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## THE INFLUENCE OF PRICE AND ACCESSIBILITY TO NOVEL REQUIREMENT IN TOGAMAS BOOK STORES

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### ABSTRACT:

This study aims to determine the influence of price and accessibility on novel loyalty in Togamas bookstores. The population used in this research is Togamas Supratman consumers. The data were collected using a survey method and the type of data was a cross section with a total sample of 121 respondents. The method used in this research is explanatory. The results of the analysis and discussion show that the accessibility variable does not play a role in increasing buyer loyalty. It means that the accessibility variable does not affect loyalty because the effect is not significant (significant value  $0.076 > 0.05$ ). Meanwhile, the price variable has a significant effect, (significance value  $0.000 < 0.05$ ). Thus, it can be concluded that the variable that has influenced loyalty in purchasing novels at the Toga Mas bookstore so far is the price variable. Meanwhile, the accessibility of Toga Mas bookstore does not affect consumer loyalty.

### INTRODUCTION

*Table 1.1 Price Comparison Table for Ebooks and Printed Novels*

Book Title	Author	Publisher	E-Book Price	Physical Prices	Sales		
					2018	2019	2020 *)
The Tipping Point (New Cover)	Malcolm Gladwell	Main Library Gramedia	45000	98000	106	155	61
Men Are	John Gray	Main	45000	128000	78	165	79

From Mars, Women Are From Venus (Revision)		Library Gramedia					
Collapse (The Cross Of The World Civilizations)	Jared Diamond	Gramedian Popular Library	45000	135000	42	40	17
Beautiful Itu Wound [Hc]	Eka Kurniawan	Main Library Gramedia	45000	175000	149	133	19
My Father Is Not A Lie (New Cover 2018)	Tere Liye	Main Library Gramedia	45000	78000	202 (**)	238	149
*) Until November							
**) July Sd December							

Table 1.1 shows the price difference of 5 pieces of Novel listed in the e-book and physical price (printed) in Toko book Togas Mas. The price of the five sample books shows that the physical (printed) value is higher than the e-book. However, some of these books have high sales from year to year. In fact, some authors state that online purchases are more profitable than offline purchases. The advantages include the time that flexible, prices vary greatly so that it is easy to compare, not limited to time and place, more items, abundant product information (<https://japracool.com/toko-online-vs-offline-mana-yang-lebih-untung/>).

Several writers such as for example Agustini (2017), Hermawan (2017), and Harahap and Amanah (2018) reveal several factors that influence consumers to shop online. Among them are: product quality, convenience, quality of information, and consumer trust (Agustini, 2017). Herman (2017) revealed factors that influence consumers shopping online are: site design Web (the most influential factor), convenience, time savings, and the factor security. And benefits (Harahap and Amanah, 2018). However, Table 1.1 shows that there are several books in Toga Mas whose offline prices are higher, but they still sell well, and some of them have increased from year to year. This shows that the online purchasing factors stated by several authors above do not really affect the buying behavior of books/novels. That condition illustrates the difference (gap) between the research conducted by Agustini (2017), Herman (2017), Harahap and Amanah (2018) with the realities of consumer behavior Bookstore Toga Mas. Referring to the differences in the research results of Agustini (2017), Hermawan (2017), and Harahap and Amanah (2018) with sales data in Toga Mas, this study aims to verify the factors that influence the purchase of novels at Toga Mas. This study examines/verifies the variables that have not been studied by the three researchers above, namely price and location. Because according to the author,

the price variable should be the main consideration, but higher prices do not make consumers lose from Toga Mas. while accessibility is a variable that is easier online than offline, because offline, to get to Toga Mas you have to leave the room first, then leave the house, and it takes time to get to the shop (Miro, 2009). researched/verified are:

Does the price affect the customer loyalty of Toga Mas stores?

Does access to Toga Mas services affect customer loyalty?

## **LITERATURE REVIEW AND HYPOTHESES**

### ***Price***

The study of the meaning of price in this study refers to articles written by Kotler and Armstrong (2016), Mahmud Machfoed (2015), Effendi M. Guntur (2016). Kotler and Armstrong (2016) define that: "Price the amount of money charged for a product or service, or the sum of the value that customers exchange for the benefits of having or using the product or service ". (The price is the amount of money spent for a product or service or the amount of value exchanged by consumers for benefits or ownership or use of a product or service). Mahmud Machfoed (2015) defines that: Price is the amount of money charged on services. Price is broadly the amount of value that is exchanged by consumers to obtain the benefits of ownership or use of a product or service. According to Effendi M. Guntur (2016) price is "the amount of money billed for a product and service or the amount of value exchanged by customers to get the benefit of owning or using a product for services. price is the only element of the marketing mix that provides revenue or income for the company and is flexible".

Based on these opinions, it can be concluded that price is the amount of money exchanged for a product or service. Furthermore, price is the amount of value that consumers exchange for a number of benefits by owning or using a product or service.

### ***Accessibility***

The accessibility literature review in this study refers to articles written by Sheth, JN, and Sisodia, RS (2015: 15), Black (1981) in Miro (2009).

Accessibility according to Sheth, JN, and Sisodia, RS (2015: 15) is the extent to which customers can easily obtain and use products. Accessibility has two dimensions, namely:

availability: indicated by factors such as supply relative to demand, the extent to which the product is stored in storage, in relation to products and services.

convenience: indicated by factors such as the time and effort it takes to acquire the product, the ease with which the product can be found in and various locations, the packaging in convenient sizes.

Accessibility refers to the extent to which a device, product, or service is accessible to as many people as possible. It can simply be defined as "the ability to access" when benefiting from any entity or system. However, as the meaning of accessibility can vary from customer to consumer, it needs to be operationalized differently (Baker 2002). In order to distribute products to

reach every customer, distribution channels are one of the important tools in the marketing concept. Anderson, Chatterjee, and Lakshmanan (2003) as in Nezakati, et al. (2012) confirmed that organizations need to find replacement distribution tools to distribute products and services to even the largest isolated from the group.

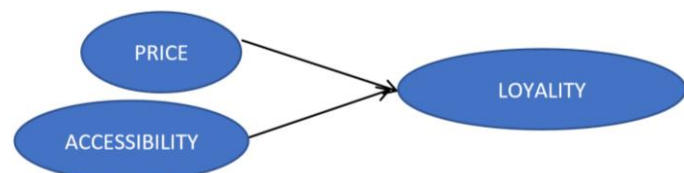
### ***Loyalty***

Kotler and Keller (2013) reveal customer loyalty as a behavior associated with the brand of a product, including the possibility of updating future products, the possibility of customers changing preferences or support for brands, and efforts to increase positive image by customers towards the product. Meanwhile, Tjiptono and Chandra (2012: 80) state that so far, customer loyalty is often associated with repeat buying behavior. The two are indeed related, but they are different. In the context of brands, for example, loyalty reflects a psychological commitment to a particular brand, while re-buying behavior is solely about purchasing the same particular brand repeatedly (it could be because it is the only brand available, the cheapest brand, and so on).

### ***Framework***

In today's digital age, the need for flexible reading has become a necessity in itself, along with the availability of ebooks that are easily accessible to anyone, at cheaper prices, and can be accessed anywhere, ebooks offer their own convenience. However, the presence of ebooks in this world has not completely replaced the role of printed books that people usually use.

Here the authors examine that consumer decisions in buying printed books are still high when compared to ebooks. From the framework above, the research model to be examined can be developed as follows:



***Figure 2.1. Research Model***

### **Research Hypothesis**

The research hypothesis can be concluded by the writer as follows:

H1: Price affects loyalty.

H2: Accessibility affects loyalty

### **RESEARCH METHODS**

This study uses a quantitative method by weighting the question items in the questionnaire, in the sense of converting from qualitative to quantitative, as suggested by Neuman (2000). The data was taken using a survey method and the type of data was cross-section, meaning that it was processed into different individual units of analysis and within a certain period, it was not done more than once (Sekaran, 2003). The method used in this research is explanatory, namely research that explains the relationship or influence between the independent variable and the dependent variable (Zulganef, 2018). The

questions in the questionnaire are made closed and are plural (multi-item), in the sense that one variable is operationalized into several questions (Zulganef, 2018).

The questionnaire was distributed online. The three variables were operationalized into several question items. Price variable is operationalized into 6 questions, accessibility becomes 8 questions, and loyalty becomes 5 questions. There were 121 respondents who returned the questionnaire online.

## RESULTS AND DISCUSSION

The questionnaires returned were 121 people, consisting of 63 men and 56 women. Table 4.1 shows the illustrative value of independent variables on the dependent variable ( $R^2$ ) of 0.626. it means that the variance of the independent variable can explain the variance in the dependent variable by 62.6%.

Table 4.2 shows the variance values on the three variables as a whole, the F value is 97,788 and significant. This shows that the model developed by the researcher is feasible and can be categorized as good

Table 4.3 shows the regression coefficient values obtained based on the processing of 121 respondent data. And the result is that the accessibility variable does not play a role in increasing the loyalty of buyers, meaning that it does not affect loyalty because it is not significant (significant value  $0.076 > 0.05$ ). while the price variable has a significant effect, (significance value  $0.000 < 0.05$ ).

**Table 4.1. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791 <sup>a</sup>	.626	.619	.44175

a. Predictors: (Constant), PRICE, ACCESSIBILITY

**Table 4.2. ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	38,165	2	19,083	97,788	.000 <sup>b</sup>
	Residual	22,832	117	.195		
	Total	60,997	119			

a. Dependent Variable: LOYALTY

b. Predictors: (Constant), PRICE, ACCESSIBILITY

**4.3. Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant) a	.146	.265		.552	.582
	ACCESSIBILITY	.142	.079	.146	1,788	.076
	PRICE	.752	.090	.679	8,330	.000

a. Dependent Variable: LOYALTY

Based on the analysis of Table 4.1-4.3, it can be concluded that the following matters:

The value of  $R^2$  was obtained for 0626, which showed that the influence of variable-independent variable on the dependent variable is equal to  $0.626 \times 100\% = 62.6\%$ .

The F test (fit-model test) shows a significant value, meaning that the data obtained is in accordance (fit) with the theory developed within the framework of thought and hypothesis

Table 4.3. indicates that the variable accessibility (accessibility) does not affect the purchase intention significantly, while the variable price (Price) significantly influence the purchase intentions. Thus, the variable that plays a role in increasing customer loyalty is the price variable

## CONCLUSION

The discussion above shows that so far what has influenced loyalty a lot, meaning that the purchase of novels at the Toga Mas bookstore is the price variable. Meanwhile, the accessibility that is owned by Toga Mas bookstore does not affect consumer loyalty. In general, it can be concluded:

Hypothesis 1 which states that price affects loyalty is proven

Hypothesis 2 which states that accessibility affects loyalty is not proven.

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