

## Political Marketing Mix in the Decision to Choose Pangkalpinang Mayoral Election 2024

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**Abstract:** *Political marketing does not mean how to sell political parties or candidate pairs that are being promoted to voters, but something that focuses on how political parties or candidate pairs can create work programs related to current problems. The sustainability of regional development within five years requires testing of political marketing of the decision to elect the Mayor and Deputy Mayor of Pangkalpinang. The population of Pangkalpinang City, which has the right to vote and is also registered on the 2024 Permanent Voters List, amounting to 161,413 people, is the focus of this study. A sample of 399 was determined using the probability sampling method with a cluster sampling technique carried out in seven sub-districts in Pangkalpinang City. Data were collected using a quantitative questionnaire as a multiple linear regression analysis tool. The independent variable is the marketing mix associated with political marketing capacity, including political products, promotions, prices, and venues. In contrast, the decision to choose is a dependent variable. Regression analysis reveals a positive correlation between political products, political promotion, political price, and political place on voter decisions. The coefficient value of political products 0.402 indicates an influence of 40.2%, political promotion 0.255 indicates an influence of 25.5%, political price 0.163 indicates an influence of 16.3%, and political place 0.468 indicates an influence of 46.8% respectively on the decision-making process. The most significant regression analysis output is 0.468 on the shift of political place of political products, political promotion, and political price. This result shows that voters want to meet directly with voters to strengthen their opinions.*

**Keywords:** Decision, Marketing Mix, Political.

**JEL :** H5, M3, P4

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### 1. INTRODUCTION

Marketing is a process of fulfilling the needs and desires of individuals and groups using creation and exchange that results in reciprocity with other individuals or groups (Kotler & Armstrong, 2018). Therefore, in every company marketing is something that is very much considered, because marketing is a determinant of the survival of the company, marketing has the goal of providing satisfaction to its customers by identifying needs and then turning them into business opportunities to fulfill desires in meeting customer needs (Kotler, 2014).

Marketing is a managerial stage that forms individuals or groups trying to obtain what they need through the exchange of products and values with other parties (Kotler & Armstrong, 2018). According to (Kotler, 2014) explains marketing as a process that classifies human life needs in a social environment. According to (Sarwoto & Purba, 2023) Marketing is the process of connecting important activities that allow individuals or companies to obtain what is needed through exchange with other parties. Marketing is the product cycle from producers through intermediaries to consumers. From this understanding, it can be concluded that marketing is the exchange process carried out by companies to individuals or other companies by getting positive feedback with the aim of meeting consumer needs and desires.

According to (Kotler & Armstrong, 2018) marketing has three-dimensional elements, namely.

1. Marketing Strategy is a strategy used by marketers to be able to create a profitable relationship between companies and consumers.
2. Customer behavior, namely studying the nature of customers from the time customers buy a product until the time customers buy again and become loyal.
3. Brand is a name, term, or symbol that describes a product or company and differentiates it from competitors.

Political marketing is a form of concept that is always implemented and carried out by a political vehicle consistently to build close relationships with the community while building goodness toward

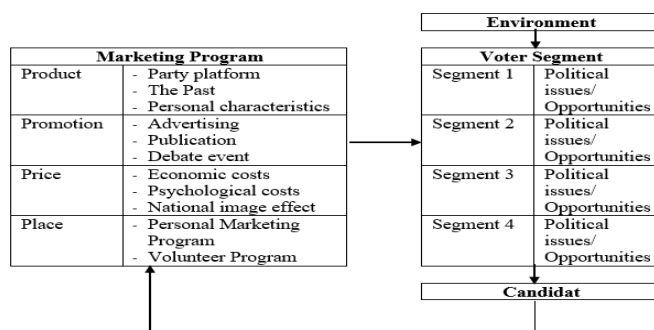
the public (Olotu & Ogunro, 2013). Building trust and image can only be done through long-term relationships, not only during the campaign period (Hamid et al., 2022).

There are three messages conveyed in the concept of political marketing, namely.

1. Forming a voter into an actor, not a target of a political vehicle in the election of a new leader.
2. Making the problems experienced by voters a strategy to create a vision, mission, and work program which is then used as material for making the ideological framework of each party (Dermody & Scullion, 2014).
3. Political marketing cannot ensure victory but makes political marketing a medium for maintaining relationships with voters and ultimately forming public trust in providing support in fighting for the party's ideology (O’Cass, 2016).

Political marketing does not mean a system whose purpose is to market political parties or leadership candidates of choice for voters, but a large paradigm used in introducing a political party that inherently holds firm to consistency in creating work programs based on problems that occur and then commits to implementing them. Finding, collecting, and analyzing information from the public is an important thing that must be done before compiling a work program. After the work program is compiled, how to package and communicate it is also a very important role of marketing science in politics (Noor, 2023).

Political parties market their unreal product, this is attached to the calculation system, meaning that the promises and hopes for satisfaction conveyed are not guaranteed to be fulfilled quickly, but the impact can be enjoyed for longer, are uncertain, and interpretable in various ways (O’Cass, 2016). Political products need to get the widest possible political support, Without paying attention to this, it is difficult for political product elements to gain the greatest voter support (Noor, 2023). This understanding can be described in Figure 1.1 below.



**Figure 1.** Political Marketing Flow

Source: (Maryani, 2015)

A new branch of science in marketing is political marketing, as a first step experts and researchers adopt the 4P marketing mix which is already inherent in business marketing as an approach to formulating political marketing strategies. Experts and researchers know that not all elements of the trade marketing mix can be implemented in political science. So the use of the 4P elements is seen as having the capacity to cover a wide range of variables to be adapted to new science (Maryani, 2015).

All electoral areas are areas that are vulnerable to money politics. This study examines the political marketing mix as an independent factor that can determine the decision to elect a regional head. These variables are independent variables that are predicted as alternatives in the decision-making process to elect. The study was conducted in Pangkalpinang City with the research population being residents of Pangkalpinang City who have voting rights. The population of Pangkalpinang City is 226,297 people, consisting of 111,609 men and 114,668 women (BPS, 2024).

The number of voters recorded in the Permanent Voter List in the 2024 Pangkalpinang City regional head elections is 161,413 people. The number of male voters is 80,188 and female voters are 81,225. Pangkalpinang City consists of 7 sub-districts. Meanwhile, the number of Polling Stations in the 2024 Pangkalpinang City Pilkada is 622 (KPU, 2023).

This study will test the extent to which the (Maryani, 2015) political marketing mix theory approach which includes 4Ps influences the decision to choose a regional head. Before the contestation begins on November 27, 2024, these results can be used as a basic description in determining the factors that the community will concentrate on in choosing the Pangkalpinang City Leader Candidate for the 2024-2029 period.

## 2. LITERATURE REVIEW

### 2.1. Political Marketing Mix Overview

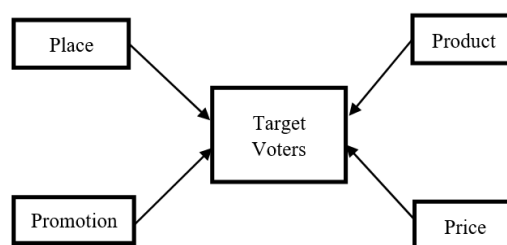
Is a combination of political science and marketing using marketing concepts and techniques, then adapting them to conform to the traditional principles of political science. Political marketing strategies are needed because consumers can make decisions to buy certain products political marketing is the political party platform that forms the concept (Suyanto & Machfiroh, 2017).

The dimensions of the political marketing mix according to (Noor, 2016), (Maryani, 2015); (Kotler, 2014) are divided into four dimensions, namely product, price, place, and promotion.

1. Products in marketing include tangible or intangible properties that provide benefits to consumers. In political marketing, the product is a big promise guarded by the candidate.
2. Price is the value of the goods offered by the candidate referring to the total price borne if the candidate is in power.
3. Place explains the carrier of the sales desire refers to the candidate's ability to push his message to voters personally.
4. Promotion is a way to publicize candidates through available media to make the public aware of and choose the candidate.

The global political marketing mix theory includes four elements, namely Product, Price, Place, and Promotion which can be used as a reference for designing political marketing strategies (Marshment et al., 2019). High political costs, so the political marketing mix must be considered so that candidate marketing is effective, focused and in accordance with target voters. If you want to win the political contest in Pangkalpinang, then the candidate's political marketing must consider the elements of each element of the Political Marketing Mix. Elements of political products in the form of candidate image, candidate track record, and closeness to the Pangkalpinang community are elements that influence voter preferences. Political prices are associated with the character values and experiences of candidates in providing solutions to problems in Pangkalpinang. Political places as political information can be more effective if they use a community-based approach such as religious activities, citizen dialogues, and the dissemination of messages through local media or social media. Elements of political promotion in Pangkalpinang must highlight popular narratives, religious approaches, and the use of local Malay symbols in order to create emotional closeness with voters.

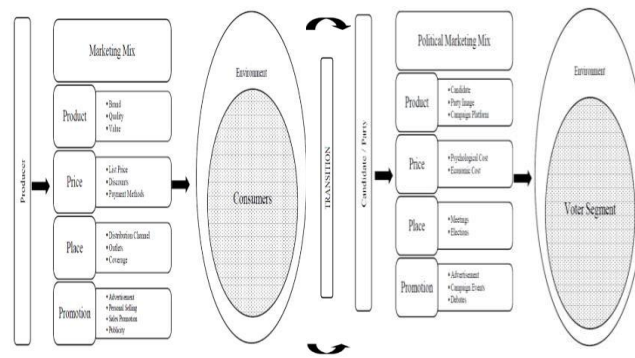
According to (Noor, 2016), the political marketing mix consists of 4Ps, namely product, price, location, and promotion which aim to get consumers. The political marketing mix model is presented in the following figure.



**Figure 2.** Model of Political Marketing Mix

Source: (Noor, 2016)

The implementation of a political marketing mix is similar to the implementation of a business marketing mix. One difference is, that the product in the political marketing mix is the promises shared by the candidate to the voters. Price concerns economic policies, such as the price of necessities that will be reduced, tax prices, and other prices. Place in the political marketing mix is the contestant's ability to convey his message to voters through the winning team that meets voters directly. Promotion in the political marketing mix is a way to publicize candidates through available media with the aim that voters know and choose the candidate (Noor, 2023).



**Figure 3.** Marketing Mix Process from Business to Political Marketing Mix  
 Source: (Maryani, 2015); (Kotler, 2014).

The product in the marketing mix is the promises made by the candidate based on solutions to factual problems and published through political advertisements, press releases, and public appearances in contestant debates. Price is the value of the burden that will be borne by the contestant referring to the total price that voters will bear if the candidate later comes to power. This burden element includes economic prices, such as tax increases or budget cuts, and psychological prices, such as the cost of influencing voter behavior. The political marketing mix element explained that in terms of sales stimuli refers to the ability of candidates to inform their messages persuasively to voters. This strategy is an effort to distribute campaign messages by combining the work of the winning team used as the contestant representative to the community and activists, distributing the candidate's plan, soliciting voter opinions, and raising aspirations. Promotion in political marketing is done by publicizing election candidates, party messages, and others to voters through different media such as media coverage, advertising, and so on (Maryani, 2015).

## 2.2. Overview of Decision-Making

Complex decision-making is found in consumer behavior theory. According to experts, each individual in making decisions is influenced by individual factors and social factors. In determining choices influenced by several factors such as environmental influences, individual differences, and influences, psychological processes. Each individual in making decisions is influenced by cultural, social, character, and psychological factors (Kotler & Armstrong, 2018)

Making decisions by consumers is closely related to emotional intelligence and competent behavior. These dimensions are influenced by several indicators, namely self-awareness, social awareness, self-management, and customer relationship management (Sarwoto & Purba, 2023). Some say that decision-making is caused by consumers who have a knowledge base or luck, talent in good judgment, complexity and threat, and the involvement of each person. About politics, namely the decision to choose which is also called voting behavior or voting behavior is the behavior of a person or group of people in response to participating in political life by choosing who is in power in the political environment. In voting behavior, what is emphasized is the tendency of people's choices in general elections, as well as their background in making those choices (Kübler et al., 2025).

The shapers of consumer behavior in decision-making are divided into two, namely influenced by external factors and internal factors (Hegazy, 2021). Consumer behavior is influenced by two categories of determinants, namely external influences and internal influences (Purboyo et al., 2021). Internal factors in shaping consumer behavior are influenced by a person's beliefs or self-efficacy. Self-efficacy affects beliefs in every field of human endeavor. A person's beliefs can determine the strength to influence situations that face competent challenges and a person's choices that are most likely to be chosen (Safiullah et al., 2017).

In principle, purchasing decisions and choice decisions made by consumers and voters in the political world are not much different. The most striking difference is in the dominance of candidate factors, namely the candidate's message or party support for the leader. (Arofah & Nugrahajati, 2014) It is further stated that a voter will decide to use his right to vote for several reasons:

1. There is a sense of interest and satisfaction with the candidate.
2. The number of candidates. This reason arises because voters have many choices.

3. Media broadcasts that present positive things done by political parties.
4. The belief is that the process of electing political leaders is considered as important as the supervision process. This belief is important as evidence that society is not apathetic, or not pessimistic about the process of electing political leaders.

### 3. METHOD

#### 3.1. Research Design

This study uses a quantitative descriptive method that is explanatory, namely highlighting the influence between research variables and testing previously formulated hypotheses. Explanatory research according to (Sugiyono, 2013), is testing the relationship between hypothesized variables. The choice of the explanatory method is because the researcher wants to explain the relationship between four political marketing mix variables with the decision to vote in the 2024 Pangkalpinang Mayoral Election.

#### 3.2. Population, Sample, and Sampling Techniques

The Pangkalpinang City community who have the right to vote is the scope of the exploration population. Based on the Decree of the Pangkalpinang City General Election Commission Number 131 of 2023 concerning the determination of the Pangkalpinang City permanent voter list for the 2024 general election, the number of people included in the Permanent Voter List for the 2024 Regional Head Election is 161,413 spread across 7 Districts.

The sample determination used the Slovin approach with an error rate of 5 percent and resulted in a sample of 399 people. Furthermore, the sample that has been determined, is divided proportionally by first looking for a comparison factor using a sample fraction (f) (Abubakar, 2021). After the sample fraction is known, then the sample for each sub-population is calculated. The sampling technique uses simple random sampling because each element of the research population has the same opportunity to be selected as a sample. The Slovin formula is used to determine the tolerance limit as 5 percent.

$$n = \frac{N}{1 + N e^2}$$

#### Description :

- n = Number of samples
- N = Number of population
- e = Percentage of acceptable sampling error rate; in this study, it was determined as 5 percent

So with the known number of population then:

$$n = \frac{161.413}{1 + 161.413 (5\%)^2}$$

$$n = \frac{161.413}{1 + 161.413 (0,05\%)^2}$$

$$N = 399,011 \text{ rounded up to } 399$$

From the calculation above, number of samples was 399 people in 7 Districts. Based on population data using proportions, the sampling here uses Proportional Random Sampling (Abdullah, 2015) using the formula, namely:

$$n_i = \frac{N_i}{N} N$$

#### Description :

- $n_i$  = Number of samples per unit
- n = Total number of samples
- $N_i$  = Number of population per unit
- N = Number of population

**Table 1.** Population and Sample Distribution

Subdistrict	Village	Population (Ni)	Sample (ni)
Bukit Intan (N <sub>1</sub> )	7	29.082 people	72 people
Taman Sari (N <sub>2</sub> )	5	14.773 people	37 people
Pangkalbalam (N <sub>3</sub> )	5	15.986 people	40 people
Rangkui (N <sub>4</sub> )	8	27.455 people	68 people
Gerunggang (N <sub>5</sub> )	6	34.487 people	85 people
Gabek (N <sub>6</sub> )	6	25.395 people	63 people
Girimaya (N <sub>7</sub> )	5	14.235 people	37 people
<b>Jumlah (N/n)</b>	<b>42</b>	<b>161.413 people</b>	<b>399 people</b>

Source: Processed by researchers (2024)

Based on the Proportional Random Sampling formula, the size of the proportion distribution is known to be 399 samples. The questionnaire was distributed using simple random sampling technique to collect the data.

### 3.3. Operational Limits and Variable Measurement

The 2024 Mayoral Election variables can be presented in the operationalization table of research variables as follows:

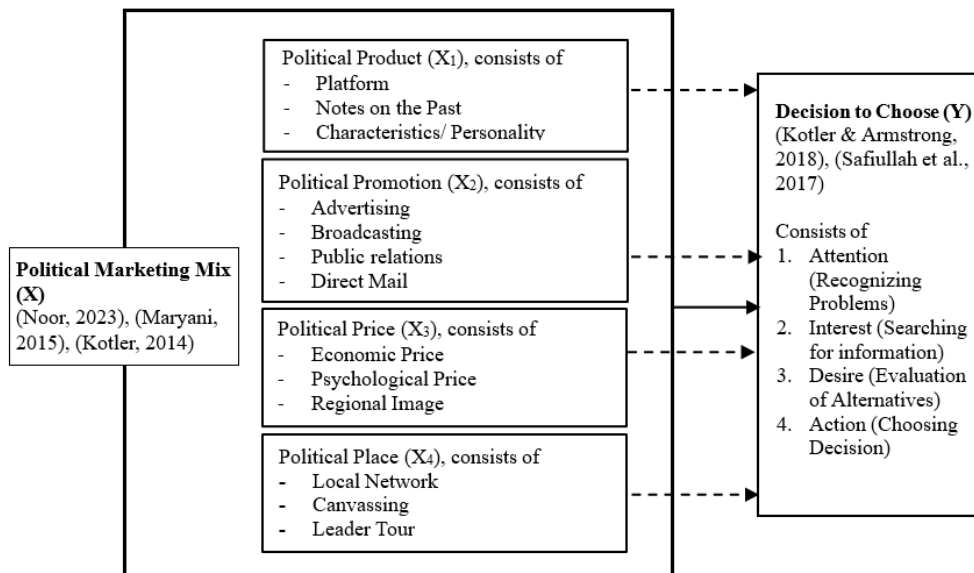
**Table 2.** Operational Limits of Variables

No	Variable	Dimension	Indicator	Measurement Scale
1	Political Product (X <sub>1</sub> )	Platforms	Clarity of political party support	Ordinal
		Past Notes	Notes on the Candidate's Past	
		Personality	Characteristics or Personality of the Candidate	
2	Political Promotion (X <sub>2</sub> )	Advertising	- Campaign Advertising through Newspapers - Campaign Advertising through Banners and Billboards - Media Campaign Advertising	Ordinal
		Broadcasting	- Broadcasting of Advertisements by the Winning Team - Broadcasting of Campaign Advertisements Radio	
		Public Relations	- Public Relations by the Success Team. - Public relations for Election Socialization in Newspapers - Public Relations for Election Socialization on Banners and Billboards	
		Direct Mail	Direct Mail Election Socialization on Social Media that introduces Candidates	
3	Political Price (X <sub>3</sub> )	Economical Price	High Political Cost	Ordinal
		Psychological Price	High Psychological Cost	
		Image Regional	Image or Characteristics of Candidates	
4	Political Place (X <sub>4</sub> )	Local Network	Direct Meeting with voters	Ordinal
		Canvassing	Safari Success Team that campaigns for candidates to voters	
		Led tour	Volunteer Team that campaigns about candidates	
5	Decision to Choose (Y)	Attention	Recognizing all candidate options	Ordinal
		Interest	Searching for Information about candidates	
		Desire	Evaluating Alternatives on Options	
		Action	Election Decisions	

Source: Processed by researchers (2024)

### 3.4. Data Analysis

The Framework of thought was created by modifying the concept of thought presented by (Noor, 2023), (Maryani, 2015), (Kotler, 2014) and (Kotler & Armstrong, 2018), (Safiullah et al., 2017) by focusing on research variable. The details of the research variable diagram are as follows:



**Figure 4. Research Variables**  
 Source: Processed by researchers (2024)

The analysis of the research variable model is presented through the following equation.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_k X_k + \varepsilon$$

**Description:**

- Y = Decision to Choose
- X<sub>1</sub> = Political Product
- X<sub>2</sub> = Political Promotion
- X<sub>3</sub> = Political Price
- X<sub>4</sub> = Political Place
- β<sub>1,k</sub> = Regression Coefficient
- ε = *Random error*
- β<sub>0</sub> = Constant Value

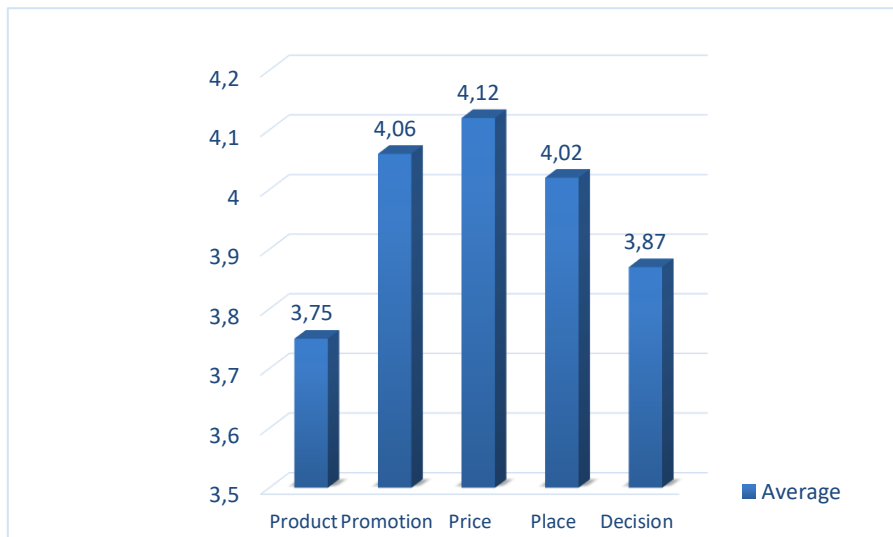
**4. RESULT AND DISCUSSION**

**4.1. Political Marketing Mix**

Political marketing is an approach and method used to help politicians and political parties influence constituents to make voting decisions (Utama et al., 2019). Political marketing mix is a science related to marketing concepts and techniques in politics (Ashtiani et al., 2017). According to (Setiyawan, 2017) political marketing mix can create voting decisions in determining regional leader candidates. According to (Noor, 2023) political marketing mix is a method and concept of utilizing marketing in a political context, political marketing mix can be seen as a scientific method that can facilitate candidates or political parties in marketing political initiatives, political ideas, political issues, party ideology, characteristics of party leaders and party work programs to voters.

Political marketing mix research has made significant progress in recent years as evidenced by specialized journals, special issues of international marketing journals, handbooks, and edited volumes, academic research interest groups, dedicated academic and practitioner conferences, and articles in leading field journals (Hamid et al., 2022). Political marketing mix explores various political behaviors from a strategic perspective that is analytical and applied (Marshment et al., 2019).

A recapitulation of the descriptive average values of each variable item can be presented in the following graph.



**Figure 5.** Graph of Average Value of Variables  
 Source: Processed by researchers (2024)

Based on the scale category (Sugiyono, 2013), the results of the average value variable graph above show that all variables in this study have a high average value, which is in the scale category value position of 3.41-4.20. Specifically, the political price variable has a very high average value, at 4.12%. The majority of respondents felt that the use of political price elements in the 2024 Pangkalpinang Mayoral Election was very high.

**Table 3.** Category Scale

No	Scale	Description
1	1,00 – 1,08	Very Low
2	1,80 – 2,60	Low
3	2,61 – 3,40	Medium
4	3,41 – 4,20	High
5	4,21 – 5,00	Very High

Source: (Sugiyono, 2013)

**4.2. Multiple Linear Regression Analysis**

Based on the data obtained, the values  $X_1$ ,  $X_2$ ,  $X_3$ , and  $X_4$  can be obtained in the multiple linear regression analysis as follows.

**Table 4.** Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	5.991	1.195	
Political Product ( $X_1$ )	.402	.044	.337
Political Promotion ( $X_2$ )	.255	.024	.391
Political Price ( $X_3$ )	.163	.063	.090
Political Place ( $X_4$ )	.468	.066	.269

Source: Processed by researchers (2024)

The results of the regression analysis obtained the following equation:

$$Y = 5,991 + 0,402X_1 + 0,255X_2 + 0,163X_3 + 0,468X_4 + e$$

The results of the multiple regression analysis which are still in the form of numbers can be explained in a language that will be easy to understand as follows:

a. Constant  $\beta_0 = 5,991$

The constant value shows that if the independent variable is assumed to be in a fixed or zero state, then the dependent variable of the decision to vote will increase by 5,991. This shows that the increasing political marketing mix perceived by the public will influence the decision to vote. A planned, consistent and integrated political marketing strategy can significantly improve voting decisions.

b.  $\beta_1 = 0,402$

Political product ( $X_1$ ) affects the decision to vote (Y) by 0,402 or has a positive effect, which means that if the political product ( $X_1$ ) increases by 1 percent, the decision to vote (Y) will increase by 40,2 percent. Political Product Value has the second strongest influence of other variables. Therefore, the candidate's campaign strategy in Pangkalpinang must be oriented towards strengthening political party support, past records, and the characteristics or personality of the candidate.

c.  $\beta_2 = 0,255$

Political promotion ( $X_2$ ) influences the decision to choose (Y) by 0,255 or has a positive effect, which means that if the political promotion ( $X_2$ ) increases by 1 percent, the decision to choose (Y) will increase by 25,5 percent. Political Promotion value has the third strongest influence of other variables. By running effective promotions, advertising, print and online media broadcasting, political communication that is empathetic, personal, and relevant to the character of voters.

d.  $\beta_3 = 0,163$

Political price ( $X_3$ ) influences the decision to choose (Y) by 0,163 or has a positive effect, which means that if the political price ( $X_3$ ) increases by 1 percent, the decision to choose (Y) will increase by 16,3 percent. Although its influence is at the weakest level, this finding is still important in formulating political strategies, namely building voter perceptions that the economic, psychological and image costs that voters bear to support a candidate are easy and profitable.

e.  $\beta_4 = 0,468$

Political place ( $X_4$ ) influences the decision to vote (Y) by 0,468 or has a positive effect, which means that if the political place ( $X_4$ ) increases by 1 percent, the decision to vote (Y) will increase by 46,8 percent. Political Place value has the strongest first influence of the other variables. Candidates should prioritize direct voter interaction over print or online media advertising. Voters are highly influenced by how close candidates are and present at strategic social points, rather than relying on billboards and mass media communication.

### 4.3. Hypothesis Testing

#### 4.3.1. Simultaneous Regression Coefficient Test (F-Test)

The results of the F test to simultaneously test whether political marketing mix factors influence voter decisions in the 2024 Pangkalpinang Mayoral Election are as follows:

**Table 5.** ANOVA Table

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.527.515	4	381.879	113.109	.000a
	Residual	1.330.229	394	3.376		
	Total	2.857.744	398			

a. Predictors: (Constant), TOTAL\_POLITICAL\_PLACE, TOTAL\_POLITICAL\_PRICE, TOTAL\_POLITICAL\_PROMOTION, TOTAL\_POLITICAL\_PRODUCT

b. Dependent Variable: TOTAL\_DECISION\_CHOOSE

Source: Processed by researchers (2024)

Based on the data in the table, the results of the  $F_{test}$  calculation, it can be seen that  $F_{count}$  is 113.109 and  $F_{table}$  with  $df_1 = k-1$  and  $df_2 = n-k$ , where  $n$  is the number of samples and  $k$  is the number of independent and dependent variables. So the  $F_{table}$  value is 2.395 and the significance level is 0.05. This means that  $F_{count} > F_{table}$ , namely  $113.109 > 2.395$ , and the P value =  $0.000 < 0.05$ . So  $H_0$  is rejected and  $H_5$  is accepted, which means that the political marketing mix variables have a positive and significant simultaneous influence on voting decisions.

### 4.3.2. Partial Regression Coefficient Test (t-Test)

The t-test is used to test the constant of each independent variable. This means that the t test can determine whether the independent variables individually have a significant effect on the response variable. The results of the t-test are as follows:

**Table 6.** Coefficient Table

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.991	1.195		5.012	.000
Political Product (X <sub>1</sub> )	.402	.044	.337	9.131	.000
Political Promotion (X <sub>2</sub> )	.255	.024	.391	10.728	.000
Political Price (X <sub>3</sub> )	.163	.063	.090	2.595	.010
Political Place (X <sub>4</sub> )	.468	.066	.269	7.108	.000

Source: Processed by researchers (2024)

The coefficient results through hypothesis testing and then compared with  $T_{table}$ , namely with  $\alpha = 0.05$  and  $n =$  number of samples (399), with the formula  $df = n - k$ , where  $n$  is the sample while  $k$  is the number of variables (free and bound), then the  $T_{table}$  is 1.966.

- H<sub>1</sub>: From the calculation results, the  $T_{count}$  for political products (X<sub>1</sub>) is 9.131, which is greater than  $T_{table}$  1.966, and with a significance of 0.000, which is smaller than the significance level of 0.05. This means that H<sub>1</sub> is accepted and H<sub>0</sub> is rejected, so this shows that the political product variable has a positive and significant influence on voting decisions.
- H<sub>2</sub>: From the calculation results, the  $T_{count}$  for political promotion (X<sub>2</sub>) is 10.728, which is greater than  $T_{table}$  1.966, and with a significance of 0.000, which is smaller than the significance level of 0.05. This means that H<sub>2</sub> is accepted and H<sub>0</sub> is rejected, so this shows that the political promotion variable has a positive and significant influence on the decision to vote.
- H<sub>3</sub>: From the calculation results, the  $T_{count}$  for the political price (X<sub>3</sub>) is 2.595, which is greater than  $T_{table}$  1.966, and with a significance of 0.010, which is smaller than the significance level of 0.05. This means that H<sub>3</sub> is accepted and H<sub>0</sub> is rejected, so this shows that the political price variable has a positive and significant influence on the decision to vote.
- H<sub>4</sub>: From the calculation results, the  $T_{count}$  for a political place (X<sub>4</sub>) is 7.108, which is greater than  $T_{table}$  1.966, and with a significance of 0.000, which is smaller than the significance level of 0.05. This means that H<sub>4</sub> is accepted and H<sub>0</sub> is rejected, so this shows that the political place variable has a positive and significant influence on the decision to vote.

### 4.3.3. Multiple Determination Coefficient

The determination coefficient test is to measure the accuracy of the established analysis model. The multiple determination coefficient value is used to measure the magnitude of the contribution of the independent variables studied to the dependent variable. If it approaches one, it can be concluded that the contribution of the independent variables to the dependent variable is greater. This means that the model used is stronger in explaining the variation of the dependent variable.

**Table 7.** Multiple Determination Coefficient

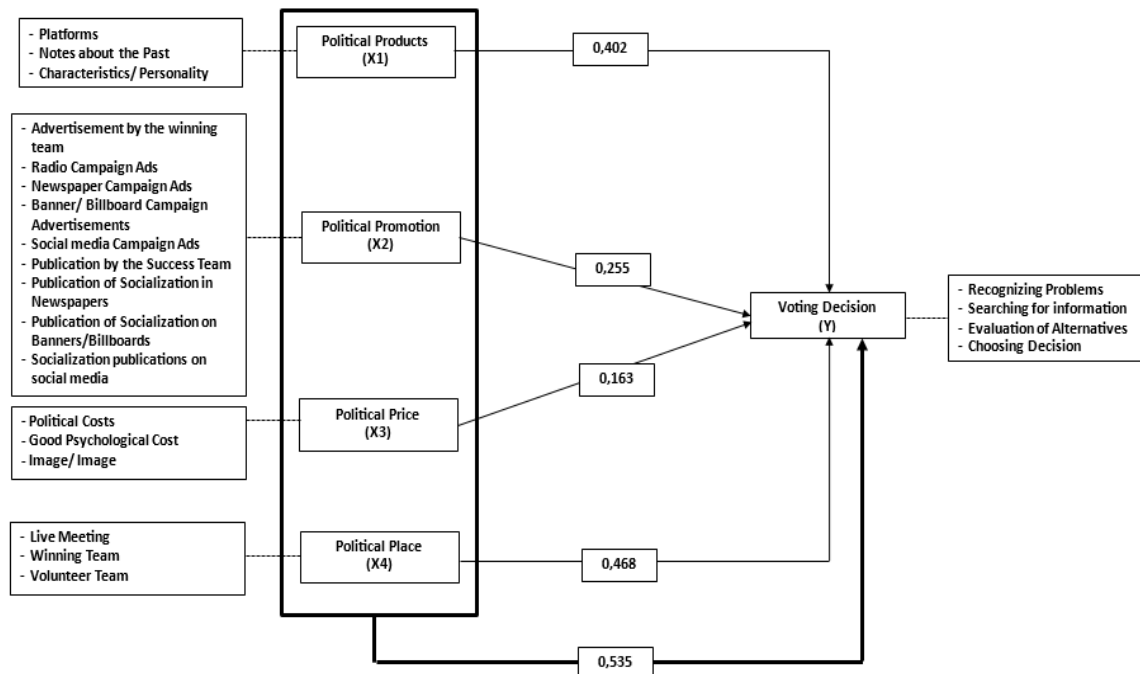
Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731a	.535	.530	1.837

a. Predictors: (Constant), TOTAL\_POLITICAL\_PLACE, TOTAL\_POLITICAL\_PRICE, TOTAL\_POLITICAL\_PROMOTION, TOTAL\_POLITICAL\_PRODUCT

b. Dependent Variable: TOTAL\_DECISION\_CHOOSE

Source: Processed by researchers (2024)

Judging from Table, the coefficient of determination ( $R^2$ ) shows an Adjusted R Square figure of 0,530 or 53 percent, which means that the variation in the decision variable for choosing can be explained by the political marketing mix consisting of political products, political promotions, political prices, and political venues by 53 percent, the remaining 47 percent is explained by other variables outside the research variables.



**Figure 6.** Model of the Influence of Political Marketing Mix on the Decision to Choose in the 2024 Pangkalpinang Mayoral Election  
 Source: Processed by researchers (2024)

#### 4.4. Discussion

##### 4.4.1. The Influence of Political Products on Voting Decisions.

The political product variable is a variable that has a partial influence on voting decisions because the political product variable according to the calculation results obtained a  $T_{count}$  of 9.131 greater than  $T_{table}$  1.966 and with a significance of 0.000 smaller than the significance level of 0.05. This means that the political product variable partially has a positive and significant influence on voting decisions in the 2024 Pangkalpinang Mayoral Election. This is because respondents stated that the characteristics or personalities of the mayoral/deputy mayoral candidates were the main reasons for them to vote in the 2024 Pangkalpinang Mayoral Election. This result is in line with research (Maryani, 2015) which strengthens the political marketing literature, namely that political products, including strengthening political party support, past records, and personality are determinants in influencing voter decisions.

##### 4.4.2. The Influence of Political Promotion on Voting Decisions.

The political promotion variable is a variable that has a partial influence on voting decisions because the political promotion variable according to the calculation results obtained a  $T_{count}$  of 10.728 greater than  $T_{table}$  1.966 and with a significance of 0.000 smaller than the significance level of 0.05. This means that the political promotion variable partially has a positive and significant effect on the decision to vote in the 2024 Pangkalpinang Mayoral Election. This is because respondents stated that political promotion through social media campaign advertisements or Facebook, Instagram, Twitter, and others are the main reasons for them to vote in the 2024 Pangkalpinang Mayoral Election. In line with research (O’Cass, 2016), (Safiullah et al., 2017), (Hamid et al., 2022) it states that advertising strategies, print and online media broadcasts, and political communication are able to shape voter perceptions and increase voter involvement in candidates.

##### 4.4.3. The Influence of Political Prices on Voting Decisions.

The political price variable is a variable that has a partial effect on the decision of 2.595, which is greater than  $T_{table}$  1.966, and with a significance of 0.010, which is smaller than the significance level of 0.05. This means that the political price variable partially has a positive and significant effect on the decision to vote in the 2024 Pangkalpinang Mayoral Election. This is because respondents stated that the political price shown through the good image of the mayoral or deputy mayoral candidates and the

political costs they have are the main reasons for them to vote in the 2024 Pangkalpinang Mayoral Election. in line with research (O’Cass, 2016), (Olotu & Ogunro, 2013) that the perception of value and voter sacrifice includes elements of economic price, psychological price, and image that voters bear in campaign efforts can positively influence voter behavior.

#### 4.4.4. The Influence of Political Places on Voting Decisions.

The political venue variable is a variable that has a partial effect on the decision to vote because the political venue variable according to the calculation results obtained a  $T_{\text{count}}$  of 7.108 which is greater than  $T_{\text{table}}$  1.966 and with a significance of 0.000 which is smaller than the significance level of 0.05. This means that the political venue variable partially has a positive and significant effect on the decision to vote in the 2024 Pangkalpinang Mayoral Election. This is because respondents stated that the winning team owned by the mayoral or deputy mayoral candidate was the main reason for them to vote in the 2024 Pangkalpinang Mayoral Election. This result is in line with research (Utama et al., 2019), (Setiyawan, 2017) that political places, including elements of direct meetings of candidates and effective winning teams have a significant influence on voter decisions. In this study also, political places have the greatest influence on voter decisions of ( $\beta = 0.468$ ). However, in other studies, political places are not the dimensions that have the greatest influence in influencing voter decisions.

#### 4.4.5. The Influence of Political Marketing Mix on Voting Decisions.

The political marketing mix variable consisting of political products, political promotions, political prices and political venues is a variable that has a simultaneous effect on the decision to vote because the political marketing mix variable according to the calculation results obtained an  $F_{\text{count}}$  of 113.109 which is greater than  $F_{\text{table}}$  2.395 and with a significance of 0.000 which is smaller than the significance level of 0.05. This means that the political marketing mix variable simultaneously has a positive and significant effect on the decision to vote in the 2024 Pangkalpinang Mayoral Election. This is because respondents stated that the political marketing mix consisting of products, promotions, prices, and political venues owned or provided by the mayoral or deputy mayoral candidates is the main reason for them to vote in the 2024 Pangkalpinang Mayoral Election (Maryani, 2015), (Utama et al., 2019), (Setiyawan, 2017).

## 5. CONCLUSION AND SUGGESTION

### 5.1. CONCLUSION

Based on the discussion of theory and research results conducted regarding Based on the discussion of theory, research results, and simple regression analysis testing conducted regarding the influence of Political Marketing Mix on Voting Decisions, it can be concluded as follows:

1. Candidate personality is a major factor in the decision to vote in regional head elections because voters, especially women aged 17-40 years with a high school education background and a job as a housewife, tend to judge candidates based on factors that are easy to understand and feel. Candidates who show empathy, strong leadership, and sensitivity to the economic needs of the household are considered more reliable and more likely to be elected. The candidate's personality is a key marketing tool for this segment of voters. Candidates who appear human, empathetic, and down-to-earth will be more trusted and chosen even above the considerations of experts.
2. Campaigning through social media is the main choice because it is interactive, cheap, and able to target more specific groups of voters, including the majority of women in the productive age range with a high school education and a job as a housewife. Social media is not just a tool for spreading messages, but a key platform in shaping perceptions, political personalities, and emotional connections with female voters. Success by combining relevant content with active interaction and visuals that reflect empathy and closeness to the candidate.
3. The combination of a good image that reflects the values valued by voters and transparent political costs play a major role in voter decisions. This shows that candidates who can manage both well will be better able to win the hearts of voters. Successful political marketing is not just about building popularity, but also building integrity and alignment of values with voters. Candidates who are able to combine value branding with transparency of political costs will be more trusted and more likely to be elected, especially amidst increasing political awareness among the public.

4. The existence of an effective campaign team is not only about campaign techniques but also about how the team can create emotional connections and trust with voters. In this case, female voters who are high school educated and act as housewives are more likely to choose candidates who are supported by a good winning team, because they see the team as an extension of the candidate who is ready to meet their needs. The power of the campaign team is a key tool for building trust and emotional connection, not just gaining voters. Candidates whose teams are seen as caring, close, and active in the community will have a greater chance of winning the hearts of voters.

## 5.2. SUGGESTION

The suggestions that can be given are as follows:

1. The development of government and political policies requires a strategic role of marketing in finding scientific solutions to every problem. This research was conducted long before the determination of Pangkalpinang regional head candidate was determined, therefore further research proposals can be in the form of [a] Single Candidate Marketing Strategy considering that the General Election allows single candidates to dominate the choice during the 2024 Regional Head Election, [b] Marketing communication strategy Defeat the Empty Box, [c] The Role of the Success Team in Political Marketing, and [d] comparative test of the victory and defeat of a single candidate.
2. It is also necessary to examine other factors or variables that can influence the decision to vote for the community in the executive election such as socio-cultural elements, traditional values, education level, economic level, or regional elements so that the enthusiasm of the community in exercising their right to vote can be known.
3. A practical framework for future political marketing research could focus on the political marketing mix and the decision to vote for a single candidate developed in the context of a comparative study between regions with different political landscapes, namely regions with a tradition of high political competition versus regions with the dominance of local political elites as a moderating variable with candidate perceptions as the intermediary.

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