

ANALYSIS OF THE EFFECT OF PROMOTION AND PRICE ON INTEREST IN USING LOCAL WIRELESS NETWORK SERVICES AT PT MEDIA BALAI NUSA (CASE STUDY IN THE BENGKALIS DISTRICT COMMUNITY)

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Abstract

This study aims to analyze the influence of promotion and price on the interest in using local wireless network services at PT Media Balai Nusa. The research method used is quantitative with associative research type. The research data was obtained from 100 respondents from Bengkalis District who were interested or interested in using PT Media Balai Nusa services through questionnaires distributed using snowball sampling technique. Data analysis was conducted using multiple linear regression. The results of the study indicate that promotion and price have a positive and significant effect on the interest in using local wireless network services at PT Media Balai Nusa. Simultaneously, promotion and price have a positive and significant effect on the interest in using local wireless network services at PT Media Balai Nusa. Promotion and price are able to explain the variation in interest in using services by 26%, while the remaining 74% is influenced by other factors outside the study. The contribution of this study is to provide empirical evidence regarding the influence of promotion and price on interest in using services at local internet service providers and become a consideration for PT Media Balai Nusa in developing more effective promotional and pricing strategies to increase public interest in using the services offered.

Keywords: *Promotion, Price, Interest, PT Media Balai Nusa*