
LITERATURE REVIEW INDIVIDUAL PERCEPTIONS AND DECISION MAKING: BIBLIOMETRIC ANALYSIS

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Abstract: *One of the ups and downs of realization in the company is a belief and perception in making decisions about the individual himself. Various factors that influence decision making, namely decision making decision privacy, attitude individual, knowledge about risk and protection, trust in others trust in ability for protect information and considerations. In study this for obtain data using analysis bibliometrics. Article data study this collected through the Google Scholar software. The purpose of this study is to provide an overview of the topic "individual perception and decision making". The data obtained are 50 articles that have been analyzed in this study. In study this using the database obtained in 2017 to 2021 and taking the data using PoP software for find the data you need. The next process is the data that has been obtained then processed for analysis _ use Vosviewer for obtain co-authorship, co- occurrence and citation data. Research results this show that topic about perception individual and taking decision really important in something organization and life everyday, however because limitations previous research that has not there is discuss about linkages topic this, so make study this less than optimal for look for related information _ with topic that*

INTRODUCTION

The development of an organization is a thought or perception in employees about behavior, beliefs that have become a necessity for all members of the organization. A person is never separated from the environment around him, both externally and internally. Each individual cannot be separated from problems related to perception, perception itself is an observation about objects or objects, events or relationships that are obtained by concluding information and interpreting a situation (Pristiyanti, 2012). Individual perceptions are described as emotions arising from the experience of certain events or relationships to objects (Moran, 2013). There are several factors that influence perception, namely individual internal factors and external factors or objects of perception. Internal factors related to information are usually selected which include: psychological needs, background, personality experiences, values and general beliefs and self-acceptance. Meanwhile, external

factors that influence perception are intensity, size, contrast, movement, repetition, familiarity and novelty (Nizar, 2014) . A person's dissatisfaction in himself if his achievements are hindered in achieving efforts and results, in the decision-making process can be seen as three different but related stages: the input stage, the process stage, and the output stage. This is the basis for consumers in making decisions.

The purpose of this study is to provide an overview of the topic "Individual Perception and Decision Making". It is hoped that related to the findings of this study, it can provide benefits regarding the general picture of individual perceptions and decision making in an organization. Information in this study was obtained in the period 2017-2021, with the aim of knowing the state of research related to the topic in the latest data. The following are the specific objectives of this research, namely (1) the name of the topic researcher, (2) the most productive researcher during the last five years, (3) the best keywords and keyword development during the last five years, (4) the articles that have the most influence to the title of the researcher on the topic of individual perception and decision making.

The results of this research analysis with the theme of individual perception and decision making so that it can be used by academics, so that a person in making decisions will feel confident in what he decides by an organization in every action. and this becomes a reference in every decision that will be taken by the company in recruiting employees, to select quality employees to work in the company. A manager who can control a situation where the company can make workers feel comfortable in their work so that this will increase company productivity and increase efficiency at work and the company will get the desired results (Mishra et al., 2020) .

LITERATURE REVIEW

The rise and fall of realization within the company is one of the beliefs and perceptions in making decisions about the individual himself, for example buying a product at a particular company or brand. Perception of something that is considered important in making any decision, usually someone will conclude information about experience based on what he has used for a brand or company. So that someone can assess the advantages of the products issued by the company. Perceived quality is based on a number of experiences that are placed together in the minds of consumers that influence their view of the quality goals of a product (Yuningsih et al., 2022) . The decision itself is the result of fixing the problems that are usually faced by each individual. this relates to the answer to the question of what to do and then the elements of future planning (Setiani & Fitria, 2019) .

Decision making itself is a definite choice to be achieved by someone for certain purposes for the process of achieving it both individually and in groups. It is considered to be a process because it is a series of related activities. For example, the decision to buy an item is largely determined by the information obtained by consumers from various parties and from various media (Fatmawati & Soliha, 2017) . In addition, decision-making factors are also influenced by the organization and culture in the surrounding environment (Nibbelink & Brewer, 2018) . In understanding the factors that involve the decision-making process, it is important to understand the decision-making to be made. So that the factors that influence the process can affect the results, the factors that influence decision making are experience, cognitive bias, individual and age differences, trust, commitment.

As for the aspects in making a decision which consists of four processes, namely (a) Exploration here is an exploration of the possible alternative decisions to be taken. From this exploration, the individual has a clear picture of what consequences will happen to the person making the decision, (b) crystallization is a stabilization of representation in thinking. At this stage feelings begin to be integrated and organized. Increase confidence in future choices and alternatives are increasingly determined, (c) Selection and development is a process that will occur. Personal problems related to individual goals begin to organize, complement and accommodate various career options for the future. So at this stage, the individual believes in his choice. (d) . clarify that When one makes a decision and then commits, it can be a smooth journey and some may question it out of confusion. When the individual experiences confusion, the individual must re-explore, materialize and then make alternative choices again and continuously (Setiani & Fitria, 2019) .

METHODS

In study this using a database obtained in 2017-2021 , but it's a database on research this could accessed on google scholar for results search researcher get 50 results search creation scientific which was later in Ris data form as well as processed use Vosviewer . Literature Review on research this use analysis biometrics for give endorsement analysis bibliometric , used publish or perish analysis and Vosviewer . For analysis bibliometrics on research this that is To use in show deep trends on the topic diverse research in a _ organization based on author or Co-authorship including name researchers , keywords that appear on the topic Persian individual and taking long - lasting keyword decisions five year period final while Co-citation is about Top ten ordinary researchers _ got citation the most (Waltman, 2010) . On research this for co-citation will be analyzed with method use publish or perish application , on analysis bibliometrics is very dominant for method learn knowledge related about related variables _ _ with knowledge that will investigated (Russo et al., 2018) . Vosviewer working To use describe something search for article research that has been determined previously that is filter as well as processing data accordingly search , find the searched keyword , for _ To do search , Compile statistical data as well as analyzing bibliometrics (Ajinegara & Soebagyo, 2022) . On method study this use a number of the stages that the researcher Use from results study (Setyaningsih et al., 2018) , (Goyal & Kumar, 2021) , (Yu et al., 2018) and (Javed & Marghoob, 2017) . picture of five stages is brought this namely :

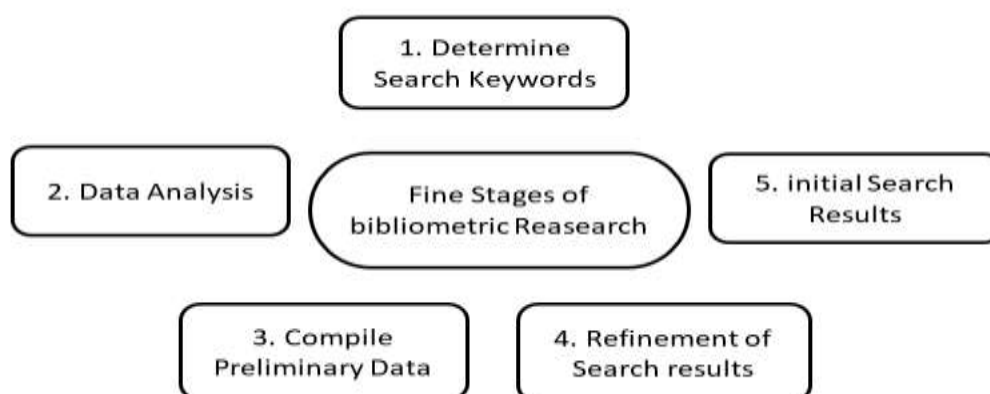


Figure 1. Five Stages of the Process of the Bibliometric Literature Study Method

1. Determine Search Keywords

On the database search performed in look for article in April 2022 with using the keyword " Persis " Individuals and Decision Making". In writing this with use bibliometric To use for know a number of topic more research _ relevant as well as development research . Researcher for search for data through Google Scholar and use Publish or Perish through the keywords "Individual Perceptions and Decision Making". For do search articles in the app PoP determine year to be searched for in research this that is from 2017 to 2021 .

2. Initial Search Results

In search articles on research this through with a focus on determine the data to be searched in the form of the journal obtained from PoP . And set search with the number of article data that will be searched on Google Scholar with the same keywords with previously namely "Individual Perceptions and Decision Making" as many as 468 articles .

3. Refinement of Search Results

For results next will done appropriate data sorting with topic research . The results of the data selection process in the articles carried out by directly in the Pop application that is with method tick automatically the data will be deleted . So that Step this from total 200 articles obtained Becomes only 50 articles were taken with various decision .

4. Compile Preliminary Data Statistics

Data obtained previously will be processed for search and fix then save _ through Zotero app in Ris data form to input or get all information needed _ in analysis articles , such as abstract , keywords , name author , title , year publications , journals publication , publisher reference and volume for then analyzed _ with objective get really valid data .

5. Data Analysis

Analyze data and describe bibliometric network with use Vosviewer on research this . Vosviewer for used get or processing data based on Co-citation or Co-occurrence search data for obtain more optimal data using a number of search . Vosviewer capable provide data directly productive and way work Vosviewer will display appropriate data initial search . _

H RESULTS AND DISCUSSION

Discussion on research this with topic perception individual and taking decisions , taking data from 2017-2021 and the data obtained as many as 200 before being selected , and after being selected to 50 documents . Study this done with objective for analyze about topic that . There are three aspect for analysis that includes , co-authorship with discuss about network bound research _ as well as name researcher , co -occurance about keywords _ as well as development , citation that is about document most articles _ give influence on the topic "and research " researcher . Study this done aim for data analysis of the articles that can be obtained from Google Scholar based on the keywords you are looking for namely "Individual Perceptions And Decision Making" research this use English _ as well as the minimum number of occurrences of 1 and 3 for find results co-authorship and co - occurance analysis goal for get more optimal network data display (Ana Alexandra GORA1, 2018) .

RESULTS

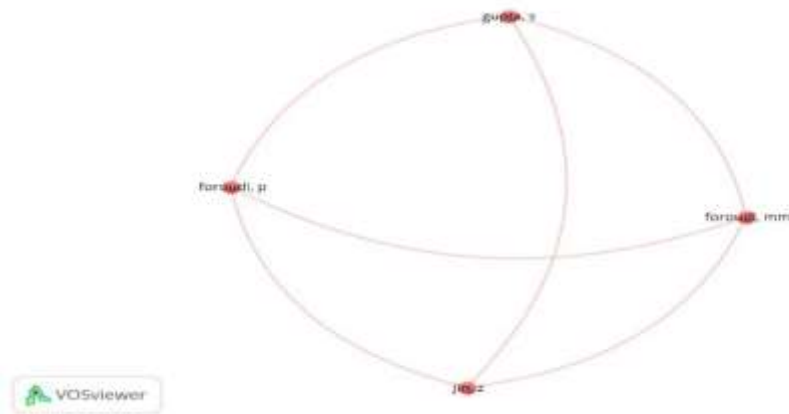


Figure 2 . Network Visualization of Co-Authorship Metadata (Name)

For analysis vosviewer on stage this that is can seen with picture network that doesn't connected Among the only one with another picture , which means that on topic study this one is entitled about perception individual and taking decision , that no have linkages among the others . So what is shown as picture that which is not showing showing color _ study this related, thing this in accordance with results explanation (Churiyah et al., 2022) .

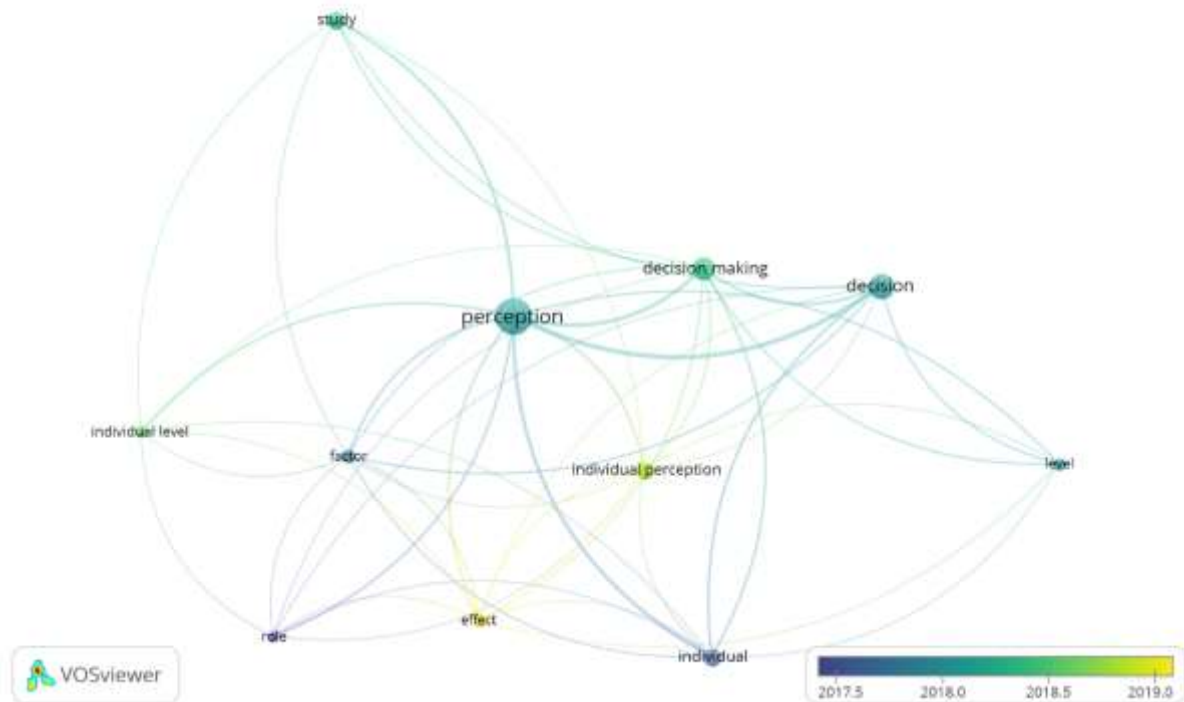


Figure 3. Overlay Visualization for Co -Occurance (Keywords Year)

Vosviewer results in picture 3 _ can be noticed that for keyword development _ seen in the picture color yellow showing _ there is update study from previously namely effect and individual perception, hal this seen in 2017 to 2019. Research cluster this if the more blue dark , then the keyword the will the longer the research that done and vice versa . Here researcher search

keywords in PoP _ from 2017-2021 , however after analysis _ use Vosviewer that appears related articles _ only 2017 to 2019. This is show that search article no everything bound with topic research , and that it means study this still not yet there is update for two year final that is 2020 and 2021 still not yet there is study next . hope related research _ with topic perception individual and taking decision , there development more carry on related topic that and more a lot of research topic this , so the more many diversity in keywords _ that and can Becomes literature for study next (Jonason & Sherman, 2020) .

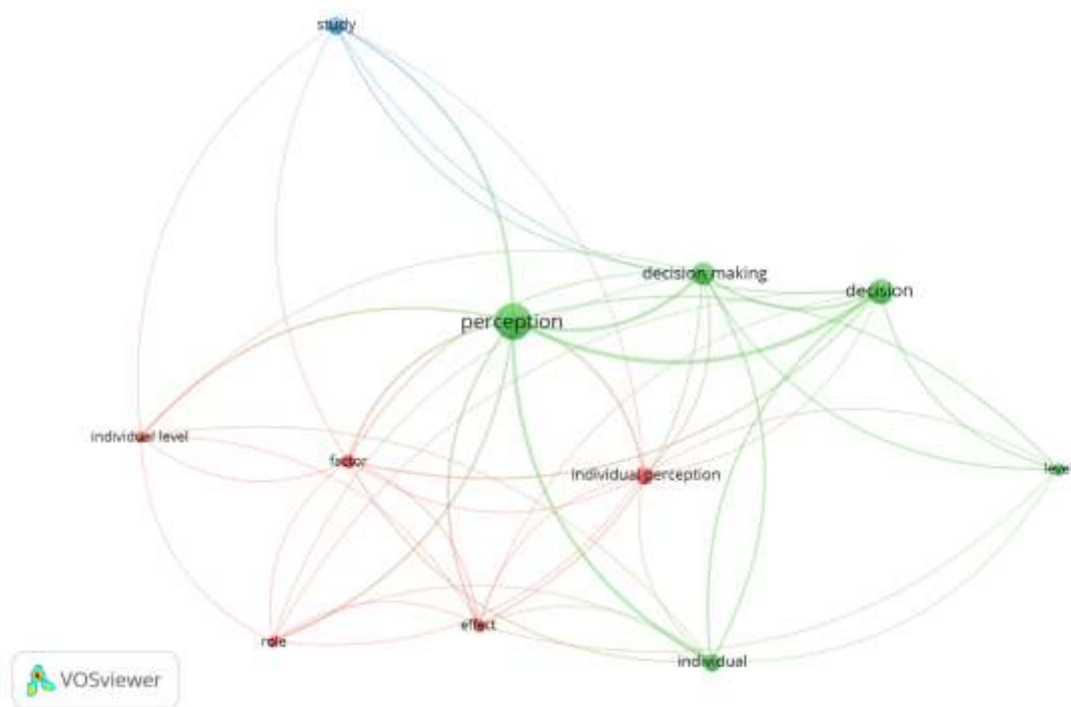


Figure 4. Network Visualization for Co -Occurance (Keywords)

From the picture above, it can be seen that the development of keywords on this topic for culture from 2017 to 2021 has not experienced significant development. This can be seen from the network contained in the image above which shows a dark color and for the last two years there is still no update of articles written by researchers. The number of citations on the topic of this research entitled individual perception and decision making, the data obtained using a search through the Publish or perish (PoP) application. From the results of the analysis obtained by the researchers as many as 50 citations after the selected journals according to the researchers related to the topic used from the previous number of 200 articles to 50 articles. The purpose of analyzing the article is to find out which article has the most influence on the above topic. In this study, there are still few authors who research on this topic, so this is a reflection for future researchers, especially in Indonesia, in order to produce articles that can contribute to developments in an organization related to the topic of individual perceptions and decision making. will come. The following are the top 10 articles contained in this research, namely:

Table 1. Top 10 Cited Articles in Google Scholar

No	Author	Title	year	Journal	Publisher
1	Boerman, SC Kruikemeier, S	Online behavioral advertising: A literature review and research agenda	2017	Journal of Advertising	Taylor & Francis
2	Burton, Jw Stein, MK Jensen, TB	A ytemmatic review of algorithm aversion in decision making	2020	Behavioral Decision Making	Wiley Online Library
3	Howard, R Restrepo, L Chang, CY	Addressing individual perceptions: An application of the unified theory of acceptance and use of technology to building information modeling	2017	Journal of Project Management	Elsevier
4	Cylinski, M Heller, J Hiken,T	Augmented reality marketing: A technology-enabled approach to situated customer experience	2020	Marketing Journal (AMJ)	Elsevier
5	Karwatzki,S Dytynko, O Trenz,M	Beyond the personalization- privacy paradox: Privacy valuation, transparency features, and service personalization	2017	Journal of management	Publisher: Taylor & Francis
6	Gardiner, S quack, A	Chinese participation in adventure tourism: A study of generation Y international students' perceptions	2017	Journal of Travel Research	journals.sagepub.com
7	Laureiro- Martinez, D Brusoni,S	Cognitive flexibility and adaptive decision-making: Evidence from a laboratory study of expert decision makers	2018	Management Journal	Wiley Online Library
8	D'Arcy, J lowry,	Cognitive-affective drivers of employees' daily compliance with information security policies: A multilevel, longitudinal study	2019	Information Systems Journal	Wiley Online Library
9	Valaskova, K Kliestikova, J	Consumer perception of private label products: An empirical research	2018	Journal of Competitiveness	researchgate.net
10	Clark, DR Li, D Shepherd, DA	Country familiarity in the initial stage of foreign market selection	2018	Journal of international business studies	Springer

Source Publish or Perish PoP April 2022

In order first name researcher from the top 10 cited namely ten suitable writer _ with use Zotero app that appears on the top and has most citations _ than others as well researchers who have relation with topic related research _ with perception individual and taking decision on a organization in every action that will taken by a individual in taking decision . From table 1 above could observed that top researcher _ is (Boerman et al., 2017) , the citation obtained as many as 325. The article discuss about behavior individual online for _ showing the ads they want by individual to others, and is usually called online behavioral advertising (OBA).

On the article to two who have citation 135 owned by (Burton et al., 2020) , article this discuss about a individual in take decision use algorithmic , article this review topic to reluctance algorithm as many as 61 articles from 1950 to 2018 and following footsteps draft discipline . This thing means not yet there is update again related article that . Then for the next article three obtained by (Howard et al., 2017) , article this have citation as many as 113, research this discuss related theory acceptance and use technology integrated , i.e for understand the perception you have a individual to her job at BIM with survey conducted _ as many as 84 in the industry studied and the results obtained that expected expectations _ performance no by direct influence behavior . So that perception to company really important for taking decision in organization .

Next research order to four and so on until to ten that is article (Chylinski et al., 2020) , the citation it has which is 70. (Gardiner & Kwek, 2017) , the citation that is owned i.e. 85. (Laureiro-Martínez & Brusoni, 2018) , with total citations 120. (D'Arcy & Lowry, 2019) , and citations owned a total of 126. (Valaskova et al., 2018) , have citation as many as 83. (Clark et al . , 2018) i.e. 111. Can seen that the most citations that is fall in order first , where although a number of article no too related with topic study perception individual and taking decision , however article this is very helpful to topic study this . From result topic study the could made reference for study next related _ with topic the research above .

DISCUSSION

On research this is discussing topic perception individual and taking decision with using a database on Google Scholar. With the criteria for the data taken that is from 2017-2021 goals _ for looking for the latest data for topic selected research . _ Study this important because _ perception individual and taking very influential decisions in something organization (Kaufmann et al., 2017) , (DuHadway et al., 2018) and (Russo et al., 2018) . They state that for remember that is important in perspective organization as well as individual for take decision . mostly _ topic article in study this no bound and not discuss completely in perception individual and taking decision , from some researchers usually choose one _ from topic study above , p this as seen from the title of the top 10 research in the table one that is more quoted , for example communication organization and behavior individuals and advertising online behavior . So that hope in the future the more many people involved in study comprehensive literature _ about topic perception individual and taking decision with maximum . In study this still a little studies that discuss above topic _ about use bibliometrics on Google Scholar with search through PoP , so study about topic this is very possible done .

In bibliometric analysis using Vosviewer on co - occurrence give knowledge about keyword development _ related articles _ topic perception individual and taking decision in something

organization , for five years final this . Observation from analysis this that is that no there is development in keywords that _ significant in the topic above . Keywords co - accuracy found more many in 2017 to 2018 , however for 2019-2021 there are still very few researching in the even can said no someone is researching related above topic _ by related Among one with another.

In study this a lot the discussing type about above topic _ however still a little there is relation between one variable and another . As for some influencing factors _ taking decision in individual that is taking decision privacy , attitude individual , knowledge about risk and protection , trust in others trust in ability for protect information and considerations (Acquisti & Grossklags, 2005) . From various factor that will cause various keywords _ in something research . However _ because various factors that 's enough a lot , usually researchers only use one _ from a number of factor the for study . because of that hope for next study more carry on about topic perception individual and taking decision , will connect all findings research of several researcher for generate more optimal keywords . _

CONCLUSIONS

Study on research this give deep picture _ about about topic perception individual and taking decision in something organization even in life daily so that could add reference to research next . On research this use bibliometric 50 articles whose database obtained via Google Scholar with usage application PoP , year year used _ in study this is five years final i.e. 2017 to year 2021. Keywords used _ in search data in PoP software is " individual perception and decision making". Studies this is the very first use research analysis bibliometric with topic on research this .

Research data this processed through device soft namely the Vosviewer software for provide valid data in the form of analysis map more network _ carry on regarding co-creation, co-occurrence and co- citation . On research this is known that there is name researchers who don't connected with another, it means that study this there are still very few who research and that related with same title _ with study this not yet exists , and research sources from Indonesia still not yet there is . So that hope in research next a lot of research with same topic _ as well as could give good contribution _ for Indonesia.

SUGGESTIONS

Study this use limitations period time for get data only done five years final namely in 2017 to 2021. Research database this using data from PoP Google Scholar and in process be Ris data and some data are not could accessed , for example on co-author is not could get the author's country data as well as organization author . Search suggestions more carry on could using other databases such as Scopus, EBSCO Host, Science of Direct or Web of Science (WOS) and other related keywords with diversity in organizations that can found .

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