

ABSTRACT

The research is conducted to find out the influence of the five news dimension in Pikiran Rakyat daily newspaper against buying intention of Pikiran Rakyat daily newspaper, and how much intention to buy of citizen from Bandung city whose been acknowledge and read Pikiran Rakyat daily newspaper before, to Pikiran Rakyat daily newspaper.

The theory which form the basics of this research is marketing mix, promotion, marketing communications, public relations, and news consisting of timeliness, proximity, prominence, consequence, and human interest, also consumer behaviours, decision to buy, and buying intention consisting four indicators, which is transactional intention, referencial intention, preferencial intention, and explorative intention.

Research methodology that used was quantitative methods with multiple linear regression technique, with variable timeliness (X1), proximity (X2), prominence (X3), consequence (X4), human interest (X5), and buying intention (Y). Data collect techniques through the distribution of questionnaire with respondents criteria are citizen of Bandung city whose acknowledge about Pikiran Rakyat daily newspaper, represented by 179 respondent.

Research's result can be acknowledge through data mining from respondents answer, based from selected variable. The result describe respond from citizen of Bandung city whose been acknowledge and read Pikiran Rakyat daily newspaper, about the influence of five news dimension in Pikiran Rakyat daily newspaper against buying intention of Pikiran Rakyat daily newspaper.

The conclusion of this research based on the determination coefficient show that the five news dimension in Pikiran Rakyat news has 71,1 % value in effecting intention to buy of Pikiran Rakyat daily newspaper consumer, and the rest, which have 28,9 % value influenced by other variables that aren't count. Respondents buying intention against Pikiran Rakyat daily newspaper are already in good category, who has 69,9 % value.

Keywords : *timeliness, proximity, prominence, consequence, human interest, buying intention*