

The Factors Influencing E-Book User Satisfaction and its Impact on the Continuity of E-Book Use

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Abstract:

The rapid advancement of digital technology has fundamentally transformed reading habits, with Ebooks emerging as a popular alternative to printed books. This shift underscores the need to understand the factors driving user satisfaction and their long-term adoption. This research aims to analyze the effect of Ebook Pricing, Perceived Usefulness, and Perceived Ease of Use on Satisfaction, as well as the effect of Satisfaction on Continuous Intention in Ebook use. Using a quantitative approach and SEM-PLS analysis technique, this study collected data from respondents who were active users of Ebooks. The results show that Ebook Pricing, Perceived Usefulness, and Perceived Ease of Use have a positive and significant effect on Satisfaction. Additionally, Satisfaction has been shown to have a strong effect on Continuous Intention, indicating that the higher the user satisfaction, the more likely they are to continue using Ebooks. These findings confirm the importance of strategies to increase functional value, ease of use, and pricing aligned with user value perceptions in optimizing the Ebook user experience. This study also recommends that future research use a longitudinal approach and include psychological and social variables to expand the understanding of technology adoption behavior.

Keywords: Ebook Pricing, Perceived Usefulness, Perceived Ease of Use, Satisfaction, Continuous Intention, Ebook.

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INTRODUCTION

The development of technology is inevitable and unstoppable. This is because human knowledge is always evolving and producing innovations aimed at increasing the value and performance of human activities (Bölen et al., 2021; Maduku, 2017). The industrial revolution represents a stage of innovation in the human mind that subsequently impacts the industrial and business sectors, contributing to the world's economic, social, and cultural conditions. According to Nugroho (2021), the digital era presents technology that supports all aspects of human life. Human dependence on technology in the digital era is growing stronger. Almost all human work activities today rely on e-mail, the internet, computers, and other digital tools. Therefore, digitalization has a significant impact on changes in global economic activity. Digitalization has also introduced new dynamics in learning and reading habits, with both potential advantages and disadvantages (Almekhlafi, 2020). The popularity of Ebooks reached its peak when Ebooks were introduced in the 1980s due to their influence on mass dissemination (Farid et al., 2021). The practice of reading is rapidly shifting from print to

screen, and new media technologies are emerging one after another. Reading texts is an inevitable part of daily life (Jain, 2021). Various electronic reading devices, such as the Kindle, Sony Reader, and electronic book (Ebook) applications (APPs) such as iReader, continue to appear. More of the public are choosing this new way of reading. This is when the presence of Ebooks can shift the popularity from physical books (Liu et al., 2021). The popularity of Ebooks reached its peak when Ebooks were introduced in the 1980s due to their influence on mass dissemination (Farid et al., 2021).

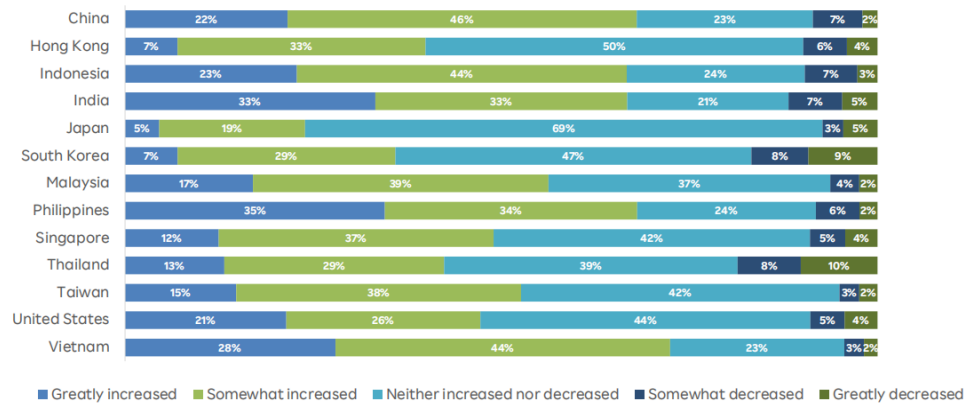


Figure 1. Rate of Increase and Decrease in Reading Time in Different Countries (%)

Source: Rakuten Insight (2023)

Based on Rakuten Insight survey data (2023), it can be seen that time spent reading has increased in most Asian countries, especially Vietnam (72%), the Philippines (69%), and China (68%) which reported significant increases in both large and medium amounts. Indonesia (67%) and India (66%) also showed similar trends, indicating that there is a large market potential for digital reading media such as e-readers. In contrast, Japan showed the least increase with only 5% of respondents admitting their reading time has increased drastically, while the majority (69%) stated no change. This phenomenon raises an important problem, namely how differences in reading behavior between countries, especially in Southeast Asia, can be explained in the context of the development of digital technology, literacy habits, and the impact of the pandemic that has driven a shift in people's reading consumption styles (Hussin et al., 2021).



Figure 2. Distribution of Media Used for Reading in Different Countries (%)

Source: Rakuten Insight (2023)

The results of the Rakuten Insight survey (2023) show that Indonesia is the country with the highest percentage (83%) of reading activities through smartphones, indicating a shift in people's behavior in consuming digital reading. This phenomenon aligns with global trends, where the adoption of mobile devices for literacy learning and activities is increasing, especially in the Asian region, including Indonesia (Hussin et al., 2021).

This is supported by Johnston and Ferguson (2020), who state that a high percentage of Generation Z and Millennial respondents believe the price of electronic books is quite affordable. Among those who share this view, many explain that the e-books they buy are often cheaper than printed books. This shows that participants prefer to use interactive Ebooks over other formats. This preference is likely due to the interactive nature, which is a key feature of such books. Interactivity and rich multimedia elements make Ebooks very helpful to users (Almekhlafi, 2020). Ebooks are considered easy to use, searchable, and convenient for taking notes and referencing. Respondents mentioned the ease of copy-pasting, which facilitates students' digital record-making. Other reasons relate to usage factors such as ease of reading and navigation (Casselden and Pears, 2020). The majority of students express satisfaction with e-books because they save time, are easily accessible, and are available on desktop computers and Android phones (Farid et al., 2021).

The satisfaction of people who use mobile devices to read ebooks may be influenced by several factors, including the level of support mobile devices provide for ebooks, the influence of screen size on operation and interaction, user characteristics, and more (Lai et al., 2021). Meanwhile, according to Al-Emran et al. (2020), Continuous Intention refers to "the user's intention to continue using a product or service." Research on the continuous intention model of information systems has also proven that perceived usefulness is a key factor directly affecting user satisfaction and has a direct impact on the user's willingness to continue using the product. Users can increase their satisfaction because they feel happy during the process of using Ebooks, thereby influencing their continuous intention (Liu et al., 2021).

The novelty of this research lies in its model approach, which integrates the variable of Ebook Pricing alongside Perceived Usefulness and Perceived Ease of Use from the Technology Acceptance Model (TAM) to predict Satisfaction and its impact on Continuous Intention in the context of Ebook usage in Indonesia, specifically in the Jakarta region. This study addresses a gap by empirically examining how price considerations, often underemphasized in technology adoption studies, interact with functional and ease-of-use perception factors in shaping user satisfaction and continuance intention. The objective of this study is to analyze the influence of Ebook Pricing, Perceived Usefulness, and Perceived Ease of Use on Satisfaction, and subsequently, the influence of Satisfaction on Continuous Intention in Ebook usage. Specifically, it aims to test and prove the causal relationships between these variables within the context of Indonesian Ebook user behavior.

The expected benefits of this research are twofold. Theoretically, it enriches the literature on technology adoption, particularly for Ebooks, by confirming and extending the TAM through the inclusion of a pricing variable and a focus on continuance intention. Practically, the findings can serve as a consideration for Ebook platform providers, developers, and publishers in formulating effective strategies to enhance user satisfaction and loyalty—for

instance, through competitive pricing policies, improved functional utility, and more user-friendly interfaces—ultimately supporting their business sustainability in an increasingly competitive digital market.

RESEARCH METHOD

Research generally divides into two approaches: qualitative and quantitative. The quantitative approach is systematic, structured, and relies on numerical data and statistics, while qualitative research produces descriptive data in the form of words or narratives from observations. Quantitative research typically provides more precise analysis through numerical data processing, whereas qualitative research focuses on deeply understanding phenomena without using statistical methods. This study employed a quantitative descriptive approach to analyze characteristics and distribution of variables among Ebook users through a questionnaire survey.

The measurement scale used a five-point Likert scale to assess respondents' perceptions of specific statements. The study involved three types of variables: independent variables (perceived usefulness, perceived ease of use, and Ebook pricing), a dependent variable (continuous intention), and a mediating variable (satisfaction). The population consisted of Indonesian citizens in Jakarta who had purchased Ebooks. Samples were selected using non-probability convenience sampling, with the sample size determined at 200 respondents based on Hair et al.'s (2017) recommendations.

Data was collected through an online survey and analyzed using SmartPLS with the PLS-SEM method, suitable for testing complex models with latent variables and small to moderate sample sizes. This approach also facilitated further analyses such as bootstrapping and discriminant validity tests. Validity and reliability of the instrument were verified via analyses including exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and Cronbach's Alpha to ensure accurate, credible results capable of evaluating relationships among variables influencing continuous intention to use Ebooks.

RESULTS AND DISCUSSION

Pre-Test

Before data collection is carried out, a questionnaire is first carried out *Pre-test* to 38 respondents to ensure that each question has met the requirements for reliability and validity. The following pre-test results are shown in Tables 1 and 2.

Table 1. Outer Loading (Pre test)

Outer Loading-Matrix						
	CI	EP	PE	PU	SAT	SN
CI1	0.786					
CI2	0.776					
CI3	0.819					
CI4	0.636					
CI5	0.443					
EP1		0.815				
EP2		0.226				
EP3		0.702				
EP4		0.794				

Outer Loading-Matrix						
	CI	EP	PE	PU	SAT	SN
EP5		0.686				
PE1			0.603			
PE2			0.256			
PE3			0.611			
PE4			0.783			
PE5			0.712			
PU1				-0.243		
PU2				0.624		
PU3				0.840		
PU4				0.841		
PU5				0.813		
SAT1					0.706	
SAT2					0.732	
SAT3					0.804	
SAT4					0.643	
SAT5					0.738	

Source: Pre-test results (2024)

Table 2. Validity and Reliability Test Results (*Pre test*)

Variable/Dimensions		Item	Factor Loading (≥ 0.7)	AVE (≥ 0.5)	Composite Reliability (Comp ≥ 0.7)
Source Credibility	Continues Intention	CI1	0.786	0.574	0.842
		CI2	0.776		
		CI3	0.819		
		CI4	0.636		
	Ebook Pricing	EP1	0.815	0.564	0.837
		EP3	0.702		
		EP4	0.794		
		EP5	0.686		
	Perceived Ease of Use	PE1	0.603	0.464	0.774
		PE3	0.611		
		PE4	0.783		
		PE5	0.712		
	Perceived Usefulness	PU2	0.624	0.616	0.863
		PU3	0.840		
		PU4	0.841		
		PU5	0.813		
	Satisfaction	SAT1	0.706	0.528	0.847
		SAT2	0.732		
		SAT3	0.804		
		SAT4	0.643		
		SAT5	0.738		

Source: Pre-test results (2024)

Based on the test results presented in the Table, it can be seen that the validity and reliability test is carried out by looking at the value of factor loading, Average Variance Extracted (AVE), and Composite Reliability (CR). According to Hair et al. (2019), an indicator is considered valid if it has a factor loading value of at least 0.5 and AVE of at least 0.5, while construct is considered reliable if the CR value is at least 0.5. In the first loading factor, it was seen that several questions had values below 0.5, namely CI 5, EP 2, PE 2, PU 1. Then the

question item is deleted and the factor reloading is carried out. In the Perceived Ease of Use construct, the loading factor value ranges from 0.603 to 0.783 with AVE of 0.464 and CR of 0.774. Although there is one indicator whose value is close to the lower limit, overall the construct still meets the criteria of convergent validity and reliability. Furthermore, the Continuous Intention construct has a loading factor value between 0.636 to 0.819, with an AVE of 0.574 and a CR of 0.842. This shows that the indicators used are able to represent the construct well. For the Ebook Pricing construct, the loading factor value is in the range of 0.686 to 0.815, with AVE of 0.564 and CR of 0.837. This means that this construct meets the requirements of validity and reliability. The Perceived Usefulness construct shows a factor loading value between 0.624 to 0.841, with AVE 0.616 and CR 0.863. This indicates that the indicators used are valid and reliable. Meanwhile, the Satisfaction construct has a loading factor value between 0.643 to 0.804, AVE of 0.528, and CR of 0.847, so it can be said that it meets the criteria of validity and reliability.

The pre-test results showed that most of the indicators in this study met the criteria of convergent validity and reliability, although there were some indicators whose values were close to the lower limit. Thus, all constructs can still be used at the main data collection stage because the instrument is considered feasible.

Characteristics

1. Gender

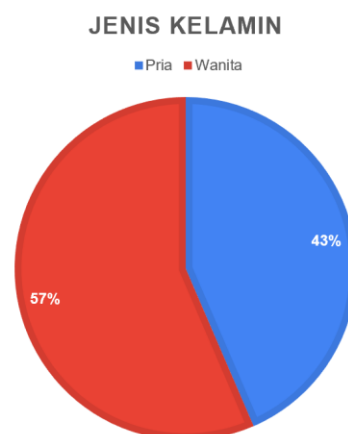


Figure 3. Gender Diagram Table

Source: Processed primary data (2024)

Based on the results of processing demographic data of respondents related to gender, it was obtained that out of a total of 200 respondents, as many as 87 people or 43% were men, while 113 people or 57% were women. This shows that the majority of respondents in this study are women. This difference in gender composition can give an idea that the opinions or tendencies that appear in the study are more influenced by the perspective of female respondents than men.

2. Work



Figure 4. Work Diagram Table

Source: Processed primary data (2024)

Based on demographic data of respondents in terms of employment, of the 200 respondents interviewed, most of them work as self-employed, namely 78 people (39%). Furthermore, there are 60 people (30%) who are students, while 14 people (7%) work as designers. Other professions recorded are programmers as many as 12 people (6%), employees as many as 8 people (4%), and housewives, lecturers, and doctors as many as 6 people each (3%). In this category, there are also 4 people (2%) who work as flight attendants and 6 people (3%) as lawyers. These results show that the respondents in this study have different professions, but the majority come from the self-employed and student groups.

3. Domicile

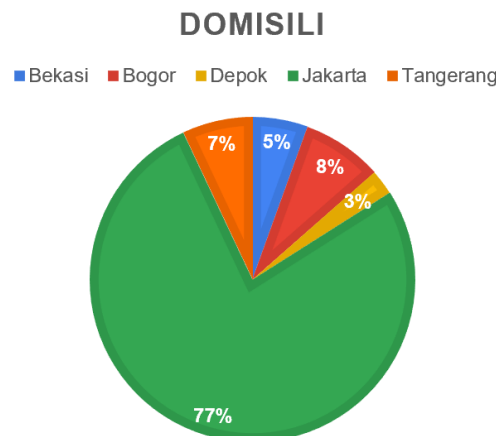


Figure 5. Domicile Diagram Table

Source: Processed primary data (2024)

Based on residence data, most of the respondents live in Jakarta, which is 154 people or 77%. In addition, there were 16 people from Bogor (8%), 14 people from Tangerang (7%), 10 people from Bekasi (5%), and 6 people from Depok (3%). These results show that most of the respondents in the study are from Jakarta, so they can represent the views of urban communities as the majority of the sample.

4. Age

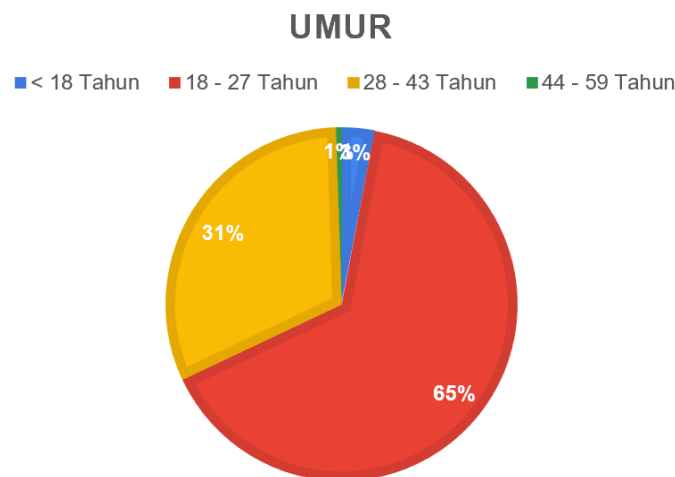


Figure 6. Age Chart Table

Source: Processed primary data (2024)

Based on the age category, most of the respondents were in the age range of 18 to 27 years, which was as many as 130 people or 65%. Furthermore, there were 62 people or 31% who were in the age range of 28 to 43 years, then 4 people or 2% were in the age range of 44 years and above.

5. Expense

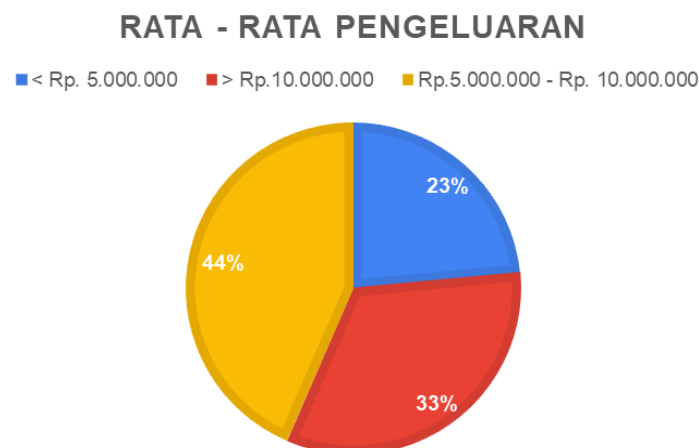


Figure 7. Expense Chart Table

Source: Processed primary data (2024)

Based on monthly expenditure data, most respondents have an average expenditure between IDR 5,000,000 to IDR 10,000,000, which is 88 people or 44%. Furthermore, 66 people or 33% had expenses of more than IDR 10,000,000, while 46 people or 23% had expenses below IDR 5,000,000. These results show that the majority of respondents are in the middle spending group, which reflects their financial condition with fairly stable purchasing power.

6. Education

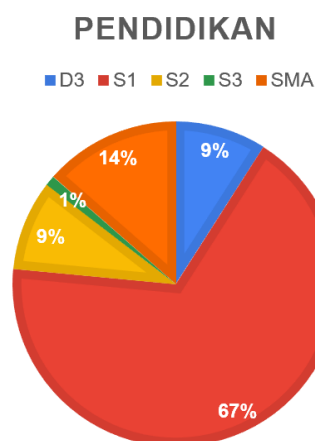


Figure 8. Educational Diagram Table

Source: Processed primary data (2024)

Based on education level, most respondents have a Bachelor's degree (S1), which is as many as 134 people (67%). Furthermore, there are 28 people (14%) who graduated from high school (SMA), 18 people (9%) who graduated from D3, 18 people (9%) who graduated from Bachelor of Masters (S2), and 2 people (1%) who graduated from Doctoral (S3). This shows that most of the respondents in this study have a fairly high educational background, namely S1, which may help them in understanding the research questionnaire.

Data Analysis

In this study, data analysis was carried out using Partial least squares-structural equality modeling (PLS-SEM) via SmartPLS V.4 software (Ringle et al. 2015). The collected data were analyzed using a two-step assessment approach that included measurement models and structural models (Hair et al. 2017). The selection of PLS-SEM in this study was attributed to several reasons. First, this research was made with the aim of developing an existing theory, PLS-SEM is considered the best option (Urbach and Ahlemann 2010). Second, PLS-SEM can provide the best service for exploratory research involving complex models (Hair Jr et al. 2016). Third, PLS-SEM analyzes the complete model as a unit rather than dividing it into parts (Goodhue et al. 2012). Fourth, PLS-SEM provides concurrent analysis for measurement and structural models, which in turn results in more accurate estimates (Barclay et al. 1995).

Measurement Model Analysis (Outer Model)

For the measurement of discriminant validity, there are several criteria that are recommended to be measured, namely convergent validity (outer loading & AVE), discriminant validity (cross loading, Fornell-Larcker, HTMT), and construct reliability (Cronbach's alpha & composite reliability) (Hair et al. 2017).

1. Outer Loading

Outer loading is considered good if it is greater than 0.7, although a number above 0.5 is also often used in research (Hair et.al., 2019).

Table 3. Outer Loading Matrix

	CI	EP	PE	PU	SAT
CI1	0.864				
CI2	0.834				
CI3	0.843				
CI4	0.889				
CI5	0.121				
EP1		0.848			
EP2		0.286			
EP3		0.804			
EP4		0.816			
EP5		0.818			
PE1			0.828		
PE2			0.801		
PE3			0.843		
PE4			0.805		
PE5			0.805		
PU1				0.164	
PU2				0.830	
PU3				0.801	
PU4				0.843	
PU5				0.805	
SAT1					0.810
SAT2					0.843
SAT3					0.830
SAT4					0.831
SAT5					0.855

Source: Processed primary data using SmartPLS (2024)

Based on the results of data processing using SmartPLS, the results of outer loading of each question variable were obtained. The results of the first outer loading seen in the table obtained values below 0.5 in the question variables PU1 with 0.164, PE2 with 0.269, EP2 with 0.286, and CI5 with 0.121. Then the smallest variables are cut or deleted first, namely PU1, PE2, EP2 and CI5. After the four variables are removed, the outer loading results show that all questions of each variable have a value above 0.5 which is the minimum accepted criterion value. So that only the question variables PU1, PE2, EP2 and CI5 have a value below 0.5.

2. Reliability and Validity Test

The convergent validity test on the outer model aims to find out whether the indicators that the latent variable has is valid, with a validity value above 0.5 (Purwanto et al., 2021). In addition to convergent validity, the outer model test was also carried out a validity reliability test. The test aims to determine the reliability of the indicator in measuring variables, while the variable is said to be valid if it has an AVE value above 0.5 and a Cronbach Alpha value above 0.7 (Purwanto et al., 2021), the following is a discriminant validity test in this study:

Table 4. Average Variance Extracted (AVE)

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	AVE
CI	0.882	0.887	0.918	0.738
EP	0.843	0.846	0.894	0.680
PE	0.842	0.847	0.894	0.678
PU	0.879	0.881	0.917	0.734
SAT	0.891	0.891	0.920	0.696

Source: Processed primary data using SmartPLS (2024)

Based on the results of data processing using SmartPLS, reliability and validity results were obtained. The AVE value of all variables is above 0.5 which is the minimum accepted criterion value. The AVE value is used for the validity test per variable. Composite reliability is used for reliability testing. The composite reliability value of each variable is above 0.7, which is the minimum accepted criterion value. Cronbach's Alpha value for each variable shows a value above 0.7. So it can be concluded that all variables in this study are declared to meet the requirements.

3. Fornell-Larker Criteria

For the measurement of discriminant validity, the recommended criterion to be measured is the Fornell-Larker criterion (Hair et al. 2017). The results in Table reveal that the Fornell-Larker criterion confirms the requirement because the square root of all AVE is greater than its correlation with other constructs (Fornell and Larcker, 1981).

Table 5. Fornell - Larcker

Fornell-Larcker Criterion					
	CI	EP	PE	PU	SAT
CI	0.859				
EP	0.474	0.825			
PE	0.358	0.557	0.823		
PU	0.310	0.481	0.486	0.857	
SAT	0.594	0.659	0.633	0.657	0.834

Source: Processed primary data using SmartPLS (2024)

Based on the results of data processing using SmartPLS to test discriminant validity, the Fornell-Larcker criterion was chosen. From the table, the discriminant validity of each variable is accepted and thus, the data collected can be further used to evaluate the structural model.

4. Cross loadings

Table 6. Cross loadings

Cross Loading					
	CI	EP	PE	PU	SAT
CI1	0.867	0.386	0.336	0.239	0.489
CI2	0.834	0.341	0.246	0.239	0.474
CI3	0.844	0.462	0.293	0.286	0.504
CI4	0.890	0.433	0.347	0.304	0.567
EP1	0.405	0.847	0.448	0.399	0.591
EP3	0.383	0.807	0.446	0.381	0.533
EP4	0.384	0.821	0.476	0.389	0.519
EP5	0.389	0.818	0.472	0.418	0.527

Cross Loading					
	CI	EP	PE	PU	SAT
PE1	0.331	0.477	0.831	0.393	0.539
PE3	0.213	0.393	0.808	0.413	0.479
PE4	0.346	0.523	0.850	0.446	0.576
PE5	0.275	0.431	0.804	0.345	0.479
PU3	0.282	0.381	0.375	0.858	0.566
PU4	0.310	0.473	0.455	0.870	0.605
PU5	0.219	0.387	0.409	0.868	0.536
SAT1	0.521	0.554	0.503	0.511	0.810
SAT2	0.467	0.507	0.547	0.546	0.843
SAT3	0.494	0.567	0.560	0.567	0.830
SAT4	0.472	0.582	0.529	0.537	0.831
SAT5	0.522	0.539	0.501	0.585	0.855

Source: Processed primary data using SmartPLS (2024)

Based on the table above, each variable has a cross loading factor value above >0.7 , meaning that the variables in this study have met the requirements.

5. Heterotrait-monotrait ratio (HTMT)

In the testing of discriminant validity, the Heterotrait-Monotrait Ratio of Correlations (HTMT) approach was used. A construct can be said to meet the requirements for discriminant validity if the HTMT value between latent constructs is below the limit of 0.90. This condition indicates that each construct has adequate differences from each other, so that the indicator used describes the construct in question. The results of the calculation of discriminant validity with the HTMT criteria are shown as follows.

Table 7. Heterotrait-monotrait ratio (HTMT)

Heterotrait-Monotrait Ratio (HTMT)					
	CI	EP	PE	PU	SAT
CI					
EP	0.547				
PE	0.408	0.658			
PU	0.348	0.557	0.563		
SAT	0.668	0.759	0.727	0.741	

Source: Processed primary data using SmartPLS (2024)

R-square

The inner test used the R-Square model, the R-square values in this study are as follows:

Table 8. R-square

	R-square	R-square adjusted
CI	0.353	0.350
SAT	0.631	0.626

Source: Processed primary data using SmartPLS (2024)

From table 8, R square can be concluded that 35.30% of the achievement is influenced by the continuous intention variable, while satisfaction has an achievement of 63.10% and each of the rest is influenced by other variables outside the study.

Hypothesis Test

From the hypothesis test, the results in the table are obtained as follows:

Table 9. Hypothesis Test Summary

Total Indirect Effect — Mean, STDEV, T Value, P Value					
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
EP → SAT	0.333	0.334	0.060	5.512	0.000
PE → SAT	0.269	0.269	0.061	4.447	0.000
PU → SAT	0.366	0.365	0.056	6.524	0.000
SAT → CI	0.594	0.594	0.075	7.966	0.000

Source: Processed primary data using SmartPLS (2024)

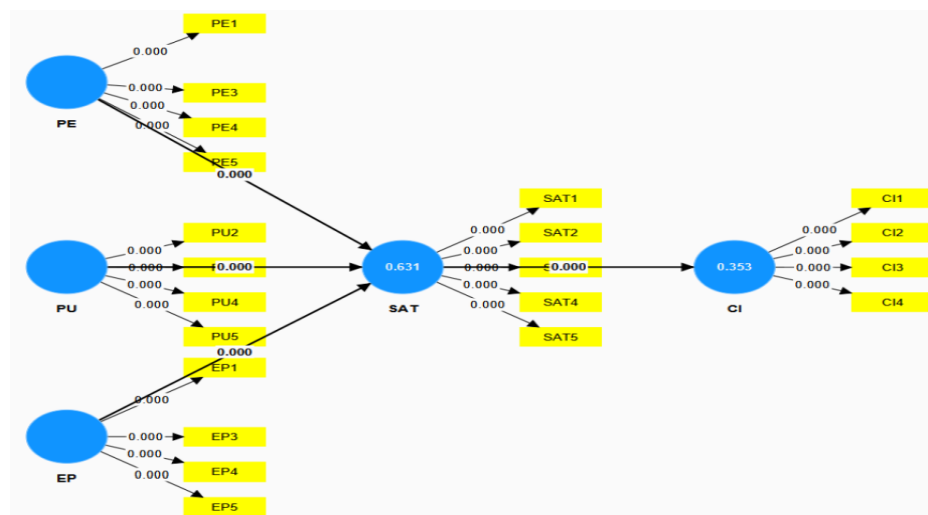


Figure 9. Hypothesis Test

Source: Processed primary data using SmartPLS (2024)

1. Ebook Pricing and Satisfaction

Based on SmartPLS analysis, it was found that the p value was $0.000 < 0.050$ and it was concluded that Ebook pricing had a positive and significant effect on satisfaction. So that Ebook pricing affects a person's satisfaction. The results of the study are supported by previous research by Octarina et al. (2021); Tendur et al. (2021), Özdemir and Baş (2020); Montung et al. (2015); Rivai (2021), Quy and Huy (2019) found significant results that EBook pricing affects satisfaction.

2. Perceived Usefulness and Satisfaction

Based on SmartPLS analysis, it was found that the p value was $0.000 < 0.050$ and it was concluded that perceived usefulness had a positive and significant effect on satisfaction. So that perceived usefulness affects a person's satisfaction. The results of this study support the results of previous research conducted by Jumaan et al. (2020) and Prayanthi et al. (2020), which prove that perceived usefulness has a significant positive influence on user satisfaction. According to Al-Emran et al. (2020), perceived usefulness has a significant positive influence

or effect on user satisfaction. So that the relationship of perceived usefulness has a positive effect on satisfaction.

3. *Perceived Ease Of Use and Satisfaction*

Based on SmartPLS analysis, it was found that the p value was $0.000 < 0.050$ and it was concluded that perceived ease of use had a positive and significant effect on satisfaction. So that perceived ease of use affects a person's satisfaction. The results of the positive influence between these variables are also in line with the results of the journals Ashrafi et al. (2020), Cheng (2018), Shang et al. (2017), and Ashfaq et al. (2020) who said that perceived ease of use will affect satisfaction.

4. *Satisfaction and Continuous Intention*

Based on SmartPLS analysis, it was found that the p value was $0.000 < 0.050$ and it was concluded that satisfaction had a positive and significant effect on continuous intention. The higher the satisfaction, the more motivated it is to have continuous intention. The results of the positive influence between these variables are also in line with the results of the journals Ashfaq et al. (2020), Shang et al. (2017), Cheng (2018), Amoroso et al. (2017) who said that user satisfaction with something will affect the sustainability of its use.

CONCLUSION

This study provides empirical evidence regarding the factors that affect Satisfaction and Continuous Intention in the use of Ebooks, where Ebook Pricing, Perceived Usefulness, and Perceived Ease of Use are proven to have a positive and significant effect on Satisfaction, so that affordability of price, functional value, and ease of use are the main determinants in forming positive user evaluations. Satisfaction further plays an important role in predicting Continuous Intent, showing that the more satisfied a user is, the more likely they are to stick with the Ebook service. These findings confirm the need for a digital platform strategy to improve system usability, ensure that the benefits are truly delivered, and implement pricing policies that meet user expectations so that long-term satisfaction and loyalty can be increased amid increasingly fierce competition for digital services. However, the study has limitations such as a cross-sectional design that does not capture changes in user perception over time, sample characteristics that limit the generalization of results, and a focus of the model that is still centered on individual factors and has not considered other psychological, social, or contextual variables. For this reason, further research is recommended to use longitudinal design and expand the research model with variables such as content quality, trust, habit formation, or social influence, so that the understanding of the behavior of the continuous use of digital reading services can be more comprehensive while providing stronger practical guidance for platform providers, developers, publishers, and policy makers.

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