

## **ABSTRAK**

### **HUBUNGAN BIAYA PROMOSI TERHADAP PENDAPATAN PEMASANGAN IKLAN PADA PT. RADIO SAS FM SURAKARTA**

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2002**

Penelitian ini bertujuan untuk mengetahui hubungan biaya promosi terhadap pendapatan pemasangan iklan pada PT. Radio SAS FM Surakarta selama tahun 1996 sampai dengan 2000. Dalam penelitian ini akan dilihat hubungan biaya promosi secara keseluruhan dan hubungan tiap-tiap biaya promosi.

Jenis penelitian ini studi kasus. Data dikumpulkan dengan teknik kuisioner, dokumentasi dan wawancara. Teknik analisis data yang digunakan adalah (1) analisis korelasi ganda R, (2) analisis korelasi parsial.

Berdasarkan hasil penelitian dan pengujian statistik yang telah dilakukan diperoleh hasil sebagai berikut: (1) analisis korelasi ganda R diperoleh angka R sebesar 0,994 dan  $F_{hitung} > F_{tabel}$  menunjukkan bahwa terdapat korelasi yang sangat kuat, positif dan memenuhi kriteria uji signifikansi antara biaya promosi keseluruhan dengan pendapatan pemasangan iklan. (2) Berdasarkan analisis korelasi parsial untuk masing-masing biaya promosi ( biaya periklanan, biaya publisitas dan biaya promosi penjualan) dengan pendapatan pemasangan iklan untuk biaya periklanan dan biaya promosi penjualan masing-masing menunjukkan harga  $r_{1y.23}$  sebesar 0,278 dan harga  $r_{3y.12}$  sebesar 0,247 sedangkan  $t_{hitung} < t_{tabel}$  berarti terdapat korelasi positif tetapi rendah sekali dan tidak memenuhi kriteria uji signifikansi. Sedangkan korelasi antara biaya publisitas dengan pendapatan pemasangan iklan menunjukkan harga  $r_{2y.13}$  sebesar 0,928 dan  $t_{hitung} > t_{tabel}$  berarti terdapat korelasi positif yang sangat kuat dan memenuhi uji signifikansi.

## **ABSTRACT**

### **THE INFLUENCE OF THE COST PROMOTION TO THE ADVERTISEMENT SETTING INCOME AT PT. RADIO SAS FM SURAKARTA**

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The research aimed at finding out the influence of the cost promotion to the advertisement setting income at PT. Radio SAS FM Surakarta from 1996 until 2000. This research would find of the whole promotion cost and the relation of each promotion cost.

The research was a case study. All datas were collected by using questionnaire, documentation, and interview techniques. The technique used for analyzing the data were (1) Double R correlation analysis, (2) Partial Correlation analysis.

Based on the result research and the statistic testing, the research found that: (1) Double R correlation analysis showed R as much as 0,994 and F count > F table showed that there was strong and positive correlations and it fulfilled the significance of testing criteria between the whole cost promotion and the advertisement setting income. (2) Based on the partial correlation analysis for each promotion cost ( advertising , publicity , and selling promotion costs ) with the advertisement setting income for advertising income and each promotion cost pointed that the cost of r1y. 23 was 0,278 and the cost of r3y. 12 was 0,247. t count < t table meaning that there was a positive correlation but it was very low and it was unfulfilled the significance test criteria. The correlation between publicity cost and the advertisement setting income had pointed the price of r2y. 13 was 0,928 and the t count > t table means ed that there was a strong positive correlation and fulfilled the test significance.