Jurnal Informasi dan Teknologi

https://jidt.org/jidt

2024 Vol. 6 No. 1 Page: 284-290 e-ISSN: 2714-9730

Analysis of The Influence of Attitude Toward Digital Products and Perception of Technology Benefits on Intention to Purchase Digital Products

Muhammad Syaid Agustiar[1]✉, Tanti Widia Nurdiani[2], Yusmita Hawari[3], Zurlina Lubis[4], Andriani Lubis[5]

[1]Universitas Budi Luhur
[2]Universitas Islam Raden Rahmat Malang
[3,5]Universitas Jayabaya
[4]Universitas Jakarta Internasional

tiarsaid@gmail.com

Abstract

This study examines how attitudes toward smartwatches and their consequences for behavioral intention to use are influenced by perceived utility, perceived ease of use, and subcultural appeal. Researchers will employ a descriptive research design type of study. Questionnaires were distributed to collect data using convenience and non-probability sampling. This study's population consists of smartwatch wearers. In this study, convenience sampling is combined with a non-probability sampling strategy. The structural equation model method will be used to examine the data in this study. Several conclusions were drawn from this study's data processing and analysis results. First, their mobility positively impacts the perceived ease of use of smartwatches. Perceived usefulness is positively affected by perceived simplicity of usage. Third, attitudes regarding smartwatches are positively impacted by perceived utility. Fourth, perceptions regarding smartwatches are positively affected by subcultural appeal. Fifth, behavioral intention to use is positively impacted by perceived usefulness, meaning that consumers are more likely to continue using a smartwatch if they believe it to be beneficial. Lastly, a user's attitude about their wristwatch positively impacts their behavioral intention to use it. This means that the more positively a user feels about their smartwatch, the more likely they will use it going forward.

Keywords: Technology Acceptance Model, Perceived Usefulness, Intention To Use, Mobility.

1. Introduction

Technology in our day and age has dramatically improved society anywhere it is used. An increasingly interconnected and cohesive world is a consequence of globalization, as evidenced by rising trade and cross-cultural interactions. As a result, geographical barriers separating different regions and even nations vanish, allowing people to integrate into a larger global civilization [1]. In the areas of mobility and communication, where people can swiftly and readily go to far-off locations, globalization also has an impact. Intercultural assimilation and acculturation, which influence and interact with cultures, are also brought about by this process [2]. One of the main features of globalization is the rise in the production of goods and services, which leads to a bigger and more open global market. The development of the internet is one glaring example of this globalization process [3][4]. There are already 5 billion internet users worldwide, making the internet one of the necessities of modern life. This increase in internet users shows the rapid and widespread adoption of information and communication technology [5]. However, there are still challenges related to internet accessibility and inclusivity in several regions, which are a focus for continuous improvement in this era of globalization [6][7].

In this modern era, people are increasingly connected to the internet via various devices, such as computers, laptops, tablets, and smartphones. Smartphone use has become prevalent, with over 3 billion users worldwide [8]. Smartphones are used for communication and as a tool to access the internet and various other digital services. Technological developments have created a new market for wearable device products, such as smartwatches [9][10]. Smartwatches allow users to stay connected to digital Information and services without a bulky device [11]. The success of smartwatches reflects the trend that technology is increasingly moving towards mobility and ease of use [12]. The technology market continues to develop rapidly, with companies continuing to compete to create innovative products that meet modern needs and lifestyles [13]. With various device options that can access the internet, people can more easily connect with digital Information and services anywhere and at any time [14]. This shows that technology continues to be an integral part of the daily lives of modern society [15].

Receipt: 23-06-2023 | Revision: 15-12-2023 | Publish: 15-03-2024 | doi: 10.60083/jidt.v6i1.516

The smartwatch trend is predicted to increase rapidly, driven by increasing consumer interest and continuously developing technological innovation [16]. Global sales, estimated to reach 40 million units by the end of the year, show the enormous market potential for smartwatches [17]. This phenomenon encourages researchers to investigate how consumer perceptions influence their attitudes toward smartwatch adoption and use [18][19]. Consumer perceptions of mobility factors, such as the ease of use of smartwatches in various locations, are seen as important factors influencing consumer perceptions of the ease of use of this device [20]. Psychological aspects and subcultural attractions are also believed to shape consumer attitudes toward using smartwatches [21]. Consumer attitudes formed from their perceptions and subcultural appeal factors will impact consumers' desire to continue using smartwatches in the future [22]. Therefore, for businesses to predict market trends and create successful marketing strategies for smartwatch products, they must be thoroughly aware of the elements that shape customer attitudes and perceptions regarding smartwatches [23].

With the increasingly dynamic nature of people's lives and the rapid development of technology, experts believe that smartwatches will become one of the primary devices in the future [24]. This study aims to determine if one of the market leaders in the technology industry has a strong reputation for customer loyalty. However, its smartwatch products experienced a decline in global market share from 70% to 60% in 2021 despite having a high customer satisfaction level of 80% [25]. In 2021, around 220 million units were sold, but smartwatch sales only reached 2 million in the first quarter [26][27]. This shows that although smartwatches have become a significant concern in the technology industry, they have not yet reached the expected sales levels [28]. This data is the basis for the author to make smartwatches the object of research, with the aim of better understanding the factors that influence consumers' adoption and use of smartwatches. With a deeper understanding of consumer preferences and needs, it is hoped that the smartwatch industry can develop more effective marketing strategies to increase sales and market share of smartwatches.

2. Research Methods

Research design is a framework for conducting research or a research project. The researcher used the descriptive research design type, namely the survey method. This research's main aim is to describe something. It is usually based on a function of market characteristics with a cross-sectional design, which means this research is carried out only once. The results only represent the research's situation [29]. The survey method is implemented by distributing questionnaires to respondents, where respondents answer the questions given by giving a score between 1 and 5 on a Likert scale. Questionnaires were distributed to collect data using the convenience sampling approach in conjunction with non-probability sampling [30]. This study's population consists of smartwatch wearers. In this study, convenience sampling is combined with a non-probability sampling strategy. Factor analysis uses fewer indicators to describe data more effectively [31]. Factor analysis determines whether an indicator can reflect a latent variable and whether a correlation exists between them. The validity and reliability of the processed data can also be evaluated by factor analysis. In addition, it is possible to determine if the indicators of each variable represent a single entity or differing perspectives through factor analysis techniques. The structural equation model method will be used to examine the data in this study. The software used is Amos to carry out validity, reliability, and research hypothesis tests.

3. Results and Discussion

According to the research's hypothesis testing results, perceived ease of use is positively impacted by mobility. This suggests that the versatility of the smartwatch—using it for anything from long travels to work and study to outdoor activities—makes using it easier and more functional. When using the smartwatch, users don't feel like they have to exert extra effort, which could improve their opinion of its simplicity. This result is consistent with earlier studies' findings, which indicate that users' perceptions of the ease of use of technology are significantly shaped by their mobility. Studies on mobile learning, LTE services, social network games, mobile cloud computing, and other technologies have also observed this pattern, confirming that user impressions of technology are influenced by mobility and simplicity of use. As a result, the study's findings significantly advance our knowledge of how consumers' impressions of technology, mainly smartwatches, are influenced by mobility. This understanding can be the basis for developing technology that is more effective and appropriate to user needs in the future.

The findings of this study's hypothesis testing demonstrate that smartwatches' perceived utility is positively impacted by their perceived ease of use. In this instance, it represents how user-friendly people find the smartwatch, whereas PU represents how helpful they think it is for their daily lives. This phenomenon demonstrates that users are more likely to think well of and benefit from their smartwatch when its features and usage instructions are simple to grasp. This result is consistent with other studies demonstrating how consumers' views of a technology or service's benefits are influenced by its simplicity. In this instance, the user's opinion of the smartwatch's usability is greatly influenced by its simplicity. It follows that by emphasizing user-friendly designs and clear usage instructions, businesses may boost the acceptance and usage of smartwatches.

Companies can create more successful marketing campaigns and grow their market share in the smartwatch space in the future by knowing how users view the devices. The success of technology goods in an era where technology is constantly evolving depends on understanding the elements that affect users' perceptions.

The study's hypothesis testing results show that attitudes about smartwatches are positively impacted by perceived utility. This is based on the fact that smartwatches provide a range of capabilities that enable users to perform various daily tasks, such as checking alerts and keeping track of their health and fitness, which gives consumers the impression that the watch is helpful. Because of this, people generally see smartwatches favorably and even find them entertaining and engaging. This result aligns with earlier studies that demonstrate that a high degree of perceived utility can form a favorable opinion of a technology or product. In the context of technology, this finding is also supported by previous research, which shows that when a technology is considered valuable, users will have a positive and supportive attitude toward the technology. By understanding how perceived usefulness influences users' attitudes towards smartwatches, companies can develop more effective marketing strategies to increase the adoption and use of smartwatches in the market. This provides valuable insights for product development and marketing that can improve the appeal and benefits of smartwatches for consumers.

The results of hypothesis testing in this study reveal that subcultural appeal positively influences attitudes toward smartwatches. The attractive designs and strap variations offered by smartwatches, such as rubber, nylon, aluminum, and premium leather, provide added value for users in terms of style and class. Smartwatches are seen as stylish and classy products, so their use can improve the user's appearance with a more fashionable and attractive style. This finding is in line with previous research, which shows that individuals tend to look for ways to look cool, follow trends, and own stylish items to fulfill their need to appear unique and positively influence their behavior. In this context, companies can consider continuing to develop smartwatches with more attractive designs and various strap variations to attract the interest of increasingly diverse consumers. Marketing strategies that emphasize the uniqueness and style offered by smartwatches can also help increase consumers' positive attitudes toward these products. Companies can develop products that better suit market tastes by understanding consumer preferences and needs regarding design and style. This shows that design and aesthetics influence consumer attitudes and preferences toward smartwatches.

The findings of this study's hypothesis testing indicate that behavioral intention to use is positively impacted by perceived usefulness. This demonstrates that consumers are more likely to keep using a smartwatch in the future when they believe it to be precious and beneficial. This phenomenon can be explained by smartwatches' more excellent innovative features over traditional timepieces, such as the capacity to view notifications and track fitness and health. This result is consistent with earlier studies that demonstrate perceived utility plays a significant role in influencing behavioral intention to use. The likelihood of people using a product or service consistently increases when they perceive it to be beneficial. With this understanding, companies can develop more effective marketing strategies by considering the most valuable features that provide added value to users. Focusing on increasing the perceived usefulness of a smartwatch can help improve users' intentions to use a smartwatch in the future. This shows that perceived usefulness is a significant factor in influencing users' intentions to use a smartwatch and must be a primary concern in developing and marketing smartwatch products.

The study's hypothesis testing results demonstrate that behavioral intention to use smartwatches is positively influenced by one's attitude about them. This illustrates how consumers' intentions to utilize smartwatches in the future might be positively influenced by their attitude toward them. This result is consistent with earlier studies that demonstrate the significant influence of attitude on the behavior and intentions of consumers. A person is more likely to actively use a product or service with a positive attitude toward it. In the context of smartwatches, this result can be explained by the excellent attitude towards smartwatches shown by users, so that they do not even intend to use other brands of smartwatches. This demonstrates that users strongly prefer a particular smartwatch due to their favorable opinion of the product. Thus, understanding users' attitudes towards smartwatches can help companies develop more effective marketing strategies, focusing on strengthening users' positive attitudes towards their products.

Based on the respondents' assessment results, the smartwatch's mobility factor is considered to be quite good for each indicator. However, companies can improve this mobility factor to increase perceived ease of use and maximize it. The indicator that has the lowest mean, namely the indicator, which says "I can wear a smartwatch while traveling long distances," is the main priority for improvement. Going to a distant place is associated with several limitations that users may experience, one related to the charging process. Therefore, improving this indicator can be done with several strategies: First, increase the smartwatch's battery life so that it can last more than 18 hours when used under normal conditions. This can be an advantage for users who travel long distances and don't have easy access to charging. Second, consider changing marketing messages related to battery life. Emphasizing that the smartwatch can be used throughout the day without needing to be charged could be an attractive added value for consumers who frequently travel long distances. Third, making the smartwatch battery replaceable can also be a good solution. In this way, users can easily replace a battery that has run out of power with a battery that is still full when traveling long distances. Lastly, automatic time zone adjustment on a

smartwatch can also be helpful for users who frequently travel across time zones. This feature can make it easier for users to adjust the clock on their smartwatch without doing it manually. Implementing these strategies is hoped to increase smartwatches' perceived ease of use and provide a better user experience, especially for users who frequently travel long distances.

Based on the respondents' assessment results, the smartwatch's perceived ease of use factor is quite good. However, companies can make improvements so that the perceived usefulness of smartwatches can be maximized. The indicator that needs to be improved is the indicator which states that "it only takes a short time to learn to operate a smartwatch." The ease of learning using the latest technology is essential for users. If users have difficulty learning to use a smartwatch, this can make them reluctant to use the device and feel that the smartwatch is useless or does not make their lives easier. To improve these indicators, companies can take the following steps: Provide informative tutorials in the form of clear and concise videos. Video tutorials must be adapted to the small screen size of the smartwatch so that users can easily understand how to use the smartwatch. Developing a minigame with a guide to make it easier for new users to access smartwatch features. Users who complete all stages of the minigame can be given rewards in the form of specific paid applications on the App Store as incentives. By taking these steps, it is hoped that users can learn to use the smartwatch more easily and quickly, thereby increasing its perceived usefulness and overall use.

Based on the respondents' assessment results, the smartwatch's perceived usefulness factor is categorized as very good. However, companies can improve the perceived usefulness factor to maximize the attitude towards smartwatches. The indicator that needs improvement is that "smartwatches are also useful for accessing social media." Users usually use social media to inform them about activities, share photos, check in at hangout places, and other things. With a smartwatch's camera, users can find it easier if every picture they take can be directly uploaded to social media, such as Instagram. In addition, these indicators can also be improved by synchronizing the smartwatch with platforms such as Path to facilitate the check-in process at places the user has visited before. Companies can take the following steps to improve these indicators: Develop a feature that allows users to upload photos to social media from smartwatches directly. This feature can help users share moments directly without using another device. Synchronize your smartwatch with social media platforms such as Instagram, Facebook, or Path to make it easier for users to access and interact with their favorite social media directly from their smartwatch. Optimizing the quality of the smartwatch camera so that the photos taken are better and can be directly uploaded to social media without additional editing. By taking these steps, it is hoped that users will increasingly believe that their smartwatch is practical and can maximize the use of social media to improve their overall attitude towards smartwatches.

Based on the respondents' assessment results, the smartwatch's subcultural appeal factor is good. However, companies can make improvements related to this subcultural appeal factor so that attitudes towards smartwatches can be maximized. The indicator that needs to be improved is the indicator which states that "respondents feel classier when using a smartwatch." Consumers of smartwatch products tend to come from the upper class; this is evident from the price range offered, which is far above the average price of similar products on the market. These high-end consumers need to be recognized in their environment. To improve this indicator, companies can collaborate on design with premium brands. The company has collaborated with premium brands such as Hermes and Nike. To improve these indicators, companies can take the following steps: expand design collaborations with other premium brands to create smartwatch designs that are more exclusive and attractive to high-end consumers. Develop a more focused marketing strategy to highlight its advantages and uniqueness as a product that makes users feel classier. Create collaborations with public figures or celebrities who influence upper-class consumers to strengthen the product's image as a product that makes users feel classier. By taking these steps, it is hoped that upper-class consumers will become more interested in and feel recognized when using smartwatches so that they can improve their overall attitude towards smartwatches.

Based on the respondents' assessment results, the smartwatch's perceived usefulness factor was considered good. However, companies can improve the perceived usefulness factor to maximize behavioral intention. One indicator that needs to be improved is the indicator, which states that "since using a smartwatch, monitoring health has become more practical." Companies can launch unique gestures for cellphones integrated with smartwatches to improve this indicator. This will make it easier for users to monitor their health practically. Apart from that, adding a calorie reminder feature set according to the user's eating schedule can help them maintain a healthy eating pattern. Other health reminder features related to sleep time, footsteps, heart rate, and automatic tracking of calories burned daily can also be a significant added value. With these improved features, it is hoped that users will increasingly feel that their smartwatch helps monitor their overall health. This will increase users' behavioral intention to continue using smartwatches because they think they provide real benefits in maintaining their health and lifestyle.

Based on the assessment results from the respondents, the attitude factor towards smartwatches was considered good. However, companies can improve their attitudes towards the smartwatch factor to maximize behavioral intention. One indicator that needs to be improved is the indicator that reads "Harmful-Profitable." Companies

can carry out annual upgrade programs on their smartwatches to improve this indicator. By upgrading regularly, companies can show users that their smartwatch always has the latest updates and features. This can give the impression that the smartwatch has better investment value in the long term because users can continue to enjoy new features without buying a new smartwatch every time there is a new edition. In addition, by carrying out yearly upgrade programs, companies can increase user loyalty to their brand because users feel they are getting added value from their purchases. By increasing users' attitudes that smartwatches are a profitable investment, it is hoped that users' behavioral intentions to continue using smartwatches will also increase. This is because users will feel that their smartwatch is helpful in everyday life and a valuable investment in the long term.

4. Conclusion

From the results of data processing and analysis, this research concluded several findings. First, users will feel more convenient with a smartwatch if it is easier to use in different settings, as mobility positively impacts perceived ease of use. Second, there is a positive correlation between perceived ease of use and perceived usefulness, meaning that the more user-friendly a smartwatch is, the more valuable the user perceives it to be. Third, consumers' attitude toward smartwatches is positively correlated with perceived usefulness, meaning that the more beneficial a smartwatch is viewed by its users, the more favorable their attitude about it is. Fourth, subcultural appeal has a favorable impact on attitudes regarding smartwatches; this means that users' attitudes toward smartwatches are positively correlated with how sophisticated and distinctive they think they are. Fifth, behavioral intention to use is positively impacted by perceived usefulness, meaning that consumers are more likely to continue using a smartwatch if they believe it to be beneficial. Finally, attitude toward the wristwatch positively affects behavioral intention to use, indicating that users' intentions to continue using the smartwatch in the future are higher when they have a more positive attitude toward it. By conducting this study, researchers could offer insightful feedback on business strategy and future smartwatch product development. In order to help businesses create more successful marketing plans and provide goods that better suit the demands and preferences of their target market, this research is intended to offer a deeper understanding of the elements that affect customers' opinions and attitudes toward smartwatches. In addition, researchers hope that future studies will be conducted with several improvements, like adding variables or more complex models, to give them a more thorough understanding of the elements influencing consumer behavior toward technological products like smartwatches.

References

[1] Liang, J, "Factors influencing consumers' attitudes and purchase intentions of e-deals," *Marketing Intelligence & Planning*, vol. 33, no. 5, pp. 763-783, 2020.

[2] Nurprihatin, F., & Tannady, H. (2018). An integrated transportation models and savings algorithm to minimize distribution costs. In *Proceeding of the 1st Asia Pacific Conference on Research in Industrial and Systems Engineering* (pp. 216-221).

[3] Sang, Y, "Exploring Koreans' smartphone usage: an integrated model of the technology acceptance model and uses and gratifications theory," *Computers in Human Behavior*, vol. 29, no. 6, pp. 2512-2518, 2023.

[4] Hendy, T., Resdiansyah, R., Johanes, F. A., & Rustono, F. M. (2020). Exploring the role of ICT readiness and Information sharing on supply chain performance in coronavirus disruptions. *Technol. Rep. Kansai Univ*, *62*, 2581-2588.

[5] Huang, J. W, "Applying Theory of Perceived Risk and Technology Acceptance Model in the Online Shopping Channel," *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, vol. 3, no. 5, pp. 505-511, 2019.

[6] Tannady, H., Dewi, C. S., & Gilbert. (2024). Exploring Role of Technology Performance Expectancy, Application Effort Expectancy, Perceived Risk and Perceived Cost On Digital Behavioral Intention of GoFood Users. *Jurnal Informasi Dan Teknologi*, *6*(1), 80-85. https://doi.org/10.60083/jidt.v6i1.477

[7] Kim, K.J, "User acceptance of long-term evolution (LTE) services: an application of extended technology acceptance model," *Program: Electronic Library and Information Systems*, vol. 47, no. 2, pp. 188-205, 2023.

[8] Datta, S.K, "The Effect of Perceived Quality on Brand Equity: An Empirical Study on Generic Drugs," *Asia Pacific Journal of Marketing and Logistics*, vol. 23, pp. 604-625, 2021.

[9] Ariawan, J., Tarigan, B. A., Mardiah, A., & Siahaan, F. S. (2023). Analysis of the influence of burnout, job satisfaction and organizational commitment on turnover intention of electronic manufacturer employees in Indonesia. *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, *9*(5), 2016-2020.

[10] Siahaan, F. S. (2020). *Analisis Pengaruh Pemanfaatan Teknologi Informasi dan Budaya Kerja terhadap Kinerja Pegawai dengan Kompetensi Pegawai sebagai Variabel Intervening pada PT Pegadaian (Persero) Kanwil I Medan* (Doctoral dissertation, Universitas Sumatera Utara).

[11] Rasyiddin, A., Dharma, B., & Siahaan, F. S. (2022). Perbandingan Keuangan Berdasarkan Teori-Teori Laba Secara Kualitatif. *Jurnal Ekonomi, Bisnis Dan Humaniora*, *2*(1).
[12] Siahaan, F. S., Matondang, R., & Rini, I. Analysis of the Effect of Information Technology Utilization and Work Culture on Employee Performance with Employee Competency as Intervening Variables at PT Pegadaian (Persero) Kanwil I Medan.
[13] Rasyiddin, A., & Siahaan, F. S. (2022). Influence Organizational Culture And Work Motivation On Organizational Commitment Through Job Satisfaction. *Journal of Management and Business Innovations*, *4*(01), 23-31.
[14] Siahaan, F. S., Nawangwulan, I. M., Putra, H. S., Anantadjaya, S. P., & Irdiana, S. (2023). Analysis of The Influence of Brand Image, Digital Marketing and Product Knowledge on Customers Purchase Intention of Banking Products. *MALCOM: Indonesian Journal of Machine Learning and Computer Science*, *3*(2), 199-204.
[15] Syarifuddin, S., Tubagus, S. O., Wandanaya, A. B., Siahaan, F. S., & Arief, I. (2023). The Influence of Perception, Consumer Awareness and Preferences on Consumer Behavior In Consuming Local Fruit In Major Cities In Indonesia. *Jurnal Scientia*, *12*(04), 112-117.
[16] Mu'min, H., Telaumbanua, E., Sya'rani, R., Basir, B., & Hasdiansa, I. W. (2024). Building Competitive Advantage: Copra Marketing Strategy With Swot Analysis Approach. *Journal Of Economics, Entrepreneurship, Management Business And Accounting*, *2*(1), 16-28.
[17] Sya'rani, R., Halim, C., Anripa, N., Mahardhani, A. J., & Hudijono, S. (2024). Innovation and Challenges in Technology Environment. *Journal of Technology Global*, *1*(02), 188-195.
[18] Harsono, I., Hatim, F., Sumastuti, E., Thalib, B., & Sya'rani, R. (2024). Poverty statistics of South Sulawesi Province based on Human Development Index and GRDP using panel data. *International Journal on Social Science, Economics and Art*, *13*(4), 234-239.
[19] Sudi, M., Arisanti, I., Hanim, S. A., & Sya'rani, R. (2024). The Effect of Organizational Culture and Communication Skills on Administrative Performance in Higher Education Institutions in East Java. *West Science Interdisciplinary Studies*, *2*(02), 440-447.
[20] Adiwijaya, S., Suryanatha, I. B., Dassir, M., Agustin, D., Sya'rani, R., Marini, M., ... & Nur, M. (2024). *Buku Ajar Pengantar Sosiologi*. PT. Sonpedia Publishing Indonesia.
[21] Harsono, I., Sutanto, H., & Sya'rani, R. (2024). Migration Patterns and Social Change in Kalimantan Region: A Quantitative Study of The Impact of Migration in Changing Social and Economic Structures. *Sciences du Nord Humanities and Social Sciences*, *1*(01), 14-24.
[22] Hindarwati, E. N., Munawar, A., Judijanto, L., Lukito, D., Budiman, D., Sya'rani, R., ... & Agustin, D. (2024). *Inovasi Bisnis: Membangun Keunggulan Bersaing di Era Digital*. PT. Green Pustaka Indonesia.
[23] Ariani, M., Romdoni, M., Salong, A., Sya'rani, R., Judijanto, L., Masturoh, I., ... & Dhanarto, P. A. Y. (2024). *Pendidikan Anti Korupsi: Mengembangkan Pendidikan Anti Korupsi Sejak Dini*. PT. Sonpedia Publishing Indonesia.
[24] Syarani, R. (2023). Analisis SWOT Terhadap Efisiensi Sistem Pelaporan Kegiatan Di Sekretariat Kecamatan Aranio Kabupaten Banjar. *Journal of Social Science and Humanities*, *2*(2), 81-86.
[25] Rani, R. S. (2017). *Pengembangan Kelembagaan Dan Sumber Daya Manusia Di Kesatuan Pengelolaan Hutan Produksi (KPHP) Kabupaten Banjar, Kalimantan Selatan* (Doctoral dissertation, Universitas Gadjah Mada).
[26] Syaâ, R., Supriyatno, N., & Purwanto, R. H. (2016). Universum Kelembagaan Kesatuan Pengelolaan Hutan Produksi (KPHP) Model Kabupaten Banjar Provinsi Kalimantan Selatan. *Jurnal Hutan Pulau-Pulau Kecil*, *1*(2), 143-159.
[27] Sya'rani, R. (2005). *Pengaruh Kepercayaan (Trust), Komitmen Dan Kepuasan Terhadap Efektivitas Pemimpin Berdasarkan Persepsi Pegawai Di Badan Kepegawaian Daerah Kabupaten Banjar* (Doctoral dissertation, Universitas Airlangga).
[28] Tannady, H., Dwi Susmantoro, T., & Hendra, T. (2023). The Application of Exponential Comparison Method and Analytical Hierarchy Process to Analyze Supply Chain Performance. *Jurnal Sistim Informasi Dan Teknologi*, *5*(1), 58–62. https://doi.org/10.37034/jsisfotek.v5i1.201
[29] Vijayasarathy, L. R, "Predicting consumer intentions to use on-line shopping: the case for an augmented technology acceptance model," *Information & management*, vol. 41, no. 6, pp. 747-762, 2018.
[30] Tannady, H., & Jiddan, F. (2024). The Application of Six Sigma Framework (Define-Measure-Analyse-Improve-Control) to Improve Product Quality in Water Dispenser Manufacturing Company. *Jurnal Sistim Informasi Dan Teknologi*, 7–12. Retrieved from https://jsisfotek.org/index.php/JSisfotek/article/view/339
[31] Li, N, "The importance of affective quality," *Communications of the ACM*, vol. 48, no. 9, pp. 105-108, 2020.