

**Marketing Major  
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**FACTORS AFFECTING CONSUMER ATTITUDE TOWARDS USING E-  
PAPER IN INDONESIA**

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**Abstract**

**Objectives** – The objective of this research is to test a conceptual model to identify factors that affecting consumer attitude toward using e-paper in multi channel environment.

**Method** – Kompas.com is used to analyze a proposed model by conducting a survey. The questionnaire was distributed online to cover three age generations. There were 170 samples taken in the survey. Data from the survey gathered to be analyzed using SPSS, with Reliability and Validity analysis, Multiple Regression, Independent Sample T-Test, Oneway Anova, and Single Regression.

**Result** – The findings is this research confirm a number of determinant factors of consumer attitudes. It had successfully answers the four-research question that is being researched. The result also indicates that three main determinants groups (marketing variables, individual differences variables, and channel attributes) are likely to be an accurate predictor of consumer attitudes.

**Conclusion** – The findings provides the determinants factors that affecting consumer attitude towards using e-paper, which could be used to encourage consumers in using online channel.

**Keyword** – Consumer behavior, consumer attitude, intention, behavioral, multi-channel, online channel, newspaper, e-paper