

ABSTRACT

SVOD is a service where users are charged a subscription fee, usually per month, to be able to select and enjoy content provided for free by the service provider anywhere and anytime as long as the user is connected to the internet without any specific broadcast schedule like television broadcasts. To further illustrate the popularity of SVOD, it is important to examine in consideration of the phases of the consumer journey in analyzing the prominence of brand equity. It is a challenge for WeTV to maintain brand equity amid the SVOD market share in Indonesia. Based on, pre-research in Central Java found that the majority of respondents, namely 35%, chose Netflix as their favorite SVOD, followed by Disney + and Prime Video which are the SVOD preferences of consumers with a percentage of 20% each, then Vidio with a percentage of 15%, and finally WeTV with a percentage of 10%. Furthermore, it is known that the brand equity of WeTV in Central Java Province towards its consumers is still relatively low because in each statement given, it was found that the majority of answers were "maybe" and "no".

This study uses people in Central Java Province, then sampling is carried out using purposive sampling and has several criteria. The sample in this study was 200 respondents who live in Central Java Province, over 17 years old, and subscribe to WeTV for at least the last 3 months. The collected data will be analyzed using the structural equation model (SEM) method and processed with AMOS software.

The result of this study indicates all hypothesis are accepted. In other words, Perceived Quality has a significant positive effect on Perceived Value WeTV, Perceived Enjoyment has a significant positive effect on Perceived Value WeTV, Price Fairness has a significant positive effect on Perceived Value WeTV, Perceived Quality has a significant positive effect on Brand Equity WeTV, Perceived Enjoyment has a significant positive effect on Brand Equity WeTV, Price Fairness has a significant positive effect on Brand Equity WeTV, and Perceived Value has a significant positive effect on Brand Equity WeTV.

Keywords: Perceived Quality, Perceived Enjoyment, Price Fairness, Perceived Value, Brand Equity, WeTV, Central Java