

ABSTRAK

PENGARUH KEPUASAN, SIKAP DAN NORMA SUBYEKTIF PEMBACA TERHADAP MINAT BELI ULANG KORAN LAMPUNG POST

Oleh

Rinda Sari M.s

Tujuan penelitian ini untuk mengetahui pengaruh kepuasan, sikap dan norma subjektif konsumen secara simultan terhadap minat beli ulang terhadap Koran Lampung Post. Minat beli ulang merupakan perilaku konsumen yang menunjukkan sejauh mana komitmen konsumen untuk melakukan pembelian. Responden penelitian ini sebanyak 97 orang pembaca koran Lampung Post. Teknik penelitian ini menggunakan Teknik Regresi Linear Berganda dengan bantuan program SPSS 21.0. Hasil penelitian ini ditemukan bahwa secara parsial Sikap konsumen dan Norma Subyektif berpengaruh signifikan terhadap minat beli ulang. Selanjutnya pada variabel kepuasan konsumen tidak berpengaruh signifikan terhadap minat beli ulang pada Koran Lampung Post.

Kata Kunci : Kepuasan, Sikap, Norma Subyektif dan Minat Beli Ulang.

ABSTRACT

INFLUENCE OF SATISFACTION, ATTITUDE AND SUBJECTIVE NORMA READERS TO INTEREST REPRESENTATED OF LAMPUNG POST NEWSPAPER

By

Rinda Sari M.s

The purpose of this study to determine the effect of satisfaction, attitudes and subjective norms of consumers simultaneously to the interest to buy back newspaper Lampung Post. Buyback interest is a consumer behavior that shows the extent to which consumer commitment to make a purchase. The respondents were 97 readers of Lampung Post newspaper. This research technique using Multiple Linear Regression technique with the help of program SPSS 21.0. The results of this study found that partial Consumer attitudes and Subjective Norms have a significant effect on the interest to buy back. Furthermore, the variable of customer satisfaction has no significant effect on buying interest in Lampung Post newspaper.

Keywords: Satisfaction, Attitude, Subjective Norma and Buyback Interest.