

## **ABSTRACT**

*The television industry in Indonesia is one industry that continues to growth. This affect in intense competition among television stations. In addition, the times and technology have changed the pattern of people's behavior in making the decision to watch programs on television. To be able to survive and compete, companies in the television industry must be able to make the right decisions and strategies.*

*The purpose of this study was to determine the effect of innovation, information value, entertainment value and brand image on people's watching decision on TVRI National. The population in this study was the viewers of TVRI National in Semarang. The number of samples used was 147 people who were selected using purposive sampling. Data were obtained from a questionnaire that analyzed by SEM using the AMOS program.*

*The results of this study indicate that innovation, information value, entertainment value and brand image have positive and significant effect on people's watching decision on TVRI National. Then, Entertainment Value not affect Brand Image on TVRI National. The most influential process to increase viewing decisions on TVRI National is increased innovation through the mediation of entertainment value.*

**Keywords : innovation, information value, entertainment value, brand image, watching decision.**