

ABSTRACT

This study aims to examine the influence of perceived usefulness, perceived ease of use, relative advantage, and compatibility on the intention to purchase e-books, mediated by attitudes towards using e-books. The background of this research is based on the behavioral shift among Indonesian readers from physical to digital formats, driven by advances in information technology. A quantitative approach was employed using Partial Least Squares - Structural Equation Modeling (PLS-SEM) to analyze the relationships among variables. The findings reveal that all four independent variables positively and significantly affect users' attitudes toward using e-books, which in turn significantly influence their intention to purchase. These results highlight the importance of understanding user perceptions in facilitating the adoption of e-books as part of the broader digital literacy movement. This study offers valuable insights for developing promotional strategies and enhancing digital reading platforms in Indonesia.

Keywords: *Technology Adoption, Digital Consumer Behavior, E-book Purchase Intention, Digital Literacy, Attitudes*