

Effect of Advertising Rates, the Number of Listeners and Companies that Advertise on Revenue Receipts

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Article History:

Received on 04 July 2025

1st Revised on 10 July 2025

2nd Revised on 24 July 2025

3rd Revised on 29 July 2025

Accepted on 06 August 2025

Abstract

Purpose: This study aims to analyze the extent to which advertising rates, number of listeners, and number of companies that advertise affect the receipt of advertising revenue in LPP RRI Bandar Lampung.

Research Methodology: The data used include advertising rates based on the type of service (ad spots, adlibs, talk shows), the number of radio listeners per month from 2022 to 2024, the number of companies that advertise, and the receipt of advertising revenue during the period.

Results: The results showed that the variety of flexible advertising rates, increasing the number of listeners, and increasing the number of companies that advertise significantly contribute to the increase in advertising revenue in LPP RRI Bandar Lampung.

Conclusions: The results showed that the advertising tariff strategy implemented by LPP RRI Bandar Lampung succeeded in increasing revenue, supported by an increase in the number of listeners and advertiser confidence. However, a comparison with other radio stations shows that strategies and results may vary depending on different business models, target audiences, and sociocultural contexts.

Limitations: This study has limitations on the scope of data that only includes LPP RRI in Bandar Lampung City, so the results cannot be generalized to all regions of Indonesia. In addition, the variables studied are limited and do not include other external factors, such as marketing strategies and economic conditions, which can also affect advertising revenue.

Contributions: This study provides an empirical understanding of the factors affecting the receipt of advertising revenue at LPP RRI, especially in the city of Bandar Lampung. The results of this study can serve as a reference for RRI management in formulating strategies to increase advertising revenue through tariff optimization, increasing the number of listeners, and cooperating with more advertising companies.

Keywords: *Advertising Rates, Public Broadcasters RRI Bandar Lampung, Revenue Receipts, the Number of Listeners, the Number of Companies that Advertise*

How to Cite: Triyani, F., Etika, C., Verawati, H. (2026). Effect of Advertising Rates, the Number of Listeners and Companies that Advertise on Revenue Receipts. *Studi Ilmu Manajemen dan Organisasi*. 7(1) 37-51

1. Introduction

Radio is one of the media that provides advertising services, playing an important role in modern marketing strategies. As one of the most popular and far-reaching forms of promotion, advertising can build brand awareness and effectively drive consumer actions (Tchelidze, 2023). In the context of companies offering products or services to the public, advertising is a key element in communicating the value and advantages of these offerings (Wiktor & Sanak-Kosmowska, 2021). Specifically, in the radio broadcasting industry, the presence of periodic advertisements affects listeners' perceptions and

directly impacts the revenue of radio stations. This revenue is generally determined by the advertising rate policies applied and the frequency of the broadcasts ([Rahmadani & Meliala, 2023](#)).

The LPP RRI Bandar Lampung is one of the branches of the Indonesian Public Broadcasting Radio Institution (*Lembaga Penyiaran Publik Radio Republik Indonesia*) operating in the Lampung region. As one of the radio stations that plays an important role in providing information, entertainment, and educational services, the LPP RRI Bandar Lampung has become the main communication source for the local community. With a variety of programs and broad listener segmentation, LPP RRI Bandar Lampung also provides space for companies and organizations to advertise and promote their products and services. This station consistently adjusts advertising rates and broadcasting services to accommodate market needs and increase its appeal to clients, both in terms of the number of ad broadcasts and broad audience reach ([Jamal & Khan, 2024](#)).

The advertising rate set by radio stations has a significant influence on the demand level from clients ([Lestari, Amaluddin, & Ilham, 2020](#)). The size of this demand largely depends on how often the ads are requested to be aired during a certain period ([Eriswanto, 2018](#)). The higher the requested broadcast frequency, the larger the potential revenue that can be earned by the radio station management ([Anggorosesar & Wijaya, 2013](#)). In managerial economics, understanding the dynamics of demand is crucial, including in the radio advertising industry. The price or rate of advertising becomes one of the main factors that determines the level of consumer interest in utilizing broadcasting services, which will ultimately directly affect the total revenue from radio advertising.

In response to this situation, broadcasting companies are required to have a deep understanding of consumer preferences and needs. Not only must they offer advertising space, but they must also develop effective marketing strategies to face the intensity of competition in the business world ([Suharto, 2023](#)). In the context of Indonesia, where the majority of the population is Muslim, it is important for companies to consider Islamic values in their business operations, including in the presentation of advertising content. Many Muslim consumers prioritize products or services that are in line with halal and religiously clean principles. The foundation for consuming in accordance with Islamic teachings is also mentioned in the Quran and Hadith, one of which is in Surah Al-Baqarah, verse 168, which emphasizes the importance of consuming what is good and halal.

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ
لَكُمْ عَدُوٌّ مُبِينٌ

“Hai sekalian manusia, makanlah yang halal lagi baik dari apa yang terdapat di bumi dan janganlah kamu mengikuti langkah-langkah syaitan, karena sesungguhnya syaitan itu adalah musuh nyata bagimu”. (Q.S Al-Baqarah [2]: 168)

In the face of increasing competition in the broadcasting industry, companies are required not only to understand consumer preferences but also to integrate cultural and religious values into their marketing strategies ([Sabur, Sari, Wiratih, & Nasim, 2025](#)). In Indonesia, where the Muslim population is dominant, understanding Islamic values is crucial. Broadcasting companies must realize that many Muslim consumers prioritize halal and clean products and services. Therefore, presenting advertising content that aligns with Islamic principles is not only an ethical issue but also a smart business strategy. This is based on religious teachings, as emphasized in Surah Al-Baqarah, verse 168, which encourages people to consume what is halal and good. By applying this principle, companies can expand their market reach among Muslim consumers and build trust and strong loyalty, which will ultimately enhance business effectiveness. Below are the advertising rates at LPP RRI Bandar Lampung in 2023.

Table 1. Advertising rates at LPP RRI Bandar Lampung in 2023

Type of Advertising	Rates by Duration
Spot Ad	Rp 35.000 / 60 second
Adlibs	Rp 40.000 / 60 second
Talkshow	Rp 1.500.000 / 60 minute

Table 1 shows the number of listeners is another factor that influences advertising revenue. The more listeners, the more attractive the media is to companies wishing to advertise. Based on the data, the number of radio listeners at LPP RRI Bandar Lampung increased every month throughout 2023.

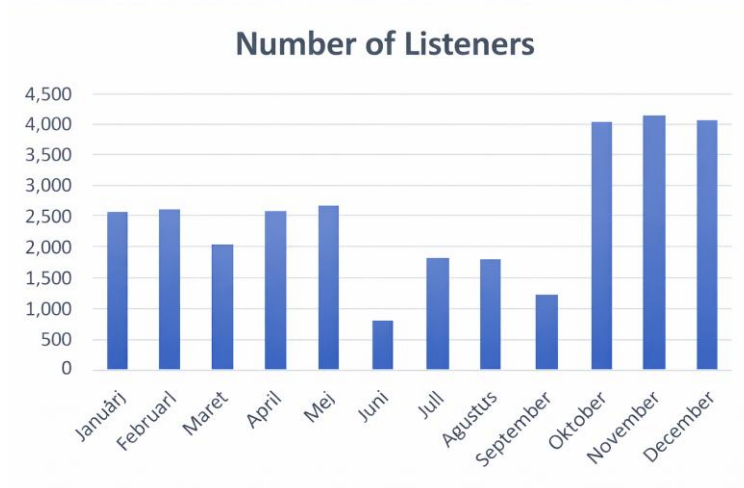


Figure 1. Number of listeners at LPP RRI Bandar Lampung in 2022

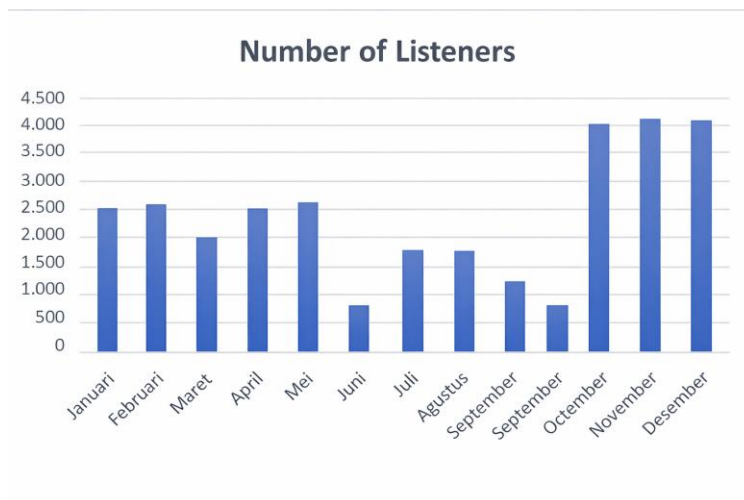


Figure 2. Number of listeners at LPP RRI Bandar Lampung in 2023

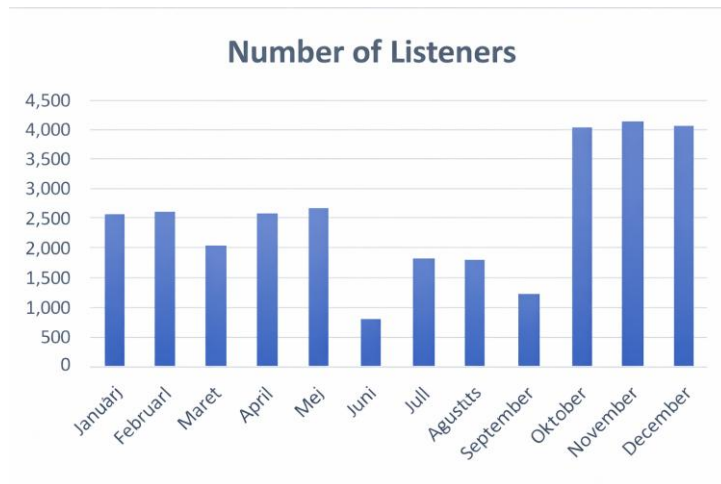


Figure 3. Number of listeners at LPP RRI Bandar Lampung in 2024

The number of companies advertising at LPP RRI Bandar Lampung also shows a positive trend. Below is data on the partner companies that advertise through this radio station, which have significantly contributed to advertising revenue.

Table 2. Number of companies advertising at LPP RRI Bandar Lampung in 2022, 2023, and 2024

Year	Number of Companies
2022	180 partners
2023	93 partners
2024	131 partners

Table 3. Non-tax state revenue (PNBP) at LPP RRI Bandar Lampung

Year	Non-Tax State Revenue
2022	Rp 602.717.920
2023	Rp 482.019.600
2024	Rp 355.760.660

Table 2 and table 3 shows the advertising rates at LPP RRI Bandar Lampung vary depending on the type of service offered, such as spot advertisements, adlibs, and talk shows. Each type of service has a different rate, reflecting the radio station's flexibility in providing options for clients according to their promotional needs. This variation in pricing indicates that radio offers diverse services, ranging from short and direct advertisements to longer and more interactive talk shows that can provide added value for companies in advertising ([Michelon, Bellman, Faulkner, Cohen, & Bruwer, 2024](#)).

The media industry, especially radio, plays a crucial role in modern society by providing entertainment, disseminating information, and serving as a promotional tool. As a mass medium that is personal and close to its listeners, radio has the advantage of building strong emotional bonds. Although many advanced digital media platforms have emerged, radio still holds a special place in people's hearts because of its practicality and the familiar atmosphere it offers. In the context of marketing communication, radio is often used as a complementary medium or to reinforce advertising messages already delivered through print media, such as newspapers and magazines, or visual media, such as television ([Sitorus & Sembiring, 2022](#)).

Fadhillah explained that the core of advertising activities is to create a strong communication impact, which ultimately drives purchasing activity. Radio, as an advertising channel, is considered effective because it can deliver messages directly and personally to the target market listeners. The strength of radio lies in its ability to reach specific and personal listener segments, making the message more easily understood and accepted by the audience ([Rahmadani & Meliala, 2023](#)).

Findings from research conducted by [Manemba, Tampi, and Mukuan \(2019\)](#) underline that there are three main factors that greatly affect the advertising revenue received by radio media, namely advertising rates, the number of listeners, and the number of companies advertising. These three variables are closely related, and an increase in the number of listeners enhances the bargaining power of the radio station in setting advertising rates. This makes radio a medium that is not only competitive but also flexible in adjusting its advertising service prices based on the audience reach it possesses ([Manemba et al., 2019](#)).

At the local level, LPP RRI Bandar Lampung is an example of a radio station that implements a pricing strategy based on the type of advertising service, such as spot ads, adlibs, and talk shows. The variation in ad types provides alternatives for companies in choosing the most suitable promotional media for their goals ([Nurhidayati, Arifiya, Setiawan, Larasakti, & Heriansyah, 2022](#)). Moreover, the growth in the number of listeners and the increasing number of companies choosing to advertise at LPP RRI signals a positive potential for increased advertising revenue. In increasingly dynamic media competition, it is important for LPP RRI Bandar Lampung to evaluate the extent to which advertising rates, the number of listeners, and the number of advertisers affect its overall revenue.

Based on the background of the problem, this study aims to empirically analyze the impact of advertising rates, the number of listeners, and the number of companies advertising on advertising revenue at *Lembaga Penyiaran Publik Radio Republik Indonesia* (LPP RRI) Bandar Lampung. Specifically, this study seeks to determine the contribution of each of these independent variables in increasing advertising revenue at LPP RRI Bandar Lampung ([Adnyani, Sading, Taqwa, Jaya, & Achmad, 2025](#)). Additionally, this study aims to provide strategic recommendations for the management of LPP RRI Bandar Lampung to optimize pricing policies, increase the listener base, and expand the reach of advertising partners to ensure the financial sustainability of the institution amid increasingly intense media competition.

2. Literature Review and Hypothesis Development

2.1 Theory of Planned Behavior

The Theory of Planned Behavior (TPB), proposed by, is based on the assumption that humans are rational beings who consciously consider the actions they will take. Before engaging in a behavior, individuals tend to filter and review the available information in their environment, evaluate the potential outcomes of their actions, and assess their ability to cope with the consequences that may arise ([Nugraha, Yunanda, & Heryahya, 2024](#)). In the TPB framework, [Ajzen \(1991\)](#) identified three main components that influence the formation of a behavior: personal attitude, subjective norms, and perceived behavioral control. Personal attitude reflects an individual's belief about a behavior, involving an evaluation of the potential benefits and risks that may arise (outcomes of the behavior) and the consequences experienced if the behavior is carried out (behavioral belief).

Subjective norms reflect social influences, such as cultural values, societal habits, social norms, and the perspectives of people around the individual ([Dewanti, Dewi, Gamayuni, & Komarudin, 2023](#)). Perceived behavioral control refers to an individual's perception of their ability to control or perform a behavior, shaped by personal experiences and influences from people around them ([Ajzen, 1991](#)). The connection between the Theory of Planned Behavior (TPB) and studies examining the effects of advertising tariffs, the number of listeners, and the number of companies advertising on the revenue from advertisements at LPP RRI can be explained through the lens of decision-making behavior.

The TPB posits that an individual's intention to perform a behavior (in this case, a company deciding to advertise at RRI) is influenced by three main factors: attitude towards the behavior (whether they feel advertising at RRI is effective), subjective norms (their perception of whether others, like competitors, consider advertising at RRI important), and perceived behavioral control (their belief in the ability and ease of advertising at RRI). In the context of this study, competitive advertising rates, a large number of listeners as evidence of the effectiveness of advertising, and the number of companies already advertising (becoming a social norm) can shape positive attitudes, subjective norms, and

perceived control. Therefore, these factors collectively increase a company's intention to advertise at LPP RRI, which in turn increases advertising revenue.

2.2 Advertising Tariff

An advertising tariff is the price set by broadcasting media or advertising platforms for airing or placing promotional materials from advertisers. The determination of this tariff is not static but is influenced by various key factors that reflect the value and reach of the media ([Ramdhani, Jarya, Patimah, & Ifendi, 2025](#)). These factors include the duration or size of the advertisement, the airing time (e.g., prime time having higher tariffs), the number and demographics of the audience that can be reached, and the popularity or reputation of the media itself. Therefore, the advertising tariff serves as an economic mechanism that allows the media to commercialize access to its audience, while for advertisers, this tariff becomes a crucial component in the cost calculation and effectiveness of their marketing campaigns ([Nugroho, Rukmi, & Perdhiansyah, 2023](#)).

In Islamic economics, advertising tariffs are not only seen as tools for maximizing profit but must also comply with Sharia principles such as fairness, transparency, and the prohibition of gharar (uncertainty) ([Kurniadi, 2025](#)). Using the TPB lens, the behavior of a company to advertise is influenced by its intentions. These intentions are formed from three elements: attitude towards the behavior (advertising) and the company's belief that advertising at fair and transparent tariffs will improve reputation and sales. Subjective Norms include social pressure or the perception that others, such as Muslim consumers, will respect and trust brands that advertise in accordance with sharia principles. Lastly, perceived behavioral control refers to the company's belief that it has the capacity and ease to create and air ethical and sharia-compliant advertisements. Thus, implementing fair, transparent, and non-deceptive advertising tariffs in Islamic economics can positively influence these three TPB elements, ultimately increasing the company's intention to advertise while also aligning with Islamic business ethics.

2.3 Number of Listeners

The number of listeners refers to the total number of individuals or the audience actively listening to a radio broadcast, podcast, or other audio content within a specific time period ([Zellatifanny, 2020](#)). This number is one of the most crucial metrics in the broadcasting and advertising industry, as it reflects the reach and popularity of a program or station ([Zellatifanny, 2020](#)). For advertisers, the number of listeners is the primary indicator for measuring the potential exposure and effectiveness of their advertising campaigns. The larger the number of listeners, the greater the commercial value of the advertising slots offered, which will ultimately affect the advertising tariff and the revenue received by the broadcasting institution. Therefore, for radio stations such as LPP RRI, maintaining and increasing the number of listeners is a fundamental strategy to ensure operational sustainability and financial growth.

From the perspective of TPB, a large number of listeners will influence the "subjective norms" of decision-makers in companies. They will see that advertising at RRI is a common and effective practice because many audiences can be reached, and competitors may already be doing so. The connection to Islamic economics becomes more profound, where the intention to advertise is not only based on material profit but also on considerations of *maslahah* (public benefit) and Islamic business ethics. A public broadcasting institution like RRI, which operates on social values and public good, can be considered a *halal* and *tayyib* platform for promotion. Thus, a significant number of listeners not only indicates market potential but also strengthens advertisers' belief that their activities align with principles of fairness and social responsibility, which ultimately strengthens their intention to advertise and contribute to blessed advertising revenue.

2.4 Number of Advertising Companies

The number of advertising companies refers to the total number of business entities, both private and public, that have used advertising services at Radio Republic of Indonesia (LPP RRI) over a certain period. This figure serves as a key indicator of the attractiveness and effectiveness of radio as a promotional media platform ([Paul, Dihhlon, Bansal, & Bagga, 2017](#)). The more companies that choose

to advertise, the greater the market trust in RRI to reach a relevant audience. Therefore, this variable not only reflects the success of LPP RRI in attracting clients but also becomes an important predictor of advertising revenue.

In TPB, a company's intention to advertise is influenced by attitude, subjective norms, and perceived behavioral control (Kashif, Zarkada, & Ramayah, 2018). From the perspective of Islamic economics, a company's attitude is not only based on financial profit but also on the benefits or advantages for society. Companies tend to advertise if they believe the advertisement does not contain prohibited elements (such as usury, gharar, or falsehoods) and can add value. Subjective norms refer to the social pressure from the business community that upholds Islamic ethics, in which other companies applying Sharia principles also advertise on the same media. Perceived behavioral control includes the company's belief that it has the capacity to advertise ethically, such as having halal budgets and honest marketing strategies. Thus, the more companies that operate based on Islamic economic principles, the greater the likelihood that they will advertise in media that aligns with those values, which ultimately increases the number of companies advertising and promotes integrity and social responsibility.

2.5 Advertising Revenue

Advertising revenue is one of the main sources of income for broadcasting institutions, whether television or radio, generated from the airing or broadcasting of commercial promotional material (Priliantini, 2017). This revenue is calculated based on the tariffs set by the broadcasting institution, which are generally influenced by several factors, such as the duration of the airing, time slot (e.g., prime time), type of program, and audience reach (Aulia & Anwar, 2021). In other words, the more companies advertise and the higher the advertising tariffs, the greater the revenue received by the broadcasting institution. Revenue from advertising is crucial because it often supports operational activities, content development, and technological innovations for both public and private broadcasting institutions.

A company's intention to advertise (behaviour) is driven not only by market effectiveness (attitude), competitor trends (subjective norms), and financial capacity (perceived behavioural control) but also by considerations of halalness and blessings (Zafar & Jafar, 2026). The attitude towards advertising is influenced by whether the advertisement delivers an honest message, does not contain elements of gharar (uncertainty) or maysir (gambling), and does not display content contrary to Islamic values. Subjective norms will involve the views of Muslim stakeholders, such as scholars or the Islamic business community, on ethical advertising practices. Meanwhile, perceived behavioural control will include the ease of advertising in a sharia-compliant way. Therefore, applying TPB within the context of Islamic economics shows that advertising revenue will be more sustainable and blessed if based on intentions aligned with sharia principles, creating a business ecosystem that is not only materially profitable but also spiritually beneficial.

2.6 Hypotheses

2.6.1 The Effect of Advertising Tariffs on Advertising Revenue

Price can be defined as the monetary amount that consumers must pay to obtain a product or service. Beyond the nominal amount, price reflects the total value or benefit that consumers are willing to exchange to experience the benefits of the product or service. In the context of advertising, advertising tariffs refer to the fees charged by media to advertisers in exchange for advertising services. The determination of these tariffs depends on various variables, such as the duration of airing, the type and format of the advertisement, the airing time (e.g., prime time or off-peak), and the extent of audience reach. Each media type, whether print, electronic, or digital, has different tariff policies, with diverse calculation methods, such as Cost Per Click (CPC), Cost Per Mille (CPM), or Cost Per Action (CPA), depending on the advertising campaign strategy used (Manemba et al., 2019).

Several empirical studies have indicated a positive relationship between advertising tariffs and increased radio media revenue. Eriswanto, in his study titled "The Effect of Advertising Tariffs on Radio Revenue" stated that an increase in advertising tariffs has a significant impact on the growth of radio station revenue (Eriswanto, 2018). Meanwhile, findings from Febsri Susanti in a study titled "The

Effect of Advertising Tariffs on Revenue at PT. Radio Swara Carano Batirai Indah Batusangkar" also strengthens the idea that there is a strong correlation between advertising tariffs and the revenue earned by the radio station ([Susanti, 2014](#)). In line with these previous studies, Fajardo Iqbal Raisid, in his study titled "Analysis of the Effect of Advertising Tariffs, Number of Listeners, Advertising Taxes, and the Number of Advertising Companies on Advertising Revenue at Prambors Radio Semarang" concluded that advertising tariffs positively contribute to the revenue received by radio media. These findings emphasize that with regular increases in advertising tariffs, the potential for increased revenue also tends to increase ([Raisid & Setiawan, 2015](#)).

H₁: Advertising tariffs have a positive and significant effect on revenue

2.6.2 *The Effect of the Number of Listeners on Advertising Revenue*

The relationship between the media, advertisers, and listeners forms an interdependent ecosystem and is a key foundation for the operational continuity of a radio station. Radio, as a broadcasting medium, relies heavily on advertisers for revenue. On the other hand, advertisers also need listeners as their primary target for conveying commercial messages. Listeners play a central role because, without them, radio media would lose its function as a mass communication channel. Additionally, advertisements broadcast would lose their effectiveness without an audience to receive the message. Therefore, it can be concluded that the number of listeners is an important factor that directly contributes to advertising revenue. The more listeners a radio station has, the more attractive the media becomes for advertisers. Consequently, advertising revenue increases significantly, including for institutions such as Radio Republic Indonesia (RRI).

This is reinforced by research conducted by Fajardo Iqbal Raisid in his study titled "Analysis of the Effect of Advertising Tariffs, Number of Listeners, Advertising Taxes, and the Number of Advertising Companies on Advertising Revenue at Prambors Radio Semarang." His research found that a variable number of listeners has a positive and significant effect on advertising revenue. This finding suggests that an increase in the number of listeners directly increases a radio station's chances of attracting more advertisers, which ultimately positively impacts advertising revenue ([Raisid & Setiawan, 2015](#)).

H₂: The number of listeners has a positive effect on advertising revenue

2.6.3 *The Effect of the Number of Advertising Companies on Advertising Revenue*

According to Sa' diyah's research, high ratings of a media outlet reflect a large audience, which ultimately has the potential to attract more advertisers to air their ads. In the radio industry, advertisers play a vital role because advertising is the main source of revenue for radio stations. The more companies that use radio advertising services to promote their products or services, the greater their contribution to increasing revenue from the advertising sector. This shows that the number of companies advertising has a positive and significant effect on the advertising revenue received by radio media.

However, in various previous studies, the aspect of the number of advertising companies as an independent variable affecting advertising revenue has rarely been studied specifically. Few studies have explicitly addressed the relationship between the number of companies advertising and the level of revenue earned by radio stations. Therefore, the author is motivated to explore and analyze whether there is a significant effect between the number of advertising companies and advertising revenue to contribute to the development of studies in the field of media economics and advertising.

H₃: The number of advertising companies is believed to have a positive and significant effect on advertising revenue

3. Methodology

This study uses a quantitative approach, a scientific method employing a systematic approach to understanding aspects of a phenomenon and causal relationships between variables. Quantitative research is defined as a structured investigative process involving the collection of numerical and measurable data, which are then analyzed using statistical techniques, mathematical methods, or computational processes ([Ghanad, 2023](#)). The type of research employed in this study is descriptive research, which aims to objectively describe a phenomenon or a specific condition as it is, without

manipulating the variables being studied. The data used in this study are primary data collected through online surveys using the Google Form platform, directed at respondents who met the research criteria. This study is planned to be conducted in 2025 at Radio Republic Indonesia (RRI) Bandar Lampung Public Broadcasting Institution (LPP). The population in this study includes partners who have used or are currently using advertising services at RRI Bandar Lampung. Given the unknown population size, the sample size was determined using Lemeshow's formula, yielding a sample size of 96 respondents. The sampling technique used was non-probability sampling with the purposive sampling method, which involved selecting samples intentionally based on specific criteria.

The criteria set in this study were as follows: (1) respondents aged between 14 and 60 years, (2) listeners or advertising partners at LPP RRI Bandar Lampung, and (3) residents of the city of Bandar Lampung. Data analysis using SmartPLS is a comprehensive process that begins with validity and reliability tests to ensure that the research instrument measures what it should measure and is consistent. Validity tests, often using methods such as Pearson's correlation, verify the accuracy of the instrument, whereas reliability tests, generally using Cronbach's alpha, assess internal consistency. The next step is classical assumption testing, which is essential for linear regression analysis. This includes tests for normality, multicollinearity, heteroscedasticity, and autocorrelation to ensure that the data meet statistical requirements. Once the assumptions are met, linear regression analysis is used to identify relationships and the effects of independent variables on dependent variables. Finally, hypothesis tests, such as t-tests and F-tests, are performed to draw statistical conclusions about the acceptance or rejection of research hypotheses, providing a solid basis for interpreting results and recommendations.

4. Results and Discussion

4.1 Data Analysis

4.1.1 Validity Test

Before the hypothesis testing phase, the initial step taken by the researcher was to conduct a validity test on the data collected. The purpose of this validity test was to ensure that the measurement instrument used accurately and precisely measured the intended variables. Thus, the validity test is an essential step to assess the extent to which each item in the questionnaire can represent the construct being studied. In this study, validity testing was conducted by examining the outer loadings of each indicator. High outer loading values indicate that the indicator is valid and has a strong contribution to explaining the latent variable it represents.

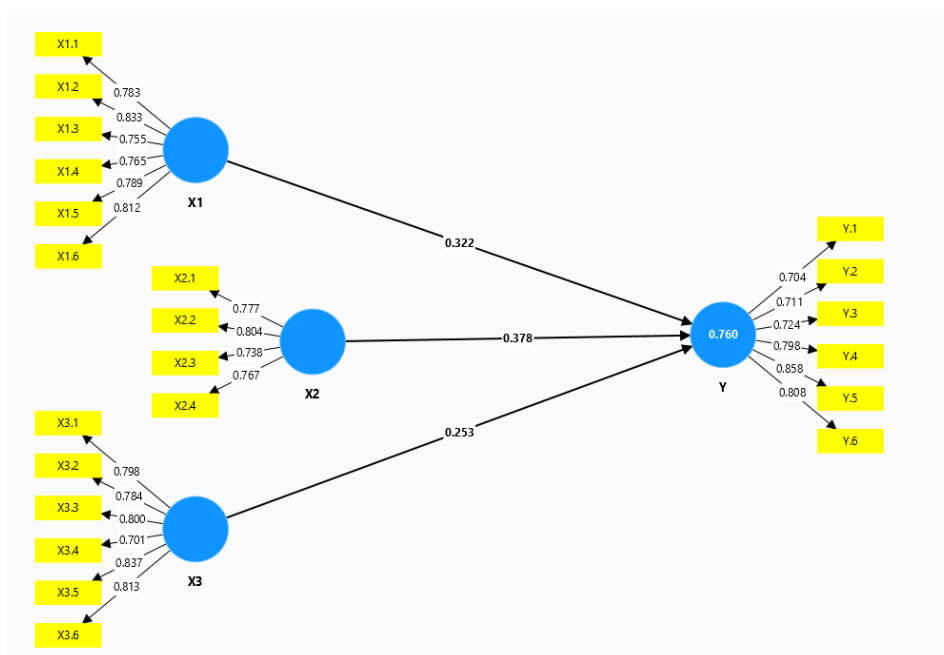


Figure 4. Path coefficients display

Table 4. Validity test results

Advertising Tariffs (X_1)	Number of Listeners (X_2)	Number of Advertising Companies (X_3)	Advertising Revenue (Y)
0.783	0.777	0.798	0.704
0.833	0.804	0.784	0.711
0.755	0.738	0.800	0.724
0.765	0.767	0.701	0.798
0.789		0.837	0.858

Table 4 shows obtain relevant data that can be statistically analyzed, the use of appropriate measurement scales is required. This study used a Likert scale as the measurement tool, with a rating range of 1 to 5 for each statement. This scale was used to measure the level of agreement of respondents with various statements based on the indicators of the research variables. Based on the data processing results, all items in the research instrument met the validity criteria, as evidenced by the outer loadings meeting the predetermined threshold. For variable X_1 , which consists of six statements, all were declared valid. The same applies to variable X_2 , with four items, and variable X_3 , with six items, each showing adequate validity. Meanwhile, for variable Y , all six items were also declared valid, indicating that all indicators can accurately represent the variables being studied.

4.1.2 Reliability Test

To ensure that the constructs used in this study had an adequate level of internal consistency, a reliability test was performed following the validity test. The reliability test assesses the extent to which the measuring instrument can provide stable and accurate results when used to measure a variable repeatedly. In other words, reliability reflects the dependability of the instrument in measuring the intended construct. In this study, the reliability of the construct was measured using the Composite Reliability (CR) indicator. A construct is considered reliable if its composite reliability value exceeds the minimum threshold of 0.6, indicating that all items in the construct consistently measure the same concept.

Table 5. Reliability test results

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Advertising Tariffs	0.879	0.881	0.624
Number of Listeners	0.774	0.776	0.596
Number of Advertising Companies	0.879	0.883	0.624
Advertising Revenue	0.861	0.869	0.592

Table 5 shows results of the reliability test, all four research variables advertising tariffs, number of listeners, number of advertising companies, and advertising revenue met the reliability criteria. This is indicated by the Composite Reliability (CR) values for each variable, all of which exceeded the minimum threshold of 0.6. Specifically, the variables advertising tariffs “and number of advertising companies” had CR values of 0.881 and 0.883, respectively. Meanwhile, the number of listeners “had a CR value of 0.776, and advertising revenue” showed a CR value of 0.869. These numbers consistently indicate that each item in the respective constructs can be relied upon and effectively measures the same concept, making this research instrument valid for further analysis.

4.1.3 Hypothesis Testing

4.1.3.1 Partial T-Test

This test determines the extent to which independent variables significantly affect the dependent variable. The evaluation of causal relationships between independent and dependent variables is based on two main indicators: the t-statistic value and the p-value. An effect is said to be significant if the t-statistic value is greater than the t-table value and the p-value is smaller than the predetermined significance level, which is 0.05 or 5%. In the context of this study, the t-table value is known to be

1.661 at a 5% significance level. Therefore, the hypothesis is accepted if it meets the criteria of t-statistic > 1.661 and p-value < 0.05. The results of the t-test conducted in this study are as follows:

Table 6. Path coefficient results

Hypothesis	Relationship Between Variables	Original Sample	T-Statistic	P Values
H_1	Advertising Tariffs → Advertising Revenue	0.322	3.043	0.002
H_2	Number of Listeners → Advertising Revenue	0.378	4.150	0.000
H_3	Number of Advertising Companies → Advertising Revenue	0.253	2.795	0.005

Table 6 shows the results of the t-test as shown in the table above, the following conclusions can be made:

1. H_1 is accepted because the t-statistic value > t-table or $3.043 > 1.661$ and the p-value is $0.002 (< 0.05)$, meaning that advertising tariffs have a positive and significant effect on advertising revenue.
2. H_2 is accepted because the t-statistic value ($4.150 > t$ -table (1.661)) and the p-value is $0.000 (< 0.05)$, indicating that the number of listeners has a positive and significant effect on advertising revenue.
3. H_3 is accepted because the t-statistic value > t-table or $2.795 > 1.661$ and the p-value is $0.005 (< 0.05)$, meaning that the number of advertising companies has a positive and significant effect on advertising revenue.

Table 7. Coefficient of determination (R^2) results

Variable	R Square
Advertising Revenue	0.757

Table 7 shows of the coefficient of determination test in the table above show that the R^2 value for advertising revenue is 0.757. This result indicates that the variables advertising tariffs, number of listeners, and number of advertising companies explain 75.7% of the variation in advertising revenue, whereas the remaining 24.3% is explained by other variables not covered in this study.

4.2 Discussion

4.2.1 The Effect of Advertising Tariffs on Advertising Revenue at LPP Radio Republik Indonesia in Bandar Lampung

The findings of this study show that the Advertising Tariffs variable has a positive and significant effect on Advertising Revenue; therefore, Hypothesis 1 (H_1) is accepted. High scores on the indicators in the Advertising Tariffs construct reinforce this result. Several indicators used to measure this variable include Cost Per thousand Impressions (CPM), Cost Per Click (CPC), Cost Per Action (CPA), audience segmentation, airing time (prime time or non-prime time), as well as the choice of platform and advertisement format used. All these indicators have proven to contribute to increasing advertising revenue, indicating that a well-structured tariff strategy can directly impact the financial performance of the media, especially in terms of advertising revenue.

Furthermore, the results obtained in this study align with the findings of previous studies by [Eriswanto \(2018\)](#), [Susanti \(2014\)](#), and [Raisid and Setiawan \(2015\)](#), who consistently state that advertising tariffs play a vital role in determining the advertising revenue received by broadcasting institutions. This consistency reinforces the argument that adjusting tariffs based on strategic factors, such as audience reach, airing time, and chosen advertisement formats, is an effective step in optimizing revenue from the advertising sector. Therefore, managing flexible advertising tariffs based on market data is highly recommended for broadcasting institutions to remain competitive in the dynamic evolving media industry.

4.2.2 The Effect of the Number of Listeners on Advertising Revenue at LPP Radio Republik Indonesia in Bandar Lampung

Based on the research findings, the Number of Listeners variable has a positive and significant effect on Advertising Revenue; thus, the second hypothesis (H_2) is accepted. The high index values of the indicators used to measure this variable, such as monthly listeners, unique listeners, and total listeners, serve as concrete evidence that a large audience directly contributes to increased advertising income. The larger the coverage and engagement of a radio station's listeners, the higher the commercial value offered to advertisers, as they see a greater opportunity to reach their target market. This finding is also in line with the theory of planned behavior framework, which states that attitudes towards a behavior are closely related to how someone evaluates the impact of the behavior, whether it is beneficial or harmful. When listeners feel comfortable and satisfied with radio content, loyalty is built, leading to an increase in the number of listeners. This attracts advertisers because they see the effectiveness of advertising messages becoming more optimal. Additionally, this conclusion is supported by [Raisid and Setiawan \(2015\)](#), who state that the number of listeners has a significant effect on increasing advertising revenue, making the audience aspect a critical element in the commercial strategy of radio media.

4.2.3 The Effect of the Number of Advertising Companies on Advertising Revenue at LPP Radio Republik Indonesia in Bandar Lampung

Based on the data analysis, the variable number of advertising companies has a positive and significant effect on advertising revenue. This finding suggests that the third hypothesis (H_3) is accepted. High index values on the indicators in this variable, such as the type or format of the advertisement used, the percentage of active companies using advertising services, the intensity of advertising airing, and the allocation of advertising budgets, reinforce the belief that increasing the number of advertising companies will increase the advertising revenue received by broadcasting media. In other words, the more business entities that utilize advertising space, the greater the potential for revenue.

The theory of planned behavior, developed by [Ajzen \(1991\)](#), also underpins this result. In this theoretical approach, it is explained that individual behaviour is shaped by beliefs about the outcomes or consequences of that behaviour (behavioural belief), including cost-benefit evaluations before making decisions. In this context, companies that choose to advertise have certainly considered potential benefits, such as increased sales or brand awareness, which ultimately encourage them to become advertising partners. Additionally, because previous studies have not specifically focused on the effect of the number of advertising companies on advertising revenue, this study attempts to fill this gap by presenting a new perspective, that the number of advertising companies is an important factor to consider in broadcasting revenue strategies.

4.2.4 Islamic Perspective on Advertising Revenue Affected by Advertising Tariffs, Number of Listeners, and Number of Advertising Companies

From an Islamic perspective, advertising promotions should always be based on principles that bring benefit and prevent harm. This means that every form of promotion should contain values that are not only economically beneficial but also ethical and in line with Sharia teachings. Advertising that is permissible in Islam is advertising that is not deceptive, does not contain falsehoods, and does not mislead consumers with false promises. The goal is not merely to sell products but also to uphold trust in transactions and honesty in marketing communication.

This is in line with the hadith narrated by Bukhari, Muslim, Abu Dawood, Ibn Majah, and Ad-Darimi, which states: "What is halal is clear, and what is haram is clear. Between them are doubtful matters that many people do not know. Whoever avoids doubtful matters has preserved his honor and his religion. Whoever falls into doubtful matters may fall into haram." This hadith emphasizes the importance of caution in promotional activities to avoid deviating into improper practices. Islamic advertising is understood as an indirect communication process to convey messages about products or services, aimed at influencing consumers while prioritizing ethical values and Islamic principles. In other words, the message delivered should be honest, not manipulative, and consider the interests and rights of consumers within the framework of Islamic values.

5. Conclusions

5.1 Conclusion

Based on the results of this study, it can be concluded that advertising tariffs implemented by LPP RRI Bandar Lampung have a positive and significant effect on advertising revenue. Well-structured tariff strategies that consider advertisers' purchasing power and perceived value are able to optimize revenue generation. In addition, the increase in the number of listeners and advertiser trust also contributes to improving advertising income performance.

In the context of Indonesia as a Muslim-majority country, the integration of Islamic values in advertising messages is also considered important. The principle of promoting halal products, as emphasized in Surah Al-Baqarah verse 168, can expand market reach, particularly among Muslim consumers in religious regions. Furthermore, although LPP RRI Bandar Lampung has demonstrated effective revenue strategies, comparisons with other types of radio stations indicate that advertising performance may vary depending on business models, audience segmentation, and sociocultural contexts. Private radio stations tend to be more aggressive in tariff strategies, while community radio stations may prioritize public service over commercial revenue.

5.2 Research Limitations

This study has several limitations that need to be acknowledged. First, the geographical scope of the research is limited to LPP RRI Bandar Lampung, which may reduce the generalizability of the findings to other regions with different listener characteristics and advertising market dynamics.

Second, the variables analyzed in this study are limited to advertising tariffs, number of listeners, and number of advertising companies. Other potential factors influencing advertising revenue, such as program quality, competition from other media platforms, and marketing strategies, were not examined in depth. These limitations indicate that the findings of this study should be interpreted within the specific context of the research setting.

5.3 Suggestions and Directions for Future Research

Future research is recommended to expand the geographical scope by including multiple RRI stations or other broadcasting institutions across different regions to improve the generalizability of the findings. Researchers are also encouraged to incorporate additional variables, such as program quality, digital media competition, audience engagement, and marketing strategies, to provide a more comprehensive analysis of factors influencing advertising revenue. Moreover, future studies should consider applying a mixed-methods approach by combining quantitative data with qualitative insights from management, advertisers, or stakeholders. This approach can provide a deeper understanding of strategic decision-making processes and the dynamics of advertising in the broadcasting sector.

Acknowledgments

The acknowledgments in this section are directed towards various parties who have provided support and contributions in the execution of this research, both in material and non-material forms. The assistance includes funding, provision of data, access to information, as well as moral and intellectual support, both directly and indirectly helping to facilitate the research process from the initial stages to the final report preparation.

Author Contributions

FT conducted conceptualization, data analysis, and manuscript drafting. CE contributed to data collection and study design. HV supervised the research and revised the manuscript. All authors approved the final version of the manuscript.

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