

ABSTRACT

This research was aimed to examine and to obtain empirical evidence on population growth, total industry, PDRB, and inflation, toward advertising tax revenues. This research was done in Surabaya. Data collecting was carried out with documentation which is required in accordance with the research conducted of the related department/office/agency/institution. Data analysis was performed with multiple linear regression models. Results show that PDRB have positive, significant effect on advertising tax revenues, while population growth and inflation have positive, insignificant. But total industries have negative, insignificant effect on advertising tax revenues.

Keyword: population growth, total industry, PDRB, inflation, advertising tax revenues

