

ABSTRACT

The development of communication media is increasingly rapid, encouraging people to be more selective in choosing which media they choose or that they consume. Starting from print media that is now increasingly innovative, to electronic media such as television is increasingly in demand by the public. The advantages of electronic media such as television, making the radio increasingly not heard in the community. According to <http://www.nielsen.com>, in 2016 Nielsen Radio Audience Measurement notes that the penetration of television media (96%), Outdoor Media (52%) and Internet (40%) is still high but the radio media is still quite good at 38 percent in the third quarter of 2016.

This research is to know the effect of radio content on radio listening decision on Radio Play99ers 100FM Bandung. This research uses descriptive quantitative analysis research type, with population of Play99ers 100FM Radio Pndengar, number of samples used 100 responden, and data collection method is using questionnaire nonprobability sampling and purposive sampling.

The result of this research is radio content on listening to radio belonging to very good category based on descriptive analysis that is equal to 85,9%. This states that radio content owned by Radio Play99ers is very good and is in great demand of radio listeners. The result of descriptive analysis about radio listening decision is classified as very good that is equal to 82,9%. From result of data processing, it is known that variable of radio content have positive and significant influence to decision listening radio. For the results of simple linear regression analysis of radio content variable (X) in listening to radio of 12.741 and t table 1.984 with significance value below 0.05 ($0.00 < 0.05$) due to the value of $t_{count} > t_{table}$, then H_0 is accepted, meaning the radio content (X) partially significant effect on decision listening radio (Y). the influence of content on the decision to listen to radio is 51.1% while the remaining 48.9% is explained by other variables not examined in this study.

Keywords: Radio Content, Decision Making, Purchase Decision