GRAMEDEIA BOOKSTORE BANDUNG STRATEGY TO FACE ONLINE SALES COMPETITION ON THE MARKETPLACE

Ayuningtyas Y. Hapsari¹, Bella B. Bonita², Salma N. Kurnia³, Ryadathul Ilham⁴, Tasya Ramadina⁵
¹,²,³,⁴,⁵ Department of the Economics and Business, Universitas Widyatama, Indonesia
¹ayuningtyas.yuli@widyatama.ac.id; ²bifanka.bonita@widyatama.ac.id;
³nisrina.kurnia@widyatama.ac.id; ⁴ryadathul.ilham@widyatama.ac.id;
⁵tasya.ramadina@widyatama.ac.id

ABSTRACT

Reading books is something that we rarely do nowadays, given the many conveniences we get with the facilities through electronic media. Print media is currently being replaced by electronic media. Sources of information we no longer only get through books, on the internet we can get a variety of information that comes from various sources. Physical books have been replaced by e-books, and we can also buy them online in several marketplaces. Gramedia Bookstore as one of the largest bookstores in Indonesia has also adapted to the times, one of which is by improving services through offline and online purchases. For offline purchases in the city of Bandung, Gramedia Bookstore makes innovations in the convenience of its stores and improves service to its consumers. However, this turned out to have no impact on sales, especially during the pandemic, namely at the beginning of 2020. Through a strategy of lowering prices and providing different quality services, Gramedia Bookstore is one of the ways. Researchers conducted a survey of 120 respondents in the city of Bandung, to see the buying interest of consumers, both those who have visited but have not made a purchase or who have never visited Gramedia Bookstore. The method used is descriptive - verification method, to determine the influence of Brand Image, Price, and Service Quality variables on Consumer Buying Interest at Gramedia Bookstore.

Keywords: Brand Image, Price, Service Quality, Consumer Buying Interest

I. INTRODUCTION

The current bookstore is a conventional store if it is only seen from one side of selling books. Be it bookstores with well-known brands such as Gramedia or other small bookstores. The volume of publications and the number of bookstores have decreased in Indonesia, one of which is due to the strong interaction of Indonesians with the internet. The materials in books today are easier to find on the internet. With keywords in search engines, the required information is already displayed on the screen of a computer or handheld device without the need for books and flipping pages. Even the electronic books (e-books) that we need can easily be obtained at low prices in the marketplace. Although in general book sales have decreased, publishers are still helped by government spending allocated through the education budget. The increase in the education budget was partly used to buy books, both textbooks, companions and for library collections. There is an allocation of book purchases to publishers from the education budget.

Modern bookstores such as Gramedia have now turned into lifestyle stores, not just bookstores. Books only fill 40% of the room, while 60% are filled with other products. Meanwhile, bookstores selling concepts are starting to bloom, millennials are synonymous with coffee shops, hangouts and instagramable places. Be places like coffee shops with instagramable interiors and also add displays of books, both local books and imported books in them. The following is a graph of book sales at Gramedia Bookstore in the last 3 (three) years:
It seems that book publishers are experiencing significant difficulties at the beginning of the new year or 2020. PT Gramedia Asrimedia's sales data show that in January 2020, the number of books sold only reached around 1.6 million books. This figure shows a 20 percent decrease in book quantity sales compared to the beginning of last year, January 2019, which was approximately 2 million books. Not only quantity, sales figures also show the same thing. In January 2019, the number of book sales reached 143 billion, but only reached 124 billion in January 2020 which means a decrease of 13 percent. In fact, quantity and sales from January 2018 to January 2019 only decreased by 4 percent and 7 percent, respectively.

They made a move by increasing the average price of a different book for each type of book and the total increase in the price of Elex Media's books was 23%. The strategy adopted by Elex Media turned out to be able to offset the decrease in the number of copies sold. This strategy is not widely adopted by publishers outside the Gramedia Group because they are worried that it will result in a decrease in the number of book sales. Based on the data, there are two types of books that are experiencing growth, namely business & economics and computers & technology, apart from those two types of books, there was a decline in total sales from 2019 to 2020 which was recorded at 4%. From the data on types of books, which contributed to sales of computer & technology books, the highest growth reached 18%.

Now many media are said to replace the function of books. Now, there are many short stories that can be accessed for free on the internet. Videos on Youtube have an appeal that can replace the function of books. The internet is now a source of content that can be enjoyed for free, through electronic messages regarding the decline in sales of Gramedia books. On top of all that, in recent years the average number of visits to bookstores has continued to decline. Online purchases are starting to increase, but not significantly. Another effort is trying to attract the number of visitors to the store. These efforts include creating sales programs with various features, such as consumer discounts, incentives for sellers (stores). To invite potential buyers, promotions are carried out intensively through social media, both social media publishers, bookstores, and even those of the author.

II. COVID-19 IMPACT SURVEY RESUME

Towards the Book Publishing Industry in Indonesia

1. Impact of the epidemic on sales

A total of 58.2% of publishers experienced a decrease in sales exceeding 50% than usual, 29.6% of publishers experienced a decline in sales of between 31% - 50%, 8.2% of publishers experienced a decline of between 10% and 30% and publishers with relatively low sales conditions the same as normal days as much as 4.1% publishers.

2. Impact of the Plague on Book Orders

As many as 63.3% publishers experienced a decrease in book demand by more than 50%, a decrease in orders between 31%-50% by 24.5% publishers, a decrease in orders between 10% - 30% as many as 8.2% publishers and publishers whose book orders were relatively the same as weekdays as much as 4.1%.

3. Indications of Copyright Infringement During Outbreaks

During the Covid-19 outbreak 54.2% of publishers found copyright infringement through the sale of their books on Market Place, 25% of publishers found copyright infringement through sharing their free PDF books and 20.8%...
of publishers found that there had been copyright infringement of their books through sales on the Marketplace and free PDFs.

Based on the explanation of the above phenomenon, during this pandemic, Gramedia Bookstore experienced a very large decline in sales, which resulted in the closure of several stores in Indonesia. If we look at the brand image, the prices offered and the quality of service provided by Gramedia Bookstore have not increased sales to date. The offline and online sales services offered do not make consumers interested in making purchases. Here the researcher only wants to know how much influence each variable (Brand Image, Price and Service Quality) has on Costumer Buying Interest.

III. LITERATURE REVIEW

Brand Image

Brand image describes the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers’ psychological or social need (Kotler&Keller, 2016:330). Brand image is a representation of the overall perception of the brand and is formed from information and past experiences of the brand. The image of the brand is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand, will be more likely to make a purchase, therefore a brand image must be built and maintained as well as possible. Hamel and Prahalad in the journal Dwiputranto (2017: 301; Ozigci, 2020; Athukuri & Neerati, 2020; Cakmak & Taskiran, 2020) states that a brand is a banner that can be used to cover all products that use it. There are four main things that must be considered from a brand, namely:

1. Recognition, is the ability of consumers to recognize and remember a brand in their minds and minds. Recognition will be able to create a valuable advantage compared to frequent advertising.
2. Reputation Is the strength of a brand that can build a fairly high status for a brand because in the eyes of consumers a brand has a good track record.
3. Emotional relationship, is a product brand that can form positive associations that make consumers like a product, an emotional connection arises between a brand and its consumers
4. Scope, is product knowledge regarding how wide the scope of the product that wants to use the brand in question.

Price

Price is a statement of the value of a product. Value is the ratio or comparison between perceived benefits and the costs incurred to obtain the product. Price is a product value, because it will affect producer profits. Price is also a consideration for consumers to buy, so special considerations are needed to determine the price.

According to Kotler and Armstrong translation of Sabran (2012: 52), in the price variable there are several elements of the main activity of prices which include price lists, discounts, rebates, and payment periods, there are four indicators of price, namely:

1. Price affordability.
2. Price match with product quality.
3. Price competitiveness.
4. Price match with benefits.

Service Quality

The expected level of excellence and control over these advantages to fulfill customer desires is definition of service quality, this statement is from Lovelock by Ghaisani (2017:28). This variable can explain more if there are have five dimension, based on Tjiptono (2016:284):

1. Emphaty : To care more about giving personal attention to customers
2. Responsiveness : The willingness of employees and to help customers and provide services quickly and resolve consumer complaints.
3. Reliability : The ability to provide services as promised, reliable, accurate and consistent.
4. Tangible : Form of physical appearance, equipment and various good communication materials.
5. Assurance: The ability of employees to generate confidence and trust in the promises that have been made to consumers.

**Consumer Buying Interest**

Buying interest is also a consumer mental statement that reflects the plan to buy a product with a certain brand, knowledge about consumer buying intentions for the product needs to be known by marketers to describe consumer behavior in the future. Buying interest is formed from consumer attitudes towards a product, it comes from consumer confidence in product quality. Kotler and Keller (2016: 198), buying interest is a form of behavior from consumers who wish to buy or choose a product based on their experience, use and desire for a product. Meanwhile, Kinnear and Taylor (in Wisnu Setiaji, 2016:24) buying interest is a component of consumer behavior in consuming attitudes, the tendency of respondents to act before deciding to purchase a product. Meanwhile, according to

There is a buying interest dimension, namely the stages of producers in determining buying interest or determining consumer encouragement in making purchases of the products or services offered, we can see in the AIDA concept or model developed by Kotler and Keller (2016), namely

1. Attention

Attracting attention is the first task of a promotion. Promotion must attract the interest of its target audience, whether readers, listeners, or viewers.

2. Interest

Maintaining interest is not an easy task. Consumer attention should be increased so that the curiosity arises in more detail in consumers. For that they must be stimulated to want to read and follow the forms of promotion that are conveyed.

3. Desire

A form of promotion that attracts consumers' attention with beautiful words and illustrations will be wasted if the message does not succeed in moving people's desire to own and use it.

4. Deciding/Acting

Encouraging action is the last task of a promotion. Choosing the right words so that consumers move to respond as expected is a difficult job. One way that can be taken is to use words or commands in the message.

**Research paradigm**

The research paradigm in this study is as follows;

---

**Figure 1. Research Paradigm**

www.turkijphysiotherrehabil.org 6375
Research Hypothesis
The research hypothesis can be stated below:

H1 = Brand Image has an significant impact to Consumer Buying Interest at Gramedia BookStore

H2 = Price has an significant impact to Consumer Buying Interest at Gramedia BookStore

H3 = Service Quality has an significant impact to Consumer Buying Interest at Gramedia BookStore

Research Methods
This study applies descriptive and verification methods, which explains each variable calculated by level analysis and explains the field findings from the questionnaire results. Furthermore, the verification method explains the results of statistical processing using SPSS, namely the regression counting method.

The Non Probability Sampling technique used in sampling is more precisely the accidental sampling technique, which is a sampling technique based on chance, that is, anyone who coincidentally or incidentally meets the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable, as a data source (Sugiyono, 2017:122). Because in this study the population is unknown, according to Malhotra (2012:103) which states that "The size of the number of samples taken can be determined by transferring 4 or 5 times the number of items observed or observed".

How to calculate the number of samples to be studied based on the above explanation

\[
\text{Number of samples} = \text{Number of Indicators} \times 5
\]

\[
= 30 \times 4
\]

\[
= 120
\]

After going through the above calculations, the number of samples that will be used as respondents in this study is 120 people.

IV. DISCUSSION

Validity Test
The instrument can be declared valid if the \( r \)-count coefficient value obtained > \( r \)-table (0.230). The recapitulation of the validity and reliability test can be seen in the following table:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Item</th>
<th>( r )-count</th>
<th>( r )-table</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Image(Xi)</td>
<td>1</td>
<td>0.873</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>0.665</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>0.738</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>0.807</td>
<td>0.1779</td>
<td>VALID</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>0.894</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>0.667</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>0.466</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: processed data, 2021

Based on table, brand image have an \( r \)-count bigger than \( r \)-table, so that all statements are declared valid in other words all statements submitted to measure brand image have performed their measuring function.
Table 2. Price Variable Validity Test Results

<table>
<thead>
<tr>
<th>Variable</th>
<th>Item</th>
<th>r-count</th>
<th>r-table</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price ($X_2$)</td>
<td>1</td>
<td>0.715</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>0.586</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>0.551</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>0.585</td>
<td>0.1779</td>
<td>VALID</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>0.645</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>0.664</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>0.513</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>0.626</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>0.502</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>0.550</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: processed data, 2021

Based on table, price have an r-count bigger than r-table, so that all statements are declared valid in other words all statements submitted to measure price have performed their measuring function.

Table 3. Recapitulation of Service Quality Variable Validity Test Results

<table>
<thead>
<tr>
<th>Variable</th>
<th>Item</th>
<th>r-count</th>
<th>r-table</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Quality ($X_3$)</td>
<td>1</td>
<td>0.650</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>0.449</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>0.618</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>0.558</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>0.605</td>
<td>0.1779</td>
<td>VALID</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>0.595</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>0.407</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>0.513</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>9</td>
<td>0.572</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: processed data, 2021

Based on table, service quality have an r-count bigger than the r-table, so that all statements are declared valid in other words all statements submitted to measure service quality have performed their measuring function.

Table 4. Recapitulation of Consumer Buying Interest Variable Validity Test Results

<table>
<thead>
<tr>
<th>Variable</th>
<th>Item</th>
<th>r-count</th>
<th>r-table</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Buying Interest ($Y$)</td>
<td>1</td>
<td>0.812</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>0.700</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>0.717</td>
<td>0.1779</td>
<td>VALID</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>0.711</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: processed data, 2021

Based on table, consumer buying interest have an r-count bigger than the r-table, so that all statements are declared valid in other words all statements submitted to measure consumer buying interest have performed their measuring function.
Reliability Test

Reliability test is to see whether each of the variables used are reliable in a study, if each indicator has gone through the validity test, generally it can be ascertained that the variables used will also be reliable.

Table 5. Reliability Statistics . Reliability Test Results

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.922</td>
<td>0.923</td>
<td>31</td>
</tr>
</tbody>
</table>

The table 5 describing the result for realibility test for each variables, the reliability coefficient obtained is 0.922 > 0.7 which indicates that the questionnaire measuring instrument with thirty statement items has shown consistency.

V. DESCRIPTION ANALYSIS

Recapitulation of Consumer Responses Regarding Brand Image (X₁)

Based on the descriptive analysis recapitulation table explaining consumer responses regarding the Gramedia Bookstore brand image, the results of the study obtained the highest average value of 3.23 with respect to "Strength of the Gramedia trademark", while the lowest average value was obtained at 3.01 with respect to "The uniqueness of the products sold", and then the average value obtained is 3.12. This value is in the class interval between 3.40 - 4.20 and is in the good category. So it can be concluded that the brand image of Gramedia Bookstore can be considered good.

Recapitulation of Consumer Responses Regarding Price (X₂)

Based on the descriptive analysis recapitulation table explaining consumer responses regarding the price from the Gramedia Bookstore, the results of the study obtained the highest average value of 3.24 with respect to "The suitability of the book price with the benefits obtained", while the lowest average value was obtained at 2.65 regarding with "Affordability of the price of Gramedia books compared to competitors", and then the average value obtained is 3.09. This value is in the class interval between 2.60 – 3.39 and is in the fairly good category. So it can be concluded that the selling price at Gramedia Bookstore can be considered quite good.

Recapitulation of Consumer Responses Regarding Service Quality (X₃)

Based on the descriptive analysis recapitulation table explaining consumer responses regarding service quality from Gramedia Bookstore, the results of the study obtained the highest average value of 3.37 with respect to "Consistency in responding to consumers", while the lowest average value was obtained at 2.49 regarding with "Frequency of granting guarantees/guarantees for book purchases", and then the average value obtained is 2.98. This value is in the class interval between 2.60 – 3.39 and is in the fairly good category. So it can be concluded that the quality of service from Gramedia Bookstore can be considered quite good.

Recapitulation of Consumer Responses Regarding Consumer Buying Interest (X₄)

Based on the descriptive analysis recapitulation table explaining consumer responses regarding Consumer buying interest from Gramedia Bookstore, the results of the study obtained the highest average value of 3.22 with respect to "Interest to see the Gramedia Bookstore book catalog", while the lowest average value was obtained at 2.92 related to “The desire to buy books at Gramedia Bookstore”, and then the average value obtained is 3.04. This value is in the class interval between 2.60 – 3.39 and is in the fairly good category. So it can be concluded that consumer buying interest in Gramedia Bookstore can be considered quite good.

Verification Analysis

Multiple Regression Analysis

Multiple regression analysis is a method or technique of analyzing research hypotheses to test whether there is an effect of two or more independent variables (independent variable or X) on the dependent variable (dependent variable or Y).

Coefficient of Determination
Table 6. Partial Coefficients Of Determination

Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>B</th>
<th>Std. Error</th>
<th>Beta</th>
<th>t</th>
<th>Sig.</th>
<th>Correlations</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>-.459</td>
<td>.229</td>
<td></td>
<td>-2.009</td>
<td>.047</td>
<td></td>
</tr>
<tr>
<td>Brand Image</td>
<td>.565</td>
<td>.065</td>
<td>.533</td>
<td>8.663</td>
<td>.000</td>
<td>.755</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.620</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.433</td>
</tr>
<tr>
<td>Price</td>
<td>.279</td>
<td>.147</td>
<td>.220</td>
<td>1.900</td>
<td>.060</td>
<td>.716</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.171</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.095</td>
</tr>
<tr>
<td>Service Quality</td>
<td>.289</td>
<td>.141</td>
<td>.218</td>
<td>2.052</td>
<td>.042</td>
<td>.645</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.184</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.102</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer Buying Interest

Source: Processed data, SPSS Ver. 24

Based on table 6, to obtain the coefficient of partial determination test value by using the following calculation formula:

Coefficient Determination = Beta Coefficient x Zero Order x 100%

Table 7. Partial Coefficient Calculation Results

<table>
<thead>
<tr>
<th>Research Variable</th>
<th>Beta Coefficient x Zero order</th>
<th>Result</th>
<th>(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Image (X₁)</td>
<td>0.533 × 0.755</td>
<td>0.403</td>
<td>40.3%</td>
</tr>
<tr>
<td>Price (X₂)</td>
<td>0.220 × 0.716</td>
<td>0.158</td>
<td>15.8%</td>
</tr>
<tr>
<td>Service Quality (X₃)</td>
<td>0.218 × 0.645</td>
<td>0.140</td>
<td>14%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>0.701</td>
<td>70.1%</td>
</tr>
</tbody>
</table>

Source: Processed data, SPSS Ver. 24

Hypothesis Testing (t Test)

According to Ghozali (2016: 97) the t statistical test basically shows how far the influence of one explanatory variable individually in explaining the variation of the dependent variable. The purpose of the t-test itself is as information to determine the effect of an independent variable, namely brand image, price, and service quality partially (individually) on the dependent variable, namely consumer buying interest.

Table 8. Hypothesis Test Result (t)

Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>B</th>
<th>Std. Error</th>
<th>Beta</th>
<th>t</th>
<th>Sig.</th>
<th>Correlations</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>-.459</td>
<td>.229</td>
<td></td>
<td>-2.009</td>
<td>.047</td>
<td></td>
</tr>
<tr>
<td>Brand Image</td>
<td>.565</td>
<td>.065</td>
<td>.533</td>
<td>8.663</td>
<td>.000</td>
<td>.755</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.620</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.433</td>
</tr>
<tr>
<td>Price</td>
<td>.279</td>
<td>.147</td>
<td>.220</td>
<td>1.900</td>
<td>.060</td>
<td>.716</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.171</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.095</td>
</tr>
<tr>
<td>Service Quality</td>
<td>.289</td>
<td>.141</td>
<td>.218</td>
<td>2.052</td>
<td>.042</td>
<td>.645</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.184</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.102</td>
</tr>
</tbody>
</table>

Dependent Variable: Consumer Buying Interest

Source: Processed data, SPSS Ver. 24
1. **Testing the Brand Image Hypothesis on Consumer Buying Interest**

   Table above it showing the calculation of \( t_{\text{count}} (8.663) \) \( t_{\text{table}} (1.657) \). In accordance with the criteria for testing the hypothesis that \( H_0 \) is rejected and \( H_a \) is accepted, it means that brand image affects consumer buying interest.

2. **Testing the Price Hypothesis on Consumer Buying Interest**

   Table above it showing the calculation of \( t_{\text{count}} (1.900) \) \( t_{\text{table}} (1.657) \). In accordance with the criteria for testing the hypothesis that \( H_0 \) is rejected and \( H_a \) is accepted, it means that price has an effect on consumer buying interest.

3. **Testing the Service Quality Hypothesis on Consumer Buying Interest**

   Table above it showing the calculation of \( t_{\text{count}} (2.052) \) \( t_{\text{table}} (1.657) \). In accordance with the criteria for testing the hypothesis that \( H_0 \) is rejected and \( H_a \) is accepted, it means that service quality has an effect on consumer buying interest.

**VI. CONCLUSION**

The conclusions in this study can be described as follows;

1. The results of the study prove that the brand image of Gramedia Bookstore can be said to be quite good, has a strong brand in the minds of consumers, so that if consumers need books, the name Gramedia will come to mind. Brand Image has an effect on Consumer Buying Interest by 40.3%.

2. The results of the study prove that the price from the Gramedia Bookstore can be said to be quite good, the price issued by consumers is in accordance with the benefits obtained. Price from Gramedia Bookstore has an effect on Consumer Buying Interest by 15.8%.

3. The results of the study prove that Service Quality can be said to be quite good, there is a very friendly response from Gramedia Bookstore employees. Service Quality has an effect on Consumer Buying Interest by 14%.

**Suggestion**

The following are some suggestions that can be given to the Gramedia Bookstore;

1. Gramedia bookstore should be more dynamic following technological developments, using online sales media is the most popular nowadays. doing promotion through all social media is one of them.

2. Always update the latest electronic books that are in great demand by all circles, then share the link via consumer's personal email.

3. Providing additional services, such as home delivery or giving gifts to loyal customers who are having a birthday.

4. As a bookstore that already has a big name in Indonesia, Gramedia has many competitors, especially regarding the price war in the market. The price of books at Gramedia is always above other small bookstores, to avoid things like this, it would be nice to make a regulation as a market price determination so that the prices offered in all bookstores are the same.

5. For further research, an interesting variable to study in this object is the promotion mix, especially in the field of advertising, namely social media, then the variable regarding consumer behavior from the Gramedia Bookstore and the last is the customer value obtained when shopping at the Gramedia Bookstore.

**REFERENCES**


www.turkjphysiotherrehabil.org

WEBSITE
3. https://www.ikapi.org/riset/