



اَوْنُوْرَسِيْتِي تِي كُوْلُوْمِي مَبَارَا  
UNIVERSITI TEKNOLOGI MARA

**CREDIBILITY, EMOTIONAL ATTRIBUTES AND CONSCIOUSNESS IN  
RELATIONS TO AUDIENCE ATTITUDE: A STUDY OF LOCAL  
NEWSPAPER IN KOTA KINABALU**

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## ABSTRACT

The problem facing by the newspaper industry especially for the New Sabah Times nowadays was the decreasing of their circulation from year to year because of the audience attitude to read the newspaper local news. There are three audience attitude that contribute to this problem which is credibility, emotional attributes and consciousness. Researcher wants to understand whether the credibility, emotional attributes and consciousness have the relationship or not in audience attitude. The researcher found the literature review from the references books, journals and also website. Beside that, the researcher also studies a previous thesis as references to more understanding. The literature review is collected from journal and books. By doing this research, the researcher using primary data and secondary data as sources in gathering information. Researcher have distribute 384 the questionnaire to the respondents. For the sampling technique, the researcher used convenience sampling. For the finding and analysis, the researcher has used SPSS to analyze the data. Hypothesis Testing results show that all variables are significant. From the findings, it shows that Consciousness is the most preferred to influence the New Sabah Times audience attitude and credibility is the least important attribute for the New Sabah Times Newspaper while it follow by emotional attributes. For regression analysis, all hypothesis is accepted. Lastly, recommendations are suggested to the practitioner (New Sabah Times) for their further improvement in which recommendations are improving the news uniqueness, manipulate good marketing strategy for circulation in town areas and decrease the limitation of the news coverage.