

ABSTRACT

Technology always growing and progressing very rapidly, in accordance with the times and the development of human thinking. Before there was an internet, we only knew and used television, but after the internet appeared there was a technology called IPTV which is commonly called internet television or pay tv. The percentage of IPTV users in Indonesia is still low compared to the internet users and television users. There are several well-known IPTV brands in Indonesia, especially the UseeTV brand from Telkom Indonesia. Competition becomes tighter than before; it is in line with the data if the user of UseeTV did not meet the target in 2014 while in 2018 the number of UseeTV users is still far comparing from the target of UseeTV users in 2016. This is believed that between marketing mix and brand equity are predicted to be the factors that may influence to increase the UseeTV user. The purpose of this study is to investigate the factors influencing between marketing mix and brand equity to increasing the user.

This research was used quantitative method. Cross-sectional data was collected by conducting an online survey questionnaire created on Google Form and distributed through various social media and completed by 385 respondents. The data was analyzed using multiple regression analysis and the sampling technique used is purposive sampling method. From the questionnaire valid results were obtained. Data processing is done using SPSS program. This research was conducted with Analysis of Multiple Linear Regression. Based on the F test on marketing mix elements on brand equity consisting of (brand, awareness, brand image, perceived quality, and brand loyalty, that $F_{count} > F_{table}$ value and has a significance value of $0,000 < 0.05$ means that influential marketing mix elements simultaneously) positive and significant towards brand equity. The most influential elements between marketing mix and brand equity is service, price, and process elements.

Keywords: UseeTV, marketing mix, brand equity, multiple regression analysis.