

ABSTRACT

Suhandha, Arif, 2013 THESIS. Entitled: "Malang Public Response in Malangonline.com News Site"

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Key Words : Response, Consumer Behavior, Online Media

Malangonline.com is a news site which has a variety of complete and up to date informations. The site is loaded with the local city information of Malang. It has "One Site for All" as its slogan and contains various news columns divided into several sections; malangnews, malangbiz, malangsport, malangtravel, malanghealt, malangstyle, jelajah, etc. In this case, the researcher focuses on the visitors responses of malangonline.com news site.

This study aims to explore the opportunities effect on the public interest of Malang to visit malangonline.com. It is explained by the variables in accordance with the reality on the field. This research is presented with the question items in accordance with the theories of marketing and consumer behavior. The data was collected by questionnaire method, observation, and interviews. In analyzing the data, the researcher uses quantitative analysis with explorative approach (exploratory).

As the result of the study, the researcher can deduce that the Regression Analysis Probability Models Logit known on the research consisting of 20 items. It is found in the research which consists of 20 items, of which there are 6 items that the coefficient is significant at $\alpha = <0.1$ (10%), ie X2.1) with a significance of 0.049 (4.9%) and (X2.2) with significance 0.036 (3,6%), ie (X3.2) with a significance of 0.068 (6.8%), (X4.2) with a significance of 0.051 (5.1%), (X5.3) with a significance of 0.092 (9.2%), and (X5.4) with a significance of 0.053 (5.3%).