The Influence of Using the Google Play Books Application on Interest in Reading E-Books among @literarybase Account Followers

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DOI: 10.30742/tb.v9i1.4122

Received: 6 November 2024	Revised: 6 March 2025	Accepted: 10 April 2025

ABSTRACT

Purpose Research. The low interest in reading among the public is still a problem for Indonesia as a developing country. Technological advances in the direction of digital have allowed e-books to become a new reading medium. This condition shifts reading culture from printed books to digital media. The emergence of e-books is expected to be a medium that attracts readers and increases people's interest in reading. This study will discuss the effect of applying *Google Play books* on the interest of *reading e-books* of @literarybase account followers. The community @literarybase is taken up because it is an important forum for encouraging reading interest for its members. **Research Methods.** This study uses a quantitative method. Data measurement was conducted using a questionnaire on a Likert scale of 1-5, which was distributed to 150 respondents. **Data Analysis**. The data obtained will be processed using *the Structural Equation Modeling (SEM) method.* The data processing analysis tool will use the Smart-PLS application version 3.0. **Result.** Based on the data that has been processed, using the Google Play Books application can significantly affect the interaction on the @literarybase account. In addition, the interaction on the @literarybase account significantly affects the interest in reading e-books. The use of the Google Play Book app among @literarybase account followers significantly affects their interest in reading e-books. **Conclusion.** It can be concluded that the use of the Google Play Book application among the followers of the @literarybase account has a significant influence on the interest in reading e-books. Meanwhile, an interesting finding from this study is that online reading communities such as @literarybase accounts can mediate the use of the Google Play Book application in increasing the reading interest of its members.

Keywords: *reading interest; e-books; google play books; online reading community*

A. INTRODUCTION

Reading is an activity that needs to be nurtured. Reading has a crucial role in daily life, considering that humans need knowledge to be the foundation of life to improve themselves. Currently, the level of reading interest in a country is still used as an indicator to measure the quality of society in a country (Ama & Widyana, 2021). During the COVID-19 pandemic, the average world literacy score

dropped by 18 points, but Indonesia only experienced a 12-point decrease (Naples, 2023). This happened due to the shift of most activities to online media due to COVID-19. The shift in activities changed the reading pattern from physical books to *e-books.* Through the support of gadgets, the community makes *e-book*s an alternative to creating a reading experience. Even though the pandemic has ended, the habit of reading e-books continues. An e-book is a collection of text, images, videos, and sounds packaged in a single application format that can be read with certain electronic devices (Saefullah, 2017).

In the UK, sales *of e-book*s at home and abroad increased by 17% (Saputra, 2020). Even globally 2024, eBook revenue will increase by 1.6% compared to 2023 (*AAP December 2024: Statshot Report*, n.d.). This shows that interest in *e-books* is increasing in the community. One of the commonly used applications is Google Play Books. Many readers have used Google Play Books extensively, from individuals to communities worldwide. One of the communities that often uses the application *Google Play Books* is a follower of the @Literarybase account in the X app, formerly Twitter. Apps frequently used or recommended to be read by followers of @Literarybase account are *Google Play Books*—using Google Play Books as a reading medium *E-book* interesting to the author in conducting this research. This study will discuss the influence of app usage of *Google Play books* on the interest in reading *E-book*s by the followers of the @literarybase account.

Google Play Books is a service provided by Google that allows users to search, find, and read books online. *It* is famous for providing easy and quick access to many e-book collections. Many countries that have used *Google Play Books* support this statement. There are about 79 countries, including Indonesia, where one can purchase a book through *Google Play Books* (Lestari & Ammah, 2021).

The @Literarybase account is an auto-based account that discusses literature, literacy, and books in the X application, which was previously called Twitter. The @literarybase account appeared around 2018 because there is no specific platform on Twitter that discusses literature in its entirety. In addition, the existence of this account is expected to arouse young people's interest in reading and, at the same time, invite them to improve their literacy (Bunga & Rachman, 2022).

Reading interest is a combination of two words, namely interest and reading. These two words have their meanings. Interest is pleasure or displeasure with a particular object (Conard, 2021). When a person feels good about a particular object, this will encourage him to be interested in knowing more. Some studies have analogized interest to feelings of interest, where attraction is a feeling, tendency, or factor that makes a person remember and pay attention to something (Etnanta & Irhandayaningsih, 2017). Research states that interest impacts reading activities (Renninger & Bachrach, 2015). When someone is interested, they try to understand something better than someone without an interest in reading (Baldwin et al., 1985). Interest in reading also increases the memory of what a person has read (Naceur & Schiefele, 2005). It is concluded that interest is the feeling or tendency of a person to like/be interested in knowing more about a particular object.

Meanwhile, reading is a process that is carried out and used by readers to get the message conveyed by the author through the medium of words or written

language (Arwati & Oktaviani, 2023). Reading is also known as the activity of understanding reading to obtain information or ideas contained in it (Chadijah et al., 2023). So, reading is an effort to understand the message in the form of ideas/information the author conveys through written language. In a study, reading interest was defined as the force that encourages a person to pay attention, feel interested, and enjoy reading activities so that they want to do reading activities of their own volition (Hendrayani, 2017). Meanwhile, other studies reveal that four elements can foster reading interest, namely: (1) increasing reading interest independently *(cultivating individual interests)*, (2) fostering an interest in reading through certain situations *(situational interest)*, (3) Using text with elements that can drive interest *(selecting texts with interest-enhancing elements),* and (4) teach self-management strategies to foster interest *(teaching interest self-regulation strategies)* (Springer et al., 2017). Similar research states that reading can be strengthened through motivational instruction, reading relevant to reality, and providing interesting and challenging reading texts/assignments (Gambrell, 2015). The limitation of reading interest in this study is a person's interest in understanding information or ideas in reading based on their own volition.

Previous research found that using the iPusnas application significantly affected interest in reading digital books (Kala & Ulina, 2022). In the study, using applications can encourage a person's interest in reading digital books. Similar research also stated that the Let's Read application significantly affected the reading interest of elementary school fifth-grade students (Cahaya et al., 2022). This researcher also emphasized that not only has interest in reading grown, but reading skills, the growth of the love of reading, and the development of reading culture from an early age have also developed. A study stated that there is an increase in students' interest in using e-books compared to printed books (Tracy, 2018). This shows a potential for increased interest in reading using applications to access e-books.

Through the description that has been submitted, the general purpose of this study is to find out whether there is an influence between the use of the Google Play Books application and the interest in reading in certain communities. Meanwhile, the specific objectives are (1) to analyze whether there is an effect of the use of the Google Play Books application on the interaction that occurs in the @literarybase account, (2) to analyze whether there is an effect of interaction on the @literarybase account on the interest in reading e-books, (3) to analyze whether there is an effect of the use of the Google Play Books application on the interest in reading e-books. Moreover, (4) analyzes whether the interaction on the @literarybase account can mediate between using Google Play Books and the interest in reading e-books.

B. METHODS

The research method used in this study is quantitative. The population in this study is followers of @literarybase account in the X application. The criteria for respondents in this study were all genders, at least 15 years old, had or were

using the Google Play Books application, and were followers of @literarybase accounts in the X application.

The data processing methods used in this study are *Structural Equation Modeling* (SEM). *Structural Equation Modeling* is a type of multivariate analysis that can analyze relationships between variables more complexly (Sarjono & Julianita, 2015). In this study, the type used is PLS-SEM (*Partial Least Squares Path Modeling).* PLS-SEM aims to test the predictive relationship between constructs by seeing if a relationship or influence exists between constructed constructs (Hamid & Anwar, 2019). The data processing analysis tool uses the Smart PLS application version 3.0.

Two stages are carried out to perform the PLS-SEM analysis: the measurement model (*Outdoor models*) and structural models (*Inner models*). There are two tests to perform validity tests: convergent validity (*convergent validity)* and discriminative validity (*Discriminatory Validity*). To test the convergent *validity,* if the test results are above 0.7, it can be considered valid. However, according to the development of the model, if the value is at 0.6, it is still tolerable (Abdullah & Jogiyanto, 2015). In this study, a value above 0.6 was used as a boundary. For discriminant validity (*Discriminatory Validity*), the cross-loading calculation is performed by looking at the correlation value of the indicator with the construct, which is higher than the correlation value of the indicator with other constructs (Ghozali & Hengky, 2014). This also applies to calculations of *Larcker Fornel's criteria.*

Meanwhile, there are two ways to test reliability: *Cronbach's Alpha* (CA) and *Composite Reliability* (CR). The construction is declared reliable if the reliability of the composite is more than 0.7 and reinforced by *Alpha Cronbach more* than 0.6. The next stage is to measure the structural model *(inner model).* On structural models *(inner model),* The two components of the item are the assessment criteria, namely R-Square and Q-Square. Test results *in R Square* with values of 0.67, 0.33, and 0.19 indicate that the model is "good," "moderate," and "weak" (Ghozali & Hengky, 2014). For Q-Square, the model will be considered to have a relevant predictive value if the Q-Square value is greater than 0 (> 0) (Kurniawan, 2024). To test the hypothesis, the results of the test analysis will be used *bootstrapping.* To determine the significance between relationships, test *Bootstrapping* will use the base when the *T Statistics* ≥ 1.96 and *p-value* ≤ 0.05, then the hypothesis is accepted.

The following is the hypothesis that the researchers have prepared:

H1: Google Play Books has a significant effect on the followers of @literarybase account

H2: The interaction that occurs in @literarybase has a significant effect on the interest in reading e-books

H3: Google Play Books has a significant effect on the interest in reading e-books of @literarybase account followers

To analyze whether the @literarybase account mediates between the use of Google Play Books and the interest in reading e-books, an indirect relationship test was used to measure the value of the indirect influence that occurred.

C. RESULTS AND DISCUSSION

Table 1 presents the average data for each variable indicator, distributed to 150 respondents. This data summarizes respondents' propensity towards the chosen statements.

Table 1. Average Indicators

	Statement	Indicators	Mean
Google Play Books:			
1	I find Google Play Books easy to use	X.1.1	4.13
2	I feel that Google Play Books gives me the freedom to be able to access and explore all the features available	X.1.2	3.87
3	I feel that Google Play Books makes it easier for me to stop downloading books	X.1.3	3.80
4	I feel that the Google Play Books feature makes it easier for me to interact according to my needs	X.1.4	3.92
5	I know there's a help option in Google Play Books	X.1.5	3.78
6	I feel that the design of the Google Play Books app allows me to interact directly	X.1.6	3.54
7	I found guides, icons, and symbols on Google Play Books easy to remember	X.2.1	4.01
8	I feel like Google Play Books uses icons, symbols, and words that are easy to understand	X.2.2	4.14
9	I found that Google Play Books has shortcuts to be able to quickly access apps	X.2.3	3.56
10	I feel that the Google Play Books visualization can present e-books well	X.2.4	4.00
11	I feel like Google Play Books consistently uses the same language on every page	X.3.1	4.01
12	I found the same interaction (e.g., pressing the same button) resulted in a consistent response	X.3.2	3.98
13	I feel that *the interface* in Google Play Books reflects the identity of the app	X.3.3	4.01
@literarybase account interactions:			
1	The comment section on @literarybase account made me interested in interacting with other members about *the e-book*	Y1.1	3.88
2	Recommendations from @literarybase account increased my interest in reading *Google Play book* e-books	Y1.2	4.05
Interest in reading e-books:			
1	Through Google Play books, reading *e-books* feels fun	Y2.1	4.03
2	Reading through Google Play Books is a necessity for me	Y2.2	3.44
3	The Google Play Books app draws me to read *e-books*	Y2.3	3.94
4	The Google Play Books app makes me want to always read *e-books*	Y2.4	3.49
5	Through Google Play Books, I'm always looking for *new e-books* to read	Y2.5	3.62
6	The Google Play Books app makes the frequency of reading *my e-book* increase	Y2.6	3.66
7	Using the Google Play Books app improves my reading resources	Y2.7	4.13

Two stages were carried out to conduct an analysis using the SEM method, namely *the outer* and *inner models.* In *the outside model*, there will be three types, namely *convergent validity, discriminant validity*, and *reliability.*

When testing *the validity of the convergence,* it is necessary to pay attention to *the outer loading* value on each indicator to determine whether it is valid or invalid. Table 2 shows that all indicator values are above 0.6. Meanwhile, the indicator value below 0.6 has been removed. Thus, it can be concluded that *the convergent validity of the specified test* is *valid.*

Table 2. Convergent Validity Test

Variable	Indicators	Outer Loading Value	Decision
Google play books(X)	X.1.2	0.671	Legitimate
	X.1.4	0.601	Legitimate
	X.2.1	0.691	Legitimate
	X.2.2	0.769	Legitimate
	X.2.4	0.690	Legitimate
	X.3.3	0.737	Legitimate
@literarybase Account Interactions (Y1)	Y1.1	0.858	Legitimate
	Y1.2	0.891	Legitimate
Interest in Reading E-Books (Y2)	Y2.1	0.735	Legitimate
	Y2.2	0.795	Legitimate
	Y2.3	0.828	Legitimate
	Y2.4	0.828	Legitimate
	Y2.5	0.717	Legitimate
	Y2.6	0.828	Legitimate
	Y2.7	0.658	Legitimate

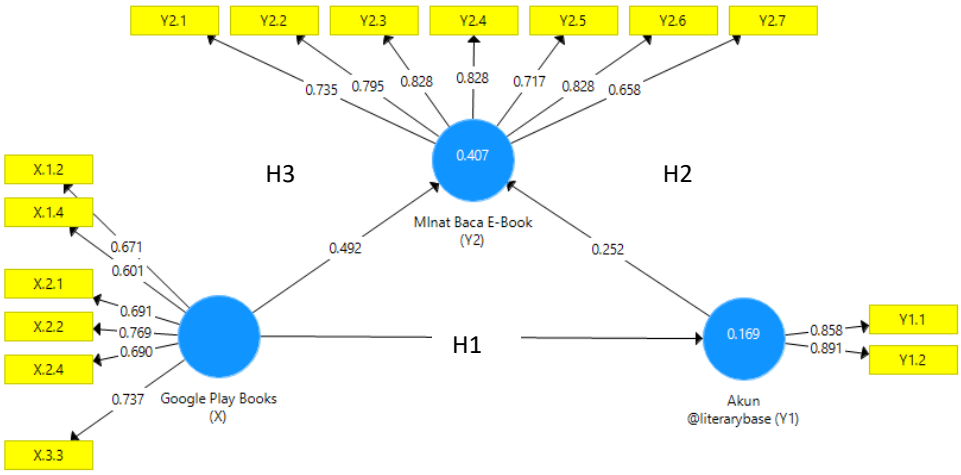

Figure 1. Research Model
Source: Primary Data (Smart PLS Output)

The *discriminant validity* test aims to ascertain whether the research model has good discriminant validity (*discriminant validity*).

Table 3. Cross-Loading Test

	Google Manual (X)	@literarybase Account Interactions (Y1)	Reading Interest E-Books (Y2)
X.1.2	0.671	0.382	0.412
X.1.4	0.601	0.268	0.353
X.2.1	0.691	0.205	0.370
X.2.2	0.769	0.272	0.445
X.2.4	0.690	0.130	0.368
X.3.3	0.737	0.377	0.495
Y1.1	0.307	0.858	0.400
Y1.2	0.407	0.891	0.396
Y2.1	0.533	0.315	0.735
Y2.2	0.425	0.286	0.795
Y2.3	0.564	0.444	0.828
Y2.4	0.405	0.356	0.828
Y2.5	0.367	0.259	0.717
Y2.6	0.438	0.307	0.828
Y2.7	0.422	0.436	0.658

In Table 3, *the cross-loading* value shows that the indicator used is *the validity of goods discrimination*. This is due to each value *being cross-loaded* for each indicator. Its value is greater than the value of other construction indicators.

Table 4. Fornell Larcker Criteria Test, *Composite Reliability, and Cronbach Alpha*

Variable	Fornell Larcker Criteria			*Composite Reliability*	*Cronbach Alfa*
Google play books(X)	0.411	0.848	0.786	0.848	0.786
Account Interactions @literarybase (Y1)	0.875	0.867	0.694	0.867	0.694
Interest in Reading E-Books (Y2)	0.454	0.911	0.886	0.911	0.886

In Table 4, it is stated that the research indicators compiled have *discriminatory validity*, which is good validity. This is because, for each value indicator *for the Larcker criterion*, the latent construct has a more excellent value than the value of the other latent construct. Meanwhile, the composite reliability column is more than 0.7, and all *Alpha Cronbach* values are above 0.6. Thus, all indicators in this study are declared reliable.

Table 5. R Square Test Results

	R Square	Criterion
@literarybase Account Interactions (Y1)	0.169	Weak
Interest in Reading E-Books (Y2)	0.407	Moderate

The *R-squared value* can be used to assess the influence of a particular endogenous variable and whether the exogenous variable has a substantive influence. Table 5 shows that the *value of R Square* @literarybase, the account interaction variable, is 0.169. So, it can be concluded that the @literarybase account interaction variable that can be explained by the variability of the Google Play Books application is 16.9%. In comparison, other variables outside the study affect the remaining 83.1%. R square indicates a value of 0.169 in this model, so it is categorized as a weak model. For *the R Square value*, the e-book reading interest variable had a value of 0.407, so it can be concluded that the e-book reading interest variable, which can be explained by the variability of the Google Play Books application and @literarybase account interaction, was 40.7%. In comparison, other variables outside the study affected the remaining 59.3%. In this model, the square R has a value of 0.407, which is categorized as a medium model.

Sign *Q square.* It can be calculated with the following formula:

$$Q^2 = 1 - (1 - RI^2)(1 - R2^2) \quad \ldots\ldots\ldots (1)$$

Q2 = 1-(1-0.169) (1-0.407)
= 1-(0.831) (0.593)
= 1-0.493
= 0.507

The result of the calculation with the *Q square* formula is 0.507 or 50.7%, which means that exogenous variables can predict endogenous variables, so it can be concluded that the model has predictive *relevance*, which is good.

Table 6. Hypothesis Test Results (Direct Influence)

	Statistics T	*P value*
Google Play Books →account interactions @literarybase (H1)	6.040	0.000
@literarybase Account Interactions→ Interest in Reading E-Books (H2)	2.493	0.013
Google Play Books Interest Reading → E-Books (H3)	6.495	0.000

The results of Table 6 show that if *the* Google Play Books (X) statistics on @literarybase account interaction (Y1) have a value of 6.04, The results of this study showed that the statistical value of t exceeded 1.96 (6.04>1.96). At the same time, *the p-value* has a value of 0.000, where the value is less than 0.05 (0.000<0.05). It can be concluded that the Google Play Books app significantly affects @literarybase account interaction. In the second hypothesis test, *the statistical interaction* of the @literarybase account (Y1) about e-book reading interest (Y2) had a value of 2.493, where this result exceeded 1.96. Meanwhile, *the* p-value is 0.013, while the value is less than 0.05. Thus, it can be concluded that the interaction in @literarybase significantly affects the interest in reading e-books. In the third hypothesis test, a statistical value of t 6.945 with a p-value of 0.000 was obtained, so it can be concluded that Google Play Books significantly affects the interest in reading e-books.

Table 7. Indirect Influence Test Results

	Statistics T	*P value*
Google Play Books (X) →@literarybase Account Interaction (Y1) →Interest in Reading E-Books (Y2)	2.202	0.028

The results of the table above show that *the t statistic* has a value of 2.202, where the result exceeds 1.96. At the same time, the *p-value* has a value of 0.028, where the value is less than 0.05. Thus, it can be concluded that the interactions on the @literarybase account can be mediated using the Google Play Books application with an interest in reading e-books.

The use of the Google Play Books app significantly influences the interaction on the @literarybase account. This is due to the application's ease of use and the availability of icons, symbols, and words that make it easier to use the Google Play Books application. The ease of use of this application is also considered to be able to influence followers on the @literarybase account to interact with other members. In addition, the elements of the guide, language, and interface are also considered factors that drive the use of the Google Play Books app by accounts @literarybase followers.

In addition, interactions on the @literarybase account significantly influence interest in reading e-books. This is suspected to be due to the recommendations for reading books suggested by fellow followers of @literarybase accounts, which are considered to be able to increase interest in reading e-books for their followers.

The last hypothesis shows that using the Google Play Books application significantly influences interest in reading e-books. This is thought to be related to the feeling of elation when reading an e-book, and followers of @literaybase account feel that reading e-books can also add to their collection of reading sources.

However, from the research conducted, several things need to be considered. Some of these factors are related to app design and app shortcuts, where researchers suspect that novice users may still be unfamiliar with the app design and *user shortcuts available in the app. Therefore, more detailed guidance is needed regarding using shortcuts in the app so that users can* quickly adapt when using them. Then, the researcher believes there needs to be a filter related to the comments in the comment column. Loading filters against positive comments may be better to create a more constructive atmosphere within the @literarybase of the account. Interesting findings show that although followers of the @literarybase account who read e-books feel happy and add reading material, it turns out that reading through Google Play Books is not a necessity. The researchers suspect this is because most followers of the @literarybase account define reading as entertainment, not a basic need. Entertainment needs are synonymous with tertiary or complementary needs where primary needs have been met. This conjecture is based on the pattern of reading activity of @literarybase account followers, driven by recommendations from fellow followers, not their awareness. Therefore, the government needs to increase reading awareness among the public,

which is initiated by specific communities, to improve the culture and literacy of the Indonesian people.

D. CONCLUSION

From the research results, there are 3 points of view from which this research can be concluded. 1) the Google Play Books app provides convenience to its users, supported by guides, supporting languages, and an attractive interface design that encourages one to use the app to read 2) When one joins the online community of readers in the research ini@literarybase account, a person's interest in reading will be driven by recommendations for specific readings by fellow members as well as members' comments on the content of books that other members have read. In other words, book recommendations and comments on the book's content can affect a person's interest in reading. More book recommendations and good comments related to the book's content will increase the reading interest of members of the reading community of a particular reading. These findings align with the concept that reading interest can arise from situational or *fostering situational interest* (Springer et al., 2017). 3) For @literarybase account members, it turns out that reading using the Google Play Books application can cause feelings of joy and add reading material, which can entertain its followers.

Research proves that using the Google Play Books application can increase reading interest, but it also turns out that the online reading community also has an important role. Research shows that the @literarybase account can mediate its members to increase their interest in reading. So, it can be concluded that using reading applications such as Google Play Books in collaboration with online reading communities such as @literarybase accounts will further encourage interest in reading among its members. In closing, the reading community can be an alternative or bridge to increase people's interest in reading. Although it is only a tiny step, it is expected to significantly impact reading interest in Indonesia.

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