

ABSTRAK

Radio One is a media that has a need to ensure that communication can spur changes in society. Competition in the radio world now has a rapid development seen many radio stations are emerging and intense competition between radio. Penelitian aims to identify and analyze the effect on the Listener Loyalty Radio Geronimo Semarang. Variabel company is bound by an intervening variable Listener Loyalty Brand Awareness. the independent variable is the perception of quality of broadcasting and rerunning Format

The samples were 400 young people in the City Semarang. Data used is primary data obtained through kuesioner. Alat analysis used multiple linear regression.

The results showed that the positive perception of the broadcast quality with Brand Awareness. Positive broadcast format with Brand Awareness. Broadcast Quality Perception positive effect on the Listener Loyalty. Increasingly Attractive Broadcast Format positive effect on the Listener Loyalty. Brand Awareness positive Listener Loyalty.

Keywords: Radio, Listener Loyalty, Brand Awareness, Broadcast Quality