

ANALYSIS OF DETERMINING SUPERIOR PRODUCTS MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) EAST BELITUNG REGENCY USING COMBINATION OF AHP AND SMART METHODS

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Abstract

COVID-19 pandemic has affected economies globally and how these effects could potentially apply to a region like East Belitung. The determination of superior products for Micro, Small and Medium Enterprises (MSMEs) of East Belitung Regency aims to encourage the acceleration of the growth of economic businesses based on the potential of local resources in order to create jobs and increase community income. The determination of the leading product is carried out in two steps, namely through the Analytical Hierarchy Process (AHP) method to determine the weight of 12 criteria that have been determined by East Belitung Regency Regional Regulation Number 10 of 2021 and then determine the ranking of leading products using the Simple Multi Attribute Rating Technique (SMART) method. The resources used are the results of interviews and questionnaires distributed to parties who are experts in the development of MSMEs, both internal to the Regional Government and external to the MSME Development Group. The results showed that pepper products have the potential to become the flagship product of East Belitung Regency MSMEs so that it needs to be determined through a Regent Decree as mandated by the Regional Regulation.

Keywords: MSMEs, Regional Leading Products, Economic Growth

I. Introduction

Many institutions and people are involved in Indonesia's micro, small, and medium businesses. They belong to the international chain for products like farmers, plantation estates, collectors in villages, traders, industry, and others. The economic progress of these various individual actors impacts the ability of the sector to play an active role in the development of the national

economy, thus requiring sensitivity and attention to the dynamics of changes that occur in international economic development [1] COVID-19 pandemic has affected economies globally [2] [3] and how these effects could potentially apply to a region like East Belitung.

As one of the priority tourist destinations in Indonesia, the people of Belitong Island have made the MSME business one of the backbones of driving the economy in East Belitung Regency [4]. Based on data from the population of East Belitung Regency in 2022, which is 127,018 people, there are 13.02% or 16,540 people who are MSMEs. To improve

the quality of MSME products so that they can compete globally, it is deemed necessary to focus on agreed priority products and collaborate between stakeholders such as government, the private sector, academics, communities and the media [5].

The high dependence of the community on MSME businesses and the tourism industry in East Belitung Regency encourages the Regional Government to increase the competitiveness of MSME actors and products so that they can provide a competitive advantage compared to MSME products from other regions. According to Schaper et al. [6], the company's advantage in producing goods or services is through the use of and management of various resources, as well as support for various policies and programs, such as reducing transaction costs, increasing innovation, increasing the availability of skilled labor, providing cheap and quality raw materials, and providing adequate infrastructure.

Then Alhomad et al. [7] in the theory of Fast Track Growth (turnpike theory) stated that to increase the competitiveness of a region, the potential that exists in that region must be considered and developed. This potential takes the form of commodities that can be used to compete for profits because this sector has a competitive advantage so it has a guarantee that it will be able to compete in domestic and foreign markets.

It is necessary to apply regional and cluster-based superior product concepts to encourage improvements and alternative jobs for miners. According to Kollie et al. [8], determining superior products is carried out through a product identification process as an effort to develop local resources and optimize regional potential. Then Anggraeni et al. [9] "Regional superior products have high economic value and competitiveness and will absorb a large number of workers with production based on technical feasibility, community talent and available institutions. All regions certainly have their own superior products. It's just a matter of optimizing the potential of this superior product so that it can be developed and provide macro, systematic and sustainable benefits.

To accelerate the development of commodity potential in East Belitung Regency so that it can have an impact on improving community welfare, the Regional Government of East Belitung Regency has established East Belitung Regency Regional Regulation Number 10 of 2021 concerning Regional Featured Product Developers [10]. The model for developing superior regional products in East Belitung Regency is through the following approach:

- a. increasing the attractiveness quality of PUD;
- b. increasing the quality of PUD competitiveness;
- c. improving the quality of infrastructure;
- d. increasing PUD promotion and investment;
- e. increasing cooperation;
- f. increasing community participation;
- g. increasing protection for PUD; And
- h. increasing PUD standardization

Furthermore, Article 16 paragraph (2) Regional Featured Products are determined in accordance with the following criteria:

- a. absorption of labor;
- b. contribution to the economy;
- c. regional economic base sectors;
- d. can be renewed;
- e. socio-cultural;
- f. market availability;
- g. raw materials;
- h. capital;
- i. production facilities and infrastructure
- j. technology;
- k. business management; And
- l. price.

The current problems related to the growth of MSMEs in East Belitung include, firstly, people easily switch jobs to become miners to meet their daily needs, including MSME players. As a result, relatively many MSME entrepreneurs have not managed their business optimally, which in the end MSMEs are not able to survive in the long term and secondly, the Regional Government of East Belitung Regency has not yet determined and established regional superior products. as mandated by East Belitung Regency Regional Regulation Number 10 of 2021 concerning Regional Leading Product Developers to be a priority for development in East Belitung Regency.

By considering this, the researcher provides an alternative solution to the problem to determine the Regional Featured Product of East Belitung Regency using a combination of the AHP and SMART Methods by referring to the 12 (twelve) criteria that have been established by East Belitung Regency Regional Regulation Number 10 of 2021 concerning Featured Product Developers the area.

In research, Salema et al. [11] conducted research on Determining Superior Craft Products Using MADM-Topsis based on economic potential and natural resources to determine superior products. The criteria used include the number of business units, number of workers, investment value, production value and competitive value.

Then Karimi et al [12] conducted research on Micro, Small and Medium Business products which are regional superiors in Rembang Regency and also used a combination of AHP and TOPSIS methods as a basis for decision making to determine regional superior products.

Considering the wide range of sectors that are mandated to be designated as regional superior products as stated in East Belitung Regency Regional Regulation Number 10 of 2021 concerning Regional Superior Product Developers, including the industrial and/or trade sector, the fisheries and/or livestock sector, the agricultural sector and/or plantations and the creative economy business sector, this research focuses on the Leading Products of Agro Industry MSMEs in the form of processing using raw materials from agricultural products, forestry products, plantation products and fishery products.

II. Research methods

This research uses the concept of a Decision Support System (DSS) [13]. A Decision Support System as computer-based information that produces various decision alternatives to assist management in dealing with various structured and unstructured problems using data and models. In this research, SPK was used using the AHP and SMART methods. The time for carrying out the research is from the 16th until October 20 2023. The research location was carried out in East Belitung Regency.

A. Data collection technique

Data collection in this research went through two stages of distributing questionnaires, namely a questionnaire to determine the importance of regional superior products using the AHP questionnaire. The technique for determining respondents was using purposive sampling, taking into account that AHP respondents were experts in the field of MSMEs who were selected based on their expertise, involvement and contribution to the development of MSMEs in East Belitung Regency, including 3 (three) employees of the Cooperatives and SMEs Division of the Department of Manpower, Cooperatives and UKM East Belitung Regency, 3 (three) employees of the Belitung Regency Fisheries Service, 3 (three) employees of the One Stop Integrated Service Investment Service, 3 (three) employees of the Agriculture and Food Service, 3 (three) employees of the Trade Service and Industry, 3 (three) employees of the Research and Development Division of the East Belitung Regency Regional Research and Development Planning Agency and 2 (two) members of the Gemawira Belitung community, bringing the total number of respondents in this study to 20 (twenty) people.

The data processing technique in this research is divided into two stages, namely the first stage is determining the weight value of the 12 criteria that have been determined by East Belitung Regency Regional Regulation 10 of 2021 concerning Regional Featured Product Developers using the Analytical Hierarchy Process (AHP) analysis tool. Then the second stage, determine the superior products of East Belitung Regency MSMEs using the SMART (Simple Multi Attribute Rating Technique) method.

B. Analysis Hierarchy Process (AHP)

The AHP method is a method in a decision making system by carrying out pairwise comparisons of respondents' assessments to obtain priority values from existing alternatives. In determining the priority value, a comparison matrix is prepared which shows the level of importance between elements. The results will show the value of the level of importance of each criterion, as in Table 1.

Table 1. The results of the value of the level of importance of each criterion

No	Importance Value	Description
1	1	Equally Important
2	3	Moderately Important (1 Level More Important Than Other Criteria)
3	5	More Important (2 Levels More Important Than Other Criteria)
4	7	Very More Important (3 Levels More Important Than Other Criteria)
5	9	Absolutely More Important (4 Levels More Important Than Other Criteria)
6	2,4,6,8	Doubtful

In this method there are consistency index values, as shown in Table 2.

Table 2. Index values

No.	Number of n Criteria	RI
1	2	0
2	3	0.58
3	4	0.90
4	5	1.12
5	6	1.24
6	7	1.32
7	8	1.41
8	9	1.45
9	10	1.49
10	11	1.51
11	12	1.54

The stages in using the AHP method are as follows:

Step 1: First define the criteria that will be used as a benchmark for solving the problem and determine the level of importance of each criterion.

Step 2: Calculate the comparison matrix value for each criterion based on the importance value table.

Step 3: Calculate the criteria weight value (W_j)

Step 4: Calculate the consistency index value

Step 5: Calculate the consistency ratio value

In principle, the AHP method is only used to process the opinion of one expert, but in practice currently, the AHP method is used for several parties who are experts in the MSME sector.

According to Saaty Marimin[14], the results of distributing questionnaires and interviews with experts need to be combined using the geometric mean.

C. Simple Multi Attribute Rating Technique (SMART)

The SMART method is a multi-attribute decision making method developed by Edward in 1977 [15]. This multi-attribute decision making technique is used to support decision makers in choosing several alternatives.

The stages in completing the SMART Method are as follows:

1. Step 1: Determine the number of criteria for the decision to be taken.
2. Step 2: The system by default gives a value of 0 – 100 based on priority by normalizing ($W_j / \sum W_j$)
3. Step 3: Provide criteria values for each alternative
4. Step 4: Calculate the Utility Value for each respective criterion.

$$U_i(a_i) = 100 (C_{max} - C_{out\ i})$$

$$C_{max} - C_{min}$$

$$\% \dots\dots\dots (3.2)$$

Information :

$U_i(a_i)$ = utility value of the 1st criterion for the ith criterion

C_{max} = maximum criterion value

C_{min} = minimum criteria value

$C_{out\ i}$ = ith criterion value

Step 5: Calculate the final score and rank.

III. Results and Discussion

The initial step taken to determine the superior products of East Belitung Regency MSMEs is to determine the weight of each criterion that has been determined by East Belitung Regency Regional Regulation Number 10 of 2021 concerning the Development of Regional Superior Products using the AHP analysis method. The criteria are:

Based on the CR calculation results, the questionnaire results were calculated one by one as a check that the pairwise comparison values had been carried out consistently. The calculation results show respondent one with a ratio of 0.09, respondent two with 0.05, respondent three with a ratio value of 0.08, and so on. A CR value that is less than or equal to 0.1 means that the respondent is consistent. This opinion does not require revision of the assessment.

Table 3. Results that the pairwise comparison values had been carried out consistently

RESPONDEN	NILAI
R 1	0,09
R 2	0,05
R 3	0,08
R 4	0,09
R 5	0,09
R 6	0,07
R 7	0,06
R 8	0,06
R 9	0,04
R 10	0,03
R 11	0,05
R 12	0,07
R 13	0,08
R 14	0,07
R 15	0,06
R 16	0,05
R 17	0,06
R 18	0,07
R 19	0,08
R 20	0,09

The initial step taken to determine the superior products of East Belitung Regency MSMEs is to determine the weight of each criterion that has been determined by East Belitung Regency Regional Regulation Number 10 of 2021 concerning the Development of Regional Superior Products using the AHP analysis method. The criteria are:

1. absorption of labor;
2. contribution to the economy;
3. regional economic base sectors;
4. can be renewed;
5. social culture;
6. market availability;
7. raw materials;
8. capital;
9. Production facilities and infrastructure
10. technology;
11. business management; And
12. price.

Table 4. Pairwise Comparison Matrix from Respondent I

Criteria	K-1	K-2	K-3	K-4	K-5	K-6	K-7	K-8	K-9	K-10	K-11	K-12
K-1	1,00	1,00	1,00	3,00	3,00	0,33	0,33	1,00	3,00	3,00	3,00	0,33
K-2	1,00	1,00	1,00	1,00	1,00	0,33	1,00	1,00	3,00	1,00	0,33	0,33
K-3	1,00	5,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00
K-4	0,33	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	1,00	3,00	1,00
K-5	3,00	5,00	1,00	1,00	1,00	1,00	0,33	1,00	1,00	1,00	1,00	0,33
K-6	3,00	1,00	1,00	1,00	1,00	1,00	1,00	3,00	1,00	3,00	3,00	0,33
K-7	3,00	3,00	1,00	1,00	3,00	1,00	1,00	3,00	3,00	3,00	3,00	1,00
K-8	1,00	0,33	1,00	1,00	1,00	0,33	1,00	1,00	1,00	1,00	1,00	1,00
K-9	0,33	1,00	1,00	1,00	1,00	0,33	1,00	1,00	1,00	1,00	3,00	0,33
K-10	0,33	0,33	1,00	1,00	1,00	0,33	0,33	1,00	1,00	1,00	1,00	0,33
K-11	0,33	1,00	1,00	0,33	1,00	0,33	0,33	1,00	1,00	1,00	1,00	0,33
K-12	3,00	3,00	1,00	1,00	3,00	0,33	1,00	1,00	3,00	3,00	3,00	1,00
TOTAL	17,33	22,67	12,00	13,33	18,00	8,67	8,00	16,00	18,00	22,00	24,00	10,00

Based on the CR calculation results, the questionnaire results were calculated one by one as a check that the pairwise comparison values had been carried out consistently, as shown in Table 3. The calculation results show respondent one with a ratio of 0.09, respondent two with 0.05, respondent three with a ratio value of 0.08, and so on. A CR value that is less than or equal to 0.1 means that the respondent is consistent. This opinion does not require revision of the assessment.

The results of the geometric average in the form of a combination of expert opinions are then processed using the AHP procedure. The consistency ratio shows a consistent value, namely 0.01. The AHP processed results are in the form of graphs showing the weight of each criterion, as shown in Figure 1. Raw materials have the highest weight value with a ratio of 0.13 from all the criteria that have been determined.

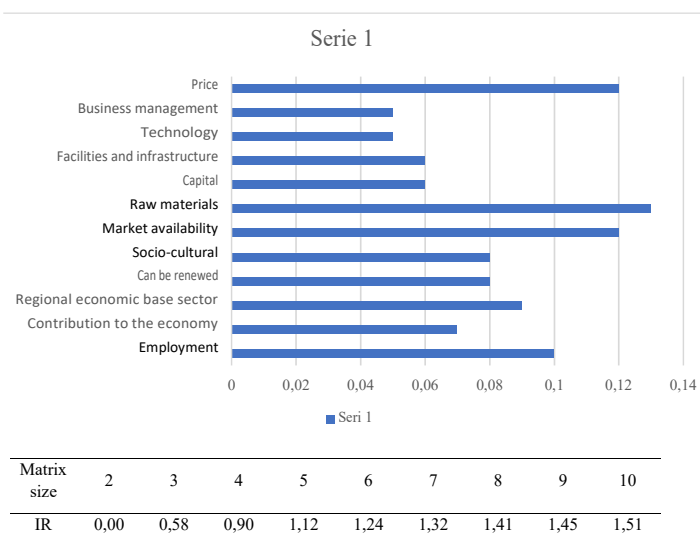


Figure 1. The AHP processed results are in the form of graphs showing the weight of each criterion

Normalization

Criteria	K-1	K-2	K-3	K-4	K-5	K-6	K-7	K-8	K-9	K-10	K-11	K-12
K-1	0.0577	0.0441	0.0833	0.2250	0.1667	0.0385	0.0417	0.0625	0.1667	0.1364	0.1250	0.0333
K-2	0.0577	0.0441	0.0833	0.0750	0.0556	0.1154	0.0417	0.0625	0.0556	0.1364	0.0417	0.0333
K-3	0.0577	0.2206	0.0833	0.0750	0.0556	0.1154	0.1250	0.0625	0.0556	0.0455	0.0417	0.1000
K-4	0.0192	0.0441	0.0833	0.0750	0.0556	0.1154	0.1250	0.0625	0.0556	0.0455	0.1250	0.1000
K-5	0.1731	0.2206	0.0833	0.0750	0.0556	0.1154	0.0417	0.0625	0.0556	0.0455	0.0417	0.0333
K-6	0.1731	0.0441	0.0833	0.0750	0.0556	0.1154	0.1250	0.1875	0.0556	0.1364	0.1250	0.3000
K-7	0.1731	0.1324	0.0833	0.0750	0.1667	0.1154	0.1250	0.1875	0.1667	0.1364	0.1250	0.1000
K-8	0.0577	0.147	0.0833	0.0750	0.0556	0.0385	0.1250	0.0625	0.0556	0.0455	0.0417	0.1000
K-9	0.0192	0.0441	0.0833	0.0750	0.0556	0.1154	0.0417	0.0625	0.0556	0.0455	0.1250	0.0333
K-10	0.0192	0.147	0.0833	0.0750	0.0556	0.0385	0.0417	0.0625	0.0556	0.0455	0.0417	0.0333
K-11	0.0192	0.0441	0.0833	0.0250	0.0556	0.0385	0.0417	0.0625	0.0556	0.0455	0.0417	0.0333
K-12	0.1731	0.1324	0.0833	0.0750	0.1667	0.0385	0.1250	0.0625	0.1667	0.1364	0.1250	0.1000

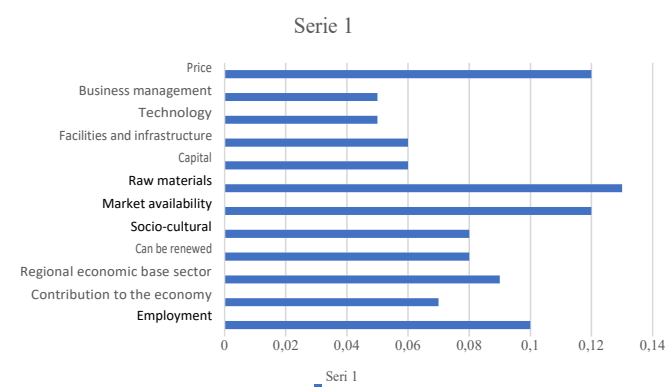


Figure 2. The AHP processed results are in the form of graphs showing the weight of each criterion

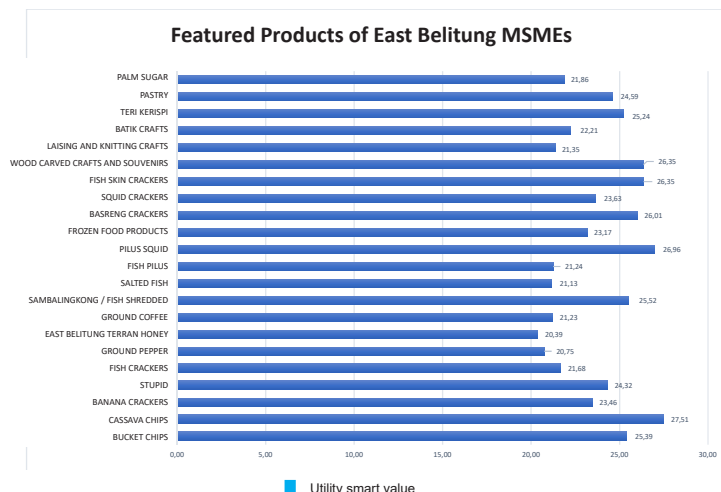


Figure 3. The superior products of East Belitung Regency MSMEs

Table 5. Superior products of East Belitung Regency MSMEs referring to twelve predetermined criteria

Criteria	Labor	Economic Resources	Regional Economic Basis	Renewable	Socio-cultural	Market availability	Raw material	Capital	Facilities and infrastructure	Technology	Business Management	Price	TOTAL
Labor	0,0577	0,0441	0,0833	0,2250	0,1667	0,0385	0,0417	0,0625	0,1667	0,1364	0,1250	0,0333	1,1808
Economic Resources	0,0577	0,0441	0,0833	0,0750	0,0556	0,1154	0,0417	0,0625	0,0556	0,1364	0,0417	0,0333	0,8022
Regional Economic Basis	0,0577	0,2206	0,0833	0,0750	0,0556	0,1154	0,1250	0,0625	0,0556	0,0455	0,0417	0,1000	1,0377
Renewable	0,0192	0,0441	0,0833	0,0750	0,0556	0,1154	0,1250	0,0625	0,0556	0,0455	0,1250	0,1000	0,9061
Socio-cultural	0,1731	0,2206	0,0833	0,0750	0,0556	0,1154	0,0417	0,0625	0,0556	0,0455	0,0417	0,0333	1,0031
Market availability	0,1731	0,0441	0,0833	0,0750	0,0556	0,1154	0,1250	0,1875	0,0556	0,1364	0,1250	0,3000	1,4759
Raw material	0,1731	0,1324	0,0833	0,0750	0,1667	0,1154	0,1250	0,1875	0,1667	0,1364	0,1250	0,1000	1,5863
Capital	0,0577	0,0147	0,0833	0,0750	0,0556	0,0385	0,1250	0,0625	0,0556	0,0455	0,0417	0,1000	0,7549
Facilities and infrastructure	0,0192	0,0441	0,0833	0,0750	0,0556	0,1154	0,0417	0,0625	0,0556	0,0455	0,1250	0,0333	0,7561
Technology	0,0192	0,0147	0,0833	0,0750	0,0556	0,1154	0,0417	0,0625	0,0556	0,0455	0,0417	0,0333	0,6434
Business Management	0,0192	0,0441	0,0833	0,0250	0,0556	0,0385	0,0417	0,0625	0,0556	0,0455	0,0417	0,0333	0,5459
Price	0,1731	0,1324	0,0833	0,0750	0,1667	0,0385	0,1250	0,0625	0,1667	0,1364	0,1250	0,1000	1,3844

1,401814271	/	0,10	=	14,25
0,948598828	/	0,07	=	14,19
1,006410256	/	0,09	=	11,64
1,031789425	/	0,08	=	13,66
0,775767574	/	0,08	=	9,28
1,757978827	/	0,12	=	14,29
1,954144671	/	0,13	=	14,78
0,924416519	/	0,06	=	14,69
0,775767574	/	0,06	=	12,31
0,756440029	/	0,05	=	14,11
0,643433169	/	0,05	=	14,14
1,746330036	/	0,12	=	15,14
				162,49
162,49	/	12	=	13,54088173
13,54088173	-	12	=	1,540881727
1,540881727	/	11	=	0,140080157
0,140080157	/	1,54	=	0,090961141

Based on the results of the calculations above, as shown in Figure 3, the utility value of alternative superior products of East Belitung Regency MSMEs is obtained by referring to 12 (twelve) predetermined criteria, namely employment, contribution to the economy, regional economic

base sector, renewable, socio-cultural, availability. markets, raw materials, capital, production facilities and infrastructure, technology, business management and prices. The results obtained were East Belitong Teran Honey with an overall utility value of 20.39, Ground Pepper with an overall utility value of 20.75, Salted Fish with an overall utility value of 21.13, Ground Coffee with an overall utility value of 21.23, Fish Pilus with an overall utility value of 21.24 and the last one is Cassava Chips with an overall utility value of 27.51.

IV. CONCLUSION

Through a combination of AHP and SMART approaches, decisions have been made in order to determine the Leading Products for MSMEs in East Belitung Regency using the criteria set out in the East Belitung Regency Regional Regulation Number 10 of 2021 concerning Development of Regional Leading Products, namely employment, contribution to the economy, basic sectors. regional economy, renewable, socio-cultural,

market availability, raw materials, capital, production facilities and infrastructure, technology, business management and prices [16]. The weight of each criterion is determined through AHP. And based on data processing from respondents, it is known that the highest weight is raw materials at 0.12%. Then the ranking using SMART resulted in East Belitong Teran Honey being the best superior product choice and so on followed by Ground Pepper, Salted Fish, Ground Coffee, Fish Pilus and most recently Cassava Chips.

Future research in this area could explore several avenues to enhance and expand upon the existing study of technology integration. Explore integrating emerging technologies, such as blockchain, IoT (Internet of Things), and AI, in optimizing MSME processes related to production, supply chain, and marketing.

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