

Determinant Factors Intention to Use E-Books in Jabodetabek

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ABSTRACT

In the current digital era, technology and the internet have evolved to meet the needs of the community in their daily activities, especially developments in the field of Technology and Education. One of them is the development of technology in books, which is where books were used manually (printed books) and now people can use books in digital form (e-books). Currently in Indonesia, interest in using e-books continues to increase every year, so this research aims to examine the important factors that influence one's intention to use e-books. This research was carried out in Jakarta with data collected from a questionnaire distributed to 235 respondents who had used e-books. The sample population is collected for convenience. Data processing in this study uses the SEM method with the application of SmartPLS. The findings from this study confirm that perceived accessibility, perceived ease, enjoyment perceived, social impact and the intention to use e-books do not even have a significant coefficient of intention to adopt e-books and personal innovation.

Keywords

Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Personal Innovativeness, Social Influence and Intention to use e-books.

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Introduction

The growth of Smartphone and Internet users in Indonesia continues to increase every year. It can be projected that in 2019 smartphone users in Indonesia rose 2% from the previous year to 28% of the total population of Indonesia (Nafi, 2019). Data of internet users in Indonesia in 2019 rose 10.2% from the previous year from 95.2 million internet users in Indonesia (Jayani, 2019). This growth changes many phases of human life. Especially changes in the field of Technology and Education. This impact is truly felt to change the old way, to a new way. What is very striking in this era is a change from traditional systems to digital systems.

One of the main characteristics of technology is that it makes it easy for people to do their activities. This has become a new trend of society at this time, so that it also influences his behavior and intention to adopt new technology. E-books are one of the results of new technology to answer the needs of people who tend to want something that is easy, fast, useful, and easy to use. Many schools or universities, for example, adopted technological advances in books in the field of education, e-books substituted with manually using books (printed books) (Gunawan et al, 2019). E-books are electronic book versions or digital books that consist of "texts, pictures, audio, videos" taken from the various kinds of digital content. This format can only be opened via a computer, tablet, smartphone and other compatible devices (Church, 2005). The purpose of making the e-book itself is to facilitate the making of books, simplify the costs of making books, facilitate the process of disseminating information, facilitate the learning and teaching process, and protect information disseminated (Rao, 2003). The number of e-book users in Indonesia reached 27.2 million in 2017, reaching 2.5 to 35

million in Indonesia in 2020. E-book user expansion in Indonesia in 2024 is around 2.1% (Statista, 2020). Even if the growth of ebook users in Indonesia is less than enough in Indonesia, 20% of Indonesian ebook publishers have moved from traditional books to ebooks (Pramisti et al., 2016). These factors are shown to rise every year in Indonesia. Compared to conventional books, e-books are often sold at quite high prices, and consumers do not benefit from the costs required. The future growth of the e-book market is threatened by this situation, though overall customer adjustment continues to rise (Statista 2020).



Figure 1: Penetration Rate to use e-Book in Indonesia (Source: Statista, 2020)

The technological adoption phenomenon is well explained by the Technology Acceptance Model (TAM) to forecast the use of technology by users (Murali Sambasivan et al., 2010). The TAM has been used since the 1980s to identify and explain technology usage (Szajna, 1996). TAM is made up of two key factors: perceived utility and perceived ease of use. The perceived utility is the assumption that the use of the application would have a positive effect on the work's results. Although the concept that it will be easy to use is

that it will be easy to use a certain method (Davis, 1989; Hiraoka, 2009; Khosrow-Pour, 2004). The factors may be generalized to include different external variables, which may vary according to the inclination of the consumer, and may have an impact on user acceptance of IT (Bulur et al., 2019). In addition to the key factors for TAM, the study added three external models, namely perceived enjoyment (Davis, et al., 1992), personal innovation (Agarwal and Prasad 1998) and social influences (Venkatesh and Morris, 2000) for the purpose of using e-books. These three variables are introduced to illustrate the novelty of the TAM hypothesis that our decision to implement a new technology system or application not only depends on two major factors: a perception of utility and a perceived ease of use, but also social and psychological factors. The two key variables are a definite and basic basis for the study of the implementation of new technologies. We have, therefore, three external variables to determine whether social and psychological factors have a real effect on adoption of technology, with a different scope and topic of research requirements.

Johnston et al., (2015) analyzed the decision to introduce e-books in a previous report. In this research the concept of utilizing e-books was shown to have a favorable impact on expectations of utility and ease. Maduku (2016) has found that the decision to use e-books was substantially (positively) affected by perceived utility and ease of use and social impact. Waheed et al., (2016), also referring to Lai et al. (2010), found that personal creativity affects the decision to use e-books. Hsiao et al. research (2017) also shows that conduct (attitude toward) has a beneficial impact on the use of e-books. The TAM approach is therefore not enough to build on the intention to use e-books customer satisfaction variables, social impact and personal innovation. This research will help analyze and assess the factors influencing the decision to use e-books from the social and psychological aspects of respondents and their significance on emerging technologies.

The basic aims of this study are: a) Find out how much impact perceived usefulness has on the purpose of using e-books in Jabodetabek; b) find out how easier to use e-books in Jabodetabek can be perceived; c) To find out the effect of perceived enjoyment on ebook use in Jabodetabek; d) to find out how greatly the purpose of the use of ebooks in Jabodetabek is influenced by personal innovation; e) To find out how much social impact e-books are being used in Jabodetabek.

Literature Review

The theoretical framework refers to the title of this research which aims at examining and testing the impact that perceived usefulness (PU), perceived user ease (PEU), perceived enjoyment (PE), creative human beings (PI) and social influence (SI) have on behavioral intent to use e-books (BI).

2.1 E-Books

E-books are textbooks that are converted into digital formats, or digital reproductions of printed books. Since the 1980s, researchers and scientists have sought to define e-books in various ways. In that case e-monographs, electronic textbooks, and electronic reference materials are included in the concepts adopted in libraries for online e-text and e-books (Wang & Bai, 2016). E-books may be separated into two distinct definitions according to their scope. The first term, e-books, can be called a digital edition of conventional printed text or digital books that have never been printed. The second principle is that e-books often have unique reading hardware (Jou et al, 2016). Based on its form, E-books can be integrated through sound shows, graphics, images and animations so that the information presented is more varied compared to printed books. Some e-books function as reference material or additional reference material for students, as an evaluation material and others (Prastowo, 2015).

Since 2006, E-books have begun to be popular in the markets. Graphs of e-books sales from year to year have increased. Consequently, more and more people are using e-books to teach, read, do work etc. Roughly 95% of US libraries got e-books in 2012 (Wang & Bai, 2016). In particular, in recent years, advancements in software and hardware have also contributed to e-book development innovations. E-books have become very popular with the widespread use of tablets and smart smartphones. Until now, several e-book formats are available on the market, mainly in HTML and Portable Document Format (PDF). The text is easily downloaded in HTML format and users can copy and paste it into other programs. Currently, PDF is the most widely used and common format for e-books on the market (Elyazgi et al., 2016). E-books are new media that have emerged as a form of solution to improve old media formats. There are four solutions offered by e-books. *First*, E-books satisfy the need for Internet readers to access digital content. *Second*, E-books have a creative way to show or appear printed books that are typically monotone. *Third*, E-books have a technological framework for double-way contact. *Fourth*, E-books offer a format of flight that enables authors to meet usually needed procedures in the publication of the author (Jou et al, 2016).

E-books as part of electronic media facilities, also have advantages and disadvantages. The advantages are: e-books are more convenient to use, easily accessed and more efficient to find pieces of information, more durable and not easily damaged like printed books, and are environmentally friendly because they do not require paper and ink (Bansal, 2011; Lai and Chang, 2011; Maduku, 2015; Zhang, et al., 2017; Reynard, 2017; Trace, 2018; Gunawan et al., 2019). Although the downside is reading e-books, eyes are tired easily due to reading on the computer. The fact that you are unable to type pages and flap between many books is highly dependent on internet connectivity and the use of the electronic devices with batteries (Shelburne, 2009; Gilbert and Fister, 2015; Reynard, 2017).

2.2 Technology Acceptance Model (TAM)

Davis first developed TAM theory in 1986 (Maduku, 2016; Hsu et al., 2017). This theory is the adoption of Theory of Reasoned Action (TRA) which was first proposed by Fishbein and Ajzen in 1975 (Liao et al., 2018). TAM was explicitly developed to model information system user acceptance (Erasmus et al., 2015). Through this theory, Davis notes that two values control comportemental purposes for the use of information systems: perceived usefulness (PU) and perceived ease of use (PEU) (Faham et al., 2018). In other words, The TAM model places the user behavior attitude element with two variables, namely usability and ease of use (Lawson-Body et al., 2018). The main aim of TAM is therefore to describe individual behaviour, in relation to technology adoption, if PU and PEU have a positive or negative effect on technology use? (Chang et al., 2017). Then, it seems that PEU influences the PU directly. Therefore, attitudes towards use and behavioral intentions are often defined by perceived utility (Erasmus et al., 2015).

Psychological theories that describe the actions of technology users based on values, attitudes, strength (intention) and the relationship of user behavior (user relationship behavior) may also establish TAM models. This model aims to clarify the key components of IT consumer actions to the acceptance of IT usage (Igbaria et al., 1997). When individual differences and social influence are considered, the TAM model has also been considered to be applicable to studying individual adoption (Venkatesh and Morris, 2000). In the early stages of adoption, social influence is nevertheless very significant (Swinerd and McNaught, 2015). Furthermore, Davis, et al (1992) construct the Perceived Enjoyment (PE) factor as an intrinsic reward obtained through the use of technology. In other words, PE is a psychological factor that refers to a person's pleasure to do the activity itself. Therefore, PE is considered an important part of TAM theory, to indicate the extent to which pleasure can be obtained from using such a system. Finally, One significant variable – the personal effect on acceptance of innovation – is overlooked in all three TAM models. The new framework – Personal Information Technology Innovation (PIIT) – is being suggested by Agarwal and Prasad (1998), and explains both the influence of moderation on historical factors and the effects of individual perceived new information technology.

2.3 Perceived Usefulness (PU)

Perceived Usefulness is a belief that the use of certain technological innovations can improve user work efficiency and performance (Davis, 1989). In other words, a perceived utility (PU) can be specified in how much people assume that using a system improves their efficiency (Venkates et al., 2003; Johnston et al., 2015). In principle, The perceived utility is also positively affected by perceived usability. Thus, if the technology is simple to use, the user will use the actual activity more cognitively and maximize his net profit (Gerlach and Buxmann, 2013). In the context of adopting e-books, the PU variable has a very important connection with the decision to use e-books while implementing e-books (Hua Hsiao et al., 2015; Ngafeeson and Sun, 2015; Aharony, 2015; Lawson-Body et al. 2018; Faham and Asghari, 2019; Verkijika, 2019). Elyazgi et al., (2016), who investigated the

factors affecting the adoption of ebook technology among schoolchildren using the TOPSIS technique, supported this finding. PU is one of the important factors that positively influences school children using e-books. Smeda et al., (2018) found that the PU has high direct effect on the use of e-books in their study of mathematics and statistics students in Libya. There are more findings that technical advancement (IT) has a major positive impact on perceived utility (PU). This not only influences the use of e-books but also the readability of e-books (Chen, 2015). In addition , research undertaken on e-books in university students by Salloum and Shaalan (2018) has shown that benefits perceived correlate with behavioral intentions for the adoption of e-books.

Hypothesis 1: *Perceived Usefulness positively and significantly affects intention to use e-Book.*

2.4 Perceived Ease of Use (PEU)

The degree that a individual believes that using a certain device would be free of effort is the perceived easy-to-use (PEU) (Johnston et al., 2015; Chun-Hua Hsiao et al., 2015). This view is a person's faith in computers which can be easily comprehended (Davis, 1989). This understanding can also affect the level of use and interaction between users and systems (Adams, Nelson, & Todd, 1992). That is, the more often the system is used, the more easily the system is understood, operated and used. Thus, the convenience of using a computer depends on one's level of trust (Ndubisi et al., 2003; Lee and Wan, 2010). A very important correlation between PEU variables in order to use e-books has been found in the previous study. (Ngafeeson and Sun, 2015; Aharony, 2015; Hua Hsiao et al, 2015; Salloum and Shaalan, 2018; Akashe et al., 2019). Drawn from Elyazgi et al's (2016) results, PEU is the most widely used factor. Bulur and Gönül (2019) have registered the results of this study. It was estimated that PEU significantly predicted attitudes toward (ATU). These findings indicate that the attitudes towards the use of ebooks have a positive effect on the PEU and PU, so that the attitude to growing compilation of these determinants increases.

Hypothesis 2: *Perceived Ease of Use positively and significantly affects intention to use e-Book.*

2.5 Perceived Enjoyment (PE)

Perceived Enjoyment (PE) is characterized by the use of the technology as the intrinsic reward (Davis et al., 1992). In other words, PE is a psychological factor that refers to a person's pleasure to do the activity itself. Therefore, PE is considered an important variable for TAM theory. This definition is characterized as the degree to which computer activities are regarded as pleasant, without regard to the impact on performance estimates. In this case, PE focuses on intrinsic motivation in the extent to which pleasure can be obtained from using such a system. There are some intrinsic motivations (hedonic motivation) that can affect one's behavior, namely happiness, pleasure and like (Yuping Li, 2016). In this context, PE as a hedonic system value serves to assess the extent to which users experience the pleasure of using the system. Currently, the use of emerging

technology by customers plays an important role (Hong and Tam 2006) so that hedonic emphasis has become one of TAM adoption's key trends (Hasio and Yang 2011). More significantly, in the e-textbook application studies the impact of PE on the intention to use was verified (Lai and Ulhas, 2012). Some subsequent research results then found an important relationship between PE and the plan to use e-books. One argument was that e-books had a positive impact on the respondents' plan to use e-books (Jeon et al., 2014; Mafunda et al., 2016; Hussain et al., 2017; Elyazgi et al., 2016; Hsi Hung et al., 2018; Potnisa et al., 2018; Akashe et al., 2019). In another report, the positive impact of PE on student intentions in Malaysia was found to be the use of e-books (Elyazgi, 2018).

Hypothesis 3: *Perceived Enjoyment positively and significantly affects intention to use e-Book.*

2.6 Personal Innovativeness (PI)

Personal innovativeness is "the willingness of an individual to try out any new information technology" (Arohny, 2015). Personal innovation is associated with the way people build trust on new technologies through the synthesis of knowledge from different media in relation to Rogers' theory of the spread of innovation. Persons with more personal innovativeness are likely to build more optimistic beliefs on emerging technology (Agarwal and Prasad, 1998). Usually, these people are willing to take risks and try new things and are able to overcome high levels of uncertainty (Bruner, Hensel, & James, 2005). This not only increases your understanding of possible advantages, but also builds your confidence in your ability to manage the adopted technology. Essentially, personal creativity is someone who is able to try new IT. On the basis of past studies, personal innovation has been demonstrated to have a major connection to perceived utility and perceived usability (Lewis et al., 2003). Personal innovation is thus seen as a key variable in the adoption of innovation, both theoretically and empirically, and therefore personal innovation and acceptance of improvements are significant determinants in the introduction and progress of new technology and innovation (Thakur et al., 2015). The PI variable is certainly very relevant for testing one's intention to use e-books. Gunawan et al., (2019) found that PI was one factor that significantly affected the millennium generation 's decision to use ebooks. Likewise the findings of Ngafeeson, et al (2015). PI supports behavioral intentions using e-books. A strong link between personal innovation with behavioral intent to use e-books has also been found (Aharony, 2014; 2015). Lastly, (Jung et al., 2011; Poon and Kong, 2016; Meštrovic et al., 2018), also found a significant PI connection for the use of e-books.

Hypothesis 4: *Personal Innovativeness positively and significantly affects intention to use e-Book.*

2.7 Social Influence (SI)

The degree to which a person considers it necessary for others to think that they should use a new system is known as social influence (SI) (Venkatesh et al., 2003). The argument is that the way they believe and see each other as a result of using technology affects individual actions. Social

influence has three mechanisms, namely enforcement, internalization and recognition, which influence individual behaviour (Davis, 2000; Hwang, 2014). Other studies have shown that gender and age play a social role. Women are more open to other people's views in order to foster social power through modern technologies (Miller, 1976; Venkatesh et al. 2000). Subsequently, older employees are more likely to control society (Rhodes, 1983). There are several categories of social influence. *First*, social informational influence, that is, the effect on the reception by others of knowledge as proof of truth. *Second*, social normative impact which refers to the impact of adjusting to other people 's positive expectations. Thus, the effect of information is related to the reception of certain knowledge and evidence, while the normative effect is related to self-care and compliance (Hu et al., 2019). There is a important positive association between social impact and behavioral intent in developing countries to use ebooks in connection with the adoption of e-book technology. (Maduku, 2015). The SI variable also significantly influences millennial generation purpose to adopt e-books (Hsi Hung et al., 2018; Gunawan et al., 2019; Falouke, 2019). An interesting finding is that social influence significantly has a positive relationship between the behavior of non-users to use e-books (Maduku, 2016). Finally, the findings of the analysis (Jeon et al., 2014; Bhimasta and Suprpto, 2016; Mafunda et al., 2016; Lin Shu et al., 2017; Yoo and Roh, 2017) indicate that there is a major positive social effect on the decision to use e-books.

Hypothesis 5 : *Social Influence positively and significantly affects intention to use e-Book.*

Analysis Model, it will be clear that the research would analyze and assess whether these variables X1, X2, X3, X4, and X5 have a positive impact on Y. In this context , this study will investigate whether the variable perceived ease of use, perceived usefulness, perceived enjoyment, personal innovation and social impact have a positive influence on the decision to use e-books. On the basis of the literature review mentioned above, the following research model can be described:

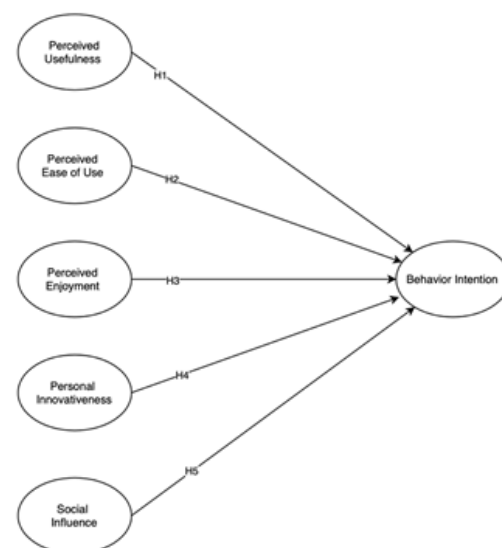


Figure 2: Reasearch Model

Rapid technological advances have caused e-book users to increase from year to year. Based on 2020 data, the population of e-book users in Indonesia reaches 35 million (Statiska, 2020). In this study, we limit the population to e-book users in the Jabodetabek area based on the distribution of questionnaires received. The unit of analysis is an individual who is taken randomly.

This research is a quantitative research using a non-probability sampling approach. This method is a sampling process in which people are chosen to provide maximum information or find it easiest (Suliyanto, 2018). This method does not pick or confirm the chance and likelihood of each population or unit to be selected (Rahi, 2017). Comfort sampling is the non-probability sampling method used by researchers here. This technique decides and gathers samples based on coincidence, samples are taken from representatives of the researchers who are ready to be respondents (Suliyanto, 2018; Sekaran and Bougie, 2016). The sample to be selected in this study is based on the parameters defined by the investigator. The sample is Indonesians living in the region of Jabodetabek and using e-books.

The operations of the variables are important to establish the questionnaire so that each reader of this article understands the study more easily. This also eliminates the variable being analyzed as a reference structure for explaining the issue to be disclosed. All measures are of an ordinary scale in the application of this variable.

Construct	Indicator	Items	References
Perceived Usefulness (PU)	Makes Reading easier	Using e-books makes it easy for me to read.	Faham & Asghari, (2019); Suh & Han, (2002).
		Using e-books make my learning process easier	
	Reading Activity Performance	Using e-book improves my reading performance.	
		Using e-books makes my reading performance better day by day	
	Useful	Overall, I find e-books useful in my reading activities.	
		My reading activities are more efficient by using e-books	
Perceived Ease Of Use (PEOU)	Controllable	I have the ability to operate an e-book	Faham & Asghari, (2019)
		When using e-books, i can operate it based on my needs	
	Understandable	Interaction with e-book, easy to understand	

		It's hard for me to understand how to use e-book	
	Ease to use	Overall, I find the e-book easy to use e-books are easy to learn so I'm more skilled when using it	
Perceived Enjoyment (PE)	Enjoyable	Use of e-books has proven to be enjoyable.	Potnis et al., (2018); Cheng, (2014).
		I'm not enjoyable to use e-book	
	Fun	I think that using e-books would be fun.	
		I get bored when using e-books	
Pleasant	The process of reading to use e-books is more pleasant.		
	Based on my experience, reading using e-book are more pleasant		
Personal Innovative ness (PI)	Curiosity	If I heard about a new information technology, I would look for ways to experiment with it such as e-book	Waheed et al., (2016)
		I don't want to try new technology, although I heard about the information	
	Innovativeness Level	I like to experiment with new information technologies,	
		Among my peers, I am usually the first to try out new information technologies.	
	Hesitant	In general. I am hesitant to try out new information technologies	
		I'm not hesitant when I wanna try new information technology	
Social Influence (SI)	People Who Influence User's Behavior	Influential people in my environment influence me using e-books.	Maduku (2015); Chang et al., (2015)
		People who are	

		important to me influence me to use e-books	
	Close Related Person	People who are in my social circle influence me to use e-books	
		I'm not affected When my social circle influences me to use e-books,	
Behavioural Intention to Use E-Book (BI)	Intention to use	I expect my use of e-books to continue in the future	Faham & Asghari, (2019); Suh & Han, (2002).
		I plan to use e-books in all my reading activities.	
	Intention to reuse	I intend to continue using e-books in the future	
		I will frequently use e-books in the future	
	Intention to recommend	I will strongly recommend others to use e-books	
		In my opinion, it's better to use an e-book because it's easier to use.	

Tabel 1: The Operations of the Variable

The data for this study was collected through an online survey by google form. The respondent of this study is who have used e-books in Jabodetabek. The questionnaire was used to collected data on the concepts of the research model using a five-point likert scale with anchors varying from "strongly disagree" to "strongly agree." The first section of the questionnaire focused on questions from the filter, while the second section included respondents who were able to read e-book questions by age, gender, occupation, education, form of readers and media. This was used to anchor the survey of Jabodetabek e-book users. The respondents were asked to circle the answer that best described their degree of consent with the statements for every question.

The google form-based questionnaire for this research. Respondents were collected by sharing google form links with relevant online social media groups. There were 326 respondents collected, 91 responses were discarded because respondents never use e-books so that the remaining 235 respondents would continue to process data. Below are the profiles of respondents from this research.

Baseline Characteristics	N	%
Gender		

Male	93	39,6
Female	142	60,4
Age		
< 18 years old	3	1,3
18 - 25 years old	70	29,8
26 - 30 years old	25	10,6
31 - 40 years old	38	16,2
> 40 years old	99	42,1
Academic level of study		
Junior High School (SMP)	1	0,4
Senior High School (SMA)	25	10,6
Diploma (D3)	20	8,5
Bachelor Degree (S1)	152	64,7
Master Degree (S2)	35	14,9
Doctor Degree (S3)	2	0,9
Profession		
Nuns	2	0,9
BUMN	1	0,4
Lecturer	2	0,9
Freelance	1	0,4
Financial Advisor	1	0,4
Teacher	3	1,3
SLB Teacher	1	0,4
Private Teacher	1	0,4
Housewife	11	4,7
Housewife + freelance	1	0,4
Priest	1	0,4
Insurance Agent	1	0,4
Employee	1	0,4
Private Employee	106	45,1
Business Consultant Management	1	0,4
Government Officials	5	2,1
Private Employee & College Student	1	0,1
College Student	25	10,6
Painter	1	0,4
Educator	1	0,4
Retired	3	1,3
BUMN Retired	1	0,4
Writer	1	0,4
Professional	23	9,8
Clergy	1	0,4
Entrepreneur	39	16,6

Domicile		
Jakarta	193	82,1
Bogor	2	0,9
Depok	7	3
Tangerang	14	6
Bekasi	19	8,1

Table 2 : Profile of Respondent

This table demonstrates the profile of respondents in the research. There are 2 options for gender female and male, 5 options for age <18, 18 - 25, 26 - 30, 31 - 40 and > 40 years old, 6 options for academic level of study junior high school (SMP), senior high school (SMA), diploma (D3), bachelor degree (S1), master degree (S2), and doctor degree (S3), 6 options for profession is student/college student, pegawai negeri sipil, pegawai negeri swasta, professional, entrepreneur and other (the respondent can write their profession) and 5 options for domicile Jakarta, Bogor, Depok, Tangerang and Bogor.

It can be concluded that there are more females who use e-book in Jabodetabek. The data collected above show that 60,4% female use e-book and 39,6% male use e-books in Jabodetabek. The majority of people using e-books in Jabodetabek are 40 years old. The data show that the older 40 generations have dominated 42,1%. However, the number of people using e-books that are 18 - 25 years old have second dominated 29,8%. The average majority who use e-book based on academic level of study is bachelor degree (S1) the data show 64,7%.

In the analysis of the data, we have used the *Structural Equation Modeling (SEM)* method using version SmartPLS 3.2.8 software. The reason we use this approach is that it uses the boots or random copying approach. There is also no problem with the presumption of normality for PLS. In addition, PLS does not require a minimal number of samples, in addition to being linked to the normality of data. PLS can also be used for analysis with a small sample.

Result And Discussion

4.1 Outer Model Analysis

The questionnaire was completed by a total of 326 respondents and 91 answers never used e-books, while in Jabodetabek 235 reporters used e-books. The results of questionnaire data collection, further processing using SmartPLS 3.2.8 version.

Variables	Indicators	Factor Loadings	Mean	CA*	CR*	AVE*
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PU	PU_1	0.796	4.064	0.899	0.923	0.666
	PU_2	0.777	4.026			
	PU_3	0.826	3.728			
	PU_4	0.845	3.591			
	PU_5	0.811	3.872			
	PU_6	0.838	3.945			
PEU	PEOU_1	0.803	3.991	0.903	0.928	0.720
	PEOU_2	0.868	4.132			
	PEOU_3	0.832	3.974			
	PEOU_5	0.882	3.949			
	PEOU_6	0.852	4.128			
PE	PE_1	0.825	3.783	0.906	0.934	0.780
	PE_3	0.855	3.847			
	PE_5	0.874	3.583			
	PE_6	0.884	3.600			
PI	PI_1	0.844	3.851	0.867	0.908	0.712
	PI_3	0.865	3.877			
	PI_4	0.743	3.030			
	PI_5	0.858	3.638			
SI	SI_1	0.917	3.111	0.908	0.942	0.844
	SI_2	0.927	3.085			
	SI_3	0.909	3.098			
BI	BI_1	0.776	4.166	0.926	0.942	0.731
	BI_2	0.850	3.574			
	BI_3	0.866	3.923			
	BI_4	0.905	3.843			
	BI_5	0.863	3.847			
	BI_6	0.866	3.796			

Table 3: Result of Outer Model Analysis

Note: This table show the variables, indicators, Load factor, * Cronbach Alpha (CA), Composite Reliability (CR) and Extracted Average Variance (AVE).

Based on Table 2 's result with loading factor values greater than 0.70 for each indicator, and six indicators with loading factor values less than 0.70, namely PEOU_4, PE_2, PE_4, PI_2, PI_6, SI_4. The value of Average Variance Extracted (AVE) of each variable in Table 2 greater than 0,5. It concluded that the variables and the indicators used are valid.

	BI	PEU	PE	PU	PI	SI
BI	0,855					
PEU	0,592	0,849				
PE	0,799	0,565	0,883			
PU	0,759	0,573	0,822	0,816		
PI	0,414	0,482	0,417	0,361	0,844	
SI	0,281	0,093	0,254	0,222	0,085	0,918

Table 4: Discriminant Validity

Then, the Table 3 Discriminant Validity shows the correlation value among latent constructs. As compared to the correlation value of other latent systems, each construction is larger. All items in Table 3 fulfill the discriminant validity assumptions. It can be concluded that the variables and indicators used in this research had fulfilled validity testing.

The value of Cronbach Alpha's greater than 0,6 and the value of the composite reliability of each variable greater than 0.7 in are fulfilled. It can be concluded that based on the Table 2, then the reliability assumptions indicators and variables that have been tested, the indicators and variables Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Personal Innovativeness, Social Influences and Behavioural Intention used in this study are valid and reliable.

actions and intentions. (Davis, 1989; Davis et al., 1989). Users expect to use e-books because they definitely offer advantages and are useful in their reading and learning activities. Because, in addition, PU is related to the use of which improves performance, people are more concerned with this attitude (Bulur and Gönül, 2019).

Positive and significant impacts of perceived ease of use on the use of e-books. It can be seen from p-value of 0,002 < alpha level of 0,05 and t-statistics of 3,171 > t-table of 1,96, which concludes H₂ is accepted. The findings of this research relate to previous studies, which showed that perceived easiness positively affects the usage of e-books (Ngafeeson and Sun, 2015; Aharony, 2015; Hua Hsiao et al., 2015; Elyazgi et al., 2016; Salloum and Shaalan, 2018; Akashe et al., 2019; Bulur and Gönül, 2019). This finding is certainly very useful for business people, publishers and marketers of e-books, to always innovate to design e-books technology systems that guarantee ease of use. Furthermore, companies must build marketing campaigns to convince customers how simple e-books are to use.

Perceived Enjoyment has beneficial and important effects on the decision to use e-books. It can be seen from p-value of 0,000 < alpha level of 0,05 and t-statistics of 6,198 > t-table of 1,96, which concludes H₃ is accepted. This factor has made a major contribution to the theory of TAM where the enjoyment factor has a positive impact on technology adoption. These findings are consistent with previous research (Jeon et al., 2014; Mafunda et al., 2016; Elyazgi et al., 2016; Hussain et al., 2017; Potnisa et al., 2018; Hsi Hung et al., 2018; Elyazgi, 2018; Akashe et al., 2019) which is in line with Venkatesh et al. (2003). This implies that motivation rises that it would be fun and enjoyable to use an e-book to improve consumer value perception and evaluation e-books (Hua Hsiao et al., 2015). And then, the implication of this discovery is very clear for e-book business people and publishers to provide or create quality services but users can feel comfortable and enjoyable when using e-books (Jeon et al., 2014).

Perceived Innovativeness does not have a positive and important impact on the decision to use e-books. It can be seen from p-value of 0,226 > alpha level of 0,05 and t-statistics of 1,213 < t-table of 1,96, which concludes H₄ is Rejected. We see no meaningful and important impact on the plan to use e-books on personal innovation. Indeed, Roger (1995) notes that "personal innovation is an interest in trying new ideas, new methods or creative products or services." Based on the principle of diffusion, 'innovation acceptance is based on personal innovation or a will to try innovation' (Jeffers and Aktin, 1996). Why does this happen? Are e-books today no longer a new technology category for information and publication media? Based on demographic aspects, our respondents are mostly aged between 18-40 years, the rest are above 40 years. In terms of age, people who lived in the 1980s until now fall into the category of generation Y or millennial generation (1981-1994), Z (1995-2010), and Alpha (2011- present). This generation is certainly very familiar toward technology and who are provided with all-digital convenience (Serinikli1, 2019). The implication for creators, writers and publishers is how to create content and create new elements in e-books technology, so that there is something that can always attract the attention of millennials and so on. On the other hand, the

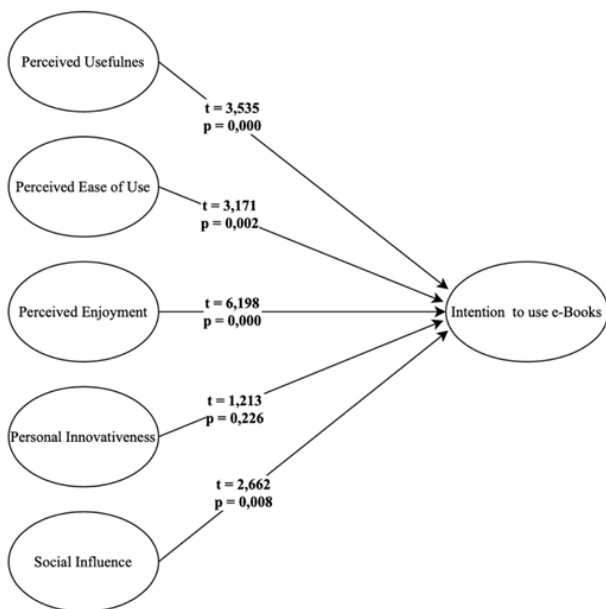


Figure 3: Result Hypothesis Testing

a. Result of Hypothesis Testing

Perceived Usefulness positively and significantly effects on Intention to use e-Books. It can be seen from p-value of 0,000 < alpha level of 0,05 and t-statistics of 3,535 > t-table of 1,96, which concludes H₁ is accepted. This result reaffirmed Davis, the originator of the TAM theory, who claims that PU is one of the key factors predicting users'

margin between millennial generation respondents with age above 40 years is very thin. This can also be a factor that makes personal innovativeness insignificant to the intention to use e-books, as a form of new technology. Because, it could be that the age above 40 years is not too interesting to try to use new technology.

Social Influence positively and significantly effects on Intention to use e-Books. It can be seen from p-value of $0,008 < \alpha$ level of 0,05 and t-statistics of $2,1662 > t$ -table of 1,96, which concludes H_5 is accepted. This result is consistent with past studies (Jeon et al., 2014; Bhimasta and Suprpto, 2016; Lin Shu et al., 2017; Yoo and Roh, 2017), who have identified SI as the main driver for technology acceptance. This means that the purpose and choice of someone to use e-books may be affected before acquiring information about how to use them by other people and the environment. Therefore, this digital era is certainly a very appropriate momentum to increasingly significantly increase social effect on the use of e-books, with the help of various developing communication and information media technologies (cfr. Kasali, 2019).

Conclusion And Recommendation

5.1 Conclusion

This research focussing to seek information and proving about Determinant Factors Intention To Use E-Books In Jabodetabek. The main objectives of this study are to find out how much influence the perceived usefulness, perceived ease of use, perceived enjoyment, personal innovativeness, and social influence on the intention to use e-books. The literature review about Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Personal Innovativeness, and Social Influence already explained this research on previous section. Grand theory of this research is TAM (Theory of Acceptance Model). Literature reviews are complex and detailed because this research has 5 (five) independent variables and 1 (one) dependent variable. This study uses quantitative analysis and data were collected from an online survey. The data collected on this research come from 326 respondents, 60,4% female and 39,6% male. Results show that perceived utility has a positive and important influence on e-book intention. This finding is useful for e-Books creators or businesses because this variable can be considered as one of the main aspects from e-Books itself. Positive and important impacts of perceived ease of use on the use of e-books. In addition, e-books should improve the idea of easy use to increase and optimize the number of users. Perceived enjoyment has important and beneficial effects on the use of e-books. This is one of the reasons why people now use e-books, as it gives a fun sensation. Perceived innovation has no meaningful and meaningful impact on the intention to use e-books. Most people think that their innovativeness is not an important factor to use e-book. Social impact influences the intention to use e-books positively and substantially. These findings show that someone's social life or environment affects how they action or behave. From knowing all 5 (five) findings on this research, we can develop and enhance the concept of e-book product and service in the future.

5.2 Research Limitation & Development

This study is because of many variables restricted to several items. Time, details and location are the variables. Time is limited because researchers often work in companies with a student master's degree. It is planned that this research will be completed with the university programme. Factors of position only find data from the residents of Jabodetabek. The study material is also not so difficult since researchers have limitations on the sources of information.

The variables in this analysis were limited to only five (five) independent and one (one) dependent variables. Other variables are not examined in this report, since many journals have not found evidence that other variables have adequate effect on e-book use intention.

Researchers also wish to develop this analysis to obtain understandable findings that are more complicated. The journalist, the theory books, the techniques, and the number of samples and areas should be improved by scientists. This research would certainly be more difficult and will have more practical benefits for the readers.

5.3 Recommendation

On the further, a research of determinant factors intention to use e-books should add more variables to get more knowledge and new findings. Research should be conducted in a wider area, not only on Jabodetabek. This purpose is to get more refined findings. E-books authors and companies should always develop their product based on findings on this research to achieve more product quality and customer numbers. The e-books software or application developer should consider the findings on this research to enlarge their features and advantages.

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