ABSTRACT

Open library is a knowledge management platform that is under Telkom University, This open library has the principle to play an active role in acquiring knowledge, managing knowledge, and sharing knowledge. Looking at the growth of digital libraries that are increasing at every university in Indonesia, and see the phenomenon that is still not bound (loyal) users in the Open library. This study uses the TAM model and uses DL's affinity variables (perceiced importance), user satisfication, user loyalty.

The purpose of this study was to determine the effect of variables perceived ease of use, DLs' affinity on perceived usefulness, and perceived usefulness variables on user satisfication and user satisfication on user loyalty on Telkom University open library users.

The research method uses a quantitative approach. Data collection was conducted on Telkom University students as the main users with 200 respondents. This study uses a non-probability sampling method with convenience sampling type. This study uses a structural equation model (SEM) and uses an ordinal scale with 15 questions.

The results of this study show that the variables perceived ease of use and DL's affinity are significant for perceived usefulness, significant perceived usefulness for user satisfication, and user satisfication on user loyalty, and perceived ease of use and DL's affinity directly affect user loyalty, and DL's affinity affects user satisfication. The variables perceived ease of use directly do not have a significant effect on user satisfication.

Keywords: TAM, Perceived ease of use, Perceived usefulness, DL'ss affinity, User satisfication, User loyalty.