ABSTRACT

This research aims to capture *Fisipol* students' resistance behavior towards Digilib *Fisipol* UGM since mostly, the number of resistant students is so small, and the behavior is so subtle that it is not apparent to Digilib managerial. Framework of this study is based on Consumers' Resistance to Innovation models. This research uses means-ends approach and collect data through laddering method. The data collected from 43 convenience samples. The findings indicate that there are various reasons behind some students' resistance to 9 assessed Digilib *Fisipol* UGM facilities. The reasons were consisting of propagation problems, psychological, and functional barriers. Based on the interviews, it can also be observed that students' resistance varies from postponement, rejection, to opposition. Students' characteristics plays important role in their non-adoptive behavior towards Digilib *Fisipol* UGM facilities.