

ABSTRACT

The improving of information technology have spread out to the whole countries. Almost every development of this world can be known through many kinds of mass media such as radio, television, news paper, books, magazine, etc. The professional management to the radio station can make it into business centre and not only as hobby or supporting job.

In order the winner, the radio station must have competitive advantages. The research must done in 18 of FM private radio station in Surabaya, Sidoarjo and Malang in order to know the influence of the internal business process into the financial performance. The sample method that is used is the cencus method or somplate enumeration, which is each population members, is taken as the research subject.

The analysis model that used is multiple regression analysis with one dependent variable (Y) that is Return on Investment and seven independent variables that consist of the development of programs (R&D) (X1), the respond to the interactive program (X2), the quality of announcing (X3), the flexibility of operation (X4), the technology and equipment (X5), the relationship with the consumer (X6) and the responsibility to the public (X7). The result that is got as follows:

1. The factors of the internal business process include: consist of the development of programs (R&D) (X1), the respond to the interactive program (X2), the quality of announcing (X3), the flexibility of operation (X4), the technology and equipment (X5), the relationship with the consumer (X6) and the responsibility to the public (X7) simultaneously have the influence significantly into the rate of Return on Investment (ROI) in FM private radio station in Surabaya and around it. This thing is based on the F statistic result about 16.524 with the rate of sig.F about 0.000 and the value of coefficient determination (R^2) about 0.920 or 92.0%.
2. The factors of the internal business process include consist of the development of programs (R&D) (X1), the respond to the interactive program (X2), the quality of announcing (X3), the flexibility of operation (X4), the technology and equipment (X5), the relationship with the consumer (X6) and the responsibility to the public (X7) partially have the influence significantly into the rate of Return on Investment (ROI) in FM private radio station in Surabaya and around it.
3. From the multiple regression analysis, that is got as follows:

$$Y = 0.241 + 0.006151X1 + 0.002630X2 - 0.0181X3 + 0.005830X4 + 0.004975X5 + 0.01648X6 - 0.0138X7 + e$$

Key Words : the development of programs (R&D), the respond to the interactive program, the quality of announcing, the flexibility of operation, the technology and equipment, the relationship with the consumer, the responsibility to the public, and Return on Investment (ROI).