EXPLORING THE INFLUENTIAL FACTORS TOWARD THE CONTINUANCE INTENTION OF ON-LINE BOOKS PURCHASE

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Abstract

Although trade costs for both sellers and buyers can be reduced through the usage of e-commerce, however low transfer costs and global competition cause that the e-bookstores to have to maintain their customer loyalty is more difficult than traditional shopping stores. The formations of the customer loyalty of e-bookstores have been explored by many researchers from different points of view, such as service quality, satisfaction and trust. Nevertheless, the current bottleneck of e-commerce operation is that customers are no longer continuing using e-bookstores. Based on the theory of Post-Acceptance Model, this study empirically tested using a field survey of e-bookstore customers. The results showed that satisfaction and perceived usefulness are significant predictors of continuance intention. The expectation-confirmation factors except the confirmation of system platform are significant predictor of satisfaction and perceived usefulness. The implications of these findings for e-bookstore continuance theory and practice are proposed in the final section.

Keywords: Post-Acceptance Model, Continuance Intention, e-Bookstore, Perceived Usefulness