

ABSTRACT

Low literacy rates and a large number of internet users as well as e-books that are preferred by students over printed books. Therefore, this study aims to analyze the factors that influence the intention to use e-books on an ongoing basis which is expected to increase literacy levels. This study uses primary data obtained through questionnaires with a total of 332 respondents. Data that are gathered then processed through multiple linear regression. The results shows that perceived ease of use, perceived usefulness, subjective norms, and reading awareness has a positive impact on the intention to continue using e-books. The results of this study show that perceived ease of use has the greatest effect on intention to continue using e-books. Based on the results of this study, to increase students to continue reading using e-books, it should be considered the ease of access to reading through e-books. Suggestions for the next researcher are to be able to use the reading awareness factor as a mediating variable or variable that affects perceived ease of use, explore other factors, and expand the sample number.

Keywords: *e-book, literacy, technological adoption, human development*

