

The Influence of Sharia Digital Marketing, Personal Branding, and Publisher Popularity on Book Purchase Decisions at Akad Publishers

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Abstract:

The background of this research is that a company must be able to survive in the midst of existing competition, industries and companies are trying to take advantage of the digital era to do marketing, including Akad publishers. So it must analyze the factors that influence book purchasing decisions. While the purpose of this study is to examine the partial and simultaneous effects of digital marketing sharia, personal branding, and publisher popularity on book purchasing decisions at Akad publishers.

The method used in this research is a quantitative research method using a correlational or associative approach with the intention of finding the effect of the independent variable on the dependent variable.

The results obtained from the research are that sharia digital marketing has a significant effect on book purchasing decisions at Akad publishers, because the t test results show a significance value of $0.025 \leq 0.05$. Personal branding has no significant effect on book purchasing decisions at Akad publishers, because the t test results show a significance value of $0.051 > 0.05$. Publisher popularity has a significant effect on book purchasing decisions in Akad publishers, because the t test results show a significance value of $0.001 \leq 0.05$. As well as sharia digital marketing variables, personal branding, and publisher popularity simultaneously affect book purchasing decisions at Akad publishers because the F test results show a significance value of $0.000 < 0.05$.

Keywords: Sharia Digital Marketing, Purchase Decision, Personal Branding, Publisher Popularity

A. INTRODUCTION

In the current digital era, competition still occurs, if in the conventional era competition occurs in the physical market, while in the digital era the competition occurs in the market space (Elida & Raharjo, 2019). So that to survive in the midst of existing competition, industries and companies are trying to take advantage of the digital era to do digital marketing or known as *digital marketing*, because by implementing *digital marketing* it will have good potential for brand promotion, increasing preferences, and influencing purchasing decisions (Aryanto & Wismantoro, 2020).

Companies that will implement *digital marketing* for their brands, must do three ways, namely first, recognize and understand correctly about the company and the brand. Second, content and keywords must be included in the *website* so that consumers can find it easily. Third, digital-based delivery platforms must be used properly, namely *e-mail*, social media, and *smartphones* (Aryanto & Wismantoro, 2020).

The first factor that influences purchasing decisions is promotion because marketing activities cannot be separated from promotional activities, and promotion has an important role in motivating consumers to make purchase decisions because promotions are carried out to introduce products in an attractive way and keep pace with existing competition (Mujiyana & Ellisa, 2013).

Second, *Word Of Mouth* (WOM) is used to market products through consumers in a way that consumers provide statements of experience and recommend to others honestly. *Word Of Mouth* (WOM) can shape advice for consumers, so consumers will have confidence and can influence purchasing decisions (Rabbani et al., 2022).

Third, content *marketing*, one of the strategies in marketing to introduce products to the public so that consumers are interested and encourage consumers to make purchase decisions. Content *marketing strategies* have a big role to play in reaching consumers because they attract target consumers with a variety of interesting content to make purchasing decisions (Mahardini, Singal, Hidayat, et al., 2023).

Fourth, *digital marketing* as a strategy to encourage consumers to make product purchase decisions because with *digital marketing*, products or services can be widely known by utilizing the internet network through *the web*, social media, and *e-commerce*, making it easier for consumers to know and obtain information about the product (Putri & Marlien, 2022). In the Islamic concept, the concept of sharia marketing is known by utilizing *digital marketing* called *sharia digital marketing*. Where *sharia digital marketing* is used by sharia-based or sharia-based companies to provide information in the form of correct promotions, understand the state of the market and consumers, form a product or service that is in accordance with market tastes in the scope of *halal* and *thoyyib* (good), achieve the image that the company wants to form in the product or service, so that consumers get the right information to make decisions purchases because Sharia digital marketing follows technological developments and uses digital media by conveying correct information according to reality (Parakkasi, 2020).

Fifth, *personal branding* is used as a marketing tool because it can make consumers have trust in the company and the products sold (Pranadewi, Hildayanti, Emilda, 2024). A well-built

personal branding can foster a positive perception and be superior to competitors' products, thereby influencing consumer purchasing decisions (Tarina, Faaroek, Tambunan, 2023).

Sixth, popularity is the intended thing because if popularity increases, it will make consumers know the product and be more confident in making purchasing decisions (Nathani & Budiono, 2021). Popularity must be maintained because popularity can rise and fall according to the times (Putri et al., 2021).

After paying attention to various factors that affect the purchase decision, then conduct online observations of the Akad publisher through social media owned by the Akad publisher and *online news* on Google about the Akad publisher to see which factors influence which purchase decision is in the Akad publisher. Finally, find the factors of *sharia* digital marketing, *personal branding*, and popularity in Akad publishers. And after reading previous studies, we did not find any studies that combined *sharia* digital marketing, *personal branding*, and popularity in one study.

وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا

Translation: "In fact, Allah has legalized buying and selling and forbidding usury." (Q.S. Al-Baqarah : [2] 275)

The above verse explains that buying and selling in Islam is allowed or halted during the transaction on the basis of mutual willingness from both of them and not being violent. And buying and selling transactions must be within the scope of *halal*, both in terms of goods and the way of transactions. Buying and selling is part of *muamalah* activities that have benefits for sellers and buyers, such as in the economic field, always related to transactions (Azqia, 2022).

Digital marketing includes an organization's ability to communicate interactively to consumers across all electronic channels, such as *the web*, *e-mail*, and *smart devices* (*mobile phones*, *tablets* and *mobile applications*) (Aryanto & Wismantoro, 2020). *Digital marketing* makes it easier for manufacturers or companies to market products to consumers with a wide reach, directly, effectively, and efficiently because it saves time (Zahra et al., 2023).

The factors that influence the purchase decision of publishers who apply Islamic values to businesses in the digital era by marketing through the internet are known as *sharia digital marketing* (Astuti & Kaligis, 2021). *Sharia digital marketing* uses the internet and information technology to maximize marketing (marketing) widely (Pratiwi & Rohman, 2023). In *sharia* digital marketing, there is *personal branding* with the aim of introducing and gaining fame or popularity in a good and moral way, so as to bring in consumers and encourage purchase decisions (Rauf et al., 2021).

Sharia digital marketing that is implemented properly will make communication and transactions can run anytime or *real time*, widely accessible. Various product information is available, so consumers can easily search, compare different products, and finally make a purchase decision. And consumers do not feel disappointed because the company markets products honestly and well with guaranteed product quality (Panggabean, 2022).

Personal branding is used to promote strength and uniqueness to the public, as well as to differentiate from competitors in terms of uniqueness and values given, so that *personal branding* can achieve success and an audience (Anggarini, 2021).

Popularity in the digital era is important in the field of marketing because popularity is related to product imagery that can drive purchase decisions (Norhidayati & Amrulloh, 2022). Content used to bring popularity uses visual content, rather than verbal content (Hanifawati, Ritonga, Puspitasari, 2019).

Social media or applications used by Akad publishers include Instagram with 311,000 *followers*, TikTok 185,500 *followers*, Twitter or X 80,900 *followers*, Telegram, Facebook 1,300 *followers*, and YouTube 37,100 *subscribers*. Digital platforms, namely Spotify, *Music Apple*, and Joox as well as *e-commerce platforms* such as Shoope and Tokopedia. *Akad Publisher's* distribution partners consist of *offline* and *online bookstores*, namely Gramedia, Bumi Fiksi, Zahra Books, Melstore *Book and Fashion*, Novelty Young, and Tokotmindo *Bookstore*.

In addition to promoting on the special social media account of the publisher Akad, the owner as well as one of the owners and CEO of the publisher Akad, namely Andri Agus Fabianto, is actively involved in his social media by sharing knowledge about novel writing, experience, motivation, answering questions from *followers* on the Instagram account @andriagusfabianto with a total of 36,400 followers and active on the TikTok account @fabianjehanara with a total of 6,680 followers. The owner of Akad publisher has a very good reputation and has experience in the publishing field since 2007, so consumers have confidence in Akad publishers in addition to quality works, one of which is because they know the owner with a good reputation. In accordance with the opinion of Philip Kotler, that consumers decide to buy products because they are influenced by marketing communication in the media, influenced by the experiences or opinions of those closest to them, and have knowledge of the product or brand from personal experience (Kotler, Kartajaya, Setiawan, 2019). And trust arises because of knowledge and perception (Nugraha, 2021).

Contextualization: In the field of creative economy, there are 16 economic subsectors consisting of the advertising industry; the architecture industry; the art goods industry, the handicraft industry; the design industry; *the fashion* industry; video, film, and photography; interactive games or *games*; music; performing arts; publishing and printing; computer services and software; television and radio; research and development; the culinary industry; and applications and *game* developer (Yunaz et al., 2022). The field of publishing in creative activities includes content writing, book publishing, journals, magazines, newspapers, tabloids, digital content, as well as activities in news agencies and searching for news (Yunaz et al., 2022). Publishers as one of the tools in the industry and creative economy, book publishers also have an important role in distributing accurate information in the form of books (Azis, 2021).

The gap of this study is to combine the variables of *sharia* digital marketing, *personal branding*, and publisher popularity on purchase decisions.

The purpose of the study was to determine the partial and secondary significant influence of *sharia* digital marketing *variables*, *personal branding*, and publisher popularity on book purchase decisions at Akad publishers.

B. LITERATURE REVIEW

Sharia Digital Marketing

According to Fauzan, *sharia digital marketing* is all activities of creating, promoting halal and good products or services by using digital media in accordance with the contract and principles of muamalah (business) in Islam (Fauzan, 2019). According to Hermawan Kertajaya and Sakir Sula quoted by Fauzan, *sharia digital marketing* must be based on the principles of sharia marketing. *Sharia digital marketing* indicators consist of *change, competitor, company, differentiation, and brand* (Fauzan, 2019).

Personal Branding

According to Montoya quoted by Dewi Haroen, *personal branding* is an *image* or image that can be remembered strongly and clearly in the client's mind (Haroen, 2014).

According to Peter Montoya quoted by Farco Siswiyanto Raharjo, there are eight indicators of *personal branding*. Indicators of *personal branding* are specialization, leadership, personality, differences, visibility, unity, constancy, and good name (Raharjo, 2019).

Publisher Popularity

According to Anang Anas, popularity is a person that many people like, so popularity is the main and important because popularity is a way for the image that is built to be attached to the memory (Anas, 2017). According to Anang Firmansyah, there are four indicators of popularity consisting of popularity being a source of association or impression, familiarity or liking, substance or commitment, and considering *the brand* (Firmansyah, 2019).

Purchase Decision

According to Kotler quoted by Marissa Grace Haque-Fawzi, the purchase decision is a process at the decision stage that finally makes a purchase (Haque-Fawzi, 2022). According to Kotler and Keller, translated by Tjiptono quoted by Meithiana Indrasari, there are five indicators of purchasing decisions consisting of product choice, brand choice, distributor choice, purchase time, and purchase amount (Indrasari, 2019).

Sharia Digital Marketing

Agus Firmansyah's research in 2023 entitled *The Influence of Sharia Digital Marketing, Personal Selling, and Product Quality on the Purchase Decision of Wardah Cosmetics Products at Bravo Tulungagung* with the partial results of *Sharia Digital Marketing* variables and product quality having a positive and significant effect on the purchase decision of Wardah cosmetics products at Bravo Tulungagung, as well as *personal selling* partially has no effect on the purchase decision of Wardah cosmetics products at Bravo Tulungagung (Firmansyah, 2023).

Personal Branding

Research by Eko Jian Romadhon and Ema Nurzainul Hakimah in 2021 entitled *The Influence of Retail Sales Performance, Personal Branding, and Product Quality on Purchasing Decisions of Jawa Sauce* with the results of partial variables of retail sales performance and quality have a significant effect on the purchase decision of Jawa sauce, as well as *personal branding* partially did not have a significant effect on the purchase decision of Jawa sauce (Romadhon & Hakimah, 2021).

Publisher Popularity

Ayu Khofifatul Mahmudah's research in 2021 entitled *The Influence of Repurchase Interest, Brand Popularity, Trust, and Location on Delivery Service Purchase Decisions* (a study on J&T Express service users in Blitar) with partial results of the variables of repurchase interest, brand popularity, trust, and location having a positive and significant effect on purchase decisions (Mahmudah, 2021).

In previous research, no one combined the variables of *sharia* digital marketing, *personal branding*, and publisher popularity into book purchase decisions. As well as previous research on *personal branding* variables on purchase decisions, there are influences and non-influences. So this research was conducted.

C. RESEARCH METHODOLOGY

In this study, the type of research is using the type of quantitative research. The research uses a correlational or associative approach, which is research that seeks the relationship or influence of one or more independent variables with one or more dependent variables (Suryani & Hendryadi, 2015).

The population in this study is consumers of Akad issuers throughout Indonesia. Researchers used the Lemeshow formula to determine the number of samples due to the unknown population number (Solikha & Suprpta, 2020). Based on the calculation results, the result of n is 96.04 rounded to 96 and plus 30 for the validity test and reliability test. So that the number of samples or respondents in this study is 126 respondents or 126 people.

The observation in this study is to directly observe Akad issuers and consumers of Akad issuers through social media. The questionnaire or questionnaire in this study was distributed online to individuals who met the consumer research criteria of the Akad publisher. Documentation is collecting data by recording existing data such as documents. Documents are in the form of writings, drawings, and monumental works of a person (Hardani et al., 2020).

In this study, it began with an instrument test by conducting a validity and reliability test. Then a classical assumption test was carried out consisting of normality, multicollinearity, and heteroscedasticity tests. Next, multiple linear regression analysis. Followed by hypothesis tests starting from f -tests or simultaneous tests, t -tests or partial tests and determination tests. The data analysis in this study uses the SPSS (*Statistical Product and Service Solutions*) application program.

D. RESULTS AND DISCUSSION

Instrument Test Results

Validity Test

Table I
Validity Test Results

Variable	Indicators	r count	r table	Information
	X1.1	0,647	0,361	Valid

<i>Sharia Digital Marketing</i> (X1)	X1.2	0,872	0,361	Valid
	X1.3	0,721	0,361	Valid
	X1.4	0,599	0,361	Valid
	X1.5	0,741	0,361	Valid
	X1. TOTAL	1	0,361	Valid
<i>Personal Branding</i> (X2)	X2.1	0,549	0,361	Valid
	X2.2	0,764	0,361	Valid
	X2.3	0,772	0,361	Valid
	X2.4	0,537	0,361	Valid
	X2.5	0,697	0,361	Valid
	X2.6	0,799	0,361	Valid
	X2.7	0,834	0,361	Valid
	X2.8	0,828	0,361	Valid
	X2. TOTAL	1	0,361	Valid
Publisher Popularity (X3)	X3.1	0,886	0,361	Valid
	X3.2	0,835	0,361	Valid
	X3.3	0,656	0,361	Valid
	X3.4	0,865	0,361	Valid
	X3. TOTAL	1	0,361	Valid
Purchase Decision (Y)	Y.1	0,840	0,361	Valid
	Y.2	0,672	0,361	Valid
	Y.3	0,605	0,361	Valid
	Y.4	0,781	0,361	Valid
	Y.5	0,664	0,361	Valid
	Y.TOTAL	1	0,361	Valid

Source : Primary data processed SPSS 25, October 2024

Based on table I above, all statement items on the variables of *sharia* digital marketing, *personal branding*, publisher popularity and purchase decisions on the questionnaire are declared valid because each statement item has a value of r calculated $\geq r$ table (0.361).

Reliability Test

Table II
Reliability Test Results

Variable	Cronbach's Alpha	Significance	Information
<i>Sharia Digital Marketing</i> (X1)	0,753	0,6	Reliable
<i>Personal Branding</i> (X2)	0,862	0,6	Reliable
Publisher Popularity (X3)	0,820	0,6	Reliable
Purchase Decision (Y)	0,746	0,6	Reliable

Source : Primary data processed SPSS 25, October 2024

Based on the reliability test in table II above, the independent variables consisting of *sharia* digital marketing, *personal branding*, and publisher popularity, as well as the bound variable is that the purchase decision has a Cronbach's Alpha value > 0.6 , then all variables are declared reliable.

Classical Assumption Test Results

Normality Test

Table III
Results of the Normality Test of the Kolmogorov-Smirnov Method

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters, b	Mean	0.0000000
	Std. Deviation	1.93974063
Most Extreme Differences	Absolute	0.054
	Positive	0.054
	Negative	-0.046
Test Statistic		0.054
Asymp. Sig. (2-tailed)		,200c,d

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source : Primary data processed SPSS 25, October 2024

Based on table III above, the normality test of the Kolmogorov-Smirnov method is declared to be normally distributed because the requirement for normal distributed data in the Kolmogorov-Smirnov method must be greater than 0.05. The significance value display in the table has a significance value > 0.05 , where the significance value is seen from the Asymp. Sig. (2-tailed), then a value of $0.200 > 0.05$ was obtained for the results of the Kolmogorov-Smirnov normality test.

Multicollinearity Test

Table IV
Results of Multicollinearity Test for Tolerance and VIF Values

Variable	Tolerance	VIVI D	Information
<i>Sharia Digital Marketing</i> (X1)	0,400	2,503	Multicollinearity does not occur
<i>Personal Branding</i> (X2)	0,338	2,957	Multicollinearity does not occur
Publisher Popularity (X3)	0,576	1,735	Multicollinearity does not occur

Source : Primary data processed SPSS 25, October 2024

Based on table IV above, the results of the multicollinearity test by taking into account the tolerance value of the *sharia digital marketing* variable of 0.400, the *personal branding* variable of 0.338, and the publisher popularity variable of 0.576 found that all variables had a tolerance value of ≥ 0.10 . As well as paying attention to the VIF value in *the sharia digital marketing* variable of 2,503, the *personal branding* variable of 2,957, and the publisher popularity variable of 1,735, so that the VIF value is known in all variables ≤ 10 . Therefore, it can be concluded that the tolerance and VIF values of all variables are qualified to be free from multicollinearity.

Heteroscedasticity Test

Table V
Results of the Spearman Method Heteroscedasticity Test

Variable	Significance Value	Information
<i>Sharia Digital Marketing</i> (X1)	0,554	Heteroscedasticity does not occur
<i>Personal Branding</i> (X2)	0,871	Heteroscedasticity does not occur
Publisher Popularity (X3)	0,985	Heteroscedasticity does not occur

Source : Primary data processed SPSS 25, October 2024

Based on table V above, the results of the spearman method heteroscedasticity test of the *sharia digital marketing* variable obtained a significance value of 0.554, the *personal branding* variable 0.871, and the publisher popularity variable 0.985, so it was stated that heteroscedasticity did not occur because the condition of being free from heteroscedasticity in the spearman method was a significance value of ≥ 0.05 . All variables have significance values above 0.05.

Multiple Linear Regression Test Results

Table VI
Multiple Linear Regression Test Results

Coefficient					
Type		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	3.197	1.788		1.788
	Sharia Digital Marketing	0.312	0.137	0.258	2.283
	Personal Branding	0.161	0.082	0.243	1.977
	Publisher Popularity	0.359	0.102	0.333	3.540

a. Dependent Variable: Purchase Decision

Source : Primary data processed SPSS 25, October 2024

Based on table VI above, the value to fill in the multiple linear regression equation is obtained as follows:

$$Y' = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n + e$$

$$Y = 3.197 + 0.312X_1 + 0.161X_2 + 0.359X_3 + e$$

Constant value (α)

The positive constant value (α) is 3.197. A positive sign means that it shows an equal influence between the free variable and the bound variable. This shows that all independent variables consisting of *sharia digital marketing* (X_1), *personal branding* (X_2), and publisher popularity (X_3) are valued at 0 percent or interpreted as unchanged, so the value of the purchase decision is 3.197.

Value of regression coefficient (X_1)

The value of the regression coefficient of *the sharia digital marketing* variable (X_1) is positive at 0.312. This value shows a positive (unidirectional) influence between the *sharia digital marketing* variable and the purchase decision because a positive sign means that it shows a direct influence between the free variable and the bound variable. If the *sharia digital marketing* variable increases by 1%, then the purchase decision will increase by 0.312 assuming the other independent variables are constant.

Value of regression coefficient (X_2)

The value of the regression coefficient of *the personal branding* variable (X_2) is positive as 0.161. This value shows a positive (unidirectional) influence between the *variable of personal branding* and the purchase decision because a positive sign means that it shows a direct influence between the independent variable and the bound variable. If the *personal branding*

variable increases by 1%, then the purchase decision will increase by 0.161 assuming the other independent variables are constant.

Value of regression coefficient (X3)

The value of the regression coefficient of the publisher's popularity variable (X3) was positively marked as 0.359. The value indicates a positive (unidirectional) influence between the publisher's popularity variable and the purchase decision because a positive sign means that it indicates a unidirectional influence between the independent variable and the bound variable. If the publisher's popularity variable increases by 1%, then the purchase decision will increase by 0.359 assuming the other independent variables are constant.

Hypothesis Test Results

F Test or Simultaneous Test

Table VII
Results of F Test or Simultaneous Test

NEW ERA						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	405.793	3	135.264	34.815	,000b
	Residual	357.446	92	3.885		
	Total	763.240	95			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Publisher Popularity, Sharia Digital Marketing, Personal Branding

Source : Primary data processed SPSS 25, October 2024

Based on table VII above, it is known that the significance value is 0.000, so the independent variables consisting of *sharia* digital marketing, *personal branding*, and popularity are declared to have a simultaneous effect on the variable bound to the purchase decision because it has a significance value of $0.000 < 0.05$.

The result f of the 93rd row table, column 2 obtained a table f value of 2.70. So that the value of F is calculated as $34.815 > f$ table 2.70, then H_0 is rejected and H_1 is accepted, meaning that *sharia digital marketing*, *personal branding*, and publisher popularity simultaneously affect the decision to purchase books at the publisher Akad.

T test or Partial test

Table VIII
Results of the t-test or partial test

Coefficient					
Type		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3.197	1.788		0.077

Sharia Digital Marketing	0.312	0.137	0.258	2.283	0.025
Personal Branding	0.161	0.082	0.243	1.977	0.051
Publisher Popularity	0.359	0.102	0.333	3.540	0.001

a. Dependent Variable: Purchase Decision

Source : Primary data processed SPSS 25, October 2024

Based on table VIII above, the results of the t-test or partial test are obtained as follows:

The *sharia digital marketing* variable (X1) obtained a significance value of $0.025 \leq 0.05$ and a t-value of $2.283 > t$ of the table 1.986. Based on the significance values and t tables on the *sharia digital marketing* variable, the *sharia digital marketing* variable has a significant effect on the decision to purchase books at Akad publishers.

The *personal branding* variable (X2) obtained a significance value of $0.051 > 0.05$, and a calculated t value of $1.977 < a$ table of 1.986. Based on the significance value and t of the table on the *personal branding* variable, the *personal branding variable* does not have a significant effect on the decision to purchase books at the publisher Akad.

The publisher popularity variable (X3) obtained a significance value of $0.001 \leq 0.05$ and a calculated t-value of $3.540 > t$ of the table 1.986. Based on the significance value and t table on the publisher's popularity variable, the publisher's popularity variable has a significant effect on the decision to purchase books at the Akad publisher.

Coefficient of Determination Test (R²)

Table IX
Determination Coefficient Test Results (R²)

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.729a	0.532	0.516	1.97111

a. Predictors: (Constant), Publisher Popularity, Sharia Digital Marketing, Personal Branding

Source : Primary data processed SPSS 25, October 2024

Based on table IX above, the Adjusted R Square value was 0.516, showing the influence of independent variables consisting of *sharia digital marketing*, *personal branding*, and popularity on the bound variable, namely purchase decisions of 51.6%, while the remaining 48.4% was influenced by other variables outside this study.

Interpretation of Results:

Sharia Digital Marketing

Sharia digital marketing has a significant effect on book purchase decisions at Akad publishers. This is based on the results of the t-test or partial test with a significance value of

$0.025 \leq 0.05$ and a t-value calculated $2.283 > t$ table 1.986 which means that H_0 is rejected and H_1 is accepted. *Sharia digital marketing* is the second dominant factor that has a positive and significant effect on book purchase decisions at Akad publishers because the regression coefficient value of *sharia digital marketing* is 0.312.

Personal Branding

Personal branding does not have a significant effect on the decision to purchase books at Akad publishers. This is based on the results of the t-test or partial test with a significance value of $0.051 \geq 0.05$ and t calculation of $1.977 < 1.986$ which means that H_0 is accepted and H_1 is rejected. *Personal branding* is a factor that does not have a significant effect on the decision to purchase books at Akad publishers because the personal branding regression coefficient value of 0.161 gets the lowest regression coefficient value. Because consumers think they do not know the good name of the owner of the Akad publisher, so that *personal branding* to build consumer trust through a good name has not been fully realized. Consumers do not see the leadership spirit in the CEO and owner of the Akad publisher, so *personal branding* through the spirit of leadership has not been maximally visible to consumers. And consumers do not really see the difference between Akad publishers and other publishers, such as not knowing if Akad publishers are willing to publish novels from authors who are not yet famous as long as the work is unique and the author is active on social media, so that *personal branding* is not realized. This is based on the three lowest total scores of *personal branding indicators* on the questionnaire distributed to respondents.

Publisher Popularity

The popularity of publishers has a significant effect on the decision to buy books at Akad publishers. This is based on the results of the t-test or partial test with a significance value of $0.001 \leq 0.05$ and t calculation of $3.540 > t$ table 1.986 which means that H_0 is rejected and H_1 is accepted. Publisher popularity is the most dominant factor that has a positive and significant effect on book purchase decisions at Akad publishers because the regression coefficient value of the publisher's popularity variable is 0.0359, where the regression coefficient value of the publisher's popularity variable gets the largest regression coefficient value.

Comparison with Literature:

Sharia Digital Marketing

These results are supported by Agus Firmansyah's research in 2023 entitled *The Influence of Sharia Digital Marketing, Personal Selling, and Product Quality on the Purchase Decision of Wardah Cosmetics Products at Bravo Tulungagung* with the partial results of *Sharia Digital Marketing* variables and product quality, having a positive and significant effect on the purchase decision of Wardah cosmetics products at Bravo Tulungagung, and *Personal selling* partially does not affect the purchase decision of Wardah cosmetics products at Bravo Tulungagung (Firmansyah, 2023). And in line with research from Sri Walyoto and Sintha Sujarwati in 2022 entitled *The Influence of Social Media Sharia Marketing, Product Quality, Price, and Online Customer Reviews on Erigo Product Purchase Decisions with the Partial Results of Social Media Sharia Marketing Variables, Product Quality, Price, and Customer*

Reviews have a positive and significant effect on Erigo's product purchase decisions (Sumadi, Tho'in, Efendi, Sari, 2022).

Personal Branding

These results are supported by research by Eko Jian Romadhon and Ema Nurzainul Hakimah in 2021 entitled The Influence of Retail Sales Performance, *Personal Branding*, and Product Quality on Jawara Sauce Purchase Decisions with the partial results of the variables of retail sales performance and product quality having a significant effect on Jawara sauce purchase decisions, as well as *personal branding* partially did not have a significant effect on the purchase decision of Jawara sauce (Romadhon & Hakimah, 2021). And the results of *personal branding* research in this study are not in line with research from An Nisa Nur Fatimah in 2023 entitled The Influence of *Personal Branding*, Price, and Instagram Social Media on Consumer Purchasing Decisions of Bittersweet by Najla Products with the Partial Results of *Personal Branding* and Social Media Variables Have a Positive and Significant Effect on Consumer Purchasing Decisions of Bittersweet by *Products* Najla, as well as prices have a negative effect on consumers' purchasing decisions of bittersweet by Najla products (Fatimah, 2023).

Publisher Popularity

These results are supported by Ayu Khofifatul Mahmudah's 2021 research entitled The Influence of Repurchase Interest, Brand Popularity, Trust, and Location on Delivery Service Purchase Decisions (a study on J&T Express service users in Blitar) with partial results of the variables of repurchase interest, brand popularity, trust, and location having a positive and significant effect on purchase decisions (Mahmudah, 2021). And in line with research from Maulidina Pratiwi Gusman and Feby Kinanda entitled The Influence of NCT *Dream's* Popularity, Price, and Promotion on Lemonilo Healthy Noodle Purchase Decisions with the results of the variables of NCT *Dream's* popularity, price, and promotion have a positive and significant effect on purchase decisions (Gusman & Kinanda).

E. CONCLUSION

The variable of *sharia digital marketing* has a significant effect on the decision to purchase books at Akad publishers, because it is proven through the results of the t-test or partial test with a significance value of $0.025 \leq 0.05$ and a t-value of $2.283 > t$ of the table of 1.986. The *personal branding* variable did not have a significant effect on the decision to purchase books at Akad publishers, because it was proven through the results of the t-test or partial test with a significance value of $0.051 > 0.05$ and a t-value calculated of $1.977 < a$ table of 1.986. The publisher's popularity variable has a significant effect on the decision to purchase books at Akad publishers, because it is proven through the results of the t-test or partial test with a significance value of $0.001 \leq 0.05$ and a t-value of $3.540 > t$ table 1.986. *Sharia digital marketing*, *personal branding*, and publisher popularity have a simultaneous effect on book purchase decisions at Akad publishers, because it is proven through the results of the f test or simultaneous test with a significance value of $0.000 < 0.05$ and a value of f calculated 34.815 $> f$ table 2.70.

Based on the results of the determination coefficient (R^2) test of 51.6%, book purchase decisions at Akad publishers were influenced by *sharia* digital marketing, *personal branding*, and publisher popularity, and the remaining 48.4% were influenced by other factors. So that the researcher can then examine variables that are different from the independent variables in this study.

Researchers can then add research samples and take different research objects so that there is a novelty of research.

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