

ABSTRACT

The rapid development of electronic money presents a great opportunity for business players. A High number growing of E-Money become trigger factors of financial-industrial growth. As electric money providers, TCASH serves services with a lot of advantage towards their customer.

From Bank Indonesia graphic, TCASH became one of highest ranking regarding their subscribers. Unfortunately, not many of Telkomsel subscribers use TCASH as their payment method. In fact, TCASH is one of Telkomsel products and CASH have a lot of promotion and merchant can benefit the user itself.

This project focuses on determining what are the factors or influence to make Telkomsel subscriber use TCASH. The results of the evaluation, customers' questionnaire, internal and external analysis are used to determine the root of the problem and solutions that can be applied.

Through this research will be measured appraisers to Product, Price, Place, Promotion, People, Process and Physical Evidence variables. In addition, this research is to evaluate the influence of Marketing Mix toward Behavior Intention.

Moreover, the research result from 150 respondents using Google form (Online survey), it was found that four out of seven variables influence the behavior intention. The variables that influence are Price, Place, Promotion, and People. With the R^2 68,9% which means that this research included in a "Good" category. So, TCASH needs to have a funding machine for top-up customer TCASH TAP. The function of this machine can help the customer easier to top up and buy TCASH TAP without charge fees.

Keywords: Marketing Mix; Behavior Intention; Electronic Payment