

## **ABSTRACT**

### **A COMPARISON STUDY BETWEEN RADAR LAMPUNG AND TRIBUN LAMPUNG READERS' SATISFACTION LEVELS**

**By:**

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*Competition between newspapers in Bandar Lampung is increasingly strict. This comes along with public need of fast and accurate information. This competition occurs between Radar Lampung and Tribun Lampung newspaper. Both of them have almost similar segments; the low and middle class levels.*

*This was a survey explanation research. The objective of this research was to find out the readers' satisfaction levels between Radar Lampung and Tribun Lampung newspapers. Data were collected with questionnaires and documentations. Samples were 100 respondents.*

*The results showed that: 1. Radar Lampung newspaper readers were more satisfied compared with Tribun Lampung readers viewed from information satisfaction aspect; 2. Radar Lampung newspaper readers were more satisfied compared with Tribun Lampung readers viewed from personal identity satisfaction aspect; 3. Tribun Lampung readers were more satisfied compared with Radar Lampung readers viewed from integration satisfaction aspect; 4. Radar Lampung newspaper readers were more satisfied compared with Tribun Lampung readers viewed from social interaction satisfaction aspect; and 5. Tribun Lampung readers were more satisfied compared with Radar Lampung readers viewed from entertainment satisfaction aspect. Overall, readers suggested more satisfaction at reading Radar Lampung newspaper than Tribun Lampung newspaper.*

*Keywords : satisfaction, reader, and newspaper.*