

Pengaruh kebiasaan ikatan sosial dan hambatan pergantian terhadap loyalitas dan WOM Word of Mouth studi kasus koran Kompas = The effects of habits social ties and switching barrier towards loyalty intention and WOM word of mouth on newspaper case study koran Kompas

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Abstrak

Penelitian ini mengenai pengaruh kebiasaan membaca koran ikatan sosial dan hambatan pergantian terhadap loyalitas dan WOM Word of Mouth pada media cetak khususnya koran di era kemajuan teknologi informasi Dengan menggunakan metode SEM structural Equation Modeling sebanyak 191 sampel didapatkan menggunakan metode snowball sampling dan convenience sampling penelitian ini menemukan kebiasaan dan hambatan pergantian berpengaruh terhadap loyalitas dan WOM Word of Mouth akan tetapi ikatan sosial tidak berpengaruh terhadap loyalitas dan WOM Word of Mouth.

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A study about the effect of reading habits social ties and switching barriers towards loyalty intention and WOM Word of Mouth printed media especially newspaper in condition of the transformation in journalism because the rises information technology Using SEM to process data this research has 191 respondents gathered by convenience sampling and snowball sampling The research found that habits and switching barrier does affect loyalty intention and WOM Word of Mouth Otherwise a Social tie does not affect loyalty intention and WOM Word of mouth.