THESIS OF DOCTORAL (PH.D.) DISSERTATION

FACTORS AFFECTING TV CONSUMERS' CHOICE IN THE YOGYAKARTA REGION

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1. RESEARCH BACKGROUND AND RATIONALE

In many countries, television (TV) is a creative industry that contributes significantly to the economy. In 2015, the TV industry of China contributed $17.55 billion to the country (CHOW, 2016). In India, the television industry contributed $22.1 billion (OECD, 2013), while in the United States, the TV business contributed $170 billion and was the most prominent in the world market (MARKETLINE, 2017b).

In 2015, the TV industry in Indonesia contributed $4.9 billion, and in the following year this increased to 11% of $5.4 (MARKETLINE, 2017a). In the coming years, the numbers are expected to increase, given that the number of TV channels is rising. The TV industry is essential to the country. Indonesia is a multicultural country that is prone to conflict between ethnic groups (ZARBALIYEV, 2017). TV broadcasting promotes national unity and integration (KITLEY, 2000), as well as maintaining pluralism and diversity in society (SOUISA, 2017). TV media also benefit the country by providing the public space to foster democracy (NUGROHO, PUTRI, & LAKSMI, 2012), as well as fulfil expression and watchdog functions (HOLLANDER, D'HAENENS, & BARDOEL, 2009). TV broadcasting also contributes to the economy and benefits national development (ALFIAN, CHU, & ABDULLAH, 1981).

Considering that TV media provides enormous benefits, the Indonesian government has paid serious attention to this industry by issuing the Broadcasting Act No.32 of 2002. The Act has two great motivating concepts. First, to enable the TV broadcast content to reflect the diversity of the Indonesian culture better, and second, to realize ownership of TV stations that are more diverse and spread throughout Indonesia (UNDANG-UNDANG PENYIARAN, 2002). Through a diversity of ownership, the government is expected to promote democracy and economic enhancement in the regions.

After the implementation of the Broadcasting Act, No.32 of 2002, the number of TV companies proliferated. In the beginning of the presence of TV stations in 1962, the country had one TV station –TVRI-, owned by the government; further, when the Broadcasting Act was implemented, this was increased dramatically to 1,251 TV stations. The new TV stations are spread all over Indonesia, making TV competition more intense. Many companies, especially local TVs, cannot compete. Kominfo data in 2017 show that 178 of them had gone bankrupt.

The new TV broadcasting companies also emerged in the Special Region of Yogyakarta (henceforth referred to as Yogyakarta), a province located in central Java. From 1965 to 1988, in this province, there was only 1 TV station, TVRI Yogyakarta, which was state-owned. Then in 2018, this number increased by 17 commercial TV stations. People can also watch two other TV channels, which operate as a collaboration networking with local TV, plus 1 cable company, and 3 community TVs. The national broadcasters believed that Yogyakarta is a barometer of the success of TV programs. Preliminary studies revealed that if the audience response in Yogyakarta is positive, the national broadcasters believe the program they air will be a nationwide success.

In this fierce competition, all TV stations are competing to attract the attention of TV viewers. Also, they face the same challenges, competing with online-based media which are increasingly popular. On the other hand, the majority of TV stations fight over the same audience (AYUNINGTYAS & ALIF, 2009; HOLLANDER ET AL., 2009). Therefore, they strive to get as many viewers as possible and promote themselves continually to create an identity as a TV station that is different from their competitors. The identity is a marketing attribute that is proven to be a successful strategy in the long run (STIPP, 2012). Brand equity is one crucial business aspect required to beat the competition (AAKER, 2012) and it has a positive impact on consumers (BUIL, MARTINEZ, & CHERNATONY, 2013). Through a strong brand, TV stations could become the preferences and purchase intention of the audience. Therefore, brand equity in TV broadcasting companies is precious.

Brand equity is a consumer's perception of the brand (ESER, PINAR, GIRARD, & ISIN, 2012) and is often referred to as Consumer Based Brand Equity (CBBE). Brand equity has four dimensions, namely brand awareness, brand association, perceived quality, and brand loyalty (AAKER, 1991). However, TV broadcasters' efforts to influence TV audience’s preferences and to increase TV audience’ purchase intention are not easy. According to the uses and gratification theory, TV audiences are active (KATZ, BLUMER, & GUREVITCH, 1973). They have subjective reasons and preferences in choosing TV channels that meet their needs and satisfaction (BROWN, LAURICELLA, DOUAI, & ZAIDI, 2012; CHA, 2016; EGEDE & CHUKS-NWOSU, 2013; TORRES, 2016). Knowing the dynamics of the audience's taste can be an essential input for TV station managers. However, the knowledge and literature regarding TV audiences are rare. Although CBBE has long been developing, this concept is relatively new in the field of mass communication (CHAN-OLMSTED & KIM, 2001). Brand equity research in the TV industry is relatively rare (BAYO-MORIONES, ETAYO, & SANCES-TABERNERO, 2015).

Concerning the description above, this research has great benefits for the TV industry, especially in Yogyakarta. This study does not only overcome the literature scarcity on the issue of brand equity in the TV business but also supports the TV broadcasting business in Yogyakarta, through efforts to build brand equity that have been proven to bring long-term benefits.

2. STRUCTURE OF THE THESIS AND APPLIED METHODOLOGY

The structure of the dissertation includes six chapters. The introductory chapter describes the background of the study, the purpose of the study, the determination of the method, the research hypothesis, and the research model. Section 2 describes the literature review, consisting of the TV broadcasting business, the function of TV broadcasting, broadcasting TV categories, factors influencing consumers' TV choice, brand equity, brand preference, and purchase intention. Chapter 3 discusses the research methodology. The author uses mixed methods which consist of qualitative research, where data were collected through focus group discussion followed by a quantitative study. Chapter 4 discusses the findings. The author uses correlation, regression, and factor analysis for data analyses. Chapter 5 describes the conclusions and recommendations. Section 6 describes the main findings and novel contributions.

3. KEY RESEARCH QUESTIONS

This study has 3 important research questions, which guide and obtain the research results;

1. What aspects influence the audience’s choice of TV channel?
2. Do brand awareness, brand association, perceived quality, and brand loyalty partially influence brand equity?
3. Does brand equity influence brand preference and affect the purchasing intention of the audience?

Based on these research questions and review literature, we compiled the following hypotheses:

Hypothesis 1: Brand awareness positively affects brand equity
Hypothesis 2: Perceived quality positively affects brand equity
Hypothesis 3: The brand association positively affects brand equity
Hypothesis 4: Brand loyalty positively affects brand equity
Hypothesis 5: Brand equity positively affects brand preference
Hypothesis 6: Brand equity positively affects purchase intention
Hypothesis 7: Brand reference positively affects purchasing intention

Hypothesis answers 1 to 7 discussed in chapter 5. The answers to the hypotheses are:
Answer 1: Brand awareness has a positive effect on brand equity in TV broadcasting
Answer 2: Perceived quality has a positive effect on brand equity in TV broadcasting

Answer 3: The brand association has a positive effect on brand equity in TV broadcasting

Answer 4: Brand loyalty has a positive effect on brand equity in TV broadcasting

Answer 5: Brand equity has a positive effect on brand preference in TV broadcasting

Answer 6: Brand equity has a positive effect on purchase intention in TV broadcasting

Answer 7: Brand reference has a positive effect on purchase intention in TV broadcasting

4. RESULTS

4.1. Qualitative Research

The author revealed that there were 23 influencing factors among FGD participants when selecting TV channels (Table 1). These factors are tested in the quantitative study, after the qualitative study was completed.

Table 1. Influencing Factors on Consumers Choice of TV Stations

No	Influential factor	File	Reference
1.	TV stations have entertainment programs (X1)	51	56
2.	TV stations broadcast news & information programs (X2)	30	33
3.	To fill the times (X3)	24	26
4.	So as not to miss information (X4)	22	25
5.	TV stations have interesting programs (X5)	21	26
6.	TV stations have educational programs (X6)	20	22
7.	To get materials that are useful for communicating with the community (X7)	15	15
8.	Many cultural programs (X8)	13	16
9.	The program schedule matches my schedule (X9)	13	13
10.	To releases the stress (X10)	12	13
11.	The news is neutral (X11)	12	14
12.	To overcome the problem, I faced (X12)	12	12
13.	The program was promoted on TV (X13)	10	11
14.	TV stations have clear/clear signals (X14)	8	9
15.	This TV station has a particular program (X15)	8	9
16.	TV stations broadcast religious programs (X16)	8	10
17.	The presenter is interesting (X17)	7	8
18.	TV stations have extensive news coverage (X18)	6	6
19.	The program was satisfying (X19)	6	6
20.	Many broadcasts my regional news (X20)	6	7
21.	Often hold events off-air (X21)	6	6
22.	Watch because of friends (X22)	6	7
23.	The program is similar to other TV stations (X23)	4	4

Source: Author's Calculation (2019)

Data computed using NVIVO 12 revealed that 21 typical comments indicated TV broadcasts have no quality, but contrarily 12 typical comments indicated the opposite, and 18 reflected an ambiguous opinion. Table 2 shows this data.

FGD participants also expressed 32 non-quality TV broadcasting aspects, which were grouped into four categories. The first category is moral and ethical concern, which comprises infidelity, erotic scenes, pornography, sexual assault, bullying, hate speech, harsh profanity, gossip, impoliteness, physical abuse, and other non-educational scenes. The second group is social problems, consisting of harassment of other religions, lack of cultural values, displays of materialism, provocative lifestyles, conflict, not important news, not attractive, not neutral, not current, not objective, not accurate, not useful, not objective, and owner's influence on the TV broadcasts. Creativity is the third group, which is comprised of boring, repetitive, monotonous, not creative, not varied, just following trends, and imitating other programs. The last group was technical cinematography that comprised video quality, sound, lighting, and shooting techniques.

Table 2. Typical Comments of FGD Participants Relating to TV Quality

No	FGD	TV Content Quality		
		Have Quality	No quality	Ambiguous
1	FGD District of Bantul	2	3	1
2	District of Gunung Kidul	2	9	2
3	Municipality of Yogyakarta	2	4	6
4	District of Kulon Progo	3	1	6
5	District of Sleman	3	4	2
	Total reverence	12	21	18

Source: Author's Calculation (2019)

4.2. Quantitative Research

4.2.1. Correlation Analysis

In the quantitative study, the statistical test showed that all correlations among variables are positive and significantly correlated. The following table shows the results.

Table 3. Correlation Test of Total TV Stations

Variable	Mean	Std. Deviation	Brand Equity	Brand Preference	Purchase Intention
Brand Awareness (BAW)	2.6181	0.61433	0.616**	-	-
Perceived Quality (PQ)	2.6174	0.57544	0.619**	-	-
Brand Association (BAS)	2.7242	0.64095	0.769**	-	-
Brand Loyalty (BL)	2.5990	0.66916	0.804**	-	-
Brand Equity (BE)	2.7370	0.6320	1	0.778**	0.769**
Brand Preference (BP)	2.6903	0.63654	0.778**	1	0.824**
Purchase Intention (PI)	2.7160	0.63498	0.769**	0.824**	1

**. Correlation significant < 0.05, ** < 0.01.* *Source: Author's Calculation (2019).*

All correlations tested were interpreted as a strong category, except the relationship between the BAW variable against BE and the PQ variable against BE, which falls into the moderate category. When analysed per TV station (Table 4), the results show that local TVs have a higher correlation coefficient than Jakarta TV stations in all correlations between the tested variables.

Table 4. Correlation Coefficient Test Per TV Stations

TV station	Coefficient Correlations						
	BAW-BE	PQ-BE	BAS-BE	BL-BE	BE-BP	BE-PI	BP-PI
1. RCTI	0.514**	0.451**	0.602**	0.720**	0.694**	0.678**	0.742**
2. Metro TV	0.515**	0.449**	0.577**	0.700**	0.656**	0.668**	0.715**
3. TVOne	0.428**	0.367**	0.555**	0.649**	0.596**	0.594**	0.693**
4. Trans TV	0.474**	0.385**	0.562**	0.683**	0.671**	0.642**	0.703**
5. Trans 7	0.462**	0.410**	0.569**	0.688**	0.675**	0.653**	0.691**
6. Indosiar	0.536**	0.504**	0.649**	0.697**	0.676**	0.665**	0.748**
7. SCTV	0.531**	0.463**	0.597**	0.714**	0.661**	0.670**	0.714**
8. MNC TV	0.570**	0.535**	0.665**	0.719**	0.715**	0.678**	0.754**
9. AN TV	0.533**	0.561**	0.667**	0.709**	0.701**	0.679**	0.740**
10. Kompas TV	0.618**	0.606**	0.699**	0.774**	0.766**	0.760**	0.803**
11. Net TV	0.598**	0.623**	0.669**	0.764**	0.768**	0.747**	0.770**
12. Jogja TV	0.787**	0.817**	0.875**	0.865**	0.853**	0.862**	0.894**
13. Adi TV	0.765**	0.821**	0.866**	0.873**	0.856**	0.857**	0.889**
14. RB TV	0.773**	0.817**	0.864**	0.882**	0.857**	0.871**	0.886**
15. TVRI	0.697**	0.718**	0.792**	0.822**	0.807**	0.810**	0.844**

**. Correlation significant < 0.05, ** < 0.01 (1-tailed).* *Source: Author's Calculation (2019)*

The author interprets that all correlations between variables at local TVs come into a strong category. The correlation between BAW to BE on all national TVs were moderate. All correlations of PQ variable to BE were moderate, except TVOne and Trans 7. The correlation of the BAS variable to BE in all Jakarta TV stations were moderate, except Kompas TV. Then, the relationship between the BL variable to BE in all Jakarta TVs have strong correlations, except TVOne, Trans TV, and Trans 7.

4.2.2. Regression Analysis

Based on the measurement, all BE dimensions have a positive and significant influence on the BE variable, where the significance value is below 0.05; likewise, the regression test between the BE variable against the BP variable and the PI variable, the effect of BP variables on the PI variable, all of which have a significance value of less than 0.05. All regression tests produce t and F values above the table. In this study, the t-table is 1.96, and the F-table value is 2.25.

Table 5. Result Hypothesis of Regression Analysis & Category of Influence

Hypothesis	Regression	Beta	R Square	t.	F	Sig.
H_1	BAW → BE	0.616	0.380	35.846	1284.930	0.000
H_2	PQ → BE	0,619	0.383	36,118	1304,545	0.000
H_3	BAS → BE	0,769	0.592	55,147	3041,094	0.000
H_4	BL → BE	0.804	0.646	61.915	3833,483	0.000
H_5	BE → BP	0.778	0.606	56.831	3229.707	0.000
H_6	BE → PI	0.769	0.592	55.155	3042.114	0.000
H_7	BP → PI	0.824	0.680	66.733	4453.296	0.000

** Significant < 0.05* *Source: Author's Calculation (2019)*

In the regression test, all variables of BAW, PQ, BAS, and BL against BE, and the regression between the BE variable against the BP variable and the PI variable, as well as the regression test between BP and the PI show that local TV from Yogyakarta has a higher beta coefficient than TV stations from Jakarta. The data is presented in the following table.

Table 6. Beta Coefficients in Regression Tests for Each TV Station

TV stations	Regression						
	BAW-BE	**PQ-BE**	**BAS-BE**	**BL-BE**	**BE-BP**	**BE-PI**	**BP-PI**
1. RCTI	0.514	0.451	0.602	0.720	0.694	0.678	0.742
2. Metro TV	0.515	0.449	0.577	0.700	0.656	0.668	0.715
3. TVOne	0.428	0.367	0.555	0.649	0.596	0.594	0.693
4. Trans TV	0.474	0.385	0.562	0.683	0.671	0.642	0.703
5. Trans 7	0.462	0.410	0.569	0.688	0.675	0.653	0.691
6. Indosiar	0.536	0.504	0.649	0.697	0.676	0.665	0.748
7. SCTV	0.531	0.463	0.597	0.714	0.661	0.67	0.714
8. MNC TV	0.57	0.535	0.665	0.719	0.715	0.678	0.754
9. AN TV	0.533	0.561	0.667	0.709	0.701	0.679	0.74
10. Kompas TV	0.618	0.606	0.699	0.774	0.766	0.76	0.803
11. Net TV	0.598	0.623	0.669	0.764	0.768	0.747	0.77
12. Jogja TV	0.787	0.817	0.875	0.865	0.853	0.862	0.894
13. Adi TV	0.765	0.821	0.866	0.873	0.856	0.857	0.889
14. RB TV	0.773	0.817	0.864	0.882	0.857	0.871	0.886
15. TVRI	0.697	0.718	0.792	0.822	0.807	0.81	0.844

. Significant < 0.05* *Source: Author's Calculation (2019)*

4.2.2.1. Regression Analysis of Brand Awareness (BAW) to Brand Equity (BE)

The data shows that the influence of BAW variables on BE is positively and significantly correlated because the beta coefficient has a significance of less than 0.05. Therefore, H_1, which claims that the BAW variable positively effects BE, can be accepted. The BAW variable produces an R Square value of 0.380, so it implies that the BAW variable has a 38.0% influence on BE. The BAW variable on local TV has a greater influence than on TV stations from Jakarta. All regression tests between BAW variables against BE on TV from Yogyakarta are in the strong influence category. Meanwhile, all TV stations from Jakarta are in the moderate category.

4.2.2.2. Regression Analysis of Perceived Quality (PQ) to Brand Equity (BE)

In the regression test, the PQ variable against BE shows a positive and significant effect, because the beta coefficient has a value below 0.05. Therefore, **H_2, which mentions perceived quality has a positive impact on BE, can be accepted.** The PQ variable has an R Square value of 0.383, which means that this variable contributes 38.3% to BE. The examination of each TV station shows that the PQ variable on local TV from Yogyakarta has a higher effect than on TV from Jakarta. All local TV stations from Yogyakarta have a strong influence, while all TV stations from Jakarta have a moderate impact, except for TVOne and Trans 7.

4.2.2.3. Regression Analysis of Brand Association (BAS) to Brand Equity (BE)

The BAS variable shows a positive and significant effect on BE, considering that the beta coefficient has a value below 0.05. Therefore, **H_3, which claims that brand association has a positive impact on BE, can be accepted.** This variable regression test produced an R Square value of 0.592, so that in TV broadcasting, BAS had a 59.2% influence on BE. Tests per TV station show that local TVs have a higher BAS compared to Jakarta TV channels. All local TV has a strong impact of BAS, while that of TV from Jakarta is moderate, except Kompas TV, which was strong.

4.2.2.4. Regression Analysis of Brand Loyalty (BL) to Brand Equity (BE)

The regression test shows the BL variable has a positive and significant effect on BE, where the beta coefficient has a significance value below 0.05. This result indicates that **H_4, which claims that brand loyalty has a positive impact on BE, can be accepted.** The R Square coefficient of the BL variable regression test for BE is 0.646. Therefore, the BL variable contributes 64.6% to BE. The statistical analyses for each TV station show that local TV have beta and R Square coefficients higher than Jakarta TV. BL's influence on local TV from Yogyakarta was strong, while those on TV from Jakarta was strong, except for TVOne, Trans TV, and Trans 7.

4.2.2.5. Regression Analysis of Brand Equity (BE) to Brand Preference (BP)

Statistical tests show the effect of the BE variable on BP is positive and significant because the beta coefficient has a significance below 0.05. Therefore, **H_5, which claims that brand equity has a positive effect on BP, can be accepted.** The BE variable produces an R Square value of 0.606, so it implies that the BAW variable has a 60.6% effect on BP. Research on each TV station studied shows that the BE variable has a more significant influence on local TV than on Jakarta TV. All regression tests between BE variables against BP at the local TV are in the strong category. The RCTI, MNCTV, AN TV, Kompas TV, and Net TV stations are in the strong category, but the others are in the moderate category.

4.2.2.6. Regression Analysis of Brand Equity (BE) to Purchase Intention (PI)

The BE variable regression test for PI showed a positive and significant effect, because the beta coefficient has a value below 0.05. Therefore, **H_6, which claims that brand equity has a positive impact on PI, can be accepted.** The BE variable has an R Square value of 0.592, which means that this variable influences 59.2% of the PI. All local TV stations have a strong influence, while all TVs from Jakarta have a moderate effect, except for Kompas TV and Net TV stations.

4.2.2.7. Regression Analysis of Brand Reference (BP) to Purchase Intention (PI)

The regression test shows that the BP variable has a positive and significant effect on PI, where the beta coefficient has a significance value below 0.05. These results indicate that **H_7, which claims that brand preference has a positive impact on PI, can be accepted.** This variable correlation test produces an R Square coefficient of 0.680. Therefore, the BP variable gives a 68.0% effect on the PI. The TV stations from Yogyakarta had higher beta and R Square coefficients than TV stations from Jakarta. BP's influence on TV stations from Yogyakarta is strong. The majority of TV stations from Jakarta are also strong, except for TVOne and Trans 7.

All correlation tests and regression examinations showed that local channels are rated higher than national TV channels. We claim that respondents rated corporate brand equity and TV program brand equity interchangeably, even though the two are different. Corporate brand equity is the sum of the results deriving from the brand and from any action made by the corporation (JUNTUNEN ET AL., 2011). Meanwhile, TV program brand equity is related to the existing programs on the TV stations. The corporate brand equity can be different from the TV program brand equity (BAKSHI ET AL., 2014; ESER ET AL., 2012; MCDOWELL & SUTHERLAND, 2000). The corporation may have a better TV program brand equity than its TV stations' brand equity, but also corporate TV broadcasting may have a better brand equity than its TV programs. TV audiences may not love TV programs but may have a positive image of corporate TV channels, and vice versa.

Based on qualitative research, the author noted FGD participants rate TV stations as 'non-quality'. The participants expressed 32 non-quality issues in entertainment, information, and education. The complaints are mostly based on the audience's moral and ethical standards. Specifically, these non-quality issues are related to ethics & morality, social concerns, creativity, and the art of technical cinematography.

4.2.3. Factors Analysis

In a qualitative study, the author has revealed 23 factors that influence consumers when choosing TV stations and used them as part of the questionnaire in the survey. By using Confirmation Factor Analysis (CFA) and using the loading factor value 0.5 with the help of SPSS, the author revealed that these 23 factors were grouped into 4 classes. The first group was comprised of 11 elements and was called TV organizing and community engagement. The second group, which has factors with a loading factor above 0.5, consists of 6 elements and is called the Entertainment, information, & education group. Then, in the third group, four factors have a loading factor value above 0.5, and in the fourth group, two factors have a loading factor above 0.5. The third group is called Local news, neutrality, & culture, while the fourth is named Trend & religious TV (Table 7).

Table 7 Category of Factors Influencing Consumers' Choice of TV Channels

No	Influencing Factors	Factors Loading			
		TV organizing & community enggagement1	Entertainment, information, & education	Local news, neutrality, & culture	Trend & religious TV program
1	Promoted on TV (X13).	0.737	0.193	0.239	0.297
2	Influence from friends (X22).	0.729	0.108	0.289	0.277
3	To overcome the problem (X12)	0.721	0.146	0.292	0.247
4	The program matches to my schedule (X9)	0.690	0.336	0.241	0.192
5	For communicating with the community (X7)	0.688	0.358	0.326	0.075
6	Has special program (X15)	0.681	0.447	0.177	0.122
7	The presenter is attractive (X17)	0.661	0.370	0.240	0.211
8	Not miss the information (X4)	0.647	0.427	0.321	0.044
9	To release the stress (X10)	0.615	0.539	0.134	0.110
10	Fill free time (X3)	0.604	0.563	0.117	0.075
11	Often organizes off-air events (X21)	0.530	0.141	0.391	0.488
12	Satisfied with the TV program (X19)	0.198	0.734	0.190	0.351
13	Has entertainment program (X1)	0.343	0.673	0.155	0.301
14	Interesting TV programs (X5)	0.485	0.649	0.199	0.118
15	Has clear signal (X14)	0.269	0.619	0.195	0.294
16	Has educational program (X6)	0.185	0.600	0.452	0.187
17	Has news and information (X2)	0.279	0.599	0.532	0.052
18	Broadcast a lot of local news (X20)	0.284	0.077	0.742	0.174
19	Has extensive news coverage (X18)	0.256	0.536	0.604	0.076
20	The news is neutral (X11)	0.329	0.332	0.599	0.178
21	Shows alot of cultural programs (X8)	0.336	0.303	0.568	0.360
22	The program is similar to other stations (X23)	0.204	0.361	0.123	0.754
23	Shows religious programs (X16)	0.316	0.231	0.424	0.574

Rotated Component Matrix[a]. Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 14 iterations.

Source: Author's Calculation (2019)

Based on the CFA measurement, the group of TV organizing & community engagement is predominant. This group has a variance value of 55.376%, which could be interpreted as implying that this group has a 55.376% contribution of influence on the TV audience's choice of TV channels. Three other factors were smaller, namely the group of Entertainment, information & education; the Local news, neutrality, and culture; and the Trend & religious TV programs. The variance value of these groups is 5.394%, 4.663% and 3.439% respectively.

4.3. The Audience of TV Broadcasting in Yogyakarta

Television has three main functions: entertainment, information, and education (HOLTZ-BACHA & NORRIS, 2001). Generally, the measurement of the three depends on which aspects stand out most in the TV programs. Usually, these three aspects are not separate. However, consumers often simplify TV stations by separating them into just one of the primary functions, namely entertainment TV, news TV, or educational TV. If the entertainment content tends to predominate over news, for instance, then, the audience will measure these TV channels as entertainment TV. If news journalism tends to occupy the programs, those TV stations will be referred to as news TV.

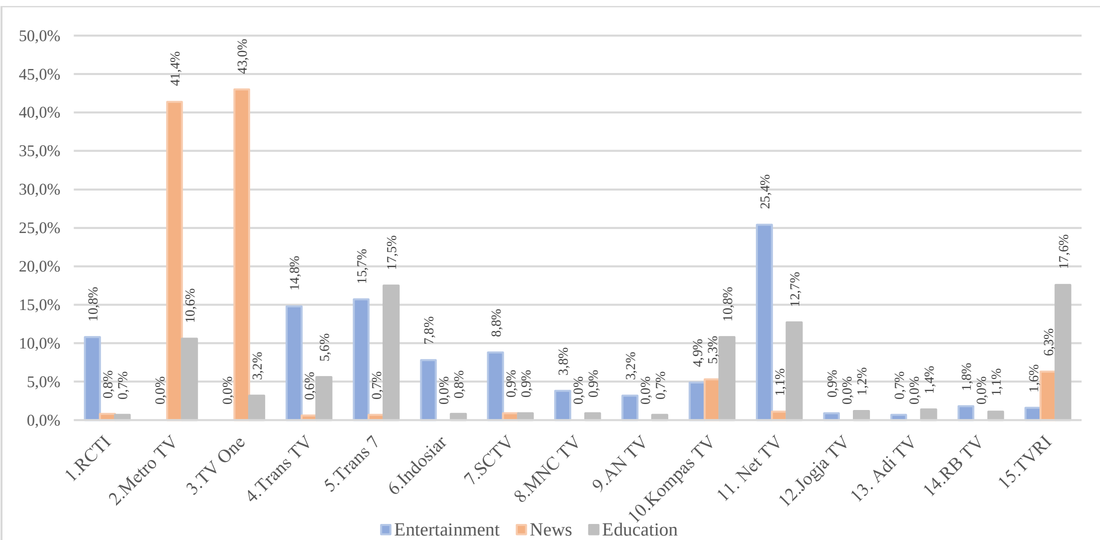

Figure 1. Image of TV Entertainment, TV News, & TV Education For Each TV Station
Source: Author's Calculation (2019)

Figure 1 above shows that respondents value TV stations which have three complete TV functions; i.e. only 7 TV stations, namely, RCTI, Trans TV, Trans 7, SCTV, Kompas TV, Net TV, and TVRI. Among the stations studied, Metro TV and TVOne have news and education functions only. Meanwhile, Indosiar, SCTV, MNC TV, ANTV, Jogja TV, Adi TV, and RB TV functions as entertainment and educational stations. More women than men prefer to watch the entertainment TV category. This research finding is in line with other research which shows that women prefer watching entertainment to news (BHATT & SINGH, 2017; DEVADAS & RAVI, 2013; GURLEEN & SUKHMANI, 2011).

Based on the news category, respondents rated nine channels as news TV: RCTI, Metro TV, TVOne, Trans TV, Trans 7, SCTV, Kompas TV, Net TV, and TVRI. The other TV channels are not news TV, although they broadcast information. As news TV, TVOne ranks first (43.0%), followed by Metro TV and TVRI, while Trans TV occupied the last rank of the news TV category. On news TV, females outnumber males. This study revealed that males prefer the news broadcasts on Metro TV to those on TVOne, and women prefer TVOne to Metro TV. Some research has shown that women prefer watching entertainment to news (BHATT & SINGH, 2017; DEVADAS & RAVI, 2013; GURLEEN & SUKHMANI, 2011).

Based on the data, 85.7% of respondents gave the opinion that TV broadcasts contain education values; however, 14.3% did not express an idea. In this category, respondents rated TVRI as the most educational TV, followed by Trans 7, Net TV, Kompas TV, Metro TV, Trans TV, TVOne, Adi TV, Jogja TV, RB TV, SCTV, MNCTV, and Indosiar, while the least educational TV stations were RCTI and ANTV, which were both chosen by 0.7% of respondents. The number of respondents based on gender who assessed the educational content of each TV station varies (Figure 4.18). The finding is in line with other research that shows that different genders have different experiences and preferences in watching TV and respond to different influences shaping their perceptions of TV advertisements (ZAVODNY POSPISIL, ZAVODNA, & ČERNA, 2015).

The cross-tabulation data of the respondents' profiles who watch TV shows that some TV stations occupy similar market segments. TVOne and Metro TV are the best examples of this. They fight over relatively the same segment in terms of age, religion, marital status, education, employment, income, and expenditure. The difference between the two markets lies in the ethnic background, where Metro TV has a more varied ethnicity than TVOne. Some stations have relatively different segments, for example, NET TV and RCTI. The audience profiles of the two stations are slightly different, even though they are both entertainment TVs. Net TV viewers come from all age groups, religions, education levels, professions, income, expenditure, and their ethnic origin is wider than that of RCTI viewers. The TV audience profiles are presented in Table 8.

Table 8. The Profile of the TV Audience

Number & TV Channel	The Profile of Respondents Who Watch TV Programs, based on the TV Function Category		
	Entertainment	**News**	**Education**
1.RCTI	Female more than male (5.6%:5.2%); Ages 16-55 are watching, but young ages are the most typical (5.7%). The majority are Muslim (9%). Most are not married (6.5%). Dominant education level is SHS (6.3%). Occupations are varied, but most are students (5.5%). They have an income between Rp.1 and 1.5 million (2.9%), and expenditure between Rp.1 and 1.5 million (3.3%). Javanese is the most typical ethnic group (8.7%) followed Sundanese (0.4%) & ten other groups with less than 0.2%.	Male less than female (0.1%:0.7%). Young people are the most typical (0.6%). The majority are Muslim (0.8%) and not married (6%). Most are SHS (0.3%). Few occupations, but students are the most typical (0.5%). The income is less than Rp.1 million (0.3%), & expenditure less than Rp.1 million (0.4%). Javanese and Sundanese ethnic groups watch the news. The largest group is Javanese (0.7%), and the Sundanese are the smallest group (0.1%).	Female more than male (0.4%:0.3%); young people are the most typical (0.5%). The majority are Muslim (0.5%), not married (6.5%) and with an SHS level of education (0.4%); occupation is student (0.5%). The income groups between Rp.1 and 1.5 million & between Rp.1.5 and 2 million are the same percentage (0.2%). Those with expenditure under Rp.1 million, between Rp.1.5 and 2 million & between Rp.1.5 & 2 million are the same percentage (0.2%). Javanese is the most typical group (0.5%).
2.MetroTV	-	Female more than male (22.6%:12.8%). All age categories watch, but the young are the most typical (23.2%). The majority is Muslim (25%), not married (26.3%), and generally SHS (25.5%). The occupation of student is the most typical (22%). Those with an income between Rp.1 and 1.5 million (11.6%) & expenditure between Rp.1 and 1.5 million (13.9%) are the most typical. There are 28 ethnic groups, Javanese is the biggest (31.2%).	Female more than male (6.7%:3.9%). Young ages are most typical (5.8%). Muslims (6.1%) and the unmarried (6.5%) are dominant. Junior high school and above watch, but SHS is the most typical (6%). The majority occupation is a student (5.6%). Those in the income category between Rp.1 and 1.5 million (2.7%), and expenditure between Rp.1and 1.5 million (3.7%) are the most typical. 22 ethnic groups, with Javanese predominating (6.6%).
3.TVOne	-	Female (24.9%) more than male (18%). All age categories watch, but the young predominate (23.1%). Muslim & not married are the most typical (37.6% & 26.2% respectively). All educational levels watch, with SHS (25.4%) predominating; students most typical (21.2%). Income & expenditure typically less than Rp.1 million (11.8% & 13.5% respectively). Typical ethnicity is Javanese (36.7%), among a total of 18 ethnic groups.	Female more than male (2.1%:1.1%). Young most typical (1.9%). Muslim is the majority audience (2.6%). Most not married (2%). Mostly SHS (2%), generally students (1.9%), and income less than Rp.1 million (1.1%). Typical audience expenditure less than Rp.1 million (1.0%). Javanese is the most typical (2.6%) of the 4 ethnic groups.
4.Trans TV	Female (9.6%) more than male (5.2%). The majority are young (8.5%), Muslim (8.5%), not married (9.5%) and with an SHS level of education (8.8%). Typical occupation, student (7.7%). In terms of income, most have less than Rp.1 million & have an expenditure of less than 1 million (4.8%). The most typical ethnic group among the 19 who watch are the Javanese (11.8%).	Female more than male (0.4%:0.1%). Young predominate (0.3%). Majority is Muslim (0.5%), not married (0.3%) and with an SHS education level (0.4%). Their occupations are employee and student, (0.2%). Typical income between Rp.1 and 1.5 million; expenditure less than Rp.1 million. All of the TV audience is Javanese (0.4%).	Female more than male (3.3%:2.3%). Mostly young (2.8%), Muslim (4%), and not married (3.2%). Majority education is SHS (3.4%). The significant occupation is a student (2.8%). The typical income is between Rp.1 and 1.5 million (1.5%), and the expenditure between Rp.1 and 1.5 million. Javanese is the most represented ethnic group (4.8%).
5.Trans 7	More female (7.9%) than male (7.7%). The majority are young age (7.8%), Muslim (13.1%), and not	Females (0.4%) slightly more than male (0.3%). The age ranges 16-25 & 26-35 are the most typical (0.4%	Female more than male (10.3%:6.9%). The young watch most (9.4%). The majority are Muslim

Number & TV Channel	The Profile of Respondents Who Watch TV Programs, based on the TV Function Category		
	Entertainment	**News**	**Education**
	married (9.3%). Most have an education level of SHS (9.1%). Majority occupations are student & employee (7.3% & 4.7% respectively). The highest income is between Rp.1 and 1.5 million, and most expenditure is between Rp.1 and 1.5 million (4.8%). Most of the audience is Javanese (12.4%), among a total of 15 ethnic groups.	& 0.2%). The majority are Muslim (0.5%), not married (0.4%) and with an SHS level of education (0.4%). Most typical occupation is student (0.4%). The highest income is Rp.1.5-2 million (0.3%), and the most typical expenditure is less than Rp.1 million. In terms of ethnicity, the audience is Javanese (0.6%).	(14.3%), not married (10.8%), & with an SHS education level (10.4%). Most typical occupation is student (8.9%). Based on the income, most of the audience has less than Rp.1 million, but the expenditure between Rp.1-1.5 million (5.4%) is typical. 12 ethnic groups watch the station, the most typical is Javanese (13.5%).
6.Indosiar	Female more than male (44%:3.5%). The majority are young (5%), Muslim (6.1%), and not married (5.5%). Respondents with an SHS education level & above watch, but the majority have an SHS level (4.9%); the most typical occupation is student (4.9%). Those with incomes less than Rp.1 million are the most typical (2.3%); the most typical expenditure is less than Rp.1 million (2.7%). Only 10 ethnic groups watch, the largest are the Javanese (6.5%).	-	The audience who watch Indosiar's education function is less. More typically female (0.5%) than male (0.3%). The majority are young (0.6%), Muslim (0.6%), not married (0.6%), and with an SHS education level (0.4%). Their occupations are typically student & employee, 0.1% & 0.6%, respectively. Income is typically less than Rp.1 million (0.3%) and their expenditure is less than Rp.1 million (0.3%). Javanese is the predominant ethnic group (0.4%).
7.SCTV	Total of respondents who watch SCTV is 8.8%, 5.6% female & 3.2% male. The majority are young (4.5%), Muslim (6.3%), and not married (4.9%). They are JHS and above, but the majority are SHS (5.6%). Their occupations are varied; most of them are a students (4.2%). Most of them have an income between Rp.1 and 1.5 million (2.8%) & expenditure between Rp.1 and 1.5 million (2.4%). Few ethnic groups watch; the Javanese are the most typical (7.2%).	The number of females double the number of males (0.6%:0.3%). Most are young (0.6%), Muslim. Most are not married (0.7%) & SHS (0.5%). The typical occupation is student (0.6%). The viewers' income & expenditure is middle-low, i.e. less than Rp.1 million (0.4%), and the Javanese predominate.	Females slightly more than males (0.5%:0.4%). Most are young (0.6%), Muslim (0.6%), and the unmarried audience is three times higher than the married (0.6%:0.2%). The lowest education level of respondents is an SHS (0.6%). Most are students (0.6%). The audience has low income & expenditure, i.e. less than Rp.1 million. Few ethnic groups watch, with Javanese predominating (0.7%).
8.MNC TV	Few respondents watch MNCTV. The same number of females & males (1.9%), most of whom are Muslim (2.6%). The unmarried (2.3%) are almost double the married (1.5%). Those with an SHS and a higher education qualification watch (0.6%), but SHS is the most typical. Almost all occupations watch MNCTV, but the most typical are students (1.7%). Respondents with an income between Rp.1 and 1.5 million (1%), and those with an expenditure between Rp.1 and 1.5 million (1.1%). are the most typical. Not many ethnic groups watch, with Javanese most typical (2.8%).	-	Slightly more male than female (0.5%: 0.4%). Most are young (0.6%), Muslim (0.8%), and the unmarried (0.7%) are treble the married (0.2). Those with SHS and higher education watch, but most have an SHS level of education (0.6%). Students the most typical occupation (0.06%). The income & expenditure of the respondents who watch MNCTV is middle-low, i.e. less than Rp.1 million for both (0.4% & 0.5%, respectively). A limited number of ethnic groups watch, with the Javanese predominating (0.9%)

Number & TV Channel	The Profile of Respondents Who Watch TV Programs, based on the TV Function Category		
	Entertainment	**News**	**Education**
9.AN TV	Female more than male (2%:1.2%). The majority are young (2.3%), Muslim (2.6%), and not married (1.6%). Those with a middle to high education watch, but most typically SHS (2.1%). Some occupations watch ANTV, but the majority are students (2.2%). They are from all income categories, but most have under Rp.1 million (1.1%). All expenditure categories watch, but equal numbers of respondents have less than Rp.1 million and between Rp.1 and 1.5 million (1.2%). Javanese & Batak ethnicities, with Javanese predominating (2.9%).	-	Female more than male (0.4%: 0.3%). The majority are young (0.6), Muslim (2.6%), not married (0.6%) and with an SHS education level (0.5%). The most typical occupation of the respondents is student (0.6%), and their financial range is low to middle. Equal numbers of respondents earn under Rp.1 million and between Rp.1 and 1.5 million (0.2%). There are three equal expenditure groups (0.2%), i.e. less then Rp.1 million, Rp.1-1.5 million, and Rp1.2-2 million. The majority are Javanese (0.7%).
10.Kompas TV	Male more than female (2.8%:2%). Almost all age categories watch but most are young (3.6%). Muslims are the majority (3.7%), and the unmarried audience is much more than the married (3.9%:0.9%). Those with a middle to high education watch, but most have SHS (2.9%). The most typical occupation is student (3.4%).All financial income & expenditure categories watch, but the most typical is the below Rp.1 million group (2% & 1.9%, respectively). Some ethnic groups watch, but Javanese predominate (3.8%).	Female and male in almost the same numbers (2.7%:2.6%). Most are young (3.7%). The majority are Muslim (3.7%), not married (3.9%), and have graduated from SHS (2.9%). Among all occupations watch, with students the most typical (3.4%). All income & expenditure groups watch, with those below Rp.1 million the most typical. Few ethnic groups watch, and Javanese predominate (3.8%).	Male more than female (5.7%:5.1%). All ages watch, but most are young (5.9%). The majority are Muslim (7.4%), not married (6.7%), and with an SHS qualification (6.7%). A variety of occupations watch, but most are students (5.3%). in terms of the financial category, most respondents have incomes and expenditure between Rp.1 and 1.5 million (3.2% and 3.8%, respectively). Among the 11 tribes who watch, the Javanese predominate (9.4%).
11.Net TV	Female more than male (14.2%:11.1%). All ages watch Net TV, but mainly the young (11.3%). The majority are Muslim (15.8%), not married (13.1%), and with an SHS (15.1%). The most typical occupation is a student (10.5%). The most significant income category is between Rp.1 and 1.5 million (7%), and expenditure is between Rp.1 & 1.5 million (8.9%). Among 15 ethnic groups the Javanese predominate (20.2%).	Male less than female (11.1%:14.2%). The majority are young (0.6%), Muslim (0.9%), and not married (0.7%). SHS and graduate respondents are the most typical, in the same numbers (0.4%). The most typical occupation is student (0.6%). Almost all income and expenditure groups watch. The income & spending category under Rp.1 million is the most typical (6% each). Based on ethnicity, only the Javanese watch (0.8%).	Male slightly more than female (6.5%:6.2%). Most typical viewer is young (7.3%), Muslim (8.3%), not married (8.5%), and with an SHS (8.2%). The occupations involved are varied, but the most typical is student (6.9%). All categories of income & expenditure group are evenly distributed, but the most are below Rp.1 million for income & expenditure categories (3.7% & 3.9% respectively). Among the 21 ethnic groups, the Javanese predominate (8.6%).
12.Jogja TV	Male more than female (5%:4%). Few age groups watch, with the most typical being the young (0.7%). The most typical viewer is Muslim (0.7%), not married (0.9%), and with an SHS (0.6%). The most typical occupation is student (0.7%). There are few income & expenditure categories, with most viewers under Rp.1 million (0.4% & 0.5% respectively). Only watched by the Javanese (0.8%).	-	Female more than male (0.7%:0.5%). The majority are young (0.6%), Muslim (1.1%), not married (0.7%), and with an SHS (0.7%). Few occupations, with student the most typical (0.5%). The income & expenditure categories are evenly distributed, with most under Rp.1 million for income (0.3%) & Rp.1-1.5 million for expenditure (0.4%). Only watched by the Javanese (1.2%).

Number & TV Channel	The Profile of Respondents Who Watch TV Programs, based on the TV Function Category		
	Entertainment	**News**	**Education**
13.Adi TV	Female slightly more than male (0.5%:0.4%). Few age groups watch, most typically the young (0.5%). The majority are Muslim (0.6%), not married (0.5%), and with an SHS (0.5%). The most typical occupation is student (0.5%). The economic status is low & middle in terms of income and expenditure categories (0.2% each). Watched by Javanese and Sundanese ethnic groups (0.5% & 0.1% respectively).	-	Female more than male (0.8%:0.7%). Few age groups watch; mainly the young (0.9%). Most are Muslim (1.3%) and not married (0.3%). The most typical educational level is SHS (0.7%), and the most typical occupation is student (0.9%). The income is almost evenly distributed, with most below Rp.1 million, and between Rp.1 and 1.5 million (0.4% each), with the most typical expenditure under Rp.1 million (0.5%). Only watched by the Javanese (1.2%).
14.RB TV	Female more than male (1.1%:0.7%). Few age groups watch, but most are young (1.6%). Most are Muslim (1.4%), not married (1.4%) and with an SHS (1.3%). Few occupations watch, with the most typical being students (1.6%). Typical income and expenditure is under Rp.1 million (0.7% each). The ethnic groups who watch are Javanese, Malay, and Sundanese, but mainly Javanese (1.4%).	-	Male more than female (0.6%:0.5%). The age of audience is 16-55 years, but the young predominate (0.6%). Muslims are the dominant religious group (1%), and the unmarried are almost double the married (0.7%). The educational level is middle to higher, but most have an SHS (0.5%). Employees and students are the typical audiences, but most are students (0.6%). The economic status is middle-low, but most are under Rp.1 million in terms of income and expenditure (0.4%). Javanese is the predominant ethnic group (1%).
15.TVRI	Female and male in the same numbers (0.8%). Age of the audience is 16-35 and above 55, but most are young adults (1.1%). The majority are Muslim (1.1%) and not married (1.2%). Educational level is SHS and higher, but SHS predominates (0.8%). Few occupations, with most being students (1.1%). Almost all categories of income and expenditure evenly distributed, but mostly under Rp.1 million in both income and expenditure (0.7% each). Javanese is the main ethnic group (1.2%).	Male more than female (3.5%:2.8%). The age of the audience is 16-55, but most are young (3.1%). The typical viewer is Muslim (5.3%) and not married (3.6%). Education level is JHS and higher, but SHS predominates (3.6%). A variety of occupations, with students the most typical (2.8%). Economic status is low to high, with most under Rp.1 million for income (1.7%) and under Rp.1 million and between Rp.1 and 1.5 million for expenditure (1.7% each). Javanese is the predominant ethnic group (4.9%).	Female more than male (10.8%:6.9%). The age of the audience is varied, but most are young (8.5%). Muslims predominate (14.5%). Unmarried is most typical (9.8%). Educational level is JHS and higher, with SHS the most typical (10%). A variety of occupations, with students the most typical (7.5%). Economic status is low to high, but most are under Rp.1 million for both income and expenditure (4.8% & 5.4% respectively). Of the 12 ethnic groups who watch, the Javanese predominate (15.4%).

Source: Researcher's Calculation (2019)

5. CONCLUSIONS

Viewers watch TV channels based on subjective factors that can fulfil their satisfaction and desires. Based on the qualitative study, it is concluded that 23 aspects influenced the audience in choosing TV stations. The study also concluded that FGD participants evaluate 32 non-quality aspects of TV broadcasting, which were grouped into four categories, comprising moral and ethical concerns, social concerns, creativity, and the technical art of cinematography.

In TV broadcasting, the BAW, PQ, BAS, and BL variables positively and significantly correlated to BE. Among these BE dimensions, the BL variable has the most active association with the BE variable, followed by the BAS, PQ, and BAW variables. The BL and BAS variables were strong categories and the PQ and BAW variables were in a moderate correlation. The correlation of the BE variables to the BP and PI variables separately produces a positive and significant relationship. The BP variable also correlated positively and significantly to the PI variable. The correlations between BAS and BE, and BE and PI produce similar coefficient correlations. The interpretation of correlations is detailed in the following table (see Table 9).

Table 9. Result of Correlation and Interpretation of Total TV

Correlations	Coef. Correlation	Sig.	Interpretation
BAW → BE	0.616	0.000	Moderate
PQ → BE	0.619	0.000	Moderate
BAS → BE	0.769	0.000	Strong
BL → BE	0.804	0.000	Strong
BE → BP	0.778	0.000	Strong
BE → PI	0.769	0.000	Strong
BP → PI	0.824	0.000	Strong

Source: Author's Calculation (2019).

The study concludes that the aspects of BAW, PQ, BAS, and BL had a positive and significant effect on the BE variable. The magnitude of influence varies. The impact between BAW and BE and the influence of PQ towards the BE of TV channels was in the moderate category. However, the influence of the BAS variable on the BE, and the BL variable on the BE variable was of a strong type. The BE variable of all TV stations, which were measured altogether, also has a positive and significant effect on the BP and PI variables separately. All categories of influence on TV channels are strong. The impact of the BAS on the BE variable and the influence of the BE on PI has the same magnitude. All the interpretations of the regression test results based on data from all TV stations studied are presented in Table 10.

Table 10. Result Hypothesis of Regression Analysis & Category of Influence

Hypothesis	Regression	Beta	R Square	Sig.	Result	Interpretation
H_1	BAW → BE	0.616	0.380	0.000	Accepted	Moderate
H_2	PQ → BE	0,619	0.383	0.000	Accepted	Moderate
H_3	BAS → BE	0,769	0.592	0.000	Accepted	Strong
H_4	BL → BE	0.804	0.646	0.000	Accepted	Strong
H_5	BE → BP	0.778	0.606	0.000	Accepted	Strong
H_6	BE → PI	0.769	0.592	0.000	Accepted	Strong
H_7	BP → PI	0.824	0.680	0.000	Accepted	Strong

Source: Author's Calculation (2019)

Based on the regression test of each TV channel, the research concludes that all variables of the BE dimension of local TV from Yogyakarta have a stronger impact on the BE variable than on the national TV from Jakarta. Also, the BE variable of local TV stations has a higher influence on BP and PI separately than with national TV channels. Likewise, the BP variable of local TV has a more substantial impact on the PI variable of national TV stations. Among the national TVs, the magnitude of variables varies. The complete interpretation of the impact of all regressions studied is presented in the following table:

Table 11. Result of Regressions and The Interpretation Category of Each TV Station

TV station	Regression Variables						
	BAW-BE	PQ-BE	BAS-BE	BL-BE	BE-BP	BE-PI	BP-PI
1. RCTI	Moderate	Moderate	Moderate	Strong	Strong	Moderate	Strong
2. Metro TV	Moderate	Moderate	Moderate	Strong	Moderate	Moderate	Strong
3. TVOne	Moderate	Weak	Moderate	Moderate	Moderate	Moderate	Moderate
4. Trans TV	Moderate	Weak	Moderate	Moderate	Moderate	Moderate	Strong
5. Trans 7	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate	Moderate
6. Indosiar	Moderate	Moderate	Moderate	Strong	Moderate	Moderate	Strong
7. SCTV	Moderate	Moderate	Moderate	Strong	Moderate	Moderate	Strong
8. MNC TV	Moderate	Moderate	Moderate	Strong	Strong	Moderate	Strong
9. AN TV	Moderate	Moderate	Moderate	Strong	Strong	Moderate	Strong
10. Kompas TV	Moderate	Moderate	Strong	Strong	Strong	Strong	Strong
11. Net TV	Moderate	Moderate	Moderate	Strong	Strong	Strong	Strong
12. Jogja TV	Strong	Strong	Strong	Strong	Strong	Strong	Strong
13. Adi TV	Strong	Strong	Strong	Strong	Strong	Strong	Strong
14. RB TV	Strong	Strong	Strong	Strong	Strong	Strong	Strong
15. TVRI	Strong	Strong	Strong	Strong	Strong	Strong	Strong

Source: Author's Calculation (2019).

The respondents tend to generalize in their evaluations of the TV stations. Respondents assessed interchangeably between corporate brand equity and TV program brand equity, even though they were different.

When the 23 influencing factors on consumers choice of TV channels revealed in the qualitative study were used in the questionnaires of quantitative research and measured using Confirmatory Factor Analysis (FCA), the results of the measurement produced four classifications. The first classification was a TV organizing & community involvement group that provides 55.376% of variance value. This group were derived from 11 elements. Six factors were united into the second cluster, named the Entertainment, information & education group, which has a 5.394% variance value. The third group was the Local news, neutrality, and culture, which is derived from 4 aspects and produced a 4.466% variance value. The last group was formed from 2 elements, with a 3.439% variance value, named Trend & religious TV programs. The variance value indicates the magnitude of the contributions of influencing factors on the consumers' choice of TV channels. Based on the variance values, the author concluded that the dominant group was TV organizing & community involvement. The groups of factors that influence consumers in choosing TV channels are presented in the following table.

Table 12. The Category Factor of Influence on Consumers' Choice of TV Channel

Category of Factor	Influencing Factors		Loading factor
TV organizing & community engagement	1	Promoted on TV (X13).	0,737
	2	Influence from friends (X22).	0,729
	3	To overcome the problem (X12)	0,721
	4	The program matches to my schedule (X9)	0,690
	5	For communicating with the community (X7)	0,688
	6	Has special program (X15)	0,681
	7	The presenter is attractive (X17)	0,661
	8	Not miss the information (X4)	0,647
	9	To release the stress (X10)	0,615
	10	Fill free time (X3)	0,604
	11	Often organizes off-air events (X21)	0,530
Entertainment, information, & education	1	Satisfied with the TV program (X19)	0,734
	2	Has entertainment program (X1)	0,673
	3	Interesting TV programs (X5)	0,649
	4	Has clear signal (X14)	0,619
	5	Has educational program (X6)	0,600
	6	Has news and information (X2)	0,599
Local news, neutrality, and culture	1	Broadcast a lot of local news (X20)	0,742
	2	Has extensive news coverage (X18)	0,604
	3	The news is neutral (X11)	0,599
	4	Shows a lot of cultural programs (X8)	0,568
Trend & religious TV	1	The program is similar to other stations (X23)	0,754
	2	Shows religious programs (X16)	0,574

Source: Author's Calculation (2019).

Based on the research results, national TV is watched by more viewers than local TV. Among the TV stations studied, the author also concludes that 7 TV channels have a combination of entertainment, information, and education in their TV programs but with different proportions.

None of the local TVs grouped as TV channels have a combination of entertainment, information, and education in TV broadcasts, except TVRI. Respondents classified nine TV channels as news TV. There is no local TV station that is categorized as news TV, except TVRI. The author also concludes that all TV stations have educational content; however, the extent of their educational value varies. TVRI was the most educational TV station, beating all commercial TV stations.

Based on the research results, TV channels generally fight over the same audience segment. For instance, in the entertainment category, RCTI and SCTV target young viewers, students and viewers in socio-economic class B +, B, C + and C. However, some stations have relatively different segments, for example, NET TV and RCTI. Local private TV stations tend to have a narrower market segment, especially with fewer ethnic viewers than national TV.

6. MAIN CONCLUSIONS AND NOVEL FINDINGS OF THE DISSERTATION

The main conclusions of this research are; TV consumers are active and have various subjective motives in choosing TV channels to fulfil their desires and be satisfied. The CBBE study conducted in the TV broadcast industry proved that aspects of BAW, PQ, BAS, and BL have a positive and significant impact on BE. BE also has a positive and significant influence on BP and PI. Furthermore, a positive and significant influence is also generated from BP on the PI.

This study provides empirical evidence that the BAW, PQ, BAS, and BL variables affect BE. The BE variable affects BP and PI, and the BP variable affects PI. All of these topics are still rarely found in the literature, both in the international sphere and in Indonesia.

The BAW, PQ, BAS, and BL can be applied to examine the BE of the TV broadcasting companies. CBBE research in the TV broadcasting industry requires strict restrictions on the object of study, whether in terms of the company or the TV programs broadcast. Both issues can have different BE. TV broadcasting companies which have broader coverage and have many viewers do not automatically have a high BE according to the audience. In contrast, small TV broadcast companies, which have more limited broadcast coverage and fewer viewers, can have higher BE. In this industry, consumers are active and dynamic; therefore, BE can change rapidly. In the TV broadcasting industry, BL is the most prominent in the BE dimension.

The TV Organizing & community engagement category is predominant among the influencing factors on a consumer when choosing a TV station. However, the other three groups, i.e. the Entertainment, information & education category, Local news, neutrality, and culture category, and the Trend & religious TV programs category have little effect. The dominant group has eleven influencing factors, consisting of promotion on TV, influence from friends, solving the problem, the schedule is matching, communicating to the community, has special programs, the presenter is attractive, not miss the information, releasing stress, filling the time, and offering to organize off-air events. Entertainment, information and education are in the same category of influence. In the second group, the factors of entertainment, knowledge, and education operate with the same degree of effect; hence, a TV program has to contain these three factors of influence separately. Local news, neutrality, and culture is in the third of influence category on a consumer in choosing TV stations. However, these factors of variance are less significant. The fewest influencing factors on a consumer in choosing TV channels occur with the imitation and religious TV programs.

7. RECOMMENDATIONS

The results of the research provide benefits for theory and practice. In theoretical terms, the study shows that the four dimensions of BE introduced by Aaker could be used to assess the TV broadcast industry. The research has filled the literature gap in the study of CBBE in the broadcasting industry in Indonesia. This research is beneficial for marketing, communication, and management purposes. To sharpen the research analysis and the conclusion, the author recommends that future researchers draw a firmer boundary between a company's BE and a TV program's BE. Corporate brand equity and TV program brand equity are different. In communication science, the research has provided new evidence that the uses and gratification theory still proves that in the TV broadcast industry the TV audience is an active consumer. The knowledge of Indonesia's TV audience provides many advantages to TV broadcasting businesses in ensuring audience satisfaction.

This dissertation research has provided evidence that the variable BP on local TV stations has a greater influence on PI compared to national TV. However, the number of local TV viewers is less than national TV. The conclusion of this study shows that our knowledge of the influence of BP on PIs still has gaps that need to be investigated further by researchers in the future. TV viewers need to be continually researched so that TV channels can increase their consumer satisfaction and make more significant economic and social contributions to Indonesia.

Practically, the author recommends that TV managers improve their performance in serving consumers. Local TV managers need to improve their performance so that the influence of the four dimensions of BE on BE, especially the BAW and PQ variables on BE, and the BE variables on the BP variable, the BE variable on PI, and the BP variable on PI, can be further increased.

Generally, the commercial TV station managers from Jakarta need to improve their BE performance through BE dimensions so that it has a more significant influence. Seniority, the amount of resources and the number of viewers does not guarantee that larger commercial TV stations will have a higher BE than small local TV stations. It is feared that the low level of influence of the BE dimension on BE will be detrimental to the company in the long-run. The higher BE, the greater is the potential to gain long-term benefits, given that based on many studies, a higher BE has the potential to provide long-term benefits.

The TV business is very dynamic, and audiences are active in choosing the TV station they desire via their remote-control device. Zapping behaviour has become part of the habit of watching TV today. Therefore, commercial TV needs to develop an action plan to increase BE at a level not lower than smaller local TV stations.

There were four groups of influencing categories on consumers to choose TV station. The dominant group is the TV organizing & community engagement category, which contributes 55.376% of influence. The other three groups have small influences; the variance value is less than 6%. Even the imitation and religious TV programs contributing just 3.439% of influence. This study has important managerial implications for TV stations. TV channels that widely use their television programs with the category of TV organization and community involvement will attract more significant attention from viewers because this category gives a dominant influence on viewers in choosing TV stations. Therefore, the authors suggest that TV managers prioritize the TV organizing & community engagement category, which consists of 11 factors because these elements are essential for consumers when choosing a TV station. In an environment of fierce competition, TV channels have to seriously pay attention to their viewers. They have to produce TV programs that satisfy the TV audience needs and fulfil their needs. Because viewers are dynamic, TV audience research should be conducted regularly.

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9. AUTHOR'S LIST OF PUBLICATIONS RELATED TO THE DISSERTATION

A. International Journals

No	Title	Journal	Country	Year
1	Capitalism vs Business Ethics in Indonesia's Television Broadcasting	SEA-Practical Application of Science Vol. VI, Issue 16 (1/2017) ISSN-L: 2360-2554	Romania	2017
2	The Impact of Ambiguity Regulation in Indonesia's Television Industry	Actual Problems Of Economics, Scientific Economic Journal, №1(199) 2018, pp 28-38 ISSN 1993-6788, Scopus, Q4	Ukraine	2018
3	Television Business in Indonesia: A Comparative Studies Between the Old Regime, The New Order, And the Reformation Era	Oradea Journal of Business and Economics, Vol. III Issue 1, 2018, ISSN 2501-1596 (print), ISSN 2501-3599 (online), ISSN–L 2501-1596	Romania	2018
4	Who Owns the Broadcasting Television Network Business in Indonesia?	Network Intelligence Studies, Vol VI, Issue 11 (1/2018) ISSN-L: 2344-1712	Rumania	2018
5	Impact of TV Media on e-Commerce Growth and Performance in Developing Countries	Online reviewed scientific Journal e-Studies, ISSN1338-1598, Vol 11 No1 (2020)	Slovakia	2020
6	The Indonesia Policy on Television Broadcasting: A Politics and Economics Perspective	Will published in international journal of The Iranian Economic Review on 2021, acceptance letter signed by Hossain Abbasinejad, 5 May 2020. Scopus, Q3, SJR 0.13.	Iran	2021

.B. Conference

No	Title	University, Town, Country	Year
1	Economic Development through Local Television in Yogyakarta	Pech Egyetem, Pech, Hungary	1-2 Dec. 2016, Published
2	Marketing A New Local Television in Decentralized System of Television Broadcasting in Indonesia: A Lesson Learned from Adi TV	Debreceni Egyetem, Debrecen, Hungary	9-10 March 2017, Presented
3	The effect of sanctions on Indonesian television business to compliance in attending broadcast guidelines	Debreceni Egyetem, Debrecen, Hungary	8 Dec. 2017, Presented
4	The Position of Television Broadcast in Indonesia's Market: An Overview	Miskolci Egyetem, Miskolci, Hungary	31 March - 2 April 2017, Published
5.	The Indonesia Policy on Television Broadcasting: A Politics & Economics Perspective	Debreceni Egyetem, Debrecen, Hungary	16 November 2018, Presented
6.	The Correlation between Brand Equity Dimensions and Brand Equity in the Private TV Broadcasting in Indonesia	Debreceni Egyetem, Debrecen, Hungary	22 November 2019, Presented

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List of publications related to the dissertation

Articles, studies (6)

1. Kitukutha, N., **Widyatama, R.**: Impact of TV media on e-commerce growth and performance in developing countries.
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The Candidate's publication data submitted to the iDEa Tudóstér have been validated by DEENK on the basis of the Journal Citation Report (Impact Factor) database.

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