

## **ABSTRACT**

*Pikiran Rakyat Bandung is one the companies engaged in the printing departement. The increasing amount of printing media in Indonesia is inversely proportional to the amount of readers who are declining of year to year because the influenced by several factors. Then, Pikiran Rakyat present an online newspaper (E-paper) to maintain customers loyalty Bandung society. The purpose of this study to find out how much the influence after presence of E-paper on consumers loyalty Pikiran Rakyat of Bandung city. This research is quantitative descriptive, and the data collected through questionnaire method with the amount of samples taken 100 respondents. The results of this study reveal of loyalty in Pikiran Rakyat after the presence of E-paper has been included in good category by percentage of 73,96%, it's shows that after the presence of online newspaper (E-paper) Pikiran Rakyat success to get customer loyalty at Bandung city.*

*keywords : Customer Loyalty, Online Newspaper (E-paper), Customer Behavior.*