ANALYSIS OF EFFECT OF BRAND PERSONALITY AND SALES PROMOTION OF BRAND EQUITY AND IMPLICATIONS ON THE DECISION TO CHOOSE CANDIDATES FOR GOVERNOR IN RIAU PROVINCE PERIOD 2013-2018 (Empirical Studies in 2013 from the Perspective of Political Marketing)

Gatot Wijayanto, H. Restu, and Raden Lestari Ganarsih
Lecturer of Management Program The Faculty of Economist Riau University

Abstract
This study aimed to analyze the influence of brand personality and sales promotion on brand equity and its implications for the decision to choose a candidate for governor of Riau province 2013-2018 period either simultaneously or partially. Furthermore, the method of data collection in this study uses empirical studies from the perspective of Political Marketing. The population and sample of this research is the entire population in Riau Province that has the right to vote (17 years and over or married) at the time of the General Election Riau Province First and Second Round in 2013 which amounted to 380 respondents. The method of taking the sample using Multistage Random Sampling (MRS) using questionnaires and interviews, while for data analysis used path analysis using lisrel software version 16 and SPSS version 19. Results of the study explain that in partial brand persanolity significant effect on sales promotion and brand equity and decision choose, in addition to variable sales promotion is also a significant effect on brand equity and implications for the decision to choose. While brand equity as well as having an effect on the decision simultaneously selecting brand personality, sales promotion and brand equity have a significant influence on the decision to choose a candidate for governor of Riau Province period 2013-2018.
Keywords: Brand Personality, Sales Promotion, Brand Equity, Decision Selecting, and, Political Marketing

I.   INTRODUCTION

Believed to be the political marketing methods and instruments which can help politicians and political parties to be able to create a competitve advantage and win the competition (Bauer, Huber & Herrmann A, 1986; Butler & Collins, 1993; Kavanagh, 1995; Firmanzah, 2007).

Destination marketing in politics is helping political parties or political constituencies to better get to know the people represented or become a target, and then develop a political issue in accordance with their aspirations, so the marketing that has been developed in the business world has become even more necessary by the political world (Firmanzah 2008). To win the competition, the parties are required to deploy an competitive strategy that could affect the decision to choose the voters. That is, the candidates and the political parties should now have the ability of each to "Adu Popularity" and perform "Self Marketing" to encompass a majority vote of the people.

Implementation of Regional Head Election Riau Province in 2013, is one of the local elections with the escalation of tight competition, so that the ultimate berbaai strategies have been shown by candidates, either by a successful team of their internal politics as well as through their consultants. In this context the Marketing Science certainly be one branch of a very good and appropriate for application in the process of introduction, Forming Process favorite and until the process is chosen a candidate in the polling stations. Thus science approach Political Marketing is the most effective in the analysis of political strategy and winning. Based on the above, this research is intended to review the case of the General Election in Pilgub Riau Province in 2013 in the perspective of Political Marketing.

Political Marketing is a study, which the marketing terminology used to photograph political communication activities carried out by a political organization or individual. political communication in this study include two (2) terms, namely in the context of Brand Personality and Sales Promotion. The phenomenon ELECTION Riau Province in 2013 is to find out the relationship directly and indirectly from the influence of the variables of marketing such as Brand Personality and Sales Promotion are assumed to be able to influence the Brand Equity in an election, which further indicated to influence voters in making the decision to choose a candidate for Governor.

II.   Theoretical Review

According Firmanzah (2008), in the process of Political Marketing, used the implementation of 4Ps marketing

mix, namely:

1. Product means the party, candidates and party ideas that will be presented this constituents. product contains concepts, ideological identity.
2. Promotion is advertising efforts, public relations and promotions for a party in the mix in such a manner according to the needs of society. In this case, the media selection needs to be considered.
3. Price, includes many things, economic, psychological, up to the national image. Economic price includes all costs incurred party during the campaign period. Psychological price refers to the price of psychological perception, for example, voters feel comfortable with ethnic background, religion, education and others. While the price of the national image with regard to whether voters feel the candidate can provide a positive image and can be the pride of the country.
4. Place, is closely related to how to present or distribution of a party and its ability to communicate with voters. This means a party must be able to map the structure and characteristics of the people both geographic and demographic.

Using the 4Ps of marketing in the world of politics make political marketing is not just limited to the issue ads, but more comprehensive. Political Marketing regard to the way political institutions or political parties when formulating a political product, develop programs and publicity campaigns of political communication, segmentation strategies to meet the needs of society to the calculation of the price of a political product. So, the core of political marketing is packed imaging, public figures and Personality a candidate who competed in the context of the General Election (Election) to the general public who will choose (Ibham, 2008). In this case the destination marketing in politics is how to help political parties to better know the community they represent or be the target and then develop a political issue in accordance with their aspirations.

Supported the development of the system of government of a democratic Indonesia, as now, the function and role of the mass media channels, both print and electronic media, radio, internet and coupled with the number of channels of television stations that have sprung up either national or local TV areas took Rouse or disseminate messages, news or information through various forms of marketing communication and political marketing, program political campaigns through media channels publications, public relations, promotion, personal contacts and creativity of political advertising that is exposed to widely open plan or even beyond the borders of the country or borderless country to whole viewers without exception.

According to Kotler and Neil (2009: 3), that the concept of political marketing, or understanding Political Marketing are:

"An intensification of marketing for the success of a candidate or political party with all their political activity through the campaign program of economic development or social concerns, themes, issues, ideas, ideologies and messages aimed at a political program that is offered has a high attraction and also be able to influence for every citizen and institution / organization effectively. "

According to Baines in Nursal (2004) that:

"The development of political marketing which implementation started from developed countries with a democratic system of government like the United States, European Union, Japan, South Korea and to a developing country like Indonesia ".

In political marketing is known one of them is a political publicity. Publicity is an attempt to popularize themselves candidates or parties contesting the institution. There are four known forms of publicity in the treasury of political communication (Lees-Marshment (2005), namely:

a. Pure Publicity namely popularize themselves through community activities with a social setting that is natural or what it is. For example, the month of Ramadan and Eid is an annual activity cycle so that it becomes a reality that is what it is. Candidates can take the opportunity to market itself. For example, by saying "Happy Living Month of Ramadan" or "Happy Chinese New Year" with frills candidate's name or photo. More and more kinds pure form of publicity is tilled, the more popular candidate.
b. Free Ride Publicity namely publicity by utilizing the access or ride the other party to participate popularize themselves. For example, by performing a speaker at a forum organized by other parties, to sponsor anti-drug movement, participating in sporting events in an enclave of voters and others.
c. Tie-In Publicity namely by using an extra-ordinary news (extraordinary events). For example, tsunami, earthquake or flood. Candidates can portray himself as a person or a party who has a social conscience so that the impact gaining the sympathy of the audience.
d. Paid Publicity as a way to popularize themselves through the purchase of rubric or programs in the mass media. For example, the installation of an advertorial, advertising spots, advertising columns, display or else blocking time programs in the mass media. In simple by providing a special budget for media spending.

According Nursal (2004) adapted Kotler (1995) and Peter and Olson (1993), there are several stages of voter responses to stimulation are:

1. Awareness, ie, if one can remember or realize that a certain party is an election contestants. With the number of election contestants were many, build awareness insane-Kukan quite difficult, especially for new parties.

Clearly, a voter will not vote for contestants who do not have the brand awareness.

2. Knowledge, that is when a voter to know some important elements of the product contestants, both substance and presentation. These elements will be interpreted so as to form a specific political meaning in the minds of voters.

3. Liking, which is a stage where a twisting like a particular contestant for one or more political meaning that formed in his mind in accordance with their aspirations.

4. Preference, the stage at which the voter considers that one or some of the political meaning of which is formed as an interpretation of the political product of a contestant can not be generated in a more satisfactory olch other contestants.

5. Conviction, voter arrives at the conviction to select a particular contestant.

Meanwhile, according to Bambang Purwoko (2005) explains that: "In the elections directly, democracy there means the opportunity for every citizen of the community to hold public office, also means the opportunity for people to use their political rights directly and the opportunity to make choices and participate to control running of the government ".

According Fitriyah (2005), stated that the importance ELECTION directly make all the regions should prepare themselves as well as possible and try how it can take place democratically and quality so really get a regional head and deputy regional head who can bring progress to the region and to empower communities area. In addition, one purpose of convening direct election can also provide political education for the public areas, where they will be more experience and participate in political activities. "

According to Aaker (1997), there are five (5) dimensions in measuring Brand Personality), namely:

1. Sincerity (down-to-earth, honest, wholesome, cheerful)

   Describing about the sincerity of a brand image to provide the best to the consumer perspective, there are four of these dimensions, namely:

a. Down to earth, that all the brands should be rational according to consumer ratings. This rational that the brand could reflect something that can be enjoyed by consumers through the products offered.

b. Honest, means an honesty, in the sense that they can provide information in accordance with the perceived reality of the consumer.

c. Wholesome, brand describe something that contains the value or benefit to the consumer

d. Cheerfull, describes the image that prospective consumers. Brand should be able to give an image that makes excited and impressed agile.

2. Excitement

Descriptive of this dimension describes the positive impression of a brand, consists of four perspectives, namely:

a. Daring, brand describe the courage to ensure the performance of a brand, as well as headache medicine that must have the courage to say that this product is able to provide relief.

b. Sprited, brands must create a product high spirits. This spirit can be identified from the brand slogan in question.

c. Imaginative, should be able to create a brand image for consumers imaginative. Brand express about something that is new so consumers tend to give it a try.

d. Up to date, the brand could always do the successive adjustments to the recent development of the behavioral or consumer demands.

3. Competency

   Describes relevant brand advantages compared to other brands. Descriptions of these dimensions are as follows:

a. Reliable, brands must be trusted to carry out its functions. Consumers will identify the brand promise to the reality that is felt when consuming a product.

b. Intelligent, that brand of a product must be able to describe intelligence or intelligence. It teridintifikasi of innovations usefulness of the product with the brand.

c. Successful, that a brand should create the impression of success, where this image can be achieved when a product is able to perform its functions.

4. Sophisticated

   That a brand should menggmbarkan about perfection, no weakness of other brands. Descriptive of these dimensions are as follows.

a. Upperclass, that a brand should create the impression of higher than with other brands. The impression is

superior can provide a higher differentiation for the brand of the product concerned.

b. Charming, brand should be able to look stunning, a good impression of beauty more than the name and logo of the depiction of the brand should be able to create dazzling impression sebuh.

5. Rudgeness
    Might give an impression of a brand. There are two perspectives of these dimensions, namely:

a. Outdoorsy, the brand is able to give the impression of a high strength. Brand should provide information about the ability to cope with various problems in accordance with the specifications of the brand in question,

b. Tough, reflecting the grit impression of a brand, the brand means to be truly able to survive on its function in size over time.

Sales promotion conducted by the seller can be grouped based on the objectives to be achieved. The grouping is as follows

1. Sales promotion, namely promotion aimed at encouraging or inducing customers to buy.

2. Trade promotion, namely sales promotion that aims to stimulate or encourage wholesalers, retailers, exporters and importers to trade in goods / services of the sponsor.

3. Sales-force promotion, namely sales promotion that aims to motivate the sales force.

4. Business promotion, the sales promotion that aims to acquire new customers, retain contract relationships with customers, introduce new products, sell more to existing customers and educating customers. But clearly any kind of needs to be programmed to be affected, remain in planning how companies still exist and flourish.

Meanwhile, according to Kotler (2000):"Brand Equity is highly related to how many of a brand's cutomer are satisfied and would incure cost by changing brand, values the brand and sees it as a friend or devoted to the brand. It also related to the degree of brand name, recognition, perceived brand quality, strong mental and emotional associations and other assets such as patents, trade mark and channel relationship.

It is further mentioned that a voter will make a decision to vote for several reasons:

1. The existence of attraction and satisfaction with the candidates.

2. A large number of candidates.

3. Impressions media serving the positive things by political parties.

4. The belief that the process of selecting political leaders considered as important as the regulatory process. This belief is important as a proof that the public is not apathetic, or are not pessimistic about the process of selecting political leaders.

Based on the description in the conceptual framework that is based on the purpose of research, theories and research in order to answer the problems that have been submitted so the author can formulate a hypothesis as follows:

a. Brand Personality significant effect on the Sales Promotion Period candidate for Governor of Riau Province from 2013 to 2018.

b. There is a significant influence on Brand Equity Brand Personality candidate for Governor of Riau Province Period 2013-2018

c. Brand Personality significant effect to the Decision Choosing a candidate for Governor of Riau Province Period 2013-2018.

d. There is a significant influence on Brand Equity Sales Promotion candidate for Governor of Riau Province Period 2013-2018.

e. There is a significant influence on the Sales Promotion Decisions Choosing a candidate for Governor of Riau Province Period 2013-2018.

f. Brand Equity significant effect to the Decision Choosing a candidate for Governor of Riau Province Period 2013-2018.

g. There is a significant effect of Brand Personality, Sales Promotion and Brand Equity Decision to Choose a candidate for Governor of Riau Province Period 2013-2018.

III. METHODS

Based on consideration of the purpose of research, the design of this study is causality (verification) and descriptive. Which in this study to test whether there is a significant effect between the independent variables on the dependent variable. Type of research is the Ex Post Facto. Be required The type of data in this study are primary data and secondary data. Sources of primary data obtained from the results of empirical research by distributing questionnaires. According Sugiyono (2011), the sample is part of the number and characteristics possessed by this population totaling 2,242,569 voters. Therefore, the sample in this study is a part of the population is taken as a source of data and can represent the whole population. Thus the sample in this study is selruh residents in Riau Province that has the right to vote as many as 380 respondents. Data collected by using one) interview, as the technique of direct communication addressed to the respondent; 2) questionnaire, a list of questions prepared in the form of a simple method question closed; and 3) Observe, observe the activities of

companies linked to problem being studied. While the method of data analysis used in this research is using Path Analysis. Variable measurement model Brand Personality, Sales Promotion, Brand Equity and Decisions Choose, use Interval Scale (Likert Scale), as well as the significance test with Test Validity and Reliability.

IV. RESULTS AND DISCUSSION

Descriptive analysis performed referring to each of the variables that exist in the studied variables as follows: Through total score responses from 10 statement filed on Brand Personality variables, it can be seen that the response respondents about Brand Personality included in the category of "Good". Likewise with through total score responses from 10 statement filed regarding brand equity variables, it can be seen that the response respondents about Brand Equity included in the category of "Good". Meanwhile, through the amount of feedback score of 5 statement filed regarding variable Decisions Selects, it can be seen that the responses of respondents regarding Decision Choosing included in the category of "Not Good". Furthermore, to test the hypothesis of this study can be described as follows:

1. Effect of Brand Personality (X1) Against Sales Promotion (X2).
Based on the results of the calculation of the value of the path coefficients using SPSS 19.0 and LISREL 8.70, the value of the coefficient and t-test is as

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.715	1.283		11.468	.000
	Brand Personality (X1)	.555	.036	.618	15.281	.000

a. Dependent Variable: Sales Promotion (X2)

follows.
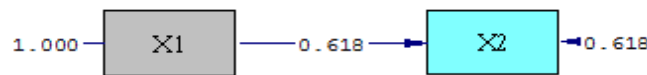
Once the path coefficient is obtained, then the influence of Brand Personality (X1) to Sales Promotion (X2) can be determined by multiplying the path coefficient of the correlation matrix between variables because X1 with X2 causal variables. $\rho X2X1 = 0.618 \times 0.618 = 0.382 \times 100\% = 38.2\%$. Having in mind the influence of the independent variable on the dependent variable, then the next test to see if a variable partial Brand Personality (X1) significantly affects the variable Sales Promotion (X2) using t-test two parties. Based on the above table, it is known that Brand Personality (X1) significantly affects the variable Sales Promotion (X2) for t-count value is greater than t-table or 15.281> 1.966.

2. Effect of Brand Personality (X1) Against Brand Equity (Z)
Based on the results of the calculation of the value of the path coefficients using SPSS 19.0 and LISREL 8.70, the value of the coefficient and t-test is as

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.205	1.137		8.978	.000
	Brand Personality (X1)	.657	.032	.724	20.423	.000

a. Dependent Variable: Brand Equity (Z)

follows:
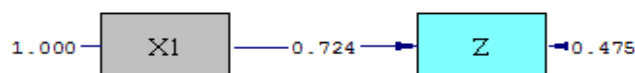
Once the path coefficient is obtained, then the influence of Brand Personality (X1) to Brand Equity (Z) can be determined by multiplying the path coefficient of the correlation matrix between the variables because the variables X1 due to Z. $\rho ZX1 = 0.724 \times 0.724 = 0.524 = 52.4\%$. Having in mind the influence of the independent variable on the dependent variable, then the next test to see if a variable partial Brand Personality (X1) significantly influence the Brand Equity variable (Z) using t-test two parties. Based on the table above, it is known that Brand Personality (X1) significantly influence the Brand Equity variable (Z) because the value t

count bigger than t-table or 20.423> 1.966.

3. Effect of Brand Personality (X1) Decision Against Choose (Y)

Based on the results of the calculation of the value of the path coefficients using SPSS 19.0 and LISREL 8.70, the   obtained   value   of   the   coefficient   and   t-test   is   as

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.268	.694		6.150	.000
	Brand Personality (X1)	.358	.020	.684	18.243	.000

a. Dependent Variable: Keputusan Memilih (Y)

follows:
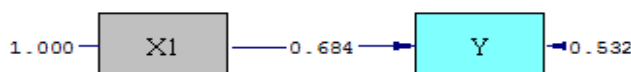
Once the path coefficient is obtained, then the influence of Brand Personality (X1) to the Decision Choose (Y) can be determined by multiplying the path coefficient of the correlation matrix between the variables X1 because the causal variables Y. $\rho YX1 = 0.684 \times 0.684 = 0.468 = 46.8\%$. Furthermore, the partial test to see if a variable Brand Personality (X1) significantly affects the variables using t-test two parties, it is known that Brand Personality (X1) significantly affects the variable Decree Choose (Y) because the t-count value is greater than t-table or 18.243> 1.966.

3. Effect of Sales Promotion (X2) Against Brand Equity (Z)

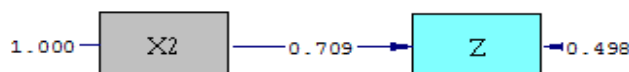Based on the results of the calculation of the value of the path coefficients using SPSS 19.0 and LISREL 8.70, the   obtained   value   of   the   coefficient   and   t-test   is   as

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.687	1.265		6.868	.000
	Sales Promotion (X2)	.716	.037	.709	19.520	.000

a. Dependent Variable: Brand Equity (Z)

follows:

Once the path coefficient is obtained, then the influence of Sales Promotion (X2) on Brand Equity (Z) can be determined by multiplying the path coefficient of the correlation matrix between variables because X2 with variable due to Z. $\rho ZX2 = 0.709 \times 0.709 = 0.502 = 50.2\%$. The next test to see if a variable partial Sales Promotion (X2) significantly influence the Brand Equity variable (Z) using t-test two parties and the results of t-count value is greater than t-table or 19.520> 1.966.

3. Effect of Sales Promotion (X2) Decision Against Choose (Y)
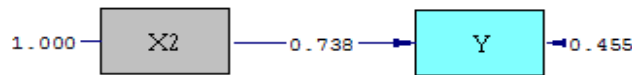
Based on the results of the calculation of the value of the path coefficients using SPSS 19.0 and LISREL 8.70, the   obtained   value   of   the   coefficient   and   t-test   is   as

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.076	.698		2.975	.003
	Sales Promotion (X2)	.430	.020	.738	21.278	.000

a. Dependent Variable: Keputusan Memilih (Y)

follows:

Once the path coefficient is obtained, then the influence of Sales Promotion (X2) on Brand Equity (Z) can be determined by multiplying the path coefficient of the correlation matrix between variables because X2 with variable due to Z. ρZX2 = 0.709 x 0.709 = 0.502 = 50.2%. The next test to see if a variable partial Sales Promotion (X2) significantly influence the Brand Equity variable (Z) using t-test two parties and the results of t-count value is greater than t-table or 19.520> 1.966.

3. Effect of Sales Promotion (X2) Decision Against Choose (Y)

Based on the results of the calculation of the value of the path coefficients using SPSS 19.0 and LISREL 8.70, the obtained value of the coefficient and t-test is as

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.110	.573		1.938	.053
	Brand Equity (Z)	.472	.017	.818	27.682	.000

a. Dependent Variable: Keputusan Memilih (Y)

follows:
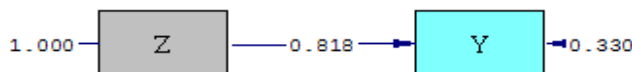
Once the path coefficient is obtained, then the influence of Brand Equity (Z) to the Decision Choose (Y) can be determined by multiplying the path coefficient of the correlation matrix between variables because Z with variable due to Y. ρYZ = 0.818 x 0.818 = 0.670 = 67.0%. Furthermore, the partial test to see if a variable Brand Equity (Z) significantly affects the variable Decree Choose (Y) using t-test two parties and the results of t-count value is greater than t-table or 27.682> 1.966.

3. Effect of Brand Personality (X1), Sales Promotion (X2), and Brand Equity (Z) Decision Against Choose (Y)

Here is the result of the calculation of decomposition model using LISREL 8.70 is as follows:
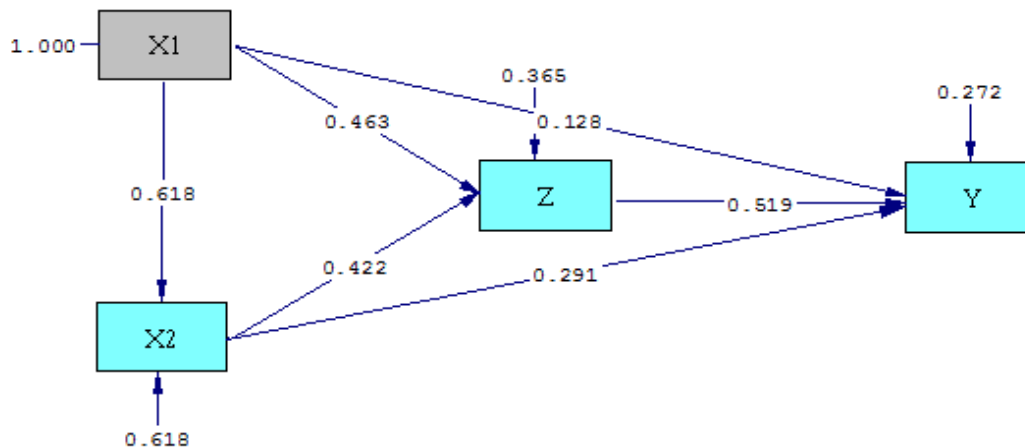

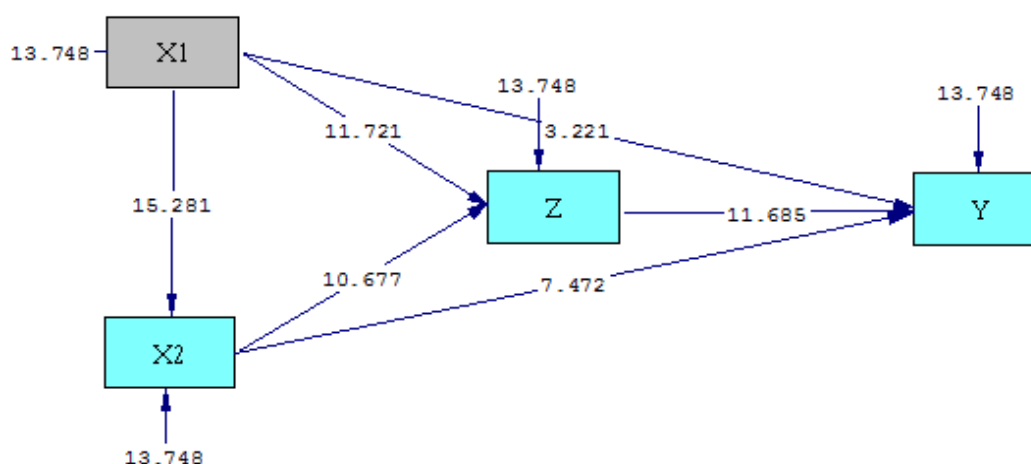Figure 1. Structural Decomposition Path

Figure 2. Diagram t-values Decomposition

From the diagram path and t-values above, it is known that the effect of Brand Personality (X1), Sales Promotion (X2), and Brand Equity (Z) to the Decision Choose (Y) of 72.8% and the remaining 27.2% is the influence from other factors not examined in this study. Furthermore, to test the hypothesis can simultaneously obtained the result that F count> F table (335.451> 2,629) to fit the criteria of simultaneous test is rejected H0, meaning that Brand Personality (X1), Sales Promotion (X2), and Brand Equity (Z) effect the decision significantly to Choose (Y).

IV.   CONCLUSION

1. Brand Personality significant effect on Sales Promotion with the influence of 38.2%
2. Brand Personality significantly influence the Brand Equity, with great influence 52.4%
3. Brand Personality significant effect on Decision Selects, with great effect by 46.8%
4. Sales Promotion significantly influence the Brand Equity, with great influence 50.2%
5. Sales Promotion significantly influence Prefer Decision, with the influence of 54,5%
6. Brand Equity significant effect on Decision Selects, with great effect by 67.0%
7. Brand Personality, Sales Promotion and Brand Equity significant effect on Decision Choosing the influence of 72.8%

REFERENCES

Aaker, J. L. (1997). "Dimensions of brand personality". Journal of Marketing Research, 34 (August), 347-356.

Aaker, J. L., V. Benet-Martinez, and J. Garolera. (2001). "Consumption symbols as carriers of culture: A study of Japanese and Spanish brand personality constructs". Journal of Personality and Social Psychology, 81 (3), 492-508

Adman Nursal. 2004. Political Marketing: Strategies Winning the elections. Jakarta: Gramedia Pustaka Utama.

Ahmad, Anees and K. S. Thyagaraj, (2014), Applicability of Brand Personality Dimensions Across Cultures and Product Categories: A Review, Global Journal of Finance and Management, ISSN 0975-6477, Volume 6, Number 1, pp. 9-18

Arora, Raj and Charles Stoner, (2009), A mixed method approach to understanding brand personality, Journal of Product & Brand Management 18/4, 272-283.

Avis, Mark., (2012), Brand personality factor-based models: A critical review, the Australian Marketing Journal 20, 89-96.

Azoulay, A. and Kapferer, J. N. (2003) Do brand personality scales really measure brand personality? Journal of Brand Management 11 (2): 143-155.

Batra, R., D. R. Lehmann, and D. Singh. (1993). "The brand personality component of brand goodwill: Some antecedents and consequences". In D. A. Aaker and A. L. Biel (Eds.), Brand equity and advertising (pp. 83-96). London: Lawrence Erlbaum Associates.

Bauer, H., R. Mader, and T. Keller. (2000). "An investigation of the brand personality scale. Assessment of validity and implications with regard to brand policy in European cultural domains ". Proceedings of the Academy of Marketing Science Multicultural Conference, September 17 to 20, Kowloon, Hong Kong.

Bosnjak, M. , Bochmann, V. and Hufschmidt, T. (2007) Dimensions of brand personality attribu¬tions: A person-centric approach in the German cultural context. Social Behavior and Personality 35 (3): 303-316.

Caprara, G. V. , Barbaranelli, C. and Guido, G. (2001) Brand personality: How to make the metaphor fit? Journal of Economic Psychology 22 (3): 377-395.

Clow, Kenneth E. & Baack, Donald, (2002) "Integrated Advertising, Promotion and Marketing" International Journal of Banking Marketing, Vol. 13 No. 3 p 12-17.

Cravens, David W. & Nigel F. Piercy, (2006), Strategic Marketing, Eighth Edition, McGraw-Hill Irwin, Boston.

Dawes, John (2008), "Do Data Characteristics Change According to the number of scale points used? An experiment using 5-point, 7-point and 10-point scales," International Journal of Market Research, 50 (1), 61 -77.

Firmanzah. 2007. Political Marketing: Between Marketing and Realities. Jakarta: Yayasan Obor Indonesia.

Fournier, S. 1994, the Consumer and their brands: develop ing relationship theory in consumer research, Journal of Consumer Research, Vol. 24, March, pp 343-373

Geuens, Maggie., Bert Weijters and Kristof De Wulf, (2009), A new measure of brand personality, Intern. J of Research in Marketing 26: 97-107.

Guzman, Francisco and Vicenta Sierra (2009), A Political Candidate's brand image scale: Are political candidates ?, brand Brand Management, Vol. 17.3.207-217.

Jana, Sudipto., Jyoti Ranjan Das, Manoranjan Dash, (2014), Brand Personality Modeling Using Structural Equation Modeling, IJMT, Vol. 4 Issue 8, ISSN: 2249-1-58.

Katrina Sabo (2008), "Analysis of Brand Equity Candidates for Governor and Deputy Governor of Lampung Province On Direct Pilgub Year 2008 from the Perspective of Political Marketing

Ke Xue (2007). "An influence of research on brand personality to perceived quality". International journal of bussiness and management.

Keller, K. L. (2003). Conceptualizing, measuring and managing customer-based brand equity. Journal of Marketing, 57, 1-22.

Keller, K. L. (2006). Branding and brand equity. In B. A. Weitz and R. Wensley (Eds.), Handbook of marketing. London: Sage.

Keller, Kevin Lane, (2003), Strategic Brand Management: Building, Measuring, And Managing Brand Equity, Second Edition, Pearson Prentice Hal, New Jersey.

Keller, Kevin Lane. (1993), Conceptualizing, Measuring, and Managing Customer-Based Equity, Journal of Marketing, Vol. 57, No. 1 go, Jan., pp. 1-22.

Khalifa, Azaddin Salem, (2004), Customer Value: A Review of Recent Literature and An Integrative Configuration, Management Decision, Vol. 42, No. 5, pp. 645-666.

Klein, J. G. and R. Ahluwalia. (2005). "Negativity in the evaluation of political candidates". Journal of Marketing, 69 (1), 131-142.

Kotler, P. and N. Kotler. (2000). "Generating effective candidates, campaigns, and causes." In B. I. Newman (Ed.), Handbook of political marketing (pp. 3-19). Thousand Oaks, CA: Sage.

Kotler, Philip and Armstrong, Gary, (2004), Principles of Marketing, Tenth Edition, Pearson Prentice Hall, New Jersey.

Kotler, Philip and Gary Armstrong (2006) "Principles of Marketing" Eleventh Edition, Pearson Prentice Hall, New Jersey.

Kotler, Philip and Kevin Lane Keller (2006) "Marketing Management" Twelfth Edition, Pearson

Kotler, Philip and Kevin Lane Keller (2006) "Marketing Management" Twelfth Edition, Pearson

Kotler, Philip. (2001). Marketing Management in Indonesia the Indonesian edition. Jakarta: PT. Salemba Four.

Lees-Marshment (2005) "political marketing" principles and application. Routledge, Aukland University

Likert, Rensis (1992), "A Technique for the Measurement of Attitudes", Archives of Psychology 140.

Lovelock, Christopher H & Lauren. K. Wright, (2002), Principles of Service Marketing and Management, Second Edition, Prentice Hall International Inc., New Jersey.

Political Marketing Through Mass Media In Election 2009: Analysis From the Theory of Agenda Setting Theory And Spiral Of Silence http://gunheryanto.blogspot.com

Martinez, Eva & Jose M. Pina, (2003), The Negative Impact of Brand Extensions on Parent Brand Image, Journal of Product & Brand Management, Vol. 12., No. 7, pp. 432-448.

Massie, Lisa & Anderson, Christina L (Integrating Communication; Ideal Is Achievable? Corporate Communications: An International Journal Vol. 8, No. 4 p 223-228.

Milas, Goran and Boris Mlacic, (2007), Brand personality and human personality: Findings from Croation ratings of familiar brands, Journal od Business Research 60, 620-626.

Morling, Miriam S & Lars Strannegard, (2004), Silence of the Brands, European Journal of Marketing, Vol. 38, No. 1/2, pp. 224-238.

Muniz, Karlan Muller and Renato Zancan Marchetti, (2012) Brand personality dimensions in the Brazilian context, BAR, Rio de Janeiro, v. 9, n. 2, art. 3, pp. 168-188.

Myers, Chris A., (2003), Managing Brand Equity: A look at The Impact ofAttributes, Journal of Product & Brand Management, Vol. 12, No. 1, pp. 39-51.

Newman, Bruce I and Perloff, Richard M, (2004) Political Marketing: "Theory, Research and Applications, in

Kaid, Lynda Lee, Handbook of Political Communications Research, (London: Lawrence Erlbaum Associates Publishers,), H.24

Newman, Bruce., (1999) "The Mass Marketing of Politics Democracy in an Age of Manufactured Images", (London, New Delhi: Sage Publications,), h. 3

Piere Valleta, Haythem Guizani & Dwight Merunka, (2009) "the impact of brand personality and sales promotion on brand equity" Journal of bussineess research

Prihatmoko, J. Joko. Regional Head Election 2005. Direct Philosophy, System, and Application Problem in Indonesia. Yogyakarta: Student Library.

Ramaseshan, B. & Tsao, H, (2007), the moderating effects of the brand concept on the relationship between brand personality and perceived quality, Journal of Brand Management, 14 (6), 458-466.

Sargeant, Adrian., John B. Ford and Jane Hudson, (2008), Charity Brand Personality: The Relationship With Giving Behavior, Nonprofit and Voluntary Sector Quarterly, vol. 37, no. 3, September 2008 468-491

Schiffman, L.G., and L.L. Kanuk. (2002). Consumer Behavior. 7th edition. New Jersey: Prentice Hall.

Siavoshani, Emeliya Ghorbani, et al, (2014), A study on the effects of service quality on brand personality: Evidance from Hotel Industry, Management Science Letters 4, 1547-1550.

Sinaga, Verawati (2008) "Effects of Brand image (Brand Image) Against Consumer Purchase Decision Process (A Study on User Avon Cosmetics Brands In Bandung)".

Smith, Gareth, (200), Conceptualizing and Testing Brand Personality in British Politics, Journal of Political Marketing, 83, 209-232.

Smith, I. G. (2005). Politically significant events and their effect on the image of political parties: A conceptual approach. Journal of Political Marketing, 4 (2-3), 91-114.

Sugiono, (2008), "Business Research Methods: Quantitative Approach, Qualitative and R & D" Alfabeta: Bandung

Sung, Yongjun. and Jooyoung Kim, (2010), Effects of Brand Personality on Brand Trust and Brand Affect, Psychology & Marketing, Vol. 27 (7): 639-661.

Sweeney, Jillian C. and Carol Brandon, (2006), Brand Personality: Exploring the Potential to Move from Factor Analytical to Circumplex Models, Psychology & Marketing, Vol. 23 (8): 639-663.Venetis, Karin A & Ghauri, Pervez N. (2004) "Service Quality and Customer Retention : Building Long-Term Relationships", European Journal of Marketing, Vol. 38, No. 11/12, pp. 1577-1598.

Widji Astuti, (2008) "The Role of Political Marketing Convince Voters Candidates In On Election Malang" National Conference on Management Research 2008 Makassar, November 27, 2008.

Winarno, Budi. 2002. "Theory and Public Policy Process". Med Press.

Yoo B, Donthu N, Lee S. An examination of selected marketing mix elements and brand equity. Mark J Acad Sci 2000; 25 (2): 195-211. Valette-Florence P. et al. / Journal of Business Research xxx (2009) xxx-xxx 5

Yoo B, Donthu N. Developing and validating multidimensional consumer-based brand equity scale. J Bus Res 2001; 52 (1): 1-14.

Youl Ha, Hong, (2004) "Factors Influencing Consumer Perceptions of Brand Trust online, Journal of Product & Brand Management, Vol. 13, No. 5, pp. 329-342.

Zethalm and Binner (2006) "Episodic, Extended And Continuous Service Encounters: A Theoretical Framework". Graduate School of ManagementThe University of Queensland