

Analysis of the Influence of Program Quality, Production, and Broadcast Reach on the Increase of PNBP LPP RRI Tolitoli Station

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Abstract

This study aims to analyze the influence of program quality, production quality, and broadcast reach on increasing Non-Tax State Revenue (PNBP) of the Public Broadcasting Institution of Radio of the Republic of Indonesia (LPP RRI) Tolitoli Station. The method used is a quantitative approach with primary data sources obtained through interviews, observations, and questionnaires. Data analysis was carried out by statistical test using SPSS version 26 application. The results showed that partially the quality of the program had a significant effect on the increase in PNBP (Sig. $0.002 < 0.05$; t count $2.724 > t$ table 2.011). Production quality was also shown to have a significant effect (Sig. $0.000 < 0.05$; t count $3.298 > t$ table 2.011), as well as broadcast coverage (Sig. $0.000 < 0.05$; t count $2.981 > t$ table 2.011). Simultaneously, these three variables have a significant influence on the increase in the RRI PNBP of Tolitoli Station (Sig. $0.000 < 0.05$; F calculates $8.043 > F$ table 2.84). These findings confirm that improving program quality, optimizing production, and expanding broadcast coverage are strategic factors in supporting LPP RRI's financial performance, especially in contributing to non-tax state revenue.

Keywords: *Program Quality; Production Quality; Broadcast Reach; PNBP (Non-Tax State Revenue); LPP RRI.*

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INTRODUCTION

Radio broadcasting is a form of mass media that functions to convey information, entertainment, as well as education to the public (Ahmad N., 2015). As a public broadcasting institution, the sustainability of radio operations is highly dependent on the optimization of Non-Tax State Revenue (PNBP) (Pradana, 2024). Thus, radio plays a role not only as a channel of communication and entertainment, but also as a social glue as well as an effective instrument of social control. More than that, radio has an important contribution in encouraging community economic growth and preserving local and national culture (Wulandari & Wahyudin, 2020).

However, one of the problems faced by public broadcasting institutions is the low PNBP (Widodo, 2019), this occurs due to the decline in advertising revenue in the radio industry. Changes in media consumption patterns driven by the development of digital technology and the internet have made many companies turn to social media and online advertising platforms (Sudibyo, 2023; Tugu, P. A. R., Rantelobo, K., & Andung, 2025). This condition reduces advertisers' interest in traditional media such as radio. In addition, government policies related to budget allocation also affect PNBP; The reduction in advertising budgets for radio media directly has an impact on the decline in broadcasting station revenue.

Capital expenditure is an expenditure of local governments that increases regional assets and wealth, and is an important instrument in realizing the goal of regional autonomy, namely improving community welfare and the quality of public services (Halim, 2002). In line with that, Regional Original Revenue (PAD) reflects the ability of regions to collect income independently, which plays a significant role in financing the development of vital sectors such as education and health (Yanto & Fattah, 2018). On the other hand, capital expenditure allocated to public infrastructure and facilities contributes to the improvement of the Human Development Index (HDI) through the provision of better basic services. With effective management, PAD and capital expenditure can encourage the strengthening of the local economy and improve the quality of life of the community (Yanto et al., 2023; Yanto & Afkir, 2020).

In this context, efforts to optimize PNBP at RRI Tolitoli Station can be pursued through various strategies (Nurprabandari, A., Dimyati, I., & Nesia, 2015), including improving the quality of broadcast programs to make them more attractive to listeners, expanding advertising marketing, and establishing partnerships with new sponsors. Based on these problems, this study was formulated to examine the extent to which the quality of the program of events, production quality, and broadcast coverage affect the increase in PNBP, both partially and simultaneously, at RRI Tolitoli Station.

In line with the formulation of this problem, this study aims to analyze the influence of the quality of event programs, production quality, and broadcast coverage on the increase of PNBP at RRI Tolitoli Station, either separately or together. Thus, the results of this research are expected to contribute to formulating a strategy to increase

RRI income and strengthen the role of radio as a public media that is useful for society and the state.

METHODOLOGY

This study uses a quantitative approach, which is a research method that focuses on numerical data and statistical analysis to test the hypothesis that has been formulated. The quantitative approach was chosen because it was able to provide a measurable picture of the influence of research variables on the increase of Non-Tax State Revenue (PNBP) of LPP RRI Tolitoli Station. The main instrument used in this study is a questionnaire, which is compiled based on the indicators of research variables. The questionnaire was distributed to respondents online through Google Form, allowing for more efficient data collection and reaching respondents more easily. The data obtained is then analyzed using Confirmatory Factor Analysis (CFA) to test the validity and reliability of the instrument, while ensuring that each indicator is able to represent the construct of the variables being measured.

The location of the research was determined at LPP RRI Tolitoli Station, which is located at Jl. Radio Kabinuang No. 93, Tolitoli Regency, Central Sulawesi Province. This research was carried out for 8 months, starting from April 2023 to September 2023, with stages including instrument preparation, data collection, data processing, and analysis of research results. Through this method, it is hoped that objective, valid, and reliable research results can be obtained, so that it can contribute to formulating strategies to increase PNBP in public broadcasting institutions.

RESULTS AND DISCUSSION

Classical Assumption Test Results

Table 1. Data Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		52
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	5.093472365
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.039
Test Statistic		.052
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

It can be seen that the Asymp.Sig value is $0.200 > 0.05$ so that it can be concluded that the data is normally distributed and can be continued for further statistical tests.

Table 2. Heteroscedasticity Test

Variabel	Kriteria	Sig.	Keterangan
Kualitas Program Acara	0.05	0.329	Tidak Terjadi Heteroskedastisitas
Kualitas Produksi	0.05	0.420	Tidak Terjadi Heteroskedastisitas

Jangkauan Siaran	0.05	0.227	Tidak Terjadi Heteroskedastisitas
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The results of the heteroskedasticity test explained that the quality of the program (X1), the quality of production (X2), and the Broadcast Reach (X3) met the criteria, namely the value of $\text{Sig.} > 0.05$ so that the variables X1, X2, and X3 did not heteroskedasticity.

Results of Multiple Linear Regression Analysis Test

Table 3. Multiple Linear Regression Test

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.021	5.908		3.842	.000
	Kualitas Program Acara	523	.347	.302	2.724	.002
	Kualitas Produksi	.550	.264	.167	3.298	.000
	Jangkauan Siaran	.396	.283	.216	2.981	.000

a. Dependent Variable: Peningkatan PNBP

From the equation above, it can be seen that the direction of influence has a positive value which means in the same direction, namely:

1. The coefficient of program quality is positive, meaning that every increase in the quality variable of the program by 1 unit, the variable of increase in PNBP also increases by 0.523.
2. The production quality coefficient has a positive value, meaning that for every increase in the production quality variable by 1 unit, the variable of PNBP increase also increases by 0.550.
3. The broadcast coverage coefficient has a positive value, meaning that every time the broadcast coverage variable increases by 1 unit, the PNBP increase variable also increases by 0.396

With equations:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 17.021 + 0.523X_1 + 0.550X_2 + 0.396X_3 + 5.908$$

Statistical Test Results

Table 4. Test Results t

Variable	t test	> t table	Sig.	Criterion	Information
Quality of Event Programs	2.724	2.011	0.002	< 0.05	Influential
Production Quality	3.298	2.011	0.000	< 0.05	Influential
Broadcast Reach	2.981	2.011	0.000	< 0.05	Influential

The results of the t-test explained that the quality of the program (X1) had a partial effect on the increase in PNBP (Y), the quality of production (X2) had a partial

effect on the increase in PNBP (Y), and the Broadcast Reach (X3) had a partial effect on the increase in PNBP (Y).

Table 5. Test Results f

Variabel	f test	f table	Sig.	Criterion	Information
Program Quality, Production Quality, and Broadcast Reach	8.043	2.84	0.000	< 0.05	Influential

The results of the f test explained that the variables of program quality (X1), production quality (X2), and broadcast coverage (X3) had a simultaneous effect on the increase in PNBP (Y).

Table 6. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.628	.603	.357
a. Predictors: (Constant), Kualitas Program Acara, Kualitas Produksi, Jangkaun Siaran b. Dependent Variable: Peningkatan PNBP				

Coefficient of Determination (R²) The value of R² is between 0 and 1. The higher the percentage, the greater the ability of the independent variable to explain the bound variable, where in this study the *adjusted r square value* is 0.603 which means that the influence of the variables of program quality (X1), production quality (X2), and broadcast coverage (X3) affects the variable increase in PNBP (Y) by 60.3% and the remaining 39.7% is influenced by other independent variables that are not referred to in the program quality variable (X1), production quality (X2), and broadcast reach (X3).

CONCLUSION

Based on the formulation of the problem, hypothesis and the results of the research that has been carried out, it can be concluded that this study shows that the quality of the program of events, the quality of production, and the coverage of the broadcast have an important influence on the non-tax state revenue (PNBP) of LPP at Tolitoli Station. The quality of a relevant and engaging program of events can increase the interest of listeners. The wide broadcast reach allows LPP at RRI Tolitoli Station to reach a larger audience, increasing the revenue potential from advertising.

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