Perception and Attitude Analysis of Al-Mujtama Magazine’s Reader in Bogor
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The purpose of this research was to analyze the perception and attitude of Islamic magazine’s reader and relative position of Al-Mujtama magazine compared to Sabili and Hidayatullah, and also identified Al-Mujtama magazine prize based on reader’s perception. Sample was collected using Snowball methods with number of sample was 100 respondents in Bogor. Data collected was delivered using survey methods with questionnaire that consisted of demography data, attitude, perception and the prize of Al-Mujtama magazine. Data measurement was used 5 level weighted Likert scale (the score weighted between -2 and 2). The technique of data analysis was used Cochran analysis, Fishbein analysis, Biplot analysis and price sensitivity analysis. The result of this research indicates that there were 12 attribute considered of customer to determine which is the magazine that their want to read. Those attribute are benefits, theme, criticism or incisive of explanation, article, language style, religious heading, cover story, religious figure, the easy way to find the magazine, the prize, cover design and printed quality. Fishbein analysis showed that Sabili magazine is the most fond of Islamic magazine compared with Al-Mujtama and Hidatullah magazine, but Al-Mujtama magazine is more fond of by respondent than Hidayatullah magazine. Al-Mujtama magazine has the lowest trusted value on the easy way to find the magazine attribute, cover design and printed quality attribute. While on the criticism or incisive of explanation and religious heading attribute, Al Mujtama has the highest trusted value. Price sensitivity analysis showed that Al-Mujtama magazine prices between Rp 8,889 and Rp 10,935. The ideal prize of Al-Mujtama magazine is Rp 9,444 based on the optimum price.