

# The Implication of Personal Branding that Influence the Political Decision of Voters to Vote for the Candidate

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## Abstract

The intention of this research is to analyze the election process of voting for the candidacy Governor in the province of West Java, Indonesia. This research is to understand how is the winner of the election can win the heart of the prospective voters and which of the variables that has the highest impact on the decision to vote for the candidate. The data collection is done through distribution of questionnaire, where the population is consisted of the voters in West Java, Indonesia. This is a descriptive and verification research, the descriptive methods is based on assessment analysis and the verification methods is based on quantitative analysis. The sample determination is done through Purposive Sampling and the analysis technique is using Partial Least Square (PLS). The results show that of personal branding and social media marketing have positive and significant effect towards political marketing, and the variable of personal branding has the most significant influence towards decision to vote compare to social media marketing. The results show that the personal branding of a candidate is very important to engage the decision of the voters to vote for them. Eventhough social media marketing is also important to engage with their voters.

**Keywords:** Personal Branding, Social Media Marketing, Political Marketing, Decision to Vote

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## I. Introduction

Indonesia is a regional country with the autonomy in which each region was given the authority to exercise autonomy to the broadest possible extent, in exercising the authority, each region must have a leader with good leadership. Leadership is very important in determining the direction and progress of a nation as mandated by the state constitution. Leadership and motivation can positively influence the performance of a certain leader (Ramli and Soelton, 2018).

The style and quality of a region leader can greatly influence the achievement of the region where the leader is ruling to bring hope to the society. The achievement of the region must have a good development planning and implementation to achieve the goal and expectation of the people in the region. This achievement will be monitor by the central government of Indonesia. Each region in Indonesia has a leader in their respective regions as a Governor in the Province, a Regent in the Regency and a Mayor who leads a city. To elect these leaders, the central government implements direct elections that can be carried out by the people in a region. These elections are commonly referred to as Regional Head Elections.

The election of the regional head is commonly referred to as local elections and carried out directly by residents in local administrative regions who have met the requirements for conducting the local elections. The regional candidacy regional head is elected together with the deputy head as a pair. The regional head and deputy regional head are the Governor with the Deputy Governor for the provincial area, the Regent with the Deputy Regent for the regency, and the Mayor and the Deputy Mayor for the city area.

### 1.1. Research Gap

Based on several discussions of previous research, which according to Hughes & Dann (2012) explains that if the marketing mix can be applied and used by political organizations, they are allowed to maintain control over their political marketing activities and processes. Widagdo et al (2014) explained in their research that theoretically political products, placements and promotions have opportunities in political decisions related to candidate selection, while prices do not have political opportunities. Durmaz & Direkci (2015) revealed that using marketing in politics effectively has been demonstrated and the position of the media in it has also been demonstrated because there is no marketing without media at present. Sofyan (2015) explains in his research that the impact of political marketing on democracy will depend on the community itself in participating and responding to this kind of political communication. Maryani (2015) explained in her research that the political marketing mix has a high influence on the competitiveness of political parties by enhancing the image and reputation of political parties. Uyar (2015) explains that voters are less affected by political marketing work that

is close to the election date, while they are more influenced by previous activities and stakeholder marketing studies. Elhajjar (2018) revealed that skepticism, cynicism, frustration, and dissatisfaction have an impact on resistance to political marketing campaigns. Gopal et al (2019) show that market orientation, market research, and building and managing a strong and beneficial image have a positive influence on the success of political marketing while market segmentation and targeting and positioning of parties/candidates have no influence on the success of political marketing.

Based on the results of studies of from several previous research concerning political marketing on the election campaign, it was revealed that most of the research are analysing more on the theoretically point of view as the research gap, in this research the author will put more efforts on the empirical study based on the field observations and the methodological study based on the constructed variables of Personal Branding and Social Media Marketing, Political Marketing, Decision to Vote, where generally from the research more theoretically explained which is a research gap that can be found, so the author feel the need to conduct research and study empirically through a methodology of the decision of the ballot voters to vote for a certain candidacy pair of Governor.

## **II. Literature Review**

### **2.1. Personal Branding**

Isabertha & Mahmudi (2017) explain that Personal branding is defined as an attempt by someone to control the assessment of others against him, even before there is a direct contact. Everyone must have a personal brand, but that is not enough to be categorized unique and easily remembered by the public. According to Kotler & Armstrong (2016:248) that people can be considered as products. Self-marketing/personal branding consists of activities carried out to create, maintain, or change attitudes or behaviors towards certain people. People from presidents, entertainers, and sports figures to professionals such as doctors, lawyers, and architects use self-marketing to build their reputation.

### **2.2. Social Media Marketing**

According to Ratana (2018) that social media marketing is any form of direct or indirect marketing that is used to build awareness, recognition, recollection, and take action on a brand, business, product, person, or other thing that is packaged using tools on the social web, such as blogging, microblogging, social networking, social bookmarking, and content sharing. Kotler & Keller (2016:582) explains that online media marketing and social media are activities and programs designed to engage customers and prospects or indirectly increase awareness, enhance image, or bring in sales of products and services.

### **2.3. Political Marketing**

Jamil et al (2019) explained that political marketing is important especially the quick promotion and publicity concerning politics information, affairs, issues and so forth. Political marketing is marketing that are mostly implemented with political affair such as political campaign, elections and marketing promotion. According to Stromback (2007), what is important in this definition is first, that political marketing is the application of marketing principles and procedures—not just marketing techniques and activities—and second, that the process must be "in response to the needs and desires" of the targeted person or group by producers—organizations or campaigns.

### **2.4. Decision to Vote**

Astini & Yustian (2020) explained that the decision to buy/vote is a decision to choose between alternatives of purchasing/choosing decisions, a person can only make a purchasing/choosing decision if there are two alternative choices available. The decision to buy/vote is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them to buy/vote. According to Kotler & Armstrong (2016: 183) that after seeing the influence that can affect buyers, marketers must look at how consumers make purchasing/choosing decisions. The buyer decision process consists of five stages: introduction of needs, information seeking, alternative evaluation, purchasing decisions, and post-purchase behavior. Marketers need to focus on the entire buying decision process rather than just focusing on the buying decision.

### **2.5. Research Hypothesis and Framework**

#### **1. The influence of personal branding towards political marketing**

Isabertha & Mahmudi (2017) explain that Personal branding is defined as an attempt by someone to control the assessment of others against him, even before there is a direct contact. Jamil et al (2019) explained that political marketing is important especially the quick promotion and publicity concerning politics information, affairs, issues and so forth. Political marketing is marketing that are mostly implemented with

political affair such as political campaign, elections and marketing promotion. Thus, the hypotheses that can be formulated in this study are as follows:

H<sub>1</sub>: The influence of personal branding towards political marketing.

## **2. The influence of social media marketing towards political marketing**

According to Ratana (2018) that social media marketing is any form of direct or indirect marketing that is used to build awareness, recognition, recollection, and take action on a brand, business, product, person, or other thing that is packaged using tools on the social web, such as blogging, microblogging, social networking, social bookmarking, and content sharing. Jamil et al (2019) explained that political marketing is important especially the quick promotion and publicity concerning politics information, affairs, issues and so forth. Political marketing is marketing that are mostly implemented with political affair such as political campaign, elections and marketing promotion. Thus, the hypotheses that can be formulated in this study are as follows:

H<sub>2</sub>: The influence of social media marketing towards political marketing.

## **3. The influence of personal branding towards decision to vote**

Isabertha & Mahmudi (2017) explain that Personal branding is defined as an attempt by someone to control the assessment of others against him, even before there is a direct contact. Astini & Yustian (2020) explained that the decision to buy/vote is a decision to choose between alternatives of purchasing/choosing decisions, a person can only make a purchasing/choosing decision if there are two alternative choices available. Thus, the hypotheses that can be formulated in this study are as follows:

H<sub>3</sub>: The influence of personal branding towards decision to vote.

## **4. The influence of social media marketing towards decision to vote**

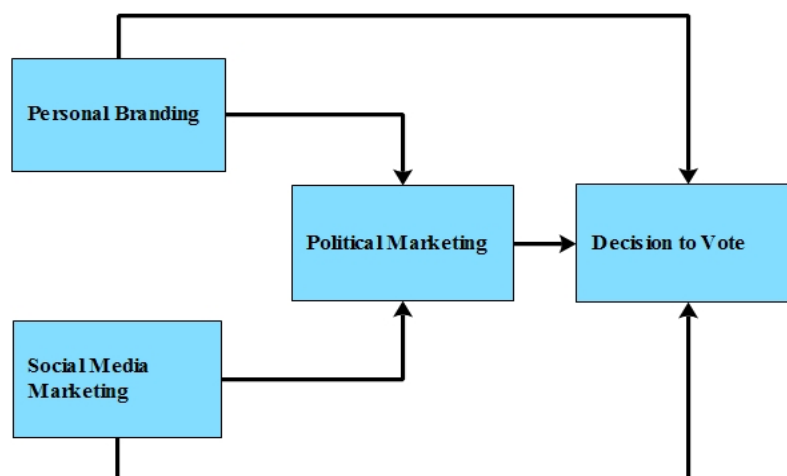
According to Ratana (2018) that social media marketing is any form of direct or indirect marketing that is used to build awareness, recognition, recollection, and take action on a brand, business, product, person, or other thing that is packaged using tools on the social web, such as blogging, microblogging, social networking, social bookmarking, and content sharing. Astini & Yustian (2020) explained that the decision to buy/vote is a decision to choose between alternatives of purchasing/choosing decisions, a person can only make a purchasing/choosing decision if there are two alternative choices available. Thus, the hypotheses that can be formulated in this study are as follows:

H<sub>4</sub>: The influence of social media marketing towards decision to vote.

## **5. The influence of political marketing towards decision to vote**

Jamil et al (2019) explained that political marketing is important especially the quick promotion and publicity concerning politics information, affairs, issues and so forth. Political marketing is marketing that are mostly implemented with political affair such as political campaign, elections and marketing promotion. Astini & Yustian (2020) explained that the decision to buy/vote is a decision to choose between alternatives of purchasing/choosing decisions, a person can only make a purchasing/choosing decision if there are two alternative choices available. Thus, the hypotheses that can be formulated in this study are as follows:

H<sub>5</sub>: The influence of political marketing towards decision to vote.



**Figure 1**  
**Research Framework**

### III. Research Methodology

The research designed in this study is using strategic marketing management approach that includes the operationalization variables, data collection method and information collection, defining the population, calculating the sample size and sampling techniques. The design of the analysis conducted in the testing research hypothesis is by conducting the study of the voters of Governor Election in West Java, Indonesia. This research begins with the preliminary research done one through 30 prospective voters as the respondent and follow by formulating constructs of the research variables.

The formulation and purpose of this study is to describe and reveal the interrelationship between the research variables explained above. This research is using descriptive and verification method with the type of causal investigation on the relationship and influence between the exogenous and endogenous variables.

The process of observation in this research is using time horizon with cross section/one shot, the collective data is obtained through research done in 2020, the unit of the analysis is the voters located in West Java, Indonesia. The observation unit is the voters for the election of Governor located around West Java. The design of analysis used to test the hypothesis and to examine the relationship between the research variables by using *Partial Least Square* (PLS), one of the alternative method of structural analysis from *Structural Equation Modeling* (SEM).

The validity testing was done by using the sample of 245 respondents randomly on the voters in West Java. The attempt of this validity testing is to find out the eligible of the selected items including the overall data collection process.

The reliability test of this research data is using Cronbach's Alpha coefficient method. The Cronbach's Alpha coefficient is the reliability coefficient most commonly used because coefficient indicate the variance of items with either correct or incorrect format such as Likert scale format. The Cronbach's Alpha coefficient is mostly used to evaluate internal consistency.

### IV. Results and Discussion

#### 4.1. Results

The results of descriptive analysis conducted on the voters of the Governor election in West Java to find out the decision to vote for the candidates based on the personal branding and social media marketing and considering political marketing that influence their decision to vote for the candidate.

The measurement model of analysis above showed the link between manifest variables (indicators) and each of the latent variables. The analysis of the measurement model is to test the validity and reliability of each of the dimensions and the indicators utilized to measure the variables constructed earlier. The analysis of the measurement model describe the value of discriminant validity by looking at the value of square root of Average Variance Extracted (AVE) with the suggestion value above 0,5, loading factor (>0.5), and constructed Composite Validity and Reliability (Cronbach's Alpha >0.70), are concluded that the dimensions and indicators are classified as reliable. As showed below:

**Table 1**  
**Goodness of Fit Model (GoF)**

Variable	AVE	Composite Reliability	Cronbach's Alpha	R Square	Q Square
Personal Branding	0,677	0,954	0,947	-	0,654
Social Media Marketing	0,694	0,964	0,960	-	0,476
Political Marketing	0,783	0,973	0,967	0,717	0,572
Decision to Vote	0,669	0,953	0,945	0,527	0,351

Source: From Data Processing (2020)

The value of  $R^2$  shows that the criterion is strong, with large Q value, this figure conclude that the propose model are supported by the empirical research classified as *fit*. Similarly, the value of AVE is >0.5, which indicate that all variables in the model are estimated to meet the criteria of discriminant validity. The value of both Composite Reliability and Cronbach's Alpha for each of the variables are >0.70, which means that all the researched variables are classified as reliable and the outer model of this research is also classified as *fit*. The result of measurement based on the data processing of model analysis on the dimensions indicates that the overall indicators which were processed above are classified as valid, as most of the value from the loading factors are greater than 0.70.

The measurement model of latent variables against the dimensions explain the validity of the dimensions in order to measure the research variables. The following table shown below present the results of the measurement model analysis of each latent variable against the dimensions.

**Table 2**  
**Loading Factor Between Latent Variables and Dimensions**

Latent Variables-Dimensions	Loading factor ( $\lambda$ )	Standard Error (SE)	T Statistics ( $ \lambda / SE $ )
Personal Branding → Term	0.868	0.054	14.856
Personal Branding → Symbol	0.833	0.039	16.951
Personal Branding → Design	0.763	0.041	17.643
Social Media Marketing → Awareness	0.877	0.057	18.634
Social Media Marketing → Improve Image	0.876	0.045	20.674
Social Media Marketing → Elicit Image	0.774	0.075	21.427
Political Marketing → Character of Figure	0.887	0.052	23.825
Political Marketing → Character of the Parties	0.839	0.043	21.639
Political Marketing → Market-Oriented Parties	0.772	0.078	22.549
Decision to Vote → Need Recognition	0.847	0.084	18.521
Decision to Vote → Information Search	0.839	0.036	22.741
Decision to Vote → Evaluation of Alternatives	0.758	0.065	17.276
Decision to Vote → Decision to Vote	0.836	0.067	19.286
Decision to Vote → Postusability Behavior	0.831	0.024	18.351

Source: From Data Processing(2020)

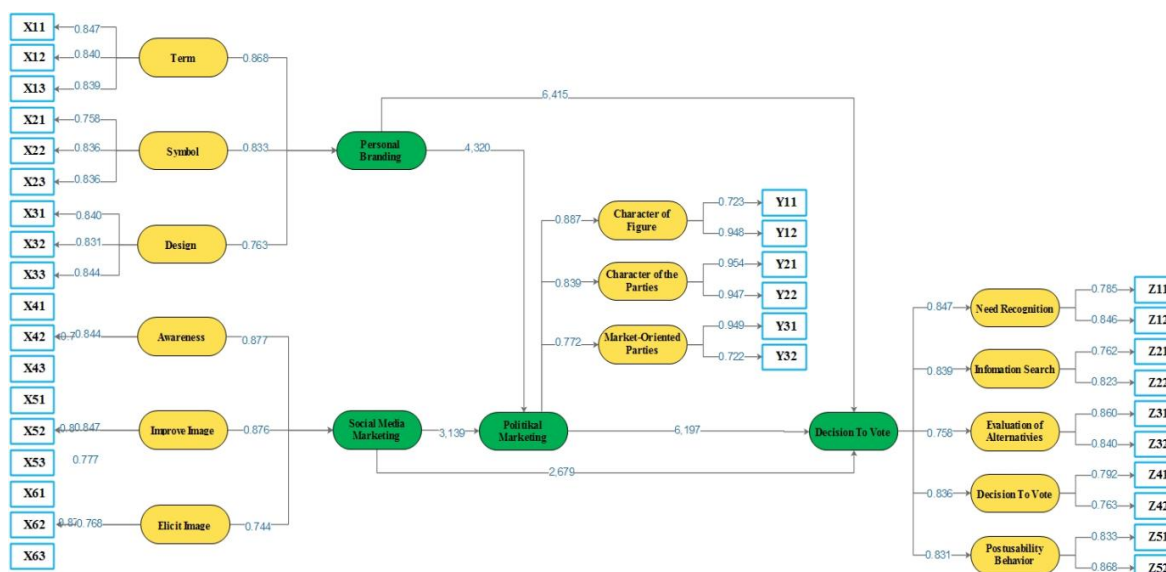
The results of the measurement model analysis of the research variables against the dimensions shows that almost all of the dimensions are valid with the value of t count > t table (2.01).

The estimated value for the path analysis in the structural model must be significant. This significant value can be obtained by the bootstrapping procedure. The significance of the hypothesis is by looking at the value of the parameter coefficient and the significance value of the T-statistics on the bootstrapping algorithm report. To find out the significant or insignificant is seen from the T-table at alpha 0.05 (5%) = 1.96. Then, T-tables are to compare with the T-counts (T-statistics) as explained below.

**Table 3**  
**The Result of Hypothesis Testing**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( $ O/STDEV $ )	P Values
Personal Branding → Political Marketing	0,294	0,292	0,156	4,320	0,068
Social Media Marketing → Political Marketing	0,217	0,220	0,135	3,139	0,069
Personal Branding → Decision to Vote	0,331	0,331	0,172	6,415	0,052
Social Media Marketing → Decision to Vote	0,158	0,156	0,153	2,679	0,059
Political Marketing → Decision to Vote	0,298	0,295	0,158	6,197	0,048

Source: From Data Processing(2020)

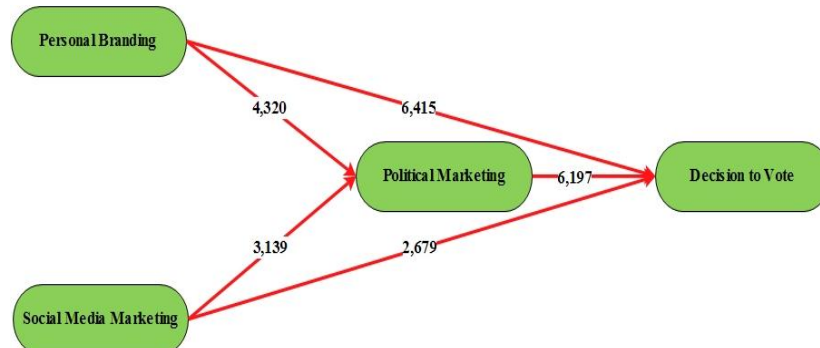


**Figure 2**

**Hypothesis Testing**

Source: From Data Processing (2020)

From the result of hypothesis testing, it was revealed that the variable of personal branding has the highest influence on political marketing compared to social media marketing. The direct effect of personal branding has the highest influence against decision to vote rather than social media marketing. Political marketing is also an important factor in determining the effect of decision to vote for a certain candidacy pair of the Governor in West Java.



**Figure 3**  
**Testing Result**

Source: From Data Processing (2020)

Based on the testing results above, the research variables indicate that the variable of personal branding has the most significant influence towards political marketing as the intervening variable with the figure of 4,320, compared to variable of social media marketing with the figure of 3,139. The direct effect of personal branding contributes the highest influence towards decision to vote with the figure of 6,415 compared to the direct effect of variable social media marketing with the figure of 2,679. Political marketing as the intervening variable also has a positive and significant effect on decision to vote with the figure of 6,197 which means the intervening variable has a significant effect on the decision to vote for a certain candidacy pair of Governor.

#### 4.2. Discussion

##### 1. The influence of personal branding towards political marketing

Based on the testing results, it shows that personal branding has a positive and significant influence towards political marketing. The result of the analysis shows that the T-statistic value is 4,320 with the original sample 0,294. The Y-statistic value is larger than the T-table 1,96 and original sample is positive which means that personal branding is very important as one of the tools in the political marketing for a certain candidacy pair of the Governor.

##### 2. The influence of social media marketing towards political marketing

Based on the testing results, it shows that the variable social media marketing has a positive and significant influence towards political marketing. The result of the analysis shows that the T-statistic value is 3,139 with the original sample 0,217. The Y-statistic value is larger than the T-table 1,96 and original sample is positive which means that social media marketing is very important as one of the tools in the political marketing for a certain candidacy pair of the Governor.

##### 3. The influence of personal branding towards decision to vote

Based on the testing results, it shows that personal branding has a positive and significant influence towards decision to vote. The result of the analysis shows that the T-statistic value is 6,415 with the original sample 0,331. The Y-statistic value is larger than the T-table 1,96 and original sample is positive which means that the variable of personal branding is very important to influence the decision to vote of the ballot voters.

##### 4. The influence of social media marketing towards decision to vote

Based on the testing results, it shows that social media marketing has a positive and significant influence towards decision to vote. The result of the analysis shows that the T-statistic value is 2,679 with the original sample 0,158. The Y-statistic value is larger than the T-table 1,96 and original sample is positive which means that the variable of social media marketing is very important to influence the decision to vote of the ballot voters.

##### 5. The influence of political marketing towards decision to vote

Based on the testing results, it shows that political marketing has a positive and significant influence towards decision to vote. The result of the analysis shows that the T-statistic value is 6,197 with the original sample 0,298. The Y-statistic value is larger than the T-table 1,96 and

original sample is positive which means that the variable of political marketing is very important to influence the decision to vote of the ballot voters.

## **V. Conclusion, Implication and Limitation**

### **5.1. Conclusion**

The research hypothesis constructed from this study is based on the four research variables: personal branding and social media marketing as the independent variables, decision to vote as the dependent variable and political marketing as the intervening variable. Based on the results of the above framework, it can be concluded that the variable of personal branding has the highest influence on political marketing compared to the variable of social media marketing. Personal branding also has the highest influence directly to decision to vote compared to the variable of social media marketing.

The objectives of this research is to find out the certain candidacy pair of the Governor influence their prospective voter to decide and vote for them. This research has constructed four researched variables to find out the intention to vote of the ballot voters in West Java.

Based on the hypothesis testing, it was concluded as follows:

1. The winners of the first candidacy pair focus more on the prospective voters which is the millennial voters, by branding themselves who are closer to the millennial voters.
2. This candidacy pair of winners introduce themselves with personal brand of the casual style and relax method which are more identical with the millennial voters who prefer casual than formal.
3. This candidacy pair also frequently post their activities and their work program in their social media accounts to show how they work and not just based on planning as delivered by the other candidacy pairs.
4. The finding concluded from the analysis that the marketing strategy of each candidacy pair are different, but almost all of them are focusing on the political marketing to approach their prospective voters.

### **5.2. Implication**

The study of this research has generated several theoretical and practical implications such as:

1. The constructed variables of personal branding and social media marketing which have positive and significant effect towards the political marketing that will influence the prospective voters. This result has strengthened and enhance the amount of scientific literature within the scope of strategic marketing concept. The results show that strategic marketing concept can help to participate and contribute on the competitive advantage even though deal with the political issues.
2. The results of this study also indicate that the variables of personal branding and social media marketing have positive and significant effect towards the decision to vote of the prospective voters in West Java, Indonesia. This result has strengthened and enhance the amount of scientific literature within the scope of strategic marketing concept. The results show that strategic marketing concept can help the prospective voters understand more of their candidacy pair in the election and vote for their candidates.
3. The results of this study also indicate that the variables of personal branding and social media marketing have positive and significant effect towards the decision to vote in relating to political marketing as the intervening variable that influence the prospective voters to vote for their selected candidates. This result has strengthened and enhance the amount of scientific literature within the scope of strategic marketing management and also pointed out that applying strategic marketing is one of the ways to help how to compete with the competitors to win the election.

### **5.3. Limitation**

This study is limited to analysing the prospective voters of in the province of West Java in Indonesia. This research is also limited with the variable of personal branding and social media marketing concerning the intention to vote based on implementing political marketing as the intervening variable, there might be further analysis of variables with a larger population coverage. There are further investigate that can be done concerning the advantage and disadvantages of implementing political marketing and the social media marketing to influence their prospective voters.

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