

Analisis pengaruh brand image kandidat terhadap voting intention melalui attitude toward candidate s brand (Studi pada Joko Widodo sebagai kandidat presiden dalam pemilihan umum presiden 2014 pada pemilih pemula di Jakarta) = Analysis of the influnce of candidate s brand image toward voting intention through attitude toward candidate s brand (Study on Joko Widodo s presidential candidacy at 2014 indonesia presidential general election on the early voters in Jakarta)

Muhamad Adityo Haryadi, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20386230&lokasi=lokal>

Abstrak

Pada pemasaran politik kandidat dilihat sebagaimana brand dalam pemasaran bisnis dan perilaku pemilih dilihat sebagaimana perilaku konsumen. Brand image secara empiris mempengaruhi purchase intention melalui attitude toward brand. Berdasarkan model ini, penelitian ini menyelidiki pengaruh candidate's brand image terhadap voting intention melalui attitude toward candidate's brand. Penelitian ini menguji pencalonan presiden Joko Widodo pada pemilih pemula di Jakarta. Data dikumpulkan melalui survei dengan penarikan sampel secara purposive. Hasil penelitian ini menunjukkan adanya pengaruh signifikan candidate's brand image terhadap voting intention melalui attitude toward candidate's brand.

.....In political marketing, candidate seen as a brand in business marketing and voter behavior seen as consumer behavior. Brand image in business marketing empirically influence the consumer's attitude toward brand. It indirectly affect purchase intention through attitude toward brand. From this model, this study aims to analyze the influence of the candidate's brand image on voting intention through attitude toward candidate's brand. This research examine Joko Widodo's presidential candidacy on early voters in Jakarta. Data collected by using survey method and purposive sampling. The result shows there are significant influence of candidate's brand image toward voting intention through attitude toward candidate's brand.