Jurnal TAM (Technology Acceptance Model) Volume 10, Nomor 2, Juli 2019 Hal. 47-54
p-ISSN : 2339-1103
e-ISSN : 2579-4221

TECHNOLOGY ACCEPTANCE MODEL: ACCEPTANCE OF DIGITAL NOVELS AMONG NOVEL READERS

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Abstract
The readers' acceptance of novels in digital format is an important thing that must be understood, given the huge market potential of the novel. Although digital novels offer many conveniences, not necessarily readers who have enjoyed digital novels will continue to use. So, this study aims to find out whether other factors such as perceived convenience and perceived price as an external factor in the Technology Acceptance Model (TAM) also influence the readiness of individuals to continue using digital novels. This study uses a quantitative descriptive approach. The sampling technique uses judgmental sampling, with a sample of 200 digital novel readers. Data analysis used in the statistical analysis of this study is SEM-LISREL. The results of this study indicate that perceived convenience and perceived price together with the variables perceived ease of use and perceived usefulness have a positive effect on attitude toward using. The attitude toward using has a positive effect on the behavioral intention to use, and the intention to use also has a positive effect on actual system use, where actual system use also has a positive effect on satisfaction when using a digital novel and has implications for the intention to continue using the digital novel.
Keywords: *Technology Acceptance Model, Perceived Convenience, Perceived Price, Intention to Continuance Use, Digital Novel*

1. INTRODUCTION

1.1 Background

The presence of various consumer characteristics and the continued development of new technologies also influence consumer perceptions about the possibility of adopting a revolutionary technology (Park, Gun, Lee, and Shim, 2015). The internet has become one of the main factors that has a big contribution in changing the style of adoption of a technology. With the increasingly prevalent growth of the internet and accompanied by the adoption of increasing smart device technology, this has made habits such as business activities, education and entertainment change (Ngafifi, 2014).

By digitizing, all the entertainment media become very concise and practical to access. Especially books can now be enjoyed in digital form. E-books are books published in digital form, consisting of text, images, or both, and produced and published through digital, and can be read through computers or other electronic devices (Gardiner & Musto, 2010). Carreiro (2010) observed that e-books integrate book concepts that are familiar with features that can be provided in an electronic environment. Search functions and cross reference features in e-books, hypertext links, bookmarks, annotations, highlights, multimedia objects, and other interactive tools (Vassiliou & Rowley, 2008).

1.2 Problem Identification

So far there has been a lot of research that raises research on conventional books and electronic books, such as research conducted by Zhang and Kudva (2014) who conducted research on preferences regarding readers' choice of printed books and electronic books, and also research conducted by Jin (2014) regarding the adoption of e-book use among students. But the research covers a broad range of categories in the book as a whole, does not specifically deepen research for certain categories of books, such as novels as light reading materials that are usually done at leisure.

The importance of more specific research on certain types of books is considered very necessary, because of course each type of book has different functions and benefits. Therefore, knowing how the behavior and attitude of the novel's readers both in the form of physical and digital books is very important to be able to examine more deeply how the perceptions and preferences of the reader about the novel itself.

In addition, researchers also realized that with the transfer of reading media from printed books to digital, it also demanded that publishers be able to adjust to the changes. However, due to the slow growth of digital novels, publishers still seem hesitant to start switching to digital format. The Indonesian Publishers Association (2015) notes that there are 20 percent of publishers who have moved towards e-books from a total of 711 active publishers, but publishers appear to be limiting and only convert 5 percent of the titles published and made to their e-book versions.

Researchers assess it is important to find out the tendency of readers who have used digital novels whether to continue to use or not. In order to find out what treatment should be done to readers who

have started to enjoy novels digitally. The researcher chose novels because of their enormous potential in Indonesia. According to the chairman of the Indonesian Publishers Association, Lucya Andam Dewi stated that the novel was the second best-selling type of book after children's books by 13 percent.

1.3 Problem Statement

Based on the description above, the questions that can be asked in this study are as follows:

1. Does the perceived convenience, perceived price and all the Technology Acceptance Model variables influence the satisfaction of the novel reader which has implications for the intention to continue to use digital novels positively?

1.4 Research Objectives

Based on the formulation of the problem above, the objectives of this study are as follows

1. To find out whether perceived convenience, perceived price and all Technology Acceptance Model variables influence the satisfaction of novel readers which has implications for the intention to continue to use digital novels positively.

II. LITERATURE

2.1. Literature Review

2.1.1. Perceived Convenience

Convenience can be defined as the value given to the active search of a product so that it creates personal comfort and time savings in certain activities (Ling et al, 2010). In the use of technology, Davis and Warshaw (1992) state that convenience is an intrinsic benefit obtained through the use of a technology. Unlike extrinsic motivation such as perceived usefulness based on achieving certain goals or rewards, intrinsic motivation refers more to the pleasure of doing the activity itself (Davis and Warshaw, 1992).

Research conducted by Lodorfos et al (2006) explains that comfort in using a technology system can affect individual intentions to use a system. Convenience has a significant influence on consumer behavior in using the technology system, where when consumers feel happy and comfortable in using a website, it will affect their intention to make online purchases (Lodorfos et al, 2006).

2.1.2. Perceived Price

Price perception is how consumers perceive a certain price whether high, low or reasonable which has a strong influence on the intention of consumer purchases and purchase satisfaction (Schiffman and Kanuk, 2007). According to Kotler and Armstrong (2016) the price is the amount of money charged on a product or service or the amount of value that consumers exchange for benefits because they own or use the product or service. Price is also considered to be able to describe a brand for the quality that will be obtained and provide a functional competitive advantage (Peter and Olson, 2008). Peter and Olson (2008) state that price perceptions are related to how price information is fully understood by consumers and provides deep meaning to them.

2.1.3. Technology Acceptance Model (TAM)

TAM is a theory that explains the perceptions of technology users who have an influence on the interest in using information technology (Davis, 1989). TAM explains a relationship of causal beliefs about the belief in the use of an information system and its ease of use, as well as behavior, needs and estimating user acceptance of an information system (Davis, 1989). TAM was adapted from the Theory of Reasoned Action introduced by Fishbein & Ajzen (1975) and proposed by Davis (1989). TRA is used in TAM as a basis for knowing the relationship between perceived usefulness and perceived ease of interest in information technology users.

In the TAM model, the level of acceptance of IT use is determined by five constructs, namely perceived ease of use, perceived usefulness, attitude towards using, behavioral intention to use, actual system usage.

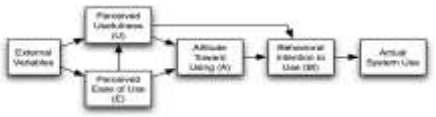

Figure 1. Theory Acceptance Model
Source : Davis (1989)

According to Davis (1989), perceived usefulness is a perception that explains the extent to which users can believe that using a technology will improve its performance. According to Thompson et al (1991), the benefits of information technology are benefits expected by users in performing their duties, an individual will use technology if they know the positive benefits of its use.

Davis (1989) states that perceived ease is a perception that explains the extent to which a person can believe in a technology in facilitating their work. Ease here has meaning without difficulty or does not require much effort when using information technology. The perceived ease must be able to convince users that the information technology that will be used is easy and is not a burden for them. Easy to use information technology will continue to be used by companies. The ease that is felt in usage affects the usability, attitudes, interests and full use (Chau, 1996).

Attitude Toward Using in TAM is conceptualized as an attitude towards the use of a system in the form of acceptance or rejection as a

result if someone uses a technology in his work (Davis, 1989). The attitude towards a product can be used to predict the behavior of one's intention to use a product or not to use it.

Behavioral intention to use is the tendency of behavior to continue using a technology (Davis, 1989). The level of use of a computer technology in a person can be predicted from the attitude of the user's attention to the technology, for example the desire to add support tools, motivation to keep using, and the desire to motivate other users (Davis, 1989). Whereas According to Peter & Olson (2008) behavioral intention is a proportion that connects itself with future actions.

Actual System Usage is the real condition of the use of a system that is conceptualized in the form of measurements of the frequency and duration of time of using technology (Davis, 1989). According to Wibowo (2006) actual system usage as a real condition of system usage. Someone will be satisfied using the system if they believe that the system is easy to use and will increase their productivity, which is reflected in the real conditions of use (Wibowo, 2006).

2.1.4. Satisfaction

According to Kotler & Keller (2016) customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance or expected results. If the performance is below expectations, the customer is not satisfied. If the performance meets expectations, the customer is satisfied. If performance exceeds expectations, customers are very satisfied.

2.1.5. Continuance Use Intention

The intention of continued use is defined as the interest or desire of an individual to continue to use a system (Davis, 1989). In addition, Bhattacherjee (2001) states that continuance use intention is an interest in continuing to participate or take part in a particular system.

According to Bhattacherjee (2001), continued use intention (continuance use intention) is similar to repurchase intention which is influenced by satisfaction. This repurchase includes two characteristics, namely intention and behavior. This repurchase intention is closely related to consumer attitudes towards objects and consumer attitudes toward previous behavior.

2.2. Hypotheses Development

2.2.1. Effect of Perceived Convenience on Attitude Toward Using

Lodorfos et al (2006) study shows that the convenience of using a technology system can affect the individual's intention to use the system, where comfort in using a system has a significant influence on user behavior. Perception of the difficulty or ease of use of a system will affect the user's attitude towards a system when used, which will also determine whether the individual will use it or not (Jang, 2015). Based on previous research, the hypothesis of the relationship between the two is :

H1. Perceveid Convenience has a positive effect on attitude toward using

2.2.2. Effect of Perceived Price on Attitude Toward Using

Based on research conducted by Chaudary (2014) it is known that the perception of prices held by consumers of a product has a significant positive relationship to their attitude towards the use of the product. This is also in line with research conducted by Anvar and Venter (2014) that prices positively influence individual attitudes towards electronic products which in this case are consumers in South Africa. Based on previous research, the hypothesis of the relationship between the two is :

H2. Price perception has a positive effect on attitude toward using

2.2.3. Effect of Perceived Ease of Use and Perceived Usefulness on Attitude Toward Using

Venkatesh et al (2003) in their study examined the effect of perceived usefulness factors and perceived ease of use on information technology behavior, where he found that perceived usefulness and perceived ease of use had a positive effect on attitudes of use. The study was supported by Park (2009) and Abramson et al (2015) who stated that the perception of ease and usefulness of technology had an effect on the attitude to use technology. Based on previous research, the hypothesis of the relationship between the two is :

H3. Perceived ease of use has a positive effect on attitude toward using

H4. Perceived usefulness has a positive effect on attitude toward using

2.2.4. Effect of Perceived Ease of Use on Perceived Usefulnes

Perceived ease of use also affects perceived usefulness, which is a system that is related to the productivity and effectiveness of the system from the use of tasks as a whole to improve the performance of people using the system (Adamson and Shine, 2003). Perceived ease of use according to research by Lee & Wan (2010) states that if a technology is easy to use (in this case e-ticket purchase) and does not require a lot of skills, it will be considered to provide many benefits. Based on previous research, the hypothesis of the relationship between the two is :

H5. Perceived ease of use has a positive effect on perceived usefulness

2.2.5. Effect of Attitude Toward Using on Behavioral Intention to Use

It is known from the research conducted by Park (2009), that the attitude of using technology has an effect on the intention to use technology. This is in line with the research conducted by Abramson et al (2015) which also states that the attitude of use has a significant effect on the behavior of technology use. Based on previous research, the hypothesis of the relationship between the two is :

H6. Attitude toward using has a positive effect on behavioral intention to use

2.2.6. Effect of Behavioral Intention to Use on Actual System Use

Intention of Behavior Use is a form of one's belief in the use of information technology will increase the interest of someone who will eventually use information technology in doing work (Venkatesh et al, 2003). Someone will do a behavior if they have the desire to do it, in this case the actual use of technology (Jogiyanto, 2007). The actual use of a technology system is defined as a reaction of the overall feeling of an individual to use a system (Jogiyanto, 2007). Based on previous research, the hypothesis of the relationship between the two is :

H7. Behavioral intention to use has a positive effect on actual system use

2.2.7. Effect of Actual System Use on Satisfaction

According to DeLone and McLean (2003), that the use of information systems is measured through frequencies which ultimately affect the level of satisfaction. Actual system use has an effect on satisfaction, where a person will feel satisfied using the system if they believe that the system is easy to use and increase their productivity, which is reflected in the real conditions of use when using the system (Wibowo, 2006). Based on previous research, the hypothesis of the relationship between the two is :

H8. Actual system use has a positive effect on satisfaction

2.2.7. Effect of Satisfaction on Continuance Use Intention

According to Bhattacherjee (2001) the intention to repurchase consumers is similar to the intention of continuing use which is influenced by customer satisfaction with fulfilled expectations and the results felt after using the product. The study was strengthened by Chang (2013) who also stated that perceived value and satisfaction have antecedent responsibility in determining someone's decision to keep using a system or not. Based on previous research, the hypothesis of the relationship between the two is :

H9. Satisfaction has a positive effect on continuance use intention

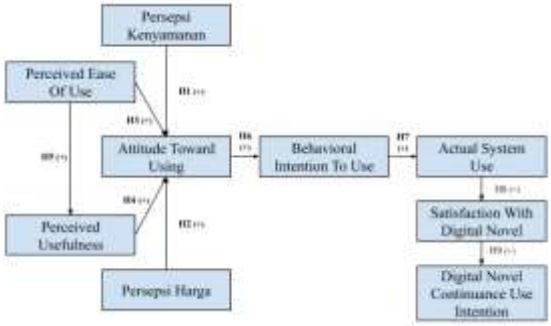

Figure 2. Research Framework

III. RESEARCH METHODS

3.1. Research Design

This research uses descriptive analysis method. Descriptive analysis method is a method used to describe and analyze a research result. The approach in this study is a quantitative approach. According to Noor (2011), a quantitative approach is a method for testing certain theories by examining relationships between variables. These variables are measured by research instruments so that data consisting of numbers can be analyzed based on statistical procedures.

This study aims to see the influence between exogenous variables and endogenous variables. Exogenous variables in this study are perceived convenience, perceived price, and all variables in TAM, namely perceived ease of use, perceived usefulness, attitude toward using, behavioral intention to use, and astute system usage, as well as satisfaction. While the endogenous variables in this study are intention to continuance use.

3.2. Data Collection

In this study the population is digital novel readers in the Jakarta area whose numbers are unknown in detail by researchers. The sampling method used in this study is judgmental sampling. Judgement sampling is a sampling technique that is based on the characteristics set against the target population elements that are tailored to the objectives or research problems. The sample used in this research is digital novel readers in the Jakarta area who buy more than one digital novel per month.

The data collection method used in this study by using surveys through questionnaires, a technique of collecting data by giving or distributing questionnaires to respondents in the hope of giving a response to the list of questions (Noor, 2011). Distribution of questionnaires was carried out online through google form, and also offline through the spread of questionnaires in several areas in Jakarta.

In total, 362 responses were collected, and after screening the responses from those who not qualified, 200 responses were valid for further analysis.

Table 1
Descriptive Statistic of Respondent

Variable	Group	Frequency	Percent
Gender	Male	72	36.0
	Female	128	64.0
	Total	200	100.0
Age	<24 y.o	102	51.0
	24 – 39 y.o	94	47.0
	>39 y.o	4	2.0
	Total	200	100.0
Occupation	Student	92	46.0
	Employee	76	38.0
	Entrepreneur	32	16.0
	Total	200	100.0
Monthly Routine Expenses (in millions)	<Rp3	78	39.0
	Rp3 – Rp5	98	49.0
	Rp5 – RP7	18	9.0
	>Rp7	6	3.0
	Total	200	100.0
Frequency of Reading Digital Novel	1x per week	22	11.0
	2-5x per week	144	72.0
	>5x per week	34	17.0
	Total	200	100.0
Device	Smartphone	118	59
	Tablet PC	33	16.5
	E-Reader	19	9.5
	Laptop	28	14
	PC	2	1.0
	Total	200	100.0
Dig. Novel Platform	Playbook	102	51
	Amazon	45	22.5
	iTunes	13	6.5
	Bookslife	9	4.5
	Bookmate	5	2.5
	Wayang Force	21	10.5
	Others	5	2.5
	Total	200	100.0
Budget for Buying Dig. Novel (in thousand)	<Rp100	148	74.0
	Rp100 – Rp500	42	21.0
	>Rp500	10	5.0
	Total	200	100.0

Source : Results of Processing SPSS 21

3.2. Data Analysis Methode

The data analysis method used in this study is SEM-LISREL. Structural Equation Modeling (SEM) is an analysis technique that allows testing of a series of relationships simultaneously (Noor, 2011). LISREL is the only sophisticated program and can estimate various problems that other programs, such as AMOS, EQS, and so on, are almost impossible. In addition, LISREL is the most informative program in presenting statistical results.

IV. RESULTS

4.1. Validity Test

Validity test uses the Factor Analysis model, which needs to be considered in this test is the value of Standardize Loading Factor (SLF) in the Anti Image and Extraction Values in the Communalities table. Questions will be considered valid if the SLF and Extraction values are greater than 0.50.

Table 2
Validity Test Results

Variabel	Item	Std. Load. Factor	R Value	
Perceived Convenience	KY1	0.68	0.5	Valid
	KY2	0.71	0.5	Valid
	KY3	0.68	0.5	Valid
	KY4	0.72	0.5	Valid
	KY5	0.70	0.5	Valid
Perceived Price	PH1	0.56	0.5	Valid
	PH2	0.64	0.5	Valid
	PH3	0.63	0.5	Valid
	PH4	0.50	0.5	Valid
	PH5	0.70	0.5	Valid
	PH6	0.55	0.5	Valid
	PH7	0.54	0.5	Valid
Perceived Ease of Use	PE1	0.63	0.5	Valid
	PE2	0.65	0.5	Valid
	PE3	0.53	0.5	Valid
	PE4	0.65	0.5	Valid
	PE5	0.64	0.5	Valid
Perceived Usefulness	PU1	0.73	0.5	Valid
	PU2	0.80	0.5	Valid
	PU3	0.66	0.5	Valid
Attitude Toward Using	AU1	0.69	0.5	Valid
	AU2	0.66	0.5	Valid
	AU3	0.67	0.5	Valid
	AU4	0.63	0.5	Valid
Behavioral Intention to Use	BU1	0.59	0.5	Valid
	BU2	0.63	0.5	Valid
	BU3	0.81	0.5	Valid
	BU4	0.60	0.5	Valid
Actual System Use	AS1	0.57	0.5	Valid
	AS2	0.63	0.5	Valid

Variabel	Item	Std. Load. Factor	R Value	
	AS3	0.83	0.5	Valid
	AS4	0.66	0.5	Valid
Satisfaction	SA1	0.72	0.5	Valid
	SA2	0.70	0.5	Valid
	SA3	0.67	0.5	Valid
	SA4	0.61	0.5	Valid
Intention to Continuance Use	IC1	0.57	0.5	Valid
	IC2	0.60	0.5	Valid
	IC3	0.64	0.5	Valid
	IC4	0.62	0.5	Valid

Source : Results of Processing LISREL 8.80

All indicators in this study are valid, so all indicators are used and nothing is discarded.

4.2. Reliability Test

Reliability testing shows the extent to which a measuring instrument that can provide results that are relatively the same if measurements are taken again on the same object. Reliability is calculated by the formula Variance Extract (VE) and Construct Reliability (CR). The recommended construct reliability value is greater than 0.7. While the recommended size of variance extract is greater than 0.5.

Table 3
Reliability Test Results

Variable	VE	Value	CR	Value	
KY	0.59	0.5	0.88	0.7	Reliable
PH	0.58	0.5	0.90	0.7	Reliable
PE	0.52	0.5	0.84	0.7	Reliable
PU	0.60	0.5	0.82	0.7	Reliable
AU	0.55	0.5	0.83	0.7	Reliable
BU	0.54	0.5	0.82	0.7	Reliable
AS	0.53	0.5	0.82	0.7	Reliable
SA	0.56	0.5	0.83	0.7	Reliable
IC	0.57	0.5	0.84	0.7	Reliable

Source : Results of Processing LISREL 8.80

All variables in this study were declared reliable, so that the overall suitability model could be tested.

4.3. Overall Model Fit Test

Overall model fit test results can be seen in figure 3 and table 4.

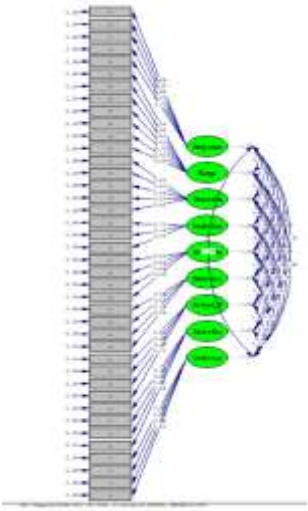

Figure 3. Overall Model Fit Test
Source : Results of Processing Lisrel 8.80

Table 4
Overall Model Fit Test Results

Good of Fit	Target Value	Estimated results	
RMSEA	≤0.08 p ≥ 0.50	0.97	Bad Fit
NFI	≥ 0.90	0.93	Good Fit
NNFI	≥ 0.90	0.95	Good Fit
CFI	≥ 0.90	0.95	Good Fit
IFI	≥ 0.90	0.95	Good Fit
RFI	≥ 0.90	0.92	Good Fit
GFI	≥ 0.90	0.66	Bad Fit
AGFI	≥ 0.90	0.61	Bad Fit

Source : Results of Processing LISREL 8.80

The construct measurement model of the research variable can be stated to be quite good because most of the good fit and RMSEA ≥ 0.08 is 0.97. However, modifications are still needed to improve the measurement of variable constructs.

4.4. Modification of Overall Model Fit Test

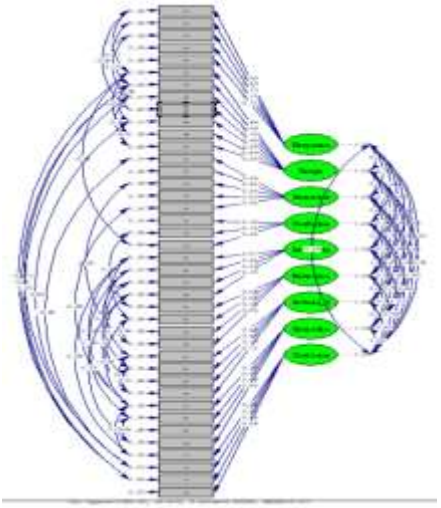

Figure 4. Modification of Overall Model Fit Test
Source : Results of Processing Lisrel 8.80

4.5. Structural Model Test (T Value)

After testing the overall model, the next step is the structural model compatibility test. Wijanto (2008) said that the structural model compatibility test consists of the overall suitability of the model and analysis of relationships between variables. The results of the suitability of the whole model can be seen in figure 5 and table 5.

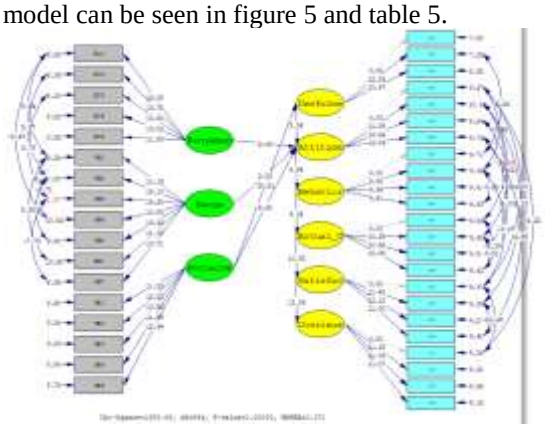

Figure 5. Structural Model Test (T Value)
Source : Results of Processing Lisrel 8.80

Table 5
Structural Model Test Results (T Value)

Good of Fit	Target Value	Estimated results	
RMSEA	≤0.08 p ≥ 0.50	0.71	Good Fit
NFI	≥ 0.90	0.95	Good Fit
NNFI	≥ 0.90	0.97	Good Fit
CFI	≥ 0.90	0.97	Good Fit
IFI	≥ 0.90	0.97	Good Fit
RFI	≥ 0.90	0.95	Good Fit
GFI	≥ 0.90	0.69	Bad Fit
AGFI	≥ 0.90	0.63	Bad Fit

Source : Results of Processing Lisrel 8.80

From table 5, it can be seen that the value of the suitability of the model mostly shows the value of good fit, meaning that overall the match value is quite good or marginal fit. The value of GFI and AGFI classified as bad fit can be caused because the number of samples used in this study is not too large and only meets the minimum amount needed to reduce the bias of SEM estimation which is 200 samples (Loehlin, 1998). The value of GFI and AGFI will be even greater if the number of samples used is also greater, because the values of GFI and AGFI are sensitive to the number of parameters measured (Hooper et al, 2008).

4.5. Hypothesis Test

After obtaining a structural model with good Goodness of fit, the next step is to test the hypothesis. In this study there were 9 hypotheses as described in the previous chapter, and testing was carried out by looking at the significance of each variable relationship. The significance value (α) used is 5% with a t value of ≥ 1.96 (Wijanto, 2008). The estimated value of the causal relationship of the structural model is tested and the results of testing the hypothesis with the value of t of each relationship can be seen in table 6.

Table 6
Hypothesis Test Results

H	Strutural Path	T values	Description	Description
H1	KY►AU	2.06	Accepted	Positive Effect
H2	PH►AU	2.02	Accepted	Positive Effect
H3	PE ►AU	4.68	Accepted	Positive Effect
H4	PU►AU	3.34	Accepted	Positive Effect
H5	PE ► PU	10.81	Accepted	Positive Effect
H6	AU► BU	9.94	Accepted	Positive Effect
H7	BU► AS	9.34	Accepted	Positive Effect
H8	AS► SA	10.92	Accepted	Positive Effect
H9	SA► CI	12.06	Accepted	Positive Effect

Source : Results of Processing Lisrel 8.80

4.5. Discussion

Based on the results of the hypothesis test, it is known that all variables in this study have a positive influence on each other. perceived convenience, perceived price, perceived ease of use, and perceived usefulness together have a positive effect on the attitude toward using digital novels. With the existence of positive perceptions of comfort, especially in the appearance of the digital novel user interface, readers will assume that digital novels are the right choice and good for them. Even so with prices, the more readers consider the money they spend to get digital novels in accordance with the quality and can meet their needs, the more positive their attitude towards using the digital novel will be. Besides having a positive effect on the attitude toward using, perceived ease of use also has a positive effect on the perceived usefulness of digital novels. The more positive the readers' perception of the ease of use of digital novels, the reader will also increasingly assume that reading novels in digital format is very useful for them.

attitude toward using, behavioral intention to use, actual system usage sequentially give a positive influence among variables. The use of digital novels that have now been carried out by readers is based on a strong urge for the readers' intention to use digital novels in the past, which is

also based on the existence of a positive attitude towards the digital novel itself. Likewise, with satisfaction, readers who have felt the benefits during use will certainly feel satisfied which has implications for the intention to continue using digital novels because they have fulfilled expectations during use.

V. CONCLUSION

5.1. Conclusion

Based on the data analysis and discussion stated earlier, it can be concluded that if all readers' perceptions of convenience, price, ease of use, and usefulness of digital novels have been formed positively, their attitude towards the use of digital novels will also be positive. This positive attitude will encourage them to try digital novels and lead to the actual use of daily activities. If during real use they feel the benefits, then they will feel satisfied, and directly arise the intention to continue using digital novels. The intention to continue using digital novels arises because of the fulfillment of their expectations during use.

5.2. Suggestion

5.2.1. Managerial

It is recommended that publishers start increasing the conversion of printed novels to digital formats that were originally only 5%, given the better user acceptance of digital novels. This research has proven that digital novel users who feel comfortable and benefit from digital novels will continue to use digital formats in reading novels, so it is important for publishers to maintain the readers of this digital novel.

With the high readership acceptance of the digital format, it does not merely stop the cash flow of publishers from printed novels. In fact, digital novels can become potential new revenue streams if handled properly and seriously. Satisfied readers have a tendency to recommend to people around them, this can become a new market for publishers, as well as a trigger for the growth of the digital novel market itself in Indonesia.

5.2.2. Next Researcher

The suggestions that can be applied for further research, namely, should be able to further develop the variables and indicators that will be used on the chosen research object, such as product quality variables. It is also suggested for future researchers to increase the number of respondents, in order to achieve good results of good of fit, especially if using SEM.

It is also expected that further researchers can conduct research on different objects in the hope of knowing whether the same influences in the results of this study can also apply to other types of books. The scope of the research area can be developed to other regions and not just in the Jakarta area, because of course each region has a different level of acceptance of technology, so it is important to know the acceptance of digital book technology in different regions.

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