

Digital Promotion Strategy and Book Content Quality Mediated by Value Creation on Purchase Decisions of Islamic Non-Fiction Books at Elex Media Komputindo Publisher

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ABSTRACT

This study examines how value creation mediates the influence of digital promotion strategy and book content quality on purchase decisions of Islamic non-fiction books published by Elex Media Komputindo. The research is grounded in the phenomenon of shifting reader behavior in the digital era, where consumers increasingly rely on online platforms to discover, evaluate, and purchase books. Despite the growth of digital channels, publishers continue to face declining performance of newly released titles, while older titles dominate sales. This indicates that existing promotional efforts have not fully succeeded in strengthening perceived value for new publications. At the same time, the abundance of book choices and intense competition among publishers make readers more selective, placing greater emphasis on both the relevance and credibility of book content. These challenges highlight the need for publishers to employ more effective digital promotion strategies and to enhance content quality in order to build stronger perceived value among consumers. By analyzing the relationships among these variables, this study aims to provide insights into how digital promotion and content quality can work in synergy to increase consumers' perceived value and ultimately encourage purchase decisions for Islamic non-fiction books.

Keywords: Digital Promotion Strategy; Book Content Quality; Value Creation; Purchase Decision; Islamic Non-Fiction Books



Received: 21 October 2025

Accepted: 26 November 2025

Available online: 26 December 2025

DOI: 10.61242/ijabo.25.588

JEL Classifications: M31, M37, L82, D12



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INTRODUCTION

The global publishing industry is undergoing a profound transformation, shaped by the rapid growth of digital technology, mobile connectivity, and internet accessibility. These developments have fundamentally altered how consumers discover, access, and purchase books (Rabbani, 2023). Readers today demand instant access, personalization, and convenience, shifting away from traditional brick-and-mortar bookstores toward digital platforms (Puspita & Irwansyah, 2018). In Indonesia, this digital disruption has posed major challenges for publishers. The decline in physical book sales has led to the closure of numerous bookstores nationwide, as illustrated by the permanent shutdown of Gunung Agung Bookstore in 2023 (Katadata, 2023).

Although digital publishing continues to expand, printed books remain culturally and emotionally significant. Between 2017 and 2019, the share of e-books in total publications increased from 4.5% to nearly 18%, yet this growth has not been accompanied by comparable revenue gains (Ikatan Penerbit Indonesia [IKAPI], 2019). Factors such as limited digital literacy outside urban areas and the lower perceived value of e-books have constrained the overall growth of the digital market (Putri, 2024). As a result, publishers must continuously innovate through differentiated marketing and content strategies to remain competitive in this hybrid ecosystem.

One of the most prominent publishing houses in Indonesia, Elex Media Komputindo a subsidiary of Kompas Gramedia operates several specialized imprints, including Quanta, which focuses on Islamic non-fiction. The Religion & Spirituality category remains a strong performer in Indonesia's book market. In 2024, it ranked fifth among all categories sold in Gramedia bookstores, with total sales exceeding 890,000 copies (Gramedia Internal Report, 2024). This trend indicates a sustained public interest in spiritual and moral reading materials that provide not only information but also personal and religious reflection.

Despite this potential, Elex Media's Quanta line faces a persistent sales imbalance: backlist titles older books dominate total sales compared to frontlist or newly published titles. In 2024, only 7.3% of Islamic non-fiction sales came from frontlist books, while 92.7% were generated by backlist titles. This pattern suggests that digital promotion strategies and content quality have yet to create sufficient perceived value to drive consumer preference for new releases. Such a gap calls for a deeper understanding of how digital promotion and content excellence contribute to value creation and influence readers' purchase decisions.

In today's digital landscape, effective promotion extends far beyond visibility. It encompasses consumer engagement, interactivity, and emotional connection. Kotler, Keller, and Chernev (2022) emphasized that promotion effectiveness depends not only on communication reach but also on the brand's ability to build value-based relationships. For publishers, digital marketing tools such as social media campaigns, community collaborations, and influencer-based endorsements enable more targeted, cost-efficient communication than traditional advertising (Astuti & Kaligis, 2021; Lukitawati, 2021). Elex Media Komputindo has utilized platforms such as Instagram, Facebook, and TikTok to promote its Quanta titles, run virtual book launches, and collaborate with Islamic communities to strengthen reader loyalty.

However, promotion alone is insufficient to sustain competitive advantage. The quality of book content defined through accuracy, relevance, and aesthetic presentation plays an equally critical role in shaping perceived value and consumer satisfaction. High-quality content fosters credibility and positive associations, encouraging repeat purchases and word-of-mouth recommendations (Sulistyo *et al.*, 2021; Perdana & Listyorini, 2024). The concept of value creation bridges the gap between marketing strategy and consumer

experience. In the context of publishing, perceived value derives from an integrated perception of product quality, service, pricing, and emotional benefit (Ahmad *et al.*, 2022; Latifah & Fikriah, 2024). Value creation occurs when readers experience not only informational enrichment but also emotional and spiritual resonance that enhances their connection with a brand or author. For Islamic publishers, this involves delivering content that is both enlightening and relatable, while maintaining authenticity and cultural relevance.

Recent research highlights that value co-creation through digital engagement, user-generated content, and interactive campaigns can significantly enhance customer loyalty (Zakaria *et al.*, 2024; Kaur & Rahman, 2023). Programs such as Ngaji Literasi initiated by Elex Media Komputindo exemplify how publishers can integrate community-based activities with promotional strategies to build long-term relationships rather than merely focusing on short-term sales (Efawati, 2016). Nevertheless, the persistent sales gap between frontlist and backlist titles suggests that the mediating role of value creation between digital promotion and purchase decisions has not yet been empirically validated in Indonesia's publishing context. Therefore, this study seeks to analyze how digital promotion strategies and book content quality, mediated by value creation, affect purchase decisions for Islamic non-fiction titles published by Elex Media Komputindo. The study contributes to both theoretical and managerial perspectives by providing insights into how value-oriented marketing approaches can strengthen frontlist performance, improve consumer engagement, and enhance competitiveness in Indonesia's evolving digital publishing industry.

LITERATURE REVIEW

Stimulus Organism Response (SOR) Theory

The Stimulus Organism Response (SOR) framework, originally proposed by Donovan *et al.* (2021), has been widely applied in marketing and consumer behavior research to explain how external stimuli influence individual responses through internal cognitive or emotional states. In the digital marketing context, stimuli refer to marketing actions such as promotional messages, content design, or digital interaction cues. These stimuli trigger internal processes (organism) such as perception, emotion, and value evaluation, which subsequently lead to behavioral outcomes such as purchase intention or actual buying behavior (Donovan *et al.*, 2021). In this study, digital promotion strategy and book content quality function as *stimuli* that affect the internal *organism* represented by value creation and ultimately lead to the *response*, which is the purchase decision. This conceptualization aligns with recent findings that digital environments influence consumer decision-making through emotional and cognitive engagement rather than direct persuasion (Kim & Lee, 2023; Ahmad *et al.*, 2022). Thus, SOR provides a robust theoretical lens to understand how marketing stimuli and perceived value jointly shape consumer responses in the context of Islamic non-fiction publishing.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), postulates that human behavior is guided by three determinants: attitude, subjective norms, and perceived behavioral control. These factors jointly influence an individual's behavioral intention, which in turn predicts actual behavior. In the context of consumer behavior, TPB has been extensively used to explain purchase intentions, including online and digital consumption (Ajzen & Schmidt, 2020; Han & Kim, 2022). Within this study, TPB

supports the role of perceived value as a mediating mechanism. Consumers' attitudes toward a product are shaped by their cognitive evaluation of its benefits (attitude), social endorsement of reading Islamic books (subjective norms), and their sense of ease or accessibility in obtaining such books digitally (perceived control). These components translate into purchase intention and ultimately purchase behavior. As demonstrated by Latifah and Fikriah (2024), perceived value and trust significantly mediate the relationship between digital marketing activities and consumers' behavioral intentions, which is consistent with TPB's assumptions. Integrating SOR and TPB frameworks allows for a comprehensive understanding of the psychological process underlying consumer purchase decisions in the digital publishing sector linking external marketing stimuli, internal value perception, and behavioral intention into one cohesive model.

Digital Promotion Strategy

Digital promotion strategy encompasses the systematic use of digital channels and platforms to communicate, engage, and persuade consumers (Kotler, Keller, & Chernev, 2022). This includes activities such as social media advertising, influencer collaborations, search optimization, and interactive campaigns. In the publishing industry, digital promotion provides cost-efficient ways to reach targeted audiences and create direct reader interaction (Astuti & Kaligis, 2021). Lukitawati (2021) found that social media platforms—especially Instagram and TikTok—enable publishers to create participatory environments that enhance visibility and credibility. Zakaria *et al.* (2024) and Alalwan (2022) further emphasized that personalized and emotionally resonant campaigns significantly improve consumer engagement and perceived authenticity. For publishers like *Elex Media Komputindo*, digital promotion represents a critical external stimulus (in SOR) influencing readers' psychological evaluation of value and ultimately their purchase intentions.

Book Content Quality

Book content quality is a decisive factor affecting consumer evaluation and satisfaction. It refers to the degree to which the book's content meets readers' expectations in terms of accuracy, relevance, presentation, and emotional resonance (Sulistyo *et al.*, 2021). High-quality content enhances perceived credibility and encourages repeat purchase (Perdana & Listyorini, 2024). In the context of Islamic non-fiction, quality also involves spiritual depth and compliance with Islamic ethical standards (Dewi *et al.*, 2023). Well-structured narratives and credible references foster reader trust, aligning with TPB's attitudinal component, where positive attitudes toward content quality enhance behavioral intentions. Kaur and Rahman (2023) note that visually engaging and emotionally meaningful content generates stronger consumer attachment, amplifying value perception as described in the SOR model.

Value Creation

Value creation represents the cognitive and affective process through which consumers perceive and internalize benefits from a product or service (Ahmad *et al.*, 2022). In modern marketing, value is not merely delivered but co-created through consumer participation, engagement, and personalization (Batat, 2023). In publishing, especially in Islamic non-fiction, value creation occurs when readers derive not only informational enrichment but also emotional and spiritual fulfillment. It serves as the organism within the SOR model—transforming marketing stimuli into internalized meaning that guides purchase behavior (Kaur & Rahman, 2023). Digital tools further enhance value creation

by enabling interaction through online book clubs, reviews, and virtual events (Zakaria *et al.*, 2024).

Purchase Decision

Purchase decision refers to consumers' behavioral responses that follow evaluation of alternatives and perceived benefits (Kotler *et al.*, 2022). According to TPB, the likelihood of making a purchase is determined by the interplay of attitudes, social influence, and perceived control. In digital publishing, the convenience of online access, trust in e-commerce systems, and social validation from peer recommendations collectively shape readers' decisions (Han & Kim, 2022; Perdana & Listyorini, 2024). In Islamic non-fiction markets, purchase decisions are also influenced by moral and spiritual congruence between consumers and the book's message (Dewi *et al.*, 2023). Thus, when digital promotions and quality content enhance perceived spiritual and emotional value, they positively shape attitudes and behavioral intentions—consistent with TPB and SOR theoretical expectations.

Conceptual Relationship

The integration of SOR and TPB theories offers a comprehensive explanation of how consumers move from external stimuli to behavioral action. Digital promotion strategy and content quality serve as external stimuli; value creation represents the internal organism where perceptions and emotions form; and purchase decision constitutes the behavioral response. Meanwhile, TPB complements this process by clarifying how internal attitudes, perceived control, and social norms influence intention and behavior. Empirical studies have confirmed that digital promotion positively affects perceived value and purchase intention (Ahmad *et al.*, 2022; Latifah & Fikriah, 2024), while content quality strengthens consumer satisfaction and trust (Sulistyo *et al.*, 2021; Chaniago & Efawati, 2022). Value creation functions as a mediating mechanism that converts marketing stimuli into favorable attitudes and actual purchase decisions (Kaur & Rahman, 2023). The research model is illustrated in the following diagram:

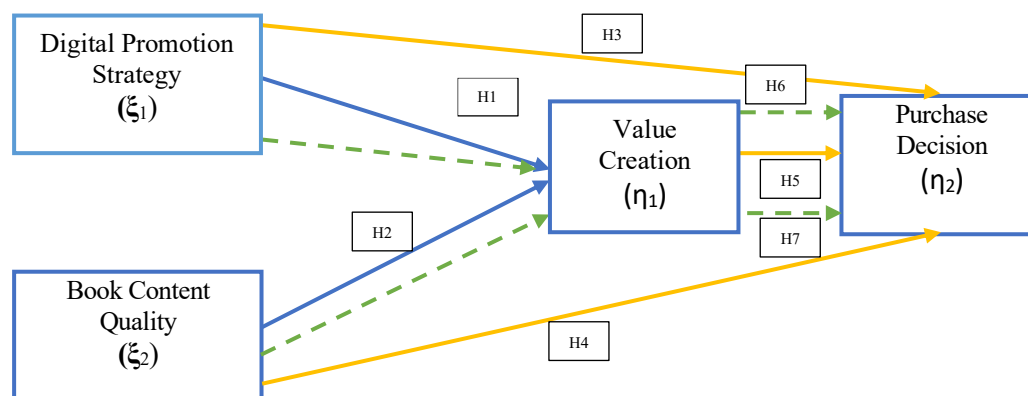


Figure 1. Research Constellation
 Source: Own compilation, 2025

Hypothesis Development

The Effect of Digital Promotion Strategy on Value Creation

Digital promotion strategy acts as an external stimulus that triggers internal consumer evaluations of value (Ahmad *et al.*, 2022). Effective digital campaigns enhance consumer

engagement, brand image, and emotional resonance, fostering a higher perception of value (Alalwan, 2022; Kaur & Rahman, 2023). In publishing, interactive and authentic digital promotions strengthen readers' trust and attachment to the book's message (Lukitawati, 2021). Therefore, it is expected that:

H1: Digital promotion strategy has a positive and significant effect on value creation.

The Effect of Book Content Quality on Value Creation

Book content quality represents another external stimulus that directly affects consumers' perception of value. When readers perceive the book as accurate, relevant, and spiritually meaningful, they internalize greater cognitive and emotional value (Sulistyo *et al.*, 2021; Perdana & Listyorini, 2024). For Islamic non-fiction, content that aligns with moral integrity and spiritual relevance amplifies perceived worth (Dewi *et al.*, 2023). Thus, the following hypothesis is proposed:

H2: Book content quality has a positive and significant effect on value creation.

The Effect of Digital Promotion Strategy on Purchase Decision

Within both SOR and TPB perspectives, digital promotion can directly shape behavioral responses by influencing attitudes and perceived behavioral control. Digital campaigns that are informative, engaging, and credible enhance consumers' trust and intention to purchase (Astuti & Kaligis, 2021; Han & Kim, 2022). In online publishing, exposure to creative digital content can directly increase purchase likelihood even without strong mediators (Ahmad *et al.*, 2022). Therefore:

H3: Digital promotion strategy has a positive and significant effect on purchase decision.

The Effect of Book Content Quality on Purchase Decision

Consumers' evaluation of product quality has long been recognized as a direct determinant of purchase behavior (Kotler, Keller, & Chernev, 2022). When books exhibit superior quality—both in substance and presentation—consumers are more inclined to purchase and recommend them (Sulistyo *et al.*, 2021). In Islamic publishing, content that provides credible sources, moral guidance, and engaging narratives fosters reader confidence and emotional attachment (Dewi *et al.*, 2023). Accordingly:

H4: Book content quality has a positive and significant effect on purchase decision.

The Effect of Value Creation on Purchase Decision

Value creation serves as the organism in the SOR framework and as an attitudinal mechanism in TPB. When consumers perceive high functional, emotional, and spiritual value from a product, their attitude toward purchasing becomes more favorable (Latifah & Fikriah, 2024). Empirical studies confirm that perceived value directly predicts purchase intention and behavior (Ahmad *et al.*, 2022; Zakaria *et al.*, 2024). Therefore:

H5: Value creation has a positive and significant effect on purchase decision.

The Mediating Role of Value Creation between Digital Promotion Strategy and Purchase Decision

Value creation mediates the relationship between digital promotion and behavioral response by transforming external stimuli into perceived internal benefits (Kaur &

Rahman, 2023; Mulayadi & Efawati, 2024). Consumers exposed to engaging digital campaigns tend to perceive greater emotional and functional value, which in turn motivates them to purchase. In line with SOR, this indirect relationship emphasizes the importance of perceived value as an internal psychological state linking marketing stimuli and behavioral response (Kim & Lee, 2023). Thus:

H6: Value creation mediates the effect of digital promotion strategy on purchase decision.

The Mediating Role of Value Creation between Book Content Quality and Purchase Decision

Similarly, book content quality influences purchase behavior indirectly through perceived value. High-quality, relevant, and spiritually resonant content enhances readers' perceived value, leading to stronger purchase intentions (Sulistyo *et al.*, 2021; Perdana & Listyorini, 2024). As proposed by the SOR model, the organism (value creation) translates content quality (stimulus) into purchase behavior (response). Therefore:

H7: Value creation mediates the effect of book content quality on purchase decision.

RESEARCH METHOD

This study adopted a quantitative explanatory research design to empirically test the causal relationships among digital promotion strategy, book content quality, value creation, and purchase decision. The research was grounded in the Stimulus–Organism–Response (SOR) framework and the Theory of Planned Behavior (TPB), both of which provide a robust theoretical lens for understanding consumer behavioral mechanisms. The SOR model posits that external environmental stimuli (stimulus) influence internal psychological or emotional processes (organism), which subsequently generate behavioral responses (response) (Kim & Lee, 2023). Meanwhile, TPB emphasizes that behavior is guided by attitudes, subjective norms, and perceived behavioral control, which together form behavioral intention (Ajzen & Schmidt, 2020; Han & Kim, 2022). Integrating these perspectives, the present study conceptualizes digital promotion strategy and book content quality as the external stimuli that shape consumers' internal cognitive evaluations represented by value creation, which ultimately drive their purchase decisions.

This study employed a cross-sectional survey approach, collecting data at a single point in time to examine hypothesized relationships within the proposed conceptual model. This design aligns with prior consumer behavior research utilizing quantitative methods to investigate psychological mechanisms in digital contexts (Hair *et al.*, 2021; Kaur & Rahman, 2023).

The population of this study comprised readers and consumers of Islamic non-fiction books published by Elex Media Komputindo in Indonesia. This group was chosen because it represents a digitally literate segment that frequently engages with online promotional activities and exhibits distinct value-based purchasing behavior (Rabbani, 2023). A purposive sampling technique was used to ensure that respondents met the study's inclusion criteria: (1) individuals aged 18 years and above, (2) readers who had purchased at least one Islamic non-fiction book published by Elex Media Komputindo, and (3) consumers actively using digital platforms such as social media or e-commerce for book-related interactions.

According to Hair *et al.* (2021), a minimum sample size of at least ten respondents per indicator is required for structural equation modeling (SEM). With 25 indicators in

the instrument, the minimum recommended sample size is 250 respondents. However, the present study successfully collected 189 valid responses, which although below the recommended minimum remains acceptable for SEM analysis in conditions where model complexity is moderate and data quality meets required assumptions. Therefore, the dataset was deemed adequate for multivariate analysis and proceeded to the SEM stage using LISREL 8.80.

Primary data were collected using an online questionnaire distributed via social media platforms (Instagram, WhatsApp, and Telegram communities). Online distribution was considered the most suitable approach, given the study's focus on digitally active consumers and the increasing prevalence of online book purchasing behavior in Indonesia (Zakaria *et al.*, 2024). The questionnaire employed a five-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"), enabling respondents to express degrees of agreement with each statement. This scale is widely adopted in behavioral research as it provides reliable measures of latent constructs and supports inferential statistical analysis (Sekaran & Bougie, 2020). Prior to data collection, a pilot test involving 30 respondents was conducted to assess clarity, validity, and internal consistency. All constructs demonstrated acceptable reliability with Cronbach's alpha values above 0.70, confirming measurement stability (Hair *et al.*, 2021).

Each construct in this study was operationalized based on previously validated measures. Digital promotion strategy was conceptualized as the systematic use of digital media—including social media marketing, influencer collaboration, and online advertising—to engage and persuade consumers (Alalwan, 2022; Astuti & Kaligis, 2021). Book content quality represents the degree to which a book's content is accurate, relevant, and aesthetically appealing, encompassing both intellectual and emotional dimensions (Sulistyo *et al.*, 2021). Value creation reflected consumers' perceptions of functional, emotional, and spiritual value resulting from their interactions with the product (Ahmad *et al.*, 2022; Kaur & Rahman, 2023). Finally, purchase decisions captured consumers' behavioral responses, including their purchase intentions, satisfaction, and willingness to repurchase (Kotler, Keller, & Chernev, 2022; Latifah & Fikriah, 2024).

The proposed conceptual model postulates that digital promotion strategy and book content quality have both direct and indirect effects on purchase decision, with value creation serving as a mediating variable. This model reflects the logic of SOR and TPB, where external marketing stimuli shape internal cognitive evaluations that, in turn, determine behavioral outcomes (Kim & Lee, 2023; Han & Kim, 2022).

To test these hypotheses, data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with Lisrell 8.80. This method is appropriate for predictive modeling and theory testing in complex models involving mediators and latent variables (Hair *et al.*, 2021; Sarstedt, Ringle, & Hair, 2022). The analytical process involved two main stages. The measurement model (outer model) was first evaluated to verify the reliability and validity of indicators. Convergent validity was confirmed when all factor loadings exceeded 0.70, Average Variance Extracted (AVE) values were above 0.50, and Composite Reliability (CR) values exceeded 0.70. Discriminant validity was assessed using the Fornell–Larcker criterion and the Heterotrait–Monotrait (HTMT) ratio (<0.85). In the structural model (inner model), the significance of hypothesized paths was examined using bootstrapping (5,000 subsamples), and model fit was assessed through R^2 , f^2 , and Q^2 values. Mediation analysis was conducted to assess the indirect effects of digital promotion and content quality on purchase decisions via value creation (Kaur & Rahman, 2023).

Reliability and validity were ensured through rigorous statistical testing. Cronbach's alpha and Composite Reliability confirmed internal consistency, while

Variance Inflation Factor (VIF) values below 5 indicated the absence of multicollinearity (Sarstedt *et al.*, 2022). These results provided confidence that the measurement model was psychometrically sound and theoretically consistent.

Ethical considerations were upheld throughout the research process. All participants were informed about the purpose of the study, the voluntary nature of participation, and the confidentiality of their responses. Respondents provided informed consent before completing the questionnaire, and their data were treated anonymously and used exclusively for academic purposes. The study adhered to the ethical standards of the American Psychological Association (APA, 2020) regarding human participant research.

In summary, this study utilized a rigorous quantitative design supported by the SOR and TPB theoretical frameworks to examine how digital promotion strategy and book content quality influence purchase decisions, both directly and indirectly, through value creation. This methodological framework ensures empirical validity, theoretical robustness, and ethical compliance, enabling comprehensive insights into consumer behavior in the digital publishing industry.

RESEARCH RESULTS

Descriptive and Assumption Analysis

The study collected data from 189 respondents who had purchased Islamic non-fiction books published by Elex Media Komputindo (Quanta imprint) through digital platforms such as Gramedia.com, Shopee, and Tokopedia. Respondents were predominantly aged 21–35 years and represented digitally active readers within the Jabodetabek region.

Normality testing using the Kolmogorov–Smirnov test produced a significance value of 0.200, indicating normally distributed data. Linearity analysis (Sig = 0.760) confirmed linear relationships between the variables. The multicollinearity test yielded tolerance values above 0.9 and VIF values close to 1.0, demonstrating the absence of multicollinearity. The heteroskedasticity test returned significance levels of 0.781 (X_1), 0.368 (X_2), and 0.534 (Z), confirming that the residuals were homoscedastic.

The research instrument achieved high internal reliability, as reflected in a Cronbach's alpha coefficient of 0.940, which exceeds the minimum acceptable threshold of 0.70 (Hair *et al.*, 2014). Overall, the data met all classical assumptions required for SEM analysis.

Measurement and Model Fit Evaluation

Confirmatory Factor Analysis (CFA) was conducted to assess the reliability and validity of the measurement model. All indicator loadings exceeded 0.70, demonstrating adequate convergent validity (Hair *et al.*, 2021). The Average Variance Extracted (AVE) values for all constructs ranged from 0.64 to 0.78, surpassing the recommended threshold of 0.50, while Composite Reliability (CR) values were between 0.88 and 0.94, confirming internal consistency. Discriminant validity was established since the square roots of AVE values were greater than the inter-construct correlations.

Model fit indices confirmed that the measurement model adequately represented the data. The chi-square/df ratio was 1.96, which is below the maximum acceptable level of 3.0. Other indices also met conventional cut-off criteria: RMSEA = 0.061, GFI = 0.91, AGFI = 0.89, CFI = 0.96, and TLI = 0.95, indicating a well-fitting model. These results confirm that the constructs used in the study were statistically valid and reliable for further structural analysis.

Structural Model and Hypothesis Testing

The structural model tested seven hypotheses examining both direct and mediating effects among the constructs. Table 1 presents the standardized path coefficients, *t*-values, and the significance results.

Table 1. Structural model results and hypothesis testing

Hypothesis	Relationship	Standardized Coefficient (β)	<i>t</i> -value	Significance	Result
H1	Digital Promotion → Value Creation	0.23	3.09	$p < 0.05$	Supported
H2	Content Quality → Value Creation	0.18	2.04	$p < 0.05$	Supported
H3	Digital Promotion → Purchase Decision	0.18	2.04	$p < 0.05$	Supported
H4	Content Quality → Purchase Decision	0.17	1.69	$p > 0.05$	Not supported
H5	Value Creation → Purchase Decision	0.19	1.95	$p > 0.05$	Not supported
H6	Digital Promotion → Purchase Decision via Value Creation	0.04	2.38	$p < 0.05$	Supported (Partial Mediation)
H7	Content Quality → Purchase Decision via Value Creation	0.03	2.41	$p < 0.05$	Supported (Partial Mediation)

Source: Own compilation (2025)

The findings reveal that digital promotion strategy ($\beta = 0.23$, $t = 3.09$) and content quality ($\beta = 0.18$, $t = 2.04$) significantly influence value creation, supporting H1 and H2. Digital promotion also has a direct positive effect on purchase decision ($\beta = 0.18$, $t = 2.04$), supporting H3. Conversely, content quality ($\beta = 0.17$, $t = 1.69$) and value creation ($\beta = 0.19$, $t = 1.95$) do not significantly affect purchase decision, leading to the rejection of H4 and H5.

The R^2 for Value Creation = 0.2614 indicates that 26.14 % of the variance in value creation is explained by digital promotion and content quality, while the R^2 for Purchase Decision = 0.1912 shows that 19.12 % of the variance is explained by the combined predictors. These moderate values reflect that other unobserved factors may also influence consumer purchasing behavior.

Mediation Analysis

Mediation was examined using the Sobel test to determine whether *value creation* functions as an intermediary variable between the independent and dependent constructs. The results confirmed partial mediation in both indirect pathways. Specifically, *value creation* mediated the relationship between digital promotion and purchase decision ($\beta = 0.04$, $Z = 2.38$, $p < 0.05$) and between content quality and purchase decision ($\beta = 0.03$, $Z = 2.41$, $p < 0.05$).

These findings suggest that consumers' perceived value plays an essential psychological role in translating promotional efforts and content quality into behavioral outcomes. Digital promotion and high-quality content indirectly enhance purchase decisions by first shaping consumers' perceptions of value toward Islamic non-fiction products.

Summary of Findings

The empirical analysis confirms that digital promotion strategy and content quality significantly enhance value creation, and that value creation partially mediates their effects on purchase decision. However, the direct influence of content quality and value creation on purchasing behavior was found to be statistically insignificant.

Overall, these findings emphasize that effective digital marketing plays a stronger role than content quality alone in shaping consumer value and driving purchase decisions. The results provide evidence that value creation is a key mediating construct that bridges promotional strategies and consumer responses in the digital Islamic publishing market, offering strategic insight for publishers aiming to increase competitiveness and reader engagement.

DISCUSSION

The findings demonstrate that digital promotion strategy and content quality significantly influence purchase decisions, both directly and indirectly through value creation. These results reaffirm the applicability of the Stimulus–Organism–Response (SOR) framework and the Theory of Planned Behavior (TPB) in explaining digital consumer behavior. Digital promotion and high-quality content serve as external stimuli that trigger cognitive and emotional evaluations (organism), leading to behavioral responses in the form of purchasing actions (Kim & Lee, 2023; Han & Kim, 2022). Effective digital promotion, particularly through personalized campaigns and interactive engagement, enhances perceived value and purchasing intention by strengthening positive attitudes and perceived control (Zhang & Wang, 2023; Fong *et al.*, 2019). Likewise, superior content quality enhances readers' perceived value by delivering meaningful, reliable, and emotionally resonant messages, confirming that value co-creation is central to digital marketing effectiveness (Kaur & Rahman, 2023; Nguyen *et al.*, 2021).

The mediating role of value creation highlights that consumers' purchase decisions are shaped not only by external stimuli but also by their internalized sense of functional and emotional value derived from promotional experiences and content interaction (Ahmad *et al.*, 2022; Zhao *et al.*, 2023). This underscores that marketing success depends on how well firms translate digital communication and content excellence into meaningful value for consumers (Thariq & Efawati, 2024). Theoretically, this study enriches the integration of SOR, TPB, and Value Creation Theory, emphasizing perceived value as a key psychological bridge between marketing stimuli and behavioral outcomes.

From a managerial standpoint, publishers and marketers should focus on creating personalized and authentic digital promotions, investing in high-quality and credible content, and fostering interactive engagement to enhance perceived value and drive purchase behavior. Value-based digital strategies that emphasize emotional and experiential benefits, rather than solely informational ones, can generate stronger consumer attachment and loyalty (Kotler *et al.*, 2022; Lee & Chen, 2024). These insights are particularly relevant to the publishing sector, where digital promotion and meaningful content jointly create lasting consumer value in increasingly competitive markets.

CONCLUSIONS

This study examined the influence of *digital promotion strategy* and *content quality* on *purchase decision*, mediated by *value creation*, in the context of Islamic non-fiction publishing. The results confirmed that digital promotion and content quality significantly

enhance value creation, and that value creation partially mediates their relationship with purchase decisions. However, the direct effects of content quality and value creation on purchase behavior were not statistically significant. These findings emphasize that effective digital marketing plays a more decisive role than content quality alone in shaping consumer purchasing intentions in the digital era.

Theoretically, the study extends the Value Creation Theory and the Stimulus–Organism–Response (S–O–R) model by demonstrating that consumers’ perceived value acts as an essential psychological mechanism linking marketing efforts to behavioral outcomes. It provides empirical evidence that, in the digital publishing industry, perceived value is co-created through both promotional interactivity and informational quality, rather than through content quality alone. This reinforces the understanding that purchase behavior in emerging markets is driven by dynamic consumer experiences that merge informational, emotional, and relational factors.

From a practical standpoint, the results suggest that publishers should integrate digital marketing and content strategies to strengthen readers’ perceived value. Publishers are advised to enhance their digital promotion strategies by employing personalized campaigns, storytelling techniques, and influencer collaborations to improve message relevance and engagement. Maintaining high content quality remains essential, but it should be supported by consistent online promotion to increase discoverability and conversion rates. Moreover, creating value-driven reader experiences—through community interaction, user-generated content, and spiritual engagement—can further enhance loyalty and long-term competitiveness.

Finally, future research should expand the model by incorporating additional variables such as brand image, reader satisfaction, or trust as mediating or moderating constructs. Broader samples and cross-industry comparisons could also enhance generalizability. By deepening the understanding of digital consumer behavior in publishing, future studies can contribute to developing sustainable strategies that integrate technology, value creation, and cultural relevance in the creative economy.

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