

## ความแตกต่างระหว่างเจเนอเรชันในด้านบุคลิกภาพ การมีส่วนร่วมกับดนตรี และแนวทางในการ แสวงหาความสุข: การศึกษาแบบสหวิทยาการโดยใช้โมเดล DISC และ Hamburger

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### บทคัดย่อ

ความแตกต่างระหว่างเจเนอเรชันส่งผลต่อคุณลักษณะทางจิตวิทยาและสุขภาวะ นำไปสู่แนวทางที่หลากหลายที่แต่ละบุคคลใช้ในการแสวงหาความสุขและพัฒนาบุคลิกภาพของตนเอง จากแนวคิดนี้ งานวิจัยฉบับนี้จึงมุ่งสำรวจความสัมพันธ์ระหว่างความแตกต่างของเจเนอเรชัน ลักษณะบุคลิกภาพตามโมเดล DISC การมีส่วนร่วมกับดนตรี และแนวทางในการแสวงหาความสุขภายใต้กรอบแนวคิด Hamburger Model โดยเก็บข้อมูลจากผู้เข้าร่วมจำนวน 142 คน ครอบคลุมผู้ที่อยู่ในเจเนอเรชัน X, Y และ Z โดยใช้แบบสอบถาม และวิเคราะห์ความแตกต่างของลักษณะบุคลิกภาพและแนวทางการแสวงหาความสุขในแต่ละช่วงวัย พร้อมทั้งศึกษาความสัมพันธ์ระหว่างช่วงวัยที่ใช้ฟังดนตรีกับบุคลิกภาพและแนวทางการมองความสุข ผลการวิจัยพบว่า บุคลิกภาพประเภท Steadiness (ความมั่นคง) และ Conscientiousness (ความรอบคอบ) พบได้มากในเจเนอเรชัน X ซึ่งสะท้อนถึงแนวโน้มของคนรุ่นก่อนที่ให้ความสำคัญกับความมั่นคงและโครงสร้างที่ชัดเจน ขณะที่เจเนอเรชัน Z มีแนวโน้มแสดงบุคลิกภาพแบบ Influence (อิทธิพล) มากกว่า สะท้อนถึงความเป็นมิตรและความสนใจในการปฏิสัมพันธ์ทางสังคมที่สูงขึ้น แนวทางในการแสวงหาความสุขของแต่ละเจเนอเรชันแตกต่างกัน โดยเจเนอเรชัน X และ Y ให้ความสำคัญกับเป้าหมายระยะยาว (Rat Race) และการใช้ชีวิตอย่างสมดุล (Balanced) ขณะที่เจเนอเรชัน Z มีแนวโน้มโน้มเอียงไปทางแนวคิดแบบ Hedonism (ความสุขในปัจจุบัน) และ Nihilism (ความไร้ความหมาย) อย่างไรก็ตาม แนวทาง Balanced ยังคงเป็นแนวคิดที่ได้รับความนิยมมากที่สุดในทุกเจเนอเรชัน นอกจากนี้ ยังพบว่าช่วงวัยที่ใช้ฟังดนตรีมีความสัมพันธ์ในทางบวกกับแนวคิด Balanced และ Rat Race และในทางลบกับ Hedonism และ Nihilism แสดงให้เห็นว่าการฟังดนตรีเป็นประจำอาจช่วยส่งเสริมเสถียรภาพทางอารมณ์และพฤติกรรมที่มุ่งเป้าหมายในอนาคต ถึงแม้ช่วงวัยฟังดนตรีจะไม่มีความสัมพันธ์อย่างมีนัยสำคัญกับบุคลิกภาพแบบ Dominance (ความเป็นผู้นำ) หรือ Influence แต่มีความสัมพันธ์ในระดับอ่อนแต่มีนัยสำคัญกับบุคลิกภาพแบบ Steadiness และ Conscientiousness ผลการศึกษานี้ชี้ให้เห็นถึงศักยภาพของดนตรีในการส่งเสริมสุขภาวะทางจิตใจ โดยเฉพาะในคนรุ่นใหม่ ซึ่งสอดคล้องกับเป้าหมายการพัฒนาที่ยั่งยืนด้านการส่งเสริมสุขภาพทางอารมณ์ งานวิจัยนี้ยังนำเสนอการวิเคราะห์เชิงบูรณาการแนวใหม่ที่เชื่อมโยงระหว่างดนตรี บุคลิกภาพ และความสุข พร้อมทั้งชี้ให้เห็นช่องว่างของงานวิจัยเชิงประจักษ์ที่ยังไม่มีการเชื่อมโยงโมเดล Hamburger เข้ากับโมเดลบุคลิกภาพ DISC

คำสำคัญ: ความแตกต่างระหว่างเจเนอเรชัน / โมเดลบุคลิกภาพ DISC / โมเดลความสุข Hamburger / การมีส่วนร่วมกับดนตรี

## Generational Differences in Personality, Music Engagement, and Approaches to Happiness: An Interdisciplinary Study Using the DISC and Hamburger Models

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### Abstract

Generational differences shape psychological traits and well-being, contributing to diverse approaches through which individuals pursue happiness and develop their personalities. Build on this perspective, this study explores the interrelationships among generational differences, DISC personality traits, music engagement, and approaches to happiness framed by the Hamburger Model. Drawing on responses from 142 participants across Generations X, Y, and Z using 5-Likert scale survey, the research examines how personality traits and happiness orientations vary across age groups, and how time spent listening to music may influence both. The DISC model categorises personality into Dominance, Influence, Steadiness, and Conscientiousness, while the Hamburger Model frames happiness into four approaches: balanced, rat race, hedonism, and nihilism. Findings reveal that Steadiness and Conscientiousness are most prevalent among Generation X, indicating a generational tendency towards reliability and structure, while Generation Z leans towards Influence traits, highlighting a growing emphasis on sociability. Happiness orientations also differ: Generation X and Y prioritise long-term goals (rat race) and balance, whereas Generation Z exhibits higher tendencies towards hedonistic and nihilistic perspectives. Despite these contrasts, the balanced approach remains the most favoured across all generations. Significantly, music engagement correlates positively with balanced and rat race approaches and negatively with hedonistic and nihilistic ones, suggesting that regular music listening is associated with emotional stability and future-oriented behaviour. Although music hours show no strong relationship with Dominance or Influence traits, they demonstrate weak but significant positive correlations with Steadiness and Conscientiousness. These findings highlight music's potential as a non-invasive tool for enhancing psychological well-being, particularly among younger generations, which aligns with sustainable development goal in promoting emotional enrichment. This study contributes a novel intersectional analysis linking music, personality, and happiness, while identifying a gap in empirical research connecting the Hamburger Model to the DISC personality model.

**Keywords:** Generational Differences / DISC Personality / Hamburger Model of Happiness / Music Engagement

## 1. Introduction

Socio-cultural dynamics play a crucial role in shaping the psychological traits, lifestyle preferences, and overall well-being of individuals across generations. These generational differences influence how people conceptualise happiness and develop their sense of identity and personality. While some individuals may associate happiness with immediate gratification, others view it as a long-term outcome attained through perseverance and effort.

### 1.1 Generational backgrounds

Generational differences in values and priorities have been shaped by distinct sociocultural influences, reflecting a gradual shift toward individualism. Generation X (born 1962–1981) experienced a movement toward individualistic ideals, emphasizing extrinsic values such as wealth and fame while demonstrating a decline in civic engagement compared to Baby Boomers. Generation Y (born 1982–1996) extended these extrinsic goals but also displayed a strong concern for social issues, though their sense of community declined [1]. In contrast, Generation Z (born 1997–2012) has been increasingly aware of health and fitness, showing a stronger motivation for exercise compared to Generation Y [2]. Additionally, their engagement with social media has fostered a complex balance between loneliness and self-reliance, diverging from the patterns seen in previous generations [3]. These shifts illustrate the evolving priorities of each generation, where individualism has remained a defining theme, albeit manifesting differently in relation to social, health, and technological engagement.

### 1.2 DISC personality

The DISC personality mode categorizes individuals into four personality types: Dominance, Influence, Steadiness, and Compliance. This model is widely applied in various fields such as career development, education, and healthcare to assess personality traits and enhance interpersonal interactions. Dominance is characterized by assertiveness, decisiveness, and a focus on results. Influence refers to sociability, enthusiasm, and the ability to persuade others. Steadiness embodies patience, reliability, and strong teamwork skills. Compliance reflects attention to detail, structure, and a preference for following rules and procedures [4]. In education, the DISC model supports collaborative learning by helping students understand their personality traits, and its impact can be further improved using gamification techniques [5]. Additionally, in the healthcare sector, DISC has been used to identify personality traits that contribute to effective caregiving, with findings indicating that most nurses exhibit Steadiness traits, which are essential for their roles [6].

### 1.3 Happiness model (Burger Model)

The Happiness Model, often referred to as the Burger Model, uses the metaphor of different types of burgers to illustrate how people relate to happiness in the present and future. It categorises happiness into four distinct approaches based on the balance between immediate gratification and long-term well-being. Genuine happiness is achieved as individuals believe in current enjoyment with actions that secure future success and well-being. This refers to the ‘ideal burger’ in the sense that eating a healthy burger will bring immediate joy as well as set a stage for positive health benefits in the future [7]. The rat race approach involves sacrificing present happiness for the sake of a more promising future. This is parallel to choosing a healthy, but bland burger, as it might not be flavourful at the moment, but the nutrients will lead to better health and positive outcomes later. With the hedonism approach refers to the prioritisation of immediate pleasure regardless of potential challenges in the future. These individuals tend to prioritize immediate enjoyment above everything else. This is comparable to a junk food burger. While it may taste delicious now, its high fat content and lack of nutrients can lead to health problems in the long-term. Nihilist approach describes a state where individuals find no happiness in life, seeing both present and future unfulfilling. This is represented by the worst kind of burger: one that is both unappetizing and has negative effects on health [7].

The Hamburger model focuses on creating happiness through four different categories in school. These categories - physical, social-emotional, individual, and instructional - are the foundation for building an educational environment that supports positive experience and personal growth in school. The instructional factor could also be viewed as the ‘ideal burger’, as it focuses on preparing students for lifelong learning. The classroom is designed to be interactive and creative, which helps students enjoy the moment, while also building important skills that are useful in the future - this focuses on a classroom experience that offers both joy and strictness. For the physical aspect, student’s happiness can be influenced by the school’s environment. This includes layout, colours, furniture and overall atmosphere. If they are designed to be only functional and dull, it could end up like ‘rat race’ approach. In terms of individual factors such as motivation, self-awareness and self-confidence, the model recognised that personal traits can also reflect the students’ happiness level in a school setting. The school would be serving the ‘ideal burger’ when they provide students with the opportunity to explore their strengths or feel a sense of achievement. This brings present joy as well as fuel and motivation to succeed in the future.

Music strongly influences emotions and behaviours, with daily listening time, referred to as music hours, ranging from less than 1 hour to more than 9 hours. Research shows a positive link between music and happiness. A 2020 study found that listening for over 2 hours daily increased life satisfaction and emotional stability [8]. During stressful times like the COVID-19 pandemic, music served as a coping tool, especially when individuals actively engaged by singing or playing instruments [9], enhancing its mood-boosting effects [10].

## 2. Methodology

This study aims (1) to explore the difference between the personality traits in the DISC model and approaches to happiness based on the Hamburger Model, (2) to analyse the differences in personality traits, and (3) to investigate the statistical correlation between the number of hours spent on engaging with music and the approaches to happiness, as well as the DISC personality traits.

To respond to those research goals, this study adopted a 5-Likert scale survey utilizing demographic information. The Likert scale was chosen for its simplicity that allows quick responses while capturing the various degrees of agreement. The survey measures personality traits, approaches to happiness, and music listening hours. Participants were selected through voluntary sampling, targeting individuals across the three generations. The final sample comprised 142 respondents whose data were analysed by the Pearson correlation analysis to determine relationships between personality traits, approaches to happiness, and music listening hours. Any correlation coefficient less than 0.2 is considered unrelated, while those greater than 0.8, 0.6, 0.4 and 0.2 are considered very high, high, moderate, and low respectively [11]. Additionally, to compare the difference between each data group the independent t-Test was employed with 95 percent confidence.

## 3. Results and Discussion

### 3.1 DISC personality types

Table 1 reveals significant positive relationships among all DISC types, with S-type (Steadiness) emerging as a commonly shared trait. S-type shows moderate correlations with D-type ( $r = 0.381$ ), I-type ( $r = 0.346$ ), and C-type ( $r = 0.301$ ), suggesting that qualities like patience and reliability often coexist with other personality traits. The strongest relationship appears between D-type (Dominance) and C-type (Conscientiousness) ( $r = 0.479$ ), reflecting their shared task orientation—D-types focus on results, while C-types value precision. In contrast, the weakest correlation is between I-type (Influence) and C-type ( $r = 0.167$ ), highlighting a clear divide between sociability and detail-oriented thinking.

**Table 1** Correlation table for DISC personality types

Variable	D-type	I-Type	S-Type	C-Type
1. D-type	—			
p-value	—			
2. I-Type	0.294	—		
p-value	< .001			

Table 1 Correlation table for DISC personality types (cont.)

Variable	D-type	I-Type	S-Type	C-Type
3. S-Type	0.381	0.346	—	
p-value	< .001	< .001		
4. C-Type	0.479	0.167	0.301	—
p-value	< .001	0.047	< .001	

Table 2 and post hoc tests reveal clear generational differences in DISC personality traits. Gen X scores highest overall, particularly in S-type (M = 4.278) and C-type (M = 4.297), suggesting greater steadiness and conscientiousness. Gen Y shows lower scores, especially in D-type and S-type, indicating reduced dominance and stability. Gen Z stands out with higher I-type scores (M = 4.167), reflecting stronger sociability.

Significant differences were observed between Gen X and Gen Y (Mean Diff = 0.405,  $p < .001$ ,  $d = 0.536$ ) and Gen X and Gen Z (Mean Diff = 0.315,  $p = .016$ ,  $d = 0.416$ ), while no significant difference appeared between Gen Y and Gen Z. Differences were most pronounced in S-type and C-type traits: Gen X scored significantly higher in S-type than Gen Y ( $p < .001$ ,  $d = 0.790$ ) and in C-type than Gen Z ( $p = .049$ ,  $d = 0.730$ ). No significant gaps emerged in D-type or I-type, suggesting consistency in assertiveness and sociability across generations. Overall, findings suggest Gen X favours task-oriented traits, while younger generations lean towards adaptability and interpersonal engagement.

Table 2 Descriptive statistics of generational differences in DISC personality traits

Personality	Generation	N	Mean	SD	SE / Coefficient of variation
D-type	Gen X	60	3.950	0.814	0.105 / 0.206
	Gen Y	52	3.513	1.002	0.139 / 0.285
	Gen Z	30	3.544	0.703	0.128 / 0.198
I-type	Gen X	60	4.122	0.592	0.076 / 0.144
	Gen Y	52	3.885	0.883	0.122 / 0.227
	Gen Z	30	4.167	0.611	0.112 / 0.147
S-type	Gen X	60	4.278	0.495	0.064 / 0.116
	Gen Y	52	3.679	0.952	0.132 / 0.259
	Gen Z	30	3.933	0.542	0.099 / 0.138
C-type	Gen X	60	4.297	0.550	0.071 / 0.128
	Gen Y	52	3.949	0.962	0.133 / 0.244
	Gen Z	30	3.744	0.537	0.098 / 0.144

### 3.2 Approaches to happiness

The correlation analysis reveals that the balanced approach to happiness is strongly linked to other mindsets. It positively correlates with the rat race approach ( $r = 0.428$ ,  $p < .001$ ), suggesting that those who pursue long-term goals may also value balance between present and future well-being—echoing Dr. Tal Ben-Shahar’s idea of a “balanced hamburger.” In contrast, the nihilistic approach, which reflects a lack of meaning, shows a negative correlation with the balanced mindset ( $r = -0.253$ ,  $p = .002$ ). Interestingly, the hedonistic approach, focused on immediate pleasure, is unrelated to the balanced or rat race mindsets but is positively associated with nihilism ( $r = 0.510$ ,  $p < .001$ ), implying a link between short-term gratification and a sense of emptiness. These results emphasise that true happiness is more likely when individuals pursue both present enjoyment and long-term purpose.

**Table 3** correlation analysis between different approaches to happiness

Variable	Rat race	Hedonist	Nihilist	Balanced
1. Rat race	—			
p-value	—			
2. Hedonist	-0.047	—		
p-value	0.577			
3. Nihilist	-0.132	0.510	—	
p-value	0.117	< .001		
4. Balanced	0.428	0.020	-0.253	—
p-value	< .001	0.817	0.002	

Table 4 shows clear generational patterns in approaches to happiness. The balanced approach is most common across all groups, especially in Gen Y ( $M = 4.519$ ), followed by Gen X (4.444) and Gen Z (4.289), indicating a shared preference for well-rounded well-being. Gen X scores highest on the rat race approach ( $M = 4.050$ ), with scores declining in Gen Y and Gen Z. In contrast, Gen Z reports higher levels of hedonism ( $M = 3.100$ ) and nihilism ( $M = 2.533$ ), suggesting a greater tendency toward pleasure-seeking and existential views compared to older generations. Post hoc comparisons reveal a significant difference between Gen Y and Gen Z (Mean Diff =  $-0.246$ ,  $p = .036$ ,  $d = -0.340$ ), with Gen Y showing a stronger overall orientation to happiness. No significant differences were found between Gen X and the other groups, indicating closer alignment. These findings suggest a generational shift, with Gen Z leaning away from achievement-focused ideals toward more individualistic and less structured views of happiness.

### 3.3 Music hours

The analysis shows that music hours are strongly correlated with the rat race approach to happiness ( $r = 0.741$ ,  $p < .001$ ), suggesting that individuals who listen to more music may also be more goal driven. In contrast, music hours are negatively correlated with hedonistic ( $r = -0.190$ ) and nihilistic ( $r = -0.202$ ) approaches, indicating lower tendencies toward pleasure-seeking or existential detachment. Music engagement also correlates positively with overall happiness ( $r = 0.400$ ,  $p < .001$ ), highlighting its role in enhancing well-being.

Regarding personality, music hours show no significant link with D-type traits and a very weak correlation with I-type traits ( $r = 0.171$ ). However, small but significant positive correlations are found with S-type ( $r = 0.222$ ) and C-type ( $r = 0.252$ ), suggesting that music may be slightly associated with patience, dependability, and conscientiousness. These results imply that music is more closely tied to emotional stability and structure than to dominance or sociability.

**Table 4** Descriptive statistics of generational differences in approaches to happiness

Approach	Generation	N	Mean	SD	SE / Coefficient of variation
Rat race	Gen X	60	4.050	0.616	0.080 / 0.152
	Gen Y	52	3.865	0.658	0.091 / 0.170
	Gen Z	30	3.567	0.701	0.128 / 0.197
Hedonist	Gen X	60	2.650	0.877	0.113 / 0.331
	Gen Y	52	2.481	0.916	0.127 / 0.369
	Gen Z	30	3.100	0.902	0.165 / 0.291
Nihilist	Gen X	60	1.900	0.737	0.095 / 0.388
	Gen Y	52	1.641	0.749	0.104 / 0.457
	Gen Z	30	2.533	0.891	0.163 / 0.352
Balanced	Gen X	60	4.444	0.516	0.067 / 0.116
	Gen Y	52	4.519	0.469	0.065 / 0.104
	Gen Z	30	4.289	0.579	0.106 / 0.135

## 4. Discussion

This study offers a multidimensional exploration of how generational differences, personality traits, and music engagement relate to happiness through the lens of the Hamburger Model. The findings provide several key insights. Firstly, the DISC personality analysis revealed that S-type emerged as a prevalent trait, particularly among Generation X, aligning with prior research that identifies patience and dependability as characteristic of caregiving and structured roles [6]. The moderate correlations between S-type and both D-type and C-type suggest that personality traits often overlap, rather than exist in isolation. Gen X's higher mean scores in S- and

C-type traits may reflect a stronger inclination toward task-orientation and emotional regulation, which aligns with earlier generational values. In contrast, Gen Z’s higher Influence scores indicate a shift toward sociability and peer-oriented interaction, possibly shaped by digital culture [5].

Secondly, the approaches to happiness showed clear generational variation. Generation X and Y showed higher mean scores in the rat race and balanced categories, emphasising long-term goals and structured well-being. In contrast, Generation Z scored significantly higher in hedonism and nihilism, suggesting increased engagement with short-term pleasure and a decline in purpose or meaning. These findings echo previous studies showing a rise in existential concerns and fluctuating life satisfaction among Gen Z, likely tied to digital overstimulation, economic precarity, and shifting identity norms [3]. Importantly, despite these contrasts, balanced happiness emerged as the most valued approach across all generations, with Gen Y scoring the highest [1]. This suggests that regardless of personality traits or age, individuals continue to aspire toward a life that integrates present joy and future fulfilment—consistent with the theoretical ideal proposed in the Hamburger Model [7].

The third notable finding involves music engagement. Time spent listening to music was positively correlated with both rat race and balanced happiness approaches, while negatively correlated with hedonism and nihilism. This indicates that individuals who listen to more music may be more emotionally stable and goal-driven, and less prone to disengagement. This supports previous research highlighting the psychological benefits of music, particularly as a tool for emotional regulation and stress management [8]. In terms of personality, music hours showed weak but significant positive correlations with Steadiness and Conscientiousness traits. This suggests that regular music engagement may support emotional stability, routine, and focus, all of which are conducive to both personal and academic development [11]. Although music is not a dominant predictor of happiness or personality traits, it consistently emerges as a supportive factor that enhances well-being. This affirms its potential for use in education, therapy, and lifestyle design—especially when tailored to individual personality types and generational backgrounds.

## 5. Conclusion

This study offers a multidimensional exploration of how generational identity, personality traits, happiness orientations, and music engagement intersect to shape psychological well-being. Findings reveal that Generation X tends to display higher levels of Steadiness and Conscientiousness, reflecting a preference for structure and reliability, while Generation Z leans towards Influence traits, highlighting a shift toward sociability in a digital age. In terms of happiness, older generations favour balanced and future-oriented (rat race) approaches, whereas younger individuals—particularly Gen Z—show stronger tendencies toward hedonistic and nihilistic outlooks. Despite these contrasts, the balanced approach remains the most consistently valued

across all generations. Significantly, music engagement shows a positive correlation with balanced and rat race happiness approaches and weak but notable links with Steadiness and Conscientiousness, suggesting that regular music listening supports emotional regulation and future-mindedness. These findings affirm music’s potential as a non-invasive tool for enhancing well-being and reveal important generational patterns in how personality and happiness are experienced. Overall, this study contributes to an emerging body of research connecting music, psychology, and generational dynamics, while advocating for more tailored interventions in education, therapy, and personal development.

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