

The Influence of Political Distribution toward the Decision of Selecting Political Party

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Abstract

The main objective of this study are; 1) to analyze the influence of variable on political distribution to the decision of selecting the candidate; 2) to analyze the influence of variable on political distribution to the decision of selecting the political party; 3) to analyze the influence of variable on the decision of selecting the candidate to the decision of selecting the political party; and 4) to analyze the influence of the role of mediating variable on the decision of selecting the candidate to the decision to the decision of selecting the political party. This study is conducted by using an explanatory approach. Four hypotheses that are formulated from the goals of study will be proved in this study. Furthermore, the data analysis method that is used in this study is an inferential statistical analysis *Generalized Structured Component Analysis (GSCA)*. The conclusion of this study are firstly political distribution variable has influence on the decision of selecting the candidate; secondly political distribution variable has not a significant influence on the decision of selecting political party; thirdly the variable on the decision of selecting candidate has influence the variable on the decision of selecting political party; and fourthly the variable on the decision of selecting candidate has mediated the variable of political distribution to the decision of selecting political party.

Keywords: political distribution, candidate mediation, decision of selecting political party

INTRODUCTION

The legislative election system in 2009 is different from the elections in 1999 and 2004. In 2009 the legislative election system is back to change from a proportional system with an open candidate list to be a majority voting system with an open candidate list. The change of this system results a competition among legislative candidates not only from the different political party, but also the same. This condition makes the political marketing strategy determine the success of the candidate.

The more political parties participate in the election, it will further tighten political competition, either the party that already exist or the political party that newly established. This condition should be a motivation for political party to improve themselves adjusting to the wishes of the voters. The large number of political party and candidates, are directly implicate to the tactic and strategy in order to win the seizure of political power.

The inclination of increasing vote or the changing voter behavior in every election would make voter in selecting candidates and political party become more unpredictable. The instability of voter behavior is strongly influenced by the loss of ideological ties between the voter and the party. In the end of ideological war, the political pragmatism and the increasing materialistic has made the voter today tend to be pragmatics, they tend to select the party or the candidate that is able to offer better political distribution (Firmanzah, 2010).

According to that fact, the political world should be aware to the new approaches based on the needs of market. If we compared to the developed countries it is too late, however the use of political marketing approach in offering the product of political party and its candidate to the voter is a kind of smart ways in order to win the dispute made by political party (Firmanzah, 2010).

By the changing of competitive political market structure, political party is difficult to control the voter like the election before the new order. Political marketing approach used by political parties in a campaign to attract the attention of voter should be done by political party. The public, then, know this approach through the various kinds of creative campaign conducted by political party. Therefore, for the political party, this effort will give an effect to the higher cost for the campaign.

Political marketing concept begins from the concept that basically the political marketing is a group of planned activities, strategic and tactic, with the short-term and long-term dimension to spread the political significance to the participant. The goals are to shape and embed the expectation, attitude, belief, orientation, and behavior of the participant. The participant's behavior is an expression of support in various ways, especially to vote the selected political party and candidate (Nursal, 2004).

In 1987, the concept of Niffenegger is developed into a political distribution consisting of party image, leader image, and manifesto. The political price includes the economics cost, psychological cost, and national image effect. The political distribution includes local work, canvassing and leader tour. Furthermore, the political campaign includes advertising, broadcasting, public relation, and direct mail.

There are four models in this concept, they are; AIDA Model, Hierarchy of Effects Model, Innovation-Adoption Model and Communication Model. In general, all these concepts can be grouped to the three stages; cognitive stage, affective stage, and the conative stage (Simamora, 2007)

Research Purposes

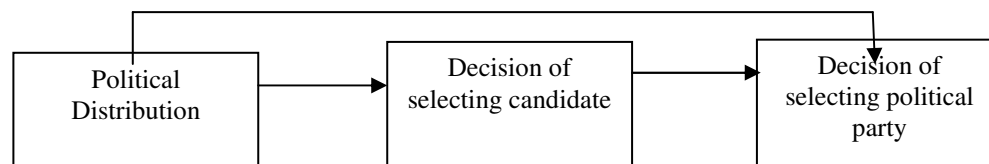
The purposes of this study are:

1. Analyzing the influence of political distribution to decision of selecting candidate.
2. Analyzing the influence of political distribution to decision of selecting party.
3. Analyzing the influence on decision of selecting candidate to decision of selecting party.
4. Analyzing the influence on decision of selecting candidate in mediating the political distribution to decision of selecting political party.

THEORETICAL FRAMEWORK AND HYPOTHESES

Conceptual Framework

This study is conducted by the conceptual framework as follows:



Source: Alie (2010), Fuholin (2001), Harrop (1990), Bartel (1987), Newman & Shet (1985), Marsh (2003)

Hypotheses

Based on the conceptual framework, the hypotheses of this study can be formulated as follows:

1. The political distribution influences the decision of selecting candidate.
2. The political distribution influences the decision of selecting political party.
3. The decision of selecting candidate influences the decision of selecting political party.
4. The decision of selecting candidate mediates the influence of political distribution on the decision of selecting political party.

RESEARCH METHOD

Type of Research

This study is an explanatory research that is conducted in order to elaborate the relationship among variables through hypotheses testing.

Variables of Research

This study applies two types of variables, they are; exogenous and endogenous variables. The exogenous variable that is used is the political distribution (meetings, volunteer programs). Besides, the endogenous variable that is used is the decision to select the political party and the candidate. The decision to select the candidate is measured from some indicators such as awareness, knowledge, liking, preference and conviction. Further, the decision to select the political party is measured by some indicators such as exposure, reception, cognitive response, attitude and intention.

Data Scale Measurement and Instrument Test

For the data measurement, Likert scale is used in this study. The determination of the range of Likert scale used in this study is 1 to 5. On the other hand, the research instrument test uses validity and reliability tests. Validity and reliability tests are used in order to find the quality of questions in the questionnaire. To measuring the validity, this study uses the calculation of Correlation Product Moment Pearson by using computer program that is the 19th version of SPSS. (Solimun, 2012). If the coefficient number of the correlation between the score of an indicator with the total score of all indicators is bigger than 0.3 ($r > 0.3$), then that instrument is considered as valid. To measure the reliability of research instrument, this study uses Chronbach's Alpha formula with criteria of Chronbach's Alpha > 0.60 . (Azwar, 2003).

Population and Sample

The total populations in this study are 19.154 voters who are listed in Registered Voter List (DPT) in Summersari village, Summersari district of Jember in the legislative election of 2014. Furthermore, the sample is taken from 200 respondents. The sampling method is done in two stages; using purposive sampling to determine the number of samples and using systematic sampling to determine the respondent's name in the voter list of each polling station (Ferdinand, 2011).

Data Analysis Technique

The data analysis technique that is used in this study is the inferential statistical analysis, namely Generalized

Structured Component Analysis (GSCA) (Solimun, 2012).

DATA ANALYSIS RESULT AND DISCUSSION

Data Analysis Result

a. Political Distribution

The computational result of latent variable measurement of political distribution in the Table 1 shows that these two indicators, namely meetings and volunteers program are valid to be used to reflect the latent variable measurement of political distribution. This is proved by the estimated value of the loading of both indicator variables that has a bigger value about 0.50 and the value of CR has a significant confidence level about 95%. This indicates that the correlation among indicator variables is positive and significant in reflecting the latent variable political distribution.

Table 1
 The Testing Result of Measurement Model of Political Distribution

Variable / Indicator	Loading			Weight			SMC		
	Estimate	SE	CR	Estimate	SE	CR	Estimate	SE	CR
Meeting (X3.1)	0,894	0,010	87,43*	0,564	0,011	51,55*	0,798	0,018	43,9*
Volunteer Program (X3.2)	0,891	0,011	82,0*	0,557	0,010	54,4*	0,793	0,019	41,12*

Source: Primary data, processed

Description: * = significant in $\alpha=0.05$ (CR > 2), AVE = 0.796, Alpha =0.720

The result of the data analysis shows that from the estimated value of the loading obtained for each indicator, the meetings is the most dominant indicator to reflects the political distribution variable. The value of loading factor in the meetings indicator is the greatest than the other two indicators that is 0.894, and then it is followed by the volunteers program that is 0.891. From the test result considering the value of CR, all indicators have a significant confidence level about 95%.

b. Decision on Selecting Candidate

From the measurement of latent variable on the decision of selecting candidate in Table 2, it shows that the five indicators, namely: awareness, knowledge, liking, preference and intention is valid for use to reflect the measurement of latent variable on the decision of selecting candidate. This is proved that by the estimated value of loading of five indicator variables have a bigger value than 0.50 and the value of CR has a significant confidence level about 95%. This reflects that the correlation among all indicator variables is positive and it has significance in reflecting the latent variable on the decision of selecting candidate.

Table 2
 The Testing Result of Measurement Model on the Decision of Selecting Candidate

Variable	Loading			Weight			SMC		
	Estimate	SE	CR	Estimate	SE	CR	Estimate	SE	CR
Memilih Kandidat									
Awareness (Y1.1)	0,764	0,047	16,34*	0,304	0,033	9,15*	0,584	0,069	8,45*
Knowledge (Y1.2)	0,753	0,042	17,75*	0,288	0,029	9,79*	0,567	0,063	9,0*
Liking (Y1.3)	0,710	0,053	13,48*	0,285	0,032	8,99*	0,505	0,072	6,97*
Preference (Y1.4)	0,619	0,075	8,22*	0,277	0,034	8,18*	0,384	0,089	4,32*
Intention (Y1.5)	0,679	0,053	12,81*	0,260	0,031	8,36*	0,461	0,070	6,56*

Source: Primary data, processed

Description: * = significant in $\alpha=0.05$ (CR > 2), AVE = 0.500, Alpha =0.744

c. The Decision of Selecting Political Party

The computation result of latent variable measurement on the decision of selecting political party in Table 3, appears that the five indicators, namely: exposure, reception, cognitive response, attitude, and intention, are valid to be used to reflect latent variable measurement on the decision of selecting political parties. As evidenced by the estimation value on the loading, those five variable indicators overall have value more than 0.50 and the CR value is significant at 95% of confidence level. It indicates that the correlations between all variable indicators are positive and significant in reflecting the latent variable on the decision of selecting political party.

Table 3
 The Testing Result of Measurement Model on the Decision of Selecting Party

Variable Selecting Party	Loading			Weight			SMC		
	Estimate	SE	CR	Estimate	SE	CR	Estimate	SE	CR
<i>Exposure (Y2.1)</i>	0,752	0,042	17,74*	0,325	0,026	12,52*	0,565	0,063	8,98*
<i>Reception (Y2.2)</i>	0,748	0,044	16,9*	0,305	0,027	11,39*	0,559	0,065	8,59*
<i>Cognitive Response (Y2.3)</i>	0,676	0,056	11,97*	0,321	0,027	11,97*	0,457	0,076	6,0*
<i>Attitude (Y2.4)</i>	0,583	0,070	8,29*	0,273	0,030	9,17*	0,340	0,078	4,33*
<i>Intention (Y2.5)</i>	0,589	0,064	9,22*	0,258	0,029	8,82*	0,346	0,072	4,82*

Source: Primary data, processed

Description: *= It is significant in $\alpha=0,05$ (CR > 2), AVE = 0,554, Alpha =0,690

Hypotheses Testing

Based on four hypotheses in the research, the result of the analysis on the model will be used as a reference to answer the hypotheses in this study, as in Table 4 below:

Table 4
 The Testing Result of Coefficient in Direct Line

Hypotheses	Correlation	Estimate	SE	CR	Description
H1	DISTRI->CANDIDATE	0,235	0,065	3,60*	Significant
H2	DISTRI->PARTY	-0,051	0,066	0,78	Not significant
H3	CANDIDATE->PARTY	0,654	0,064	10,23*	Significant

Source: Primary data, processed

Description: CR* = significant at the .05 level; R2candidate = 29,9%; R2party = 48,5%

H1: Political Distribution Influence on the Decision of Selecting Candidate

The partial influence of political distribution variable on the decision of selecting candidates, is line coefficient 0,235 and CR value is 3,60. The testing result on this coefficient is significant (CR>2) and explains that the various decision of selecting candidates can be explained by the political distribution. Hypothesis H1 states that the political distribution variable has an effect on the decision of selecting candidates. The testing result of coefficients which is in Table 4 gives a decision that hypothesis H1 is accepted. The decision of selecting candidates is getting stronger as a result of political distribution which is acceptable with the expectations of the voters.

H2: Political Distribution Influence on the Decision of Selecting Political Party

The partial influence of political distribution variable on the decision of selecting political party is line coefficient -0,051 and CR value is 0.78. The testing result on this coefficient is not significant (CR<2) and explains that variation on the decision of selecting political parties cannot be explained by the political distribution. Hypothesis H2 states that the political distribution variable does not affect the decision of selecting political parties. The testing result of coefficients in Table 4 gives a decision that hypothesis H2 is not accepted. The decision of selecting political parties that is getting stronger is not always caused by political distribution which is accepted with the expectations of the voters.

H3: The Influence of the Decisions of Selecting Candidate against the Decision of Selecting Political Party

The partial influence of variable on the decision of selecting political party to the decision of selecting candidate is line coefficient 0,654 and CR value is 10.23. The testing result on this coefficient is significant (CR>2) and explains that the variation on the decision of selecting political party can be explained by the decision of selecting candidate. Hypothesis H3 states that the variable of the decision of selecting candidate affects the decision of selecting political party. The testing result of coefficients in Table 4 gives a decision that hypothesis H4 is accepted. The decision of selecting political party is getting stronger as a result of the decision of selecting candidate which is accepted with the expectations of the voters.

H4: The Decision of Selecting Candidate Mediates the Influence of Political Distribution to the Decision of Selecting Political Party

The testing result of coefficient in indirect effect line to analyze these hypotheses can be described in Table 5 below:

Table 5

The Testing Result of Coefficient in Indirect Effect Line

Hypotheses	From	To	Direct Effect		Indirect Effect	Description of Mediation Traits
			Koef	CR		
H4: Distribution Political> Selecting candidates> Selecting political parties	Political distribution	The decision of selecting candidates	0,235	3,60*	-	Complete mediation
	The decision of selecting candidates	The decision of selecting parties	0,654	10,23*	-	
	Political distribution	The decision of selecting parties	-0,051	0,78 ^{ns}	0,235x0,654=0,154	

Source: Primary data, processed

Description: CR* = significant at the .05 level

The testing result of line coefficient in Table 5 above explains that political distribution variable takes effect significantly to the decision of selecting candidate with line coefficient 0,235 and the value of CR is 3,60. Variables on the decision of selecting candidate also takes effect significantly to the decision of selecting political party with line coefficient 0,654 and CR value is 10,23. The second result of line is significant (CR>2), thus the indirect effect of political distribution on the decision of selecting political party to the decision of selecting candidate is significant. The value of indirect effect is 0,154, constitutes multiplication result of two coefficients. The mediation traits on the decision of selecting candidate in this relationship is complete mediation, because the testing result of line coefficient of political distribution to the decision of selecting parties is not significant (CR<2). From the result of this analysis is obtained the decision that the H4 is accepted, means that the decision of selecting candidate mediates the political distribution effect to the decision of selecting political party.

Discussion

The Political Distribution Influence on the Decision of Selecting Political Candidate and Party

The statistical testing result shows that the line coefficient is significant. It gives a decision that hypotheses H1 is accepted. It is clear that the political distribution which consists of meetings and program volunteers has a significant influence for the decision of selecting candidate. Meetings reflected by the intensity of meetings with prospective voters will explain the importance of this indicator on the decision of selecting. Meanwhile, the volunteers program as reflected by the presence of well-known success team and performance of party leadership until the lower level is a dominant indicator and paid attention by the constituents in selecting decisions. As related to a party system, the result of this study refutes the finding of LSI (2008) which states that the function of the party is not running. Meanwhile, this finding is stated that the existence of party system with its function effectively influence the decision of selecting.

The political distribution is related to the way of present or distribution of a political institution and its ability to communicate with voters (Niffenegger, 1989). The increasing intensity of meetings with prospective voters, the involvement of a success team and community leaders as well as a party system, are the items that must be observed by candidates and political party.

If that is connected to the respondent's occupation, it can be explained that 68.50% of respondents are entrepreneurs, official servants/armies/policeman and pensioners. Therefore, the respondents are also the leaders in its area. It can be said that they have interaction with people who help campaigning party candidate.

Being associated with the effect on the decision of selecting political party, it can be explained that the statistical testing result shows that the coefficient line obtained is not significant and give a decision that hypothesis H2 is not accepted. It is clear that the political distribution which consists of meetings and program volunteers has not a significant effect directly against the decision of selecting political parties. It can be explained that the role of the party has begun to be replaced by the candidate's role to see the community of prospective voters. The voters' confidence for political parties is down. It is shown by the dynamic of seats from election to election, as well as the selected candidate.

The constituents who have social resources in the community, such as the leader of religious organization and social organization (youth, women, pensioners) that may perform mobilization will tend to support political parties or candidates.

The Influence of Decision of Selecting Candidate to the Decision of Selecting Political Party

The testing result on this coefficient is significant and explains that variation on the decision of selecting political party can be explained by the decision of selecting candidate. The decision of selecting political party is getting

stronger as a result of the decision of selecting candidate which is accepted by the expectations of voters. Nevertheless, generally the effect of electability candidate is not strong as the effect of the party itself. Party is an engine. Effect of candidate is only about 18% while the effect of the party is 82% (Indicators, 2013). Thus, the candidates generally are still very dependent on the strength of political parties supporting it, although it cannot be denied otherwise. The amount of parties will rise after the constituent knows the candidate offered. If it has high popularity and high quality of the candidate, it will be greater in the result of electoral party.

According to Haroen (2013), the process of selecting the party's decision in this hypothesis is relevant with the process of making decision. It starts from known, liked and chosen. From this process, it would reach the top of mind. The candidates and parties which are quick are called spontaneously and adhered in voters' mind. This finding also illustrates that the decision of selecting parties tends to be unstable. Some causes that can be described are the psychological ties to the political parties are very weak, low confidence in the political parties and the emergence of other parties.

The Effect of Political Distribution against the Decision of Selecting Political Parties through the Decision of Selecting Candidates

Mediating variable of the decision of selecting candidates has a very important role to the constituents in making decision of selecting political parties. On models with the mediation is explained that the candidates are very dominant on the decision of selecting political parties.

CONCLUSION

The conclusion of this study is the political placement variables that reflect meetings and volunteer programs have a significant effect directly on the decision of selecting candidates and have no significant effect directly on the decision of selecting political parties. Indicator which is very influential in reflecting the political placement is meetings, namely in the form of an increase in the intensity of the meeting, the involvement of success team, and optimization of the party machine. The decision of selecting candidate is performed with indicator of awareness, knowledge, liking, preference and conviction. They get a significant effect on the decision of selecting political party. The most dominant indicator is indicator of intention. The variable of the decision of selecting candidates can mediate completely of political placement effect against the decision of selecting political party.

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