

The Influence of Product Quality and Price Perception on Purchase Decisions of Roma Biscuits in Surabaya



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ABSTRACT: The effect of globalization has led to rapid growth in the food and beverage industry, demanding companies to align consumer preferences with their corporate capabilities. PT. Mayora Indah Tbk is one of the food manufacturing companies known for its product, Roma biscuits. Drawing upon the information provided by the TBI Award dataset, a definitive inference can be made that Roma biscuit products have experienced a decline each year. The declining top brand index value indicates the presence of issues with Roma biscuit products. The primary purpose of this study is to assess the effect of product quality and price perception on the purchasing decisions of Roma biscuits in the Surabaya region. The population in this research consists of all Roma biscuit consumers in Surabaya, resulting in a sample size of 100 respondents. This research employs a quantitative data approach with data analysis technique using Smart Partial Least Square (PLS). The outcomes of the study demonstrate that the purchasing decisions of Roma biscuits in Surabaya are influenced by both product quality and price perception.

KEYWORDS: Product Quality, Price Perception, Purchase Decision

I. INTRODUCTION

The effect of globalization has led to the rapid growth of companies encompassing various sectors, such as food or beverage companies. Companies are compelled to comprehend consumer needs and desires, aligning their capabilities with consumer preferences. The proliferation of market players competing within the industry provides consumers with an array of choices, encouraging them to make informed decisions when selecting products to fulfill their needs. Consumers are also increasingly privileged with diverse product options, thereby benefiting from the variety available. This is the reason why every company needs to possess quality in constructing its products, as it can influence purchase decisions. Product quality is of paramount importance, as consumers typically exercise diligence in selecting desired products According to good and superior quality criteria (Atussa'dyah & Hartiningtyas, 2022). Persepsi harga juga akan berpengaruh terhadap keputusan pembelian suatu produk. In this context, consumers usually assess and compare the prices of products offered by other companies. Product marketing needs to understand the aspect of price information, which includes prices circulated through word of mouth. If a product has the same quality as other companies and is priced lower, the likelihood of consumers purchasing the product will increase. When evaluating prices, consumers tend to be more cautious and anticipate the availability of discounts or price reductions. This applies to both small-scale and large-scale industries. One industry that remains active and continuously grows is the food and beverage industry. This industry has managed to thrive under various circumstances, including economic crises. The food and beverage industry offers various types of products that can be chosen by consumers, one of which is biscuits. One of the manufacturers in the food industry is PT. Mayora Indah Tbk. The company produces various products, one of which is Roma biscuits. Roma is a biscuit brand launched by Mayora Indah company 50 years ago. Throughout its journey, Roma has consistently offered a variety of biscuit products with delicious flavors, always adapting to the times. In the top brand award, there is competition among several biscuit brands that are already well-known to Indonesian consumers, including Roma biscuits produced by Mayora Indah.

Table 1. Top Brand Index of Biscuits (Excluding Wafers) from 2018 to 2022

Brand Name	2018	2019	2020	2021	2022
Roma	42,20	32,60	31,10	27,10	23,60
Good Time	0	5,90	5,70	8,60	11,30

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Biskuat	7,30	13,20	13,40	13,80	14,30
Better	0	0	0	8,00	9,70
Khong Guan	11,10	9,40	6,90	8,40	6,10

Source: <https://www.topbrand-award.com/>

On Table 1, Roma biscuits have consistently held the top position from 2018 to the current year, 2022. Despite the fact that the top brand index value for Roma Biscuits was consistently the highest, reaching 42.20% in 2018, as compared to other competing biscuit brands. However, when considering the graph, it indicates that from 2019 to 2022, there has been a significant decline. The extent of this decline is substantial, reaching 18.06% from 2018 to 2022, when compared to other biscuits. The diminishing top brand index value suggests the presence of issues regarding the quality of Roma biscuits. Amidst intensifying competition among biscuit brands, the decrease in ranking and top brand percentage for Roma biscuits is presumed to indicate a decline in purchase decisions.



Figure 1. Comments from Roma Biscuit Consumers

Source: <https://www.tiktok.com/>

From the comments of Roma biscuit consumers above, it can be observed that the uneven and limited cream filling in Roma biscuits was replaced by the marketing team of the Roma biscuit brand. This incident was not exclusive to a single consumer but was experienced by other consumers as well. The perception of the price of Roma biscuits will also effect consumers' decisions to purchase them. Price represents a pivotal consideration for consumers in the process of purchasing products or services, as elevated product prices generally correlate with diminished consumer buying behavior. Therefore, companies must accurately and effectively set product prices, ensuring that consumers are interested and willing to purchase the offered products, allowing the company to generate profit.

Table 2. Biscuit Price List (Excluding Wafers)

Merk Biskuit	Harga
Roma	Rp. 15.000,00
Biskuat	Rp. 8.900,00
Good Time	Rp. 8.800,00
Better	Rp. 9.600,00
Khong Guan	Rp. 18.000,00

Source: <https://www.klikindomaret.com/>

The biscuit price list in Table 2 indicates that Roma biscuits are the second most expensive when compared to other biscuits. Some segments of the population in this context are likely to opt for purchasing biscuits that align with their budgetary capabilities. The higher price level of Roma biscuits can influence consumer purchase decisions, possibly resulting in decreased purchases. This may occur if consumers can find the desired attributes of Roma biscuits in other products at a more affordable price. This consideration will factor into consumer decisions regarding purchasing the product.

According to the aforementioned context, the author is intrigued to conduct a research with the title "The Influence of Product Quality and Price Perception on the Purchase of Roma Biscuits in Surabaya." The primary goal of this study is to investigate how product quality and price perception influence the purchasing choices concerning Roma biscuits in the Surabaya area.

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II. LITERATURE REVIEW

A. Product Quality

In academic literature, Tjiptono (2016), as cited in Imansyah and Pudjoprasty (2023), elucidates the concept of product quality as a dynamic state encompassing products, services, human resources, processes, and the environment, all of which strive to meet or surpass expectations. According to Razak (cited in Dinata, 2023), product quality is the excellence of the product offered by a company according to its alignment with customer preferences or its compatibility with customer needs and requirements. Thus, whether customer expectations are met or not depends on the company's ability to offer perceived product quality. Indicators of product quality, as identified by Rabellea (2023) and Widiyawati (cited in Andaresti, 2023), encompass: 1. Durability, 2. Function, 3. Product Packaging Design.

B. Price Perception

According to Khoiril & Pristiana (2020), price perception is information related to the price that is comprehensively understood by consumers, allowing them to evaluate the price of the consumed product and provide meaning and benefits for the consumers themselves. Price perception is the inclination of customers to attribute a certain value to a price in assessing the fit and benefits of a product, which significantly affects purchase decisions (Rachmadani & Soebiantoro, 2022). Price perception indicators, as identified by Kotler, Armstrong, and Opresnik (2018), include: 1. price affordability, 2. price appropriateness according to product benefits, 3. price alignment with quality and good service, 4. price competitiveness.

C. Purchase Decision

Purchase decision is a component inherent to consumers, referred to as behavior, which pertains to tangible physical actions (Azhari et al., 2020:38). Kotler and Armstrong (2016) (cited in Fadhil & Pudjoprastyono, 2022) state that purchase decisions are part of the considerations made by consumers when selecting between various brands, and consumers are more inclined to choose brands they prefer. Purchase decision can also be defined as a problem-solving activity undertaken by individuals to choose behavior alternatives, considering two or more behavioral options, and it is regarded as the most appropriate action in buying, involving a decision-making process (Firmansyah, 2019). Purchase decision indicators, as proposed by Andriani (2021), encompass: 1. product superiority, 2. brand interest, 3. price suitability, 4. ease of acquiring desired products, 5. perceived benefits, 6. purchase decisions for inventory.

The Influence of Product Quality on Purchase Decisions

According to Ikhwan (2019), product quality refers to products or services that have met customer desires or expectations, resulting in purchase decisions. This statement is supported by the research of Suprajana (2022), where in their research, the product quality variable significantly and positively influences purchase decisions. This research aligns with similar outcomes from the research utilized by Muhammad Naufal Fadhil (2022), whereas the outcomes reveal a notable and affirmative influence of the product quality variable on purchase decisions.

H1: The hypothesis posits that there exists a favorable correlation between product quality and the purchasing decision regarding Roma biscuits in Surabaya.

The Influence of Price Perception on Purchase Decisions

According to Khoiril & Pristiana (2020), price perception is information related to the price that is comprehensively understood by consumers, enabling them to evaluate the price of the consumed product and provide significance and benefits to the consumers themselves. The study by Bagus Irmansyah (2022), wherein the variable of price perception demonstrates a constructive effect on purchase decisions. Furthermore, this research aligns with and yields similar results to the research carried out by Bogy Nugraha Pratama (2023), This signifies that the variable of price perception exerts a positive influence on purchase decisions. This interpretation is supported by scholarly sources in the academic field.

H2: There is a conjecture that the perception of price exerts a favorable influence on the purchase decision of Roma biscuits in Surabaya.

III. RESEARCH METHODOLOGY

The approach utilized in this research follows a quantitative framework. The information used consists of primary data that was gathered by distributing questionnaires online to participants. The questionnaires employed a Likert scale, which involves assigning scores between 1 and 5. The scope of the study encompasses the entire consumer base of Roma biscuits in Surabaya. The sample size consists of 100 participants, The participants were selected through non-probability sampling methods, with a specific focus on utilizing purposive sampling techniques. This approach is in accordance with established practices in the academic arena. The information collected for the research is referred to analysis through the utilization of the Smart Partial

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Least Squares (PLS) software. This analysis involves conducting process such as assessing validity, evaluating reliability, and testing hypotheses.

IV. RESULT AND DISCUSSION

Outer Model

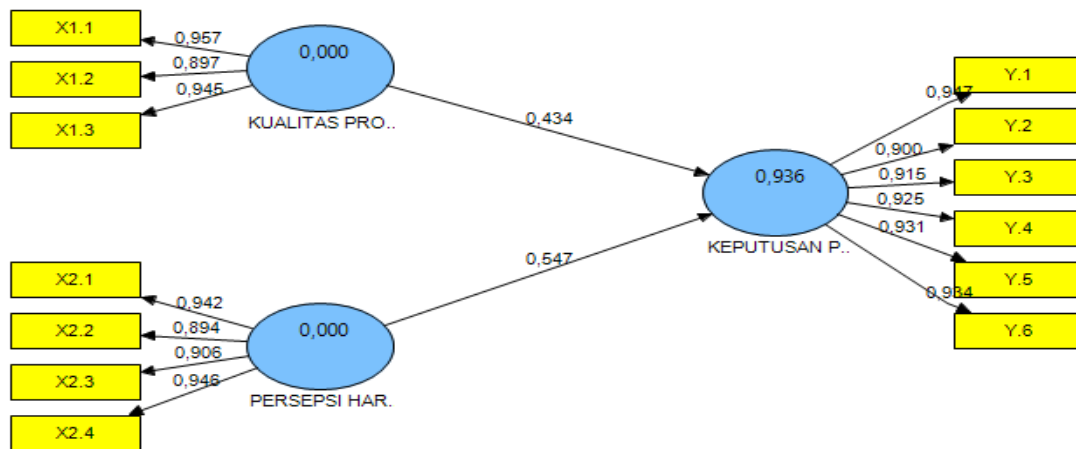


Figure 2. Outer Model

Source: Questionnaire data processed in 2023, Smart PLS output.

According to the previously mentioned PLS output diagram, it becomes feasible to visually determine the level of factor loading linked to each indicator. This factor loading is represented Positioned higher than the arrow that establishes connections between variables and indicators. This description is derived from authoritative sources within the academic context. Moreover, it is also possible to ascertain the magnitude of the path coefficients, which are located atop the arrow lines connecting exogenous variables with endogenous variables. Moreover, the precise R-Square value can be ascertained within the circle representing the endogenous variable (Purchase Decision variable).

Outer Loading

Tabel 3. Outer Loadings (Mean, Factor Loading, T Statistics)

The measurement model utilized in this study incorporates exogenous variables comprising reflective indicators. These indicators encompass the variables Product Quality (X1) and Price Perception (X2), as well as the endogenous variable, Purchase Decision (Y). For evaluating the indicators' validity, one methodology involves consulting the outer loadings output table, which entails scrutinizing the magnitude of the factor loading values. Considering the reflective nature of all indicators within this model, the pertinent output table to examine is the Outer Loadings table.

	Factor Loading (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
X1.1 <- PRODUCT QUALITY (X1)	0,957479	0,957592	0,007539	0,007539	127,005539
X1.2 <- PRODUCT QUALITY (X1)	0,897211	0,895798	0,016535	0,016535	54,261834
X1.3 <- PRODUCT QUALITY (X1)	0,944591	0,944767	0,008381	0,008381	112,703428
X2.1 <- PRICE PERCEPTION (X2)	0,942253	0,941351	0,008531	0,008531	110,453251
X2.2 <- PRICE PERCEPTION (X2)	0,893965	0,893892	0,015892	0,015892	56,253388
X2.3 <- PRICE PERCEPTION (X2)	0,905554	0,904684	0,014435	0,014435	62,732388
X2.4 <- PRICE PERCEPTION (X2)	0,946491	0,946621	0,006975	0,006975	135,702890

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Y.1 <- PURCHASE DECISION (Y)	0,946829	0,947178	0,007364	0,007364	128,573995
Y.2 <- PURCHASE DECISION (Y)	0,899566	0,899822	0,014415	0,014415	62,404584
Y.3 <- PURCHASE DECISION (Y)	0,915373	0,915543	0,015169	0,015169	60,346761
Y.4 <- PURCHASE DECISION (Y)	0,924885	0,924739	0,011848	0,011848	78,064714
Y.5 <- PURCHASE DECISION (Y)	0,930557	0,931011	0,010693	0,010693	87,021746
Y.6 <- PURCHASE DECISION (Y)	0,933687	0,934152	0,008422	0,008422	110,867131

Source: Questionnaire data processed, 2023

According to the previously referenced table, To assess the validity of indicators, one examines the Factor Loading values that establish the relationship between the variable and its associated indicator. Validity is deemed acceptable if it surpasses the threshold of 0.5 and/or if the T-Statistic value exceeds 1.96 (equivalent to the Z value at a significance level of $\alpha = 0.05$). *Factor Loading* denotes the correlation between the indicator and the variable. A Factor Loading exceeding 0.5 affirms its validity, and likewise, if the T-Statistic value exceeds 1.96, its significance is established.

Analyzing the outer loading table provided, In the realm of academic discourse, it becomes evident that all reflective indicators linked to the variables Product Quality (X1), Price Perception (X2), and Purchase Decision (Y) demonstrate factor loadings beyond 0.50 in the original sample. Moreover, these indicators signify significance, as evidenced by T-Statistic values surpassing the critical value of $Z \alpha = 0.05$ (5%), which stands at 1.96. The information provided is According to reputable sources within the field. Hence, the estimation outcomes of all indicators meet the prerequisites for Convergent Validity, thereby signifying a substantial degree of validity. This interpretation is supported by credible sources within the academic domain.

Discriminant Validity

Average Variance Extracted & Composite Reliability

Table 4. Average Variance Extracted & Composite Reliability

	AVE	Composite Reliability
PRODUCT QUALITY (X1)	0,871335	0,953053
PRICE PERCEPTION (X2)	0,850722	0,957951
PURCHASE DECISION (Y)	0,856122	0,972747

Source: Questionnaire data processed, 2023

Derived from the Average Variance Extracted (AVE) testing outcomes, the Product Quality variable (X1) yields a value of 0.871335, the Price Perception variable (X2) obtains a value of 0.850722, and the Purchase Decision variable (Y) acquires a value of 0.856122. All three variables exhibit values surpassing the threshold of 0.5. Therefore, the comprehensive validity of the variables under investigation in this study can be considered satisfactory.

The results obtained from the assessment of Composite Reliability indicate that the variable Product Quality (X1) demonstrates a value of 0.953053, the Price Perception variable (X2) obtains a value of 0.957951, and the Purchase Decision variable (Y) attains a value of 0.972747. All three variables display Composite Reliability values exceeding 0.70, indicating the reliability of all variables investigated in this study.

Analysis of the Partial Least Squares (PLS) Model

Inner Model (Structural Model Testing)

The analysis of the internal model can be understood by assessing the R-square values contained within the equations that establish relationships between latent variables. This perspective is informed by authoritative sources within the realm of academia. The value of R-squared provides an understanding of the degree to which the exogenous (independent) variables within the model have the capacity to elucidate the fluctuations observed in the endogenous (dependent) variables. This interpretation draws from reputable sources within the academic domain.

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Table 5. R- Square

	R Square
PURCHASE DECISION (Y)	0,935900
PRODUCT QUALITY (X1)	
PRICE PERCEPTION (X2)	

Source: Questionnaire data processed, 2023.

According to Table 5, the derived outcome for the R-squared value is 0.935900. This interpretation indicates the model's ability to elucidate the phenomenon of Purchase Decision, considering the effect of independent variables such as Product Quality and Price Perception. This accounts for a variance of 93.59%. The residual 6.41% of variance can be ascribed to supplementary variables not encompassed within this research, beyond the considerations of Product Quality and Price Perception. This analysis is informed by established sources within the realm of academia.

Hypothesis Testing

Table 6. Path Coefficients (Mean,STDEV,T-Values)

Table 6. Path Coefficients (Mean,STDEV,T-Values)

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P Values
PRODUCT QUALITY (X1) -> PURCHASE DECISION (Y)	0,434186	0,435511	0,093323	4,652481	0,000
PRICE PERCEPTION (X2) -> PURCHASE DECISION (Y)	0,547009	0,545603	0,094920	5,762866	0,000

Source: Questionnaire data processed, 2023.

According to Table 6, it is able to be summarized that the accepted proposition pertains to the examination of how product quality exerts its influence on the purchase decision of Roma biscuits within the locale of Surabaya, with a *path coefficient* of 0.434186 and a T-statistic value of 4.652481 > 1.96 (from the Z α table value of 0.05) or a P-Value of 0.000 < 0.05, yielding a significant (positive) result. Similarly, the positive effect of price perception on the purchase decision of Roma biscuits in Surabaya is accepted, with a *path coefficient* of 0.547009 and a T-statistic value of 5.762866 > 1.96 (from the Z α table value of 0.05) or a P-Value of 0.000 < 0.05, resulting in a significant (positive) outcome.

DISCUSSION

The Influence of Product Quality on Purchase Decision

Derived from the outcomes of the utilized research, a noteworthy observation emerged, indicating a substantial effect of product quality on the purchasing choices concerning Roma biscuits in the town of Surabaya. This outcome effectively substantiates the initially posited hypothesis concerning the correlation between product quality and the decision-making process underlying the selection of Roma biscuits for purchase. This demonstrates that the product quality associated with Roma biscuits is in alignment with favorable specifications, consequently enhancing purchase decisions for Roma biscuits in Surabaya..

The research outcomes indicate that within the product quality variable, the indicator with the highest value contributing to purchase decisions is (durability). This is substantiated by the highest factor loading value, leading to the conclusion that Roma biscuit products possess extended product durability. The extended product durability contributes to heightened consumer purchase decisions. From the aforementioned statements, A logical deduction can be drawn, suggesting that an enhancement in the product quality of Roma biscuits directly corresponds to an escalation in the purchasing determinations executed by consumers in Surabaya for said biscuits.

The outcomes of this study align with previous research outcomes that have demonstrated a positive and substantial correlation between quality and purchase decisions, a phenomenon previously established by Suari Yogi et al. (2019). An additional investigation carried out by Yusro and Nanda (2019) likewise unveiled a noteworthy connection between product quality and purchase decisions at Kinol Bistro N'poll café situated in the town of Padang.

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The Influence of Price Perception on Purchase Decision

According to the outcomes of the study, it was determined that the perceived quality of pricing exerts a significant effect on the purchasing choices regarding Roma biscuits in Surabaya. This outcome effectively lends support to the initially posited hypothesis concerning the association between price perception and the decision-making process underlying the selection of Roma biscuits for purchase. This demonstrates that the price perception associated with Roma biscuits is in alignment with favorable specifications, consequently enhancing purchase decisions for Roma biscuits in Surabaya.

The research outcomes reveal that within the price perception variable, the indicator with the highest value contributing to purchase decisions is (price competitiveness). This is substantiated by the highest factor loading value observed in this indicator, suggesting that Roma biscuit products possess a price that can compete with their counterparts. When the price is competitive, it undoubtedly influences an increase in purchase decisions for Roma biscuit products.

The outcomes of this study correspond with the research undertaken by Fajar Sentoso (2019), which underscored that price perception yields a constructive and notable effect on purchase decisions. When food prices are perceived more favorably, it can stimulate increased customer decisions to make repeat purchases. Furthermore, an investigation carried out by Dinata and Khasanah (2022) also disclosed that the perception of price wields a positive and substantial influence on consumer purchase decisions concerning Eden International Daily Food in Semarang.

CONCLUSIONS

Drawing upon the outcomes of data analysis facilitated through the utilization of the Partial Least Squares (PLS) methodology, which was deployed to assess the interconnections between the variables of Product Quality and Price Perception in conjunction with the Purchase Decision pertaining to Roma Biscuits in the locale of Surabaya, In conclusion, it is evident that the product quality significantly effects the purchase decision of Roma biscuits in the town of Surabaya. This observation underscores the durable nature of Roma biscuits, suggesting their prolonged product viability. The extended product durability contributes to heightened consumer purchase decisions. The higher the quality of Roma biscuits, the more favorable purchase decisions are made by consumers in Surabaya. Furthermore, price perception also plays a role in influencing the purchase decision of Roma biscuits in Surabaya, indicating the competitive positioning of Roma biscuits alongside similar products.

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