

## **ABSTRACT**

*UseeTV is a cable television product owned by PT.Telkom. This product has advantages over similar competitors that has a unique feature called TV On Demand (TVOD). TVOD is a feature that owned by UseeTV that allow replay broadcast 7 days before. The purpose of this research is to analyze what kind of factors affect the selection of cable television and brand awareness on UseeTV.*

*The method used in this research is survey. The data collection method used is a mixed questionnaire that is open and closed. Questionnaires distributed total by 100 respondents with sampling convenience techniques. The method of discussion used is descriptive discussion.*

*The results of the data are 1) Customer has its own factor in the selection of cable television brand. 2) Brand awareness of UseeTV still low. 3) UseeTV has its own uniqueness that is unique feature of TV On Demand. 4) The public is aware of UseeTV because advertisement onTV.*

*The limitation of this study is only discussing the influence of CRM (Customer Relationship Management) on Usee TV Customer Satisfaction the selection factors of cable television brand based on the respondents who are in Bandung area.*

***Keywords: Customer Relationship Management, Customer Satisfaction, UseeTV***