ABSTRACT

Electronic book, one of the new technology developments of this century is part of the development of Information Technology especially the Internet and Digital technology. On the next years or decades, it is predicted that all information will be provided digitally. Even now a day, digital media can be found almost in every part of human lives. It is also influence on publishing. People like to publish their work on digital forma; therefore the electronic book was introduced in the Internet.

The objective of this study is primarily to define the prospect of e-book acceptance and its business opportunities. Focusing on the demand of e-book, this study aims to investigate the impact of consumer behaviour includes cultural factor, social factor, personal characteristic factor, psychological factor, and people readiness on using e-book concerning on its future chance of the business.

Benefit of this study is to help the development of e-book technology in Indonesia and its implementation. It will reveal information about potential and opportunities on e-book business according to the consumer behaviour and people readiness on using e-book. E-book itself can help spread of information and knowledge faster and cheaper. This study is using positivist approach on the methodology. It is a survey research, which use a quantitative research method.

The result of this study shows a fact that consumer behaviour through its factors and people readiness give significant impact to future chance of the business with correlation coefficient of 0.915. Detailed analysis exposes that future chance of the business has third most significant impact from cultural factor, people readiness, and social factor with regression strength in order are 0.913, 0.888, 0.858.

As the conclusion, through severe and intelligent planning focused on educating people about technology and developing good circumstances for appropriate culture on the society, the business opportunities of e-book can be developed along with the arousal of the demand of e-book.

Keywords: Business Opportunity, Electronic Book, and People Acceptance