

# Political Marketing Factors Affecting Consumers

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The purpose of this study is to identify the factors that influence consumer perceptions in Java Island regarding the situation of the presidential election in 2019. Candidates conducted a political marketing approach by researching to understand the knowledge of consumers. The data retrieval method is a quota sampling technique. Data was collected using an online questionnaire with the object of respondents are Indonesian citizens, domiciled in Java island, and have voting rights in presidential election 2019. Independent variables to be researched are consumer perceptions based on the product, price, distribution, promotion, leadership, emotional relations, mass media, reference group, a political issue, agricultural orientation, positioning and the decision to choose electronic Customer Relationship Management approach (pre-purchase aspect and at-purchase aspect). The dependent variables to be researched are a candidate to be selected. The processing and analysis of data use logistic regression analysis with SPSS (Statistical Package for the Social Sciences) version 23. Statistical test results show that consumer perception based on price, leadership, agricultural orientation, positioning, and the decision to choose the electronic Customer Relationship Management approach (pre-purchase aspect and at-purchase aspect) significant effect on the selected candidate.

**Key words:** *Consumer Perception, Electronic Customer Relationship Management, Political Marketing, Presidential Election.*

## Introduction

### *Background*

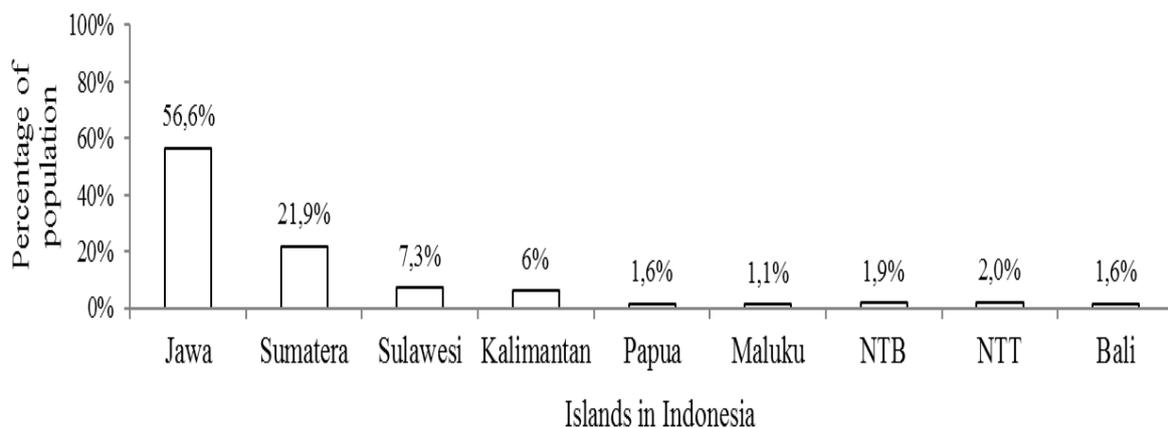
Indonesia adheres to a democratic political system, which is a government system organized by the people, and for the people. The election of 2004 early in started a transformation of democracy. The transformation of democracy changed the electoral ordinances of the people

choosing the President and vice president directly. A growing democracy era gave rise to the increasing phenomenon of new political parties. According to (Heywood, 2014) political parties have a fundamental role in the course of modern politics so that the part and influence of political parties exist on its own. The growth of political parties tightens political competition between political parties that carries presidential candidates and vice presidents. All power and effort were deployed before the general elections to attract voters.

(Firmanzah, 2012) Suggests political marketing is a strategic action performed by candidates for voting voters in the polls. Briefly, the higher the competition in the political world requires a specific strategy to win the match. The political marketing strategy helped the rigorous competition process for the candidate and its expatriate political party to compete with voters. (Alie, 2013) Suggests that the awareness of political actors in the importance of political marketing in the political world is increasingly intense. Political marketing is a concept conducted by political actors to be further known by the people and to influence the attitude of society in determining political choices. Political marketing aims to establish and instil hopes, attitudes, beliefs, orientation, and behaviour of voters (Tabroni, 2014).

Based on Figure 1, the presidential voters in Indonesia spread across various Islands. The percentage of the most significant number of voters in Java Island is 56.6%. It is confirming if The President and Vice Presidents candidates can get support from all voters in Java Island, the candidate can win the election of 2019. The President and Vice president candidates should be aware of the factors influencing the decision to elect a President and Vice Presidents candidates in Java Islands to determine an effective strategy for voting voters on Java Island.

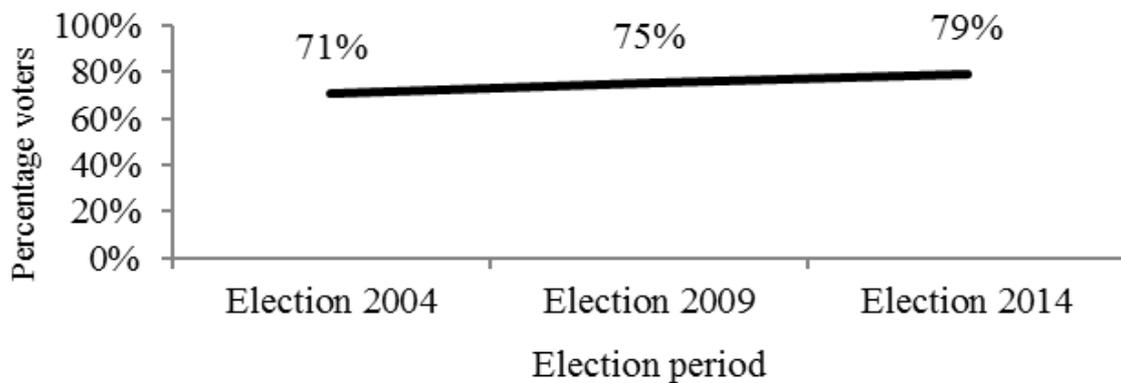
**Figure 1.** Percentage of voters on islands in Indonesia



**Source:** (Statistik, 2018) Processed data

Political participation is a personal activity to vote in the elections. (Sumarwan, 2015) States that consumer behaviour is all activities, actions, and psychological processes that promote such work at the time before purchase, when purchasing, using, spending products and services after the above or specific activities. In this statement, it can be interpreting that the voters are the consumer, and the service in question is a President and Vice President. The voters in the elections are not detaching from the behaviour of choosing how society sees, learns, and then determines its choice.

**Figure 2.** Voters participation in the election on Java Island



**Source:** (Statistik, 2018)

Based on Figure 2 shows voter's participation in Java Island is always increasing in each of its periods (2004, 2009 and 2014). Voters in Java Island can be a significant market share for the presidential and vice-presidential candidates. The purpose of this study is to identify the factors that influence consumer perceptions in Java Island regarding the situation of the presidential election in 2019. The research is expecting to provide suggestions for candidates to develop political strategies and to know what the voters consider in deciding to choose a candidate.

## Literature Review

### *Factors Influencing the Decision to Elect Candidates*

Some research factors influencing the decision to vote in elections have been conducting by researchers in the country and abroad. Eleven factors influence the decision to choose the product, price, place, promotion, leadership, emotional relations, mass media, reference group, political issues, agricultural orientation, and positioning. Here is an explanation of the 11 factors influencing the decision to choose candidates:

Product variables contain concepts and ideological identity in the past and present that contribute to the establishment of a political product. According to (Niffenegger, 1989) the product in political marketing is a complex blend of many potential benefits that voters believe will be generating (candidate party programs, candidate's records, and characteristics of candidates) if the candidate is elected. According to (Newman, 2014), the Candidate party program is the program promised by the party or candidate if it wins the elections. The candidate's records refer to the personal life and personal events the candidate has ever experienced. The candidate's characteristics are own imagery of candidates referring to critical personal traits that are considered candidate characters.

**H1:** Product variables (X1) affect the candidate to be selected (Y).

According to (Rheinnadia, 2016), price variables is a crucial tip in marketing, where the price container affect consumers in deciding to buy a product, for various reasons. The price includes three things that are an economical, psychological, and national image. Economic prices include all expenses incurred by the party during the campaign period. Psychological pricing refers to the amount of subjective perception; for example, voters feel comfortable, with ethnic background, religion, education, and others. National image prices relate to whether voters feel such candidates can provide a positive image and can be a pride of the state.

**H2:** Price variable (X2) affects the candidate to be selected (Y).

Place variable is closely related to the present or distribution of a party and its ability to communicate with voters (Firmanzah, 2012). The price variable means a party should be able to map the structure as well as the characteristics of a society, both geographic and demographic. Contestants must have the ability to communicate with voters or candidates for voters.

**H3:** Distribution variable (X3) affects the candidate to be selected (Y).

Promotion variable, according to (Firmanzah, 2012) is advertising efforts, public relations, and promotion to a party in the mix in such a way as to the needs of the voters. In this case, the selection of media needs to be considering. According to (Niffenegger, 1989), promotion can also be done by political institutions through the debate on TV.

**H4:** Promotion variable (X4) affects the candidate to be selected (Y).

According to (Munandar, 2014), leadership is defining as a related influence between leaders and their followers who desire change and a tangible outcome that reflects common goals.

The leadership variable of a candidate is comprising of credibility (quality, capability, or strength to create a trust), ability (in the field of economy, security, and welfare of the people) and personality (having a leader's nature) (Alie, 2013).

**H5:** Leadership variable (X5) affects the candidate to be selected (Y).

Emotional relations, according to (Cwalina W, 2015), emotional relations variables are one of the independent elements as well as a giant predictor that influences the decision of choosing. (Alie, 2013) Says that an emotional connection is an assessment of the emotional selector to the party or candidate who can influence the decision to vote. The emotional connection, according to (Alie, 2013), consists of the similarities of religion, organization, ideology, and tribe between candidates and voters.

**H6:** Emotional relations variable (X6) affects the candidate to be selected (Y)

Mass media, according to (Firmanzah, 2012), is a factor that can influence voters in choosing political candidates. The mass media consist of the exposure of experts, political advertising, seminar results, surveys, political news, and so on that disseminated to the community. Mass media is a source of political information affecting the behaviour of voters ahead of the elections. Data from the mass media can come from television, internet, social media, radio, billboards, and so on (Winchester, 2016).

**H7:** Mass media variable (X7) affects the candidate to be selected (Y).

According to (Sumarwan, 2015), the reference group is an individual or group of people who significantly affects one's behaviour. According to (Winchester, 2016), friends and family are a reference group that can be a factor in choosing a political candidate.

**H8:** The reference group variable (X8) affects the candidate to be selected (Y).

The political issue, according to (Cwalina W, 2015), is the program or policy that the candidate has promised if it wins the elections. Political issues can have a positive impact on candidates in the form of selling value. Candidates will strive to maximize and convince the community with the message he is delivering. In short, the notes are as attractive as possible for potential voters to be interested in selecting them.

**H9:** Political issue variable (X9) affects the candidate to be selected (Y).

According to (Munandar, 2014), agriculture orientation is a factor of agricultural adjustment consisting of rustic elements in a broad sense that includes the development of agricultural



cultivation, the potential of fisheries and marine, forestry and livestock, agriculture business. The agriculture business is dealing with food distribution and marketing problems, as well as having priorities in agribusiness and agro-industries. Food orientation includes the candidate's ability to ensure food security, food safety, and food sovereignty and reduce food imports and agricultural infrastructure.

**H10:** Agricultural orientation variable (X10) affects the candidate to be selected (Y).

The positioning concept was adopting from marketing. Positioning is looking for a window in the consumer's brain (Kasali, 2012). A flight to the context of political marketing, positioning is looking for a window in the brain selector. It was concluding that the positioning in the context of political marketing was the act of embezzling a specific image into the minds of voters so that the political product offering from a contestant had a distinctive, bright, and the exact position.

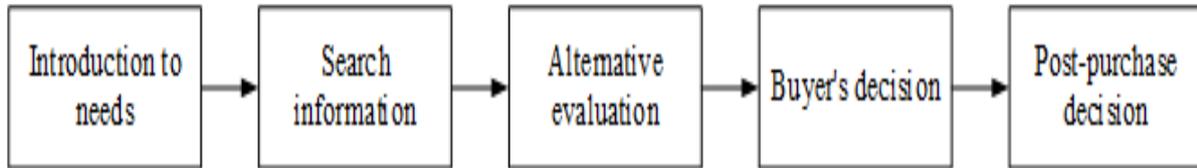
**H11:** Positioning variable (X11) affects the candidate to be selected (Y).

### ***The decision on Choosing Candidates***

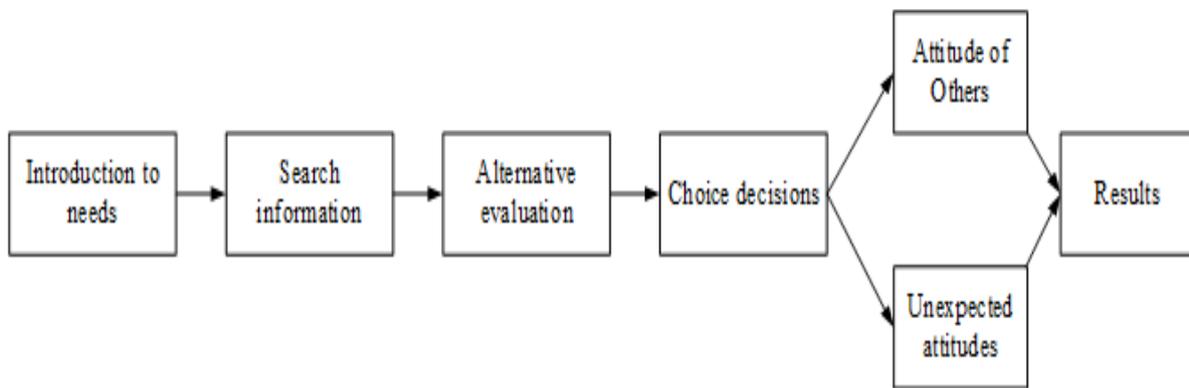
(Sumarwan, 2015) Stated that the purchase decision was a person's decision to select one of several alternative options. The purchase decision is a process of integration with which the combined knowledge to evaluate two or more alternative behaviours then selected suitable services. Figure 3 explains the difference in the purchasing decision process from major marketing and electoral decision processes in political marketing.

**Figure 3.** The differencing process between business marketing decision process and political marketing decision process.

Business marketing decision process.



Political marketing decision process.



**Sources:** (Keller, 2016) and (Cwalina W, 2015).

The decision process of selecting candidates with the approach of electronic Customer Relationship Management (ECRM) pays attention to pre-purchase and at-purchase aspects. (Alhaiou T, 2012) Looked at the satisfaction of the pre-purchase elements as an antecedent logical to buy. If the customer did not experience a positive feeling towards the purchase of a product, then a little possibility of the purchase process will occur. The pre-purchase aspects of political marketing include the introduction of needs, information retrieval, and alternative evaluation. The pre-purchase points include Website presentation, access to information, information quality, and promotions. The website presentation is an element that refers to the appearance or offer of programs or promises that exist on the site (billboards, posters, and brochures) and websites (e-flier, social media, etc.). Access to information is an element to know how easy it is to obtain information about a work program. Information quality is an element that refers to the accuracy of the content (the content of information presented is not a hoax) and offers are presented soothing, valuable, and high-image. Promotion is the attraction element of promotional activity or campaign performed (Alhaiou T, 2012).

The at-purchase aspects of political marketing include the choice; the selector has established the intention to select the most preferred candidate. The option is a crucial element of the decision-making process. Voters can change it in the last moment due to the influence of

other people's attitudes and unexpected situations. Unexpected situational factors such as the situation during the election process and ease of the implementation process are related to voters at the last minute, including the undecided and floating segment of voters (Ramadan 2008). The at-purchase aspects include privacy and security and process ordering or speed. Privacy and security is an element that is capable of protecting voters in terms of security and confidentiality. Process ordering or speed is an element about the ease of the process of the election implementation later (Alhaiou T, 2012).

**H12:** Pre-purchase variable (X12) affects the selected candidate (Y).

**H13:** At-purchase variable (X13) affects the selected candidate (Y).

## Methodology

The design of the research used is case studies. This research uses a quantitative approach in the form of researched variables. The analysis uses the method of collecting survey data with the questionnaire. The filling questionnaire is directly and online. The respondents are taking with the quota sampling technique. The selection of respondents is making in several ways, including the regional student organization group, a random phone number that has local code in Java Island, and several WhatsApp groups on the internet to reach the quota in the province.

The analysis unit in this study is the consumer, and the respondent in the survey is people with the provisions of the Indonesian citizen, domiciled in Java Island, meets the minimum age requirement of 17 years, has had voting rights in the elections 2019 and access to the internet. The study used a sample number of 462 respondents taken from secondary data (Ristani, 2019). Responders are performing with the technique quota sampling by looking at the number of voters in each province of Java namely DKI Jakarta (7.01%), Banten (7.33%), West Java (30.06%), East Java (27.93%), Central Java (25.20%) and DI Yogyakarta (2.47%). The data analysis method used in this study is descriptive. Descriptive analysis is using to identify the characteristics of the people in Java and analyze the knowledge of respondents, namely factors that influence the decision to choose Presidential candidate data processing using Microsoft Office software Excel and SPSS software version 23. Data obtained is quality and quantitative data.

The data analysis methods used in this study is a descriptive analysis method and logistical regression analysis. Descriptive analysis is using to identify the characteristics of the voters in Java Island and linear regression analyses used to analyze the voter's knowledge of factors influencing the decision to elect presidential candidates. Data processing using Microsoft office excel software and SPSS software version 23. Data obtained is qualitative and quantitative data.

### ***Descriptive Analysis***

According to (Wardhani W, 2015), descriptive analysis is a method of study which includes collecting data to test against a hypothesis or answering a question. In general, the data has been accumulating in the analysis by describing it. A descriptive analysis is using in this study as a tool to identify voter's characteristics in Java in the presidential elections of 2019 and vice president. The result of the identification will result in the data grouped by the same answer and created percentages based on the number of respondents. Each statement from the questionnaire has six types of responses, i.e., very agree, agree, agree, disagree, disagree, disagree, and strongly disagree. Scores on statements that lead more positively to the respondents strongly agree (score 6), agree (score 5), simply agree (score 4), Disagree (score 3), disagree (score 2), and strongly disagree (score 1). Descriptive statistical analysis with an average/mean will do by calculating the constraints for each class. The following Table 1 shows the limitation of values used for each type with a formula:

$$X = \frac{\text{Highest value} - \text{Lowest value}}{\text{number of examples}} \dots \dots \dots (1)$$

**Table 1:** Division of the descriptive Mean analysis class

Categories	Limitation
Very disagree	$1,00 < x \leq 1,83$
Disagree	$1,82 < x \leq 2,66$
Less agree	$2,66 < x \leq 3,49$
Simply agree	$3,49 < x \leq 4,32$
Agree	$4,32 < x \leq 5,15$
Highly agree	$5,15 < x \leq 6,00$

### ***Logistic Regression Analysis***

According to (Ghozali, 2012) logistic regression is a statistical analysis technique used to test the probability of the occurrence of bound variables to be predicted by its free variables. The dependent variables in the logistics regression analysis have two classes or are binary categories according to (Widarjono, 2010). Independent variables can be mixing between continuous variables (metric) and categorical (non-metric).

Logistics regression analysis requires an evaluation to find out how well the logistics regression results are researching. The review of logistic regression results includes:

1. Feasibility test model by inserting an independent variable Omnibus Test that uses a value difference between -2 Log-Likelihood before independent variables enter the model

- and -2 Log-Likelihood after independent variables enter model by looking at Chi-Square value. The output result of the Omnibus Test is said to be feasible when the amount of significance is less than 0,05.
2. Nagelkerke R-Square on a summary model that has similarities in interpretation. The coefficient determination in linear regression, namely, the diversity of dependent variables that can be explained by models that have been creating.
  3. Hosmer and Lemeshow Test is a test Goodness of fit (GOF) to determine the accuracy of the model formed. The model is said to be precise when there is no significant difference between the models and their observations. The hypothesis test can also use the P-value value if the P-value value higher than 0,05 implies that the model already meets the goodness of fit model.
  4. Partial testing using the Wald test to show factors that affect dependent variables (Y).

### ***Operational Variables***

Based on Table 2 shows that the study has 50 indicators, 12 independent variables, and one dependent variable. Research with independent variables consists of products, prices, distribution, promotion, leadership, emotional relations, mass media, reference groups, political issues, agricultural orientation, positioning, and decision choosing candidates. Dependent variables consist of candidates to be selected.

**Table 2:** Indicators and operational variables

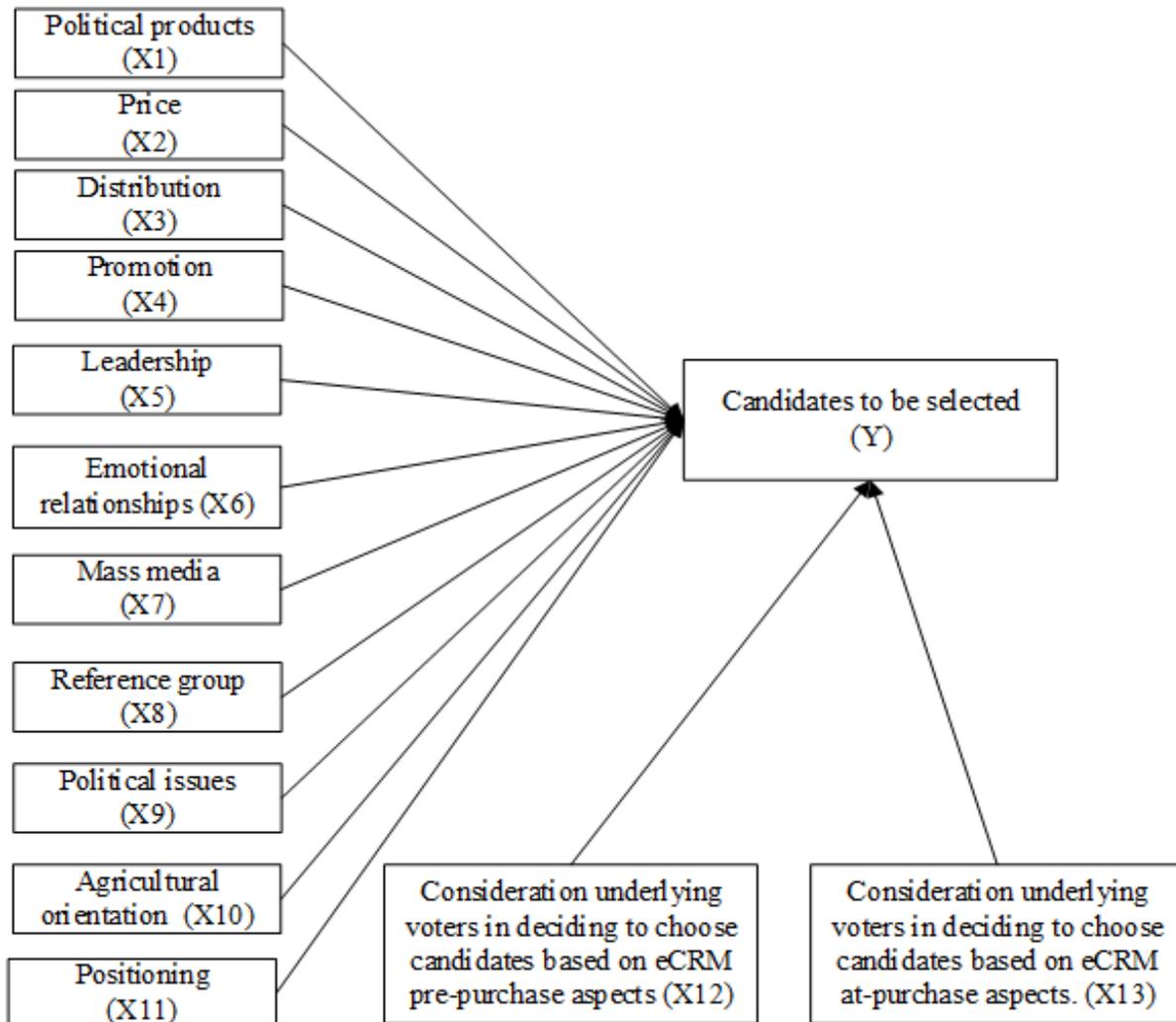
No	Variable	Definition Operations	Indicator	Source
1	Political products	Complex combinations of many potential benefits that voters believe will be generating if the candidate is elected.	1 Work program 2 Party of candidate 2a Party supporting	(Firmanza h, 2012; Niffenegger, 1989)
2	Price	Candidates give the image to voters or the convenience of voters against the backdrop candidate's social position.	3 Campaign cost 4 The image 5 Background education 5a Background social life	(Firmanza h, 2012; Newman, 2014; Niffenegger, 1989)
3	Distribution	The candidate's presence and ability to communicate with voters.	6 Presence or visit 7 Forms of interaction	(Firmanza h, 2012; Niffenegger, 1989)

No	Variable	Definition Operations	Indicator	Source
4	Promotion	Related to the work program offered by the party or candidate to the public through media messages, whether printed media or electronic media.	8 Advertisement 9 Candidate debate 10 Active social media	(Firmanza h, 2012; Niffenegger, 1989)
5	Leadership	The leadership of the party that could influence the Decision.	11 The credibility 12 The ability 13 Personal personality 13a Intellectuality 13b Political experience	(Alie, 2013; Antwi-Boateng, 2015; Cohen, 2018),
6	Emotional relationships	Referring to the affective feeling like the expectation given by the candidate to voters.	14 Religion 15 The ideology 16 Ethnic groups	(Alie, 2013; Cwalina W, 2015)
7	Mass media	Political resources that influence voter's behaviour ahead of the elections.	17 Print media 18 Electronic media 19 Social media	(Firmanza h, 2012; Winchester, 2016)
8	Reference group	An individual or group of people who significantly affects a person's behaviour.	20 Influence of friends/family 21 Expert influence/Observer 21a Influence of idol/figure	(Jackson, 2018; Winchester TM, 2014)
9	Political issues	Political issues fixed to candidates who could influence the decision to vote.	22 Presidential change movement 23 Workforce foreign 24 Employment 25 Religious and political merger 26 Political vows 26a Hoax 26b PKI/Communists 26c Human rights violations	(Cwalina W, 2015; Utami, 2018)

No	Variable	Definition Operations	Indicator	Source
10	Agricultural orientation	All things include farming activities from upstream to downstream.	27 Agricultural development 28 Agricultural businesses 28a SME Farm 29 Food 30 Agricultural infrastructure	(Munandar, 2014)
11	Positioning	The action to plug a specific image into the minds of voters so that the political product offering of a contestant has a distinctive, bright, and meaningful position.	31 Solutions offered by candidates 32 Comparing between candidates	(Sutisna, 2016)
12	Decisions to choose candidates	Consideration voters in deciding to select candidates based on the ECRM approach (pre-purchase aspects).	33 Appeal programs/appointments 34 Getting information easy 35 Content information instead of hoaxes 36 Bids that program/pledge 37 Promotion/ campaign attractiveness	(Alhaiou T, 2012)
13	Decisions to choose candidates	Consideration voters in deciding to select candidates based on the ECRM approach (at-purchase aspects).	38 Elections Feel safe 38a The election is kept confidential 39 Easy implementation of elections	(Alhaiou T, 2012)
14	Candidates to be selected	Voters already have the confidence to choose a particular candidate.	40 Who are the candidates to be selected	(Munandar, 2014)

The research model of the above operational variables is showing in Figure 4 that was created by the researcher before testing the structural model.

**Figure 4.** Research Model



## Results and Findings

### *Respondents Characteristics*

In general, the features of the respondents in this research are divided by the domicile according to KTP, residence, gender, age (year), marital status, religion, last education level, job status, income/month level, and frequency of participation in the presidential election. The most dominant characteristic of the study is showing in Table 3.

**Table 3:** Respondents characteristics dominant

Characteristic	Description	n	%
Domicile per resident card	West Java	139	30,09
	East Java	129	27,92
Domicile	Urban	318	68,83
	Countryside	144	31,17
Gender	Female	206	55,41
	Male	256	44,59
Age (years)	17 – 25	221	47,84
	26 – 35	119	25,76
Marital status	Unmarried	269	58,23
	Married	188	40,69
Religion	Islam	429	92,86
	Protestant	17	3,68
Last Education level	Graduated S1/S2/S3	304	65,80
	Graduated SMA/equivalent	121	26,19
Job Status	Student	149	32,25
	Private Officers	136	29,44
	Public servants	62	13,42
Job Profession	Student	143	30,95
	Office Staff	73	15,80
	Lecturer/Teacher	49	10,61
Rate of income/month (Rupiah)	≤ Rp. 1.500.000	136	29,44
	Rp. 2.500.001 - Rp. 5.000.000	90	19,48
Frequency of participation in presidential elections	> 2 times	181	39,18
	1 times	135	29,22

**Source:** Data processed (2019)

Based on the data in Table 3 can be seen that respondents with the most number of West Java with composition 30,09% from the entire respondent, after this the second-order of respondents are most from East Java province Equal proportion of 27,92%. The amount of respondents has been determining deliberate using the Sampling quota technique; the ratio of each province has been adjusting to the number of voter's participation in election 2019 released by KPU (Komisi Pemilihan Umum).

Respondents who became the object of this study were relatively balanced; the percentage of female respondents was 55,41 per cent, followed by a portion of male respondents of 44,59 per cent. The life of the most dominant respondent was 17-25 years, and the Z-generation was 47,84%. According to (Andrea B, 2016), Generation Z was born as the technology is developing and undoing the latest technology; they are always in the network using the gadgets that they have nonstop. The second sequence of the dominant age range is the age of 26-35 years, which is the Y generation at 25,76%. Generation Y is the first generation to experience the presence of digital technology; they can quickly adapt to the latest technological devices. The questionnaire that was propagating online became one of the distinguishing factors of respondents dominated by generation Z and Y — the result in line with the scope of research that the respondent can bloat the Internet. The age range of respondents who are dominant relatively young then in line with the marital status of respondents who have not been married is 58,23%, while from all the respondents who are married is 40,69%.

Indonesia is a country with a majority of the people of the Islamic religion. Hence the respondents in this research are dominated by respondents who are Muslims with a percentage of 92,86% per cent. The second order is occupying by respondents who are Protestants of 3,68%. Generally, respondents to this research have completed a bachelor's level of education of 65,80% and respondents who have completed their high school level education/equivalent in the second order of 26,19%. Respondents with the working status of students have the largest percentage of 32,25%, followed by private officers at 29,44% and public servants at 10,61%. The dominant job profession is the student with a percentage of 30,95% and then office staff 15,80%, followed by a lecturer/teacher at 10,61%. Based on the job's status and profession information, it can note that the rate of respondent's most dominant revenue is in the range  $\leq$  Rp. 1,5 million per month as much as 29,44%, followed by respondents with a revenue range of Rp. 2,500,001-Rp. 5 million per month as much as 19,48%.

The topic raised in this study was about the elections. Therefore the last characteristic traced was the frequency of selecting respondents in the presidential election. Respondents with a frequency  $> 2$  participation in the presidential polls rank first with a percentage of 39.18%, followed by respondents who were only one participation at 29,22%.

### *Factors Affecting Consumer Perception*

Linear regression tests are using to analyze factors that influence consumer perception. The results of this research show that the variable price, leadership, agricultural orientation, positioning, and decision to choose ECRM (pre-purchase aspect and the at-purchase aspect) have a significant influence on the candidates to be selected.

**Table 4:** Political Marketing Factors Affecting Consumers

No	Variables	Indicator	B	S.E.	Wald	Df	Sig.	Exp(B)
1	Political products	1 Work program	-0,260	0,147	3,144	1	0,076	0,771
		2 Party of candidate	-0,029	0,123	0,055	1	0,814	0,971
		2a Party supporting	-0,114	0,124	0,838	1	0,360	0,892
2	Price	<b>3 Campaign cost</b>	<b>0,305</b>	<b>0,092</b>	<b>11,135</b>	<b>1</b>	<b>0,001</b>	<b>1,357</b>
		4 The image	-0,184	0,183	1,010	1	0,315	0,832
		5 Background education	0,048	0,133	0,133	1	0,715	1,050
		5a Background social life	-0,265	0,192	1,918	1	0,166	0,767
3	Distribution	6 Presence or visit	-0,54	0,128	0,179	1	0,672	0,947
		7 Forms of interaction	0,30	0,205	0,021	1	0,884	1,031
4	Promotion	8 Advertisement	-0,82	0,104	0,627	1	0,429	0,921
		9 Candidate debate	0,110	0,142	0,599	1	0,439	1,116
		10 Active social media	-0,12	0,106	0,012	1	0,912	0,988
5	Leadership	11 The credibility	0,054	0,347	0,24	1	0,877	1,055
		<b>12 The ability</b>	<b>-1,088</b>	<b>0,382</b>	<b>8,100</b>	<b>1</b>	<b>0,004</b>	<b>0,337</b>
		<b>13 Personal personality</b>	<b>0,946</b>	<b>0,369</b>	<b>6,571</b>	<b>1</b>	<b>0,010</b>	<b>2,575</b>
		13a Intellectuality	0,283	0,271	1,089	1	0,297	1,328
		13b Political experience	0,186	0,140	1,759	1	0,185	1,204
6	Emotional relationships	14 Religion	-0,072	0,091	0,628	1	0,428	0,930
		15 The ideology	0,062	0,094	0,442	1	0,506	1,064
		16 Ethnic groups	-0,098	0,108	0,831	1	0,362	0,906
7	Mass Media	17 Print media	0,059	0,098	0,358	1	0,550	1,061
		18 Electronic media	0,204	0,152	1,813	1	0,178	1,227
		19 Social media	-0,155	0,147	1,103	1	0,294	0,857

No	Variables	Indicator	B	S.E.	Wald	Df	Sig.	Exp(B)
8	Reference Group	20 Influence of friends/family	0,100	0,096	1,091	1	0,296	1,106
		21 Expert influence/observer	-0,174	0,107	2,669	1	0,102	0,840
		21a Influence of idol/figure	0,091	0,97	0,884	1	0,347	1,095
9	Political issues	22 Presidential Change Movement	0,057	0,101	0,321	1	0,571	1,059
		23 Workforce foreign	-0,112	0,117	0,919	1	0,338	0,894
		24 Employment	0,106	0,114	0,866	1	0,352	1,112
		25 Religious and political merger	-0,013	0,102	0,016	1	0,899	0,987
		26 Political vows	0,117	0,113	1,071	1	0,301	1,124
		26a Hoaks	0,052	0,087	0,355	1	0,552	1,053
		26b PKI/Communists	-0,059	0,099	0,360	1	0,548	0,942
		26c Human rights violations	-0,066	0,083	0,639	1	0,424	0,936
10	Agricultural Orientation	27 Agricultural Development	0,149	0,192	0,604	1	0,437	1,161
		28 Agricultural Businesses	-0,029	0,259	0,023	1	0,909	0,971
		28a SME Farm	0,171	0,139	1,503	1	0,220	1,186
		29 Food	0,263	0,288	0,830	1	0,362	1,301
		<b>30 Agricultural infrastructure</b>	<b>-0,617</b>	<b>0,295</b>	<b>4,371</b>	<b>1</b>	<b>0,037</b>	<b>0,540</b>
11	Positioning	<b>31 Solutions offered by candidates</b>	<b>0,161</b>	<b>0,084</b>	<b>3,701</b>	<b>1</b>	<b>0,054</b>	<b>1,175</b>
		32 Comparing between candidates	0,199	0,131	2,329	1	0,127	1,221
12	Consideration voters in deciding to select candidates based on the ECRM approach	33 Appeal Programs/ appointments	-0,174	0,120	9,430	1	0,149	0,840
		<b>34 Getting Information easy</b>	<b>0,488</b>	<b>0,159</b>	<b>1,382</b>	<b>1</b>	<b>0,002</b>	<b>1,630</b>
		35 content information instead of hoaxes	-0,184	0,157	0,208	1	0,240	0,832
		36 Bids that program/pledge	0,074	0,162	9,154	1	0,649	1,077

No	Variables	Indicator	B	S.E.	Wald	Df	Sig.	Exp(B)
12	(pre-purchase aspects).	37 Promotion/campaign attractiveness	-0,345	0,114	7,610	1	0,002	0,708
	Consideration voters in deciding to select candidates based on the ECRM approach (at-purchase aspects).	38 Elections Feel safe	0,470	0,171	4,848	1	0,006	1,601
		38a The election is kept confidential	-0,331	0,150	0,250	1	0,028	0,718
		39 Easy implementation of elections	0,076	0,152	0,654	1	0,617	1,079

Description: \*) significant on  $p < 0,005$

The significant value of candidate 01 can be seen based on Table 4 — leadership variable on the ability indicator with a substantial amount of 0,004 and Exp (B) 0,337. Agricultural orientation variables on agricultural infrastructure indicators with a significant value of 0,037 and Exp (B) 0,540. Decision variables to select approach candidates for ECRM aspect of pre-purchase on promotion attraction indicator/campaign with significant amount 0,002 and Exp (B) 0,708. Decision variables Choose the ECRM aspect candidate approach at-purchase on its gated electoral indicators with significant values 0,028 and EXP (B) 0,718. It concludes that the candidate 01 can deal with the problem, able to advance agricultural infrastructure, the appeal of the promotional activities/campaigns conducted and the election process will be kept confidential can affect the respondent's intention to choose a candidate 01.

The significant value of candidates 02 can be seen based on Table 4 - price variables on campaign cost indicators with substantial values of 0.001, and EXP (B) 1,357. Leadership variables on the personality indicators with a significant amount of 0.010 and Exp (B) 2,575. Positioning variables on the solution indicators offered with the considerable value of 0.054 and Exp (B) 1,175. The decision variable to choose the ECRM aspect of the pre-purchase approach to the signs of ease of obtaining information on the value of Significant 0.002 and Exp (B) 1,630. The Decision variables choose the ECRM approach candidate at-purchase aspect on the election indicator feels secure with a significant amount of 0.006 and EXP (B) 1,601. It concludes that candidates 02 strongly agree that the candidate 02 can use the cost of the campaign well, have a good personality, candidates provide a solution to the

problem/situation, getting information accessible. The elections feel safe may affect the respondent's intention to elect candidates 02.

## **Conclusion**

Based on the analysis that has been doing can be concluded that the characteristics of voters based on the dominant gender are women. The age range of 17-25 years dominates respondents with unmarried marital status, as well as the majority of Islamic respondents. The majority of respondents have attended college education, the Status, and the profession of the principal occupations as students — the average reception of respondents in a month ≤ Rp. 1,5 million with the frequency of participation of respondents in the most dominant presidential election is more than twice.

Research using analysis tools using logistic regression analysis with SPSS device (Statistical Package for the Social Sciences) version 23. This study resulted in several factors that influenced the decision to elect a presidential candidate in the 2019 election in Java Island. Among them are variable price, leadership, agricultural orientation, positioning, and determination to choose ECRM (pre-purchase aspect and the at-purchase aspect) have a significant influence on the candidate to be selected. So it can be concluded that the respondent already has a decision to vote. Statistical test results show that consumer perception based on five factors influencing the decision to choose a candidate. (1) The price factors relating to the cost of the campaign. (2) Leadership related to the ability and personality of the candidate. (3) Agricultural orientation related to agrarian infrastructure, positioning compared to the solutions offered a candidate. (4) The decision to choose the ECRM approach candidate for pre-purchase aspects is getting information accessible and promotion/ campaign attractiveness. (5) Determination to select the ECRM approach candidate of at-purchase elements is the elections that feel safe and confidential.

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