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ARTICLE

The Influence of Political Marketing Mix Strategy on The Decision to Choose (Survey on First Voter in Lampung Province)

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ABSTRACT

Political marketing can create a good political image for political candidates. This study aims to conduct empirical research on the understanding of the marketing mix in the political realm, which consists of political products, political prices, political promotion, and political distribution, by exploring the elements of the traditional marketing mix. In this study, the author will examine the political marketing mix as a variable and see the effect of 4P (Product, Price, Promotion, Place) on choosing to use the AIDA model on early voters in Lampung province during the gubernatorial election. The method used in this study is an explanatory survey via a google form. The data analysis technique used Structural Equation Model (SEM) with SmartPLS 3.2.6 data processing tool. The sampling technique in this study is purposive sampling with a sample of 155 respondents. This study indicates that the political marketing mix strategy of product, price, promotion, and location significantly affects the choice. According to the results of the tests of hypotheses carried out by bootstrapping on SmartPLS, we obtain that the t-statistical value of the variables product (4.468), promotion (2.995), advertising (2.905), and place (2.861), which means that it is higher than the bilateral which has a value of 1.96.

A. INTRODUCTION

Marketing in the political field is often referred to as political marketing, which can be interpreted as a form of marketing that adapts concepts and techniques from business marketing to help achieve specific targets. In addition, political marketing can be seen as part of a new trend towards greater professionalization of political management, where differences in degrees have represented a wide variety of differences (Harmes, 2016; Henneberg, 2008; Lees-Marshment, 2001). The importance of the role of political marketing continues to increase along with its relationship in the democratic system in a country often used as a method of political bidding, one of which is in the General Election, starting now referred to as the General Election At this time, political marketing has a role in showing the seriousness of the democratization process carried out by each candidate and political party to the public. The members of the election-winning team direct their marketing skills to win as many voters as possible and try to sell their candidates in various ways, whether through

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mass media, social media, banners, and others. (Arrahman, 2018; Jufan AR, 2015). Political marketing can create a good political image for political candidates. Political marketing aims to help political parties to become better acquainted with the people they represent or become targets, then develop work programs and political issues that match their aspirations and can communicate effectively with the public. The purpose of marketing is not to enter the political sphere, distribute energy, or determine political decisions (Arrahman, 2018; Kharima, 2014).

One of the political marketing strategies that political candidates can carry out is the marketing mix which includes four (4) main things and can control by political candidates, which have the product, price, place, and promotion. The 4P concept for political developments has different characteristics from commercial products and by looking at a broad market share, what is meaning here is the acquisition of votes. Applying the marketing mix concept in political marketing in Indonesia is supported by the Indonesian democratic system, which has changed little by little since the reform period. Changes in the structure of the mechanism for regional head elections have had a significant impact on the development of political marketing studies, especially in the study of voter behavior. As a customer, voters prefer to build transactional relationships. When a voter chooses a candidate, each individual must have certain expectations. Everybody can fulfill These expectations if they decide on a candidate within the next five years (Sugiono, 2013).

In this case, this also applies to the Governor Election in Lampung Province in 2018; every community or voter in Lampung Province must have certain expectations of the political candidates because five years is quite a long time. The Lampung General Election Commission has officially determined four pairs of candidates for governor and deputy governor who will compete in the election on 27 June 2018. The four pairs of candidates that have been selected are M. Ridho Ficardo-Bachtiar Basri, Herman HN-Sutono, Arinal Djunaidi-Chusnunia Chalim, and Mustafa-Ahmad Jajuli. One of the program's targets or socialization carried out by the General Election Commission is a group of first voters who still do not have sufficient knowledge, so they are willing to participate in politics. The number of first voters in Indonesia ranges from 25%-30% of the total permanent voter list; this figure certainly significantly affects the vote base, not least in Lampung (Jannah, 2019). Millennial voters still taking education, such as college, certainly create opportunities for abstentions because they cannot return to their hometown on Election Day. In addition, Millennial Voters who are inhibiting with media in networks or social media who receive a lot of information must be given voting education in responding to hoaxes related to the Election.

This study aims to empirically investigate the understanding of the marketing mix in the political field, which consists of products, price, promotion, and place by examining the indicators that make up the traditional marketing mix. Unlike previous studies discussing the influence of political marketing on voter decisions in general, without any age and experience restrictions (Arrahman, 2018; Basri, 2011; Chowdhury & Naheed, 2019; Harmes, 2016; Ikhsan & Shihab, 2010; Jufan AR, 2015; Saputra et al., 2013; Shama, 1976). In this study, the author will examine the political marketing mix as a variable and see the influence of the 4Ps on the voting decisions of early voters in Lampung province, as it is believed that early voters still lack knowledge sufficient of the policy so that if it influences the findings in the choice of the political candidates.

B. LITERATURE REVIEW

Political Marketing Mix

According to Kotler and Armstrong (2016: 51), marketing mix is "the marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in target markets." The marketing mix includes four (4) main things and can be controlled by political candidates, including product, price, place, and promotion. The 4P concept for political developments has different characteristics from commercial products and by looking at a broad market share, what is meant here is the acquisition of votes.

Product: According to Sugiono (2013), products generally offered by a political party or a candidate is a policy that will be applied when a political party or candidate wins the election. Meanwhile, according to Niffenegger in Firmanzah (2008), a political product is a political identity offered to participants, which consists of a political party platform (the party platform is designed as a platform of political parties, alone or together, including concepts), philosophical identity and work programs, file, personnel characteristic (personal characteristics). O'Shaughnessy in Sugiono (2013) explains various aspects of political products, including political parties that sell intangible products, are closely associated with the value system, contain promises and hopes for the future, have an attractive prospect, promised decision is not reached immediately. Still, the results are more pleasant, uncertain, and interpretable in different ways in the long run.

Price: According to Niffenegger in Firmanzah (2008), political price is the convenience of participants to price perceptions because prices in political marketing involve many things, ranging from economical prices psychological prices to national images. The economical price includes all costs incurred by political institutions during the campaign period. It starts from the cost of advertising publications to the costs of general meetings to the administrative costs of organizing the campaign team. Political prices can be in the form of economic costs, psychological costs, and regional image effects. The financial cost is the calculation of all expenses that can be calculated in nominal terms, such as campaign costs, campaign attributes, and money politics practices. Psychological value refers to the candidate's education, ethnicity, and religion. At the same time, the regional image effect refers to the candidate's origin and public trust in the candidate.

Promotion: According to Wring in Firmanzah (2008), political promotion is a way of promotion carried out by political institutions in advertisements in building political slogans/jargon and images to be displayed. Furthermore, Niffenegger in Firmanzah's (2008) Promotion can also be done by political institutions through debates on television. However, this activity must be continuously and permanently to be limited to the campaign period (Butler in Firmanzah's, 2008). Promotion in political marketing consists of various communication activities. Some of the tools used in political promotion are advertising, such as advertisements in print media, banners, and candidate posters.

Place: According to Firmanzah (2008), the place of politics is strongly related to the mechanism of reaching and penetrating political consequences in remote regions and areas. Meanwhile, according to Niffenegger in Firmanzah (2008), the political place is closely related to how a political institution is present or distributed and its ability to communicate with voters or potential voters. The political place can take the form of the presence and input of regional candidates, community dialogue, deployment of successful teams and supporters, and candidate visits to all religious adherents and civil society organizations.

Choice Decisions

According to Alie (2013), choosing in marketing science is the same as a purchase decision. Consumers in buying or selecting a product generally go through the buying decision process. Sugiono (2013) states that behavioral researchers have formulated many sequential models to explain the process that consumers go through by taking purchase actions. There are four models of consumer response stages in making their choice by Kotler called the "response hierarchy models," which consist of: the AIDA model, a formula that targets decision making from the target in the form of action (action); hierarchical effect model, a procedure that targets decision making from the target in the form of purchases (purchase); innovation adoption model, a formula that targets the final decision of the audience in the form of trial & adoption; and the communication model, which is a formula that targets the final decision of the audience in the form of behavior (Kotler, 2003 in Sugiono, 2013).

A Conceptual Framework

As for the object of investigation as a dependent (endogenous) variable, namely the decision to choose (Y) with the dimensions, attention, interest, desire, and action, then the object is research as an independent (exogenous) variable, namely the political marketing mix (X) with sub-variables of product, price, place, and promotion. Based on the literature review and the hypotheses proposed in this study, develop a conceptual framework which can be seen in the following image model:
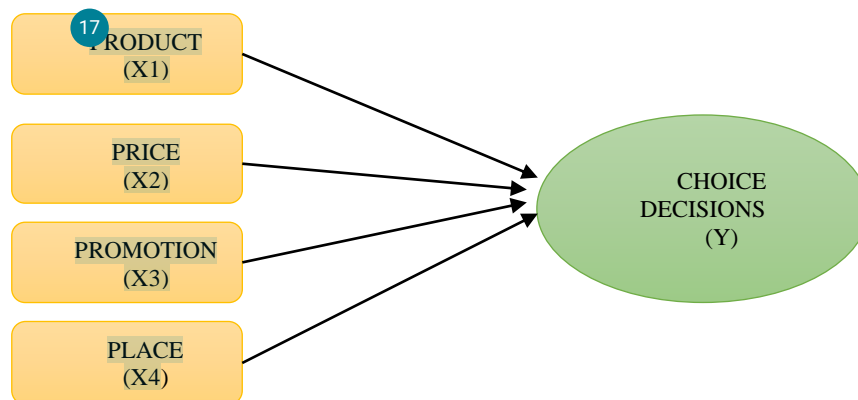
Figure 1. A Conceptual Framework

This section presents a review of previous researches or literatures which discuss relevant theme. It is recommended to discuss new literatures from journal, proceeding, thesis or dissertation.

C. METHOD

In this study, the method used is a survey method or explanatory survey, which aims to determine the relationship between variables using hypothesis tests. The verification method used to test the hypothesis using statistical testing tools includes the Variance-based Structural Equation Model (SEM) or more commonly known as Partial Least Square (PLS). The respondents studied were first voters in Lampung with 17-22 years in 2018. The object of this research is the first voters in the Lampung region who participated in the 2018 Lampung regional elections. The sampling technique in this study is purposive sampling. The sample size, referring to the formulation in the SEM, uses a comparison of five observations for each indicator and refers to the minimum sample size for PLS-SEM, which must be equal

to or greater than ten times the most significant number of formative indicators used to measure a variable (Ferdinand, 2002; Marliana, 2020). For this reason, in this study, the sample size ranges from 90 to 155 respondents, with the category being first voters who have the right to vote for the Lampung Election.

The Likert scale uses as the measurement scale in this study. The Likert scale refers to something—responses for each instrument indicator that uses a Likert scale rank from highest value to lowest value. Data analysis using Partial Least Squares (PLS) approximation is a component or variance-based SEM structural equation model. The measurement model tests validity and reliability, while the structural model pushes causality (testing hypotheses with predictive models). The validity test is divided into 2 (two) criteria; namely, the construct validity is done by calculating the convergent validity and the discriminant validity. Convergent validity can be measured using the AVE value, provided the AVE value is more significant than 0.5. If the AVE value is > 0.5, this means that the model has an excellent convergent validity value (Henseler et al., 2009). After that, the discriminant validity is based on the measurement value of the cross-load variable. If the correlation of the variable with the measure indicator is more critical than the size of the other variables, this indicates that the latent variables are expecting the best block size relative to the size of the other blocks. An instrument is said to meet the validity test criteria if its weight has a value greater than 0.7 (Hair et al., 2017). In this study, the external load value >0.7 was chosen to obtain better results. Composite Reliability indicator block that measures a variable can be evaluated with the Composite Reliability value. Data can be reliable if the value of Cronbach's alpha and mixed confidence is more important than 0.7, although 0.6 is still acceptable (Hair et al., 2006 in Jorgiyanto 2009). Based on PLS, the reliability test was enhanced by the presence of Cronbach Alpha, which tested the consistency of each response. Cronbach Alpha would be as good as 0.5 and enough for 0.3.

D. RESULT AND DISCUSSION

Descriptive Analysis

In this research, the dependent variable is the Decision to Choose (AIDA), the independent variable is the Product, Price, Promotion, Place. Each variable has a minimum value, maximum value, average value (mean), median, and standard deviation values that vary.

Table 1. Descriptive Statistics

	Minimum	Maximum	Mean	Median	Std. Deviation
Product (X1)	1.00	5.00	4.115	4.00	.902
Price (X2)	1.60	5.00	4.231	4.00	.810
Promotion (X3)	1.00	5.00	4.164	4.00	.857
Place (X4)	1.00	5.00	4.013	4.00	.963
Keputusan Memilih (Y)	1.63	5.00	4.224	4.00	.796

Table 1 shows the product variable has an average value (mean) of 4,115 from the median of 4. This indicates that the product among first voters who took part in the 2018 Lampung Governor Election has a high value, meaning that the product variable is related to branding candidate persona of response campaign material. The attitude of the first voter is

very influential on the decision to vote. Then the price variable has an average value of 4.231 from a median of 4. This also shows that the price for first voters in the 2018 Lampung Governor Election has a high value, meaning that the price variable is related to material and immaterial matters. Influence the decision to choose. Then for the average value of the promotion variable, which is 4.164 from the median value 4.

This also shows that promotion for first voters in the 2018 Lampung Governor Election has a high value. The promotion variable is related to media/advertising and public relations responses. The attitude of the first voter is very influential on the decision to vote. Furthermore, the place variable has an average value of 4.013 from a median value of 4. This also shows that the place for first voters who took part in the 2018 Lampung Governor Election has a high value, meaning that the place variable related to the overall distribution mechanism of the attitude response strategy of first voters is very influential on decision choice. And the last one is the decision to choose the variable; this variable has an average value of 4.224 from the median of 4. This also shows that the decision to select has a high value meaning that the decision variable is related to the cognitive stage, the practical background, and the behavioral phase of the first voter's attitude response.

Analysis of Validity Test and Reliability Test

The validity test is divided into convergent validity test and discriminant validity test. The concurrent validity test looks at the AVE (Average Variance Extracted) value. Convergent validity test is said to be good if it has an AVE value of more than 0.50.

Table 2. *Average Variance Extracted*

	Average Variance Extracted **(AVE)**
Product **(X1)**	0.639
Price **(X2)**	0.703
Promotion **(X3)**	0.648
Place **(X4)**	0.700
Keputusan Memilih (Y)	0.676

Based on Table 2, we see that the total variable construct satisfies the convergent validity criteria, namely >0.5. This can be interpreted as the construct with an excellent concurrent validity value. The discriminant validity test was evaluated based on the value of the cross-load with the construct. An indicator is validated or satisfies discriminant validity if it has the utmost importance for the expected concept over the value of other concepts.

In addition to the validity test, it is also necessary to test the reliability. Data can be reliable if the value of Cronbach's alpha and composite reliability is more than 0.7, although 0.6 is still acceptable (Hair et al., 2016).

Table 3. *Quality Criteria (Composite Reliability and Cronbach's Alpha)*

Variabel	**Cronbach's Alpha**	**Composite Reliability**
KEPUTUSAN MEMILIH (Y)	0.930	0.943
PLACE	0.891	0.921
PRICE	0.893	0.922
PRODUCT	0.858	0.898
PROMOTION	0.864	0.902

In table 3, it can be concluded that all reliable constructs, both composite reliability and Cronbach's alpha have values above 0.7. So it can be supposed that all constructs have high reliability. The construct is accurate, and respondents are pretty consistent in answering the statement items on the questionnaire given.

Hypothesis

To conclude whether the hypothesis is accepted or rejected, a price called p-value with a significance of = 5% or 0.05 is used. the two-tailed value (t-value) for = 5% is 1.96, so the proposed hypothesis is accepted and is significant if 0.05 and t-statistic> 1.96. If the p-value <0.05, then H0 is rejected, meaning an effect. On the other hand, if the p-value> 0.05, then H0 is accepted, i.e., it has no effect.

Table 4. *Path Coefficient*

	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics (|O/STDEV|)	P Values	Keterangan
X1 -> Y	0.390	0.388	0.087	4.468	0.000	Signifikan
X2 -> Y	0.332	0.349	0.111	2.995	0.003	Signifikan
X3 -> Y	0.218	0.207	0.075	2.905	0.004	Signifikan
X4 -> Y	0.111	0.103	0.039	2.861	0.004	Signifikan

Table 4 shows that the relationship between the product variable and the chosen decision variable is significant with a t-statistic of 4.468, which means it is greater than the bilateral variable with a value of 1.960. The original sample estimate value shows a positive number of 0.390, indicating that the direction of the relationship between the product and the choice decision is positive. So the relationship between the price variable and the choice decision is significant with a t-statistic of 2.995, which means it is more efficient than the double tail, with a value of 1.960. The original estimate value of l sample l is positive, 0.332, indicating that the relationship between price and choice decision is positive. The relationship between the promotion variable and the decision to choose is significant with a t-statistic of 2,905, which means it is more critical than two-sided with a value of 1,960. The initial sample estimate value is positive, 0.218, indicating that the relationship between promotion and the decision to choose is positive. Next, the relationship between the location variable in the decision to choose is significant with a t-statistic of 2.861, meaning it is greater than the two-tailed variable, which has a value of 1.960. The original sample estimate value is positive, 0.111, indicating that the relationship between location and choice decision is positive.

Influence of Products on the Decision to Choose

Based on the results of testing hypothesis 1, it was found that the relationship between the product variable and the decision to choose had a p-value of 0.000 and a t-statistic value of 4.468 with a two-tailed value of 1.96 at a significance level of 5%. Tests on product variables include X1.1 – candidate's image/branding, X1.2 – candidate's vision and mission, X1.3 – candidate's campaign material, and X1.4 – candidate's political experience. These results indicate that the relationship between the product and the decision to choose is significantly positive. Then it is supported by descriptive statistical data, which shows that the response to the product variable has an average value of 4,115 with very high criteria. So based on the test results indicating that the H1 of this study is accepted or supported, the product has a significant effect on the decision to choose. Political products must be able to

be structured as their identity in the eyes of voters; for that, a mapping analysis is needed to find out what voters want and are offered by competitors. In addition, market orientation must be packaged within the party's ideological framework and be related to the work program they will be doing to create continuity between what has been done and what has been offered to the public, which in this study were taken based on first voters. This shows that political products have a positive and significant impact on voting decisions.

Influence of Price on the Decision to Choose

Based on the results of the hypothesis 2 test, it appears that the relationship between the price variable and the choice decision has a p-value of 0.003 and a t-statistic of 2.995 with a two-tailed value of 1.96 at a level of significance of 5%. Price variables tested in this study include X2.1– campaign cost, X2.2 – candidate's education, X2.3 – candidate's religion, X3.4 – the ethnic origin of the candidate, and X3.5 – the candidate's origin. These results indicate that the relationship between price and the decision to choose is significantly positive. Then it is supported by descriptive statistical data, which shows that the response to the price variable has an average value of 4.231 with very high criteria. Therefore, the test results show that the H2 of this study is accepted or supported, meaning that price has a significant effect on the decision to choose. Anny (2015) asserts that cost positively impacts the decision to select. The positive value of the price indicates that the availability of funds to carry out the work programs and activities of the candidates will increase the intention of the voters to vote for that candidate. In addition, reasonable fund control will also determine the preferences of first voters to choose the candidate.

Influence of Promotion on the Decision to Choose

The basis on the results of the hypothesis 3, it was found that the relationship between the promotion variable and the decision to choose has a p-value of 0.004 and a t-statistic value of 2.905 with a two-tailed value of 1.96 at a significance level of 5%. The promotion variables tested consisted of X3.1 – advertising, X3.2 – campaign attributes spread through various channels, X3.3 – media exposure related to candidate campaigns, and X3.4 – candidate public relations activities involving general activities, community visits, and social media. These results indicate that the relationship between promotion and the decision to choose is significantly positive. Then it is supported by descriptive statistical data, which shows that the response to the promotion variable has an average value of 4.164 with very high criteria in the eyes of the respondents. Therefore, the test results show that H3 of this study is accepted or supported; this means that promotion significantly affects the decision to choose. Promotion is significant to be carried out by candidates, without advertising by political parties or candidates. Voters will reduce Participation in the general election because the absence of information makes prospective voters not know the candidate. Promotions carried out by candidates or political parties are essential so that voters know information about the candidates, vision, mission, work programs, and activities of the candidates who are informed through websites, television, print media, and radio.

Influence of Place on the Decision to Choose

Based on the results of hypothesis 4, it is found that the relationship between the place variable and the decision to choose has a p-value of 0.004 and a t-statistic value of 2.861 with a two-tailed value of 1.96 at a significance level of 5%. The test on the place variable in this study is composed of X4.1 – the presence of the candidate in the campaign area, X4.2 – the contribution of the candidate in the area, X4.3 – the interaction between the candidate and the community, and X4.4 – the distribution of the active candidate success team. These results indicate that the relationship between place and the decision to choose is significantly

positive. Then it is supported by descriptive statistical data, which shows that the response to the place variable has an average value of 4.013 with very high criteria in the eyes of the respondents. Therefore, the test results show that H4 of this study is accepted or supported; this also means that place significantly affects the decision to choose. The higher or better the political place value, the higher the voter will be in determining voting decisions. Anny (2015) asserts that price positively affects the decision to choose. The positive value of the price indicates that the availability of funds to carry out the work programs and activities of the candidates will increase the intention of the voters to vote for that candidate. The place indicators in this study that must be improved so that candidates become voters' choices are the distribution mechanism of the overall strategy by political parties and candidates in reaching their audiences and the response of voters' attitudes to their chosen candidates; these focuses are essential indicators that must equally consider winning the hearts of first voters in winning the political contestation for the gubernatorial election.

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E. LIMITATIONS

Limitations in this study, namely:
a. The variables in this study are only limited to Product, Price, Promotion, Place, and the decision variables to choose using the AIDA model.
b. This research was only conducted on Beginner Voters during the 2018 Lampung Governor Election. So there are characteristics that fall into the category of first voters.
c. This study uses an explanatory survey method with questionnaires using a google form to allow for non-objectivity in answering the questionnaire and will affect the validity of the results. This will be different if the data is also obtained by interview.

F. CONCLUSION

Based on the problems described, analysis results, and discussions, the research can conclude that the political marketing mix has a significant effect on voting decisions. In this case, the better indicator the political marketing mix, the greater the influence on voting decisions. The product variable recommends candidates continue improving their good image before and after the election. For example, the proper implementation and implementation of its vision and mission, solving social and economic problems, tackling the KKN, and avoiding the practice of the KKN. In the price variable, making political opponents' products more expensive is a strategy that political actors can use to gain public support. People choose the party or participant with the least risk or the relative price the most-lower. Concerning variable promotion should be noted that political advertisement does not only take place during the campaign period. One of the effective ways of doing political advertising is to always pay attention to the crucial issues facing the community in which the political institutions are located. Moreover, political promotion requires candidates to perform at their best, especially with increasingly advanced technology and social media everywhere, which can be used to the best of their ability to carry out political promotions. In the place variable, we can't ignore the place of politics. Spreading knowledge about political products to the public makes people aware of the existence of these political products. The deployment of a high-performance team is, therefore, a dimension that cannot be ruled out.

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