



Political marketing mix and the influence of social media promotion on voting decision through perceived value: a study of the 2020 South Tangerang city election



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ABSTRACT

This research aims to examine the influence of Marketing Mix (4P) variables consisting of product, price, place, and promotion, perceived value, and vote decision. The approach used in this research is a quantitative approach. The sample used in this research is the community in South Tangerang City registered in the Permanent Voter List in the 2020 South Tangerang City Regional Election, totaling 175 respondents. Research data was obtained from the result of filling out a questionnaire and analyzed using Structural Equation Modeling analysis techniques with the help of the Smart PLS program. The results of this research show that (i) Political Product affects the voting decision; the higher the political product possessed by the political candidate, the higher the voting decision, and vice versa; (ii) Political Price affects the voting decision; the higher the Political Price, the higher the voting decision, and vice versa; (iii) Political Place does not have a significant effect on voting decision, which means that people in South Tangerang City prefer promotion through social media; (iv) Political Promotion affects the Voting Decision; the higher the Political Promotion, the higher the Voting Decision, and vice versa; (v) Political Promotion affects perceived value; the higher the political promotion, the higher the perceived value in the community, and vice versa; (vi) Perceived Value affects the Voting Decision; the higher the Perceived Value, the higher the Voting Decision, and vice versa; (vii) Perceived Value positively mediates the relationship between Political Promotion and Voting Decision. The promotion variable has the highest value and the strongest influence on voting decision. In general, the conclusion drawn from this research is that the implementation of Marketing Mix (4P) is important in influencing the voting decision of the community in South Tangerang City. Political candidates can pay attention to these aspects to strengthen their advantage in future political contests.

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Introduction

Indonesia has a long and rich history of democratic governance, deeply rooted in its national identity. Democracy, as defined by scholars, is a system of government that empowers citizens to freely express their views and engage in actions within the bounds of the law (Retia Kartika Dewi, 2023). Indonesia's political transformation has undoubtedly aligned with the core principles of democracy. Prior to the Reform Era, freedoms, especially political ones, were absent during the 32-year authoritarian New Order regime. However, following Soeharto's fall, the people gradually regained their everyday freedoms, including political participation (Admand Nursal, 2004). The surge in political parties and amendments to the 1945 Constitution granting direct presidential and vice-presidential elections marked a turning point. The enactment of laws for direct regional elections (Pilkada) further solidified the official start of public participation in Indonesian politics (Admand Nursal, 2004).

The commencement of regional elections (Pilkada) at various levels, from provincial to city and district levels, has undoubtedly sparked a fierce campaign competition among political candidates. These candidates engage in various marketing strategies to raise

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their public profile (Firmanzah, 2008). As Indonesia's political system evolves, so does the study of politics, becoming increasingly intriguing. Sitepu (2022) distinguishes political marketing from conventional marketing by emphasizing the difference in the "product" being "sold." Political candidates offer the public a sense of security, comfort, and prosperity.

Political marketing is undoubtedly intertwined with political campaigns, which are essential for candidates to garner votes and public support during elections. Political campaigns are also intrinsically linked to political participation. Political candidates heavily rely on public political participation during their campaigns, as it is the ultimate goal of political marketers. To capture public attention and encourage participation, they employ well-crafted strategies and diverse approaches, including psychological, moral, and other methods (Heryanto, 2013). As public knowledge, particularly in the field of politics, continues to evolve, political marketers must be able to conduct precise political segmentation. Additionally, the rise of social media demands that political marketers be astute and diligent in their "marketing" of political candidates.

Kalonda (2019) and other studies have shown that marketing mix in the political context is not just a theory, but also has a significant impact on people's voting decisions. This is evidenced by the success stories of Bongbong Marcos in the Philippines and Prabowo Subianto in Indonesia, where the utilization of marketing mix strategies, especially branding and promotion, effectively helped them win elections. The power of branding in politics lies in its ability to build the image of a candidate in the eyes of voters. With proper branding, candidates can attract sympathy, increase trust, and differentiate themselves from their competitors. Effective promotion, on the other hand, helps to deliver the candidate's message to voters in a broad and persuasive manner. Social media has become a powerful tool for politicians to implement marketing mix strategies. Social media platforms such as Facebook, Instagram, and Twitter allow politicians to communicate directly with voters, build a support base, and disseminate information about their campaigns.

This phenomenon shows that politics and marketing have an increasingly close relationship. Politicians who can understand and utilize marketing principles effectively will have an advantage in winning elections. Bastian et al (2019) research also found that Kotler's marketing mix concept of product, price, place, and promotion can be applied to political marketing. Bastian asserts that the marketing mix (4P) can be a valuable tool when effectively implemented in political marketing. The marketing mix assists political marketers in better reaching target voter segments with the goal of winning Pilkada elections (Firmanzah, 2008) The utilization of marketing mix tools in political marketing presents a captivating research topic, as few studies have delved deeply into this phenomenon. Moreover, under Indonesia's democratic political system, political candidates will undoubtedly employ "all means necessary" to garner public political participation (Muhammad Dang Tegas, 2023).

Given these factors, the phenomenon of employing marketing mix in political campaigns in Indonesia, particularly in the Pilkada of South Tangerang City, which is renowned for its diverse and "pluralistic" population, becomes an increasingly intriguing area of research. Muhammad Dang Tegas (2023), aligns with this notion, emphasizing the need for diverse political segmentation strategies to cater to the varied demographics of South Tangerang City's electorate. This aligns with Hamid et al (2022), assertion that effective marketing requires prior consumer segmentation to ensure targeted promotion. Kotler and Keller (2016), further emphasize the importance for candidates and political parties to identify their target voters to win elections. Additionally, Indonesia's political system paves the way for further innovation and groundbreaking campaign techniques, as well as creative political marketing strategies.

According to data from the South Tangerang City Statistics Agency (*Data Statistik Jumlah Penduduk Kota Tangerang Selatan*, 2020), South Tangerang City in 2020 was dominated by Generation Z and Millennials in terms of age segmentation. with Hamid et al (2022) found that both generations have a relatively high proportion of swing voters and exhibit fluctuating political preferences, often swayed by what they encounter on social media. This poses a unique challenge for the three political candidates in South Tangerang City election. They must carefully and strategically leverage social media, coupled with sound policies, effective problem-solving approaches, and strong branding.

In the context of political marketing, the four aspects of the marketing mix must be integrated and utilized effectively by political marketers and candidates to achieve victory in political contests (Trisna Susilowati, Andre Rahmanto, 2024). According to Bastian (2022), the political product refers to the policies and public policy innovations that the political candidate intends to introduce to address societal issues. Political price can be understood as the psychological cost borne by voters when choosing a political candidate, encompassing factors such as perceived safety, shared ethnicity, religion, and race. Political place in the political marketing mix refers to the candidate's ability to maximize political distribution through community gatherings, large-scale campaigns, and other direct interactions. Political promotion, on the other hand, entails leveraging various promotional channels, including social media and traditional methods, to effectively communicate the candidate's message (Mukherjee, 2022)

Muhammad Dang Tegas (2023) research, which involved interviewing the three political candidates, revealed that only one candidate, the number one pair, Muhammad and Saraswati, extensively utilized social media for their campaign. They organized numerous gatherings with young people, created content relevant to their interests, and were the only candidates to host podcasts with youth from various regions. Additionally, they were the strongest contenders due to the backing of major Banten Province parties and also the long-standing existence of political dynasties. However, despite these advantages, they suffered defeat in the 2020 Pilkada, losing to the number three pair, Benyamin Davnie-Pilar Saga, who were supported by a traditional South Tangerang City party, Golkar.

This phenomenon presents an intriguing research opportunity, as numerous studies have identified promotion as the most influential variable in shaping voter decisions during political contests (Alwie et al., 2023)(Bastian et al., 2019)(Kalonda, 2023). However, the South Tangerang City case appears to deviate from these findings. Despite the city's predominantly young demographic, voters exhibit a unique "special perception" when selecting their preferred political candidates. This aligns with (Panjaitan, 2021) and (Arofah & Nugrahajati, 2014) research findings, which suggest that the promotion variable in political marketing mix does not significantly impact their voting decisions

The observed inconsistencies, coupled with Muhammad Dang Tegas (2023) interviews with South Tangerang City residents, reveal that voters in this region employ additional "variables" when making their political choices. These variables involve the formation of individual "perceptions" before making a decision. Triana (2019) similarly highlights the concept of "perceived value" as a factor influencing consumer purchasing decisions for The Body Shop products in Mataram City. This notion is further supported by findings on the positive impact of perceived value on product purchasing decisions in Surabaya and Ramli *et al* (2021) research demonstrating the influence of perceived value on individual decision-making in political contests. While these findings are intriguing, Bastian et al (2019) notes the scarcity of research specifically examining the relationship between marketing mix politics and voting decisions with perceived value as a mediating variable.

This research utilizes a survey methodology, employing questionnaires to gather quantitative data, which is numerical or numeric in nature, enabling statistical analysis. The study's unit of analysis is individuals, specifically residents of South Tangerang City, who serve as the data source. The SEM-PLS approach is adopted for this research, and the data will be analyzed using the Smart PLS software. The primary objective of this study is to investigate the impact of Marketing Mix Politics on voting decisions through perceived value as a mediating variable in the 2020 South Tangerang City Pilkada. Furthermore, the study aims to examine the mediating role of perceived value in the relationship between marketing mix and voting decisions. he study proposes the following research hypotheses: (H1) Political product has a significant influence on voting decisions., (H2) Political price has a significant influence on voting decisions., (H3) Political place has a significant influence on voting decisions., (H4) Political promotion has a significant influence on voting decisions., (H5) Political promotion has a significant influence on perceived value, (H6) Perceived value has a significant influence on voting decisions, (H7) Perceived value mediates the relationship between political promotion and voting decisions.

This paper is organized as follows: following the introduction part, a second part is a literature review with theoretical and empirical studies. The third part introduces information on research and methodology that consist of data and measurement details. The next part is the result and discussion. Finally, this paper concludes with key points, implication, limitations, recommendations and future research direction.

Literature Review

In this study, the reasoned-action theory (TRA) serves as the theoretical framework to investigate the relationships between Marketing Mix, Perceived Value, and Vote Decision. The Theory of Reasoned Action (TRA) is a social psychology theory (Sheppard *et al*, 1988). Within social psychology, TRA focuses on the determinants of behavior and their influencing factors, namely attitude toward the behavior and subjective norm. Mohanachandran & Govindarajo (2020) suggests that individuals maintain a positive attitude towards their current political party choice to defend their existing voting behavior. Therefore, the intention to vote for a political party or candidate is influenced by favorable or unfavorable attitudes. The model developed by Singh *et al* (1995), was found to be effective in predicting voting intentions in this specific setting. with the attitude components of the model supporting the deviation in voting intentions more so than the subjective norms. Megasari (2023) also stated that the reasoned-action theory (TRA) is indeed in line with the findings that the better the promotion carried out by political candidates, the more likely the public will be to choose them in the upcoming election. In line with the findings in South Tangerang City, which has a pluralistic social background and is supported by a high level of intelligence, political candidates must be able to promote themselves as well as possible by making them heroes who are ready to solve all existing problems, social media and the reasoned-action theory (TRA) work in synergy to empower political candidates in influencing voter behavior. By harnessing the power of social media to cultivate positive attitudes, leverage social norms, and tailor messaging to specific audiences, candidates can effectively shape public perception and drive favorable voting decisions. As social media continues to evolve, its role in political marketing is likely to expand, further amplifying its impact on the electoral landscape.

Theoretical and Conceptual Background

Political Marketing Mix

(Firmanzah, 2008), argues that conventional marketing science, at its core, is a set of principles that serve as a bridge between producers and consumers, aiming to persuade consumers to purchase their goods. Political marketing, as defined by Less-Marshment in Triono *et al* (2018), emerged from the development of political marketing studies in major democratic nations worldwide. Lock and Harris, as cited in Perdana (2012), further state that "political marketing encompasses communicating with party members, media, potential funding sources, and the electorate." It is evident that while both conventional marketing and political marketing share the goal of "marketing" a product, the ultimate purpose of the products they sell differs in terms of their "content." Political marketing is a multidisciplinary amalgamation of political science and marketing (Utama et al., 2019) These two disciplines draw

upon and adapt concepts and core principles from existing marketing techniques to align with the fundamental tenets of political science. Jain (2015), categorize the political marketing mix into four (4) dimensions, namely:

Product: In conventional marketing, products encompass tangible or intangible features that benefit consumers. In political marketing, the product is the promises and policies that a political candidate will implement to address problems in a particular area.

Price: In the realm of political marketing, "price" takes on a broader meaning, encompassing the potential costs and burdens that citizens might face if a particular candidate were to come into power. While in traditional economics, price refers to the monetary value of a product or service, in political marketing, it expands to include the potential social, economic, and political implications of a candidate's policies.

Place: Within the political marketing mix, "place" (distribution) refers to the candidate's ability to gather people in a particular location to effectively convey their message to potential voters. This strategy aims to create a direct and personal connection with the electorate, allowing the candidate to articulate their vision and engage with the community.

Promotion: Promotion in political marketing encompasses the activities undertaken to publicize a candidate through various available media channels. The primary objective of promotion is to raise awareness among the public and encourage them to vote for the candidate.

Perceived Value: Perceived value, as defined by Zeithaml (1988), represents the outcome of comparing the benefits received by a customer with the sacrifices they make to acquire a product or service. This concept holds immense significance in the realm of marketing, as Pandey (2023) attests to its influence on consumer purchasing decisions. In the context of political marketing, Wibowo (2022) underscores the critical role of perceived value for political marketers. A positive perception of a political candidate among the electorate can significantly enhance their electability, while a negative perception can hinder their chances of success.

Vote Decision: The purchase decision process, as outlined by Schaffeger (2017), encompasses the sequence of steps consumers take before finalizing their decision to acquire goods or services. Consumers base their choices on information gathered from various sources, including sellers, friends, and other reliable channels. Since a person's post-purchase behavior is shaped by subsequent actions, marketing strategies should also incorporate post-purchase satisfaction monitoring. The purchase decision process involves identifying problems, gathering information, evaluating options, making a decision, and implementing post-purchase actions Petcharat (2021). While there may be nuances to consider, the decisions involved in both consumer purchasing and political marketing hold equal significance. In the realm of political marketing, the voting decision represents the process of selecting an individual or political party to receive a mandate, such as choosing a political candidate or party (Utama et al., 2019). In the context of political marketing, the voting decision impacts an individual or political party, whereas the purchase decision influences a political product. Factors such as ideology, policies, and leader characteristics can influence purchasing decisions, while purchase decisions can be swayed by factors like product attributes, pricing, and promotional strategies.

Empirical Review and Hypothesis Development

Marketing Mix and Vote Decision

Sugiono in Adwishanty (2019) said that the millennial generation is a group that has played a major role in society's political participation over the last few years. And as political candidates we must be able to take advantage of the existence of these young people as participants or sympathizers by winning the hearts of the younger generation so that in the future they will choose us in political contests. Nifenneger in Firmanzah (2012) said that in order for political candidates to gain the votes of young people, strategies or tools are needed to maximize this, and one of them is by using a marketing mix. Panjaitan (2021), in his research examining the Millennial Generation, found that there is an influence of the marketing mix on young people's preferences for political parties. Adwishanty (2019) and Hamid (2022) also added that to be able to attract votes from young people, it is necessary to maximize the four variables, namely Product, Price, Place and Promotion to be able to compete in the General Election contestation. Panjaitan (2021), in his research found that political products brought by political candidates and political parties had the highest effect. This can be explained that these young people are very concerned about political products in the form of policies, vision and mission, credibility of political candidates, and background before they decide to vote for that political candidate. This research is supported by Niazi (2023), who found that the Promotion and Product variables were the two most influential and significant variables on people's perceptions of the possibility of voting in NTB Province. By researching 92 respondents of various ages in NTB and found that the majority of people in NTB are concerned about policies, vision and mission, background, and promotion in the form of using social media are also important aspects in deciding to choose political candidates. This is in line with research by Utama *et al* (2019), which examined 34 students in West Java Province which resulted in the finding that. In this case, students in West Java think that the Product and Place variables in the political marketing mix have the most influence on voting decisions. Meanwhile, Place, in this case, namely the political distribution of good candidates, also influences voting decisions. Meanwhile, Bastian (2022), who researched the influence of the political marketing mix on voters in Banten Province, examined 622 respondents, and found that the Product and Promotion variables were the two variables with the highest scores, which made people in Banten Province really concerned about policy. and also how political candidates carry out marketing activities on social media or using conventional methods. Even though many studies have found that the political marketing mix has a positive and significant influence, there are

still studies that have found that the political marketing mix has no significant effect on people's voting decisions (Panjaitan, 2021) (Niazi, 2023) (Utama et al., 2019) (Sophocleous et al., 2024) which found that from Not all of the variables consisting of Product, Price, Place, and Promotion can influence people's choosing decisions. Moreover, political marketing is a complex matter like conventional marketing. Moreover, in political marketing the target is how to build a good perception of the political candidates themselves (Alwie et al., 2023). This could be one of the attractions or *research gap* in this research, because it deserves further research regarding the discontinuity of existing research results. From this phenomenon, it can be derived into the following hypothesis:

H1: Products have a positive & significant effect on Vote Decision

H2: Price has a positive & significant effect on Vote Decision

H3: Place has a positive & significant effect on Vote Decision

H4: Promotion has a positive & significant effect on Vote Decision

Promotion and Perceived Value

Indeed, currently the perceived value possessed by consumers is very important in determining whether they will decide to buy the item or not. Jeon *et al* (2024), said that the findings from his research which examined the influence of endorsements by influencers on social media had an influence on consumers' perceived value of the food. Kumar (2020), also researched 400 respondents who were consumers of various Fast Moving Consumer Goods products, he found that promotions carried out by these brands could increase their perceived value for these products and would lead to increased sales along with maximum utilization. promotion through social media. Yang (2022) also found that promotion through the Electronic Word of Mouth (E-wom) method had an effect on the formation of consumers' perceived value for a product. However, the better the promotion carried out by a brand will not necessarily affect its perceived value (Siswadi, 2023) This research examined 165 e-commerce consumer respondents. This research showed that there was no influence between perceived value and the promotions carried out. This research also found that good promotions and perceived value do not make consumers make "unplanned purchases" in e-commerce. Apart from conventional marketing, utilizing political promotions that can be done from various platforms is also an effective way to shape voters' perceptions of a political candidate. Bastian et al., (2019) said that political promotions carried out by political candidates were proven to have an influence on the formation of voters' perceived values before deciding to vote for the political candidate. Perception of own value.

The intricate relationship between political promotion and perceived value has been the subject of extensive research, with scholars shedding light on the mechanisms through which promotional strategies shape public perceptions of political candidates. Fletcher (2010) aptly highlight the fundamental aim of political campaigns: to influence voter perceptions, including their assessment of a candidate's stance on various issues. This endeavor often manifests in two distinct forms: positive campaigning, which seeks to enhance a candidate's perceived positioning on an issue, and negative campaigning, which aims to diminish the opponent's perceived standing on the same issue. Within this dynamic, candidates carefully select their campaign mix, striving to optimize their chances of electoral success. Arofah (2014) further emphasize the malleability of voter perceptions towards political candidates, asserting that these perceptions can be influenced by effective political promotion. However, this influence is contingent upon the candidate's ability to tailor their political marketing strategies to align with the specific needs and preferences of the electorate. The interplay between political promotion and perceived value extends beyond the realm of issue positioning. Effective promotional strategies can also cultivate a candidate's perceived credibility, trustworthiness, and overall appeal, leading to a more favorable perception of their political offerings. This, in turn, can significantly impact voter behavior, increasing the likelihood of support for the candidate. In today's digital age, social media platforms have emerged as powerful tools for political promotion, offering candidates a direct channel to engage with voters and disseminate their messages. By leveraging these platforms strategically, candidates can effectively shape public perceptions, enhance their perceived value, and ultimately secure electoral victory. The relationship between political promotion and perceived value is a complex and multifaceted phenomenon that plays a pivotal role in shaping voter behavior. Understanding this dynamic is crucial for political candidates seeking to craft effective marketing strategies that resonate with the public and increase their chances of success at the ballot box. From this phenomenon, it can be derived into the following hypothesis:

H5: Promotion has a positive and significant effect on Perceived Value

Perceived Value and Vote Decision

The relationship between perceived value and people's voting decisions does have an interesting relationship pattern to study. Ganares (2022), conducted research in the Philippines when elections were taking place in the country's political year 2022. Because the Philippines and Indonesia both adhere to a presidential system, the election systems between the two countries are similar, namely that both the Philippines and Indonesia hold direct presidential elections using a (One Man One Vote) system. This research examines the variables Social Media (SM), Socioeconomic Status (SES), Cognition and Critical Thinking (CC), Generational Gap (GD), Personal Experience (PE), Attitude Toward Behavior (ATB), Perceived Behavioral Control (PBC), Values, and Social Norms (SN). From all these variables, it was found that all variables had a significant effect on decision making for the public in choosing a presidential candidate in the election. Further, Ramli (2021) also found that public perceptions obtained from political candidates' social media also influenced people's voting decisions. The research also produced findings that a political candidate is also required

to have a good positioning in society. Bastian et al (2019) also stated that the perceived value of a political candidate is very important in the background of people's desire to vote for that political candidate. This value perception also includes competitive advantage compared to political opponents, having good political attributes, having a good leadership figure, and having a good political name. Even though in political marketing, perceived value is a factor that can be said to be the key for people in choosing political candidates, this is different from what happens in conventional marketing. Mranani (2020) found that perceived value has no effect on consumers' desire to buy bicycle products. Apart from that, in this research it was found that promotions on social media also did not influence consumers' desire to buy bicycle products. From these various findings, the hypotheses that can be formulated are:

H6: Perceived Value has a positive & significant effect on voting decisions

Promotion and vote decisions through Perceived Value

Political advertising as evidence is part of the method for making decisions about political parties and political candidates. Political advertising encourages voters to remember which political party or candidate they should vote for. Political advertising helps shape the perception and image of a political candidate. Over the last thirty years or so, research on political advertising, especially political communication, has been focused. Researchers have created tools to measure theories about how political advertising influences voting behavior. Starting from categorizing, providing explanations, or using speculative advertising to provide explanations about certain things related to elections. Promotion has indeed been proven to influence the formation of consumer perceptions and also people's voting decisions. Niazi (2023), found that if the promotion variable directly influences voting decisions, then the promotion variable is found to influence people's voting decisions. Bastian et al (2019), also found that political promotions influence voting decisions, supported by research on political promotions on consumer purchasing decisions for various products (Apriani, 2021) Muchsin (2020). Apart from that, there is a lot of research on political marketing which finds that people's perceived value towards voting decisions also has a significant influence Ganares (2022) Ramli (2021). Bashir et al (2020) found that if the Perceived Value variable is used as a mediating variable for Service Quality (SQ) and Customer Satisfaction (CS), then Perceived Value successfully acts as a mediating variable which further strengthens the relationship between Service Quality (SQ) and Customer Satisfaction (CS). The realm of politics is not immune to the principles of marketing, as candidates vying for public office must carefully craft their strategies to appeal to the electorate and secure their votes. In this endeavor, a candidate's perceived value emerges as a critical factor that bridges the gap between political promotion and voter decision. Just as businesses market their products to consumers, political candidates must effectively position themselves in the "market" of voters. This process entails developing a compelling brand personality, establishing a strong organizational image, identifying and targeting key voter segments, and implementing a comprehensive campaign strategy that encompasses advertising, distribution, and message dissemination.

The success of a candidate's marketing efforts hinges on their ability to capture voter attention, evoke positive emotional responses, leverage media channels effectively, and tailor their messaging to resonate with specific voter segments. By strategically positioning themselves on issues, whether positively or negatively, candidates can shape their brand image and personality, influencing voter perceptions and ultimately swaying their decisions at the ballot box. The relationship between political promotion and voter choice is further nuanced by the mediating role of perceived value. Perceived value represents the subjective assessment made by voters regarding the worth and benefits associated with a particular candidate. Effective political promotion can significantly enhance a candidate's perceived value, leading to a more favorable perception of their offerings and a higher likelihood of support from voters. Fahad (2024) aptly highlight the multifaceted nature of political marketing, emphasizing the need for candidates to develop calculated strategies that appeal not only to voters but also to political parties, contributors, and various interest groups. In conclusion, the marketing of political candidates is a complex and multifaceted undertaking that intertwines branding, voter choice, and the mediating role of perceived value. By understanding these dynamics, candidates can craft effective marketing strategies that resonate with the public, enhance their perceived value, and ultimately increase their chances of electoral success.

H7: Perceived value positively mediates the relationship between promotion and vote decision.

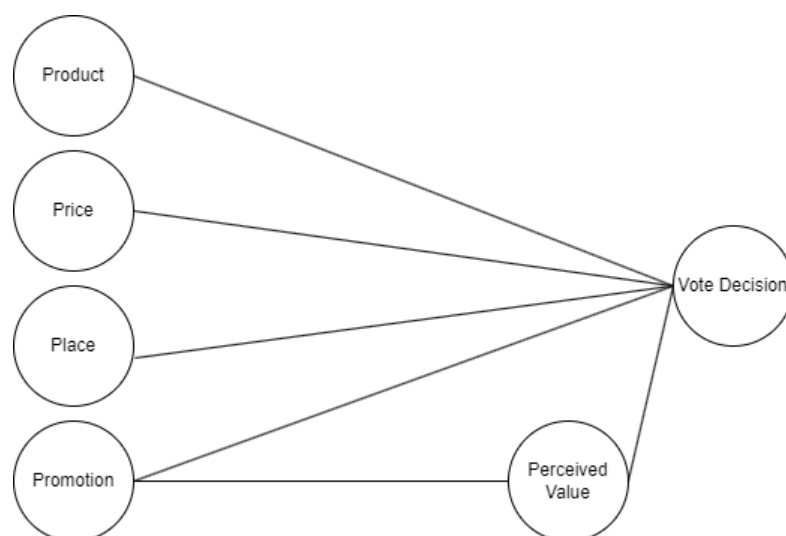


Figure 1: Conceptual Model of the Study; *Source:* Authors

Research and Methodology

Data and Method

The population in this study has specific criteria that must be met concerning the research concept, which are residents of Tangerang Selatan City who are registered in the Final Voters List (DPT) for the 2020 Pilkada election. Although there are no specific names registered in the Final Voters List, this study selected residents who had the right to vote in the 2020 Pilkada election. Based on the preliminary study conducted for this research, a total population of 175 individuals was identified that fulfill the criteria. The research sampling technique is simple random sampling. The sample size was obtained using the Slovin's formula. The research was conducted in March 2024. Thus, the research uses Structural Equation Model (SEM) analysis with Variance Based SEM approach or better known as Partial Least Square (PLS) and the software used in data analysis to test the hypothesis in this study is Smart PLS.

Measurement

The indicators used to measure the variables in this study were adopted from several previous studies. In this research, the researcher obtained a reference for the definition of political products from Wibowo (2022). This study examines whether there is a relationship between political products and voting decisions in the gubernatorial election in Riau Province. This study also cites Firmanzah (2008), who states that political products are all things that are intangible and attached to the identity, values, and goals of an organization or individual. He mentions that there are five (5) dimensions of political products themselves. The sample items for this variable were "I choose a political candidate who has a good image", "I choose a political candidate who has a good vision and mission", "I choose a political candidate who has a policy to solve poverty problems", "I choose a political candidate who has never been caught in a criminal case", and "I choose a political candidate who has a good political background".

Next are the indicator items used to measure the political price variable. Political price according to Firmanzah (2008) is something related to the comfort of the community towards the perception of price related to political marketing, whether it is material or immaterial. Quoting from Bastian et al (2019), there are 5 indicator items used to measure political price, the indicator items are "I choose a political candidate who seems to have high political campaign costs", "I decide to choose a candidate who has the same educational background as me", "I choose a candidate who has the same religious background as me", "I choose a political candidate who has the same ethnic background as me, and "I choose a political candidate who has the same hometown as me".

The political place in this study adopts the research of Bastian et al (2019), which quotes from Niffeneger (1989), who studied the influence of political marketing mix on the voting decisions of the community in the Banten Governor Pilkada contestation in 2017. The sample items were "I choose a political candidate who often holds direct meetings with voters", "I choose a candidate who has a good campaign team", "I choose a candidate who has made a real contribution to his hometown", "I choose a candidate who has a spread of campaign teams that is evenly distributed", and "I choose a candidate who often holds events at religious homes".

Political promotion in this study is how a political candidate can actively and maximally use social media as a weapon to gain votes from the community. Political candidates must be able to create interesting content that is suitable for the segmentation of the community in Tangerang Selatan City. Indicator items for the Political Promotion variable are adapted from Wring (1997), through Bastian et al (2019). The item indicators were "I choose a candidate who campaigns through print media", "I choose a candidate who campaigns on electronic media", "I choose a candidate who has a special campaign social media", "I choose a candidate who has

organized social media", "I choose a candidate who is diligent in building relationships with the community", "I choose a candidate who carries out various social activities".

The voting decision-making process is equated with the purchasing decision, voters make a decision to choose their preferred political candidate by realizing that there are several aspects that go through a stimulus process from the outside in the form of certain objects or events. The voting decision that is studied is the decision-making process of choosing by the respondents in assessing the political marketing mix strategy by adopting the concept of Kotler (2008) which has three levels, namely the cognitive stage, affective stage, and behavioral stage. In this study, the indicator items were adopted from Kotler (2008), through Wibowo (2022), The item indicators were "I choose a candidate who has good knowledge of the political products they bring", "I decide to choose the political candidate who is most liked by the people around me", "I decide to choose a political candidate who is in accordance with my needs", and "I decide to choose a political candidate who is recommended by others".

The Perceived Value variable in this study is about the importance of the perception of value that a political candidate has in the eyes of the community. Because the voting decision-making process of the community is not only based on the marketing mix, but there is also a perceived value aspect that is also another consideration for a community before deciding to choose their political candidate. Perceived value in this study is adopted from Zeithaml (1988), and the item indicators were "I decide to choose a candidate who has a high competitive advantage", "I decide to choose a candidate who has good political attributes", "I decide to choose a candidate who has a good leadership figure, and "I decide to choose a political candidate who has a good name in the eyes of the community".

Findings and Discussions

Findings

Based on the process results of respondent data, from 175 masyarakat di Kota Tangerang Selatan shows that In this study, the majority of the respondents were male (58%), while the remaining respondents were female (42%). In terms of education, most of the respondents were aged 17-24 years old (Gen Z) with a percentage of (66%), and the rest were millennials with an average age above 25 years old with a percentage of (34%).

In terms of education, it was found that the respondents who graduated from SMA/SMK had a percentage of (6%), followed by D-3 graduates (15%), S-1/D-4 graduates (66%), S-2 graduates (10%), and S-3 graduates (5%). In terms of occupation, the first rank was occupied by students (51%) and the least common occupation among respondents was entrepreneurs and civil servants (7%).

Based on the research findings presented in the summary of results, the distribution of occupations or respondent statuses participating in this research can be described. In this study itself, the majority of respondents are still students with a percentage of 51%. This result is consistent with statistical reports from Tangerang Selatan City with the demographic data distribution dominated by people with the status of students or students.

Based on the research results on gender characteristics, it can be seen that the respondents in this study are dominated by males, approximately 58% of the total respondents in this study. This can be interpreted that in Tangerang Selatan City, men are more inclined to observe the marketing mix of political candidates before deciding to choose one of the political candidates. However, if we observe further, there is no significant difference between male and female respondents because the difference between the two sexes is only less than 20%. This indicates that in Tangerang Selatan itself, there is still a possibility that both male and female have the same concern about the influence of political marketing mix on their voting decisions in the political contestation in Tangerang Selatan.

Meanwhile, respondents in this study based on the education aspect, it was found that in this study, the majority of respondents are still pursuing a profession as students. This is indeed possible because according to BPS data in Tangerang Selatan, statistical data was obtained that the percentage of students and students is indeed quite high. This is also supported by statistical data which states that the percentage of people aged 17-35 years is at the highest level compared to other average ages.

In terms of age, the researchers in this respondent are dominated by Generation-Z with a percentage of 66% and as many as 115 respondents who dominate this questionnaire are Generation-Z. Indeed, if we refer to BPS data in Tangerang Selatan, Generation-Z and millennials are two of the average ages that have the largest population compared to other average ages. Furthermore, regarding the distribution of respondents' responses based on the domicile category, the number of results in each sub-district in Tangerang Selatan has results that are not too far apart between one sub-district and another. This is because each sub-district in Tangerang Selatan has a relatively equal population. And in this study as well, the researchers try as much as possible to take data from respondents who do not have a number that is too far apart between one sub-district and another.

Table 1: Composite Reliability, Cronbach’s Alpha, and AVE

Variable	Cronbach Alpha	Composite Reliability	AVE
Product	0,930	0,943	0,703
Price	0,887	0,922	0,748
Place	0,955	0,964	0,817
Promotion	0,907	0,926	0,643
Perceived Value	0,779	0,964	0,696
Vote Decision	0,856	0,903	0,699

Source: Processed Primary Data, 2024

All indicators used to evaluate reliability and validity in this study met the required standards. The Cronbach's Alpha values for all variables ranged from 0.779 to 0.955, and the Composite Reliability values ranged from 0.903 to 0.946. These values are all above the recommended threshold of 0.7, indicating strong internal consistency within each construct. Additionally, the Average Variance Extracted (AVE) values for all constructs exceeded 0.5, with the Product construct having an AVE of 0.703, the Price construct having an AVE of 0.748, the Place construct having an AVE of 0.817, the Promotion construct having an AVE of 0.643, the Perceived Value construct having an AVE of 0.696, and the Vote Decision construct having an AVE of 0.699. These AVE values suggest that each construct adequately captures the variance of its respective indicators. Overall, these findings demonstrate that the measures used in this study are both reliable and valid.

Table 2: Direct Hypothesis Testing Result

Path	Path Coefficient, t-statistic & p-value	Result
Product → Vote Decision	t-statistic = 3,003 p-value = 0.003 Path Coefficient = 0.165	Positive & Significant
Price → Vote Decision	t-statistic = 3,028 p-value = 0.002 Path Coefficient t= 0.276	Positive & Significant
Place → Vote Decision	t-statistic = 1,484 p-value = 0.138 Path Coefficient = 0.079	Negative & insignificant
Promotion → Vote Decision	t-statistic = 18,685 p-value = 0.000 Path Coefficient = 0.246	Positive & Significant
Promotion → Perceived Value	t-statistic = 18,685 p-value = 0.000 Path Coefficient = 0.723	Positive & Significant
Perceived Value → Vote Decision	t-statistic = 3,794 p-value = 0.000 Path Coefficient = 0.284	Positive & Significant

Source: Processed Primary Data, 2024

The bootstrapping method is applied to assess the significance level of the direct effects as shown in table 2. If the obtained p-value < 0.05 and the t-statistic value > t-table then it is concluded that the independent variable significantly influences the dependent variable in the direction indicated by the path coefficient. Conversely, if p-value > 0.05 and the statistic value < t-table, then it can be concluded that the independent variable does not significantly influence the dependent variable

Product Politics exerts a positive and significant impact on Vote Decision, as evidenced by a path coefficient of 0.165, p-value of 0.003 < 0.05, and a t-statistic of 3.003 > 1.96 (t-table). This implies that the better the political product offered by a political candidate, the higher the public's decision to vote for that candidate. Hence, H1 is accepted. Price Politics is found to have a positive and significant effect on Vote Decision. This is supported by the findings of path coefficient 0.276, a p-value of 0.002 < 0.05 and a t-statistic of 3.028 > 1.98. Therefore, it can be concluded that the higher the political price a political candidate possesses, the more likely the public will decide to vote for that candidate. Thus, H2 is accepted. According to the statistical data, Place Politics does not have an effect on the voting decision of the public in the 2020 South Tangerang City Pilkada. With a path coefficient of 0.079, p-value of 0.138 > 0.05 and a t-statistic of 1.484 < 1.96, this indicates that the public's voting decision is not influenced by the Place Politics variable. Consequently, H3 is rejected. Political Promotion in this study demonstrates a positive and significant effect on Vote Decision. With a path coefficient of 0.246 p-value of 0.000 < 0.005 and a t-statistic of 18.446 > 1.96, the findings reveal that

Political Promotion is a variable that influences the public in deciding to vote for a political candidate. Therefore, H4 is accepted. Promotion exhibits a positive and significant effect on Perceived Value. With a path coefficient of 0.723, p-value of 0.000 < 0.05 and a t-statistic of 3.794 > 1.96, it can be concluded that the Perceived Value that the public holds for a political candidate is influenced by Political Promotion. Hence, H5 is accepted. Perceived Value maintains a positive and significant effect on Vote Decision. With a path coefficient of 0.284, p-value of 0.000 < 0.05 and a t-statistic of 3.794 > 1.96, it can be inferred that the Perceived Value that the public holds for a political candidate influences their voting decision. Thus, H6 is accepted.

Table 3: Indirect Hypothesis Testing Result

Path	Path Coefficient	t-statistic	p-value	Result
Product → Perceived Value → Vote Decision	0.206	3.418	0.001	Positive & Significant

Source: Processed Primary Data, 2024

The indirect path analysis reveals that the effect of promotion on vote decision through perceived value has a path coefficient of 0.206, p-value of 0.001, and t-statistic of 3.418, and an original sample value of 0.296. Since the p-value obtained is < 0.05, the t-statistic is > 1.96 (t-table), and the original sample is in a positive direction, it can be concluded that perceived value is proven to be a mediating variable between promotion and vote decision. Statistically, there is sufficient evidence to support the role of perceived value as a mediator between promotion and vote decision. Therefore, H7 is accepted.

Discussion

Product Influence on Voting Decision

The results of this research show that the Product variable in the political marketing mix has a positive influence on people's voting decisions in the South Tangerang City Pilkada in 2020. The p-value was obtained at 0.003 < 0.05 and the t-statistic value was 3.003 > 1.96. Based on the statistical data above, it shows that the better the political product a political candidate has, the higher the possibility that people will decide to vote for that political candidate. These statistical findings also support the conclusion that in the last regional elections in South Tangerang City, the public considered that the policies, vision, mission and political promises of prospective candidates had an important influence on their decision to vote or not to vote. The findings of this research could also imply that the "products" that prospective candidates bring as "guidelines" in contesting such as policies, historical records, to image Supporting parties are a "crucial" aspect for the people of South Tangerang City. The results of this research are in line with (Wibowo, 2022) (Bastian, 2022) who found that the Political Product variable also has a positive and significant influence on Vote Decision in the regional elections in Lampung Province. The better the "product" a potential political candidate has, the higher the possibility that the public will elect them as their new regional leader. People in South Tangerang City also have a tendency to choose leaders based on the supporting party. Strong political culture and political ideology conservative It is still a tendency for people in Banten and also South Tangerang City to decide to elect leaders based on the party behind them. However, this does not rule out that based on statistical data, variable descriptions of aspects can be obtained image Candidates, leadership figures, and past records also play an important role in shaping owner perceptions. In this questionnaire too, the highest score created based on the results of statistical processing shows that PRD4 which contains the vision and mission brought by political candidates is the indicator item with the highest score, namely 3.84. This indicates that the people in South Tangerang City are very concerned about the vision and mission carried by this political candidate. This can be related to the good political education that the people in South Tangerang City have.

The Effect of Price on Voting Decision

This research was found to have a p-value of 0.131 > 0.05 and a t-statistic value of 3.208 < 1.96. So there is a significant influence regarding the influence of price on voting decisions. Based on the results of research that has been carried out, it can be seen that political prices in the political marketing mix (4P) influence voters' decisions in the 2020 Regional Election contestation in South Tangerang City. The political prices themselves in the research consisted of South Tangerang City. Political costs in this research consist of psychological costs, campaign costs, and the image of the figure himself. In this research, it was found that respondents thought that the "psychological costs" of potential political candidates influenced their voting decisions. It could also be said that the similarity of ethnicity, religion and race as well as the same vision and mission shared by potential political candidates is one of the benchmarks for respondents. Apart from that, the research results also show that they will vote for political candidates who they think will bring their city/region forward in the future. With this, voters will feel worth it if the voting rights they have are "paid" with what the community will get if they are led by a potential political candidate for the next 5 years. This is in line with research by Yimer (2020) and (Panjaitan, 2021), which produced findings that respondents felt that the "political price" they would "pay" by voting for one of the political candidates was determined by the "political price" variable for each political candidate. have. In the summary of statistical data on mean scores on indicator items in Political Prices, it was found that the highest mean score was PRC 3 with a mean score reaching 3.68. PRC3 itself contains the similarities between the background of political candidates and society. People in South Tangerang City are indicated to prefer political candidates who have the same background as them. This can be attributed to the fact that with the same background, the public and political candidates also have the same concerns. And this will bring the same policies and solutions to problems between society and the government.

The Influence of Political Place on Voting Decisions

This research found statistical results, namely p-value <0.05 and t-statistic $1.484 < 1.96$. Based on the research results obtained, it is stated that the place of politics in the political marketing mix (4P) does not influence people's voting decisions in the South Tangerang City Pilkada. The place of politics in this research consists of several indicators, such as the deployment of volunteer teams, meetings of volunteer teams with the community, and events/events of potential political candidates with the community. The research results showed that the public did not consider these indicators to be "crucial" in influencing them to choose a political candidate. Political distribution, which is one way for political parties to promote their parties and prospective candidates, is considered "outdated" and seems conservative by respondents. In line with research Utama et al (2019) shows that from the marketing mix variables, political place is one of the variables that does not influence the decision to elect the Governor and Deputy Governor of West Java in 2018 among students at the Indonesian University of Education. This research explains that students' political promotions influence their interest in choosing political candidates more than events or direct meetings between political candidates or parties and the public. Indeed, especially for the younger generation who have "massively" lived side by side with social media since they were small, what they see on social media will influence their interests more than what they see directly. However, the finding that political location has no influence on voting decisions in the South Tangerang City Pilkada is not in line with the findings of Onayinka et al (2024) who found that people in Nigeria consider that meetings and campaign methods are "crucial" in influencing their interests. in selecting political candidates in the Nigerian election. From Political Place, of the 6 indicator items in the questionnaire, PLC3 has the lowest mean score, namely 3.49. PLC3 itself contains information about whether the massive distribution of the campaign team will make people decide to vote for that political candidate. And it was found that the people in South Tangerang City did not think this was very important, which made this questionnaire get the smallest mean score among the mean scores of other indicator items.

The Influence of Political Promotion on Voting Decisions

Political Promotion of Vote Decision has a p-value of $0.000 < 0.05$ and a t-statistic value of $18.685 > 1.96$. This proves that statistically the promotional variables in the political marketing mix influence the Vote Decision of the people in South Tangerang City. Promotion in this variable includes promotion via social media, promotion via billboards, promotion via print media, and promotion via electronic media which are proven to play a role in people's background before deciding to vote for a political candidate. It is safe now that promotion is one of the most important aspects of political campaign activities, including promotion through social media. With the development of first voters who are Generation-Z, which in fact is a generation that has been exposed to various digital things since childhood, of course the use of social media must be able to get more attention in order to attract the votes of the younger generation in the next election contestation. This is also in line with various studies which state that the promotional aspect is quite an important aspect in order to attract buyers in conventional marketing and voters in political marketing (Barcelona et al., 2019) (Ismanto et al, 2022). In the Political Promotion indicator item, the highest mean score is PRM 6 with a score of 3.86. PRM6 itself contains information about whether people in South Tangerang City tend to choose political candidates who have good and creative social media content. This shows that the content and content of political candidates' social media is very important in influencing people's decisions to vote for that political candidate.

The Effect of Promotion on Perceived Value

Based on statistical findings, it was found that political promotion has an influence on the formation of perceived value owned by the community in South Tangerang City. With the finding of a p-value of $0.000 < 0.05$ and a t-statistic of $18.446 > 1.96$ based on these statistical data, it can be concluded that Political Promotion has an effect on Perceived Value. According to the people in South Tangerang City, political promotions carried out on various online and offline channels are also taken into consideration when deciding to choose existing political candidates. The higher the quality of Political Promotion carried out by a political candidate, the more influence it will have on the Perceived Value that the public has towards that political candidate. Political candidates must be able to utilize various existing promotional platforms, because the perceived value possessed by the public is very important in their decision-making process when they want to choose a political candidate. Maximum seriousness is required for a political candidate in managing his political branding on social media, this is in line with what Rahayu (2020), said. And this is also in line with Effendi et al (2023), who said that even in the culinary industry, promotions carried out by culinary entrepreneurs on social media have proven to be very influential on consumers' perceptions of the food. The better and more competent the content on social media is created, the better the consumer's perceived value of the enjoyment of the food.

The Influence of Perceived Value on Voting Decision

Based on statistical findings, it was found that Perceived Value has a positive and significant effect in influencing people's voting decisions. The p-value was found to be $0.000 < 0.05$ and the t-statistic value was $3.492 > 1.96$. Based on these statistical results, it can be concluded that the perceptions held by the community influenced the community's voting decisions in the regional elections in South Tangerang City in 2020. A political candidate must be able to build their perceived value well in society. Political candidates must be able to create a good image to society, because for a politician, image is everything. Increasing electability will go hand in hand with the better a politician is at showing a good image to society. Moslehpur (2021), and Andrenata et al (2022), said in his research that the perceived value that a consumer has for an item will have an influence on the purchasing decision of the consumer

himself. So it can be said that the higher the consumer's perceived value for an item, the higher the consumer's purchasing decision for that item. In this research, the highest mean score for the indicator items was found to be PV1 of 3.93. PV1 itself states that the higher the competitiveness of a political candidate, the greater the voter's decision to choose a political candidate. It could be said that people in South Tangerang City tend to choose political candidates who have high perceived value, especially in terms of competitive advantage compared to other competitors.

Promotion of Vote Decision through Perceived Value

Based on the statistical findings above, a p-value of $0.001 < 0.05$ and a t-statistic of $3.418 > 1.96$ were found. From the results of this research, it can be said that the perceived value variable is proven to have a positive effect in mediating the influence of political promotion on voting decisions in the South Tangerang City Pilkada in 2020. Although basically the promotion variable is proven to have a statistical effect on voting decisions. In this case, perceived value acts as a reinforcement between political promotions carried out by political candidates and people's voting decisions. This can also be adapted by political candidates, in creating content on social media, it must be able to have a positive effect on their image or self-image. Because nowadays, conventional promotional content has a lot of negative stigma and tends to be "old fashioned", political candidates must be able to create content that is the answer or problem of public unrest in the area. This is in line with research (Khofifah, 2023), and (Fadhilah, 2023), which states that the variable perceived value has an influence on purchasing decisions for various products in our daily lives.

Potential Limitations and Future Research Direction

The research methodology employed in this study presents certain limitations that warrant consideration. Firstly, the utilization of a quantitative approach for data collection and analysis might not fully capture the diverse perspectives of the entire population of South Tangerang City, given its substantial size and heterogeneity. Additionally, despite efforts to minimize potential biases, the possibility of sampling or measurement errors remains, which could impact the internal and external validity of the study. Moreover, the study may not have accounted for other unmeasured factors that could influence the relationships among the studied variables, such as individual characteristics or environmental factors beyond the scope of the research model. For instance, the direct effect of Promotion on Vote Decision, which exhibited a positive path but was not further explored due to the research question's focus, deserves further investigation. Furthermore, the existence of other unconsidered variables that could moderate or mediate the relationships among the studied variables cannot be discounted.

With regard to Perceived Value, while it was examined as a variable in this study, limitations may arise from the specific methods employed to measure or conceptualize Perceived Value. Variations exist in the operationalization and measurement of Perceived Value, and the approach adopted in this study may not encompass all relevant aspects of this construct. Additionally, the study's focus on the population within South Tangerang City alone restricts the generalizability of its findings to that specific context, precluding broader applications to other regions or national settings.

South Tangerang City, a unique blend of modernity and religiosity, presents a dynamic and intriguing political landscape worth exploring. Previous research has confirmed the strong influence of the political marketing mix on shaping voter preferences. However, this study opens up new avenues to enrich the research landscape by incorporating the "religious" variable as a powerful lens to understand local political dynamics. Understanding the impact of religiosity on political attitudes and behaviors in South Tangerang City can provide valuable insights into how religious values, practices, and institutions influence voter choices and campaign strategies. This investigation can be supported by robust theoretical frameworks, such as the reasoned-action theory (TRA), to build a deeper understanding of political motivations and behaviors in a religiously diverse and modern society like South Tangerang City. Future research can explore specific research questions, such as: How does religiosity influence political participation levels in South Tangerang City? What role do religious leaders and institutions play in political campaigns? How are religious values communicated and negotiated in political messaging?

Delving into the interplay between religiosity and modernity within the political context of South Tangerang City paves the way for a more comprehensive understanding of the forces shaping the local political landscape. The findings of this research can make significant contributions to political science theory and practice, as well as provide valuable guidance for political practitioners in designing effective and socio-religiously sensitive campaign strategies. Furthermore, the study's temporal scope is limited to a snapshot of marketing mix political practices within a specific time frame. Changes in management practices or individual characteristics over time could potentially invalidate the study's findings in the long run. In light of these limitations, several suggestions for future research are proposed. Firstly, the incorporation of additional variables could enhance the study's comprehensiveness. For instance, the utilization of the 7P marketing mix framework could provide a more holistic perspective on political marketing strategies. Additionally, the inclusion of other variables as moderators or mediators could further enrich the body of knowledge related to political marketing. Secondly, a more in-depth investigation into the reasons behind the insignificant effect of place on voting decision is warranted. This could involve exploring alternative measurement approaches or examining the influence of place within a broader social and political context. By addressing these limitations and incorporating the suggested research directions, future studies can contribute to a more comprehensive and nuanced understanding of political marketing and its impact on voter behavior. The findings of such studies could provide valuable insights for political candidates and campaign strategists in developing effective marketing strategies that resonate with voters and enhance their chances of electoral success. Dan karena memang di Kota Tangerang Selatan terkenal dengan masyarakatnya yang modern namun juga religius, penelitian selanjutnya

juga bisa membuat khasanah penelitian baru dengan memasukan aspek “keagamaan” sebagai salah satu indikator variabel yang sangat menarik untuk diteliti di Kota Tangerang Selatan.

Conclusions

This research endeavor aimed to investigate the relationship between marketing mix variables and voting decision in the 2020 South Tangerang City Pilkada. The study employed a quantitative approach, utilizing a structured questionnaire to collect data from 400 respondents randomly selected from the city's population. The data was analyzed using SPSS software to test the formulated hypotheses. The findings of the study provide compelling evidence to support the majority of the proposed hypotheses. Hypothesis 1, which posited that Product has a positive influence on voting decision, was found to be statistically significant. This indicates that the public in South Tangerang City is more likely to vote for candidates who present themselves with a strong and appealing political product, encompassing their policies, visions, missions, and promises. This finding aligns with the notion that voters make informed decisions based on their assessment of a candidate's ability to address their concerns and aspirations. Similarly, Hypothesis 2, which asserted that Price has a positive influence on voting decision, was also supported by the statistical analysis. This suggests that the public in South Tangerang City considers the perceived value of the political product, including the promises and commitments made by candidates, when making their voting decisions. Candidates who can effectively articulate the tangible benefits they offer, such as improved infrastructure, enhanced public services, or economic opportunities, are likely to gain favor among voters. Hypothesis 3, which proposed that Place has no influence on voting decision, was also confirmed by the statistical results. This finding runs counter to conventional wisdom in political marketing, which often emphasizes the importance of physical presence and visibility in reaching out to voters. However, the context of South Tangerang City, with its predominantly young and tech-savvy population, suggests that traditional campaigning methods such as rallies and face-to-face meetings may have diminished relevance. Instead, candidates should focus on leveraging digital platforms and social media to engage with voters and communicate their messages effectively. Hypothesis 4, which postulated that Promotion has a positive influence on voting decision, was strongly supported by the statistical analysis. This finding underscores the critical role of effective communication and outreach in influencing voter behavior. Candidates who can successfully utilize various promotional channels, such as social media campaigns, advertisements, and public appearances, to raise their profile, convey their message, and connect with voters are likely to increase their chances of electoral success. Hypothesis 5, which proposed that Promotion has a positive influence on perceived value, was also supported by the statistical results. This suggests that promotional activities undertaken by candidates can significantly impact the public's perception of their political product. Effective promotional campaigns can enhance a candidate's credibility, trustworthiness, and overall appeal, leading to a more favorable perception of their offerings. Hypothesis 6, which asserted that Perceived value has a positive influence on voting decision, was also confirmed by the statistical analysis. This finding reinforces the notion that voters make informed decisions based on their assessment of a candidate's ability to address their concerns and aspirations. When voters perceive a candidate's political product as valuable and aligned with their own priorities, they are more likely to cast their votes in favor of that candidate. Finally, Hypothesis 7, which proposed that Perceived value mediates the relationship between Promotion and voting decision, was also supported by the statistical analysis. This finding indicates that perceived value acts as an intermediary mechanism through which promotion influences voting decision. Effective promotional efforts can enhance a candidate's perceived value, which in turn leads to a more favorable voting decision among the public.

The findings of this study provide valuable insights into the dynamics of political marketing and its influence on voter behavior in the context of South Tangerang City. The study highlights the importance of a comprehensive marketing mix strategy that effectively leverages Product, Price, Promotion, and Place to engage voters and secure their support. In particular, the study underscores the significance of perceived value in shaping voter decisions. Candidates should focus on crafting a compelling political product that resonates with the concerns and aspirations of the public. Effective communication and outreach strategies, including social media engagement, targeted advertising, and strategic partnerships, can play a crucial role in enhancing perceived value and influencing voter behavior. Moreover, the study's findings suggest that traditional campaigning methods may have diminished relevance in reaching younger generations of voters. Candidates should embrace digital platforms and social media to connect with these tech-savvy individuals and effectively communicate their messages. Overall, this study contributes to a deeper understanding of the factors that influence voting decision and provides valuable guidance for political candidates seeking to win the hearts and minds of the electorate. By carefully considering the findings and implications presented here, candidates can develop and implement effective marketing strategies that resonate with the public and increase their chances of electoral success. While political marketing hinges on effective voter segmentation, the study's findings highlight the growing importance of social media and targeted political branding in influencing electoral outcomes, particularly among Generation Z and Alpha voters who will soon dominate Indonesia's demographics. This finding also aligns with previous research that has established the reasoned-action theory (TRA) as a robust framework for understanding the factors that influence political decision-making. The study further underscores the critical role of political marketing mix in shaping voters' perceptions and preferences, highlighting its strategic significance in contemporary political campaigns.

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