



**PURCHASE INTENTION OF ELECTRONIC TEXTBOOK (E-TEXT)  
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السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

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## ABSTRACT

Online books have been introduced in education in the form of electronic textbooks (e-text). The research question studied here is among those students who have purchased and used e-text, what factors motivate their willingness or likelihood to purchase e-text. A model and hypothesis linking the factors of usefulness, arousal, ease of use, value and effort to likelihood to purchase electronic textbook are presented. The model and hypothesis are tested using a sample of 88 students responses to a questionnaire distributed in a higher education institutions in then Melaka. The result point to that an usefulness, arousal, ease of use, value and effort regarding the e-text significantly influence students' likelihood to purchase e-text. However, the student's perceived effort to search for low price textbooks did not impact these students' likelihood to purchase an electronic textbook. A discussion and conclusion are also presented in this study.