



## THE EFFECT OF SATISFACTION, TRUST, AND COMMITMENT ON LOYALTY OF ONLINE MEDIA READERS PT. BRITAKITA SAHABAT MEDIA IN KENDARI

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### ABSTRACT

This study aims to determine and analyze the effect of 1) The effect of satisfaction, trust, and commitment on consumer loyalty. 2) The effect of satisfaction on consumer loyalty. 3) The effect of trust on consumer loyalty. 4) The effect of commitment on consumer loyalty. The respondents in this study were 85 people. The data analysis technique used in this study is descriptive statistical analysis and multiple linear regression analysis. The results of the study show that: 1) Satisfaction, trust, and commitment have a positive and significant effect on consumer loyalty. 2) Satisfaction has a positive and significant effect on consumer loyalty. 3) Trust has a positive and significant effect on consumer loyalty. 4) Commitment has a positive and significant effect on consumer loyalty.

**Keywords:** *Satisfaction, Trust, Commitment, and Loyalty*

### INTRODUCTION

The modern era has now affected various aspects of life, including the field of journalism. This modern era is marked by the entry of the so-called technology, where conventional media joins in meeting the needs of society as an information provider. Media convergence, more commonly referred to as that, is where conventional media joins with technological advances, such as online media which are now widely present in the world of journalism which has caused a change in the system of public consumption of mass media.

To balance the diversity of information that humans want, the mass media is presented as a way to show that the current globalization is running and will be ready to fulfill people's desire for information. Humans as audiences who enjoy mass media must also be able to choose the information that suits their needs and are required to be more careful in receiving media messages so that they are not mistaken in receiving the information presented by the media itself.

Every time the mass media moves and develops very rapidly, trying to present fast and accurate information. Indirectly this will have a very strong and difficult to avoid effect in certain social situations. Another case with the development of communication technology, this technology now has a very important

role in the discovery of the field of information and its combination with communication, starting from the communication system to the means of communication that is one way or two directions.

PT. Britakita Sahabat Media is a web portal that contains actual news and online articles in Indonesia, especially Southeast Sulawesi. PT. Britakita Sahabat Media is an online edition and depends on advertising revenue. Online media PT. Britakita Sahabat Media has the main weapon that has successfully shifted the existence of conventional media such as newspapers, magazines, and even television with its main advantage, namely speed or actuality. The speed offered by internet-based media can attract people to switch to looking for information on the internet. People don't need to wait until tomorrow morning to get the latest news, but only by using a computer and an internet connection or even just a cell phone, now information can be accessed very quickly.

The challenges faced by PT. Britakita Sahabat Media is a lot of hoax news that must be clarified by the media, especially online media so that they can prevent disinformation from circulating in society. The digital era allows hoax news to spread quickly in seconds. The increasingly widespread use of social media also allows hoax news to become massive. Hoax news and factual news spread together, mixing like a rush of dust. It is difficult for the reading public to distinguish fake news from news that is supported by facts.

There are many ways to fight hoax news. However, one certain thing is the importance of presenting true news, and this is where the press comes into play. Hoax news must be fought with true news. If there is news that is considered a hoax, then there needs to be true news as a reference for the community. Without true news as a reference, people will be trapped in misinformation. Hoax news will be effective as an instrument for certain parties to destroy the peaceful atmosphere if it is not countered with true news. This is where the importance of the presence of the press is. The Indonesian press is protected by law because it has a very important function and role in the future of the nation.

Another problem faced by PT. Britakita Sahabat Media, namely the level of competition that is getting tougher due to the increasing number of online media that are growing in Indonesia, especially in the Southeast Sulawesi Province region so that it can have an impact on decreasing the number of consumers who order advertisements on PT. Britakita Sahabat Media.

There are several strategic advantages for companies the importance of maintaining customer loyalty. Griffin (2005), states that the rewards of loyalty are long-term and cumulative. So the longer the loyalty of a consumer, the greater the profit a company can get from a consumer.

A loyal customer will be a very valuable asset to the organization. Maintaining loyal customers can reduce the effort to find new customers, provide positive feedback to the organization, and loyalty has a positive relationship with profitability (Dharmmesta, et al, 2005). While Kotler (2000) argues that loyal customers are an opportunity to get new customers. Retaining all existing customers will generally be more profitable than changing customers because the cost of attracting a new customer can be five times the cost of retaining an existing customer (Feng, 1997).

Based on the above phenomenon, the PT. Britakita Sahabat Media must try to protect the market share that has been controlled besides trying to attract new consumers. One of the relevant marketing theories to overcome the above problems is the relationship marketing theory.

Starting from the theoretical phenomenon as well as the support from the results of empirical studies as previously stated, it shows that the factors of satisfaction, trust, commitment, and consumer loyalty are related. Therefore the authors are interested in conducting research by taking objects at PT. Britakita Sahabat Media as one of the online media has a responsibility in providing accurate information to the public.

## **LITERATURE REVIEW**

### **Marketing Concept**

Marketing thinking arises from the empirical fact that humans always try to fulfill their needs and desires. The means of satisfying human needs and desires is a product. One way for humans to get the goods/services they need is through the exchange. Exchange can occur when there are two parties, each party has something of value to the other party, bargains, and agrees to make an exchange.

Kotler (2000), defines marketing as a social process in which individuals and groups obtain what they need and want by creating, offering, and freely maintaining products of value with other parties. This definition of marketing is based on the concepts of needs, wants, demands, products, exchange, transactions, and markets.

Referring to the definition above, it can be concluded that to realize the company's goals in meeting consumer needs, a marketing manager must review the variables that aim to plan, determine prices, and promote goods/services.

### **Customer Satisfaction Concept**

The concept of customer satisfaction is used in this study as a basis for theoretical thinking to understand the concepts and indicators for measuring customer satisfaction at Bank BRI. Customer satisfaction is a translation of customer satisfaction. Customer satisfaction is one of the factors that influence repeat purchases (Kotler, 2003:56) customer trust, and customer loyalty (Kennedy, et al., 2004). From the two opinions above, customer satisfaction is an important factor in marketing management efforts to increase customer trust and loyalty.

The word satisfaction has long been a critical concept in the marketing world and research has always associated it with buying behavior. In general, if the buyer is satisfied with the product or service he gets, then he will repurchase what he gets and maybe increase the quantity of his purchase (Solvang 2007). Satisfied customers will tell others about their experience. However, dissatisfaction from these customers will result in switching to other brands and generate negative information in the future (Liu and Wu 2007).

### **Trust Concept**

The concept of customer trust is used in this study as a basis for understanding the concepts and indicators for measuring customer trust. Mancintosh and Lockskin (1997:489) put forward a definition of customer trust: "define trust as one party's confidence in an exchange partner's reliability and integrity". The definition of customer trust shows that one of the parties trusts and believes in the reliability and integrity of the partner in the exchange.

Lau & Lee (1999) developed the concept of customer trust in a brand (brand in a trust) where "brand trust is defined as the willingness of customers to trust or rely on a brand in a risky situation because there is an expectation that the brand will give positive results". Customer trust in the brand above is associated with the customer's willingness to accept risks in the hope that the customer will get the value that matches or exceeds his expectations. Then Deutsch (1958) trust defined as the expectation of the parties in a transaction and the risk associated. Trust is the hope to be achieved by a group of people who make transactions by considering the risk.

According to Rosseau, Sitkin, and Camere (1998), the definition of trust in various contexts is one's willingness to accept risk. Adapted from this definition, Lim et al (2001) state consumer trust in Internet shopping is the willingness of consumers to expose themselves to possible losses experienced during shopping transactions via the internet, based on the hope that sellers promise transactions that will satisfy consumers and can send goods or promised service.

Based on some of the definitions of trust above, the customer trust referred to in this study is the customer's trust in the company or employee because the customer believes that the company/employee can meet their expectations. The core that makes customers believe in a particular company or employee is the reliability of promises made to customers, these promises can be implemented and all company personnel is committed to fulfilling these promises.

### **Customer Loyalty Concept**

The concept of customer loyalty is used in this study as a theoretical basis for understanding the basic concepts and indicators for measuring customer loyalty. Sheth and Mittal (2004:400) formulate the definition of customer loyalty by combining elements of buying attitudes and behavior as follows: "Thus,

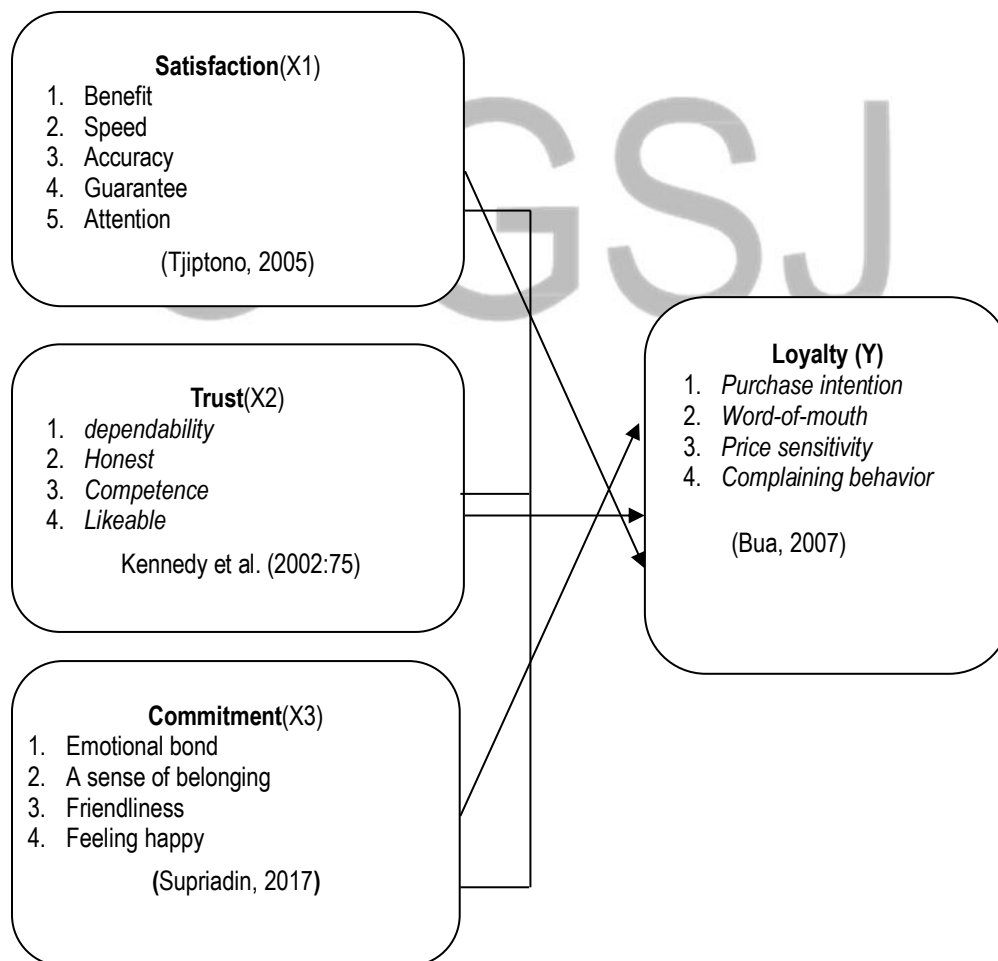
customer loyalty is a customer's commitment to a brand, store, or supplier based on a favorable attitude and manifested in consistent strong repatronage". Customers are said to be loyal if they have a positive attitude toward a particular brand and it is manifested in the form of consistent repeat purchases. Loyalty is a behavior aimed at routine purchases based on decision-making units (Griffin, 2005).

Based on the definition of customer loyalty above, it can be said that customer loyalty is a strong positive attitude towards a particular brand or company followed by a consistent purchase pattern. A customer is said to be loyal to a particular brand or company if the customer consistently repurchases certain brands at the same company, tells and provides recommendations to other people, is not swayed by attractive price offers from competing companies, and submits complaints to the company in a good and honest way. According to the procedure provided.

### Conceptual Framework

PT Britakita Sahabat Media is a company engaged in online media under the name Britakita.net Online Media Portal. Where the company was born on February 14 2019 in Kendari City with the "Dare to Give" Take line. The presence of PT Britakita Sahabat Media in Southeast Sulawesi, especially in Kendari City, has again added to the list of online media which are now increasingly mushrooming in Southeast Sulawesi.

Figure 1. Research Conceptual Framework



## Hypothesis

Starting from the problems and conceptual framework of the research, the following hypotheses can be formulated:

1. Customer satisfaction, trust, and commitment simultaneously have a positive and significant effect on consumer loyalty.
2. Satisfaction has a positive and significant effect on consumer loyalty.
3. Consumer trust has a positive and significant effect on consumer loyalty.
4. Consumer commitment has a positive and significant effect on consumer loyalty.

## RESEARCH METHODS

### Research Design

The research design used is conclusive research or confirmatory research using non-experimental methods and cross-section data. Confirmatory research using non-experimental methods is a form of research that aims to obtain appropriate tests and draw conclusions about causal relationships between research variables and then choose alternative courses of action (Kuncoro, 2003:75).

### Population and Sample

The population is the total number of research subjects or the total number of units of analysis that will be suspected (Arikunto, 2006:109). In this study, all readers at PT. Britakita Sahabat Media with an unknown number.

Because the exact number of the study population is not known, the sampling technique used in this study was purposive sampling, namely the selection of sample members based on certain objectives and considerations from the researcher. The considerations used by researchers in determining the sample of this study are to determine the criteria of the sample, namely: 1. Readers who have read the news at PT. Britakita Sahabat Media more than twice and 2. Readers who are adults or aged 17 years and over. The reason for setting these criteria is because readers of PT. Britakita Sahabat Media who have read the news more than twice find it easier to respond to the questionnaire given,

The sample is a population element that is selected to represent the population in the study (Cooper and Schindler, 2003:82). Determination of the number of samples in this study is as much as 5-10 times the number of parameters estimated (Ferdinand, 2000:44). This study consisted of four variables and 17 indicators, so the number of samples in this study was 5 times the number of estimated parameters or indicators used, thus the number of samples in this study were 85 respondents.

### Data Types and Sources

Types and sources of data in this study consist of:

1. Primary data, namely data obtained directly from respondents through the distribution of questionnaires provided to explore information related to the influence of satisfaction, trust, and commitment to loyalty
2. Secondary data, namely data obtained from existing supporting documents, such as company profiles and organizational structures.

### Method of Collecting Data

The method used in data collection is:

1. The questionnaire which is a data collection method using a questionnaire that has been arranged systematically according to research needs.
2. Documentation, namely data retrieval documented by companies that have something to do with this research.

**Data Analysis Technique**

Data analysis techniques in this study used descriptive analysis and multiple linear regression analysis.

**RESEARCH RESULT AND DISCUSSION**

**Hypothesis Test**

Based on the description of the influence of data satisfaction, trust, and commitment to consumer loyalty at PT. Britakita Media Friends.

**Table 1. Results of Multiple Linear Regression Analysis**

Variable	Regression Coefficient (b)	tcount (db=96)	Significance Value
1. Satisfaction (X1)	0.671	11,230	0.000
2. Trust (X2)	0.246	2,800	0.006
3. Commitment (X3)	0.307	2,920	0.005
Constanta (a)	0.350		
R value	0.875		
Coefficient of determination (R square)	0.765		
F grade	261,076		
Sig. F	0.000		

Source: Results of Processed SPSS Data

Based on the results of the analysis using a computer program (SPSS version 21.0), the results are shown in the table above:

**1. Regression Equation**

Based on the results of the regression analysis in Table 5.8. above, then the double linear regression line equation can be known as follows:

$$Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n + e$$

$$Y = 0.350 + 0.671X_1 + 0.246X_2 + 0.307X_3$$

The regression equation can be explained as follows:

- a = 0,350 means that if satisfaction, trust, and commitment do not change then the loyalty of consumers/readers to PT. Britakita Sahabat Media is positive.
- b1 = 0.671 means that if satisfaction has increased it will increase consumer/reader loyalty at PT. Britakita Sahabat Media with the assumption that trust and commitment are considered fixed.
- b2 = 0.246 means that if trust has increased it will increase consumer/reader loyalty at PT. Britakita Sahabat Media with the assumption that satisfaction and commitment are considered fixed.
- b3 = 0.307 means that if a commitment has increased it will increase consumer/reader loyalty at PT. Britakita Sahabat Media with the assumption that satisfaction and trust are considered fixed.

**2. Correlation Coefficient**

According to the research results, the correlation coefficient satisfaction, trust, and commitment to consumer/reader loyalty at PT. Britakita Media Friends of 0.875 which means there is a very strong and positive relationship. It means that with good satisfaction, trust, and commitment than the loyalty of consumers/readers on PT. Britakita Sahabat Media will increase. This is based on the correlation coefficient criteria as follows:

0-0.25 : The correlation is very weak

- 0.25-0.5 : Correlation enough
- 0.5-0.75 : Strong correlation
- 0.75-1 : Very strong correlation (Source: Jonathan, 2012:35)

### 3. The coefficient of multiple determination (R square)

Based on the results of the calculation of the coefficient of determination obtained by 0.765, this means that the effect of satisfaction, trust, and commitment to consumer loyalty at PT. Britakita Sahabat Media is 76.50%, the remaining 23.50% is determined by other factors not included in this study.

### 4. F Test

Satisfaction, trust, and commitment have a positive and significant effect on consumer/reader loyalty at PT. Britakita Media Friends. This is shown by the results of the F test at a confidence level of 0.95 or a significant level  $\alpha = 0.05$  with a P-Value. = 0.000 < 0.05. This means that the variables of satisfaction, trust, and commitment simultaneously have a significant effect on consumer/reader loyalty at PT. Britakita Media Friends. Thus, the first hypothesis can be accepted.

### 5. t Test

- a. Satisfaction has a positive and significant effect on consumer/reader loyalty to PT. Britakita Media Friends. This is indicated by a positive regression coefficient of 0.671 at a confidence level of 0.95 or a significant level  $\alpha = 0.05$  with a P-Value. = 0.000 < 0.05.
- b. Trust has a positive and significant effect on consumer/reader loyalty to PT. Britakita Media Friends. This is indicated by a positive regression coefficient of 0.246 at a confidence level of 0.95 or a significant level  $\alpha = 0.05$  with a P-Value. = 0.006 < 0.05.
- c. Commitment has a positive and significant effect on consumer/reader loyalty to PT. Britakita Media Friends. This is indicated by the regression coefficient with a positive sign of 0.307 at a confidence level of 0.95 or a significant level  $\alpha = 0.05$  with a P-Value. = 0.005 < 0.05.

## DISCUSSION

The discussion of the results of this study is based on the results of hypothesis testing and theoretical support and the results of previous studies.

### Satisfaction, trust, and commitment have a positive and significant effect on loyalty to PT. Britakita Sahabat Media

The results of testing the first hypothesis confirm that satisfaction, trust, and commitment have a positive and significant effect on loyalty to PT. Britakita Sahabat Media. This means that changes in increasing satisfaction, trust, and commitment will have an impact on increasing loyalty to readers of PT. Britakita Media Friends. The underlying logic of thought is that reader satisfaction, high trust, and high reader commitment will increase reader loyalty as observed from purchase intention, word-of-mouth, price sensitivity, and complaining behavior.

Empirical facts carried out through descriptive analysis show that the reader's loyalty variable is at PT. Britakita Sahabat Media has been well received. This means that most of the readers are loyal to PT. Britakita Sahabat Media this can be seen from the purchase intention indicator which has been categorized as good by readers. This means that readers have the desire to continue reading news/information conveyed by online media PT. Britakita Sahabat Media.

Word-of-mouth is also an indicator that has been well-perceived by readers. It means that readers will provide recommendations to others to read online media PT. Britakita Sahabat Media. Furthermore, the indicator of complaining behavior is also an indicator that has been well-perceived by readers. This means that the reader submits complaints properly to the online media PT. Britakita Media Friends.

The challenges faced by PT. Britakita Sahabat Media is a price sensitivity indicator that is perceived

to be the lowest when compared to other loyalty indicators. Therefore the management of PT. Britakita Sahabat Media needs to increase reader loyalty by providing more interesting information/news so that readers do not switch to other online media. Not only information but the appearance of the news must also be designed as attractive as possible so that readers are interested in reading PT. Britakita Sahabat Media.

Loyalty is a psychological condition (attitudinal and behavioral) related to attitudes toward products, consumers will form beliefs, set likes and dislikes, and decide whether they want to buy the product. According to Brown in Hurriyati (2005: 131), the attitude dimension is the customer's intention and preference to buy a particular service or product. Intention to buy or intention to recommend and preference for a company is an important factor in determining the business in the future.

The greater the customer's intention to repurchase or the intention to recommend a service company, it indicates that the service company has a bright business in the future. So this attitude dimension is a good indication for measuring customer loyalty. In other words, this dimension will indicate whether the customer will continue to buy or move to another service company.

The results of this study are in line with research conducted by T.Van Varuen, 2012 which states that increased satisfaction, trust, and commitment will increase consumer loyalty. In addition, research conducted by Putra Nurdin, 2019 also concluded that trust and commitment have a positive and significant effect on consumer loyalty. This means that better trust and commitment of consumers will increase consumer loyalty.

### **Satisfaction has a positive and significant effect on loyalty at PT. Britakita Media Friends**

The results of testing the second hypothesis confirmed that satisfaction had a positive and significant effect on loyalty to PT. Britakita Sahabat Media. This means that changes in increasing satisfaction will have an impact on increasing loyalty to readers of PT. Britakita Sahabat Media. The underlying logic of thinking is that high reader satisfaction will increase reader loyalty as observed from purchase intention, word-of-mouth, price sensitivity, and complaining behavior.

The results of the descriptive analysis show that the variable of reader satisfaction is at PT. Britakita Sahabat Media has been well received. This means that most of the readers are satisfied with the information/news conveyed by PT. Britakita Sahabat Media. This can be seen from the guarantee indicators that have been categorized as good by the reader. This means that the reader is satisfied with the certainty of the truth of the information conveyed by PT. Britakita Sahabat Media.

The next indicator that has been well perceived by readers is the benefits of the information/news conveyed. This can be interpreted as the reader being satisfied with the benefits of the information obtained from the online media of PT. Britakita Sahabat Media. Furthermore, the speed indicator has been well perceived. This means that readers are satisfied with the speed of news information conveyed by online media PT. Britakita Sahabat Media. Attention is also an indicator that has been well perceived, this can be interpreted that readers are satisfied with the concern of online media journalists PT. Britakita Sahabat Media in conveying correct information.

The challenges faced by PT. Britakita Sahabat Media is an indicator of accuracy being an indicator that has the lowest average value when compared to other satisfaction indicators. Therefore the management of PT. Britakita Sahabat Media needs to increase reader satisfaction by providing accurate and up-to-date information so that readers will feel that the information/news presented is a hot topic in society.

Lovelock (2005), argues that customer satisfaction provides many benefits for the company and a greater level of customer satisfaction. In the long run, it is more profitable to retain good customers than to continually attract and cultivate new customers to replace those who leave. A very satisfied customer will spread positive word of mouth and will instead become a walking and talking advertisement for a company, which will lower the cost of attracting new customers as shown in the figure below regarding the benefits of customer satisfaction.

Some research results conclude that customer satisfaction has a positive and significant effect on customer loyalty (Caruana and Malta, 2000; Kim et al., 2009; Shermin, 2019) Changes in increasing customer satisfaction are in line with increasing customer loyalty. If consumers are satisfied with their needs according to



what they expect, it will have an impact on increasing consumer loyalty. The results of T. van Vauren's research, 2012, concluded that customer satisfaction has a positive and significant effect on customer loyalty. Consumer satisfaction is a sense of satisfaction/pleasure with the ability of PT. Britakita Sahabat Media in providing benefits according to customer needs.

#### **Trust has a positive and significant effect on loyalty at PT. Britakita Media Friends**

The results of testing the third hypothesis confirm that trust has a positive and significant effect on reader loyalty at PT. Britakita Sahabat Media. This means that changes in the increasing trust will have an impact on increasing loyalty to readers of PT. Britakita Sahabat Media. The underlying logic of thought is that high reader trust in the information/news conveyed will increase reader loyalty as observed from purchase intention, word-of-mouth, price sensitivity, and complaining behavior.

Trust should be a fundamental component of a marketing strategy aimed at leading to the creation of genuine customer relationships. The customer must be able to feel that he can rely on the company and the company can be trusted. However, building trust takes a long time and can only develop after repeated meetings with consumers.

The results of this study support the trust theory (Madjid, 2013) which says that long-term customer loyalty will be realized if customers have a high level of trust in a product or company. Without customers fully trusting the company, true customer loyalty will not be realized in the long run because customers are faced with the risk of not guaranteeing product quality and service quality that will be received from the company. This opinion is also in line with the opinion of Fukuyama (1995:51) that high customer trust increases a company's competitiveness because these customers will consistently repurchase and provide recommendations to others.

The results of this study reinforce the results of previous research conducted by (Vuuren, 2012; Putr Nurdin, 2019 and Shermin, 2019), which says the key to the success of service companies in building customer loyalty is customer trust in the company. Customers trust the company because customers perceive that the company can guarantee complaint resolution, is honest and transparent in providing information, and provides good and fast service.

#### **Commitment has a positive and significant effect on loyalty at PT. Britakita Media Friends**

The results of testing the fourth hypothesis confirm that commitment has a positive and significant effect on loyalty at PT. Britakita Sahabat Media. This means that changes in increasing commitment will have an impact on increasing loyalty to readers of PT. Britakita Sahabat Media. The underlying logic of thinking is that high reader commitment will increase reader loyalty as observed from purchase intention, word-of-mouth, price sensitivity, and complaining behavior.

Commitment is a strong desire that grows from within a person to maintain a valued long-term relationship with his business partner. Commitment to maintaining the relationship will be built if each party gets the expected value from its business partner. If one of the parties feels aggrieved, a long-term commitment will not be realized.

Commitment has a positive and significant effect on customer loyalty. This means that customer commitment affects customer loyalty. Loyalty is a psychological condition (attitudinal and behavioral) related to attitudes toward products, consumers will form beliefs, set likes and dislikes, and decide whether they want to buy the product. According to Brown in Hurriyati (2005: 131), the attitude dimension is the customer's intention and preference to buy a particular service or product. Intention to buy or intention to recommend and preference for a company is an important factor in determining the business in the future.

The greater the customer's intention to repurchase or the intention to recommend a service company, it indicates that the service company has a bright business in the future. So this attitude dimension is a good indication for measuring customer loyalty. In other words, this dimension will indicate whether the customer will continue to buy or move to another service company.

The results of empirical research prove that customer commitment has a positive and significant

effect on customer loyalty (Endang, 2007; Othman et al., 2006, Chen, 2006; Putra Nurdin, 2019). Increasing customer commitment is in line with increasing customer loyalty. The higher the customer commitment, the higher the customer loyalty. The underlying logic of thinking is that true customer loyalty will be realized if the customer has a high commitment to maintaining a long-term valued relationship with the company.

### Research Limitations

Based on the description of the discussion that has been put forward, the limitation of this research is that this research does not separate consumers who read and advertise in PT. Britakita Sahabat Media so it is hoped that further research can focus on consumer loyalty who advertises at PT. Britakita Media Friends. In addition, this research cannot be generalized to all advertising media in Indonesia.

## CONCLUSIONS AND SUGGESTIONS

### Conclusion

Based on the results of the analysis and discussion, the following conclusions can be drawn:

1. Satisfaction, trust, and commitment simultaneously have a positive and significant effect on loyalty to PT. Britakita Sahabat Media.
2. Satisfaction positive and significant effect on loyalty to PT. Britakita Sahabat Media.
3. Trust positive and significant effect on loyalty to PT. Britakita Sahabat Media.
4. Commitment positive and significant effect on loyalty to PT. Britakita Sahabat Media.

### Suggestion

Based on the results of the analysis, discussion, and conclusions, the following suggestions can be formulated as follows:

1. PT management Britakita Sahabat Media needs to increase reader satisfaction by providing accurate and up-to-date information so that readers will feel that the information/news presented is a hot topic in society.
2. PT management Britakita Sahabat Media needs to increase readers' trust by providing training and coaching to journalists so they can provide reliable and accurate information.
3. PT management Britakita Sahabat Media needs to increase reader commitment by presenting information/news in polite language to avoid offending other parties.
4. Future research is expected to separate loyalty between consumer readers and consumers who place advertisements in online media. Besides that, further research is expected to be able to develop this research by adding another variable, namely relationship.

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