

# MARKETING STIMULI AND AUTHORS' INTENTIONS TO CHOOSE A PUBLISHER FOR PUBLISHING THEIR BOOKS: THE MEDIATION ROLE OF PERCEIVED USEFULNESS

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## ABSTRACT

*The indie publishing industry faces many challenges in the digital era. Therefore, every publisher must be able to find the determining factor in attracting authors to publish their books. This study aims to determine the strength of the impact of marketing stimuli on purchasing intentions mediated by perceived usefulness. A total of 150 participants of the "Book Writing Camp" at PT. Litera Media Tama has been selected using purposive sampling techniques. Quantitative research using online questionnaires has been conducted for one month. The results of the second-order PLS-SEM analysis prove all hypotheses, where marketing stimuli strongly impact the intention of authors to publish their books at the Litera Media Tama publisher if the author feels high perceived usefulness. In other words, the mediating role of perceived usefulness felt by consumers is significant in the relationship between marketing stimuli and purchasing intentions for publishing services. Further research can be conducted through qualitative studies to explore more in-depth information and expand the respondents, not only from the participants of the "Book Writing Camp" PT. Litera Media Tama and other publishers can partially test each marketing stimulus on purchasing intentions to determine which marketing stimulus positively impacts purchasing intentions for publishing services.*

**Keywords:** *Marketing Stimuli, Perceived Usefulness, Purchase Intention, Indie Publisher*

## INTRODUCTION

The publishing business model has undergone significant transformation in the digital age, and publishers must adapt their business models to the digital space if they hope to survive (Pamuji et al., 2022). There are three primary challenges that the publishing industry faces in this era. These challenges include the need to obtain automatic readers depending on the platform, the need for the narrative structure to be more straightforward when compared to a more extensive catalog, and the requirement for customization in order to be able to compete in the market (Spjeldnæs, 2022). This circumstance is one that PT Litera Media Tama, an independent publisher based in Malang, East Java, Indonesia, cannot prevent.

This publishing company developed a one-of-a-kind writing training and mentorship program termed "Fun Writing Camp" 2017 to retain clients who write books. However, since it was unable to attract customers and concentrate on producing results in the form of books that were anticipated to be published by this publisher, the program was renamed "Book Writing Camp" and has continued to operate up to the present day. Unfortunately,

only 17% of participants expressed interest in publishing their works via PT. Litera Media Tama. The corporation's aim (at least forty percent of participants publishing their books) still has to be adjusted to include this amount. Therefore, it has become a significant problem for publishers, and they want a solution (Rahayu & Lestari, 2023).

When deciding whether or not to acquire publishing services, authors consider how valuable they believe the services to be. A person's view of the advantages they get from adopting new technology is what is meant by the term "perceived usefulness," according to the TAM theory (Tang & Jiang, 2024). On the other hand, the perceived utility of new technology extends beyond its current state (Shanmugavel & Micheal, 2022). Based on the findings of research conducted by Pratista & Marsasi (2024), the degree to which something is seen to be helpful has been demonstrated to influence the intention to buy considerably. A consumer's inclination to buy a product or service increases in proportion to the degree to which they perceive the usefulness of the product or service (Wang et al., 2023). Consider the aspects that enhance the usefulness of the customers' experience (Omeish et al., 2024).

Internal marketing cues significantly enhance the perceived usefulness of electric car users in India, according to research conducted by Shanmugavel & Micheal (2022). This research gives suitable proof of the function it plays. External marketing stimuli include product innovativeness, product advantage, price advantage, and promotional effort. All of these factors emphasize the "relative" side of the equation because they compare the product that will be purchased with other comparable products, where individual customer perceptions are relative. This study verifies these four variables by employing publishing services as the research target. Thus, the marketing stimuli in this study emphasize the service area. Similar research still needs to be identified. Thus, this study validates these four criteria as genuine dimensions of marketing stimulus.

### **Hypotheses Development**

#### **Marketing Stimuli and Purchase Intention**

Several earlier studies have shown that marketing stimuli significantly impact consumers' intentions to make a purchase. These studies refer to marketing stimuli as the marketing mix within their research (i.e. Kumar et al., 2024; Farid et al., 2023; and Olson, 2022). Particularly in terms of product quality and innovation, competitive pricing, and promotions that are carried out, the marketing mix that is in issue is being explicitly discussed. However, several studies have been conducted that demonstrate the opposite, namely that not all marketing stimuli have a substantial part in the efforts made to improve customer buying intention. Despite what Sari & Belgiawan (2024) has underlined, not all marketing stimuli will be beneficial. An illustration of this would be Karlina et al.'s (2023) findings, which showed that individual consumers' perceptions of the prices supplied had little impact on their propensity to purchase a product.

Additionally, there is a gap in the empirical study conducted by Sujarwo & Matrutry (2021), which demonstrates that the impact of promotion on purchase intention is negligible. Regarding the link between marketing stimuli in the form of creativity or product innovation, which was shown to have no substantial impact on purchase intention, there is also a gap in the empirical research conducted (Vo et al., 2022). The findings of Putri et al. (2024) further substantiate this gap, indicating that the impact of innovation on purchasing intention needs to be stronger.

The observed differences in the study results indicate a research gap that necessitates re-validation of the relationship between marketing

stimuli and purchase intention, particularly within the context of an indie publishing company.

So, the first research hypothesis is articulated as follows:

H1: The author's decision to select a publisher for their book is significantly influenced by the marketing stimuli employed by the publisher.

#### **Marketing Stimuli and Perceived Usefulness**

Marketing stimuli may manifest as inherently relative product innovation. Products of the publishing sector, such as books, are creative literary works. Diversity in the publishing sector needs to be improved, both regarding writers' cultural backgrounds and the services publishers provide (Johanson et al., 2023). In this instance, product innovation, particularly regarding services provided by publishers during and post-publication, necessitates differentiation from rivals. Product innovation has demonstrably influenced by perceived usefulness (Shanmugavel & Micheal, 2022). Meanwhile, service innovation has been shown to influence perceived usefulness (Winarto, 2022). Furthermore, publishing businesses must attain relative service excellence as a marketing stimulus to distinguish themselves from rivals and capture consumers' loyalty. This phenomenon has yet to be investigated. The research of Shanmugavel & Micheal (2022) is the only research that examines the significant impact of relative product quality on perceived usefulness.

Regarding pricing as the marketing stimuli, relative price advantage is characterized by comparing a product or service's price against that of competitors, considering consumer preferences, the technology employed, and various other production factors (Brondino, 2023). Regrettably, a singular study has endeavored to examine the influence of relative price advantage on perceived usefulness, revealing a positive and significant effect (Shanmugavel & Micheal, 2022).

Another essential marketing stimulus is promotion. The comparative promotional endeavor allocates resources towards promotion concerning competitors offering analogous products or services. This approach aims to broaden the market by fostering a greater sense of loyalty among consumers (Shanmugavel & Micheal, 2022). Marketing stimuli, which may manifest as service innovation, service benefits, price advantages, and promotional initiatives, play a crucial role in shaping the perceived usefulness experienced by consumers in a comparative context.

So, the second research hypothesis is articulated as follows:

H2: Optimal marketing stimulus by publishers can trigger consumers to perceive the usefulness of publishing books.

**Perceived Usefulness and Purchase Intention**

The Technology Acceptance Model (TAM) serves as the foundation for perceived usefulness. This concept elucidates the extent to which an individual perceives technology as a catalyst for enhancing performance. The concept of perceived usefulness extends beyond technology, finding relevance in diverse contexts, including products, services, and policies. Perceived usefulness illustrates a person's understanding of how much something is deemed valuable or beneficial in fulfilling their objectives or satisfying their requirements (Shanmugavel & Micheal, 2022). This study delineates Perceived Usefulness as the author's assessment regarding the simplicity of utilizing publication services to disseminate their literary works. Some prior investigations have demonstrated the impact of perception on the

efficacy of purchase intentions, indicating that an improved consumer perception regarding the utility of a product or service correlates with an increased intention to purchase (i.e., Pratista & Marsasi, 2024 and Ellitan & Prayogo, 2022).

So, the third research hypothesis is articulated as follows:

H3: The high perceived usefulness felt by the author in publishing a book with an indie publisher strengthens his desire to choose that publisher immediately.

It has been elucidated earlier that the intention to purchase is contingent upon marketing stimuli, which influence perceived usefulness, subsequently impacting the intention to purchase. Thus, it can construct a conceptual model, as illustrated in Figure 1.

So, the fourth research hypothesis is articulated as follows:

H4: The role of perceived usefulness as a mediating is essential in connecting marketing stimuli and the intention to purchase.

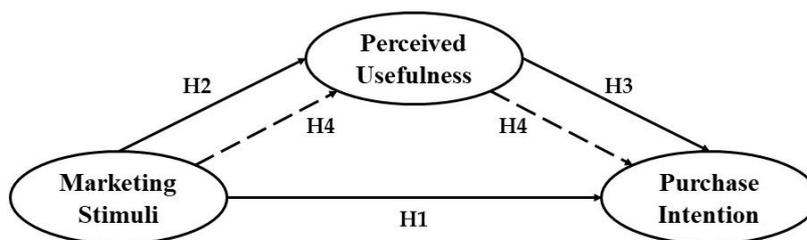


Figure 1. Conceptual Model  
Source: Created by The Authors (2024)

**RESEARCH METHODS**

The population is all participants of the “Book Writing Camp” organized by PT. Litera Media Tama who are interested in publishing their books. The number of population members cannot be determined because the interest problem cannot be known with certainty. So, the sample was selected through the accidental-purposive sampling technique, with a sample size of 10 times the number of statement items in the questionnaire (15 items) (Hair et al., 2020), so the sample size was determined as 150 respondents. Respondents must

meet the following requirements: (1) respondents are interested in publishing books resulting from the PT. Litera Media Tama Book Writing Camp process, (2) respondents have looked for several alternative publishers, (3) respondents have sufficient finances to publish books in Indie publishing, (4) the book draft has been completed at least 80% of the target.

The study central point on three latent constructs, including Marketing Stimuli (X), Perceived Usefulness (Y1), and Purchase Intention (Y2). Each latent construct is measured through some items listed in Table 1.

**Table 1. Latent Construct's Measurement**

Latent Constructs		Items
Marketing Stimuli (X) Adapted from (Shanmugavel & Micheal, 2022)	Relative-Service Innovativeness (X1)	X11: Compared to other publishing services, the ones provided display a high level of innovation. X12: The publishing process makes use of some of the most modern technologies available.
	Relative-Service Advantage (X2)	X21: The publishing services provided meet customers' requirements. X22: There is a greater level of quality in publishing services compared to rivals.
	Relative-Price Advantage (X3)	X31: The cost of publishing services is much greater than the average cost in the sector. X32: The customer is willing to pay a more fantastic price since the purchase price is similar to the benefit.
	Relative-Promotional Effort (X4)	X41: The amount of effort put into promoting publishing services is more than the average for the sector. X42: Customers tolerate a greater level of promotional efforts for publishing services since these efforts differ from the industry average.
Perceived Usefulness (Y1) Adapted from (Pratista & Marsasi, 2024)		Y11: In the near future, consumers plan to publish a book. Y12: Customers think they will choose the publishing services Litera Media Tama offers. Y13: Consumers will utilize Litera Media Tama's publishing services to ensure the publishing outcomes meet their expectations. Y14: Despite the exorbitant cost of Litera Media Tama's publishing services, consumers will persist in their utilization.
	Purchase Intention (Y2) Adapted from (Upadhyay & Kamble, 2023)	Y31: Consumer potential to publish their books Y32: Consumers' readiness to publish books at Litera Media Tama Y33: Consumers' readiness to endorse the publication of books at Litera Media Tama

Source: Created by The Authors (2024)

## RESULT AND DISCUSSION

### Result

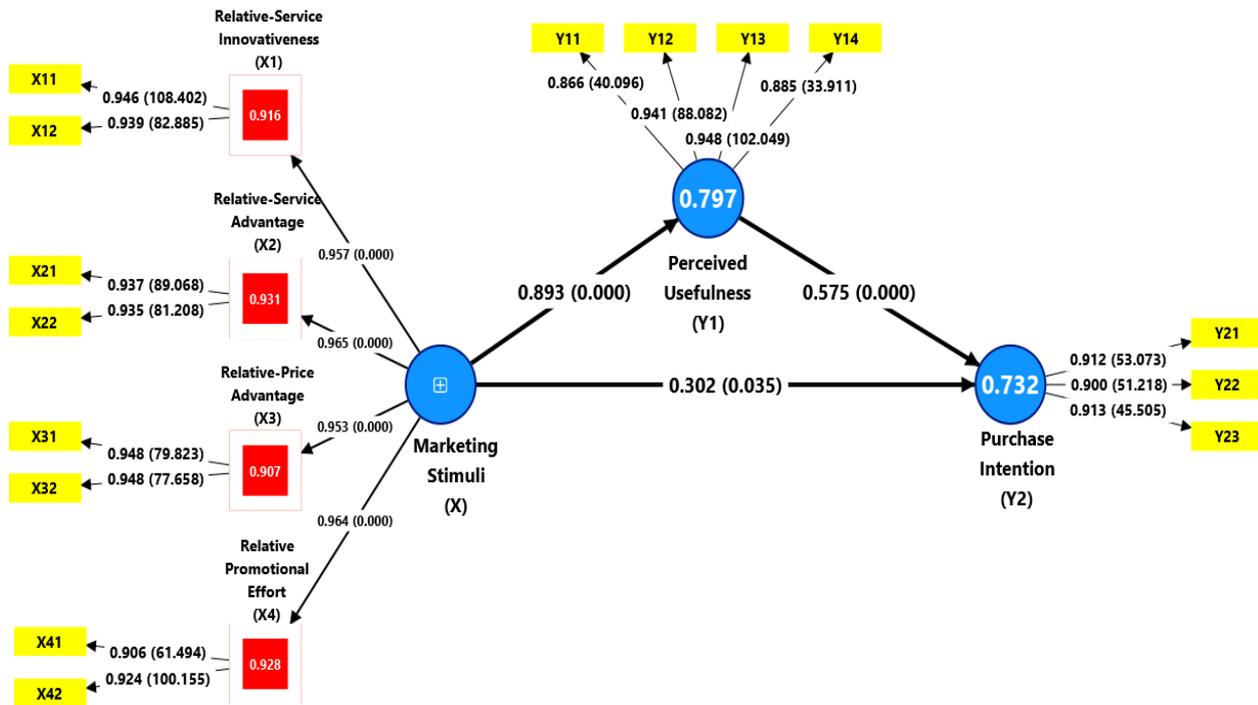
#### Respondent Demography

A total of 150 respondents were studied through the distribution of online questionnaires. Most respondents were 29-39 years old (60%, 90 people). Respondents aged 40-50 years were 45 people (30%), over 50 years old were six people (4%), and 7-17 years old were nine people (6%). Meanwhile, there were no respondents aged 18-28 years. Based on gender, most respondents were female (56%, 84 people), while the rest were male (44%, 66 people). Based on education level, most were bachelor's degrees (S1) (40%, 60 people). In comparison, respondents with master's degree (S2) were 39 people (26%), doctorate (S3) were 36 people (24%), and others (Diploma, High School, Junior High School, and Elementary School) were 15 people (10%). Based on the respondents' occupations, most of them were doctors (50%, 75

people). In comparison, from the trainer group, there were 30 people (20%), academics as many as 27 people (18%), and other occupations, as many as 18 people (12%).

#### PLS-SEM Outer Model Measurement

The convergent validity of the research instrument can be confirmed by examining the loading factor values for each item within the latent constructs. The convergent validity of the research instrument is established if the loading factor's value reaches a minimum of 0.7. In the graphical representation (refer to Figure 2), the value displayed on the line connecting the item and variable, which is not enclosed in brackets, indicates the loading factor (Anjaningrum et al., 2024). The PLS-SEM algorithm, a reliable method, iterates to confirm that the loading factor value of each item exceeds 0.7, thereby confirming the validity of the research instrument (Hair et al., 2017).



**Figure 2.** The PLS-SEM Structural Model  
Source: SmartPLS-4.1.0.6.'s Output (2024)

Another approach to confirm the validity is the Average Variance Extracted (AVE) value, which must exceed 0.5. This crucial value indicates a dependable study instrument. The data

presented in Table 2 indicates that each latent construct possesses an AVE value exceeding 0.5, thereby confirming the convergent validity of the research instrument.

**Table 2. Reliability and Validity Test Results**

Latent Constructs	Crn. alpha	Com. rel. (rho-a)	Com. rel. (rho-c)	AVE
Marketing Stimuli (X)	0.965	0.966	0.971	0.805
Perceived Usefulness (Y1)	0.931	0.933	0.951	0.829
Purchase Intention (Y2)	0.894	0.894	0.934	0.825

Source: SmartPLS-4.1.0.6.'s Output (2024)

The instrument's reliability can be assessed using a Cronbach's alpha (Crn. Alpha) value that should exceed 0.6, along with a composite-reliability (Com. rel.) value that must be greater than 0.8. According to Table 2, the research instrument demonstrates reliability, as the Cronbach's Alpha value exceeds 0.6 and the correlation values surpass 0.8 for each latent construct.

Meanwhile, the discriminant validity is reviewed using the Fornell-Larcker criteria and cross-loading. Suppose the square root of the AVE value, also known as the Fornell Larcker value, is higher than the correlation value between latent variables. In that case, Fornell-Larcker has established requirements for a research instrument that is considered to be legitimate.

It is known from the data in the Table 3 that the Fornell-Larcker Marketing Stimuli's value is higher than the correlation of Marketing Stimuli and Perceived Usefulness ( $0.897 > 0.893$ ), and higher than the correlation of Marketing Stimuli and Purchase Intention ( $0.897 > 0.302$ ). The Fornell-Larcker Perceived Usefulness's value is higher than the correlation of Perceived Usefulness and Purchase Intention ( $0.911 > 0.575$ ). The Fornell-Larcker Purchase Intention's value is higher than the correlation of Purchase Intention and Perceived Usefulness ( $0.908 > 0.575$ ) and higher than the correlation of Purchase Intention and Marketing Stimuli ( $0.908 > 0.302$ ). The fact that this result was obtained demonstrates that the research instrument used to assess the study variables is valid in a distinguished way.

**Table 3. Fornell-Larcker Criterion**

	<b>Marketing Stimuli (X)</b>	<b>Perceived Usefulness (Y1)</b>	<b>Purchase Intention (Y2)</b>
Marketing Stimuli (X)	0.897	0.893	0.302
Perceived Usefulness (Y1)		0.911	0.575
Purchase Intention (Y2)			0.908

Source: SmartPLS-4.1.0.6's Output – Modified by The Authors (2024)

**Table 4. Cross-Loading Value**

<b>Items</b>	<b>Marketing Stimuli (X)</b>	<b>Perceived Usefulness (Y1)</b>	<b>Purchase Intention (Y2)</b>
X11	<b>0,926</b>	0,821	0,770
X11	<b>0,926</b>	0,821	0,770
X12	<b>0,877</b>	0,796	0,744
X12	<b>0,877</b>	0,796	0,744
X21	<b>0,910</b>	0,811	0,695
X21	<b>0,910</b>	0,811	0,695
X22	<b>0,896</b>	0,796	0,758
X22	<b>0,896</b>	0,796	0,758
X31	<b>0,906</b>	0,813	0,738
X31	<b>0,906</b>	0,813	0,738
X32	<b>0,901</b>	0,785	0,718
X32	<b>0,901</b>	0,785	0,718
X41	<b>0,835</b>	0,757	0,713
X41	<b>0,835</b>	0,757	0,713
X42	<b>0,925</b>	0,827	0,718
X42	<b>0,925</b>	0,827	0,718
Y11	0,775	<b>0,866</b>	0,782
Y12	0,853	<b>0,941</b>	0,761
Y13	0,867	<b>0,948</b>	0,780
Y14	0,752	<b>0,885</b>	0,755
Y21	0,736	0,749	<b>0,912</b>
Y22	0,732	0,783	<b>0,900</b>
Y23	0,755	0,770	<b>0,913</b>

Source: SmartPLS-4.1.0.6's Output (2024)

Suppose an item of a latent construct has a loading value more significant than the loading value of other items. In that case, the item is considered valid from the perspective of the latent construct. As can be seen from the data shown in Table 4, the loading value of each variable indication on the variable is much larger than the loading value of other variables to ensure that each and every indication that utilizes a variable is deemed genuine.

**PLS-SEM Inner Model Measurement**

The inner model must be assessed to ensure the feasibility of the structural model. Two measures are utilized: (1) the R-square (R<sup>2</sup>) value, which assigns the percentage contribution of exogenous

variables to endogenous ones, and (2) the GoF (Goodness of Fit), which assesses the viability of the structural model. The blue-colored numeral within the circle represents the value of R<sup>2</sup>. The R<sup>2</sup> value of Perceived Usefulness indicates that the influence of Marketing Stimuli on Perceived Usefulness falls within the strong impact category, with an R<sup>2</sup> of 0.797. In the meantime, the influence of Marketing Stimuli and Perceived Usefulness on Purchase Usefulness falls within the strong impact category too, with an R<sup>2</sup> value of 0.732.

Meanwhile, the GoF value was calculated using the Tenenhaus formula (Hair et al., 2014), i.e.,  $GoF = \sqrt{AVE} \times R^2$ .

$$GoF = \sqrt{0.829 \times 0.797} = 0.813$$

$$\text{GoF Purchase Intention} = \sqrt{0.825 \times 0.732} = 0.777$$

The impacts of exogenous latent constructs on the exogenous is considered significant, and the structural model is deemed viable if it achieves a GoF value exceeding 0.38. The computation results clearly indicate that the developed structural model aligns well with actual field data, as evidenced by the GoF values for Perceived Usefulness and Purchase Intention exceeding 0.38.

**Hypotheses Test Results**

The t-test is utilized to analyze each hypothesis. If the t-statistic value exceeds 1.96 and the p-value falls below 0.05, then the effect of the exogenous latent construct on the endogenous is established, and conversely. The path-coefficient (p) indicates the direction of influence, whether it is negative or positive. Figure 1 illustrates the results of the hypothesis assessment. The path coefficients are represented by the numbers on the lines linking the latent constructs (not enclosed in brackets), while the t-statistic values are shown by the numbers in brackets (Anjaningrum et al., 2024). The results of the hypotheses evaluation are detailed in Table 5.

**Table 5. T-test Results**

<b>Relational</b>	<b>Path Coef.</b>	<b>T stat</b>	<b>P values</b>	<b>Inferences</b>
<b>Direct Effects</b>				
Marketing Stimuli (X) -> Purchase Intention (Y2)	0.302	2.106	0.035	(+) Significant H1 Supported
Marketing Stimuli (X) -> Perceived Usefulness (Y1)	0.893	38.016	0.000	(+) Significant H2 Supported
Perceived Usefulness (Y1) -> Purchase Intention (Y2)	0.575	4.080	0.000	(+) Significant H3Supported
<b>Indirect Effect</b>				
Marketing Stimuli (X) -> Perceived Usefulness (Y1) -> Purchase Intention (Y2)	0.514	4.172	0.000	(+) Significant H4 Supported Partial Mediation

Source: SmartPLS-4.1.0.6’s Output (2024)

PLS-SEM formulations:

$$Y1 = 0.893X + e1$$

$$Y2 = 0.302X + 0.575Y1 + e2$$

where X is Marketing Stimuli, Y1 is Perceived Usefulness, and Y2 is Purchase Intention.

The PLS-SEM analysis divulge that Marketing Stimuli significantly impact Purchase Intention with the Path Coef. of 0.302 (positive impact) and a T-stat’s value of 2.106 > 1.96 or p-value of 0.035 < 0.05 (significant impact). An increase in the effectiveness of the marketing stimulus relates with a rise in purchase intention, with each additional unit of marketing stimulus leading to an increase of 0.302 units in purchase intention. So, H1: “The author's decision to select a publisher for their book is significantly influenced by the marketing stimuli employed by the publisher.”, supported.

While, Marketing Stimuli is proven to significantly impact Perceived Usefulness with the Path Coef. of 0.893 (positive impact) and a T-stat’s value of 38.016 > 1.96 or p-value of 0.000 < 0.05 (significant impact). An increase in the effectiveness of the marketing stimulus relates with a rise in perceived usefulness, with each additional unit of marketing stimulus leading to an increase of 0.893 units in perceived usefulness. So, H2:

“Optimal marketing stimulus by publishers can trigger consumers to perceive the usefulness of publishing books”, supported.

At the same time, Perceived Usefulness is also confirmed to significantly influence Purchase Intention with the Path Coef. of 0.575 (positive impact) and a T-stat’s value of 4.080 > 1.96 or a p-value of 0.000 < 0.05 (significant impact). An increase in the perceived usefulness relates with a rise in purchase intention, with each additional unit of perceived usefulness leading to an increase of 0.575 units in purchase intention. So, H3: “The high perceived usefulness felt by the author in publishing a book with an indie publisher strengthens his desire to choose that publisher immediately”, supported.

Later, Marketing Stimuli is also confirmed to significantly effect Purchase Intention through Perceived Usefulness as a mediating, with the indirect Path Coef. of 0.514 (positive indirect impact) and a T-stat’s value of 4.172 > 1.96 or a p-value of 0.000 < 0.05 (significant indirect impact). Increasing marketing stimulus as optimally as possible will increase purchase intention if supported by high perceived usefulness. Each additional unit of marketing stimulus causes an increase of 0.514 units in purchase intention if

consumers feel high perceived usefulness. So, H4: "The role of perceived usefulness as a mediating is essential in connecting marketing stimuli and the intention to purchase", supported. The perceived usefulness significantly mediates the positive effects of marketing stimuli on purchase intention. The Path Coef. demonstrates this. The impact of indirect marketing stimuli on purchase intention via perceived usefulness surpasses that of direct influence, although both exert significant effects. In this context, the role of perceived usefulness can be described as partial mediation.

Meanwhile, when viewed at the level of 4 dimensions of the Marketing Stimuli variable, the dimension that most strongly reflects marketing stimuli is the Relative-Service Advantage dimension (X2) with a loading value of 0.965. The second is the Relative-Promotional Effort dimension (X4), with a loading value of 0.944. The third is the Relative-Service Innovativeness dimension with a loading value of 0.957. The last is the Relative-Price Advantage dimension with a loading value of 0.953. Because the loading values of the four dimensions are almost the same, all above 0.9, the four dimensions are marketing stimuli that companies must consider to achieve optimal perceived usefulness and purchase intention.

## Discussion

The results of this study underline the authors' intentions resulting from their participation in the "Book Writing Camp" to publish their books at PT. Litera Media Tama is greatly influenced by how they perceive the benefits obtained based on the marketing stimuli that the publisher has attempted. Marketing stimuli can stimulate purchase intention, as evidenced by several previous studies (i.e. Kumar et al., 2024; Farid et al., 2023; and Olson, 2022), even though the presentation is in the form of marketing mix practices. However, this study's results confirm that perceived usefulness's role is vital because of its extraordinary impact on purchase intention, especially in this digital era.

This finding supports previous research that has previously revealed the importance of strengthening the perceived usefulness felt by consumers to increase purchase intention (Ellitan & Prayogo, 2022), especially in online purchases. In this regard, the publisher's main task is optimizing marketing stimuli that impact the perceived usefulness of authors as prospective customers who will publish their books at PT. Litera Media Tama.

Derived from the TAM theory, Perceived Usefulness in this research is characterized as the author's assessment of the convenience of

publishing services for book publication. To enhance the favorable view of writers, publishers must consider many marketing stimuli, including relative service innovation, pricing strategies, and promotional efforts because these four external marketing stimuli substantially affect purchase intention (Shanmugavel & Micheal, 2022). On different objects, the results of this study support the findings that marketing stimuli directly influence the author's intention to choose a publisher.

It is essential to recognize that innovation is a concept that varies in context (Cabrilo et al., 2024). According to Johanson et al. (2023), the publishing sector continues to provide services that are indistinguishable from one another (Berné-Martínez et al., 2021). In general, they provide more publishing packages; the only aspects that change are the size, the kind of paper, and the payment procedure. PT. Litera Media Tama offers comprehensive services, beginning with the "Book Writing Camp" program. This program has a strict and regulated schedule and activities that require authors and prospective writers to concentrate on writing and complete the program within two to three months. In addition, the quality of the book's contents is preserved thanks to the instructions provided by expert trainers and assistant editors. Concerning the publication process, the facilities provided are comprehensive, ranging from cover design to aid in locating endorsements and sales plans and methodologies.

It has been shown that service innovation may affect how valuable something is viewed (Winarto, 2022; Setiawan et al., 2021). As a result, writers need to be more aware of the significance of publishing their works at PT. Litera Media Tama. Publishers ought to expand their service innovation and add facilities and technology since doing so is advantageous. The services or new facilities should be as distinct from those offered by rivals as is practically achievable (Guan et al., 2024).

Furthermore, it is imperative that PT. Litera Media Tama pays attention to the rates that are being discussed. Publishing services come at a relatively high price. However, since the writers' buying power is not strong enough, only around 17% of the "Book Writing Camp" participants accepted the increased fee because they believed it was similar to the advantages they gained. Secondly, regarding the promotion aspect, the efforts made to promote the service are relatively high. The advertising of the "Book Writing Camp" program, on the other hand, continues to be more prominent than the promotion of its publishing services. Therefore, there is room for improvement

in posting promotions to provide a utility value that customers perceive to be greater than expected.

So, the implication of this research for management are that it will persuade writers to publish their works with PT. Litera Media Tama, the management has to prioritize expanding the number of marketing stimuli. Specifically, the service must be more inventive than that of rivals, with comparable pricing offerings, and balanced by eye-catching advertising efforts. This is done to inspire faith in writers that they would obtain more spectacular advantages from using the services offered by PT. Litera Media Tama.

## CONCLUSION

This study confirms the complex relationship between marketing stimuli and perceived usefulness, and consumer purchase intention of PT. Litera Media Tama, Indonesia. Several conclusions were finally obtained through a questionnaire survey and high-level quantitative data analysis PLS-SEM. First, The author's decision to select a publisher for their book is significantly influenced by the marketing stimuli employed by the publisher. Second, Optimal marketing stimulus by publishers can trigger consumers to perceive the usefulness of publishing books. Third, The high perceived usefulness felt by the author in publishing a book with an indie publisher strengthens his desire to choose that publisher immediately. Fourth, The role of perceived usefulness as a mediating is essential in connecting marketing stimuli and the intention to purchase.

The limitation of this study is that the data collection process was conducted online and only at one publisher. Therefore, the results obtained from this study may differ if applied to other publishers. In addition, the data collection process was conducted online, so it is necessary to explore information about things that influence the perception of the benefits of book publishing. More crucial is the use of dimensions or second-order analysis in the analysis, making it difficult to determine the influence of each form of marketing stimuli partially on perceived usefulness and purchase intention. Further research can be conducted through qualitative studies to explore more in-depth information and expand the respondents, not only from the participants of the "Book Writing Camp" PT. Litera Media Tama and other publishers can partially test each marketing stimulus on purchasing intentions to determine which marketing stimulus positively impacts purchasing intentions for publishing services.

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