

ANALYSIS OF THE INTEGRATIVE APPROACH TO TAM AND UGT THEORY ON DIGILIB APPLICATION USERS

Nur Widyawati ¹, Juli Prastyorini ², Chairia Ulfa ³, Tri Ratnawati ⁴

STIA dan Manajemen Kepelabuhan Barunawati Surabaya, Indonesia^{1,2}

Universitas 17 Agustus 1945 Surabaya⁴

nur.widyawati@stiamak.ac.id ¹

juli.prastyorini@stiamak.ac.id ²

1272300023@email.untag-sby.ac.id ³

triratnawati@untag-sby.ac.id ⁴

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ABSTRACT

Information Systems Technology is an asset for an organization, if managed well it will provide added value for competition, as well as increasing the possibility of success for a business, therefore information systems must be managed well. STIAMAK Barunawati Surabaya College of Administration and Port Management also uses information systems technology (SIKAD) to improve the quality of education and services in higher education, one of which is the digital library application (DIGILIB) for STIAMAK Surabaya students using the Technology Acceptance approach. Model (TAM) and “uses and gratifications theory” (UGT). The purpose of this research is to analyze individuals' intentions to use DIGILIB technology by referring to factors such as user perceptions of usability, ease of use, and other factors related to technology. The method used in this research is quantitative, with a total of 69 students responding using a Likert scale questionnaire and structural equation model (SEM) analysis techniques based on partial least squares (PLS). The results of this research show that there are three significant hypotheses, namely 1) Behavioral intention which mediates the relationship between Ritualized Use and Use Behavior, 2) Ritualized Use has a significant and positive effect on Behavior Intention, and 3) Behavioral intention has a significant and positive effect on use behavior.

Keywords: Theory TAM, Theory UGT, Digilib

JEL Classification:

INTRODUCTION

Information Systems Technology is an asset for an organization, if managed well it will provide added value for competition, as well as increasing the possibility of success for a business, therefore information systems must be managed well. Utilization of information systems in the education sector is an absolute necessity that must be carried out and utilized by institutions if they want to improve performance, service quality, competitiveness and the quality of the human resources they produce.

Several theories have discussed the acceptance and use of information system technology. *The technology acceptance model (TAM)* theory is a model used to evaluate users towards technology, especially in terms of users' intentions to use technology in the future. Several factors influence the intention to use technology, including *perceived ease of use*, *trust* and *benefits*. According to (Jogiyanto, 2008) *perceived ease of use* is defined as the extent to which a person believes that using a technology will be free from effort. Perception of ease of use is based on the extent to which potential users expect the new system to be used to be free from difficulties. According to (Sitkin and Roth, 1993 in Chauhan, 2015) is "Trust is the expectation that the trusted party will accomplish the task reliably". The meaning of this definition means the hope that a technology can be trusted to complete a task well. *Perceived usefulness* according to Lee (2008) states that benefits have a positive effect on individuals' intentions to use technology. Benefits are benefits that consumers can obtain from using a product produced by a company and can then be used as a basis for positioning that differentiates the company from other companies.

The theory of uses and satisfaction with the use of technology is uses and gratifications theory (UGT Theory). UGT theory is a theory that explains that people use technology to fulfill certain needs or satisfaction. The purpose of using technology is not only for information or entertainment needs, but also to meet individual social, psychological and emotional needs. This theory emphasizes that individuals choose the technology they use based on their personal needs and preferences. Instrumental use is the use of technology carried out with the intention of fulfilling certain goals such as obtaining information or entertainment. For example, watching the news on TV to get the latest information about an event, while ritualized use is the use of technology that is carried out routinely at certain times in daily life, such as at dinner or before bed.

According to Hermanto & Patmawati (2017), behavioral intentions to use will be influenced by attitudes toward use. Technology users are more likely to intend to continue using it in the future if they have a favorable attitude towards its existence. Technology will be more beneficial if it is simpler to utilize. A similar claim was also made by Heryani et al. (2020), who stated that technology will be more beneficial if it is simpler for users to utilize. Kurniawati et al. (2017) reported another finding, which indicated that user confidence to continue using the technology will be derived from how easy it feels to use. According to Diop et al. (2019), behavioral intentions are determined by the usefulness that users derive from a given system. Consequently, when developing a technology, care must be taken to consider the components that will impact its future consumers' perception of its utility. The findings of this study are further corroborated by Mark Anthony Camilleri's (2020) *Understanding Motivations to Use Online Streaming Services: Integrating the Technology Acceptance Model (TAM) and the Uses and Gratifications Theory (UGT)*, which claims that individual perceptions of the benefits and usability of online streaming technology have a significant impact on users' intentions to use it. Individuals also seek emotional satisfaction through this technology, such as to relax or help improve their mood. This study also found that satisfaction with watching live television and recorded videos contribute positively to the acceptance of online streaming technology.

A university is an educational unit that provides higher education and can take the form of an academy, polytechnic, high school, institute or university. Universities are obliged to provide education, research and community service. To support these obligations so that they run according to the expected goals, a higher education institution needs information system technology. One of the information systems used by universities is SIAKAD (Academic Information System). SIAKAD is an information system specifically designed to meet the needs of computerized education services. One of the SIAKAD menus is DIGILIB. The DIGILIB application is intended for library members and Library Admins to access digital libraries: 1. Login, to log in to the Library admin section 2. Guestbook, for visitor data entry, and list of borrowed books 3. Home, to view the SIAKAD home page. DIGILIB is a service provided for library service officers and library visitors to access information about library books and library services which aims to save time and reduce operational costs, where DIGILIB contains library service menus.

STIAMAK Barunawati is one of the universities in East Java, which in implementing its tri dharma obligations uses information system technology, one of which is DIGILIB. Use DIGILIB to view various kinds of literature held by the library. This application began to be used in 2017, but the number of visitors using this application fluctuated, increasing in the months leading up to the final exam. The number of visitors from STIAMAK from January to December 2022 was 2064 people and in 2023 it was 2756 students, with the largest number of visitors being 7th semester students who had taken internship exams in preparation for doing their thesis in 8th semester.

Based on the background above, this research is entitled "Analysis Of The Integrative Approach To Tam And Ugt Theory On Digilib Application Users".

METHOD

This research uses a quantitative type of research. Researchers used a questionnaire with a *Likert scale* to obtain research data, which was then processed using the *Structural Equation Model* (SEM) analysis technique based on *Partial Least Square* (PLS). The sample in this research was all students from STIA and Port Management (STIAMAK) Barunawati Surabaya who were taking their final semester as many as 69 students. The following are the variables and operational definitions of variables used by researchers:

TABLE 1. OPERATIONAL DEFINITION OF VARIABLES

Independent Variable	Perceived Easy Of Use (X ₁)	1.This application is easy to use 2.Learning to operate this application is easy 3.Interaction with the app is clear and easy to understand 4.I agree that it is easy to find the data I need in this application 5.I find it easy to do what I need
	Trust (X ₂)	1.This application is trustworthy 2.This application gives the impression of maintaining guarantees and responsibilities 3.I believe this app considers my best choice
	Benefits (X ₃)	1.I think this application is useful

		2.I can save money by using this application to search for literature 3.I can free up time by utilizing this application 4.Using this application makes me search for literature faster 5.Utilizing this application increases my efficiency in searching for literature
	Instrumental Use (X ₄)	1.I am looking for scientific references through the use of this application 2.I am looking for non-scientific references through the use of this application 3.I use this app because I can find references quickly
	Ritualized Use (X ₅)	1.I use this application to search for literature 2.I use this app in my free time 3.I use this application as one of my ways to get information
Dependent Variable	Use Behavior (Y)	1.I often use this application 2.I prefer to use this application to look for references rather than searching manually 3.I use this application as needed
Mediation Variables	Behavioral Intention (Z)	1.I will continue to use this app 2.I would not hesitate to use this app 3.I think using this application is the right step in looking for references

Sources : Daylar & Banjarnahor (2017), Bashir (2020), Camilleri & Falzon (2021)

The Conceptual Framework Model in this research is:

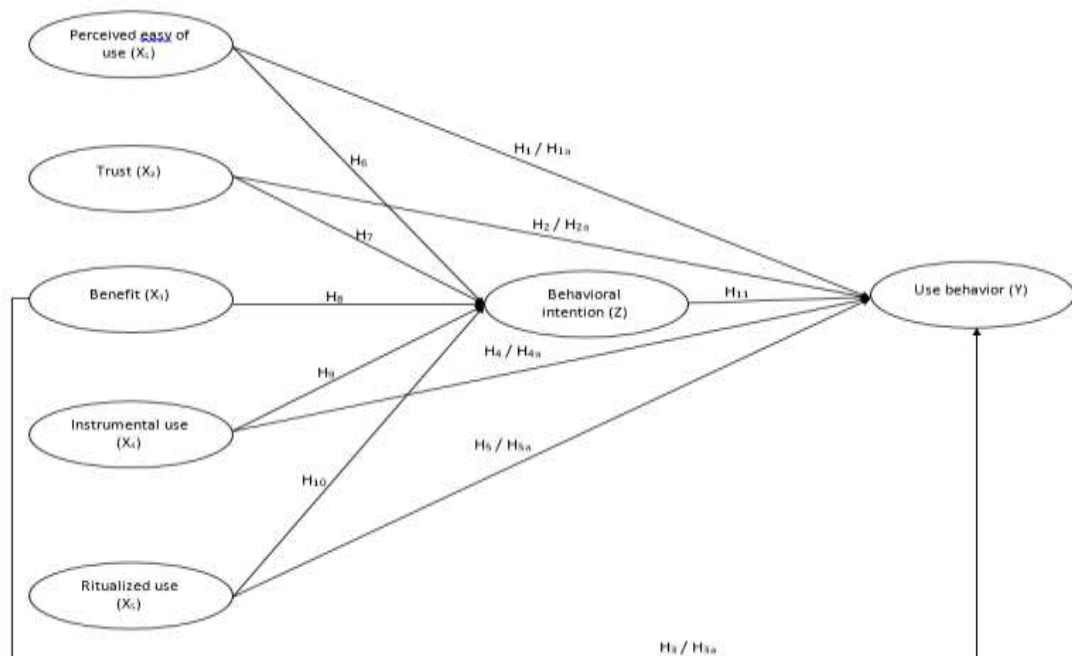


FIGURE 1. CONCEPTUAL FRAMEWORK

Source: Processed data, 2024

RESULTS AND DISCUSSION

The research data collection method used a questionnaire with a Likert scale and was completed by 69 respondents. The next step is to process the data using the *Structural Equation Model – Partial Least Square (SEM – PLS)* analysis technique. There are two steps in testing, namely validity and reliability testing and significance testing. The following is the research model:

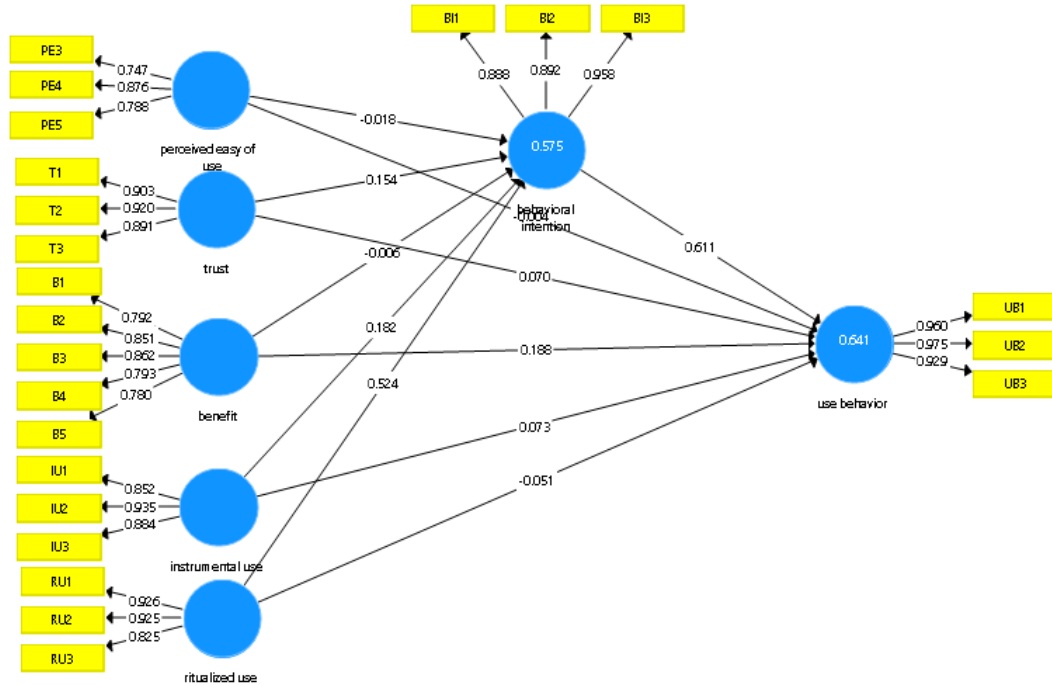


FIGURE 2. RESEARCH MODEL

Source: Processed data, 2024

TABLE 2 . VALIDITY AND RELIABILITY TEST RESULTS

Variable	Cronbach's Alpha	AVE
Behavioral intention	0.900	0.834
Benefits	0.874	0.666
Instrumental use	0.869	0.794
Perceived ease of use	0.738	0.649
Ritualized use	0.872	0.798
Trust	0.889	0.818
Use behavior	0.951	0.912

Source: Processed data, 2024

Based on table 2 above, there are *Cronbach's Alpha* and AVE values for each variable above 0.6 then all variables in this research are said to be valid and reliable so that this research can be continued to the next stage, namely the significance test

TABLE 3 . SIGNIFICANCE TEST RESULTS

Variable	Original sample	T- Count	P - Value	Information
Behavioral intention -> use behavior	0.611	4,540	0,000	Accepted
Benefit -> behavior intention	-0.006	0.035	0.972	Rejected

Benefit -> use behavior	0.188	0.825	0.410	Rejected
Instrumental use -> behavioral intention	0.182	0.970	0.332	Rejected
Instrumental use -> use behavior	0.073	0.380	0.704	Rejected
Perceived ease of use -> behavior intention	-0.018	0.181	0.857	Rejected
Perceived ease of use -> use behavior	-0.004	0.041	0.967	Rejected
Ritualized use -> behavioral intention	0.524	2,381	0.018	Accepted
Ritualized use -> use behavior	-0.051	0.340	0.734	Rejected
Trust -> behavior intention	0.154	0.860	0.390	Rejected
Trust -> use behavior	0.070	0.454	0.650	Rejected

Source: Processed data, 2024

The outcomes that follow are derived from table 3 above: 1) The first hypothesis is rejected because the T-value is 0.041 and the p-value is 0.967, indicating that perceived ease of use (X_1) has no effect on usage behavior (Y). This implies that student behavior when using the DIGILIB program will not be impacted by how simple or complex it is to use. 2) The second hypothesis is rejected because trust (X_2) has no effect on usage behavior (Y), as indicated by the T-Calculate value of 0.454 and the p-value of 0.650. This implies that pupils' conduct when using the DIGILIB program will not be impacted by how much you believe in it. 3) The third hypothesis is rejected because the T-value is 0.825 and the p-value is 0.410, indicating that advantage (X_3) has no effect on usage behavior (Y).

This indicates that students' conduct when using the DIGILIB application will not be influenced by the app's usefulness. 4) The fourth hypothesis is rejected because instrumental usage (X_4) has no effect on use behavior (Y) as indicated by the T-value of 0.380 and the p-value of 0.704. This implies that students' conduct when using the DIGILIB program will not be impacted by whether or not their goals are achieved. 5) The fifth hypothesis is rejected because ritualized usage (X_5) has no effect on use behavior (Y) and the T-value calculates to 0.340 and the p-value to 0.734. This implies that students' behavior when using the DIGILIB program won't change based on how frequently you utilize it. 6) The sixth hypothesis is rejected since there is no evidence that perceived ease of use (X_1) influences behavioral intention (Z). This is supported by the T-value of 0.181 and the p-value of 0.857. This implies that students' intents to utilize the DIGILIB application will not be impacted by how simple or complex it is to use. 7) The seventh hypothesis is rejected because trust (X_2) has no effect on behavioral intention (Z), as indicated by the T-value of 0.860 and the p-value of 0.390. This implies that students' intents to utilize the DIGILIB program will be unaffected by their level of belief in it. 8) The eighth hypothesis is rejected since the benefit (X_3) has no effect on behavioral intention (Z) and the T-value is 0.035 and the p-value is 0.972. Accordingly, students' ambitions to utilize the DIGILIB program will be unaffected by its usefulness. 9) The ninth hypothesis is rejected because instrumental use (X_4) has no effect on behavioral intention (Z) and the T-value is 0.970 and the p-value is 0.332. This implies that students' intentions to use the

DIGILIB program will be unaffected by whether or not their goals are achieved while using it. 10) The tenth hypothesis is accepted because ritualized use (X_5) significantly and favorably influences behavioral intention (Z); this is indicated by the T - Calculate value of 2.381 and the p-value of 0.018. This implies that students will be more likely to intend to utilize the DIGILIB program to search for literature if they use it more frequently. 11) The eleventh hypothesis is accepted because behavioral intention (Z) has a significant and positive influence on use behavior (Y) and the T-calculation value is 4.540 and the p-value is 0.000. This indicates that students' behavior when using the DIGILIB program to look up literature is influenced by how much they intend to utilize it.

TABLE 4 . SIGNIFICANCE TEST RESULTS WITH MEDIATION

Variable	Original sample	T – Count	P - Value	Information
Benefit -> behavioral intention -> use behavior	-0.004	0.036	0.972	Rejected
Instrumental use -> behavioral intention -> use behavior	0.111	0.928	0.354	Rejected
Perceived ease of use -> behavioral intention -> use behavior	-0.011	0.179	0.858	Rejected
Ritualized use ->behavioral intention -> use behavior	0.320	2,095	0.037	Accepted
Trust -> behavioral intention -> use behavior	0.094	0.814	0.416	Rejected

Source: Processed data, 2024

Table 4 above yields the following results: 1) hypothesis 3a is rejected because behavioral intention does not moderate the relationship between benefit and use behavior, as computed T value of 0.036 with p-value of 0.972. 2) With a computed T value of 0.928 and a p-value of 0.354, behavioral intention does not moderate the association between instrumental use and use behavior, indicating the rejection of hypothesis 4a. 3) With a computed T value of 0.179 and a p-value of 0.858, behavioral intention does not moderate the association between perceived ease of use and use behavior, indicating the rejection of hypothesis 1a. 4) With a computed T value of 2.095 and a p-value of 0.037, behavioral intention mediates the association between ritualized use and use behavior, supporting the acceptance of hypothesis 5a. 5) With a computed T value of 0.814 and a p-value of 0.416, behavioral intention does not moderate the association between trust and use behavior, indicating the rejection of hypothesis 2a.

TABLE 5. R - SQUARE TEST

Variable	R Square	Adjusted R Square
Behavioral intention	0.575	0.541
Use behavior	0.641	0.606

Source: Processed data, 2024

Based on the data in Table 5 above, the following conclusions can be drawn: 1) adjusted R-Square of 54.1% indicates that behavioral intention can be explained by all independent variables of 54.1%, with the remaining portion being explained by variables outside the scope of the study; 2) adjusted R-Square of 60.6% indicates that use behavior can be explained by variables outside the scope of the study, including perceived ease of use, trust, benefit, instrumental use, ritualized use, and behavioral use of 60.6%.

DISCUSSION

Perceived Easy of Use (X₁) has a significant influence on Use Behavior (Y)

The first hypothesis is rejected since the T-value is 0.041 and the p-value is 0.967, indicating that perceived ease of use (X₁) has no effect on usage behavior (Y). This means that the easier or more difficult it is to use the DIGILIB application, it will not affect student behavior in using the application. The findings of this study are corroborated by earlier research, specifically Nugraha's research (2021), which claims that behavioral intention to use is not positively and significantly impacted by perceived ease of use. Nonetheless, these findings contradict the tenets of TAM theory and are at odds with study by Heryani et al. (2020), which claims that the more user-friendly a piece of technology is, the more beneficial it will be. Based on the results of the questionnaire, there were students who found it difficult to use the DIGILIB application so they did not have the desire to use the library application.

Behavioral Intention (Z) mediates the relationship between Perceived Easy of Use (X₁) and Use Behavior (Y)

With a computed T value of 0.179 and a p-value of 0.858, behavioral intention is not found to mediate the association between perceived ease of use and use behavior, indicating the rejection of hypothesis 1a. Based on the results of the questionnaire, it was found that there were students who had difficulty using the application so they had no intention of using the application to search for literature. These results are not in accordance with research from Chaunkamon (2020) which states that perceived ease of use, perceived usefulness, and subjective norms influence intentions to use social media and enable tourism entrepreneurs to understand precisely the factors that stimulate tourists' intentions to use social media in take travel planning decisions, which will help lead to the development of sustainable tourism marketing strategies and support competition.

Trust (X₂) has a significant influence on Use Behavior (Y)

The second hypothesis is rejected because trust (X₂) has no effect on usage behavior (Y), as indicated by the T-Calculate value of 0.454 and the p-value of 0.650. This means that the more you believe in the DIGILIB application or not, it will not affect students' behavior in using the application. The results of this research are in accordance with previous research, namely Widyawati et al, 2023 which stated that *trust* has no influence on purchase intention. The results of this research are not in accordance with research from Issan et al (2022) which states that trust is one of the factors that influence their attitude in using the SANAD application and research from Bora and Romy (2022) which states that trust is an important determining factor in attitudes towards the use of internet banking.

Behavioral Intention (Z) mediates the relationship between Trust (X₂) and Use Behavior (Y)

Behavioral intention does not mediate the relationship between *trust* and *use behavior* with a calculated T value of 0.814 with a *p-value* of 0.416 so that hypothesis 2a is rejected . The results of this study are not in accordance with research from Evon et al (2022) which states that perceived trust influences behavioral intentions and furthermore behavioral intentions have an impact on word of mouth promotion to continue using m-banking applications and research from Riantini et al (2021) which stated that belief in the superiority of the application can encourage users to use this application to purchase daily necessities

Benefit (X₃) has a significant influence on Use Behavior (Y)

benefit (X₃) has no influence on *use behavior (Y)* because the T - Calculate value is 0.825 and *the p-value* is 0.410 so the third hypothesis is rejected. This means that whether the DIGILIB application is useful or not will not influence student behavior in using the application . The results of this study are not in accordance with research from Nugraha (2021) which states that perceived benefits have a positive and significant effect on behavioral intention to use

Behavioral Intention (Z) mediates the relationship between Benefit (X₃) and Use Behavior (Y)

Behavioral intention does not mediate the relationship between *benefit* and *use behavior* with a calculated T value of 0.036 with a *p-value* of 0.972 so that hypothesis 3a is rejected . The results of this study are not in accordance with research by Park et al (2019) which states that perceived benefits have a positive influence on consumers' intentions to use m-payment and make them accustomed to using m-payment in their daily lives.

Instrumental Use (X₄) has a significant influence on Use Behavior (Y)

The fourth hypothesis is rejected because instrumental usage (X₄) has no effect on use behavior (Y) as indicated by the T-value of 0.380 and the p-value of 0.704. This means that whether their goals are fulfilled or not in using the DIGILIB application, it will not affect students' behavior in using the application . The results of this research are in accordance with research from Camileri and Falzon (2021) which states that media use with the intention of fulfilling certain goals does not influence their behavior in using technology. The results of this study are not in line with research from Chen et al (2020) which states that egoistic factors (self-presentation, information seeking, and socializing) and altruistic factors (awareness of consequences and perceived responsibility) influence people's actual sharing behavior .

Behavioral Intention (Z) mediates the relationship between Instrumental Use (X₄) and Use Behavior (Y)

Behavioral intention does not mediate the relationship between *instrumental use* and *use behavior* with a calculated T value of 0.928 with a *p-value* of 0.354 so that hypothesis 4a is rejected . The results of this study are not in accordance with research from Hossain et al (2019) which states that the most prominent motivations for users to like behavior are enjoyment, information

seeking, social interaction, and subjective norms, and then strengthen their continued intention towards Facebook and research from Wang et al (2020) stated that information and entertainment motivation are important factors that influence travel intentions . Intention to use has a positive effect on intention to travel and plays a mediating role. These findings have theoretical and practical significance regarding how travel-related WOAs can increase users' usage and travel intentions, as well as value for the actual management and marketing of WOAs.

Ritualized Use (X₅) has a significant influence on Use Behavior (Y)

The fifth hypothesis is rejected since ritualized usage (X₅) has no effect on use behavior (Y) and the T-value is 0.340 and the p-value is 0.734. This means that whether you use the DIGILIB application regularly or not, it will not affect students' behavior in using the application . The results of this research are not in accordance with research from Camileri and Falzon (2021) which states that routine use of technology will influence their behavior towards technology.

Behavioral Intention (Z) mediates the relationship between Ritualized Use (X₅) and Use Behavior (Y)

Behavioral intention mediates the relationship between *ritualized use* and *use behavior* with a calculated T value of 2.095 with a *p - value* of 0.037 so that hypothesis 5a is accepted. The results of this research are in line with research from Camileri and Falzon (2021) which states that routine use of technology will influence their intentions towards a technology and its sustainability.

Perceived Easy of Use (X₁) has a significant influence on Behavioral Intention (Z)

The sixth hypothesis is rejected since there is no relationship between behavioral intention (Z) and perceived ease of use (X₁), as indicated by the T-value of 0.181 and the p-value of 0.857. This implies that students' intents to utilize the DIGILIB application will not be impacted by how simple or complex it is to use. According to research from Heri et al. (2020) and Nugraha (2021), perceived ease of use does not significantly influence behavioral intention to use, nor does it have a positive effect on the intention of sharia and conventional bank customers to use internet banking. These findings corroborate each other's findings. These results are not in accordance with research from Chaunkamon (2020) which states that perceived ease of use, perceived usefulness, and subjective norms influence intentions to use social media.

Trust (X₂) has a significant influence on Behavioral Intention (Z)

The seventh hypothesis is rejected because trust (X₂) has no effect on behavioral intention (Z), as indicated by the T-calculate value of 0.860 and the p-value of 0.390. This implies that students' intents to utilize the DIGILIB program will be unaffected by their level of belief in it. The findings of this study are consistent with earlier research by Widyawati et al., 2023, which found no relationship between trust and purchase intention, and by Cheunkamon (2020), which found no relationship between trust and intention to use social media. The results of this research are not in accordance with research from Evon et al (2022) which states that perceived trust influences behavioral intentions to continue using

m-banking applications and research from Heri et al (2020) which states that trust influences customers' intentions to adopt internet banking at conventional banks. before the covid-19 pandemic.

Benefit (X₃) has a significant influence on Behavioral Intention (Z)

The eighth hypothesis is rejected since the benefit (X₃) has no effect on behavioral intention (Z) and the T-value is 0.035 and the p-value is 0.972. This implies that students' plans to utilize the DIGILIB application will be unaffected by the app's usefulness. The research findings of Nugraha (2021) and Park et al. (2019) contradict the present study's findings, which indicate that perceived benefits have a positive and significant impact on behavioral intention to use and consumers' intentions to use m. -payment.

Instrumental Use (X₄) has a significant influence on Behavioral Intention (Z)

The ninth hypothesis is rejected because instrumental use (X₃) has no effect on behavioral intention (Z) and the T-value is 0.970 and the p-value is 0.332. This implies that students' intentions to use the DIGILIB program will be unaffected by whether or not their goals are achieved while using it. The findings of this study support those of Camileri and Falzon's (2021) study, which found that media consumption for the purpose of achieving particular objectives had little bearing on a person's inclination to use technology. The findings of this study contradict those of Hossain et al.'s (2019) research, which found that instrumental use influenced users' intentions to use Facebook. The findings of this study indicate that the most prominent motivations for users to like behavior are enjoyment, information seeking, social interaction, and subjective norms, and then strengthen their continuance intention towards Facebook

Ritualized Use (X₅) has a significant influence on Behavioral Intention (Z)

The tenth hypothesis is accepted because ritualized use (X₁₀) significantly and favorably influences behavioral intention (Z) with a T-value of 2.381 and a p-value of 0.018. This implies that students will be more likely to intend to utilize the DIGILIB program to search for literature if they use it more frequently. The findings of this study support those of Camileri and Falzon's (2021) study, which found that regular usage of technology affects people's intentions toward it. The results of this study are not in accordance with research from Zimmermann (2023) which states that increasing shopping experience does not always result in increased intentions to purchase or visit physical stores .

Behavioral Intention (Z) has a significant influence on Use Behavior (Y)

behavioral intention (Z) has a significant and positive influence on *use behavior (Y)* because the T - Calculate value is 4.540 and the *p-value* is 0.000 so that the eleventh hypothesis is accepted. This means that the more students have the intention to use the DIGILIB application, the more it will shape their behavior to use the application to search for literature . The results of this research are in line with research from Evon et al (2022) which states that behavioral intentions have an impact on word of mouth promotion to continue using m-banking applications and research from Al Aziz (2022) which states that intentions have a significant influence on increasing sales application usage behavior. The results of this study

are not in line with research from Kaur et al (2020) which states that it has no relationship with participants' intentions to use and recommend m-wallet to others.

CONCLUSION

The results of the discussion using the SEM - PLS analysis technique, the researcher concluded that: 1) the *ritualized use variable* has a significant and positive influence on *behavioral intention*, meaning that the more regularly students use the DIGILIB application to search for literature, the more students will have the intention to use the application. 2) *behavioral intention* has a significant and positive influence on *use behavior*, meaning that the more students have the intention to use the DIGILIB application, the more it shapes their behavior in using the application to search for literature. 3) *behavioral intention* mediates the relationship between *ritualized use* and *use behavior*.

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