

# Decisive factors for indie publishers to win authors' hearts to publish their books

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## Abstract

**Purpose** – This study aimed to determine the significant impact of marketing stimuli on perceived usefulness, the appreciably effect of social media interaction on content quality, and the remarkably influence of perceived usefulness and content quality on purchase intentions.

**Design/methodology/approach** – This is quantitative research, where quantitative data were obtained from the distribution of online questionnaires. The research sample was all participants of the "Book Writing Camp" up to Batch 21 (2023) who had published their books at PT. Litera Media Tama, totaling 162 people. A sophisticated PLS-SEM analysis was used to examine the data gathered.

**Findings** – The results showed that perceived usefulness and content quality on the publisher's social media greatly determine the author's choice. To increase perceived usefulness, publisher must strengthen marketing stimuli such as relative service innovation, service and price advantage, and promotional effort. Meanwhile, publisher must interact more with consumers on social media to improve content quality.

**Research limitations** – Limitations of this study are that the data collecting process was conducted online and only at one publisher. Therefore, the results obtained from this study may vary if applied to other publishers.

**Practical implications** – Publishers should optimize marketing stimuli to strengthen perceived usefulness and increase interaction with followers on social media to improve content quality. Therefore, publishers can effectively attract very motivated writers to publish their books with that publisher.

**Originality/value** – The originality of this work lies in the utilization of Planned Behaviour Theory inside a sophisticated conceptual framework that has yet to be employed in prior research. In addition, the framework tested on Indie publishers in developing countries, a practice that has yet to be explored.

**Keywords:** Purchase Intention, Perceived Usefulness, Marketing Stimuli, Content Quality, Social Media Interaction.

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## Introduction

The digital age has transformed the publishing business model (Salani & Tapfuma, 2025), where publishers inevitably have to change their business concept towards digital if they want to continue to exist (Pamuji et al., 2022). There are three main challenges for the publishing industry in this era, including getting automatic readers depending on the platform (Liao et al., 2024), the narrative structure needs to be more straightforward where this condition is compared to a broader catalog (Kaur, 2024), and customization needed to compete in the market (Spjeldnæs, 2022). PT Litera

Media Tama as an Indie-publisher in Malang, East Java, Indonesia cannot avoid this condition.

In order to retain customers to publish books, this publisher created a unique writing training and mentoring program called "Fun Writing Camp" in 2017. However, because it could not attract consumers and to focus on the target of writing results as books expected to be published by this publisher, the program was renamed "Book Writing Camp" and continues to run until now. Unfortunately, out of 965 participants (recorded up to Batch 21 in 2023), only 162 people (16.8%) were interested in publishing their books at PT. Litera Media Tama. This number still needs to be added to the company's target (at least 40% of participants publish their books) (Rahayu & Lestari, 2023). So, it has become a severe problem for publishers that need a solution.

To have the intention to purchase publishing services, writers consider the perceived usefulness. Research has revealed the strong influence of perceived usefulness on purchase intention (Ellitan & Prayogo, 2022; Pratista & Marsasi, 2024; Xiao & Goulias, 2022). The more consumers feel the usefulness of a product or service, the higher their intention to purchase it. It is important to consider what factors can strengthen the usefulness felt by consumers.

Research has provided strong evidence of the role of external marketing stimuli in increasing the perceived usefulness of electric vehicle users in India (Shanmugavel & Micheal, 2022). External marketing stimuli in its idea include product innovativeness, product advantage, price advantage, and promotional effort, which emphasize the "relative" side because they compare the product to be purchased with other similar products where individual customer perceptions are relative. This study confirms these four factors by using publishing services as the object of research so the marketing stimuli in this study emphasize in the service area.

On the other hand, in the digital era, publishers must use social media to introduce the services offered widely. Several studies have shown that Content Quality is the central part that persuades consumers to have purchasing (Ariasih et al., 2023; Chasanah & Saino, 2022; Wismiarsi et al., 2024). Meanwhile, Content Quality also depends heavily on how consumers interact with producers and other consumers who discuss various information related to the products or services to be purchased (Dwivedi et al., 2021; Onofrei et al., 2022; Zulfikar et al., 2023). Based on the empirical reasons above, the study's novelty lies in the conceptual framework that describes the complex relationship between relative service innovativeness, service and price advantage, promotional effort, perceived usefulness, social media interaction, content quality, and purchase intention which are validated through the research object in the form of consumers of PT. Litera Media Tama, Indonesia.

## Literature Review and Hypotheses

### Planned Behavior and Acceptance Model Theories

The Planned Behavior Theory (PBT) (Ajzen, 1991) posits that behavioral intention is influenced by three primary factors: attitude, subjective norms, and perceived behavioral control (Haq et al., 2024). Attitude denotes an individual's evaluation of the favorable or unfavorable elements of a behavior, subjective norms pertain to the social pressures or influences from important others, and perceived behavioral control signifies the individual's perception of their capability and the resources accessible to execute the behavior. Meanwhile, the Technology Acceptance Model (TAM) by Davis (1985) was originally an important theory in information systems research that describes how and why individuals accept and use technology (Oyman et al., 2022; Tang & Jiang, 2024). This model primarily relies on two key cognitive constructs: perceived utility and perceived ease of use, which influence users' feelings about technology. Consequently, these constructs affect actual system usage. In marketing, TAM has transitioned from a simple model centered on information system acceptance to a comprehensive theoretical framework that explains consumer behavior regarding the adoption of digital technology. The constructs of TAM predict technology usage and impact essential marketing metrics such as purchase intention, customer engagement, trust, and customer satisfaction. Many researchers have incorporated marketing-related factors, including perceived enjoyment, perceived risk, trust, social influence, and brand image, to enhance the Technology Acceptance Model's ability to explain online consumer behavior. In digital marketing research, TAM has further developed from a model of technology acceptance into a

strategic conceptual framework that clarifies how consumer attitudes toward technology shape long-term brand relationships and purchasing decisions.

## Hypotheses Development

### Relative Service Innovativeness and Perceived Usefulness

In this study, product innovation refers to the services that publishers offer both during and after the publishing process. This requires creativity to set them apart from their competitors. Studies have shown the influence of relative product innovation on perceived usefulness (Shanmugavel & Micheal, 2022). Winarto, (2022) has also shown the influence of service innovation on perceived usefulness. Product innovation influences the competitive advantage of the product itself (Abdelfattah et al., 2024; Rehman et al., 2022); thus, product innovation is relative. Products in the publishing industry, such as books, are innovative written works. Unfortunately, diversity in the publishing industry is still very lacking, both in terms of author culture and the services offered by publishers (Johanson et al., 2023). The empirical evidence is still needed regarding the relationship between the two variables, especially in the publishing industry, where we focus more on the publishing services, so it tends towards Relative Service Innovativeness. So, the first hypothesis proposed in this study is:

H<sub>1</sub>: Perceived Usefulness can be strongly enhanced by Relative Service Innovativeness

### Relative Service Advantage and Perceived Usefulness

The relative service advantage of a publishing company is the superiority of its services compared to its competitors. Relative advantage is one of the five factors in the spread of innovation (Wang, 2022). The publishing industry must achieve a relative service advantage to differentiate itself from competitors and win customer preference. Relative service advantage is significant in marketing innovative products (Wu & Ku, 2024). However, the influence of marketing stimuli as relative service advantage on consumer perceptions of publishing still needs to be proven further. One previous study discussed the strong influence of relative product advantage on perceived usefulness with the object of electric vehicles in India (Shanmugavel & Micheal, 2022). So we hypothesize that relative product advantage positively affects the perceived usefulness of electric vehicles. So, the second hypothesis proposed in this study is:

H<sub>2</sub>: Perceived Usefulness can be strongly enhanced by Relative Service Advantage

### Relative Price Advantage and Perceived Usefulness

Relative price advantage refers to comparing the price of a product or service relative to the price competitors offer for similar products or services. In other words, relative price advantage is a measurement of the price of a product or service through comparison with the prices of other similar products, comparison with consumer preferences, with the technology used, and with other production factors (Brondino, 2023). Relative price does not always mean a lower price than competitors; a higher price also indicates a relative price advantage, in this case, the company's strategy in price leadership (Sinitsyn, 2022). Studies have explored how relative price advantage influences perceived usefulness, revealing that this effect is both positive and significant (Shanmugavel & Micheal, 2022). So, the third hypothesis proposed in this study is:

H<sub>3</sub>: Perceived Usefulness can be strongly enhanced by Relative Price Advantage

### Relative Promotional Effort and Perceived Usefulness

Referring to the Theory of Planned Behavior, promotion acts as an external stimulus that impacts attitudes, subjective norms, and perceived behavioral control. This influence encourages the development of purchase intentions and drives actual purchasing behavior (Krisprimandoyo, 2024). Relative promotional effort refers to the investment in promotion compared to competitors on similar products or services. The strategy is intended to expand the market by creating more loyal consumers (Shanmugavel & Micheal, 2022). The strategies designed include advertising, sales promotion, public relations, and pricing (Georgantzis & Brunner, 2016). So far, more research is still needed to test the

influence of relative promotional efforts on perceived product benefits. One study that discussed the relationship found that Relative Promotional Effort significantly positively affected Perceived usefulness (Shanmugavel & Micheal, 2022). So, the fourth hypothesis proposed in this study is:

H<sub>4</sub>: Perceived Usefulness can be strongly enhanced by Relative Promotional Effort

### Perceived Usefulness and Purchase Intention

Perceived Usefulness is defined as the author's perception of the ease of using publication services to publish their books. Several previous studies have proven the influence of perception on the usefulness of purchase intentions, where the better the consumer's perception of the use of a product or service, the higher the purchase intention (e.g., Ellitan & Prayogo, 2022; Pratista & Marsasi, 2024b; Xiao & Goulias, 2022). Meanwhile, TAM is the source of perceived usefulness. This idea explains how much a person believes technology will improve performance. Perceived usefulness can be applied to various contexts outside the world of technology, such as products, services, or policies. It reflects an individual's perception of the extent to which something is considered valuable or helpful in meeting their goals or meeting their needs (Shanmugavel & Micheal, 2022). In this study, So, the fifth hypothesis proposed in this study is:

H<sub>5</sub>: Purchase Intention can be strongly enhanced by Perceived Usefulness

### Social Media Interaction and Content Quality

The use of social media makes it possible for companies to interact directly with their consumers. Through social media interactions, consumers can access information regarding the products or services they will use (Dwivedi et al., 2021). Previous research has revealed a relationship between social media interactions and content quality (Zulfikar et al., 2023). The more interactions between consumers and sellers or producers, the more information consumers obtain regarding products, and vice versa, the more information producers obtain regarding consumer wants regarding products, so producers will improve the quality of content on social media to attract more consumers (Onofrei et al., 2022). So, the sixth hypothesis proposed in this study is:

H<sub>6</sub>: Content Quality can be strongly enhanced by Social Media Interaction

### Content Quality and Purchase Intention

Content on social media can build trust in the information obtained and make consumers dependent on the content (Leonhardt et al., 2020). The quality of information in social media content is critical for consumers, as it is the basis for assessing the quality of products or services until finally growing purchase intention (Onofrei et al., 2022). Several previous studies have proven the importance of maintaining the quality of content on social media to achieve consumer purchase intention (e.g., Ariasih et al., 2023; Chasanah & Saino, 2022; Wismiarsi et al., 2024). So, the seventh hypothesis proposed in this study is:

H<sub>7</sub>: Purchase Intention can be strongly enhanced by Content Quality

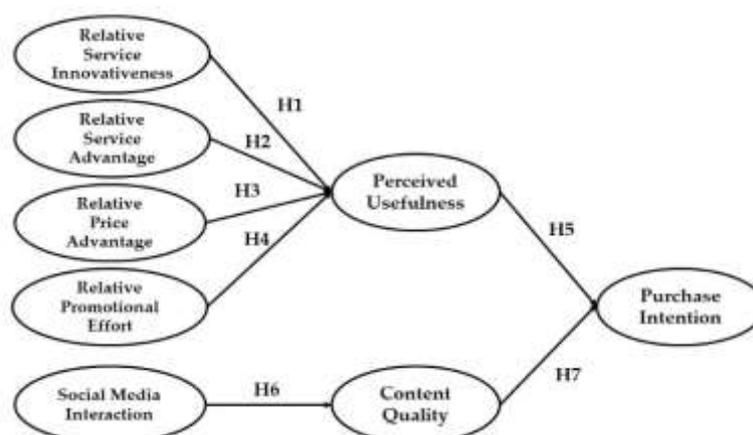


Figure 1. Conceptual Framework

Source of relationship between variables:

The conceptual framework for this research is illustrated in Figure 1, which depicts the structural relationships between the variables:

1. Relative Service Innovativeness → Perceived Usefulness: (Shanmugavel & Micheal, 2022; Winarto, 2022)
2. Relative Service Advantage → Perceived Usefulness: (Shanmugavel & Micheal, 2022)
3. Relative Price Advantage → Perceived Usefulness: (Shanmugavel & Micheal, 2022)
4. Relative Promotional Effort → Perceived Usefulness: (Shanmugavel & Micheal, 2022)
5. Perceived Usefulness → Purchase Intention: (Ellitan & Prayogo, 2022; Pratista & Marsasi, 2024; Shanmugavel & Micheal, 2022; Xiao & Goulias, 2022)
6. Social Media Interaction → Content Quality: (Onofrei et al., 2022; Zulfikar & Mighty, 2024)
7. Content Quality → Purchase Intention: (Ariasih et al., 2023; Chasanah & Saino, 2022; Onofrei et al., 2022; Wismiarsi et al., 2024)

## Research Methods

This research was conducted based on quantitative research methods, where quantitative data were obtained from the distribution of online questionnaires on a Likert scale. The research sample was all participants of the "Book Writing Camp" up to Batch 21 (2023) who had published their books at PT. Litera Media Tama, totaling 162 people, was selected through saturated sampling techniques. Respondent demographics are presented in Table 1.

**Table 1.** Respondent Demographics

	Categorical	Frequency	%
Age	7 - 17 y.o	10	6%
	29 - 39 y.o	100	62%
	40 - 50 y.o	47	29%
	> 50 y.o	5	3%
Occupation	Doctor	84	52%
	Academician	17	10%
	Entrepreneur	17	10%
	Trainer	33	20%
	Civil servant	6	4%
	Others	5	3%
Education	S3 (Doctor)	40	25%
	S2 (Master)	44	27%
	S1 (Bachelor)	65	40%
	Diploma	0	0%
	Senior High School	10	6%
	Junior High School	2	1%
	Elementary School	1	1%

The study focuses on eight latent constructs, including Relative Service Innovativeness (RSI), Relative Service Advantage (RSA), Relative Price Advantage (RPA), Relative Promotional Effort (RPE), Social Media Interactions (SMI), Perceived Usefulness (PU), Content Quality (CQ), and Purchase Intention (PI), where each construct is measured through the manifest construct in Table 2.

**Table 2.** Measurement Items

Latent Constructs	Items
Relative Service Innovativeness (RSI)	X1.1: The publishing services offered are very innovative compared to competitors
	X1.2: Additional facilities offered are unique to customers
	X1.3: The technology used in the publishing process is up-to-date

Latent Constructs	Items
Relative Service Advantage (RSA)	X2.1: The publishing services offered meet consumer needs better X2.2: Publishing services are of higher quality than competitors X2.3: Additional facilities provided are unique compared to competitors
Relative Price Advantage (RPA)	X3.1: The price of publishing services offered is relatively expensive X3.2: The price of publishing services is higher than the industry average X3.3: Customer accepts a higher price because it is comparable to the advantage
Relative Promotional Effort (RPE)	X4.1: Publishing service promotion efforts are high. X4.2: Publishing service promotion efforts are higher than the industry average. X4.3: Customers tolerate higher promotional efforts for publishing services because they are different from the industry average.
Social Media Interactions (SMI)	X5.1: The comment column on the publishing company's social media is open so that customers can comment freely X5.2: Customers can see other customers' reviews on the publishing company's social media X5.3: Direct messages on the publishing company's social media are always responded to quickly
Perceived Usefulness (PU)	Y1.1: Consumers intend to publish a book soon Y1.2: Consumers predict that they will choose Litera Media Tama publishing services Y1.3: Consumers will use Litera Media Tama publishing services so that the publishing results are in accordance with expectations. Y1.4: Consumers will continue to use Litera Media Tama publishing services even though the price is expensive.
Content Quality (CQ),	Y2.1: The content on the publisher's social media is consistently well-written and grammatically correct Y2.2: The content on the publisher's social media shares many new or unique perspectives Y2.3: The content on the publisher's social media is driven by experts or experienced people Y2.4: The design of each piece of content on the publisher's social media attracts consumers to view it
Purchase Intention (PI)	Y3.1: Consumer potential to publish books Y3.2: Consumer willingness to publish books at Litera Media Tama publisher Y3.3: Consumer willingness to recommend others to publish books at Litera Media Tama publisher

## Results and Discussion

### Results

The research instrument's validity can be verified from the loading factor's value of every item of each latent construct. The research instrument is reasoned valid if the loading factor's value is at least 0.7. Graphically (see Figure 2), the number on the line between item and variable that are not in brackets is the loading factor. The iteration of the PLS-SEM algorithm, which shows the loading factor value of each item is more than 0.7, proves the validity of the research instrument.

An additional method to verify the validity is the Average Variance Extracted (AVE) value which need greater than 0.5 (This vital value denotes a reliable study tool). As visible in Table 3, every latent construct has an AVE value greater than 0.5, specify the research instrument's validity.

The instrument's reliability can be viewed from a Cronbach's alpha (Cr. Alpha) value which necessitate more than 0.6 and a composite-reliability (co. rel.) value which involve more than 0.8. Based on Table 3, the research instrument is reliable because the Cr. Alpha's value is more than 0.6 and co. rel.'s value is more than 0.8 in each latent construct.

The inner model is need to be measured for ensuring the structural model feasibility. There are two measures: (1) R<sup>2</sup> value which assign the exogenous percentage contribution to endogenous,

and (2) GoF that assess the viability of the structural model. The numeral in the circle symbol with blue colour is the  $R^2$ 's value. By the  $R^2$ 's value, it is recognised that the impact of RSI, RSA, RPA, and RPE on PU is in the strong impact category ( $R^2$  of 0.797). Meanwhile, the impact of SMI on CQ is in the medium impact category ( $R^2$  of 0.586). The impact of PU and CQ on PI is in the strong impact category ( $R^2$  of 0.709).

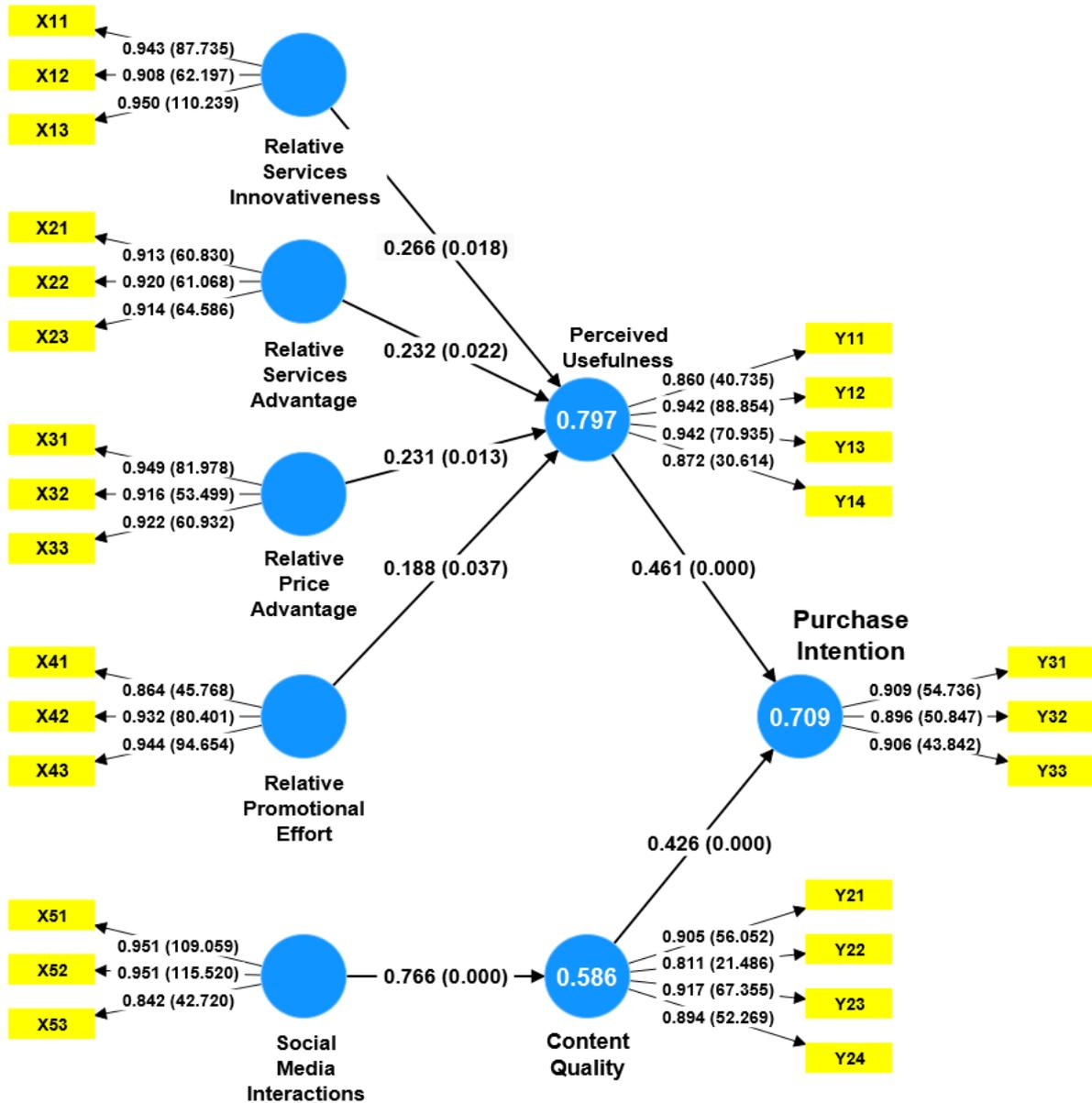


Figure 2. Measurement Model Evaluation (Source: SmartPLS Output, 2024)

Table 3. Reliability and Validity Test Results

Latent Constructs	Cr. alpha	Co. rel. (rho-a)	Co. rel. (rho-c)	AVE
CQ	0.905	0.913	0.934	0.780
PU	0.926	0.929	0.947	0.819
PI	0.888	0.888	0.930	0.817
RPA	0.920	0.921	0.950	0.863
RPE	0.901	0.904	0.938	0.836
RSA	0.903	0.904	0.939	0.838
RSI	0.927	0.928	0.954	0.873
SMI	0.903	0.908	0.940	0.840

(Source: SmartPLS Output, 2024)

The t-test is applied to examine each hypothesis. If the t-statistic value is higher than 1.96 and the p-value is lower than 0.05, then the exogenous latent construct's consequence on the endogenous, and vice versa. The path-coefficient (*p*) shows the direction of impact, negative or positive. Figure 1 presents the outcomes of the hypothesis evaluation. The path coefficients are indicated by the numbers on the lines connecting the latent constructs (which are not in brackets), and the t-statistic values are indicated by the numbers in brackets. For more details, the hypotheses evaluation results are presented in Table 4.

**Table 4.** Hypotheses Testing

Relational	<i>p</i>	T stat	P values	Results	R <sup>2</sup>
RSI → PU	0.266	2.369	0.018	H1-Supported	0.797
RSA → PU	0.232	2.293	0.022	H2-Supported	0.797
RPA → PU	0.231	2.486	0.013	H3-Supported	0.797
RPE → PU	0.188	2.085	0.037	H4-Supported	0.797
PU → PI	0.461	6.980	0.000	H5-Supported	0.709
SMI → CQ	0.766	21.128	0.000	H6-Supported	0.586
CQ → PI	0.426	6.444	0.000	H7-Supported	0.709

(Source: SmartPLS Output, 2024)

The PLS-SEM analysis divulge that RSI significantly impact PU with the *p* of 0.266 and a t-stat's value of 2.369 (>1.96) or p-value of 0.018 (<0.05). So, H1: "Perceived Usefulness can be strongly enhanced by Relative Service Innovativeness", supported. While, RSA is proven to significantly impact PU with the *p* of 0.232 and a t-stat's value of 2.293 (>1.96) or p-value of 0.022 (<0.05). So, H2: "Perceived Usefulness can be strongly enhanced by Relative Service Advantage", supported.

At the same time, RPA is also confirmed to significantly influence PU with the *p* of 0.231 and a t-stat's value of 2.486 (>1.96) or a p-value of 0.013 (<0.05). So, H3: "Perceived Usefulness can be strongly enhanced by Relative Price Advantage", supported. Later, RPE is also confirmed to significantly effect PU with the *p* of 0.188 and a t-stat's value of 2.085 (>1.96) or a p-value of 0.037 (<0.05). So, H4: "Perceived Usefulness can be strongly enhanced by Relative Promotional Effort", supported.

Afterwards, PU is verified to significantly impact PI with the *p* of 0.461 and a t-stat's value of 6.980 (>1.96) or a p-value of 0.000 (<0.05). So, H5: "Purchase Intention can be strongly enhanced by Perceived Usefulness," supported. While, SMI is vindicated to significantly impact CQ with high *p* of 0.766 and a t-stat's value of 21.128 (>1.96) or a p-value of 0.000 (<0.05). So, H6: "Content Quality can be strongly enhanced by Social Media Interaction", supported. Eventually, CQ is proven to significantly impact PI with the *p* of 0.426 and a t-stat's value of 6.444 (>1.96) or a p-value of 0.000 (<0.05). So, H5: "Purchase Intention can be strongly enhanced by Content Quality," supported.

**Discussion**

The study results confirm the intention of the "Book Writing Camp" participants to publish their books at PT. Litera Media Tama (purchase intention) is significantly influenced by perceived usefulness. This finding is in line with previous studies, such as (Ellitan & Prayogo, 2022) research on the case of online purchases, (Xiao & Goulias, 2022) research on the context of Autonomous Vehicles (Self-Driving Cars) in California, (Pratista & Marsasi, 2024) with the object of a social commerce platform, and (Pillai et al., 2022) on online food delivery services context.

Perceived Usefulness in this study is defined as the author's perception of the ease of using publishing services to publish books. To increase the positive perception of authors, publishers must pay attention to several marketing stimuli, such as relative service innovativeness, service and price, and promotional effort. The influence of these four external marketing stimuli has been previously proven in Shanmugavel and Micheal, (2022) research on electric vehicle users in India.

The services offered by the publishing industry are still homogeneous (Johanson et al., 2023) Usually, they offer more publishing packages; the difference is only in size, paper type, and payment system. PT. Litera Media Tama provides complete services starting from the "Book Writing Camp" program, which has a tight and structured schedule and activities that force writers and aspiring writers to focus on writing and finish within 2 to 3 months. Instructions from professional trainers and assistant editors ensure that the quality of the book's contents is also maintained. The facilities offered in the publishing process are complete, from cover design to assistance in finding endorsements and sales strategies and systems.

Service innovation has been proven to influence perceived usefulness (Winarto, 2022). So, authors should increasingly feel the importance of publishing books at PT. Litera Media Tama, publishers must increase their service innovation and add facilities and technologies because it is beneficial. As much as possible, the services or additional facilities are unique to competitors.

In addition, PT. Litera Media Tama must also pay attention to the prices offered. The price of publishing services is relatively expensive. However, because the authors' purchasing power (financial strength) is not strong enough, only about 16.8% of the "Book Writing Camp" participants accepted the higher price because it was considered comparable to the benefits obtained. Then, from the promotion side, the service promotion efforts are relatively high. However, the promotion of the "Book Writing Camp" program is still higher than the promotion of its publishing services. So, publishing promotions still needs to be improved so that the utility value consumers feel is higher than usual.

In instances where marketing stimuli and perceived usefulness fail to influence purchase intention significantly, the core cognitive mechanisms outlined in the TAM do not apply to indie publishing. The findings call into question the foundational assumption of TAM that consumers engage in rational evaluations of product utility before making a purchase. The findings indicate that TAM is not universally applicable, particularly in the context of independent books, where perceived utility fails to forecast consumer purchasing behavior effectively. Creative consumption is shaped by its significance, the individual's aspiration for self-expression, and their personal experiences, rather than by efficiency or performance metrics. The limited impact of market stimuli suggests that external marketing messages cannot effectively change customers' cognitive frameworks, which are predominantly shaped by their literacy preferences and reading communities. The findings cast doubt on the idea that practical considerations within the TAM framework solely drive decision-making. They indicate that, in the indie publishing market, the inclination to purchase is significantly influenced by emotional factors, personal identity, and deliberate contemplation, rather than merely the perceived utility of a product.

The study results confirm the strong influence of Content Quality from publisher' social media on the intention of "Book Writing Camp" participants to publish their books at the publisher PT. Litera Media Tama (purchase intention). The higher the quality of the content, the stronger the author's intention to publish a book. This finding supports A few examples of prior investigations, such as research by (Wisniarski et al., 2024) in the case of endorsed products, (Chasanah & Saino, 2022) in the context of online product sales (Ariasih et al., 2023), and on the object of the "Tik Tok Shop" study. Content on social media can build consumer trust in the information provided (Leonhardt et al., 2020), especially millennial consumers (Dabbous & Barakat, 2020). So, maintaining the quality of information is essential for publishers (Onofrei et al., 2022) because it is the basis for assessing the quality of the services offered and ultimately fosters consumer interest in publishing books. Streaming on social media also increases purchase intention (Zhang et al., 2023). So, PT. Litera Media Tama can also upload streaming related to "Book Writing Camp" or about unique publishing services on social media.

Meanwhile, to upgrade the standard of the content, publishers need to interact a lot with followers on social media. The outcomes of the research highlight the significant role of social media interaction in enhancing content quality, which aligns with the findings (Zulfikar et al., 2023) on the object "Ayobandung.Com." Social media allows companies to interact directly with followers who can become their consumers (Gutierrez et al., 2023). Through interactions on social media, consumers can access in-depth information related to the services offered (Dwivedi et al.,

2021). Online reviews and recommendations from customers on social media are the sources most considered by consumers (Indrawati et al., 2023). Consumers also interact extensively with multimedia posts (Onofrei et al., 2022).

Nowadays, social media marketing is a commonplace strategy in the marketing field (Zhang et al., 2023) so it is important to do (Zhou et al., 2023). So, to increase consumer interest in choosing PT. Litera Media Tama as a mainstay publisher, PT. Litera Media Tama should be fast in responding to every follower's comment on social media. By interacting a lot on social media, PT. Litera Media Tama will get a lot of information related to things that are interesting to consumers that can be used as a basis for creating content. The higher the quality of the content, in this case in terms of language, design, or uniqueness, especially if it is made by a quality content creator, it will attract followers to follow, even become dependent on every content presented (Leonhardt et al., 2020). The quality of the images and the type of textual reviews are important to consider (Vazquez et al., 2023).

Meanwhile, the research results find otherwise, determining that social media engagement had no significant impact on purchase intention or content quality. This suggests that their purchasing decisions are unaffected by the quality or quantity of content provided by independent online publishers. This finding contradicts digital marketing research that highlights social media engagement and high-quality content as the primary means of influencing consumers. Moreover, it implies that the Elaboration Likelihood Model (ELM) and Customer Engagement Theory may not consistently apply, suggesting that consumer perceptions and purchasing decisions are not invariably swayed by content quality in the literacy-centric creative sector. Independent book readers utilize social media for interaction and communication rather than for product evaluation or purchasing decisions. This corroborates the Niche Market Theory, which highlights the inherent interest and personal significance of innovative consumer behavior.

### **Theoretical Implication and Managerial Implication**

This research enhances the advancement of the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), as confirmed by Haq et al. (2024), and the Technology Acceptance Model (TAM) by Davis (1989), which is supported by Oyman et al. (2022) and Tang and Jiang (2024). This is achieved by focusing the study on psychological effects, such as marketing stimuli and social media interactions, on customer beliefs, attitudes, and purchase intentions.. These results reinforce TAM as a cognitive theory of technology adoption in marketing and broaden TPB as a behavioral framework that adapts to digital social interactions and marketing communications. Thus, our study supports both theories evolving from classical models to a more relevant hybrid framework for describing customer behavior in interactive digital marketing.

Along with the TBP and the TAM, the SOR framework supports the findings of this research. This theory posits that consumer purchase intentions are influenced by internal cognitive evaluations, such as perceived utility and content quality, which are shaped by external marketing stimuli and social media interactions. The ELM indicates that social media interactions enhance the processing of messages, while high-quality content acts as the primary means of persuasion. Signaling theory suggests that high-quality content reduces information asymmetry and increases consumers' purchase intentions by demonstrating reliability. The integration of these theories enhances the model beyond merely the TBP and the TAM, resulting in a more comprehensive framework for understanding digital consumer behavior.

In addition to its application in technology, Perceived Usefulness derived from TAM theory can also be applied to publishing services. Sustained high perceived usefulness can ultimately enhance consumer propensity to buy services. From the perspective of Planned Behavior Theory, the degree of Perceived Usefulness can serve as a reliable indicator of customer behavior. The present work has constructed a prescriptive framework for consumer behavior, wherein perceived usefulness and content quality emerge as robust predictors. Meanwhile, the perceived utility is extensively influenced by how marketing stimuli are presented, while the quality of content is greatly influenced by the favorable responses received from social media.

The managerial implications of this study suggest that to motivate authors to select an independent publisher management should concentrate on improving marketing incentives. Specifically, the services offered must be more innovative than those of competitors with similar pricing, coupled with engaging promotional efforts to build authors' confidence that they will gain greater advantages from the publisher's offerings. Additionally, in the current digital age, indie publishers must actively engage with authors and aspiring writers on social media to better understand their needs as potential contributors to content creation. Authors tend to choose a publisher when the content is of higher quality.

## Conclusion and Future Direction

This study confirms the complex relational of marketing stimuli, perceived usefulness, social media interaction, and content quality with 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, purchase intention can be strongly enhanced by Perceived Usefulness. Meanwhile, publishers must optimize marketing stimuli to strengthen perceived usefulness, including relative service innovativeness and advantage, relative price advantage and promotional effort. Second, content quality on social media can also enormously enhance purchase intention. Meanwhile, publishers must increase interaction with followers on social media to improve content quality.

The online data collection method used in this study is only available to one publisher, which limits how useful the results are for other publishing situations. Using the results with different publishers or in different parts of the industry, each with unique traits, may lead to different outcomes. The online, perception-based way of collecting data could lead to respondent subjectivity and common method bias. The cross-sectional research design makes it hard to find long-term causal relationships between variables because the results only show statistical links at one point. The study also only looked at indie publishing, which might not accurately reflect how people act in bigger publishing companies or other digital retail areas. The research model only included a few important variables and left out other important ones that could affect someone's desire to buy, like trust, brand image, price perception, and word-of-mouth. Future research should use longitudinal or comprehensive methods to better understand how consumers think, include a wider range of people—especially those who haven't written books—and work with different publishers that offer similar programs, like book writing workshops, to get a fuller picture of what affects people's decisions to buy digital books.

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