

ABSTRACT

Competitive industry that is very tight between the infotainment tabloids, by the occurrence of the various tabloids, making publishers do all the resources and efforts so that they still exist and get a place in the hearts of readers. On this research the author conducted a case study in the tabloid genre (tabloid infotainment plus) using the three independent variables, the rubric, the selling price, and easy to get. Dependent variable is the repurchase intention. On this research, the author interested to know how big the influence arising from the three independent variables to the dependent variable, and whether all independent variables is influence the dependent variable simultaneously. Author spread the questionnaire to the 100 respondents (as well as readers of the buyer) tabloid genre, which are spread in the area of DKI Jakarta.

After the research is done, it was found that the answers that rubric, and ease of getting a partial effect on repurchase intention. While price is not the partial effect of the repurchase intention. However rubric, the selling price, and ease of getting to the effect simultaneously repurchase intention. Repurchase intention variable can be explained by variables rubric, the selling price, and easy to get as much as 40.4% (0.404), whereas the remaining 59.6% as described by others, perhaps by other variables, or because the condition can be a company or the environmental conditions associated with the company. Rubrics in the tabloid genre must be packed in the text investigatif, informative, and instructive without leaving an impression as entertainment tabloid.