

Pengaruh faktor sosiologis, faktor psikologi sosial, faktor pilihan rasional dan vote buying terhadap preferensi pemilih pada pemilu legislatif 2014 daerah pemilihan DKI Jakarta III = The effect of sociological factors psychosocial factors rational preferences and vote buying on voter preference on legislative election 2014 in DKI Jakarta III electoral district

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Abstrak

[<b>ABSTRAK</b><br>

Penelitian ini ingin mencari tahu faktor apa yang membuat seorang pemilih memutuskan untuk memilih satu kandidat dan tidak memilih kandidat lainnya. Penelitian ini membahas pengaruh faktor sosiologis (agama, suku, jenis kelamin, keluarga dan peer group), faktor psikososial (orientasi isu, orientasi kandidat, identifikasi partai politik), pilihan rasional (prospectives voting, retrospectives voting) dan vote buying terhadap preferensi pemilih. Penelitian ini juga membahas faktor yang dominan di antara faktor-faktor tersebut dalam mempengaruhi preferensi pemilih. Dengan melakukan metode kuantitatif laboratory experimental, penelitian ini menemukan bahwa ada empat faktor dominan yang sangat mempengaruhi preferensi pemilih, yaitu: orientasi isu, orientasi kandidat, agama dan vote buying. Sehingga, dapat diinterpretasikan bahwa pemilih lebih rasional namun terjebak dalam pragmatisme politik yang muncul sebagai dampak dari kekecewaan dan rasa frustrasi terhadap kinerja para elit politik.

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<b>ABSTRACT</b><br>

This study examines why voters voted the way they did: what factors make a voter decides to choose one candidate over the others. This study analyzes the influence of sociological factors (religion, ethnicity, gender, family and peer group), psychosocial factors (issues orientation, candidates orientation, party identification), rational preferences factors (prospectives voting, retrospectives voting) and vote buying on voter preference. The study also determines the most dominant factor among these factors in influencing voter preference. Using quantitative laboratory experimental method, results show that there are four dominant factors that influence voter preference: issue orientation, candidate orientation, religion and vote buying. Thus, it can be interpreted that voters are more rational, but they are currently being trapped in a political pragmatism resulted from desperation and frustration toward political leaders' performance, This study examines why voters voted the way they did: what factors make a voter decides to choose one candidate over the others. This study analyzes the influence of sociological factors (religion, ethnicity, gender, family and peer

group), psychosocial factors (issues orientation, candidates orientation, party identification), rational preferences factors (prospectives voting, retrospectives voting) and vote buying on voter preference. The study also determines the most dominant factor among these factors in influencing voter preference. Using quantitative laboratory experimental method, results show that there are four dominant factors that influence voter preference: issue orientation, candidate orientation, religion and vote buying. Thus, it can be interpreted that voters are more rational, but they are currently being trapped in a political pragmatism resulted from desperation and frustration toward political leaders' performance]