EXPLORING DIGITAL LIBRARY AFFINITY IN AFFECTING USER SATISFACTION AND LOYALTY OF TELKOM UNIVERSITY OPEN LIBRARY

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ABSTRACT

Increasingly, digital libraries enable users to access a wide range of dispersed information sources without regard to the physical storage conditions of such resources. Users' allegiance to digital libraries will erode if they no longer see digital libraries as their digital knowledge centers. The number of people who return to digital libraries is falling. Digital library user satisfaction has been the subject of several studies. The application of affinity theory and loyalty theory to investigate the usage of digital libraries is not common. Affinity theory and Technology Acceptance Model (TAM) theory are being combined in this research to discover characteristics that influence customer satisfaction and loyalty to digital libraries. SEM (Structural Equation Modeling) analysis utilizing SMART PLS 3.2.9 data processing software was used in this research for explanatory statistics. An unintentional sampling method with 200 respondents was used by researchers. Users of Telkom University's open library are inspired by their affinity preference for digital libraries. Because the relevance of digital libraries in people's lives, open library services are once again being used. If service providers wish to improve open library user loyalty, they must first boost user satisfaction by offering features that are simple to grasp and perceived usefulness. The ease with which users would be able to access library resources at Telkom University has been attributed to the usability supplied by service providers. That users will continue using open libraries for their information requirements, book searching, and looking up book references and other scholarly sources will be a priority.

INTRODUCTION

Libraries are no exception to this trend, since the use of information technology has extended to practically every industry (Xu & Du, 2018). Various industries, including libraries, have been impacted by the rise of information and communication technology (ICT). To increase service and operational quality, ICT has had a big impact on the usage of ICT by organizations (Bahrini & Qaffas, 2019). Because of their focus on digital data and computer networks or the internet, library information and management systems (LIMS) and digital libraries affinity (DLs) are being developed (Lund & Nybacka, 2021). To support the implementation of education and teaching, research, and community service, digital libraries are now required at universities (Xu & Du, 2018). Because of the library's ability to make knowledge more readily available to the academic community as a result of the educational system's paradigm change, it is an essential information resource for higher education (Ifijeh & Yusuf, 2020).

Because of the fast advancement of ICT, a library's website has become an integral element of the collection (Lantzy et al., 2020). When it comes to libraries, the use of information technology is generally seen as a barometer for how effectively a library is modernizing and progressing (Leguina et al., 2021). Libraries at colleges and universities are sometimes compared as the beating heart of academic life. When it comes to the *Tri Dharma* of Higher Education, Ismayilov et al. (2019) defines a university library as one that is housed in a university or its subordinate entities, as well as institutes linked with universities. The *Tri Dharma* College Program focuses on education, research, and service to the community. The academic community that use university libraries expects the libraries to satisfy their informational demands (Baryshev et al., 2018). If the library's content is of high quality and accessible to its users, its presence will have a significant impact (Rafiq et al., 2021). Library patrons will only be able to take advantage of this ease if libraries use ICT to provide digital services and make resources available online (Ifijeh & Yusuf, 2020).

Everyone has to be information literate in the 21st century, a century in which fresh knowledge is always emerging (Malik, 2018). While the community may not have access to the most cutting-edge technology, they may still benefit from and appreciate the knowledge that is available (Allen, 2020). Globalization and free trade have led to a rise in the importance of computerized information systems. By providing the necessary facilities and infrastructure, computer-based information systems may be very successful (Masrek et al., 2018). A university's ability to compete and thrive in today's educational market is directly tied to its investment in information systems (IS) (Dewi & Darma, 2019). Open Library is a web-based library information system built by the Telkom University Library System, which provides access to library resources online. This system was created in response to a pressing internal demand for a high-quality library information management system (Karna et al., 2019).

This online system may be accessed quickly and simply from a short or long distance by a computer over a computer network (Basilaia et al., 2020). Open Library is an online initiative as one web page for every book ever published. It is a project, open software, open data, open documentation, and anybody may

contribute to it (Eve et al., 2020). Library is defined as "any collection of information that may be handled by computer or any other repository for this kind of information" in the definition provided by the author (Ahammad, 2019). Higher education libraries are increasingly using information technology to provide online information resources to students (Spante et al., 2018). Information technology has a major impact on university libraries' ability to address the information demands of their constituents, e-journals for example are one kind of service offered by electronic collection libraries (Gul & Bano, 2019).

There are a plethora of websites available nowadays, including the College's own and the library's own. Users of the academic community are supposed to benefit from the library's website, which is designed to provide them with timely and accurate information (Hamad et al., 2021). As digital technology has advanced, many library collections now exist in electronic form and are then assembled online (Li et al., 2019). Library collections and information, no matter how many, cannot always be utilized by the public since it is difficult for them to get access to it (Wójcik, 2019). Usability and usability are now so intertwined that ease of access has become an integral aspect of both. However, visitors may have difficulties accessing the information they need on the university library's website when it is not always simple to get there (Xie et al., 2020). An evaluation of the library's website can provide an overall picture and offer ideas for improving the site's quality (Ratnawati et al., 2020). To begin the process of improving the university library's online resources, the first step is to review the library's website (Xu & Du, 2018).

In assessing the library's digital presence, webometrics is a steadfast and thorough method (Ayoub et al., 2019). Useful for measuring development of the world's greatest universities (World Class University) via their websites, webometrics provides an evaluation of how well they are doing (Khamala et al., 2018). As a tool for measurement (webometric), it has gained widespread acceptance, even in Indonesia. The Cybermetric Laboratory of the Consejo Superior de Investigaciones Cientificas (CSIC) publishes the Webometric rating every six months (January and June), which CSIC is Spain's most important research institution (Vásquez et al., 2018). According to Webometrics, the digital library of Telkom University is now rated 1373 in the world (Saputra & Widodo, 2019). Webometric has ranked the digital library at Telkom University 34th out of 63 Indonesian universities, although this rating does not provide a complete picture of the library's status nationally or worldwide (Shahzad et al., 2020). Telkom University's digital library still lags behind the digital libraries of numerous other Indonesian institutions.

Digital libraries made possible by the fast advancement of information technology, increasingly enable users to remotely access a variety of dispersed information sources without regard to the physical conditions of storage (Hamzat & Mabawonku, 2018). Organization of information resources and the provision of associated services may be accomplished more efficiently via digital libraries (Rafique et al., 2020). Both digital libraries' theoretical underpinnings and practical implementations have advanced swiftly and widely in the last two decades (Xu & Du, 2018). Due to advances in internet and digital

library technologies, information consumers' expectations and requirements have evolved significantly (Li et al., 2019). They now place more value on convenience, usability, and direct communication with service providers while seeking for information (Mawhinney, 2020). The role of digital libraries has evolved significantly as a consequence and they can no longer be seen just as a repository for material, then they must instead serve as a hub for user interaction, e-learning, and research (Rajan et al., 2022).

There is a lot of rivalry in the digital library industry nowadays, and more attention should be devoted to the quality of the content (Cox et al., 2019). Research reveals that prospective users prefer search engines over digital libraries to get online content and meet their information demands (Solatni-Nejad et al., 2020). Digital libraries' popularity will decline if users no longer see them primarily as a source of digital knowledge and information, it's time to start thinking about user loyalty in digital libraries (Xie et al., 2020). The Technology Acceptance Method (TAM), the Information System Success Theory, social influence, self-efficacy, perceived interactivity, and affinity are all theories that have been used to examine the factors that influence user satisfaction and loyalty to digital (Xu & Du, 2019; Jin & Xu, 2020).

This study will be undertaken to examine the elements that might effect user happiness and loyalty in the open library of Telkom University. Information systems success theory has been found to describe effectively the quality of digital libraries in previous studies (Rafique et al., 2020). Digital libraries' quality may be shown via the application of TAM and affinity theory (Xu & Du, 2019). In order to better understand how people's attitudes about computer technology adoption are shaped, researchers developed the Technology Acceptance Model (TAM) (Yip et al., 2018). TAM will be used in this research to predict whether or not technology will be accepted depending on how effective it is seen as a mediator. Users who are loyal to a service will keep using it, recommending it to others, and not looking elsewhere for information (Xu & Du, 2018). In academic and public libraries, users satisfaction has a direct impact on user loyalty (Tajedini et al., 2020).

But just a few studies have looked at the affinity hypothesis as a predictor of contentment with digital libraries (Xu & Du, 2018). There is a strong connection between digital libraries and the academic demands of its users, which is why this research focuses on digital library affinity (Xu & Du, 2019). Digital information sources, including abstract databases, full-text databases and specialized databases, must be built and managed by librarians and service providers, as well as being aware of how the information system success component influences digital library affinity (Kamińska et al., 2021). In digital library research, the idea of loyalty has likewise been largely absent (Anser et al., 2021). For example, client loyalty may be influenced by characteristics such as user pleasure or satisfaction (Chan et al., 2022). It's still unclear how these two structures interact, and it's important to look at other ways to affect user loyalty as well. Since there are many elements that might impact user satisfaction and user loyalty to digital libraries, the current research provides a detailed analysis of these factors. Open library customers' satisfaction and loyalty should be studied in light of the findings of past studies, as well as

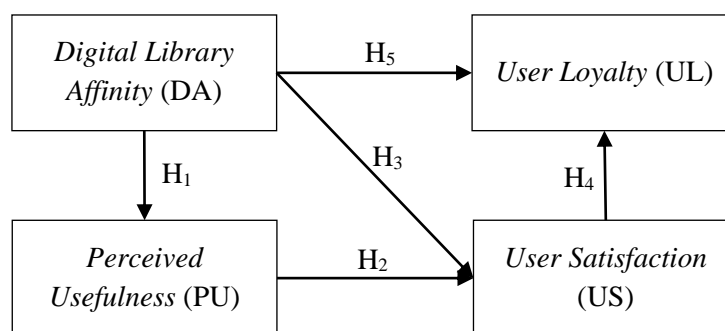descriptions from other supporting research.

HYPOTHESIS DEVELOPMENT

Figure 1. Model of Research Framework

Source: Researchers Processed, 2022

According to the researcher's presumption, which is based on prior study and the researcher's own thinking, there is a major effect that leads to beneficial outcomes. The following are the study's hypotheses:

H1: It is believed that a favorable and substantial influence on the perceived usefulness of Telkom University digital library affinity users may be attributed to their liking for digital libraries. If a digital library is difficult to use, users will be less satisfied, according to the TAM theory, and this will have an effect on how valuable they think digital libraries are (Yalcin & Kutlu, 2019). Digital library affinity encourages users to believe that librarians and service providers are capable of organizing excellent information resources and providing relevant services (Cao et al., 2018). As a result the perceived utility of digital libraries by their users may be influenced by digital library affinity, it was mentioned that the success of a digital library is affected by the digital library affinity (Xu & Du, 2018; Soltani-Nejad et al., 2020).

H2: For digital library users at Telkom University, it is believed that perceived usefulness has a positive and considerable impact on their overall user satisfaction with the service. Building a successful information system relies heavily on customer satisfaction (Grewal et al., 2020). It has been observed that satisfaction may be predicted and utilized as a benchmark to affect interest and behavior (Xu & Du, 2018). It is possible to define satisfaction entirely by one's attitude and actions in library (Omotayo & Haliru, 2020). User satisfaction with digital library dependability does not immediately impact interest in using them for long periods of time (Xu & Du, 2018). The willingness to utilize digital libraries on a regular basis will be affected directly by trust in user behavior (Xu & Du, 2018; Rafique et al., 2020).

H3: Digital library affinity may have a good and substantial impact on Telkom University's digital library users' pleasure (user satisfaction). Affinity theory has been used to assess how people feel about media and what they have to say about it (Noonan, 2019). When we talk about "media affinity," we mean a belief

in the significance of the media in our daily lives (Xu & Du, 2021). Media affinity has been discovered to be critical in the future development of media reliance and user interest (Ito et al., 2018). Most accurate digital library interest was proposed by Cao et al. (2021) in digital libraries, which may be used to evaluate digital libraries. On the other hand, academic libraries are continually looking for new ways to enhance their services, but students and researchers appear to favor services over non-libraries (Cox et al., 2019). Affinity with digital libraries may be used as one of the most accurate measures of digital library success in this case. Continuous usage of digital libraries is not directly influenced by user satisfaction with the dependability of such libraries (Xu & Du, 2018). It is of course true that user confidence in digital libraries will alter user attitudes, which will influence trust in utilizing digital libraries (Münster et al., 2018). The desire to utilize digital libraries on a regular basis will be influenced directly by trust in user behavior (Xu & Du, 2018; Rafique et al., 2020).

H4: Telkom University digital library users are more likely to remain loyal when they are satisfied with the service they get. Product, service, or corporate loyalty is described as a user's sense of attachment to them (Wulandari et al., 2020). User loyalty as defined by this definition, is a sense of fondness for digital libraries and the information resources and services they provide to their users (Dalbehera, 2020). Using digital libraries again and recommending them to others, as well as not looking for other sources of knowledge, will be a factor in user loyalty to digital libraries (Zha et al., 2020). Several studies have looked at the impact of loyalty on aspects such as collection quality, customer happiness, facilities, services and accessibility in academic libraries (Selga-Cristobal, 2018; Twum et al., 2021).

H5: Affinity for the Telkom University digital library is thought to have a favorable and substantial impact on the loyalty of its users. How do individuals feel about media and what do they think about it has been studied using the affinity hypothesis (Ito et al., 2020). We use the term "media affinity" to describe a conviction in the importance of the media in our everyday lives (Xu & Du, 2021). It has been shown that media affinity is crucial to the future growth of media dependence and user interest (Al Haddad, 2020). Xu & Du (2018) presented the most accurate interest in digital libraries, which can be used to assess digital libraries. We believe that digital libraries, like air and water, might be as crucial to a person's existence as a source of knowledge. When it comes to services, students and researchers seem to prefer academic libraries over non-libraries (Nwankwo et al., 2020). In this scenario, one of the most accurate ways to assess the effectiveness of a digital library is to look at how much people like using them (Ajzen, 2020). Loyalty to a product, service, or company is defined as a feeling of connection on the part of the user (Hassan & Shamsudin, 2019). This concept of user loyalty refers to a passion for digital libraries and the information resources and services they offer (Soltani-Nejad et al., 2020). In order for digital library users to remain loyal to them, they must return to and suggest them to others, as well as refrain from seeking out other sources of information (Xu & Du, 2018; Saputra & Widodo, 2019; Soltani-Nejad et al., 2020; Adabi & Radfar, 2020).

RESEARCH METHOD

Students from Telkom University who have used the Open library were the subjects of this study. Tables method cannot be used to estimate the minimum sample size since the number of samples collected must be adequate to reflect the population of respondents researched (Kyriazos, 2018). One approach to estimating the unknown parameters is to use the greatest likelihood technique, with this method researchers can see whether sample's likelihood function has been maximized based on an unmeasured maximum estimate (Daryanto & Lukas, 2022). For this estimation, Kyriazos (2018) recommends using a sample size of between 100 and 200 participants. Based on these findings led the researchers to settle on a sample size of 200 participants for this investigation.

With the goal of testing prepared hypotheses, this study use explanatory statistics to gather and analyze data from a specific community or sample of people. Research that aims to explain the location of the variables investigated and the link between one variable and another falls under explanatory research, according to Ragab & Arisha (2018). The goal of explanatory research is to demonstrate a connection or generalization between two or more variables (Watkins, 2018). SEM (Structural Equation Modeling) is the data analysis method employed in this study. Factor and regression analyses (correlations) are used to explore the connections between variables in a model, both between indicators and their constructs and between constructs (Hair et al., 2020). SEM is a multivariate statistical approach that combines these two techniques (Jak & Cheung, 2020).

RESULTS AND FINDINGS

This research employs questionnaires given to respondents as main data. Students from Telkom University who used Open Library as their primary resource for research purposes participated in this study. Sampling in this research employed a non-probability sampling approach and the type used was convenience sampling. Questionnaires distributed via google forms/digital questionnaires delivered to Telkom University students. As many as 200 people completed the surveys that were sent out.

Outer Model Measurement

A composite reliability test, cronbach's alpha and convergent validity test were used in this research to evaluate the outer model's reliability and validity. The outer model's explanation is as follows. In the words of Afthanorhan et al. (2020), validity is a mechanism for ensuring that the indicators used to test a concept are the suitable measuring instruments to assess the concept. This research makes use of a technique known as confirmatory factor analysis as a means of gathering data (CFA).

As a rule of thumb, an indication may be considered legitimate if its loading factor value is larger than 0.50, however a higher loading factor value is preferable (Hair et al., 2020). There are many methods for testing the convergent validity of a variable, including the CFA method (Hair et al., 2020).

According to Hair et al. (2020), a loading factor larger than 0.5 suggests that the

indicators in a variable may already be integrated and reflect the variable. The
reliability test, on the other hand, is used to examine the consistency of a notion
(Purwanto & Sudargini, 2021). An alpha value of 0.7 indicates strong reliability,
but the value of the composite reliability and Cronbach's alpha on an even bigger
variable may also be acceptable as long as it has a high construct validity value
(Hair et al., 2020). An indicator's dependability may be judged by its Cronbach's
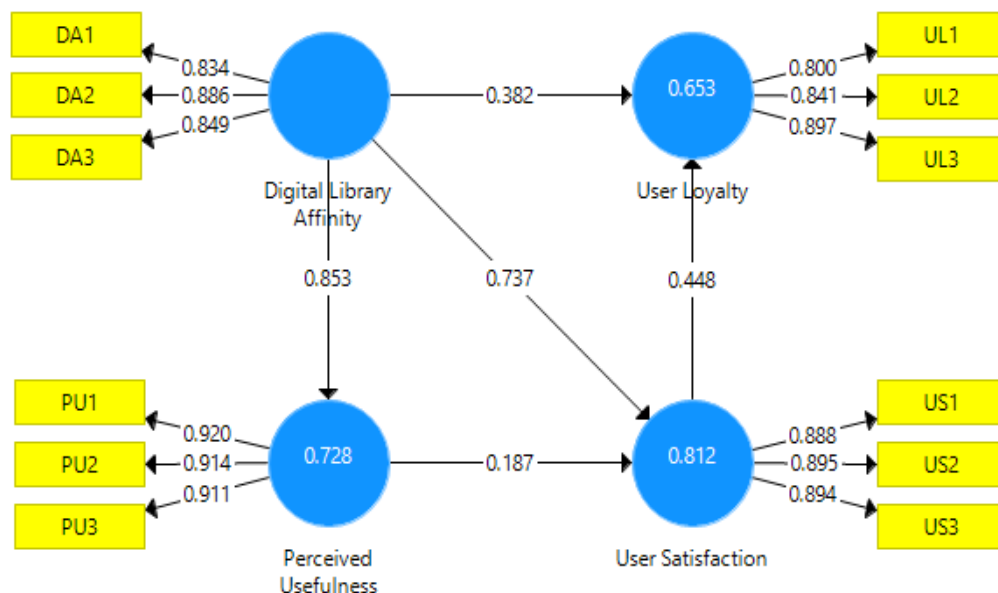alpha and composite reliability, which have high values.

Figure 2. SEM's Outer Model

Source: Researchers Processed, 2022

The loading factor of each indication will be shown first before convergent
validity, composite reliability, and cronbach's alpha are calculated. Figure 2
shows that all indicators fulfill the minimal loading factor criteria, namely the
value of 0.50. As a consequence of these findings, researchers will examine all
indications.

Table 1: SEM's Outer Model Test Output

Variable	Indicator	Outer Loading	Cronbach Alpha	Composite Reliability
Digital Library Affinity (DA)	I often use the university library to do research.	0,834	0,819	0,892
	My existence revolves around the digital library on campus.	0,886		

	In a digital library, you can't spend a day without searching for information.	0,849		
Perceived Usefulness (PU)	Our campus's digital library improves productivity.	0,920	0,903	0,939
	I'm able to quickly locate the information I need thanks to digital libraries.	0,914		
	In general, the digital library on campus is helpful.	0,911		
User Satisfaction (US)	Using digital libraries has been a positive experience for me.	0,888	0,872	0,921
	I am pleased with the digital campus digital library's offerings.	0,895		
	There are a lot of benefits that come with using digital digital libraries.	0,894		
User Loyalty (UL)	I intend to use digital libraries again.	0,800	0,802	0,883
	I will invite my friends to use digital libraries.	0,841		
	In the future, I won't be looking for alternatives to the campus's digital library.	0,897		

Source: Researchers Processed, 2022

Using all indications for each variable, validity and reliability tests may be carried out using Cronbach's alpha, composite reliability, and convergent

validity as anticipated. As can be seen in Table 1, all indicators have loading factors more than or equal to 0.50, indicating that they may be used to accurately assess each of their associated variables. Furthermore, each variable has an outer loading value above 0.50 in the convergent validity test. Outside loading over 0.50 shows that the indicators on a variable have already been integrated and are able to accurately depict it. All of the variables utilized in the reliability tests, including the Cronbach's alpha and the composite reliability, showed excellent reliability tests over 0.7. Generally speaking, Table 1 illustrates that the indicators employed to measure each variable in this research are trustworthy and valid.
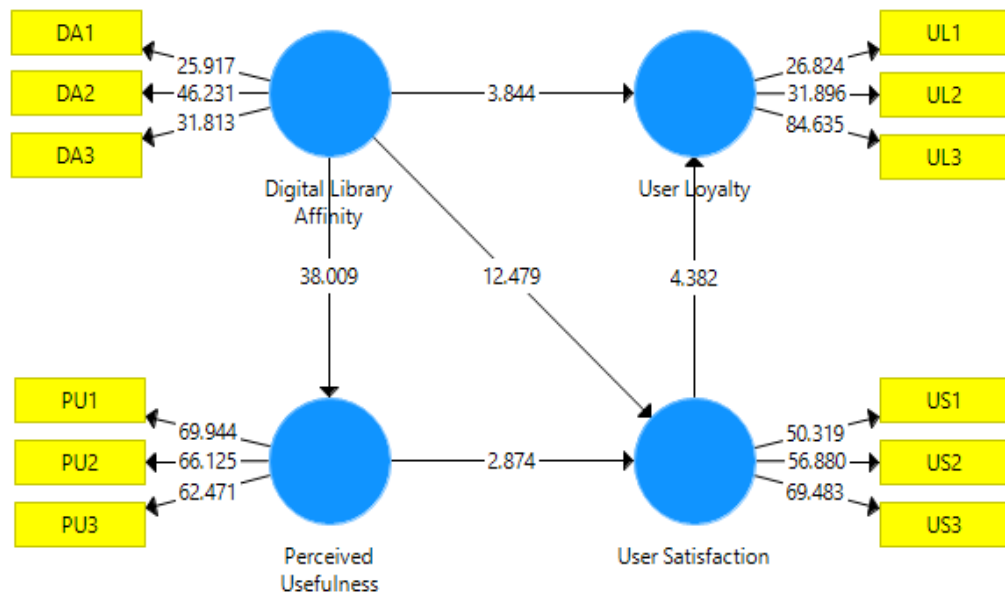
Inner Model Structural

Figure 3. SEM's Inner Model

Source: Researchers Processed, 2022

To assess the structural model, or inner model, in this work, we used the adjusted R-squared and t-value to get the t-statistic (hypothesis testing). The influence of external latent variables on endogenous latent variables is measured using adjusted R-squared. The least admissible adjusted R-squared value is 0, however the lift is still modest up to 0.25. It is deemed moderate if the value is between 0.26 and 0.5 and is regarded strong if the value is between 0.5 and 0.75. The significance of the strength of the causal link between the variables in line with the hypothesis that has been established determines the acceptability of the hypothesis test. The T-value in the SmartPLS output reveals the importance. If the t-value is larger than 1.96, the hypothesis will be accepted with a 95% confidence level in this investigation. The P-value, on the other hand, is a statistical measure of significance. Hair et al. (2020) state that a P-value of 0.01 is employed, which is equivalent to a significant threshold of 0.01 percent (Hair et al., 2020). A table that illustrates the corrected R-squared and t-count values of each link between variables previously proposed.

Table 2: SEM's Inner Model Test Output

Hypothesis	t-value	P-Values	Hypothesis Test	Adjusted R-Square
H1: Digital Library Affinity to Perceived Usefulness	38,009	0,000	H1 accepted, H0 rejected	72,7%
H2: Perceived Usefulness to User Satisfaction	2,874	0,004	H2 accepted, H0 rejected	81,1%
H3: Digital Library Affinity to User Satisfaction	3,844	0,000	H3 accepted, H0 rejected	
H4: User Satisfaction to User Loyalty	4,382	0,000	H4 accepted, H0 rejected	65,0%
H4: Digital Library Affinity to User Loyalty	12,479	0,000	H5 accepted, H0 rejected	

Source: Researchers Processed, 2022

Based on table 2 above, it can be shown that all presented hypotheses are accepted. Calculation of t-value and P-values are used to assess whether a hypothesis is rejected or accepted. If the P-values are below 0.05 and the t-count value is more than the t-table value (in this case it is 1.96) then the suggested hypothesis may be accepted, and vice versa. Hair et al. (2020) claim that the R^2 values of 0.70, 0.45, and 0.25 may be deduced that the model is strong, moderate, and weak. The predictor model's ability to explain variance improves as the value increases.

R-Square test findings aggregated to provide a value of 72.7% on the perceived usefulness variable, and the model is characterized as strong and explains the digital library affinity construct, while the remaining 27.3% is impacted by other variables that were not studied in this research. The R-Square test findings for the user satisfaction variable were found to be 81.1%, Despite the fact that the model was deemed adequate to explain the relationship between digital library affinity and perceived utility, additional factors accounted for 18.9% of the variance. Users' loyalty is measured at 65.3% of R-Square such that the model is moderate and able to explain the affinity and satisfaction constructs for digital libraries, but other variables are not described in this study model.

DISCUSSION

The findings of this study are likely to be similar and different from those of earlier research. The following are the findings from the study, which will be examined in light of the hypotheses already outlined:

H1: For Telkom University students, digital library affinity (perceived significance) positively and significantly influences their perceptions of the library's utility. Digital library affinity has a positive and substantial influence

on perceived usefulness, with a t-value more than 1.96, which is 38.009 in this research. H1 is accepted based on these findings, which show that digital library affinity has a favorable and substantial impact on perceived utility. Students accessing Telkom University's open library may benefit from the digital library affinity (perceived significance). Users of digital libraries might feel confident that librarians and service providers can arrange and supply relevant information resources because of their digital library affinity (Xu & Du, 2021). Therefore, it was said that the perceived usefulness of digital libraries might impact how successful they are for a library based on their customers' affinity for digital libraries. (Xu & Du, 2018; Soltani-Nejad et al., 2020).

H2: Telkom University's digital library customers report higher levels of contentment when they feel their time spent there is being put to good use. The T-value of 2.874 indicates that the hypothesis "perceived usefulness" has a positive and substantial impact on user happiness. Digital library users are expected to be satisfied if they are able to see the advantages of using the Telkom University open library firsthand. Students who utilize the Telkom University open library may be presumed to be satisfied with the ease (user) of accessing a digital library based on this study. Computer technology's perceived usefulness as defined by Grover et al. (2019), is a function of how simple it is to comprehend and utilize the technology itself. As a result, if users of an information system or technology believe that the system is simple to use, perform additional things that are more prone to success boost their overall performance, such as spend more time with their families or pursue hobbies (Xu & Du, 2018; Rafique et al., 2020).

H3: Digital library users at Telkom University have a favorable and substantial influence on their happiness because of their affinity (perceived significance) for the library. H3 is approved in this research since the t-value of 12.479 indicates a direct correlation between digital library affinity factors and user happiness. These findings show that the association between digital library affinity and user happiness is positive and substantial. When using open libraries, students need a sense of security and convenience that digital libraries give. When it comes to measuring digital library performance, a strong affinity for digital libraries may be a reliable indicator. User satisfaction with the reliability of digital libraries is closely related to their continued use (Xu & Du, 2018). It is certain that increased trust in digital libraries among users will have an impact on their attitudes about using them (Münster et al., 2018; Xu & Du, 2018). In order for people to use digital libraries more often, they must have faith in the conduct of other users (Rafique et al., 2020).

H4: Telkom University's digital library customers who are satisfied with their experience are more likely to stick around. Users' happiness and loyalty have a substantial positive association with a t-value of 4.382, which means that hypothesis H4 is valid. These findings show that the more satisfied students are with the Telkom University open library, the more likely they are to remain loyal to the open library as a resource for knowledge they need. Loyalty to a digital library will be a result of repeat usage, suggesting it to others, and not searching for other sources of information (Zha et al., 2020). Several academic library studies have examined the effect of patron loyalty on several factors,

including collection quality, customer satisfaction, and the availability of facilities and services (Selga-Cristobal, 2018; Twum et al., 2021).

H5: Affinity for Telkom University's digital library has a positive and significant influence on client loyalty (perceived significance). H5 is approved since the t-value of 3.844 indicates that digital library affinity has a positive and substantial influence on user loyalty. Student loyalty as Telkom University open library users increases in direct proportion to their degree of digital library affinity. This is true even if students don't get the advantages of using the open library itself. Loyalty is described as an emotional attachment to a product, service, or brand by the end user (Hassan & Shamsudin, 2019). Loyalty to digital libraries and the materials and services they provide is what we mean when we talk about "user loyalty" (Soltani-Nejad et al., 2020). To keep digital library customers loyal, they must return to and recommend them to others, as well as abstain from searching for material elsewhere (Xu & Du, 2018; Saputra & Widodo, 2019; Soltani-Nejad et al., 2020; Adabi & Radfar, 2020).

CONCLUSIONS

The following conclusions may be derived from this study based on the analysis's findings. Students are more likely to utilize open libraries as sources of knowledge because of the perceived relevance of digital libraries. As a result, students' experiences with open libraries will be impacted by the growing relevance of digital libraries. For Telkom University's students, open libraries are considered as technical inventions which have distinct and valuable benefits. Because of this, students at Telkom University are more likely to be satisfied with their ability to acquire information if they have access to relevant services. User happiness is also influenced by a digital library's affinity (perceived significance) for the institution. Users are happy because they can always access information via open libraries because they recognize the significance of digital libraries in their lives. The more delighted students are with the services given by an open library, the more tied (loyal) they become to it. Students at Telkom University will continue to utilize open library services as long as they are satisfied. Even suggest to others to utilize open libraries and not hunt for other options as a source of knowledge. Users of Telkom University's open library are inspired by their affinity preference for digital libraries (perceived importance). Because of the relevance of digital libraries in people's lives, open library services are once again being used.

If service providers wish to improve open library user loyalty, they must first boost user satisfaction by offering features that are simple to grasp and perceived usefulness. The ease with which users would be able to access library resources at Telkom University has been attributed to the usability supplied by service providers. That users will continue using open libraries for their information requirements, book searching, and looking up book references and other scholarly sources will be a priority. Students will be able to access books more quickly if they use an open library service rather than conventional libraries, which will boost their performance on school assignments, writing theses and other tasks. Even though open libraries offer a better user experience than other digital repositories due to their unique set of innovations, researchers have offered suggestions for how to improve or expand the services currently

offered by these providers in order to better meet the needs of their respective clients and expand the pool of potential open library patrons. That way, open library users will be even more satisfied, and creativity will rise as a result.

In addition, users' interest in open libraries is indirectly influenced by their perceptions of the relevance of digital libraries in providing perceived convenience. In open libraries, the more important digital libraries are to users, the simpler it will be for them to get the information they need. Digital libraries must be able to rise in relevance in the lives of its users in order for open library services to succeed. Telkom University open library service providers are urged to develop features that are simply understood by users in order to maximize the advantages or usefulness of open libraries. For these reasons, and others, it is imperative that the findings of future studies be strengthened. As a consequence of the findings presented here, additional factors or indicators may be included into the model in future research. The model utilized in this research has a high degree of consistency if the outcomes are comparable in Indonesia. Only Telkom University students were included in this survey, which did not include the complete campus population. Future study should employ a larger sample size, such as the whole Telkom University student body, in order to get more reliable findings.

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