their products.

**2. Pay Attention to Customer Expectations:**

With the positive relationship between the Customer Expectation variable and product revenue, should always understand and meet customer expectations. Understanding product needs, features, suitability, and durability from a customer's perspective can help maintain and increase customer loyalty.

**3. Build Customer Trust and Loyalty:**

High product quality can create a sense of customer trust and loyalty. Therefore, companies should focus on marketing and communication strategies that emphasize the superior quality of their products. Strengthening customer trust can have a positive impact on product revenue.

**4. Continue Research and Development:**

To remain competitive, companies should continue research and product development. Innovation that focuses on improving quality can be the key to long-term success to maintain their competitiveness in the market.

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