



FACTORS AFFECTING CONSUMERS ON THE PURCHASE OF ISLAMIC BOOK

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Abstract

Publishing is one of the supporting components in the process of the emergence of the history of the world of print media in the world and in Indonesia in particular. In general, publishing is a business entity that bridges the ideas of an author of fiction and non-fiction books so that the publisher can publish it to the general public, both those who already know him and those who do not know him. This study aims to see the effect of products, prices, promotions and processes on the purchase of Islamic books at PT. Grafindo King. The research was conducted with a quantitative approach and used multiple regression analysis with a questionnaire instrument given to 100 respondents. The results showed that partially and simultaneously product prices, promotions and processes significantly influence the purchase of books at PT. Grafindo King. With a level of determination the value of the multiple correlation coefficient of 0.903 is positive, meaning that the influence of product, price, promotion, and process variables on purchases is very strong, or 90.3% of the dependent variable can be influenced by the independent variable, while 0.7% is influenced by other variables not examined.

Keywords: Product, Price, Promotion, Purchase, Islamic Book

INTRODUCTION

Publishing is one of the supporting components in the process of the emergence of the history of the world of print media in the world and in Indonesia in particular. In general, publishing is a business entity that bridges the ideas of an author of fiction and non-fiction books so that the publisher can publish it to the general public, both those who already know him and those who do not know him. It can be said that publishers can also influence a printed work from the creation of a book. Books are one of the sources of knowledge and the main means for the learning process as well as the delivery of information. From an early age, children are introduced to books and taught to read a variety of books. In order to prepare smart young people with a high interest in reading, especially children, the government encourages reading activities as a form of support and real action in building a reading culture from an early age.

In order to develop children's potential, the Ministry of Education and Culture requires students to read books at least 15 minutes before teaching and learning activities at school (*Mendikbud: Siswa Wajib Baca Buku 15 Menit Sebelum Belajar | Republika Online*, t.t.). Government support for the culture of reading books and the increasing public need for books, creates business opportunities for entrepreneurs engaged in book publishing. The book publishing industry in Indonesia is an industry that continues to develop. The development of book publishing companies at this time is very rapid so that the competition is very competitive and each offers competitive prices, satisfactory service, product completeness, product design and layout. As nowadays, publishing competition is getting tougher, especially motorcycle competition. Facts show that publisher sales continue to increase. This condition makes the company increasingly improve innovation/quality by launching new quality products in terms of paper materials or design covers to increase market share. (Kamali dkk., 2020), and also the how important marketing strategy to increasing customer loyalty in particular based on human spirit (Khunaifi, 2017).

Book publishing is a means of writing that is a way for lecturers to write or a place for students to get books or general teaching materials. Consumers are faced with various alternative ways of purchasing, resulting in managers being required to follow market developments and know consumer tastes. Consumer behavior is an individual activity that is directly involved in obtaining and using goods and services, including in the decision-making process. Consumer behavior has two important elements, namely the decision-

making process and physical activity, all of which involve individuals in assessing, obtaining, and using goods and services.

PT. Raja Grafindo is an example of a publishing company that offers and sells a wide range of Islamic book products, ranging from creative books for toddlers to higher education references, especially Islamic themed references. Seeing the many publications that have emerged and the amount of competition that exists, then PT. Raja Grafindo needs to make improvements and develop a modeling of which variables are significant to increase customer satisfaction with companies that focus on marketing through the marketing mix factors seen from the consumer's point of view. The marketing mix must be understood concretely by marketers in order to increase productivity and the quality of their work in the field of marketing (A. Kunaifi, 2016). Consumer decision making varies, depending on the type of purchase decision. While the factors that influence buying behavior are: (1) cultural factors, (2) social factors, (3) personal factors, (4) psychological factors (Kolter & Armstrong, 2004). But in this case it is related to factors in marketing, namely products, promotions, prices, places, services, processes, people and physical evidence (Kolter & Kevin, 2014).

Marketing is a total system of business activities designed to plan, set prices, promote and distribute goods that can satisfy the desire for good services to current and potential consumers. Marketing has a very decisive role because marketing has a position as an intermediary between producers and consumers. Marketing is a sequence of activities that are closely related and aim to satisfy human needs and wants through exchange. Thus, the company in carrying out its business in paying attention to and developing its marketing.

If a company does not pay attention to aspects of performance, as well as the level of customer satisfaction, the company cannot run well. In this case marketing. Marketing is part of an integrated and consumer-oriented marketing activity that aims to earn profits from consumers for the survival of the company. Marketing is part of the company's strategy that must be developed continuously in order to reach the target market. that the firm blends to produce the response it wants in the target market (Kolter & Armstrong, 2001).

REVIEW OF LITERATURE

Marketing

Some experts provide various definitions of marketing, including: (Kolter & Kevin, 2014): Marketing includes all the steps used or used to put tangible goods into the hands of consumers. Marketing is the overall system of business activities aimed at planning, pricing, promoting and distributing goods and services that satisfy the needs of existing and potential buyers. To increase consumer purchases, companies must have a marketing program that is systematic, integrated, and customer-oriented. Marketing includes all activities regarding the distribution of goods or services from the hands of producers to the hands of consumers.

Marketing of the implementation of commercial business activities directed at the flow of goods and services from producers to consumers. Marketing has an important role in the development of strategy Tull and Kahle as quoted by Fandi Tjiptono, define marketing as a fundamental tool that is planned to achieve company goals by developing a sustainable competitive advantage through the market entered and marketing programs used to serve the target market (Fandi, 2012) Marketing as the spearhead in business is increasingly needed, especially in the current pandemic conditions, not only facing intense competition, companies are also facing a decline in people's purchasing power (A. Kunaifi & Qomariyah, 2021)

Purchase Decision

Decision is the choice of an action from two or more alternative choices (Mamang Sangadji & Sopiah, 2013). Setiadi in Etta defines that the core of buyer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Mamang Sangadji & Sopiah, 2013) Purchasing decision is a process where the buyer knows the problem, looks for information about a particular product or brand and evaluates some of each of these alternatives to be used in solving the problem, which then leads to a purchase decision (Fandi, 2008)

Theoretically, there are various factors that influence consumer purchasing decisions. In service companies, for example, there is a factor called store atmosphere as one of the reasons consumers enjoy the services of a restaurant. Store atmosphere itself is shown in an indicator which includes; layouts and textures (Riskiyah dkk., 2020).

RESEARCH METHOD

The type of research is descriptive and quantitative analysis. The study is a description or explanation of the results of data collection then analyzed so that a clear

picture of the object of research is obtained. Quantitative analysis can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing predetermined hypotheses (Sugiyono, 2010).

Meanwhile, to describe a philosophical value, it is studied qualitatively with the support of quantitative data to describe an idea clearly and more concrete (A. Kunaifi et.al., 2021). The research locations studied were in the city of Medan, North Sumatra, for residents of the city of Medan or especially students at various universities, and the time of the research studied by researchers from October 2019 to June 2020 was 100 samples. And data collection techniques by giving research questionnaires. Research on marketing in the context of sharia is also mostly done with a qualitative approach that aims to measure the effectiveness of the marketing strategy carried out (A. K. A. Kunaifi, 2015). Meanwhile, in a quantitative approach to service companies regarding the effect of menu variety, price, and location on a restaurant (Mubayyanah et.al., 2021), also (Komariyah & Kunaifi, 2020).

RESULTS AND DISCUSSION

Multiple Linear Regression

Multiple linear regression equation model can be used to test the effect of independent variables (products, prices, promotions and processes) and dependent variables (purchases). This test uses SPSS 21. The results of multiple linear regression testing are as follows:

Table 1
Result of Multiple Linear Regression

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-6,972	2,460		-2,834	,006
1 Product X1	,524	,040	,471	13,180	,000
Price X2	,327	,065	,474	5,041	,000
Promotion X3	,193	,075	,240	2,563	,012
Process X4	,074	,033	,082	2,264	,026

a. Dependent Variable: Purchase Y
 Source: Processed Data, 2020

From the regression model above, the regression equation is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

$$Y = -6,972 + 0,524X_1 + 0,327X_2 + 0,193X_3 + 0,074X_4 + e$$

From the above equation shows that all variables X (trust and service) have a positive coefficient, meaning that all independent variables have a direct influence on variable Y (satisfaction). The research model in the form of the multiple linear regression equation above can be interpreted as follows: a) The value of the constant – 6.972 means that if the variables (product, price, promotion, and process) are equal to zero, then the consumer's decision is – 6.972; b) The product coefficient value is 0.524, meaning that if the number of products increases by 1, then the purchase = 0.579; c) The value of the coefficient of price is 0.327, meaning that if the price activity increases by 1, then the purchase is 0.327; d) Promotion coefficient value is 0.193, meaning that if service activities increase by 1 then purchase = 0.193. The process coefficient value is 0.074, meaning that if the service activity increases by 1, the purchase = 0.074.

Hypothesis Testing

t test (Partial)

The t statistic test was conducted to test whether the independent variable (X) individually had a significant relationship or not to the dependent variable (Y). With the t-test of the partial hypothesis is as follows:

To see the effect of independent variables on the dependent variable individually on purchases (Y), the researchers used the t-test. To simplify the t-test above, the researcher uses SPSS data processing for windows version 21.0, so the t-test results can be obtained as follows:

Table 2
t-test (Partial)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-6,972	2,460		-2,834	,006
1 Product X1	,524	,040	,471	13,180	,000
Price X2	,327	,065	,474	5,041	,000
Promotion X3	,193	,075	,240	2,563	,012
Process X4	,074	,033	,082	2,264	,026

a. Dependent Variable: Purchase Y
 Source: Processed Data, 2020

The t-test in this study aims to determine the effect of each independent variable partially (individually) on the dependent variable. In this case, the basis for making decisions is to compare the t table with t arithmetic. From the data above, it is known that dk (degrees of freedom) = $100 - 3 = 97$ with a confidence level of $= 0.05$, so the t-table is 1.984. The guidelines used to accept or reject the hypothesis are::

H_a is accepted if $t\text{-count} > t\text{-table}$, or the p-value in the sig column. $<$ level of significant (α) 5%.

H_o is accepted if $t\text{-count} < t\text{-table}$, or the p-value in the sig column. $>$ level of significant (α) 5%.

The table above shows the partial results are as follows:

Variable of Product

T_{count} Product = 13,180 mean that $t\text{-count} > t\text{-table}$ or $13,180 > 1,984$ according to this t-test H_a accepted.

Variable Price

T_{count} Price = 5,041 mean that $t\text{-count} > t\text{-table}$ or $5,041 > 1,984$ according to this t-test H_a accepted.

Variable of Promotion

T_{count} Promotion = 2,563 mean that $t\text{-count} > t\text{-table}$ or $2,563 > 1,984$ according to this t-test, H_a accepted.

Variable of Process

T_{count} Process = 2,264 mean that $t\text{-count} > t\text{-table}$ or $2,264 > 1,984$ accoring to this t-test, H_a accepted.

F-test (Simultant)

The F test was used to test the simultaneous effect on the independent variables, namely product, price, promotion, and process on the dependent variable, namely the purchase of books at PT Raja Grafindo in the city of Medan together. The guidelines used to accept or reject the hypothesis are:

H_a is accepted if $F\text{-count} > F\text{-table}$, or p-value in column sig. $<$ level of significant (α) 5%.

H_o is accepted if $F\text{-count} < F\text{-table}$, or p-value in column sig. $>$ level of significant (α) 5%.

Table 3
Result of F-test (Simultan)

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1938,113	4	484,528	221,729	,000 ^b
Residual	207,597	95	2,185		
Total	2145,710	99			

a. Dependent Variable: Purchase Y

b. Predictors: (Constant), Process X4, Promotion X3, Product X1, Price X2

Source: Processed Data, 2020

The F-count value is 403.4 and the F-table is $(df1) k - 1 = 3 - 1 = 2$ $(df2) n - k = 100 - 3 = 97$ or $F\text{-count} > F\text{-table}$ or $221.7 > 3.09$ or the p-value is 0.000 in the sig column. $<$ level of significant (α) 5% then there is a simultaneous influence of product, price, promotion, and process on the purchase of books at PT Raja Grafindo in the city of Medan together.

Determinant

To determine the degree of closeness of the influence of product, price, promotion and process variables on purchases, multiple correlations can be used and by looking at the value of the coefficient of determination (R-Square) it will be known how the actual value of the contribution of the two independent variables to the dependent variable is:

Tabel.4
Result of Determination

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,950 ^a	,903	,899	1,47825

a. Predictors: (Constant), Process X4, Promotion X3, Product X1, Price X2

b. Dependent Variable: Purchase Y

Source: Processed Data, 2020

From the table above, it can be seen that simultaneously the double correlation coefficient value of 0.903 is positive, meaning that the product, price, promotion, and process variables have a very strong impact on purchasing, or 90.3% of the dependent variable can be influenced by the independent variable, while 0.7% is influenced by other variables not examined.

Products Affecting The Purchase of Islamic Books at PT. Raja Grafindo

From the results of statistical research partially independent product variable (X_1) has an effect on the purchase dependent variable (Y) with t count of 13.180 and significant

with a significance value of 0.00. And it can be seen that the product variable (X_1) has a positive influence on the purchase (Y) at PT. Raja Grafindo in Medan City. It means that the product variable must be improved and maintained by PT. Raja Grafindo so that the public, especially students or in this case the customers are not disappointed, because it can be seen from the partial test that was carried out, it really showed the influence of the product on the purchase.

Price Affecting The Purchase of Islamic Books at PT. Raja Grafindo

From the results of the research. Partial statistical research results, the independent variable price (X_2) affects the purchase dependent variable (Y) with t count of 5.041 and significant with a significance value of 0.00 and it can be seen that the price variable (X_2) has a positive influence on purchases (Y) at PT. Raja Grafindo in Medan City. Therefore, the price must still be considered because the price is very closely related to the main factor in purchasing, where the price can increase the purchase, if the price given is too expensive, students or in this case the customer will consider a lot of buying. Therefore, it should really be considered by PT. Raja Grafindo.

Promotion Affecting The Purchase of Islamic Books PT. Raja Grafindo.

From the results of statistical research in partial, the independent variable promotion (X_3) has an effect on the dependent variable purchasing (Y) with t count of 2.563 and significant with a significance value of 0.01. And it can be seen that the promotion variable (X_3) has a positive influence on purchases (Y) at PT. Raja Grafindo in Medan City. It means that the promotion variable must be continued and maintained by PT. Raja Grafindo so that the public especially students or in this case the Atreus bus customers buy books, because in general students often visit the bazaar or bookstore where they give promotions, as well as the company should continue to provide direct promotions to students through employees (sales) rather than PT. Raja Grafindo, because it can be seen from the partial test that was carried out, it really showed the influence of promotion on purchases.

Process Affecting The Purchase of Islamic Books at PT. Raja Grafindo.

From the results of the research, partial statistical research results, the independent process variable (X_4) has an effect on the purchase dependent variable (Y) with t count of 21.44 and significant with a significance value of 0.02 and it can be seen that the variables and processes (X_4) have a positive influence on the purchase (Y) at PT. Raja Grafindo in Medan City. Therefore, the process must be maintained because the process is very closely related to the main factor in purchasing, where a fast process and time efficiency can

increase purchases because of consumers (students always want a fast and uncomplicated product purchase process. Moreover, the process in terms of samples product images through the catalog, students tend to want to see the original product firsthand. The process provided is still maximized, for the continuity/progress of PT. Raja Grafindo in the future

Product, Price, Promotion and Process Affecting The Purchase of Islamic Books at PT. Raja Grafindo.

From the results of the research, simultaneous statistical research results, the independent variables of product (X_1), price (X_2), promotion (X_3) and process (X_4) have an effect on the dependent variable purchasing (Y) with an f count of 72.811 and a significant value of 0.00. And it can be seen that the product variable (X_1), price (X_2) promotion (X_3) and process (X_4) have a positive influence on the purchase (Y) of PT. Raja Grafindo in Medan City. It can be interpreted that products, prices, promotions and processes are still related, this can be seen if a quality product is followed by a fairly high price and that is where consumers can accept it, but if the product offered is not of high quality, consumers or students will not want to buy it, as well as the connection with promotions where consumers see promotions as the right time for purchases in addition to the products and prices offered, furthermore an efficient/fast process is highly expected by consumers or students to be precise because these four variables have something to do with purchases. Therefore, products, prices, promotions and processes are still synergized to get maximum results.

CONCLUSION

Based on the results of data analysis and discussion that has been put forward in this study, the conclusion that can be drawn from this research are: Partially, the product has an effect on the purchase of Islamic books at PT. Raja Grafindo, as same as factors or variables price, promotion, and process. Simultaneously, product, price, promotion and process affect the purchase of Islamic books at PT. Raja Grafindo significantly. This research has implications for the importance of providing products meeting customer needs through a clear process, competitive prices, and relevant promotions. Furthermore, companies need to carry out various researches to continue to develop products, analyze promotional prices, and better processes.

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