

## **The Influence of Political and Word Of Mouth Advertising to Trust, Regional Candidate Images and Beginner Selection Decisions in Elections in Batam City Province of Riau Islands**

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**ABSTRACT:-** This study aims to determine the effect of political advertising and word-of-mouth on trust, the image of prospective regional head and the decision of novice voters in the elections in Batam City, Riau Islands Province. The study population was 13,150 novice voters. Using the Slovin formula, the number of samples was 389 respondents. The results showed that: Political advertising influences the image of prospective regional head, trust, and voter decisions. Words of mouth have no significant effect on the image of prospective regional heads, and words of mouth have a significant effect on trust and voter decisions. The image of the prospective regional head influences the voters' trust, trust and decision. Trust in prospective regional heads influences voter decisions in Batam City, Riau Islands Province. Considering that words of mouth have not yet played a role in the image of regional head candidates, it is recommended that regional head candidates improve and conduct intensive communication of novice voter participants with positive stories about the programs of regional head candidates. Also invites friends and family and even invites parties that support it to be more effective in providing positive information about the regional head candidates that it promotes

**KEYWORDS: -** *political advertising, words of mouth, image of regional head candidate, trust, voter decision*

### **I. INTRODUCTION**

The campaign, will create a political market to be contested by many political parties and candidates in a "tight political competition". With such a tight political market, political party organizations change their perspective in managing organizations by using a new approach from management science to implementation of strategic management. There was a shift in the perspective of political parties in the context of carrying out political campaigns from the traditional era to a new era called political marketing (Sudriyono, 2009). Political marketing becomes a new work logic in the election of regional heads replacing negotiations, agreements, concessions, lobbying political elites, which has been used because what is more important in this period and going forward is political marketing (Newman, 2007). In that context the party and the candidates must prepare and pack themselves properly, readily market themselves by underlining all the advantages they have, persuading the voters as best they can, and finally winning the support of the voters (Jaya, 2007). Fauzan et al. (2014), proves that the image of a candidate, trust, political promotion, and money politics has a positive and significant effect on the decision of constituents in the regional head election. Trust is found to have the strongest influence on the decisions of constituents in the election of regional heads, and then followed by the image of candidates, political promotion, and money politics.

Political marketing must be seen comprehensively (Marshment, 2001). First, political marketing is more than just political communication. Second, political marketing is applied in the whole process of organization of political parties. Not only about political campaigns but also to the stage how to formulate political products through the development of symbols, images, platforms and programs offered. Third, political marketing uses the concept of marketing widely, not only limited to marketing techniques, but also to marketing strategies, from publication techniques, offering ideas and programs, as well as product design to intelligent markets and information processing. Fourth, political marketing involves many scientific disciplines in its discussion, such as sociology and psychology. For example, political products are a function of the sociological experience of symbols and identities, while the psychological factor is the emotional closeness and character of a leader, to the aspect of party platform rationality. Fifth, the concept of political marketing can be applied in a variety of political situations, ranging from elections to the lobbying process in parliament. Based on the background of the problems that have been raised, the purpose of this study is to analyze and find empirical evidence of the influence of political advertising on the image, trust, and decision of the regional head candidates. The influence of words of mouth on the image, beliefs, and decisions of regional head candidates. Influence of the image of politicians on trust, and voter decisions in Batam City. Influence of confidence in the decision of regional head candidates in the city of Batam.

## **II. LITERATURE REVIEW AND HYPOTHESES**

Political approaches and communication need to be done by contestants to win the election. The contestants need to do a study to identify the size (size) supporters, floating mass and other contestants supporters. This identification needs to be done to analyze the strength and potential of the votes that will be obtained at the time of voting, also to identify the approach approaches needed for each voter group. This strategy needs to be considered by every contestant because competitors also intensely make efforts to win political competition (Kaid, and Holtz-Bacha, 2007; Maqsudi et al, 2018). Meanwhile, the way a community determines its choices also depends on the characteristics of the community concerned. On the one hand, there are groups of people who use logic and rationalism more in weighing contestants. The contestant's ability to solve community problems is the focus of this community group. On the other hand, ideological closeness also becomes the power to attract voters into the voting booths and cast contestants with the same ideology, voters of this type do not really care what work programs are offered by the political parties concerned. The origin of the party's ideology is the same as the voter ideology, it is enough reason for him to choose this contestant Firmansyah (2008).

### **2.1 Political Advertising**

Political advertising is broadcasting that is informative and persuasive with the aim of reaching voters and giving them political choices that include political parties, candidates and programs (Kaid, and Holtz-Bacha, 2006). The goal to be achieved by this broadcast is not only to increase the popularity of candidates but rather to make voters want to choose candidates who are sponsors of advertising. The form and content of advertisements that are able to reach an audience through this media are under the control of political actors, the media (TV, radio, newspapers, internet) and other transmission channels. In this paper political advertising is a way to convey ideas and thoughts to prospective voters.

### **2.2 Words of mouth**

Word of mouth communication is basically a message about a company's product or service, or about the company itself, in the form of comments about product performance, friendliness, honesty, speed of service and other things that are felt and experienced by someone delivered to others. The message delivered can take the form of messages that are positive or negative depending on what is felt by the message provider for the services he consumes (Brown et al., 2005; Walker, 2001). In this paper political advertising is a way to convey ideas and thoughts to prospective voters. Also the incident tells a positive thing about politicians and party supporters to other parties.

### **2.3 Image of regional head candidates**

Image is a set of beliefs, ideas, and impressions that a person has of an object. Image is the total perception of an object that is formed by processing information from various sources every time. According to Alma (2013), image as an impression obtained is in accordance with one's knowledge and experience of something. The image shows the impression of an object to other objects that are formed in processing information every time from various trusted sources. In this paper the image of the prospective regional head is the public's impression of the politicians who are formed in processing information every time from various trusted sources.

### **2.4 Trust in prospective regional heads**

Trust has an important role in building relationships between consumers and providers of goods or services. Consumer trust is consumer knowledge about an object, its attributes and benefits where the object can be in the form of a product, person, company, or anything with which a person has the beliefs and attitudes of Mowen and Minor (2006); Sangadji and Sopiah (2013). There are two kinds of attributes, namely intrinsic attributes related to the actual nature of the product and extrinsic attributes obtained from the external aspects of the product, such as brand names, packaging and labels. Trust is also related to attitudes, behavior and product attributes. In this paper the confidence in prospective regional heads is trust in the reliability of politicians determined by systematic confirmation of expectations of politicians' offers. Trust is also consumer knowledge about an object, its attributes and benefits.

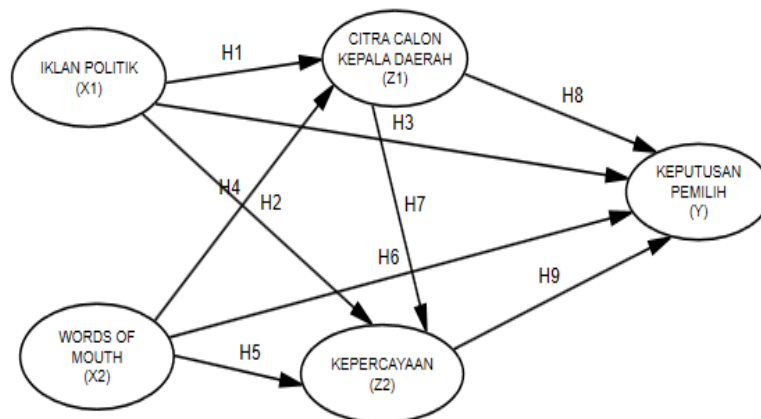
### **2.5 Decision of voters**

Voter decision or decision making is a process through a combination of individuals or groups and integrating existing information with the aim of choosing one of various possible actions (Baron, and Byrne, 2008). According to Sweeney, and McFarlin (2002); Sarwono, and Meinarno (2009), decision making is the process of evaluating existing choices to get the expected results. While Dermawan (2004) states that decision

making is the science and art of choosing alternative solutions or alternative actions from a number of alternative solutions and actions available, in order to solve the problem. In addition, decision making can also mean a person or group who is authorized to make a final choice or decision to choose one among several alternative solutions to problems or achieving goals. In this paper the decision of the regional head candidate voters is as a process of evaluating the choices available to get the expected results.

## 2.6 Theoretical Framework

The relationship between the variables used is seen as Fig. 1, and each relationship between the independent variable and the dependent variable represents the hypothesis.



**Figure 1. Conceptual Framework**

## 2.7 Research Hypotheses

The research hypothesis is as follows:

1. Political advertising has a significant effect on the image of regional head candidates.
2. Political advertising has a significant effect on the trust of prospective regional heads
3. Political advertising has a significant effect on the decision of regional head candidates
4. Words of mouth have a significant effect on the image of prospective regional heads
5. Words of mouth have a significant effect on the trust of prospective regional heads
6. Words of mouth have a significant effect on the decision of regional head candidates
7. The image of a candidate for regional head has a significant effect on trust in a candidate for regional head
8. The image of regional head candidates has a significant effect on the decision of the regional head candidate voters
9. Trust has a significant effect on the decision of regional head candidates

## III. RESEARCH METHODE

This research is causal explanatory research, which will prove the causal relationship between variables. The population of the study were all 17-year-old beginner voters, namely students of Class 3 High School and Class 3 Vocational School in Batam City, Riau Islands Province, in 2020, totaling 13,150 participants. Referring to the Slovin formula with a tolerance of 5%, the number of samples is 389 respondents, using SEM analysis.

## IV. FINDINGS AND DISCUSSION

### 4.1 Characteristics of Respondents

Respondents selected as samples in this study were respondents who were 17 years old, as many as 389. Respondents were 54.8% female, as many as 213 people while men consisted of 45.2%, as many as 176 respondents. Description of respondents based on the type of education with a 50.1% high school diploma, as many as 195 respondents, and the group of respondents who graduated from a vocational school, 49.9% ie 194 respondents.

#### 4.2 Instrument Testing Results

The results of validity testing show significant for all indicators or items in question, which means that the indicators or item questions for each variable included in the questionnaire have met the validity requirements. From the Pearson product moment correlation results, it is known that all items in question on the questionnaire correlate significantly with an error rate of 5% (\*\* <0.05), so it can be said that all items in question are valid and can be further processed. The reliability test results with the Cronbach alpha test ( $\alpha$ ) in this study indicate that all the variables of this study are reliable, because all alpha coefficient values of each variable are greater than standardized research (0.6), so each question item on the measurement instrument can be used. Correlation value of the total items corrected for all items in question is greater than 0.3.

#### 4.3 Confirmatory Factor Analysis

The results of the confirmatory factor analysis of the research measurement model based on the results of the statistical test, obtained the loading factor value for each indicator that forms a research variable greater than 3, therefore, all indicators of the research variables are indicators that significantly shape each research variable.

**Table 1. Analisis Faktor Konfirmatori**

Research variables	Relationship	C. R.	Loading Factor ( $\lambda$ )	Probability
Iklan politik	IKL $\rightarrow$ ik11	2,000	0,703	0,000
	IKL $\rightarrow$ ik12	2,811	0,947	0,000
	IKL $\rightarrow$ ik13	3,134	0,845	0,000
Words Of Mouth	WOM $\rightarrow$ wom1	2,000	0,627	0,000
	WOM $\rightarrow$ wom2	9,861	0,656	0,000
	WOM $\rightarrow$ wom3	8,690	0,939	0,000
Citra Calon kepala daerah	CTR $\rightarrow$ ctr1	2,000	0,507	0,000
	CTR $\rightarrow$ ctr2	5,985	0,416	0,000
	CTR $\rightarrow$ ctr3	4,252	0,961	0,000
	CTR $\rightarrow$ ctr4	3,284	0,363	0,000
Kepercayaan	KPY $\rightarrow$ kpy1	2,000	0,765	0,000
	KPY $\rightarrow$ kpy2	12,785	0,855	0,000
	KPY $\rightarrow$ kpy3	12,827	0,843	0,000
	KPY $\rightarrow$ kpy4	2,946	0,855	0,000
Keputusan memilih	KPT $\rightarrow$ kpt1	2,000	0,395	0,000
	KPT $\rightarrow$ kpt2	13,303	0,466	0,000
	KPT $\rightarrow$ kpt3	12,303	0,702	0,000
	KPT $\rightarrow$ kpt4	12,308	0,843	0,000
	KPT $\rightarrow$ kpt5	12,346	0,836	0,000

Source: Amos SEM

#### 4.4 Goodness of Fit Test

The results of data processing using sample 389 show Chi-square is 152.427 with a probability of 0.072. Meanwhile, from GFI, AGFI, TLI, CFI, RMSEA and CMIN / DF respectively 0.916, 0.902, 0.951, 0.954, 0.074 and 1.088, all within the range of acceptable values. The results are shown in Fig. 2.

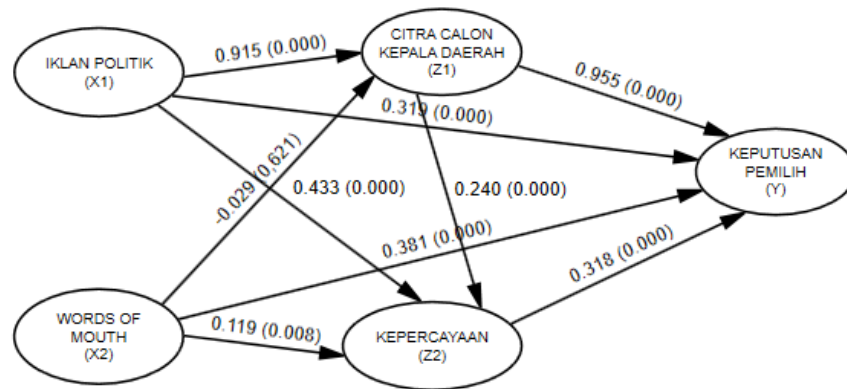


Figure 2. Coefficient of Research Model Path

Source: Amos Output

#### 4.5 Hypothesis test

Hypothesis testing is done based on the estimated values of the research model parameters shown in Table 2.

Table 2. Hypothesis Testing

H	Relationship between variables			Standardize d Coefficient	C.R	P	Decision
H1	Iklan Politik	→	Citra Calon	0,915	14,299	0,000	accepted
H2	Iklan Politik	→	Kepercayaan	0,433	5,209	0,000	accepted
H3	Iklan Politik	→	Keputusan Pemilih	0,319	4,144	0,000	accepted
H4	Words of mouth	→	Citra Calon	-0,029	0,495	0,621	rejected
H5	Words of mouth	→	Kepercayaan	0,119	2,019	0,008	accepted
H6	Words of mouth	→	Keputusan Pemilih	0,381	4,242	0,000	accepted
H7	Citra Calon kepela daerah	→	Kepercayaan	0,240	2,823	0,000	accepted
H8	Citra Calon kepela daerah	→	Keputusan Pemilih	0,955	15,043	0,000	accepted
H9	Citra Calon kepela daerah	→	Keputusan Pemilih	0,318	4,043	0,000	accepted

Source: processed data

This study has found that the decision of voters in the selection of regional head candidates in Batam City, Riau Islands Province can be explained significantly by political advertising variables, words of mouth, image of regional head candidates, and trust in regional head candidates. These findings can be an alternative model or way of managing political advertising variables, words of mouth, image of regional head candidates with the aim of raising voter decisions in the selection of head candidates in Batam City, Riau Islands Province. Thus the research model is the right model to describe the decision of prospective regional head candidates in Batam City, Riau Islands Province. The results in this study are very important because there are stages of influence of each factor and construct that runs in a tiered (recursive) way, ie political advertising variables positively affect the image variables of regional head candidates, and the confidence of novice voters, which in turn positively influences decisions regional head candidates in Batam City, Riau Islands Province. Likewise, the word-of-mouth variable positively affects the image variables of regional head candidates, and the confidence of novice voters, which further positively influences the decision of regional head candidate voters in Batam City, Riau Islands Province. The results of this study are a significant contribution, especially in marketing strategy theory, specifically political marketing strategy in the selection of regional head candidates.

## V. CONCLUSIONS AND RECOMMENDATIONS

This research produces the following conclusions: 1). Political advertising has an effect on the image of regional head candidates. This shows that political advertising by regional head candidates can encourage the image of regional head candidates. The results of this study are in accordance with the findings of Addasuqi



(2015), Kahar (2014). 2). Political advertising influences the confidence in prospective regional heads, this shows that political advertisements carried out by regional head candidates can encourage voter trust in regional head candidates. The results of this study are consistent with the findings of Haryati (2007), Suherman et al. (2014). 3). Political advertising has a significant effect on the decision of regional head candidates, this shows that political advertising by regional head candidates can encourage voter decisions in regional head candidates. The results are in accordance with the findings of Rahman, and Suyanto (2015), Halim et al. (2014). 4). Words of mouth does not have a significant effect on the image of regional head candidates, this shows that the words of mouth by the regional head candidates have not been able to encourage voter decisions in the regional head candidates. The results of the study are not in accordance with the findings of Prabawangi (2017). 5). Words of mouth affect the confidence in the prospective regional head, this shows that the words of mouth by the regional head candidates can encourage voter confidence in regional head candidates. The results of the study are in accordance with the findings of Sundermann (2017), Prabawangi (2017). 6). Words of mouth influence the decision of the regional head voter candidates, this shows that the words of mouth made by the regional head candidates, can encourage the voter decision on the regional head candidates. The results of this study are in accordance with the findings of Gadis (2012), Sunderman (2017). 7). The image of the prospective regional head affects the trust in the prospective regional head, this shows that the image of the prospective regional head, can encourage the increase of voter confidence in the regional head candidate. The results of the study are in accordance with the findings of Putri et al. (2013), Liantifa (2019). 8). The image of the prospective regional head influences the decision of the prospective regional head voter, this shows that the image of the prospective regional head, can encourage the voter's decision. The results of the study are in accordance with the findings of Bur et al. (2014), Putri et al. (2013). 9). Trust influences the decision of the regional head voter candidates, this shows that the trust of the voters in the regional head candidates can encourage voter decisions. The results of the study are in accordance with the findings of Handaningrum, and Rini (2014), Putri et al. (2013).

Of the four variables hypothesized to have an effect on voter decisions in this study, the greatest value is the direct relationship between the image of the regional head candidate and the voter's decision. This confirms that the image of the regional head candidate is very dominant influencing the decision of the regional head candidate voters in Batam City, Riau Islands Province. On the other hand, of the three variables hypothesized to influence the confidence of prospective regional heads in this study, the greatest value is the direct relationship between political advertising and voter trust in regional head candidates. This also emphasizes the role of political advertising. Therefore, the decision of regional head candidates in Batam City, Riau Islands Province, will go up by raising political advertisements. Thus political advertising should be carried out intensively, and the advertising content should be maintained so that the vision, mission and programs of each regional head candidate continue to be promoted and if possible the quality of political advertising is improved, so that the voters' decision for the beginner voter participants will rise, and will vote prospective regional head appropriately, in accordance with his aspirations.

Considering that words of mouth have not played a role in the image of prospective regional heads, it is recommended that candidates for regional heads improve and conduct intensive communication with novice voter participants with positive things about the programs of regional head candidates. Also invites friends and family and even invites parties that support it to be more effective in providing positive information about the regional head candidates that it promotes. It is also recommended that supporting parties provide information on recommendations on who the candidates are to be carried by their party widely.

Suggestions for other researchers should be made to increase the scope of the study, taking into account broader areas, as well as the grouping and separation of respondents by district, district / city in the Riau Islands Province, in order to obtain a clearer picture of voter decisions, which are based on variables political advertisements, Word of mouth, image of regional head candidates and the confidence of novice voters, because voters' decisions determine the victory of candidates for regional leadership.

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