

Analisis Faktor Pendorong Digital Newspaper Paid Subscription = Beyond the Free Clickbait: The Drivers of Paid Digital Newspaper Subscription

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Abstrak

Era digital memberikan kemudahan dalam mengakses informasi dengan adanya platform berita dan koran elektronik. Namun, menarik pelanggan berbayar untuk koran elektronik masih menjadi tantangan bagi perusahaan media. Tujuan dari penelitian ini adalah untuk meneliti faktor-faktor yang mempengaruhi kepuasan pelanggan (customer satisfaction) dan langganan berbayar terhadap koran elektronik (digital newspaper paid subscription). Penelitian ini menggunakan metode PLS-SEM untuk meneliti dan menganalisis dampak kualitas dan layanan situs koran elektronik terhadap customer satisfaction dan digital newspaper paid subscription. Data dikumpulkan melalui penyebaran kuesioner secara online kepada 212 responden yang sedang aktif melakukan langganan berbayar terhadap koran elektronik di Indonesia. Hasil penelitian ini menunjukkan bahwa harga, layanan periode langganan yang fleksibel, kenyamanan akses situs, kualitas berita, dan komitmen, memberikan pengaruh positif terhadap customer satisfaction, dan customer satisfaction berpengaruh positif terhadap digital newspaper paid subscription. Temuan ini menekankan pentingnya harga, layanan periode langganan yang fleksibel, kenyamanan akses situs, kualitas berita, komitmen, kepuasan pelanggan, dan peran mereka dalam mendorong langganan berbayar untuk koran elektronik. Penelitian ini berkontribusi pada literatur yang ada tentang langganan koran elektronik dengan mengeksplorasi faktor-faktor yang mempengaruhi kepuasan pelanggan. Penelitian ini dapat memberikan implikasi kepada perusahaan koran elektronik untuk menyusun strategi dalam menyediakan layanannya, agar dapat meningkatkan pelanggan berbayar dan mempertahankan posisi kompetitifnya.

.....The digital era has revolutionized access to information through digital news platforms, but attracting paid subscribers for digital newspaper remains a challenge for the media industry. The purpose of this study is to investigate the factors that influence customer satisfaction toward digital news platform and, subsequently, on digital newspaper paid subscription. The research employed a quantitative approach and PLS-SEM to investigate the impact of news site quality on consumer satisfaction and paid subscription. The data were collected through online questionnaires from 212 individuals who actively pays for subscription to a digital newspaper in Indonesia. The results of this study indicate that price point, flexible service, convenience, news quality, and commitment have a positive influence on customer satisfaction, and customer satisfaction positively affects customer loyalty towards digital newspaper paid subscription. These findings emphasize the importance of price, flexible service, convenience, news quality, commitment, customer satisfaction and their role in cultivating paid subscriptions towards digital newspaper. This study contributes to the existing literature on digital newspaper subscription by exploring the factors influencing consumer satisfaction. The findings provide implications for digital newspaper companies to formulate strategies and policies in delivering their services, in order to increase paid subscribers and maintain their competitive position.