

ABSTRACT

Internet customers in Indonesia, specially Indihome's customers, experienced significant growth. Indhome subscribers in Indonesia end of December 2016 are 1,576,701 subscribers. Indihome customers in Balikpapan end onf December 2016 are 23,468 subscribers. Penetration of Internet users in Indonesia continues to grow drive by technological developments. Telkom as a company drive by technology exerting all efforts in order to revive the fixed line business through the launch of Indihome products in early 2015, the package bundling of products by fiber optic access consisting of high speed internet service, fixed phone and interactive TV by UseeTV as a brand .

At this time, many companies promote their products through advertisement by broadcast free to air TV media to all TV subscribers. TV advertising is considered quite expensive and less effective because many udience that is not a target market of the company's products. While promotions through UseeTV ads are expected to be more effective by low cost. This study is to know whether there is a significant relationship between consumer perceptions of advertising through UseeTV and consumer response on the sports genre in purchasing products for indihome customers in the Balikpapan City. In a previous study, consumer perceptions of TV advertising were measured using 10 dimensions by Banwari Mittal. While the customer response is measured using 4 dimensions by Yu, Yi-Lin. The 10 dimensional instrument model of Banwari Mittal and 4 dimensional Yu, Yi-Lin are used in this research.

Research data obtained directly from the respondents by questionnaires distributed online using the application google docs to customers UseeTV Indihome in the Balikpapan City. The number of valid respondents filled out questionnaires are 400 respondents of the sports genre. Data analysis in this research using simple linear regression statistic method (simple linear regression).

The result of research shows that there is influence of perception toward customer behavior of product supported through UseeTV in Balikpapan City of Indonesia with influence equal to 39,66%, while the remaining 60.34% influenced by other factors. Linear relationship between X variable and Y variable in this research can be formulated by linear regression equation $Y = 9,406 + 0,3303X$.

Business space content TV advertising through UseeTV Indihome is a business opportunity, especially in the segment of the sports customers, it is expected that this can be maximized by PT Telkom as a source of increased revenue for the Company.

Keywords: *UseeTV, Indihome, advertisement, perception, response*