

## Analysis of the Effect of Perceived Ease of Use and Perceived Usefulness on E-reader Use with User Satisfaction as an Intervening Variable on @Basebuku Followers in X

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### **Abstract**

#### **Keywords:**

*Perceived Ease of Use, Perceived Usefulness, User Satisfaction, Use of E-Reader.*

*This study aims to analyze the influence of Perceived Ease of Use and Perceived Usefulness on e-reader usage, with User Satisfaction as an intervening variable, among followers of the @basebuku account on the X platform. This study employs a quantitative approach, using a questionnaire to collect data from 168 respondents selected via purposive sampling. Data analysis was conducted using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method. The results indicate that Perceived Ease of Use and Perceived Usefulness have a positive and significant effect on User Satisfaction. Perceived Ease of Use has a positive but not significant effect on e-reader usage, while Perceived Usefulness and User Satisfaction have positive and significant effects on e-reader usage. Additionally, User Satisfaction was found to significantly mediate the effects of Perceived Ease of Use and Perceived Usefulness on e-reader usage. These findings indicate that user satisfaction plays a crucial role as a mediating factor in driving e-reader usage. Therefore, enhancing the perceived ease of use and perceived usefulness for users needs to be optimized to increase both satisfaction and e-reader usage.*

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## INTRODUCTION

The development of digital technology in the current era has transformed people's behavior in every aspect of life. Digital technology has integrated various types of media into human life, influencing how people communicate, interact, transact, and socialize with others. Society is increasingly shifting toward a reliance on digital technology, which fosters global connectivity (Puspita & Handayani, 2022). The phenomenon of digitalization demonstrates technological advancements and society's increasing reliance on digital-based systems. In the context of literacy, there is an increasingly visible transformation. While previously reading was limited to print media, it has now shifted to digital forms such as e-books and e-readers. This technology has opened up new ways to enjoy reading that are more efficient, practical, and accessible. This, in turn, shapes society's adaptation to more modern activities.

A report from Statifacs (2024) shows an increase in the e-book market value from USD 22.451 billion in 2024 to USD 23.574 billion in 2025, and is predicted to soar to USD 36.570 billion by 2034. This nearly twofold increase reflects not only technological advancements but also the shift in reading culture from paper to digital.

In Indonesia, technological developments have also penetrated various aspects of life and changed people's behavior, including literacy. Data from the Indonesian Internet Service Providers Association (APJJI, 2025) indicates that 80.66% of Indonesia's population is connected to the internet. This trend opens up significant opportunities for the growth of ebooks and e-readers as

a more practical literacy alternative. With widespread internet access, reading is no longer limited to physical books but can be done digitally.

Although internet and technology use in Indonesia is expanding every year, Indonesians' interest in reading still faces challenges in the digital format. The long-standing habit of reading in the form of physical books has led most people to choose to maintain this method. Data from GoodStats (2025) shows that 79% of Indonesian readers still prefer physical books, while only 18.5% read digitally. This fact illustrates that reading behavior towards digital formats remains limited, despite the wide opportunities for digital literacy.

The Technology Acceptance Model (TAM) was developed by Fred Davis in 1989 in his article titled "Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology." In this article, Fred Davis states that technology adoption is influenced by two key elements: Perceived Usefulness (PU), which is the degree to which a person believes a particular system can improve performance, and Perceived Ease of Use (PEOU), which reflects the belief that the system can be used without excessive effort. Both factors are crucial in shaping user perceptions and subsequently influencing the intention to use and, ultimately, determining the actual use of the technology.

According to Suryani (2024), Perceived Ease of Use refers to a person's level of confidence that using a particular system will not require much effort or will be free from difficulties. Thus, this concept reflects users' perceptions of ease of use, which includes confidence in operating an information system without requiring excessive effort. According to Trawnih et al. (2023), perceived usefulness is defined as the degree to which an individual believes that adopting a technology will improve their work performance. Simply put, this perception reflects the belief that using a system or technology brings concrete benefits, such as increased efficiency, productivity, or higher-quality work output.

According to Li & Zhu (2022), user satisfaction is the result of emotional and cognitive evaluations that reflect users' positive or negative reactions to the information systems they use. User satisfaction arises from users' experiences in interacting with the quality of the system and the information provided, and it is a key factor influencing technology acceptance and sustained usage behavior. Based on this definition, user satisfaction can be defined as the user's response or perception resulting from their experience in using a system, which can be either positive or negative.

These findings indicate that the adoption of e-reader technology among readers is uneven. The existence of e-readers, as hardware specifically designed for reading, should offer advantages such as visual comfort, the convenience of carrying multiple books on one device, and time and space efficiency. However, the reality is different, as many readers still maintain the habit of reading using physical books. This phenomenon is important to study further, considering that the development of digital technology and increasing internet access should open up significant opportunities for the growth of digital literacy in Indonesia. To understand the low adoption of these devices, it is necessary to examine the factors influencing users' use of e-readers.

Research by Olivia & Marchyta (2022) shows that Perceived Ease of Use and Perceived Usefulness have a positive influence on Customer Satisfaction in the context of e-wallet use in Indonesia. This study demonstrates that Customer Satisfaction acts as an intervening variable linking Perceived Ease of Use and Perceived Usefulness with technology users' continuance intentions. Oktafiana et al. (2021) found that Perceived Ease of Use and Perceived Usefulness had a positive and significant influence on Customer Satisfaction among Dana e-wallet users in Jakarta.

The study's results indicate that the easier a system is to use and the greater the perceived benefits, the higher the user satisfaction with the technology.

This aligns with research conducted by Aisy et al. (2024), which examined Perceived Ease of Use, Perceived Usefulness, and User Satisfaction on Continuance Intention in the use of the Shopeepay digital wallet. The results showed that User Satisfaction and Perceived Usefulness had a positive and significant influence on continuance intention, while Perceived Ease of Use had no direct effect. However, user satisfaction proved to be a significant factor bridging the relationship between perceived usefulness and intention to continue using the technology.

However, previous studies have predominantly focused on digital payment services such as e-wallets and mobile applications, while studies discussing e-reader usage behavior remain limited. In addition, research examining the role of User Satisfaction as an intervening variable in the context of digital reading technology, particularly among social media-based reading communities, is still rarely conducted. Therefore, this study aims to analyze the influence of Perceived Ease of Use and Perceived Usefulness on e-reader usage with User Satisfaction as an intervening variable among followers of the @basebuku account on platform X.

## METHODS

This study employs a quantitative approach. The population for this study consists of users of social media platform X who have followed and interacted with the @basebuku account within the past six months. The sample size was determined using the Slovin formula with a margin of error of 8%, as the study involves a clearly defined and limited population. The sampling technique used is non-probability sampling with a purposive sampling approach, which involves selecting samples based on specific criteria relevant to the research objectives (Sugiyono, 2023). The criteria for respondents in this study are users of social media platform X who follow the @basebuku account and have interacted with it within the past six months. The research data consists of primary data collected through the distribution of an online questionnaire using a 1–5 Likert scale. Subsequently, the data was analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method to test the relationships between variables and the research hypotheses.

## RESULTS AND DISCUSSION

### Validity Test

#### 1. Convergent Validity

Convergent validity was assessed using reflective indicators by examining the factor loadings for each construct. High factor loadings indicate that the indicators strongly represent the construct. The criteria used were an outer loading of  $>0.7$  and an Average Variance Extracted (AVE) of  $>0.5$ .

**Table 1. Outer Loading**

Source: Data Processed by the Author, 2026

	PEOU	PU	Use of E-readers	User Satisfaction
X1.1	0,756			
X1.2	0,657			
X1.3	0,757			

X1.4	0,584			
X1.5	0,710			
X1.6	0,791			
X2.1		0,719		
X2.2		0,676		
X2.3		0,774		
X2.4		0,588		
X2.5		0,733		
X2.6		0,693		
Z1				0,730
Z2				0,741
Z3				0,798
Z4				0,807
Z5				0,736
Y1			0,761	
Y2			0,730	
Y3			0,758	
Y4			0,763	

In Table 1, the majority of the items met the validity criteria with factor loadings greater than 0.7. However, five items will be eliminated because their factor loadings are below 0.7. This elimination resulted in a model with a more valid outer loading value, as follows:

**Table 2. Outer Loading after elimination**

Source: Data Processed by the Author, 2026

	PEOU	PU	Use of E-readers	User Satisfaction
X1.1	0,743			
X1.3	0,806			
X1.5	0,749			
X1.6	0,812			
X2.1		0,734		
X2.2		0,712		
X2.3		0,781		
X2.5		0,723		
X2.6		0,715		
Z1				0,734
Z2				0,742
Z3				0,797
Z4				0,805
Z5				0,734
Y1			0,756	
Y2			0,721	
Y3			0,765	
Y4			0,768	

As shown in Table 2, there is an increase in the outer loading values for the remaining indicators after the non-compliant indicators were eliminated and the calculations were redone.

Convergent validity was also measured using AVE, with a cutoff value of >0.50. The results of the Average Variance Extracted (AVE) test are shown in the following table:

**Table 3. Average Variance Extracted (AVE) Test Results**

Source: Data Processed by the Author, 2026

	Average Variance Extracted (AVE)
PEOU	0,605
PU	0,538
Use of E-readers	0,567
User Satisfaction	0,582

Based on the data in the table above and the results of the AVE test, each variable has an AVE value greater than 0.5. Thus, the construct is deemed to have convergent validity.

## 2. Discriminant Validity

The construct validity of this measure is assessed based on the cross-loading values. The criterion used is that the value must be greater than 0.7.

**Table 4. Cross Loading**

Source: Data Processed by the Author, 2026

	PEOU	PU	Use of E-readers	User Satisfaction
X1.1	0,743	0,426	0,320	0,422
X1.3	0,806	0,525	0,384	0,511
X1.5	0,749	0,408	0,391	0,420
X1.6	0,812	0,531	0,474	0,532
X2.1	0,450	0,734	0,341	0,485
X2.2	0,364	0,712	0,373	0,457
X2.3	0,538	0,781	0,622	0,495
X2.5	0,492	0,723	0,568	0,445
X2.6	0,371	0,715	0,496	0,388
Z1	0,484	0,501	0,514	0,734
Z2	0,298	0,375	0,358	0,742
Z3	0,508	0,449	0,456	0,797
Z4	0,587	0,557	0,452	0,805
Z5	0,393	0,446	0,426	0,734
Y1	0,428	0,487	0,756	0,357
Y2	0,419	0,449	0,721	0,434
Y3	0,307	0,490	0,765	0,363
Y4	0,382	0,576	0,768	0,573

The results of the cross-loading analysis in the table above show that each indicator has a value above 0.7, which is higher than the loading factors of indicators from other variables. Therefore, it can be concluded that all indicators for each variable in this study meet the criteria for validity.

The results obtained from the outer loading and cross-loading analyses can be explained

by the model diagram in SmartPLS. The following figure shows the model output from the outer model:

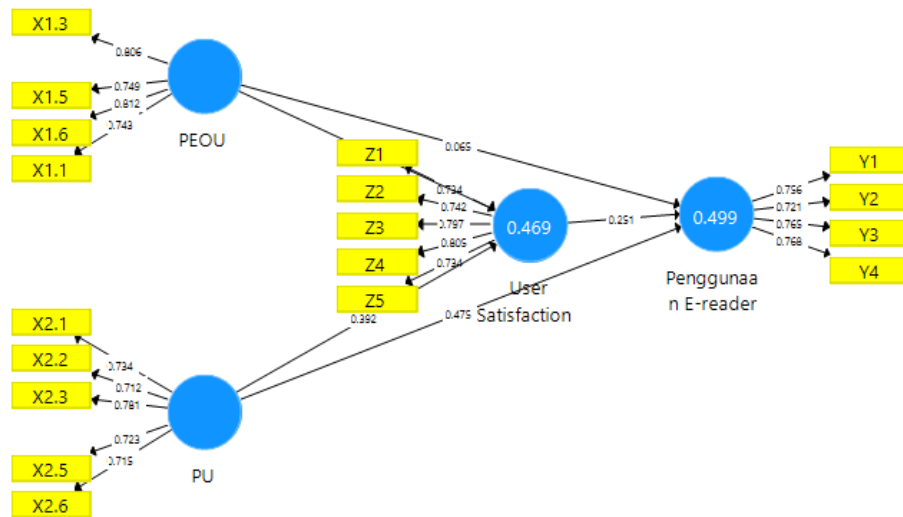


Figure 1. Outer Model

Source: Data Processed by the Author, 2026

Reliability Test

Composite Reliability and Cronbach’s Alpha

Reliability testing was conducted using composite reliability and Cronbach’s alpha, with cutoffs of >0.7 and >0.6, respectively, to determine whether the construct was reliable.

Table 5. Cross-Loading Results

Source: Data Processed by the Author, 2026

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
PEOU	0,783	0,793	0,860	0,605
PU	0,787	0,793	0,853	0,538
User Satisfaction	0,821	0,828	0,874	0,582
Use of E-readers	0,747	0,753	0,839	0,567

Based on the table above, the composite reliability and Cronbach’s alpha values are above 0.7, indicating that the scale is reliable. This suggests that the constructs or variables in this study are well-defined and that the items used to measure each variable demonstrate good reliability.

Structural Model Analysis (Inner Model)

The internal model was evaluated based on the R-squared value to assess the strength of the relationship among the latent variables. Values of 0.75, 0.50, and 0.25 indicate a strong, moderate, and weak model, respectively. The R-squared results in this study are as follows:

**Table 6. R-square**

Source: Data Processed by the Author, 2026

	R Square	R Square Adjusted
Use of E-readers (Y)	0,499	0,490
User Satisfaction (Z)	0,469	0,463

Based on the table above, the R-squared value for the e-reader usage variable (Y) is 0.499, indicating that the independent variables in the model account for 49.9% of the variation in e-reader usage, placing it in the near-moderate category. Meanwhile, the R-square value for the user satisfaction variable (Z) is 0.469, indicating that the constructs in the model account for 46.9% of the variation in user satisfaction, placing it in the weak to near-moderate category.

### Hypothesis Testing

Hypothesis testing was conducted using path coefficients via a bootstrapping procedure. A relationship between variables was considered significant if the t-statistic was greater than 1.96 and the p-value was less than 0.05. In addition, the path coefficients indicated the direction and magnitude of the influence between constructs.

**Table 7. Bootstrapping Hypothesis Testing**

Source: Data Processed by the Author, 2026

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
PEOU -> User Satisfaction	0,370	0,379	0,080	4,610	0,000
PU -> User Satisfaction	0,392	0,391	0,082	4,780	0,000
PEOU -> Use of E-readers	0,065	0,067	0,081	0,810	0,419
PU -> Use of E-readers	0,475	0,481	0,082	5,792	0,000
User Satisfaction -> Use of E-readers	0,251	0,239	0,108	2,332	0,021

**Table 8. Testing the Hypothesis of a Specific Indirect Effect**

Source: Data Processed by the Author, 2026

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
PEOU -> User Satisfaction ->	0,093	0,089	0,045	2,049	0,042

Penggunaan E-reader					
PU -> User Satisfaction -> Use of E-readers	0,098	0,094	0,047	2,089	0,038

Based on the table above, the results of the hypothesis testing in this study can be summarized as follows:

1. Perceived Ease of Use has a positive and significant effect on User Satisfaction ( $t = 4.610$ ;  $p < 0.05$ )
2. Perceived Usefulness has a positive and significant effect on User Satisfaction ( $t = 4.780$ ;  $p < 0.05$ )
3. Perceived Ease of Use has a positive but not significant effect on e-reader usage ( $t = 0.810$ ;  $p > 0.05$ )
4. Perceived Usefulness has a positive and significant effect on e-reader usage ( $t = 5.792$ ;  $p < 0.05$ )
5. User Satisfaction has a positive and significant effect on e-reader usage ( $t = 2.332$ ;  $p < 0.05$ )
6. Perceived Ease of Use has a positive and significant indirect effect on e-reader usage through User Satisfaction ( $t = 2.049$ ;  $p < 0.05$ )
7. Perceived Usefulness has a positive and significant indirect effect on e-reader usage through User Satisfaction ( $t = 2.089$ ;  $p < 0.05$ )

## DISCUSSION

### The Effect of Perceived Ease of Use on User Satisfaction

The data analysis revealed that perceived ease of use has a positive and significant impact on user satisfaction. The PLS test results recorded a t-statistic of 4.610, far exceeding 1.96. The p-value was only 0.000, which is very low compared to 0.05; therefore, the first hypothesis is proven to be true. Based on the test results above, it can be concluded that perceived ease of use has a significant effect on user satisfaction. These findings align with the research by Oematan, Rahayu, and Dyah (2024), which explains that ease of use reduces the effort required, both in terms of time and energy to perform an activity. In the context of information technology, its use can be considered more flexible, easier to understand, and easier to operate.

The findings of this study demonstrate that greater ease of use of an e-reader correlates with increased user satisfaction. This also demonstrates that ease of operation plays an important part in creating a positive user experience. Therefore, this indicates that if an e-reader is perceived as easy to learn and easy to understand and does not require excessive effort to operate, then the level of satisfaction with its use will increase. Thus, ease of use becomes one of the key factors driving user satisfaction.

### The Effect of Perceived Usefulness on User Satisfaction

The results of the data analysis indicate that perceived usefulness has a positive and significant effect on user satisfaction. The PLS test yielded a t-statistic of 4.780, which is higher than 1.96. The p-value is 0.000, which is well below 0.05. So this second hypothesis is proved. Based on the test results above, it can be concluded that perceived usefulness has a significant effect on

usersatisfaction. These findings align with the research by Oematan, Rahayu, and Dyah (2024), which explains that the extent of benefits provided by ecommerce can enhance customer satisfaction. That study alsoexplains that the higher the perceived usefulness, the higher theuser satisfaction.

The results of this study indicate that increased user satisfaction is influenced by their perceptions of the benefits provided. This finding confirms that user satisfaction is highly dependent on the level of tangible benefits provided by e-readers in reading activities. This finding suggests that the easier it is to access books on an e-reader, the greater the reading comfort, which can foster a sense of satisfactionafter using it.

### **The Effect of Perceived Ease of Use on E-Reader Usage**

Based on the results of the data analysis, perceived ease of use has a positive but insignificant effect on e-reader usage. The third hypothesis was found to be not significantly supported because the PLS test yielded a t-statistic of  $0.810 < 1.96$  and a p-value of  $0.065 > 0.05$ . Based on these test results, it can be concluded that perceived ease of use has a positive influence on e-reader usage, although the effect is very small and not statistically significant. These findings align with Permadi and Andjarwati (2025), who explain that perceived ease of use does not directly influence the intention to continue using an application. The lack of significance in perceived ease of use can be seen in the TAM model, which illustrates that user ease is not a factor that directly drives actual usage but rather acts through other variables; thus, the relationship between perceived ease of use and usage is indirect and involves several stages. In this study, perceived ease of use is better understood as a factor that shapes subsequent perceptions. When users perceive ease in operating a technology, it can enhance their positive experience. However, the decision to actually use a technology may be determined by other factors.

The results of this study indicate that perceived ease of use does not directly influence e-reader usage. This means that the ease of use of e-readers has not yet been able to directly increase actual e-reader usage. This finding suggests that people no longer consider ease of use as the sole primary criterion but also consider other factors, such as satisfaction with usage. Consequently, ease of use functions more as a supporting factor that does not directly influence usage behavior but rather influences it through other variables that can drive the decision to use an e-reader.

### **The Effect of Perceived Usefulness on E-Reader Usage**

The analyzed data indicate that perceived usefulness regarding e-reader usage has a positive and significant effect. The PLS test results show a t-statistic value of 5.792, which is greater than 1.96. Furthermore, the p-value is 0.000, which is less than 0.05; therefore, the fourth hypothesis is accepted. This finding is consistent with the research by Permadi and Andjarwati (2025), which explains that perceived usefulness has a positive and significant influence on the intention to continue using.

The results of this study indicate that the greater the benefits perceived by users, the higher the actual use of e-readers. This suggests that perceived usefulness is the primary factor driving actual e-reader usage. This is because users are more likely to utilize e-readers if the device is perceived as capable of enhancing reading activities. This finding indicates that perceived benefits such as ease of access to various books, flexibility in reading, and time efficiency are the primary considerations in usage decisions. Thus, increased e-reader usage depends heavily on the extent to

which the technology can provide added value to users, not only in terms of convenience but primarily through perceived benefits.

### **The Effect of User Satisfaction on E-Reader Usage**

Based on the data analysis conducted, it was found that user satisfaction with the use of e-readers has a positive and significant effect. The test results show a statistical value of 2.332, which is greater than 1.96. Furthermore, the p-value is 0.021, which is less than 0.05. Therefore, it can be concluded that the fifth hypothesis is accepted. This finding is consistent with the research by Permadi and Andjarwati (2025), which explains that satisfaction has been proven to have a positive and significant influence on the intention to continue using, and acts as an important mediator in the relationship between perceived ease of use and perceived usefulness and the intention to continue using.

The research results reveal that the level of user satisfaction has a significant impact on the frequency of e-reader use. In other words, the more satisfied users feel, the more likely they are to regularly use the e-reader. This fact underscores the crucial role of user satisfaction as a primary driver in the actual adoption of e-readers. User satisfaction influences loyalty as well as long-term usage habits. A pleasant user experience will strengthen the bond between the user and the technology, thereby encouraging more consistent use. Thus, user satisfaction not only serves as an outcome of usage but also as a primary driver in increasing the intensity and sustainability of e-reader use.

### **The Effect of Perceived Ease of Use on E-Reader Usage Through User Satisfaction**

After analyzing the data, it was found that user satisfaction fully mediates the effect of perceived ease of use. The test results showed a t-statistic value of 2.049, which is greater than 1.96. Furthermore, the p-value was 0.042, which is less than 0.05; therefore, the sixth hypothesis is accepted. This study aligns with the research by Zahara and Situmorang (2024), which found that customer satisfaction significantly mediates the effect of perceived ease of use.

The research results indicate that user satisfaction plays a crucial role as a mediating variable in shaping e-reader usage behavior. Since the ease of understanding features and accessing the e-reader creates a comfortable user experience, it encourages users to feel satisfied. Such positive experiences subsequently lead to higher levels of satisfaction, ultimately encouraging users to utilize the e-reader more actively and effectively. This study also reveals that user satisfaction acts as a mediating mechanism between perceived ease of use and usage levels. In other words, ease of use will have a more meaningful impact if it can increase the user's sense of satisfaction. Without satisfaction, the perceived ease of use may not be strong enough to significantly influence usage decisions.

### **The Effect of Perceived Usefulness on E-Reader Usage Through User Satisfaction**

The analyzed data indicate that user satisfaction fully mediates the effect of perceived usefulness. Based on the test results, the t-statistic value is 2.089, which is higher than 1.96. Furthermore, the t-value is 0.038, which is less than 0.05; therefore, the seventh hypothesis is accepted. This study aligns with the research by Zahara and Situmorang (2024), which found that customer satisfaction significantly mediates the influence of perceived usefulness.

The results of this study indicate that user satisfaction serves as a crucial mechanism in bridging the perceived usefulness of e-readers with usage behavior, as when e-readers are perceived

to provide tangible benefits, users experience higher satisfaction. This satisfaction subsequently encourages users to utilize the e-reader more frequently in their daily lives. Therefore, these findings confirm that perceived usefulness exerts an influence not only directly but also indirectly through the formation of user satisfaction.

## CONCLUSION

Based on the results of data analysis and the discussion conducted, this study indicates that perceived ease of use and perceived usefulness have a positive and significant influence on user satisfaction with e-readers. This suggests that the easier an e-reader is to use and the greater the benefits perceived by users, the higher the level of user satisfaction will be. Ease of use in e-readers creates a sense of comfort for users in operating the technology, while the perceived benefits provide added value in supporting digital reading activities.

This study also found that perceived ease of use does not have a significant direct influence on e-reader usage. This suggests that ease of use is not necessarily the primary factor directly driving users to use e-readers. Conversely, perceived usefulness was found to have a positive and significant influence on e-reader usage. This means that the greater the benefits users perceive from using e-readers, the greater their tendency to use e-readers in their reading activities.

Furthermore, user satisfaction has been shown to have a positive and significant influence on e-reader usage. This indicates that user satisfaction is a key factor in increasing e-reader usage. Users who are satisfied with their e-reader experience are more likely to continue using the technology on a regular basis. The results of this study also demonstrate that user satisfaction acts as a mediating variable in the relationship between perceived ease of use and perceived usefulness regarding e-reader usage. This finding reinforces the importance of user satisfaction in driving the adoption of digital technology, particularly e-readers, among social media users who follow the @basebuku account.

Based on these findings, e-reader developers are advised not only to focus on ease of use but also to consider how that ease can foster comfort and satisfaction for users. Additionally, developers need to continue enhancing the perceived benefits for users so that e-reader usage can increase more effectively. Developers should also prioritize the quality of the reading experience and user comfort, as user satisfaction has proven to be a key factor in driving sustained e-reader usage.

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