

CONSUMER LIFESTYLE OF COFFEE SHOP IN GARUT REGENCY AREA

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ABSTRACT

Garut Regency is another regency with a plethora of coffee shops. The increasing number of new coffee shops in Garut Regency over the last 5 years reflects the growth of coffee shops. In the past, Sidewalk and Brontoseno Coffee were several pioneers of coffee shops or places to drink in Garut, but we have recently seen a lot of new coffee shops such as OKUI, SK Kopi Lab, Feudal Coffee, Alenia, Peh Kopi, and many more. People, particularly the millennial generation, are looking for good places or instagramable places to take pictures and post them on social media; they are also more concerned with good places than taste, which includes coffee shops. In contrast to true coffee connoisseurs, who travel throughout the Regency in search of shops with delectable flavors and unique brews. In this study, a qualitative approach is used. This study included seven informants. The study's findings include the lifestyle of coffee consumers in the Garut Regency area who choose a coffee shop based on the influence of friends, the lifestyle of consumers who buy a comfortable atmosphere and place, the hangout lifestyle, and updates on social media as their basis for visiting coffee shops.

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1. INTRODUCTION

Small and Medium Enterprises (SMEs) are one component of an underdeveloped economy. The development of the small and medium business sector from year to year also shows a significant increase, from 2010 to 2017, the number of SME GDP has more than doubled, the total number of SME units is currently reaching around 62.9 units spread across various sectors, of which 99.9% of businesses in Indonesia are SMEs. Aside from GDP and business units, the investment value of SMEs increased by 963% between 1999 and 2013. In 2018, SMEs accounted for 58.18% of total investment.

Coffee shops or coffee shops, which are now available in Indonesia, are one of the most in-demand business sectors. Garut Regency is also one of the Regencies that. There are also numerous coffee shops. The increasing number of new coffee shops in Garut Regency over the last 5 years demonstrates the development of coffee shops. Coffee shops that were probably popular in the past were Sidewalk and Brontoseno Coffee, which were several pioneers of coffee shops or places to drink in Garut, but recently we have seen a lot of new coffee shops such as OKUI, SK Kopi Lab, Feudal Coffee, Alenia, Peh Kopi, and many more.

This development is also not without foundation, as it is supported by the abundant resources of coffee raw materials in Indonesia, which is also one of the world's largest coffee producers. Coffee has become a part of the modern lifestyle, and many people visit coffee shops not only to taste the coffee being sold, but also to spend time and relax with friends, relatives, colleagues, and family (Wijayati et al., 2019). For some coffee enthusiasts, enjoying a cup of coffee is a routine to unwind or spend free time, but for others, coffee activities are more than just spending free time. This coffee shop can now be used to discuss business issues, hold meetings, and meet with business colleagues in a new environment outside of the office. As the coffee shop lifestyle trend has given rise to communities that always gather at the coffee shop, this community has also given birth to a new subculture, namely the coffee shop community, such as the music community and the football club lover community.

People, particularly the millennial generation, are looking for good places or instagramable places to take pictures and post them on social media; they are also more concerned with good places than taste, including coffee shops. In contrast to true coffee connoisseurs, who travel around the Regency looking for shops with delicious flavors and unique brews. The current generation is more concerned with the concept of a place just to make it look not outdated because of the coffee trend that is also on the rise, even though these places may not have qualified coffee brewers as long as they exist on social media, the coffee shops are also crowded with visitors (Widiyanti & Harti, 2021)[1]. The role of social media, which is very fast

nowadays, also allows people to easily find instagramable stalls with the concept of a coffee shop. (Mirza at communication.binus.ac.id)

According to Henry Murray in (Ompusunggu & Djawahir, 2014), humans have the same set of needs, but each individual has a different priority level that is influenced by a variety of factors. The relationship between the study of human behavior in the field of psychology and the various individual priorities studied in consumer behavior. A lifestyle is defined as how someone lives, including how they spend money, time, and other resources. Consumers will seek and evaluate alternatives provided by product attributes that promise fulfillment of the adopted lifestyle. Schutz describes how we socially construct our objects and knowledge from everyday events. A person's lifestyle can also be defined as a visible characteristic that denotes a value system and attitude toward oneself and the environment (Hardiyanti & Puspa, 2021)[2]. Lifestyle is more fully defined as the combination and totality of ways, procedures, habits, choices, and supporting objects that are put into practice based on certain value systems or beliefs. Marketers can also use knowledge and understanding of lifestyle as a variable. Previous research on the coffee-drinking lifestyle conducted by (Widiyanti & Harti, 2021) discovered that the hangout lifestyle has a significant effect on the decision to purchase contemporary coffee in Surabaya. Furthermore, (Selvi & Ningrum, 2021)[3] discovered that there is a lifestyle influence on purchasing decisions in coffee memories gandaria city.

2. LITERATURE REVIEW

2.1. Lifestyle

According to (Sumarwan et al, 2013) and (Yulianti & Deliana, 2018)[4], is one that determines how a person spends their time, money, and energy and reflects their values, tastes, and preferences. Lifestyle refers to how a person carries out his self-concept, which is determined by individual characteristics formed and built from birth, as well as ongoing social interaction throughout the life cycle.

Consumer lifestyle differs from personality in some ways. A person's lifestyle is determined by how they live, how they spend their money, and how they spend their time. Personality describes consumers from an internal perspective, including their mindset, feelings, and perceptions of something.

Kotler and Keller, 2009 define lifestyle as (Yulianti & Deliana, 2018). AIO components can be used to assess consumer lifestyles. The lifestyle subvariable is made up of three components: a. activities (work, hobbies, entertainment, community, and shopping); b. interests (family, work, community, and media); and c. opinion (self-personality, product, and culture).

2.2. Sosial Class

Suryani (2013) defines social class as the division of community members into a hierarchy of different status classes, so that members of each class who are relatively similar have something in common (Wijayati et al., 2019)[5]. As a result, there is a social class divide ranging from the lowest to the highest. Social status is frequently used to classify people. A person's social status includes their social standing, legal standing, and profession. In Indonesia, for example, different legal positions in society assign different social classes.

Individuals, according to social comparison theory, are quite natural in comparing their material possessions with the material possessions of others in order to determine their relative position in social relations. People frequently need to know their position in relation to others in terms of material wealth in order to form social relationships.[6]

2.3. Self Concept

Mulyana (2000) defines self-concept as "an individual's view of who they are, which can be obtained through information provided by other people to the individual." This point of view can be interpreted as a self-concept. Other people can provide information, opinions, judgments, or evaluations about an individual. Individuals will perceive themselves to be beautiful, intelligent, or friendly if others provide information about them. Self-concept is made up of five components, which are as follows (Stuart & Sundeen, 2005):

a. Personal statement

A person's self-image is his conscious or unconscious attitude toward his body, which includes perceptions and feelings about the body's size and shape, performance function, potential present and past.

b. The ideal self

An individual's ideal self is his perception of how he should behave in accordance with personal standards. These standards can be related to the type of person or a set of desired aspirations, values,

- and goals.
- c. Self-esteem
Self-esteem is a subjective evaluation of the outcomes to be obtained by analyzing how closely the behavior matches the self-ideal.
 - d. Role A role is a set of attitudes
Behaviors, values, and goals that someone is expected to have based on their social position.
 - d. Uniqueness
Identity is a synthesis of all aspects of self-concept as a unified whole, derived from observation and assessment.

2.4. Buying Decision

A person's purchasing decision is the result of weighing numerous options and selecting one from a group of similar alternatives. The purchase decision is one of the stages in the buyer's decision-making process where the buyer actually buys, according to Kotler and Armstrong (2012). In contrast to Prasetijo and Ihalauw 2005, who define "a decision as a choice of action from two or more alternative choices" (Widiyanti & Harti, 2021). Purchasing decisions, according to some of the definitions above, are customer purchases with varying stages of alternative choices when satisfying needs. Consumer purchasing decisions are made by selecting the most preferred brand from among the available alternatives, according to Kotler and Armstrong (2012); however, two factors can exist between purchase intention and purchase decision. The first factor is the attitudes of others, and the second is the situation. As a result, preferences and purchase intentions do not always coincide with actual purchases. There are five stages in decision making, according to Hoffman and Bateson (2002: 82) in (Wijayati et al., 2019):

- 1) Identification of requirements
The consumer buying process starts when a buyer recognizes a need or a problem. Internal or external stimuli can trigger these needs.
- 2) Obtaining Information Consumers will feel compelled to seek additional information once their needs are stimulated.
- 3) Alternatives Assessment
Evaluations, in general, reflect the beliefs and attitudes that influence a person's purchasing behavior. A person's belief is a mental image of their thoughts about something.
- 4) Purchase Decision
A consumer can make several sub-decisions in a purchase case, including brand, supplier, amount, execution time, and payment method.

Most consumers will then evaluate alternatives before deciding to purchase a product with the desired brand and features. At the purchasing decision stage, consumers are influenced by two major factors that exist between purchase intentions and purchase decisions, namely (Herlambang, 2014) in (Nofri & Haffah, 2018)[7]:

Two factors will determine other people's attitudes, or the extent to which other people's attitudes reduce one's preferred alternative. The intensity of other people's negative attitudes toward potential consumers' preferred alternatives. Second, consumer motivation to comply with the wishes of others[8]. The more intense the negative attitude of others and the closer the other person is to the consumer, the more the consumer's purchase intention will change. The reverse preference situation also applies: if the person he likes likes the same brand a lot, his purchase preference for that brand will increase.

Unexpected situational factors that can reduce consumer purchase intentions The perceived risk strongly influences the consumer's decision to modify, postpone, or avoid making a purchase. This process does not end there; a smart marketer must understand and determine whether his customers are satisfied or dissatisfied with the products they sell. Because dissatisfied customers will take various actions, they may stop purchasing, file a complaint, or prohibit their friends from purchasing the same product in the future.[9]

2.5. Previous Research

- 1) The Development of a Coffee Culture for the Millennial Generation in Garut Regency (Irawan et al.,2020)[10], with research findings encompassing Convenience, Social Bounding, Self-actualization, and Community Existence. Research can provide scientific benefits related to the definition of coffee culture, which will, in turn, describe the reality conditions of a region in general. As a result, the research findings can be used by a variety of parties, including the government in determining policies and entrepreneurs in determining competitive strategies in business.

- 2) Lifestyle in relation to consumer decisions in purchasing coffee drinks (Yulianti & Deliana, 2018), with the study's findings indicating that lifestyle variables have a positive and significant influence on Noah's Barn consumer purchasing decisions. Other variables not investigated in this study influence the purchase decision by 32.1% and the residue by 67.9%.
- 3) The effect of self-actualization and the hangout lifestyle on purchasing decisions at modern coffee shops in Surabaya's millennial generation (Widiyanti & Harti, 2021), with research findings indicating that the Self-Actualization variable (X1) has a significant influence on purchasing decisions. The hangout lifestyle (X2) has a significant impact on purchasing decisions. Self-actualization and the hangout lifestyle influence millennial purchasing decisions at Surabaya's modern coffee shops.
- 4) Consumers' Coffee Shop Lifestyle in Jember Regency According to Prasodjo (2016), the lifestyle of coffee shop customers is divided into six categories: consumer lifestyle in buying environment, consumer lifestyle to socialize, consumer lifestyle to share and seek information, consumer lifestyles for products, consumer lifestyles that become habits, and consumer lifestyles for recreation. Consumers' purchasing behavior in friends influence 81.94% of purchases, and nearly 100% of consumers visit coffee shops with friends. 97.22% of customers are satisfied with their coffee shop purchases.
- 5) Coffee Shop Lifestyle and Consumer Behavior Phenomena in Malang (Ompusunggu & Djawahir, 2014) The following conclusions can be drawn from the findings of a qualitative phenomenological study on Lifestyle and Consumer Behavior Phenomena in Malang Coffee Shops:
- 6) Through diverse consumer behavior, coffee shop managers are able to provide facilities and places through market segmentation based on the lifestyle of coffee shop consumers. Coffee shop consumer behavior is always having discussions, interactions, and meetings because coffee shop consumers believe they can feel a relaxed atmosphere without being restricted by regulations. This has an effect on the purpose and direction of the conversation, which is relaxed but still within the scope of a serious topic.
- 7) Activity in a coffee shop reflects an important need for consumers and is driven by the coffee lifestyle. In this need, they seek the exchange of information, networking, or other positive things. One of the needs of coffee shop customers is community, because the community values family values.
- 8) The coffee shop, through the lifestyle dimension of AIO (Activity, Interest, Opinion), is a container or media for each consumer to channel their activities, behavior, and lifestyle in the coffee shop. Coffee shop consumer activities are formed from the lifestyle dimension, and the activities in the coffee shop cannot be separated from their daily life.
- 9) Aspirational luxuries is an appropriate behavior to categorize coffee shop customers. Customers at coffee shops have been experiencing emotional or inner satisfaction rather than practical satisfaction.

3. METHOD

This study is classified as qualitative due to the approach and data type used, which resulted in descriptive data in the form of words. Its data is descriptive rather than numerical, as in quantitative research. According to Anggito and Setiawan (2018), qualitative research is widely used in the social field (Hardiyanti & Puspa, 2021). A qualitative study is one in which the research findings are not obtained through statistical or other quantification methods. The goal of qualitative research is to gather information about the current state of an existing phenomenon, specifically the state of the symptoms at the time the research was conducted. As a result, qualitative research can reveal phenomena on a topic that you want to investigate in depth [11].

This study took a phenomenological approach. The phenomenological approach, according to Creswell (2010) [12], is a research strategy in which researchers determine the nature of human experience in relation to a specific phenomenon. The goal of phenomenological research is to identify what participants have in common in terms of how they perceive existing phenomena.

The researcher chose the Garut Regency location because it was thought to be capable of providing what the researcher's goal was, namely to explain how the lifestyle of coffee shop consumers in the Garut Regency area. Furthermore, the relatively short distance makes researchers more efficient.

Determining the focus of research as the center of attention of researchers aims to provide boundaries for existing phenomena or problems in order to prevent bias in perceiving and discussing the problem being researched, so that the research carried out is directed not to be widespread and relevant to the object of research, and to obtain expected results [13]. The research has focused on how the lifestyle

of coffee shop consumers in the Garut Regency area to track the problem and limit the studies in this research. Data sources This study relies on the following primary and secondary data sources:

- 1) Primary sources of information Primary data sources for this study are direct data collected by researchers from original sources (informants) who have the information or data. The data came from the findings of interviews and field observations made by researchers while conducting research and interviews.
- 2) Secondary sources of information Secondary data sources in this study are the results of a literature search on data related to consumption theories. Another important body of literature data is about consumer behavior, which is also used as supplementary material. These data were obtained through previous research, books, journals, and the internet.

3.1. Data reliability and validity

According to Creswell (2010), Gibbs reliability indicates that the approach used by researchers is consistent when applied by other researchers and for different projects. Gibbs' reliability procedure is as follows:

- 1) Examining the transcription results to ensure that no mistakes were made during the transcription process
- 2) Ensure that there are no ambiguous definitions or meanings of codes during the coding process.
- 3) Cross-check and compare the codes created by other researchers with the codes created by themselves. Data validity in qualitative research is an attempt to ensure the accuracy of research results through the use of specific procedures (Creswell, 2010). The following are the validity procedures used in this study:
- 4) Triangulate data sources by examining evidence from these sources and using this to build justifications for the themes. Theme coherence Themes based on the number of data sources or informant perspectives will increase the research's validity.
- 5) Member Checking, a method of determining the accuracy of research findings by bringing the final report in the form of descriptions and themes to participants (informants) to see if they think it is appropriate and accurate.
- 6) Write a detailed description of the research findings. For example, explain the data collection and interview processes.
- 7) Create an open and honest narrative to clarify any bias the researcher may have. Take advantage of more time at the research site to learn more about the phenomenon being studied.

4. RESULT AND DISCUSSION

According to 7 interviewees, the following consumer lifestyles influence coffee purchasing:

4.1. The Influence of Friends

According to informant 1, who stated:

"I'm usually invited by friends when I get home from work; office friends who are bored after a day at the office, I immediately invite them to hang out to refresh their minds, and we usually go to coffee shops near the office."

The results of the influence of friends are also supported by the fourth informant's statement in this study, which states: "If I'm not invited by friends, I usually stay at home with my family, but when my friends invite me to have coffee, I go right away."

Two statements about the influence of friends on the decision to go to a coffee shop are supported by Kotler's theory, which states that there is social influence, in this case, friends or work colleagues, in consumer behavior.

4.2. Consumer lifestyle

When compared to regular coffee shops, coffee consumers in the Garut Regency area who visited several coffee shops almost once a week said they went to coffee shops because they wanted to go to a clean place, have good service, and avoid excessive cigarette smoke. This is also consistent with informant 3's statement: "Going to the coffee shop is cleaner, bro, there's less cigarette smoke, and you can bring small children with you." It's not your typical coffee shop."

"Yes, I usually go to the coffee shop with my family on Sundays," said the seventh informant. Going to a coffee shop is more convenient because, aside from being cleaner, the service is different from what we get when we drink coffee in stalls."

According to Prasodjo (2016), one dimension of a person's lifestyle when visiting a coffee shop is to feel the atmosphere is different and more comfortable.

4.3. Hangout lifestyle

According to the second informant, another finding from this study is the existence of a consumer hangout lifestyle: "Yeah, actually, I go to the coffee shop to unwind, usually alone, usually with my office friends." "I've been going to coffee shops for a long time, bro, around 10 years, and it's become a routine activity, a kind of hobby to taste the coffee served by the barista," said the third informant. Hangout is one of the activities that humans engage in to relax their minds, according to Ujang (2011) in (Widiyanti & Harti, 2021)[5]. This study also explained how the hangout lifestyle influenced purchasing decisions at contemporary coffee shops in Surabaya Regency.

4.4. Social media updates

According to in-depth interviews conducted by researchers with informants in this study, consumer lifestyles will self-fulfillment of social media updates. According to informant 2, "I usually go to the coffee shop just to update my Instagram stories, so I can keep up with new hangout spots in Garut anyway."

"I don't want to be left behind when there's a new coffee place, usually I move around when I'm looking for a coffee shop, after that I updated on my Instagram, I'm more concerned about the updates, bro, than the menus that are served, I'm not like that either," said the sixth informant. "I'm familiar with coffee."

The informants' statements are also consistent with the theory advanced by Kotler and Keller, 2009 in (Yulianti & Deliana, 2018)[14], in which the sub-variables of lifestyle consist of three things: (a) activity, which consists of work, hobbies, entertainment, community, and shopping; (b) interests, which consists of family, work, community, and media, which consists of personality, product, and culture.

5. CONCLUSION

Based on the findings, the conclusion of this study is that the lifestyle of coffee consumers in the Garut Regency area to choose a coffee shop is based on the influence of friends, the lifestyle of consumers who buy a comfortable atmosphere and place, the hangout lifestyle, and updates on social media. Some of the above findings can be used as a reference for further research into the findings of this study, and for coffee shop owners or those planning to open a coffee shop in Garut Regency, this can be used as a reference in conceptualizing the place.

People, particularly the millennial generation, are looking for good places or instagramable places to take pictures and post them on social media; they are also more concerned with good places than taste, including coffee shops. In contrast to true coffee connoisseurs, who travel around the Regency looking for shops with delicious flavors and unique brews. The current generation is more concerned with the concept of a place just to make it look not outdated because of the coffee trend that is also on the rise, even though these places may not have qualified coffee brewers as long as they exist on social media, the coffee shops are also crowded with visitors

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