

# The Influences of Political Brand Relationship Quality and Political Brand Engagement to Young Voters' Citizenship Behaviour: the Evidence From North Sulawesi Province

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## ABSTRACT

This research aims to examine political brand relationship quality (satisfaction, trust and brand love), political brand engagement, and young voters' citizenship behavior in North Sulawesi Province. To mobilize people's votes, political parties must play a role in political marketing, for example through social media, which can influence voter behavior. 500 respondents were selected and surveyed randomly using quantitative research methods. The research results show Political Brand Relationship Quality brand satisfaction has a positive and significant relationship with Young Voters' Citizenship Behavior in North Sulawesi Province, Political Brand Relationship Quality brand trust has a positive and significant relationship with Young Voters' Citizenship Behavior in North Sulawesi Province, Political Brand Relationship Quality brand love has a positive and significant relationship with Young Voters' Citizenship Behavior in North Sulawesi Province, Political Brand Relationship Quality brand satisfaction has a positive and significant relationship with Political Brand Engagement in North Sulawesi Province, Political Brand Relationship Quality brand trust has a positive and significant relationship with Political Brand Engagement in North Sulawesi Province, Political Brand Relationship Quality brand love has a positive and significant relationship to Political Brand Engagement in North Sulawesi Province, Political Brand Engagement has a positive and significant relationship to Young Voters' Citizenship Behavior in North Sulawesi Province, Political Brand Relationship Quality ( brand satisfaction) has a positive and significant effect on Young Voters' Citizenship Behavior through the moderating variable Political Brand Engagement in North Sulawesi Province, Political Brand Relationship Quality (brand trust) has a positive and significant effect on Young Voters' Citizenship Behavior through the moderating variable Political Brand Engagement in the Province North Sulawesi, Political Brand Relationship Quality (brand love) has a positive and significant effect on Young Voters' Citizenship Behavior through the moderating variable Political Brand Engagement in North Sulawesi Province.

**KEYWORDS:** Marketing Politics, Political Brand Relationship Quality, Political Brand Engagement, Young Voters' Citizenship Behavior.

**INTRODUCTION**

**Background**

Indonesia is a country that adheres to a constitutional democratic system.Indonesia's democratic system is based on the principles of representative democracy, which means that Indonesian citizens have the right to elect their representatives in the legislative and executive institutions.In Indonesia's democratic system, there have been continuous developments and challenges over the years, and the democratization process is still ongoing.Despite problems such as corruption, inequality, ethno-religious differences and religious discrimination, Indonesia is a leading democracy in the world and is supported by a variety of political parties and a well-functioning parliamentary system.The relationship between Indonesia's democratic system and the level of satisfaction and trust of the public can greatly influence the stability and quality of democracy in this country.

Voters' citizenship behavior is very important in maintaining a healthy democratic system. Active participation and good political information help people make good decisions and influence the political direction of the country. In addition, a positive attitude towards citizenship and political participation can strengthen the democratic order and produce policies that better suit the interests of society.

Young voters have great potential in determining election results. Their behavioral characteristics tend to be unstable and apathetic, limited political knowledge, and a tendency to follow the same group as playing. Young voters are new to the world of politics, especially in the context of general elections. The places where they gain political knowledge are usually not far from the environment they find comfortable.

Political knowledge among young voters is basically not too different from other voter groups. Voter behavior is still strongly influenced by sociological and psychological factors in determining their political choices, as can be seen from voting behavior studies. However, the difference between young voters and other groups lies in their political experience in facing elections. The preferences that are the basis for making choices tend to be unstable or easily change according to the information or preferences around them.

A very crucial factor is how young voters do not just choose based on popularity alone. Young voters tend to give sympathy to candidates or legislative candidates who come from legislative or executive families compared to those who are not from such circles. Therefore, all parties in authority are expected to provide political understanding to young voters, so that they can become critical and rational voters. This means that in making choices, they should not only consider popularity, ethnic similarity, or emotional closeness, but also look at track record, vision and mission, credibility, and integrity. This effort is part of political empowerment for citizens, especially in shaping the behavior of young voters, considering their significant voting potential in the 2019 elections.

**Table 1. Number of Population According to Age Group and Gender**

Population Age Group	Population According to Age Groups and Gender					
	Man		Woman		Total	
	2021	2022	2021	2022	2021	2022

0-4	100,875	100,524	96,460	96,170	197,335	196,694
5-9	104,667	103,961	100,407	99,695	205,074	203,656
10-14	105,022	105,107	98,286	98,937	203,308	204,044
15-19	106,106	105,776	98,269	97,899	204,375	203,675
20-24	109,598	108,891	101,809	101,093	211,407	209,984
25-29	108,645	109,018	101,114	101,550	209,759	210,568
30-34	104,357	105,059	96,844	97,478	201,201	202,537
35-39	100,242	100,537	93,455	93,686	193,697	194,223
40-44	98,665	98,724	92,573	92,631	191,238	191,355
45-49	92,507	93,786	87,485	88,731	179,992	182,517
50-54	84,743	85,872	80,937	82,064	165,680	167,936
55-59	72,962	74,787	70,722	72,640	143,684	147,427
60-64	58,538	60,402	57,941	59,953	116,479	120,355
65-69	43,237	45,021	44,125	45,995	87,362	91,016
70-74	29,363	30,568	31,545	32,883	60,908	63,451
75+	30,040	31,325	37,092	38,780	67,132	70,105
<b>North Sulawesi</b>	<b>1,349,567</b>	<b>1,359,358</b>	<b>1,289,064</b>	<b>1,300,185</b>	<b>2,638,631</b>	<b>2,659,543</b>

Source: Central Statistics Agency of North Sulawesi Province, 2023

Based on the data in Table 1, the largest population is aged 20-24 years and aged 25-29 years. There is an increase in the population in the millennial age group 30-34 years, especially in the male category which increased by 702 from 2021 to 2022. Meanwhile, the number of female residents in the same age group also increased by 634 in the same period, namely 2021-2022. Elections also cannot be separated from the involvement of millennial voters in making the elections a success. Millennial voters in this context refer to the generation born in the 1990s which is famous for its courage, innovation, creativity and modernity.

The younger generation is actively involved in work, research and innovative thinking about organizations, and they have optimism, competitiveness, openness, flexibility, as well as a strong sense of

nationalism and understanding of right and wrong in politics. The young generation is the future of the nation whose role is highly anticipated and looked forward to by society, both domestically and internationally. The young generation is an asset for the country's future because they are tasked with continuing the development of the nation and its values, both material and spiritual. The younger generation also values diversity, has a high level of optimism, and is highly influenced by technological advances. Millennial voters are different from young voters, namely individuals who are taking part in an election for the first time. First-time voters often include high school and college students just reaching voting age, as well as retired military and police personnel. In general, millennial voters are often influenced by certain interests, especially the interests of those closest to them, from close family members to relatives. Therefore, millennial voters are the main target of political parties who want to get their votes. Their lack of political education and vulnerability to the abundance of election-related information available due to technology often causes millennial voters to choose candidates based on popularity in their communities.

The level of satisfaction, trust, and love for a political brand can have a significant influence on young voting behavior. Satisfaction can arise from policy achievements, concrete actions taken, or positive responses to issues that young voters consider important. Trust is a key element in the relationship between young voters and political brands. If voters feel that a party or candidate is reliable, honest, and in line with their values, then this trust can lead to support and participation in the electoral process. Emotional aspects also play an important role in young voters' decisions. Love for a political brand can arise from the conformity of the values, vision, or image produced by the party or candidate.

This research aims to examine political brand relationship quality (satisfaction, trust and brand love), political brand engagement, and young voters' citizenship behavior in North Sulawesi Province. To mobilize people's votes, political parties must play a role in political marketing, for example through social media, which can influence voter behavior. This research argues that by focusing on the political situation in North Sulawesi Province, the relationship between the variables studied in a highly competitive political market can be explained.

### **Research purposes**

1. To analyze the influence of political brand relationship quality (brand satisfaction) on young voters' citizenship behavior in North Sulawesi Province.
2. To analyze the influence of political brand relationship quality (brand trust) on young voters' citizenship behavior in North Sulawesi Province.
3. To analyze the influence of political brand relationship quality (brand love) on young voters' citizenship behavior in North Sulawesi Province.
4. To analyze the influence of political brand relationship quality (brand satisfaction) on political brand engagement in North Sulawesi Province.
5. To analyze the influence of political brand relationship quality (brand trust) on political brand engagement in North Sulawesi Province.
6. To analyze the influence of political brand relationship quality (brand love) on political brand engagement in North Sulawesi Province.
7. To analyze the influence of political brand engagement on young voters' citizenship behavior in North Sulawesi Province.

8. To analyze the influence of political brand engagement in mediating the relationship between political brand relationship quality (brand satisfaction) and young voters' citizenship behavior in North Sulawesi Province.

9. To analyze the influence of political brand engagement in mediating the relationship between political brand relationship quality (brand trust) and young voters' citizenship behavior in North Sulawesi Province.

10. To analyze the influence of political brand engagement in mediating the relationship between political brand relationship quality (brand love) and young voters' citizenship behavior in North Sulawesi Province.

## **LITERATURE REVIEW**

### **Marketing Management**

According to Tjiptono (2019), marketing management is a comprehensive business strategy designed to estimate demand, set product prices, and distribute them to customers to meet organizational goals. According to Assauri (2018), marketing management is the process of building, securing and implementing a project carried out by a particular business in order to generate profits. According to Candraningrat, Yurisma, and Mujanah (2021), marketing in general can be seen as a variety of strategies used to meet customer needs and desires, both general and specific, and to maximize the sales potential of a product. certain products or services.

According to Kotler and Keller (2016), marketing management aims to make consumers more attractive, stronger and more numerous by providing them with high-quality goods. According to Assauri (2018), marketing management is a long-term planning, recruiting and implementation strategy carried out by a particular company to generate profits.

According to various definitions of marketing management, marketing management is the study and application of science and knowledge for the purpose of planning, analyzing, implementing, and evaluating programs created to achieve a certain level of success, to hold people accountable for their goals, and to achieve organizational goals.

### **Political Marketing**

Political marketing is a relatively new concept that is gaining recognition in the political field. This scientific field introduces ideas from commercial marketing practices into the political arena, especially inspired by the methods used to disseminate social ideas in the field of political development (Cangara, 2014). Marketing and politics were previously considered two different types of entities, with marketing defined as a means of connecting producers and consumers, and politics viewed by the general public as a means to change cities for the better or a means to destabilize cities. and represent any country.

According to Haroen (2014), political marketing is the application of political principles and techniques. Marketing is necessary to remain competitive in a political arena where the “market” is made up of the participants. According to Firmanzah (2012), political leadership plays an important role in contemporary political campaigns and democratic processes.

### ***Political Brand Relationship Quality***

#### ***Brand Satisfaction***

According to Kotler and Keller (2016), brand satisfaction is an expression made by people who are dissatisfied or dissatisfied with the performance of a particular product they have obtained, and this is related to what they previously expected. Brand satisfaction is also considered a consumer experience, which is tracked day by day through the process of emotional evaluation of relevant products (Song et al., 2019). According to Delgado (2018), a person's ability to be trusted is defined as having knowledge about consumer beliefs that the product in question can meet certain standards and can be accepted by buyers based on these beliefs. Furthermore, brand satisfaction is considered as the result of comparing consumer expectations with what is received. It is also shaped by consumers' experiences over time, including consumers' previous evaluations of the brand (Song et al., 2019). Therefore, all parties trusted by the company to manage and run its business, both goods and services, believe that brand satisfaction must be the most important part of the company's business model. Brand satisfaction is also considered a key indicator and condition necessary for companies to maintain sustainable profitability (Jahan et al., 2019).

#### ***Brand Trust***

Brand Trust can be defined as the feeling of security that customers experience when interacting with a brand because they believe the brand can be trusted (Guillen et al., 2003; Khadim et al., 2018). Trust is a crucial variable in building long-term relationships with consumers. If a brand consistently delivers on its promises over time, consumers' trust will grow, making them feel more secure in their relationship with the brand (Sunyansanoa et al., 2013). Effective communication between a brand and its customers can increase trust in the brand and strengthen brand-customer relationships (Khadim et al., 2018). Brand Trust represents the level of consumer confidence that a brand can fulfill their needs and desires (Chaudhuri and Hafez, 2021). Consumers' perceptions of brand reliability and dependability create a strong sense of Brand Trust (Veloutsou, 2015). It is stated that in the realm of social media, trust plays an important role in influencing user behavior, such as their intention to recommend it to others (Pentina, 2013). Based on the explanation of the various definitions given above, brand trust begins with the brand itself. Consumers develop a sense of trust when consuming or using products or services from certain brands.

#### ***Brand Love***

Albert et al. (2019) stated that brand love is a feeling of passion that consumers have when they feel satisfied with a company's products. Brand love is very important for building strong relationships between a company and its consumers, which serves as a means of gaining a competitive advantage in the market (Sallam, 2016). Huber et al. (2015) also emphasized that the rational aspect is very important for brand love to increase the duration of the relationship between consumers and a brand. Brand love involves attitudes and expressions of love towards the brand. A loved brand can also increase positive image and attitudes towards the brand (Albert et al., 2008). Consumers who love a brand tend to be more willing to maintain their involvement over time (Ahuvia, 2005). More recently, Palsuk and colleagues (2019) conceptualized brand love as an intense emotional connection, characterized by intimacy, passion, and commitment that develops over time.

### ***Political Brand Engagement***

*Brand engagement* is the process of fostering an emotional bond between consumers and a particular brand. This brings new life to the numbers achieved through interactions between consumers and businesses (Cheung et al., 2021). Brand engagement is critical for marketers and academics as it represents an important motivator in brand purchasing and, in turn, creates brand loyalty (Ismail et al., 2020). Previous research has shed light on this relationship and produced evidence that consumers generally increase their brand loyalty when they feel involvement with a brand, known as brand engagement (Rather et al., 2018). Brand engagement describes a customer's cognitive, emotional, and behavioral investment in interacting with a particular brand (Kumar and Nayak, 2019). Society has invested a large amount of money in itself, such as time, money and energy, which ultimately produces conclusions, assertions and theories regarding a particular idea or object (Islam et al., 2019). When customers have a sense of ownership of a product, they are willing to engage with a brand (Rather et al., 2018).

### ***Voters' Citizenship Behavior***

There are three models of voter behavior approaches, namely the sociological behavior approach, the psychological behavior approach, and the rational choice behavior approach. These three approaches compete to provide answers, especially regarding the problem of voter turnout, which tends to be inconsistent in its political choices from one general election to the next. Indonesian citizens who have the right to vote are citizens who are 17 years old. In Law no. 10 of 2008 Article 1 paragraph (22) explains that voters are Indonesian citizens who have reached the age of seventeen or are married. Then there is article 19 paragraphs (1 and 2) of Law no. 10 of 2008 which states that voters who have the right to vote are Indonesian citizens who are registered by the Pilkada organizers in the voter list and who on voting day are seventeen years of age or older or have previously been married. Young voters in Indonesia, which refers to those aged seventeen to 30 years, are very large in number and can be a significant factor in every election.

### **Previous Research**

Rahman (2022). Research entitled: *The Influence of Social Media and Primordialism on Voter Behavior in Elections in the Kampar Regency area for the 2017-2022 Period (Case Study in Tambang sub-district)*. The results of the research show that there is significant social media coverage of business transactions. There has been a lot of commentary on social media about the dangers entrepreneurs face. The similarities in this research are voter behavior, social media. Temporary Regression analysis techniques using curved line regression are used in quantitative research. Regional Head Election in Kampar throughout the 2017-2022 period.

Saputra (2021). Research title; *The Influence of the Role of Social Media Campaigns on Young Voter Behavior in Semarang City*. The results highlight the variable impact of social media campaigns on people's daily lives and the existence of significant negative impacts. Equality in research; Voter behavior, social media campaigns, political campaigns, the difference: Quantitative research comparisons are carried out using a regression analysis technique called multiple regression analysis. The focus of the study is the 2019 Semarang City Youth Presidential Election competition.

Wahidin, Muhyidin And Ilmar (2020). Research title; *Political Parties and Voter Behavior in Indonesia (Study of the 2009, 2014 and 2019 Legislative Elections)*. The findings of this research show that voting behavior in Indonesia is very fluctuating. Based on estimates, only 20% of Indonesia's population was active

during the 2014 election. However, in 2019 this party's loyalists were more stable due to several factors: Political polarization between the Jokowi-Maruf and Prabowo-Sandi alliances. There is a tinge of public dissatisfaction with the running of the Jokowi-JK government. Maintain public trust in both the ruling party and its opponents. The legislative and presidential delegations are organized separately. The current situation is caused by the motivation of political party supporters who highlight the main components of the party based on several main factors, including the attractiveness of figures, ideology and program policies. Similarities in research; Voter behavior, public trust, legislative elections. What's Different: Utilizes descriptive methodology to analyze multiple national survey results conducted in 2009, 2014, and 2019 by named survey organizations.

Partheymuller et al., (2022). Research title: Participation in the administration of elections and perceptions of electoral integrity. Research results: In comparison to regular voters, poll workers show higher levels of trust in the election administration. They are still equally or even more doubtful about a few other areas of voting integrity, though. Their political party affiliations have a significant influence on how people see electoral integrity as well. In our final section, we go through the advantages and disadvantages of the "party model" for employing poll workers. Research similarities. Electoral integrity, political parties. Research differences: In contemporary democracies, several models coexist, and many nations, like Austria, actively involve political parties in the management of elections. The poll workers who actively participated in at least one of Austria's two national voting events in 2019—the parliamentary elections and the European elections—were the study's primary target group.

### **Relationship Between Variables**

#### ***Political Brand Relationship Quality (Brand Satisfaction) and Political Brand Engagement***

*Brand Satisfaction* is often an important indicator in measuring brand performance and the extent to which the brand can meet the expectations and needs of its consumers. In previous research conducted by Roustasekehravani et al. (2015) Brand satisfaction can influence how consumers use a product. They may be more likely to optimize their use of the brand's products or services because of the satisfaction they feel. Customer satisfaction is influenced by factors such as product or service quality, appropriate price, customer service, reliability, availability, ease of use, and customer expectations. (Kotler and Keller 2009).

*Political Brand Engagement* high levels can influence voters' perceptions of the quality of satisfaction. For example, voters who are highly engaged in a political brand may be more likely to give positive assessments of the brand's performance or actions, even if there are genuine problems. In democracies, understanding the relationship between quality satisfaction and Political Brand Engagement can help political parties, candidates, and political researchers to design effective campaign strategies and better understand what motivates voters in the electoral process.

#### ***Political Brand Relationship Quality (Brand Trust) and Political Brand Engagement***

Strong relationships are formed when they are built on trust between individuals. The relationship between the quality of trust and Political Brand Engagement includes: Trust as the Basis for Engagement, Political Brand Engagement Builds Trust, and Damaged Trust can Reduce Engagement. So, the quality of trust and Political Brand Engagement are interrelated in the political process. Building strong trust in voters can increase their engagement in supporting a particular political brand, while damage to trust can inhibit voter engagement in supporting that political brand.



### **Political Brand Relationship Quality (Brand Love) and Political Brand Engagement**

The concept of brand love quality in political brands and Political Brand Engagement can have several relationships. The following are several elements that might influence the relationship between the quality of brand love and Political Brand Engagement, namely: **Emotionality and Engagement, Identification and Active Participation, Participatory Communication, Positive Experiences in Engagement, Continuous Satisfaction and Engagement.** However, the relationship between the quality of brand love and Political Brand Engagement can be influenced by various factors, and political dynamics can be very complex. Further analysis and empirical research on specific political situations could provide more detailed insights into this relationship.

### **Political Brand Relationship Quality (Brand Satisfaction) and Young Voters' Citizenship Behavior**

The quality of political brand satisfaction and Young Voters' Citizenship Behavior are two factors that can also influence each other in a political context. The relationship between the quality of political brand satisfaction and Young Voters' Citizenship Behavior can be, namely: The quality of political brand satisfaction refers to voters' level of satisfaction or dissatisfaction with the particular political party, candidate, or political brand they support or with which they are associated. Moreover, these relationships may vary between individuals and in different political contexts. Some voters may be highly engaged in the political process without regard to a particular brand of politics, while others may be highly loyal to a particular brand of politics but not be politically active. Understanding the relationship between the quality of political brand satisfaction and Young Voters' Citizenship Behavior can help political parties and candidates to design more effective strategies to gain voter support and increase voter participation in the political process.

### **Political Brand Relationship Quality (Brand Trust) and Young Voters' Citizenship Behavior**

The quality of political brand trust and Young Voters' Citizenship Behavior has a significant relationship in the political context. The relationship between the quality of political brand trust and Young Voters' Citizenship Behavior can help political parties and candidates design more effective strategies to gain voter support and encourage voter participation in the political process. Strong belief in a legitimate and transparent brand of politics tends to increase citizen engagement in positive political action.

### **Political Brand Relationship Quality (Brand Love) and Young Voters' Citizenship Behavior**

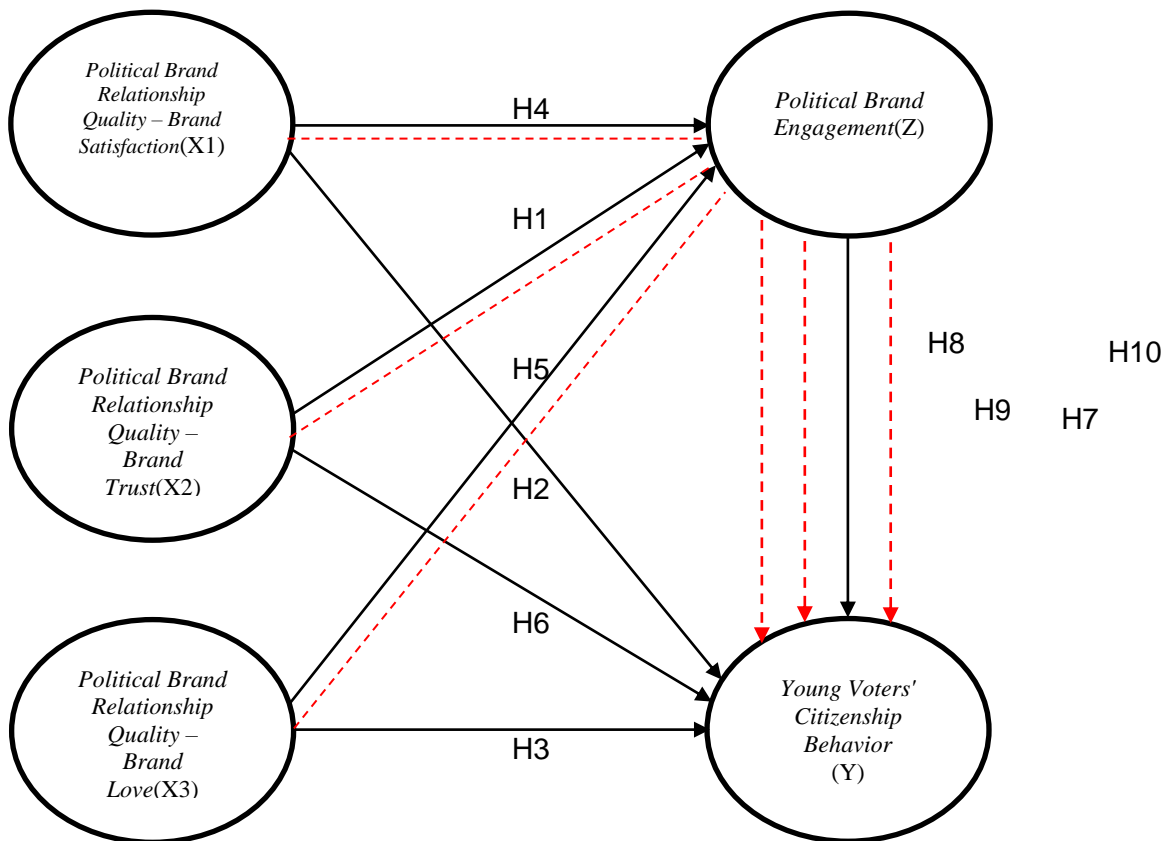
Basically, the relationship between the quality of brand love and Young Voters' Citizenship Behavior is an interesting research area. Although there are no explicit research results that link the two, we can see several factors that might influence this relationship, that is: **Emotionality in Choice, Identification and Affinity, Participation in the Political Process, And Voter Satisfaction.**

### **Political Brand Engagement and Young Voters' Citizenship Behavior**

Political Brand Engagement and Young Voters' Citizenship Behavior are two interrelated concepts in the political context. Political Brand Engagement refers to a voter's level of involvement, identification, and attachment to a particular political party, candidate, or political brand. Young Voters' Citizenship Behavior

includes various acts of participation in the political process, such as voting in general elections, participating in political campaigns, donating funds to candidates or political parties, and participating in other political activities.

**Research Model and Hypothesis**



**Figure 1. Research Model**

Source: Data Processing (2023)

According to Sekaran and Bougie (2017) Hypotheses are used in scientific methods to test and identify relationships between certain variables in a study.

The hypothesis in this research is as follows:

- H1: It is suspected that Political Brand Relationship Quality (Satisfaction\_X1) influences Young Voters' Citizenship Behavior (Y).
- H2: It is suspected that Political Brand Relationship Quality (Trust\_X2) influences Young Voters' Citizenship Behavior (Y).
- H3: It is suspected that Political Brand Relationship Quality (Brand Love\_X3) influences Young Voters' Citizenship Behavior (Y).
- H4: It is suspected that Political Brand Relationship Quality (Satisfaction\_X1) has an influence on Political Brand Engagement (Z).
- H5: It is suspected that Political Brand Relationship Quality (Trust\_X2) has an influence on Political Brand Engagement (Z).

H6: It is suspected that Political Brand Relationship Quality (Brand Love\_X3) has an influence on Political Brand Engagement (Z).

H7: It is suspected that Political Brand Engagement (Z) influences Young Voters' Citizenship Behavior (Y).

H8: It is suspected that Political Brand Engagement (Z) mediates the relationship between Political Brand Relationship Quality (Satisfaction\_X1) and Young Voters' Citizenship Behavior (Y).

H9: It is suspected that Political Brand Engagement (Z) mediates the relationship between Political Brand Relationship Quality (Trust\_X2) and Young Voters' Citizenship Behavior (Y).

H10: It is suspected that Political Brand Engagement (Z) mediates the relationship between Political Brand Relationship Quality (Brand Love\_X3) and Political Brand Relationship Quality (Y).

## **RESEARCH METHODOLOGY**

### **Types of research**

Based on the problems identified, the method used in this research is a descriptive method with a quantitative approach. Mashuri (2008) explains that a descriptive essay is a type of essay that provides a detailed description of a person, situation, phenomenon, or certain group of people. Quantitative research methods with quantitative thresholds as explained by Sugiyono (2011) are positivist research methods used to identify target populations or samples.

### **Research sites**

This research was conducted on novice voters in North Sulawesi Province,

### **Data source**

1. Primary Data: Primary data involves direct observation, interviews, surveys, experiments, or collecting information directly from relevant sources.

2. Secondary Data: Secondary data can come from various sources, such as government reports, scientific journals, books, databases, news articles, and other sources of information. In this research, secondary data is in the form of 2019 election reports and other relevant sources.

### **Research Population and Sample**

#### **Population**

According to Sugiyono (2018), population refers to every individual, object, or individual who is the subject of a particular study or study. Population weakens every member of the group who has certain characteristics or conditions that are the subject of its study. The population of this research is voters in North Sulawesi identified in the Permanent Voter List (DPT) Correctional III of North Sulawesi Province in the 2019 Election, totaling 1,908,115 voters.

#### **Research Sample**

According to Sugiyono (2018), Samples are used in research and statistics as a representation of the population as a whole and select samples taken in research. Sekaran (2003) defines a sample as a subset of the population, which represents some of the characteristics of the population. According to Hair et al. (2017), the sample size should be projected based on the number of respondents per estimated parameter and

the complexity of the model, taking into account the number of constructs and variables in the model. In this research, the minimum sample size required is 500 respondents.

### Operational Definition of Variables

In this research the variables that will be developed for use by participants and then implemented operationally are as follows:

1. Independent variable: Political Brand Relationship Quality (Brand Satisfaction\_X1) Quality of satisfaction in the context of a relationship with a political brand refers to the extent to which voters are satisfied with the performance, policies or actions associated with a political brand, such as a political party or candidate.

2. Independent variable: Political Brand Relationship Quality (Brand Trust\_X2) The quality of trust in relationships with political brands refers to the extent to which voters have trust in a particular political brand, for example a political party or candidate. This relationship spans levels voters' trust in a political brand's integrity, competence, honesty, and ability to represent their interests.

3. Independent variable: Political Brand Relationship Quality (Brand Love\_X3) Political brand love is a concept that includes the emotional attachment, affiliation, and positive identification that voters have with a particular political party, candidate, or political platform. This is the emotional dimension of political relationships that involves positive feelings, admiration, or loyalty toward a political entity.

4. Mediation (Moderation) Variable: Political Brand Engagement (Z) refers to the extent to which voters or the general public engage with a particular political brand, such as a political party, candidate, or political movement. This reflects the level of identification, attachment and participation of voters or citizens with that political brand. Political Brand Engagement is an important element in the political process and plays a role in shaping political views and behavior.

5. Dependent variable: Young Voters' Citizenship Behavior (Y) is a series of actions and participation carried out by individuals in the political process in a country. This includes the various ways in which voters interact with the political system and participate in political decision making.

### Research result

#### Convergent Validity

The convergent validity of the measurement model is measured through values related to the correlation between item scores and construct values. This convergent validity index is measured using the AVE, Composite Reliability, R square, and Cronbach's Alpha factors.

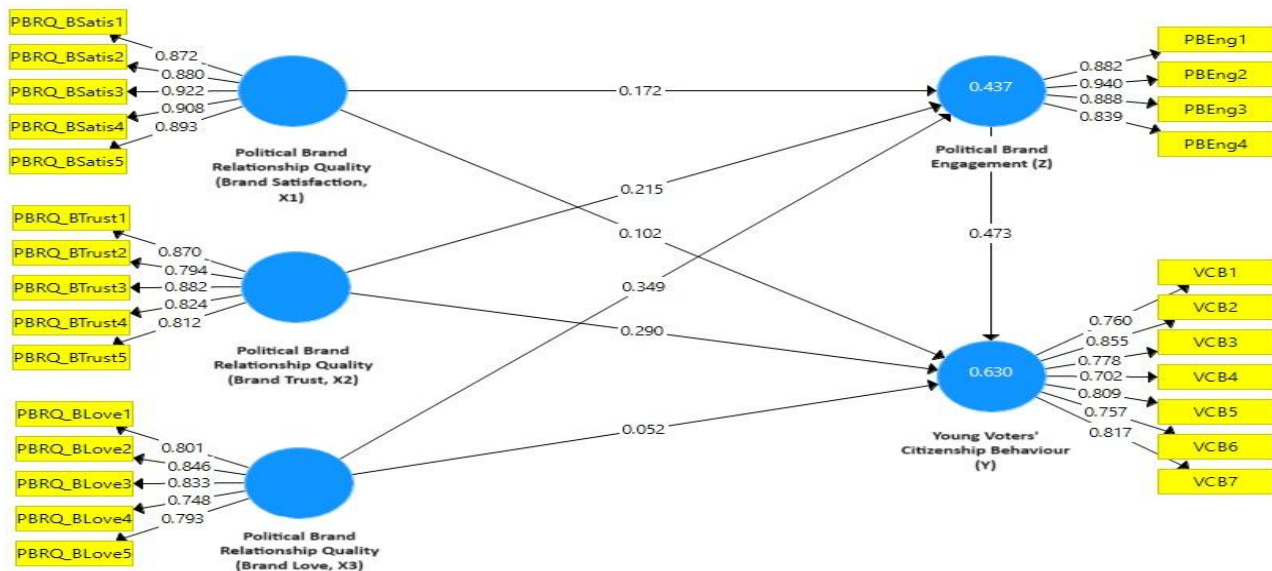
**Table 2. AVE Test Results, Composite Reliability, R square, Cronbach's Alpha.**

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
<i>Political Brand Engagement(Z)</i>	0.910	0.916	0.937	0.788
<i>Political Brand Relationship Quality(Brand Love_X3)</i>	0.864	0.869	0.902	0.648
<i>Political Brand Relationship</i>	0.938	0.939	0.953	0.801

Quality(Brand Satisfaction_X1)				
Political Brand Relationship Quality(Brand Trust_X2)	0.893	0.898	0.921	0.700
Young Voters' Citizenship Behavior(Y)	0.895	0.901	0.917	0.614

Source: Smart PLS 3 Output (2023)

The validity and reliability of a variable can be assessed from the reliability value and Average Variance Extracted (AVE) of each variable. A variable is considered to have high reliability if the composite reliability value exceeds 0.7 and the AVE exceeds 0.5. Table 2 shows that all variables meet the composite reliability criteria with a value above 0.7, which is in accordance with reliability standards. The following are the results of the outer model test which displays the outer loading values using the SmartPLS v 3.2.9



analysis tool.

Figure 2. Outer Model Test Results

Source: SmartPLS 3 Output (2023)

Composite Reliability

In PLS-SEM using the SmartPLS application, the reliability of a construct is measured using two methods, namely using Cronbach's Alpha and Composite Reliability. However, assessment using Cronbach's Alpha tends to produce lower values. Therefore, it is recommended to use Composite Reliability, and the reliability value should exceed 0.7.

Table 3. AVE Test Results, Composite Reliability, R square, Cronbach's Alpha

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted
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			y	(AVE)
Political Brand Engagement(Z)	0.910	0.916	0.937	0.788
Political Brand Relationship Quality(Brand Love_X3)	0.864	0.869	0.902	0.648
Political Brand Relationship Quality(Brand Satisfaction_X1)	0.938	0.939	0.953	0.801
Political Brand Relationship Quality(Brand Trust_X2)	0.893	0.898	0.921	0.700
Young Voters' Citizenship Behavior(Y)	0.895	0.901	0.917	0.614

Source: SmartPLS 3 Output (2023)

Table 3 shows that all variable values in reliability testing, both using Cronbach's Alpha and Composite Reliability, have values above 0.7. Apart from that, the results of validity testing using AVE show a value of more than 0.5. Thus, it can be concluded that the variables tested show an adequate level of validity and reliability. Therefore, it can be continued with structural model testing.

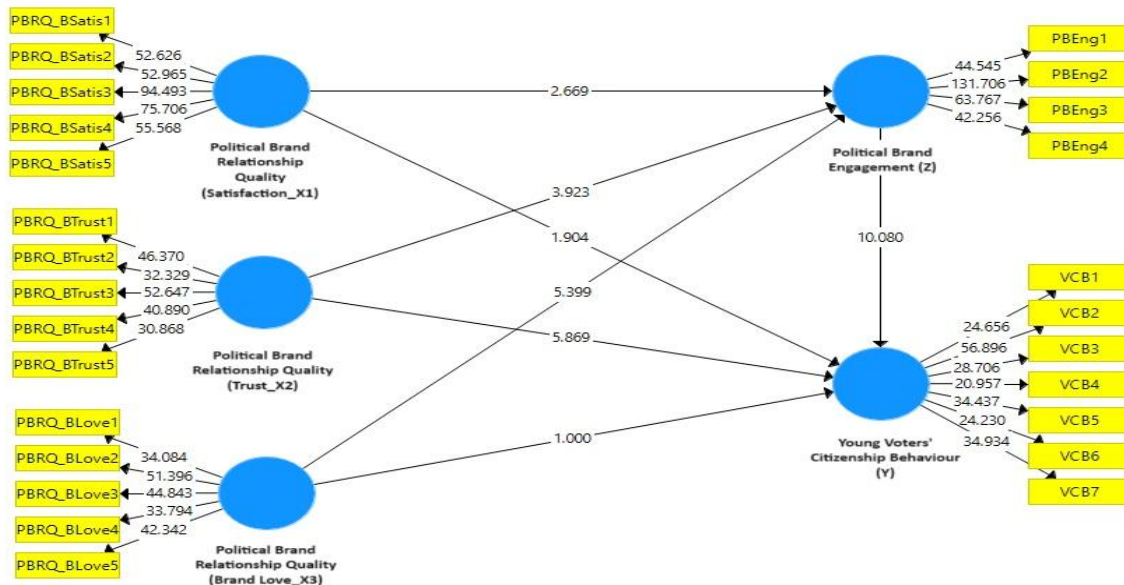


Figure 3. Outer Model Test Results After Re-Estimation

Source: SmartPLS 3 Output (2023)

The bootstrapping procedure was used to assess the significance of the influence between variables. This method involves using the entire original sample for resampling. In the bootstrap resampling process, the significance value used (two-tailed) is a t-value of 1.96, corresponding to a significance level of 5%.

**R-Square (R2)**

R-Square used to measure the predictive power of the structural model. R-Square explains the influence of certain exogenous latent variables on endogenous latent variables whether selecting substantive

influences. R-squares values of 0.67, 0.33 and 0.19 indicate a strong, moderate and weak model (Chin et al., 1998 in Ghozali and Latan, 2015)

**Table 4. R Square**

	<b>R Square</b>	<b>Adjusted R Square</b>
<i>Political Brand Engagement(Z)</i>	0.437	0.434
<i>Young Voters' Citizenship Behavior(Y)</i>	0.630	0.627

Source: SmartPLS 3 Output (2023)

From The R-Square results in table 4 above show that the R-Square value is 0.630. This value shows that the Political Brand Relationship Quality variable (brand satisfaction, brand trust, brand love) influences Young Voters' Citizenship Behavior in North Sulawesi Province it was 63%. And the rest is influenced by other variables outside the variables in this research.

### **Discussion**

#### **The Influence of Political Brand Relationship Quality Brand Satisfaction on Young Voters' Citizenship Behavior in North Sulawesi Province**

The direct influence hypothesis concludes that the variable Political Brand Relationship Quality brand satisfaction (X1) has a positive and significant effect on Young Voters' Citizenship Behavior (Y), where the influence of variable X1 on Y has a P-Values value (0.008) <  $\alpha$  (0.05). Therefore, H4 is acceptable. Thus, H4 which states the influence of Political Brand Relationship Quality brand satisfaction on Young Voters' Citizenship Behavior is supported.

#### **The Influence of Political Brand Relationship Quality Brand Trust on Young Voters' Citizenship Behavior in North Sulawesi Province**

The direct influence hypothesis concludes that the Political Brand Relationship Quality brand trust (X2) variable has a positive and significant effect on Young Voters' Citizenship Behavior (Y), where the influence of the X2 variable on Y has a P-Values value (0.008) <  $\alpha$  (0.05). Therefore, H5 is acceptable. Thus, H5 which states the influence of Political Brand Relationship Quality brand trust on Young Voters' Citizenship Behavior is supported.

#### **The Influence of Political Brand Relationship Quality Brand Love on Young Voters' Citizenship Behavior in North Sulawesi Province**

The direct influence hypothesis concludes that the variable Political Brand Relationship Quality brand love (X3) has a positive and significant effect on Young Voters' Citizenship Behavior (Y), where the influence of the variable X3 on Z has a P-Values value (0.008) <  $\alpha$  (0.05). Therefore, H6 is acceptable. Thus, H6 which states the influence of Political Brand Relationship Quality brand love on Young Voters' Citizenship Behavior is supported.

#### **The Influence of Political Brand Relationship Quality Brand Satisfaction on Political Brand Engagement in North Sulawesi Province**

The direct influence hypothesis concludes that the variable Political Brand Relationship Quality brand satisfaction (X1) has a positive and significant effect on Political Brand Engagement (Z), where the influence of the variable X1 on Z has a P-Values value (0.008) <  $\alpha$  (0.05). Therefore, H1 can be accepted.

Thus, H1 which states the influence of Political Brand Relationship Quality brand satisfaction on Political Brand Engagement is supported.

### **The Influence of Political Brand Relationship Quality Brand Trust on Political Brand Engagement in North Sulawesi Province**

The direct influence hypothesis concludes that the variable Political Brand Relationship Quality brand trust (X2) has a positive and significant effect on Political Brand Engagement (Z), where the influence of the variable X2 on Z has a P-Values value  $(0.008) < \alpha (0.05)$ . Therefore, H2 can be accepted. Thus, H2 which states the influence of Political Brand Relationship Quality brand trust on Political Brand Engagement is supported.

### **The Influence of Political Brand Relationship Quality Brand Love on Political Brand Engagement in North Sulawesi Province**

The direct influence hypothesis concludes that the variable Political Brand Relationship Quality brand love (X3) has a positive and significant effect on Political Brand Engagement (Z), where the influence of the variable X3 on Z has a P-Values value  $(0.008) < \alpha (0.05)$ . Therefore, H3 is acceptable. Thus, H3 which states the influence of Political Brand Relationship Quality brand love on Political Brand Engagement is supported.

### **The Influence of Political Brand Engagement on Young Voters' Citizenship Behavior in North Sulawesi Province**

The direct influence hypothesis concludes that the Political Brand Engagement (Z) variable has a positive and significant effect on Young Voters' Citizenship Behavior (Y), where the influence of the Z variable on Y has a P-Values value  $(0.008) < \alpha (0.05)$ . Therefore, H7 is acceptable. Thus, H7 which states the influence of Political Brand Engagement on Young Voters' Citizenship Behavior is supported.

### **The Influence of Political Brand Relationship Quality (Brand Satisfaction) on Young Voters' Citizenship Behavior Through Political Brand Engagement in North Sulawesi Province**

Based on the bootstrapping results, the T-statistic value for the moderating variable is 3.743, which is greater than the t-table 1.64, and the P Values are 0.000, which is smaller than 0.05, which means that Political Brand Engagement moderates Political Brand Relationship Quality brand satisfaction towards Young Voters' Citizenship Behavior. so the hypothesis for a significant moderation effect. So, it can be concluded that Political Brand Engagement has a significant influence on the relationship between brand satisfaction and Young Voters' Citizenship Behavior in North Sulawesi Province.

### **The Influence of Political Brand Relationship Quality (Brand Trust) on Young Voters' Citizenship Behavior through Political Brand Engagement in North Sulawesi Province**

Based on the bootstrapping results, the T-statistic value of the moderating variable is 2.605, which is greater than the t-table of 1.64, and the P value is 0.009, which is smaller than 0.05, which means that Political Brand Engagement moderates Political Brand Relationship Quality brand trust towards Young Voters' Citizenship Behavior. so the hypothesis for a significant moderation effect. So, it can be concluded



that Political Brand Engagement has a significant influence on the relationship between brand trust in Young Voters' Citizenship Behavior in North Sulawesi Province.

### **The Influence of Political Brand Relationship Quality (Brand Love) on Young Voters' Citizenship Behavior through Political Brand Engagement in North Sulawesi Province**

Based on the bootstrapping results, the T-statistic value for the moderating variable is 4.642, which is greater than the t-table 1.64, and the P Values are 0.000, which is smaller than 0.05, which means that Political Brand Engagement moderates Political Brand Relationship Quality brand love towards Young Voters' Citizenship Behavior. so the hypothesis for a significant moderation effect. So, it can be concluded that Political Brand Engagement has a significant influence on the relationship between brand love in Young Voters' Citizenship Behavior in North Sulawesi Province.

## **CLOSING**

### **Conclusion**

The results of this research show that key factors such as Political Brand Relationship Quality (brand satisfaction, brand trust, brand love), Political Brand Engagement have a very positive role in Young Voters' Citizenship Behavior as follows:

1. Political Brand Relationship Quality brand satisfaction has a positive and significant relationship with Young Voters' Citizenship Behavior in North Sulawesi Province.
2. Political Brand Relationship Quality brand trust has a positive and significant relationship with Young Voters' Citizenship Behavior in North Sulawesi Province.
3. Political Brand Relationship Quality brand love has a positive and significant relationship with Young Voters' Citizenship Behavior in North Sulawesi Province.
4. Political Brand Relationship Quality brand satisfaction has a positive and significant relationship with Political Brand Engagement in North Sulawesi Province.
5. Political Brand Relationship Quality brand trust has a positive and significant relationship to Political Brand Engagement in North Sulawesi Province.
6. Political Brand Relationship Quality brand love has a positive and significant relationship to Political Brand Engagement in North Sulawesi Province.
7. Political Brand Engagement has a positive and significant relationship with Young Voters' Citizenship Behavior in North Sulawesi Province.
8. Political Brand Relationship Quality (brand satisfaction) has a positive and significant effect on Young Voters' Citizenship Behavior through the moderating variable Political Brand Engagement in North Sulawesi Province.
9. Political Brand Relationship Quality (brand trust) has a positive and significant effect on Young Voters' Citizenship Behavior through the moderating variable Political Brand Engagement in North Sulawesi Province.
10. Political Brand Relationship Quality (brand love) has a positive and significant effect on Young Voters' Citizenship Behavior through the moderating variable Political Brand Engagement in North Sulawesi Province.

### **Suggestion**

1. Due to limited resources, the sample size in this study was limited to 551 respondents.
2. The results of this research cannot be broadly generalized because the scope of the research is limited to young voters in North Sulawesi Province who come from 15 districts/cities. However, maximum effort was made to approach respondents at various locations and times during data collection to minimize potential response bias. It is hoped that in the future research can be carried out with a wider scope, such as on Sulawesi Island or Eastern Indonesia.
3. This study used a quota sampling method, and the findings cannot be statistically representative of the population. Therefore, future research could involve developing models by considering the inclusion of additional variables, such as inner self, social self, and others.

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