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WHAT FACTORS SATISFY E-BOOK PLATFORM CUSTOMERS? DEVELOPMENT OF A MODEL TO EVALUATE E-BOOK USER BEHAVIOR AND SATISFACTION

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ABSTRACT

The use of e-book readers has become increasingly widespread; however, there are few studies to evaluate e-book user behavior and satisfaction on e-book platforms, and even fewer approaches the subject from the perspective of task-technology fit. In order to fill this gap, this study adopts task-technology fit theory to explore the factors that affect the behavior satisfaction of users on commercial e-book platforms. Our research model excludes utility and performance from task-technology fit theory to focus on individual user satisfaction measurement because general e-book platform users are not concerned about work performance issues in leisure activities. The results show that functional service, convenience, and searching task are important factors that influence users' task-technology fit behavior. Moreover, task-technology fit may improve users' satisfaction, flow and scanpath. Finally, satisfaction is affected by task-technology fit and flow factors. An analysis of the research explained 61 percent of the variance in users' task-technology fit, and 59 percent of the variance in satisfaction to use e-book platform. These results provide a new perspective to e-book researchers and can help e-book platform managers and designers in making policies and designing platforms.

Keywords: E-book, commercial e-book platform, convenience, task-technology fit, satisfaction, flow.