



Analysis of Marketing Strategies in Overcoming Visitor Decline Gramedia Solo Due to Online Books

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ABSTRACT

Purpose of the study: This study aims to analyze effective marketing strategies in increasing sales at Gramedia Bookstore in Solo City amid the increasing popularity of e-commerce platforms and ease of access to online book purchases which have changed consumer behavior and resulted in a decrease in visits to physical bookstores.

Methodology: This study uses a quantitative method by collecting data through a questionnaire distributed to 100 respondents who are or have visited the Gramedia Slamet Riyadi Solo Bookstore. Data analysis was performed using multiple linear regression with the help of SPSS software version 30.

Main Findings: Brand Experience, store atmosphere, and service quality have a significant effect on revisit intention to Gramedia Bookstore in Solo City. Brand Experience has a t-value of 2.141 (sig. 0.035), store atmosphere of 3.879 (sig. <0.001), and service quality of 2.308 (sig. 0.023). Simultaneously, this variable had a significant effect with an F value of 19.569 (sig. <0.001) and an Adjusted R² of 0.360.

Novelty/Originality of this study: This study provides insight into the importance of strategies based on brand experience, store atmosphere, and service quality in increasing customer revisit intent to physical bookstores in the digital era. These findings can serve as a reference for the book retail industry in facing the challenges of competition with e-commerce platforms.

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1. INTRODUCTION

The development of digital technology has driven a significant shift in consumer behavior, including in the retail industry. E-commerce offers ease of access, more competitive pricing, and transaction flexibility, which has led many consumers to switch from physical stores to online platforms. As a result, traditional bookstores are experiencing a decline in visitor numbers and revenue, while competition with digital retailers is getting tighter [1]. To stay afloat, physical bookstores need to adopt digital-based marketing strategies, such as the Omnichannel that integrates offline and online shopping experiences. By understanding the impact of digitalization, Gramedia and other bookstores can design more innovative strategies to retain customers and increase competitiveness.

The transformation of digital technology in recent years has brought major changes to people's consumption patterns, including in book buying behavior. Currently, consumers tend to prefer to buy books online through e-commerce platforms. This is due to the various advantages offered, such as ease of access, competitive prices, a wide selection of products, and attractive promotions. However, this phenomenon has a negative impact on physical bookstores. Based on a report by the Indonesian Publishers Association (Ikapi), as many as 58.2% of

publishers reported a decrease in sales of more than 50% due to the Covid-19 pandemic. In addition, a member of the Business Competition Supervisory Commission (ICC), Sukarmi, said that the number of bookstores in Indonesia shrank significantly from 4,632 in the 1990s to only 1,830 in 2022 [2]. A study also revealed that in the Chinese book market, online sales reached three times as much as sales in physical stores [3].

The increase in online book purchases has had a major impact on physical bookstores, including Bookstore Gramedia, which is one of the largest networks in Indonesia. In that year, the number of visitors in the Gramedia Bookstore experienced a drastic decrease of up to 81.3%, while book sales in physical stores decreased by 76% throughout 2020 due to the closure of a number of stores to reduce the spread of the Covid-19 virus [4]. The internet has changed the way customers shop, shifting preferences from physical stores to online bookstores. The greater availability of books on online platforms, with an average of about 1.5 million titles compared to 150,000 in physical stores, further exacerbates the situation for physical bookstores [5].

Nonetheless, physical bookstores still have a chance to survive through the implementation of certain strategies. Some of the strategies that can be adopted are brand experience-based strategies [6],[7], store atmosphere [8],[9], and service quality [10],[11]. These strategies aim to create a unique and engaging shopping experience for customers, thereby increasing revisit intent [12] and at the same time maintain their loyalty [13]. This strategy is not just to offer products, but to create a stronger emotional connection with customers through a comfortable store atmosphere and satisfactory service [14].

Most previous research still discussed elements such as brand experience, store atmosphere, and service quality separately. For example, Halim [14] It only examines the influence of Store Atmosphere on purchasing decisions without attributing it to the brand experience or quality of service. Triandewo and Indarto [15] Analyze service quality and customer satisfaction separately, without considering the store experience as a whole. Meanwhile, Hestiyana et al. [16] focus on Gramedia's marketing communication strategy, but has not yet integrated the store atmosphere and service quality in one strategy.

Therefore, there are still gaps in previous research, where these three aspects have not been studied in an integrated manner. This research aims to fill this gap by developing a marketing strategy that combines all three elements simultaneously. The novelty of this research lies in its approach that emphasizes the creation of meaningful and memorable customer experiences, not just digital aspects or prices that are difficult to match by e-commerce [15]. This strategy aims to revive the appeal of physical bookstores amid increasingly strong digital dominance. The urgency of research is also strengthened by the ever-growing trend of digitalization. Without innovative marketing strategies, bookstores like Gramedia risk losing customers and declining relevance [2]. Therefore, this research is important to formulate a comprehensive strategy that integrates brand experience, store atmosphere, and service quality in one integrated marketing approach.

Quantitative research conducted at Gramedia Slamet Riyadi Solo Bookstore focuses on analyzing changes in consumer behavior, exploring factors that cause a decrease in visitors, and formulating effective marketing strategies to keep physical bookstores competitive amid the dominance of online platforms. This emphasizes the importance of business adaptation in facing the digital era.

Various previous studies have discussed a number of aspects of marketing, such as marketing mix, brand experience, store atmosphere, and service quality. Siti Malikhah, Muinah Fadhillah, and Henny Welsa showed that promotion through social media and collaboration with local communities in Gramedia Banda Aceh was able to increase sales figures [17]. Jennifer and Ritonga [18] and Rahmadiane [19] highlighting the importance of creating a positive brand experience to increase customer repeat visitor intent. On the other hand, Sifa et al. [20] and Yolanda and Rahmidani [21] confirms that store atmosphere and service quality plays an important role in building customer loyalty. However, research conducted at Gramedia Tangerang emphasizes more on promotion through the marketing mix without specifically integrating brand experience, store atmosphere, and service quality in one integrated approach [22].

Research on the marketing strategy of physical bookstores is still limited, especially in the face of e-commerce competition, because previous studies focused more on the digital marketing and promotion mix without integrating brand experience, store atmosphere, and service quality as an integrated strategy. This research offers a comprehensive approach by combining these three factors to improve the competitiveness of physical bookstores. Unlike previous studies that focused on pricing and promotion, this study emphasizes non-pricing aspects to create a more engaging customer experience. Digitalization and the increase in online book purchases have led to a decrease in physical bookstore visitors, so without adaptation, bookstores like Gramedia risk losing more customers. Therefore, a marketing strategy based on brand experience, store atmosphere, and service quality is key in retaining customers and competing with e-commerce. This study aims to analyze the factors that cause a decrease in visitors as well as the influence of brand experience, store atmosphere, and service quality on revisit intention. By designing the right marketing strategy, Gramedia is expected to increase customer loyalty and maintain its competitiveness in the digital era as well as analyze the factors that affect consumers' intention to return to the Gramedia Bookstore in Solo City.

2. RESEARCH METHOD

2.1. Types of Research

This study focuses on factors that affect consumers' intention to return to the Gramedia Solo City Bookstore, including brand experience, store atmosphere, and service quality. The study also analyzed effective marketing strategies to overcome the decline in visitors caused by the increase in online book purchases, with the aim of increasing the attractiveness of Gramedia's physical stores in Solo City. This study uses a quantitative approach with the aim of measuring the relationship between variables numerically, through data collected using questionnaires from Gramedia consumers in Solo City.

2.2. Population and Sample

According to Novendra H et al. [23] Population in quantitative research refers to a set of objects or subjects that have certain characteristics that have been set by the researcher as the focus of the study. This population is the basis for drawing conclusions in the study. In this case, the population determined for this study is all visitors or consumers of the Gramedia Slamet Riyadi Bookstore in Solo City.

Meanwhile, the sample is a part of the population that is taken as an object of research. Sampling aims to obtain information that can be generalized to the population as a whole. Sample selection must be done carefully to ensure that the selected sample can accurately represent the characteristics of the population. The sample to be taken in this study is consumers who have visited the Gramedia Bookstore in the last 6 months, with a total sample of 100 respondents.

The sample selected is a purposive sampling technique that is integrated into non-probability sampling. Purposive sampling is a method of selecting samples based on certain criteria or considerations. For example, in food research, individuals with culinary expertise will be selected as a sample [24]. In purposive sampling, samples are selected deliberately with the aim of obtaining in-depth information from individuals or groups that have certain criteria or characteristics that are considered to provide richer data and are relevant to the research problem.

2.3. Data Collection Instruments and Techniques

The data collection technique used in this study is questionnaire, because this method allows to obtain structured and relevant data directly from respondents. The questionnaire was distributed directly at the location of the Gramedia Bookstore Slamet Riyadi branch in Solo City through platforms such as Google Forms. The questionnaire is designed with several sections to collect comprehensive data:

1. Demographic Data: Age, gender, education, and frequency of visits.
2. Shopping Experience: How often consumers visit Gramedia Bookstore.
3. Purchase Preferences: The choice between offline or online purchases, as well as the reasons behind those choices.

According to Janneth & Sari, this Scale provides an opportunity for respondents to submit answers at various levels, ranging from very supportive to very rejecting [25].

2.4. Data Analysis Techniques

Descriptive analysis is used to describe demographic data and customer behavior patterns. Data quality tests are carried out to ensure the accuracy and consistency of research instruments, which includes validity tests using the Corrected Item-Total Correlation through the help of SPSS software [26], as well as reliability tests using Cronbach's Alpha coefficient with a threshold value above 0.60 [26]. The classical assumption test is performed before the regression analysis, including the normality test using the Kolmogorov-Smirnov test [27], multicollinearity test by looking at the Tolerance value (more than 0.10) and the Variance Inflation Factor or VIF (less than 10) [27], and heteroscedasticity test by examining residual variants to detect data imbalance patterns [28]. Furthermore, multiple linear regression analysis was used to assess the relationship between independent variables such as brand experience, store atmosphere, and service quality to dependent variables, namely revisit intention [29]. Finally, hypothesis tests are carried out to determine the influence of variables partially or simultaneously, including the t-test to assess the influence of each independent variable individually [30], the F test to test the influence of all independent variables together, as well as the determination coefficient (R^2) used to measure how much the independent variable contributes in explaining the variation in the dependent variable.

2.5. Data Analysis Tools

This study uses SPSS version 30 for data analysis, including multiple linear regression, validity, reliability tests, and classical assumption tests such as normality and multicollinearity. SPSS was chosen for its ability to systematically process statistical data, simplify analysis, and visualize results in the form of tables and graphs. According to Sarassanti & Sari, SPSS facilitates the processing of quantitative data and supports the understanding of inferential statistics in research [31].

2.6. Hypotheses and Frameworks of Thought

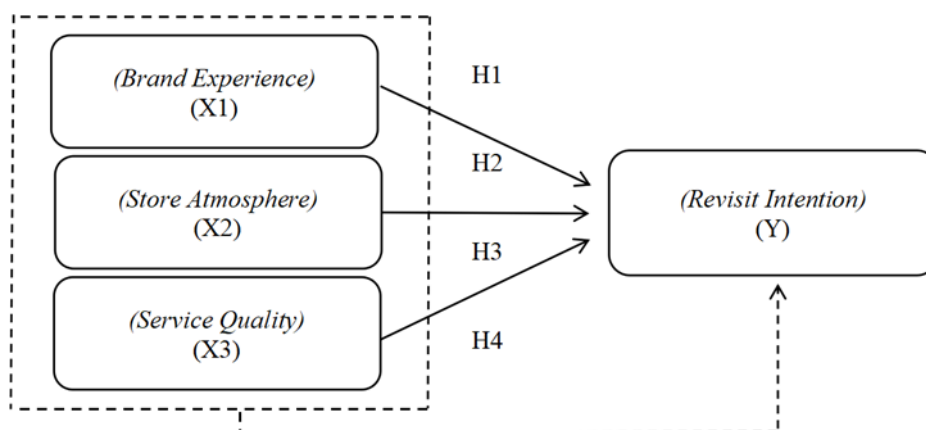


Figure 1. Frame of Mind

In figure 1. The framework of thought shows the flow of the hypothesis in this study and refers to the introduction, so the hypothesis formulation proposed is:

- H₁ : It is suspected that brand experience has an effect on revisit intention at Gramedia Slamet Riyadi Bookstore in Solo City
- H₂ : It is suspected that the store atmosphere has an effect on the revisit intention at the Gramedia Slamet Riyadi Bookstore, Solo City
- H₃ : It is suspected that service quality has an effect on revisit intention at the Gramedia Slamet Riyadi Bookstore, Solo City
- H₄ : It is suspected that brand experience, store atmosphere, and service quality have a simultaneous effect on revisit intention at the Gramedia Slamet Riyadi Bookstore in Solo City

3. RESULTS AND DISCUSSION

3.1. Respondent Characteristics

This study involved 100 respondents who were consumers of Gramedia Slamet Riyadi Solo, with diverse demographic characteristics. By age, most respondents (91%) were in the 15-24 age group, while the other 9% were between 25-34 years old. In terms of gender, the majority of respondents were women, accounting for 86% of the total respondents, while men were only 14%. Regarding the level of education, most of the respondents had a high school/vocational education background (57%), followed by 34% with a S1 education, 6% with a Diploma/D3 education, and 3% with a S2/S3 education. Regarding the frequency of visits, most respondents (68%) visited Gramedia stores 1-2 times, while the other 29% visited 3-5 times. Only 2% visited 6-10 times, and 1% of respondents visited more than 10 times.

For purchasing preferences, more than half of respondents (56%) prefer to buy books in person at physical stores, while another 44% prefer to buy online. The main reason for choosing offline purchases is the ability to view and check books in person (46%), while for online purchases, the cheaper price factor (19%) and the ease of choosing and ordering (17%) are the main reasons. Although the trend of buying books online is growing, offline buying remains the top choice, mainly because of the in-person shopping experience and the opportunity to check the quality of books before buying.

People's preference for online shopping reflects a shift in consumption culture, especially in urban environments. Research conducted by Sarman et al. shows that the increasing popularity of online shopping has had a major impact on consumption patterns and lifestyles of individuals [32]. Along with the development of technology and the ease of internet access, the culture of consumerism has undergone a significant shift. This transformation is especially seen in the way people shop, where e-commerce platforms are increasingly becoming the main choice in meeting their daily needs and consumptive desires.

3.2. Data Quality Test

Table 1. Validity Test Results

Statement	Calculate	Table P	(Sig.)	Information
X1.1	0.266	0.195	0,008	Valid
X1.2	0.295	0.195	0.003	Valid
X1.3	0.651	0.195	< 0.001	Valid

X1.4	0.278	0.195	0,005	Valid
X1.5	0.370	0.195	< 0.001	Valid
X1.6	0.602	0.195	< 0.001	Valid
X1.7	0.530	0.195	< 0.001	Valid
X1.8	0.602	0.195	< 0.001	Valid
X1.9	0.468	0.195	< 0.001	Valid
X1.10	0.488	0.195	< 0.001	Valid
X1.11	0.597	0.195	< 0.001	Valid
X1.12	0.456	0.195	< 0.001	Valid
X2.1	0.615	0.195	< 0.001	Valid
X2.2	0.715	0.195	< 0.001	Valid
X2.3	0.635	0.195	< 0.001	Valid
X2.4	0.545	0.195	< 0.001	Valid
X2.5	0.734	0.195	< 0.001	Valid
X2.6	0.667	0.195	< 0.001	Valid
X2.7	0.596	0.195	< 0.001	Valid
X2.8	0.580	0.195	< 0.001	Valid
X2.9	0.754	0.195	< 0.001	Valid
X2.10	0.705	0.195	< 0.001	Valid
X3.1	0.722	0.195	< 0.001	Valid
X3.2	0.704	0.195	< 0.001	Valid
X3.3	0.791	0.195	< 0.001	Valid
X3.4	0.830	0.195	< 0.001	Valid
Y.1	0.814	0.195	< 0.001	Valid
Y.2	0.763	0.195	< 0.001	Valid
Y.3	0.830	0.195	< 0.001	Valid

The results of the validity test showed that all question items in the variables of brand experience, store atmosphere, service quality, and revisit intention met the validity criteria. This is indicated by a calculated r-value greater than the r-table (0.195) and a consistent significance value smaller than 0.05. Thus, all of the question items are considered valid and reliable as instruments to accurately measure research variables. The validity achieved ensures that each item in the questionnaire truly reflects the concept or variable being measured, so that the results of the data analysis can provide relevant information and support the conclusions of the study. This conformity and reliability are an important foundation to ensure the quality of research findings.

In today's digital era, the interaction between brand experiences, store atmosphere, and service quality has a crucial role in shaping consumer social behavior. A strong brand experience not only helps increase brand equity, but also significantly influences consumer purchase intent. According to research conducted by Rahmad Safrudin & Ari Anggarani, a positive brand experience can strengthen brand equity, which ultimately encourages consumers to make purchases. This shows that consistency in providing an engaging and relevant brand experience can create a deeper emotional connection with customers [33].

In addition, store atmosphere Attractiveness is also an important factor in driving buying behavior, especially impulse buying. A study conducted by Yenny Novita et.al. revealed that a comfortable and well-designed store environment has a significant influence on impulse purchase decisions in the retail sector. The lighting, product layout, scent, and music playing inside the store can create a pleasant atmosphere, thus increasing the tendency for customers to buy products spontaneously without prior planning [34].

In addition to brand experience and store atmosphere, the service quality provided by a business also plays a big role in creating customer satisfaction and loyalty. Based on research conducted by Rahmawati and Sukma, high service quality directly increases customer satisfaction. This created satisfaction then contributes to increased customer loyalty, which means they are more likely to return to shop and even recommend the store to others.

Therefore, the combination of a strong brand experience, an attractive store atmosphere, and superior service quality will create a holistic shopping experience for customers. By paying attention to these three aspects, businesses can improve customer satisfaction, encourage repeat purchases, and build stronger long-term relationships with their consumers in an increasingly competitive digital era.

Table 2. Reliability Test Results

No	Variabel	N of Items	Cronbach's Alpha	Condition	Information
1	Brand Experience (X1)	12	0,699	0,6	Reliabel
2	Store Atmosphere (X2)	10	0,851	0,6	Reliabel
3	Service Quality (X3)	4	0,761	0,6	Reliabel
4	Revisit Intention (Y)	3	0,719	0,6	Reliabel

Reliability analysis showed that the research instrument had met the specified criteria, with Cronbach's Alpha values for all variables being above 0.6. This indicates that each item in the questionnaire has adequate internal consistency, so that respondents' answers to questions that measure the same variable show a high level of consistency. The Brand Experience variable has a Cronbach's Alpha value of 0.699, Store Atmosphere of 0.851, Service Quality of 0.761, and Revisit Intention of 0.719. Therefore, this instrument is considered reliable and reliable for use in research. This high level of reliability also strengthens the validity of the instrument, as reliable measuring instruments tend to produce more accurate and representative data on the variables being studied. With reliable instruments, the results of data analysis can provide a clearer picture of the relationship between variables, so that the conclusions obtained are more reliable.

3.3. Classic Assumption Test

Table 3. Descriptive Analysis Test Results
Statistics

	Brand Experience	Store Atmosphere	Service Quality	Revisit Intention
N	Valid 100 Missing 0	100 0	100 0	100 0
Mean	42.57	43.29	17.35	12.66
Hours of deviation	5.682	4.395	1.844	1.653
Minimum	28	26	12	8
Maximum	57	50	20	15

The descriptive test showed that the Brand Experience variable had a minimum value of 28, a maximum of 57, an average of 42.57, and a standard deviation of 5.682. The Store Atmosphere variable has a minimum value of 26, a maximum of 50, an average of 43.29, and a standard deviation of 4.395. The Service Quality variable has a minimum value of 12, a maximum of 20, an average of 17.35, and a standard deviation of 1.844. Meanwhile, the Revisit Intention variable has a minimum value of 8, a maximum of 15, an average of 12.66, and a standard deviation of 1.653. These results describe the distribution of respondent data for each variable.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Hours of deviation	1.30196576
Most Extreme Differences	Absolute	.048
	Positive	.028
	Negative	-.048
Test Statistic		.048
Asymp. Sig. (2-tailed) ^c		.200d

The Kolmogorov-Smirnov One-Sample test is used to test residual normality. The results of the analysis showed a total of 100 data with a residual mean value of 0.0000000 and a standard deviation of 1.30196576. The statistical test score obtained was 0.048, while the Asymp. Sig. (2-tailed) is 0.200. Because of the value of Asymp. Sig. greater than 0.05, it can be concluded that the residual in this study is normally distributed.

Table 5. Multicollinearity Test Results

		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics			
Model		B	Std. Error	Beta	t	Itself.	Tolerance	BRIGHT
1	(Constant)	.577	1.612		.358	.721		
	Brand Experience	.051	.024	.176	2.141	.035	.959	1.043
	Store Atmosphere	.146	.038	.388	3.879	<.001	.647	1.544
	Service Quality	.207	.090	.231	2.308	.023	.644	1.554

The results of regression analysis showed that the constant had a coefficient of 0.577 with a significance value of 0.721, so it was not significant. The Brand Experience variable has a significant influence on the dependent variable with a coefficient of 0.051 and a significance value of 0.035. The Store Atmosphere variable showed a greater significant influence with a coefficient of 0.146 and a significance value of < 0.001. Meanwhile, Service Quality also had a significant effect with a coefficient of 0.207 and a significance of 0.023. The tolerance and VIF values indicate the absence of multicollinearity problems, with all VIF values being below 10, so that the relationship between independent variables is declared valid.

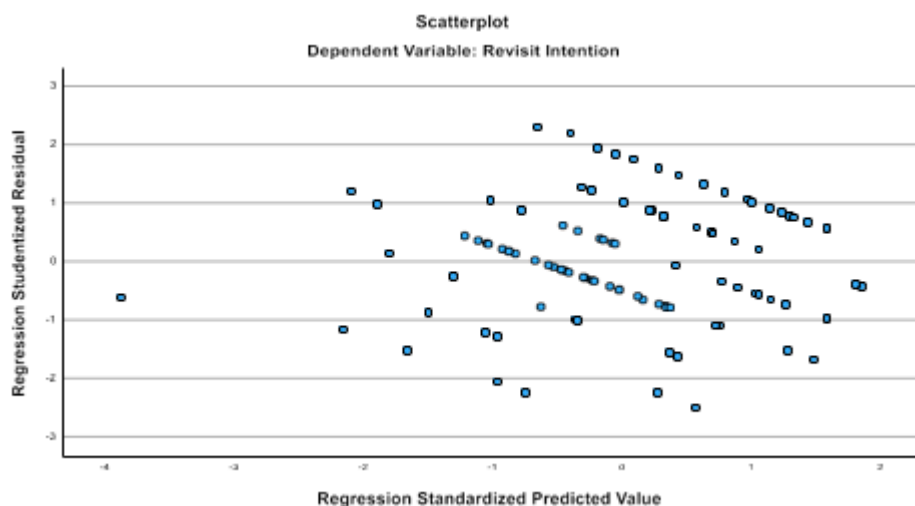


Figure 2. Heteroscedasticity Test Results

Residual plots show that the distribution of data is random and does not form a specific pattern. This condition indicates that the assumption of heteroscedasticity in the regression model has been met. Thus, the residual variance is consistent, which indicates that the regression model can be used for further analysis with reliable estimation results.

3.4. Hypothesis Test

Table 6. Results of Multiple Linear Regression Test and t Test

		Coefficients^a			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	.577	1.612		.358
	Brand Experience	.051	.024	.176	2.141
	Store Atmosphere	.146	.038	.388	3.879
	Service Quality	.207	.090	.231	2.308

a. Dependent Variable: Revisit Intention

A constant of 0.577 indicates a Revisit Intention value when the independent variable is zero. The Brand Experience regression coefficient of 0.051 indicates a positive relationship, where increasing Brand Experience

will increase Revisit Intent. The Store Atmosphere regression coefficient of 0.146 also indicates a positive relationship, where an increase in Store Atmosphere will increase Revisit Intent. The same thing happened in Service Quality with a regression coefficient of 0.207 which showed a positive relationship with Revisit Intention. So a regression equation can be made as follows:

$$Y = 0.577 + 0.051 X_1 + 0.146 X_2 + 0.207 X_3$$

The results of the t-test showed the significance value of each variable, namely Brand Experience of 0.035, Store Atmosphere <0.001, and Service Quality of 0.023. All values are smaller than 0.05, which means that all three variables have a significant influence on Revisit Intent.

Table 7. Test F Results (Simultaneous)

ANOVA					
Model		Sum of Squares	df	Mean Square	F
1	Regression	102.624	3	34.208	19.569
	Residual	167.816	96	1.748	
	Total	270.440	99		
a. Dependent Variable: Revisit Intention					
b. Predictors: (Constant), Service Quality, Brand Experience, Store Atmosphere					

The results of the F test showed that the F value obtained was 19.569 with a significance level of <0.001. Since this significance value is less than 0.05, it can be concluded that the regression model that includes the Brand Experience, Store Atmosphere, and Service Quality variables together has a significant influence on the Revisit Intention variables. This indicates that the three independent variables simultaneously contribute meaningfully in explaining the variability in the dependent variables, so that the regression model used is considered appropriate and relevant for this study.

Table 8. Determination Coefficient Test Results (R)

Model Summary			
Model	R Square	Adjusted R Square	Std. Error of the Estimate
1	.379	.360	1.322
a. Predictors: (Constant), Service Quality, Brand Experience, Store Atmosphere			

The Adjusted R Square value of 0.360 shows that the independent variables in the research model contribute 36% to the dependent variables simultaneously. In other words, 36% of the variation in the dependent variable can be explained by the influence of the independent variable being studied. Meanwhile, the remaining 64% were influenced by other factors not included in this regression model. These results indicate that the regression model used has a fairly good ability to explain the relationship between these variables, although there are still other factors outside the model that may have an influence.

In the previous explanation, data obtained from respondents was processed using SPSS 30, then continued with hypothesis testing. Based on the results of the analysis, it can be explained the influence of independent variables (Brand Experience, Store Atmosphere, Service Quality) on dependent variables (Revisit Intention).

The Influence of Brand Experience on Revisit Intention

This study revealed that Brand Experience had a significant influence on Revisit Intention at Gramedia Slamet Riyadi Bookstore, Solo City, with a significance value of 0.035 (<0.05). These findings are in line with the results of research conducted by Jennifer and Ritonga, which show that a positive brand experience can strengthen emotional relationships and customer loyalty to a brand [18]. Based on respondents' responses, Gramedia has succeeded in creating a brand experience through in-depth interaction with customers. Respondents highlighted the convenience of browsing the book collection, the opportunity to participate in interactive activities such as workshops, and the friendly and personalized service from the staff as elements that enriched their experience. In addition, Gramedia is considered to be able to stimulate customers' curiosity and intellectual exploration through a diverse and inspiring book collection. All of these experiences reflect how Gramedia has managed to build a strong connection between customers and brands, driving their intention to return for a visit.

The COVID-19 pandemic has brought about major changes in consumer shopping preferences, especially with the increasing adoption of online shopping platforms. Research conducted by Lieke Aisha Putri et al. revealed

that social restriction policies and the implementation of health protocols during the pandemic drove a shift in people's consumption patterns, where many consumers who previously shopped in modern markets began to switch to online stores. In addition to mobility restrictions, economic conditions affected by the pandemic also affect people's purchasing power, so they tend to look for more practical and financially efficient shopping alternatives. With various conveniences offered, such as attractive promos, a wide variety of products, and faster delivery services, online shopping platforms are increasingly in demand and become the main choice in meeting daily needs [35].

However, research by Adelia Elmayanti et al. shows that the offline shopping experience still has its own advantages, especially in the social aspect. Consumers who shop in physical stores have the opportunity to interact directly with sales staff as well as enjoy store atmosphere that support a more holistic shopping experience. This interaction not only helps consumers in getting product information directly, but also creates social relationships that can increase customer satisfaction and loyalty to physical stores. In contrast, online shopping tends to be more individualized and less involving social aspects. While online shopping offers convenience and efficiency, these findings confirm that physical stores still have an important role as a valuable social interaction space for some consumers, especially those who prioritize the experiential aspect of the purchase process [36].

The Influence of Store Atmosphere on Revisit Intention

This study shows that Store Atmosphere has a significant influence on Revisit Intention at Gramedia Slamet Riyadi Bookstore, Solo City, with a significance value of <0.001 (<0.05). These results indicate that store atmosphere That is fun and supportive of customer comfort plays an important role in encouraging them to come back. These findings are consistent with research conducted by Sifa et al. which stated that elements in the Store Atmosphere, such as cleanliness, lighting, and spatial arrangement, are able to increase customer satisfaction and comfort, thereby strengthening their loyalty [20].

Respondents stated that Gramedia Slamet Riyadi succeeded in creating an attractive and comfortable store atmosphere. This can be seen from the aesthetic appearance of the building, the clean area around the store, and the pleasant sensory experience, such as soft music, soothing aromas, and cool room temperatures. In addition, the neat store setup, including the orderly and easily accessible placement of shelves and tables, adds convenience during shopping. Other factors, such as the strategic location of the cashier, clear directions, and attractive room décor, contribute to a satisfying shopping experience. By creating a fun and functional Store Atmosphere, Gramedia is able to provide a memorable shopping experience for customers. This drives customer comfort and satisfaction, which ultimately reinforces their intention to return to the store in the future.

The Effect of Service Quality on Revisit Intention

This study revealed that Service Quality had a significant influence on Revisit Intention at Gramedia Slamet Riyadi Bookstore, Solo City, with a significance value of 0.023 (<0.05). These findings show that the quality of friendly, fast, and professional service is a key factor in increasing customer loyalty. These results support research conducted by Yolanda and Rahmidani which concluded that quality service can create a sense of comfort for customers and encourage them to make repeat visits [21].

According to respondents' responses, the service at Gramedia Slamet Riyadi is considered satisfactory and meets customer expectations. Employees are considered to be able to provide equal service to all customers, regardless of differentiating from each other. Employees' alertness in helping customers in need also gets appreciation, showing attention to customer needs. In addition, respondents assessed that attention in the form of clear information or actions that support convenience during the service process adds positive value to their shopping experience. Employee accuracy in providing service, both in terms of time and quality, strengthens customer satisfaction and builds trust. The quality of service offered by Gramedia creates a positive experience and leaves an imprint on the minds of customers. This not only meets customer needs, but also increases convenience and builds loyalty that encourages them to continue visiting Gramedia in the future.

This study found that brand experience, store atmosphere, and service quality have a significant influence on customers' intentions to return to the Gramedia Slamet Riyadi Bookstore in Solo City. These three variables have been proven to contribute to shaping a positive shopping experience, which in turn strengthens customer loyalty to Gramedia. Therefore, efforts to strengthen customer interaction, create a comfortable store atmosphere, and provide optimal service are the right strategies to encourage repeat visits.

Furthermore, these findings make an important contribution in enriching understanding of the factors that influence customers' decision to return to physical bookstores, especially amid the challenges posed by increasing competition from digital shopping platforms. These results are not only beneficial for Gramedia in formulating more effective marketing strategies, but can also be used as a reference for other retail business players facing similar conditions. Focusing on improving the quality of customer experience and strengthening loyalty is key to maintaining the sustainability of physical stores in the digital era.

The findings of this study are also strengthened by various results of previous studies that show the relevance and consistency of the influence of these three factors. Research by Indurasmı and Muslichah [37] and

Charles and Lego [7] revealing that a positive brand experience can form an emotional bond between customers and brands, increase satisfaction, and encourage customers to return to purchase. Furthermore, Desriani's research [9] and Hafids [38] It shows that store atmospheres that are laid out through elements such as lighting, layout, music, and aroma can create pleasurable sensory experiences and influence repeat intent. In addition, these findings are also consistent with the results of research from Sang Ayu Putu Kayana Manacika [39] and Fery Siswadi and Muharam Day [40], which emphasizes that services that meet or even exceed customer expectations can increase customer satisfaction and loyalty.

Thus, the integration of these three aspects in the context of physical bookstores, especially Gramedia Slamet Riyadi Solo, proves that brand experience, store atmosphere, and service quality remain relevant and strategic factors in maintaining customer loyalty, even in an increasingly digitized market situation. This shows that physical bookstores still have the potential to compete and survive through a marketing approach oriented towards customer satisfaction and experience.

Although this research makes a significant contribution, both theoretically and practically, there are some limitations that need to be observed. First, this research was only conducted on one Gramedia branch, namely in the city of Solo. This limits the scope of generalization of the research results, as the findings obtained do not necessarily represent conditions in other Gramedia branches that may have different customer characteristics, operational strategies, and levels of competition. Second, this study only focuses the analysis on three main variables, namely brand experience, store atmosphere, and service quality, without involving other factors that also have the potential to affect customer revisit intent, such as price, promotion, ease of access, or overall satisfaction. The impact of this limitation is the limited ability of the research to provide a comprehensive and applicable picture of consumer behavior across the Gramedia store network. The results obtained tend to describe specific conditions at the research site, so they are less representative of the broader context. In addition, the limitations of the variables also make the analysis less thorough, as the possibility of other factors contributing to customer loyalty has not been explored.

4. CONCLUSION

This study shows that Brand Experience, Store Atmosphere, and Service Quality have a significant influence on customer Revisit Intention at Gramedia bookstores. This indicates that a positive customer experience, a comfortable store atmosphere, and good service quality can together increase customers' desire to return to visit. Based on the results of the analysis, these three variables simultaneously explain 36% of the variability of Revisit Intention, while the rest are influenced by other factors that are not discussed in this study. These findings make a new contribution by integrating the influence of these three variables in the context of the bookstore industry.

Based on the results of this study, Gramedia is advised to continue developing a marketing strategy that combines digital innovation with a direct in-store shopping experience to increase competitiveness. One actionable step is the development of an app-based membership program that offers a more personalized shopping experience. In addition, Gramedia can create interactive spaces such as discussion areas, literacy communities, or writer-meet-and-greet events to increase customer engagement. The use of technology such as Augmented Reality (AR) can also be an interesting innovation in creating a more immersive shopping experience, for example through digital book preview features or interactive in-store explorations.

For further research, there are several aspects that can be explored more deeply to gain a more comprehensive understanding of the factors that affect customer Revisit Intent. One of the topics that can be studied further is the role of digital technology, such as mobile applications, in supporting the shopping experience in physical stores, so that customers can feel the ease of switching between online and offline shopping. In addition, Gramedia can also optimize the use of customer data through loyalty programs to provide more personalized and relevant promotions, so as to increase customer satisfaction and loyalty.

Furthermore, future research may consider other factors such as pricing strategies, promotional effectiveness, and preference for certain book genres to enrich understanding of customer shopping patterns. A longitudinal approach can also be applied to analyze changes in customer behavior over a longer period of time, so that trends and dynamics of the bookstore industry can be understood more deeply. In addition, a comparative study between customers who shop more often in physical stores and those who make more purchases online can also provide broader insights into the preferences and needs of each customer segment. Thus, this research is expected to be the basis for Gramedia to design a more effective and sustainable marketing strategy in the future.

Future research is suggested to expand the scope of study sites by involving more than one Gramedia branch in different regions, so that the results obtained can reflect more general and nationally relevant conditions. In addition, researchers can then consider adding other variables outside of brand experience, store atmosphere, and service quality, such as pricing strategies, promotional effectiveness, ease of access, and overall customer

satisfaction levels. The use of longitudinal methods can also be an appropriate approach to observe the dynamics of consumer behavior over a period of time. In addition, a comparative study between physical store customers

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