International Journal of Multicultural and Multireligious Understanding

http://ijmmu.com
editor@ijmmu.com
ISSN 2364-5369
Volume 9, Issue 3
March, 2022
Pages: 141-159

Voting Decision of Generation Z as Novice Voter in the 2019 Presidential Election in Pekanbaru City

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http://dx.doi.org/10.18415/ijmmu.v9i3.3552

Abstract

The democratic process, especially in Indonesia, has changed the general election system into a direct democratic system, where political candidates are directly involved in political marketing and the decision to vote is in the hands of the people. The people choose which political candidates are in accordance with their choices and expectations. This requires political candidates to carry out tactical but strategic and innovative political marketing. It is hoped that political marketing carried out by political candidates is in accordance with the expectations of the people as political participants in the general election. One of the political participants who will give their voting rights is the novice voter. This study aims to examine the analysis of the influence of the political marketing mix on the decision to elect novice voters for the presidential and vice presidential elections to FEB students at the University of Riau. The analysis technique used is multiple linear regression. The number of samples to be taken as many as 145 respondents with purposive sampling method. Data was collected by distributing questionnaires. Based on the results of the study, it was found that the Political Marketing Mix Variables were Political Products, Political Promotions, Political Prices, and Political Distributions had a effects on the decision to elect First-Time Voters in the Presidential and Vice Presidential elections in students of the faculty of economics and business University of Riau.

Keywords: *Political Marketing Mix; Political Products; Political Promotion; Political Prices; Political Distribution; Voting Decision*

Introduction

Indonesia's political life is inextricably linked to the "trends" that are taking place throughout the rest of the world. General elections are one of the most important foundations of a democratic society's accumulation of the people's will. Elections are also a democratic mechanism for selecting leaders in a democratic country. An important feature of democracy today is a modern conception of it, which holds that the conducting of free and periodic General Elections is the most important condition for a political system in order for it to qualify as a democratic system (Schumpeter, 2013).

The democratic process that directly affects the general election system, particularly the election of the president and vice president, is necessary to ensure that the people make their own choices, which is expected to improve both the quality of people's welfare and the quality of democracy in Indonesia. Following the reform, there has been a major shift in Indonesia's perspective toward politics. The primary objective of the democratic party's presidential and vice-presidential candidates is to win the popular vote and thus the political competition. In this instance, in order to garner support from prospective voters, the presidential and vice-presidential candidates collaborate to develop a business and tactics that are distinct from those of their opponents, hence increasing the proclivity to vote for political participation.

The millennial generation is represented by one of these political participants. This generation, known as the millennials, has dominated the productive age and has become a political point of controversy. In 2019, millennials are expected to account for 44.7 % of Indonesia's total voters. Young voters, without a doubt, belong to the millennial generation. Young voters in the general election represent a new generation of voters who differ from past generations in terms of personality traits, backgrounds, experiences, and challenges. This generation is deeply affected by improvements in information technology, and they are knowledgeable at using modern technological tools such as smartphones, computers, tablets, and other devices. They are also adept at using social media platforms and networks such as Twitter, Facebook, LinkedIn, Instagram, and YouTube. They are eager to learn new things and are capable of doing so critically and independently. According to Primandha Sukma Nur Wardhani (2018), elections must be thoroughly understood, particularly in order to prepare smart, critical, and future-oriented young voters.

Ambarwati and Rahardjo (2018) reveal 4 characteristics of the millennial generation, namely:

1. Their ability to access information technology is better than the previous generation. This is one place to socialize election activities. Social media is a part of their daily life. The internet has become a source of information and knowledge for them.
2. Millennials have more courage to innovate. They are more motivated to create start-ups or start new businesses. Because it is part of the challenge that makes their adrenaline flow.
3. The millennial generation prefers independence and self-sufficiency. This independence is a need that is born from a lifestyle that wants to be more free and independent in doing things.
4. Millennials prefer something instant.

However, even though this millennial generation has characteristics that are more advanced than the previous generation, in terms of elections, there are still many millennials who do not use their voting rights. The survey conducted by Jeune & Racord Communication on March 10-16 to 1.200 respondents nationally using the multistage random sampling method through face-to-face interviews using a questionnaire stated that millennial abstentions are predicted to be above 40% (CNN Indonesia, 2019). The most common reasons why they feel they don't need to come to polling stations are 64.5% and 25.3% because they don't know the schedule for the presidential election.

Muhammad Asfar (in (Wulandari & Tinov, 2017)) suggests the factors that cause non-voting or white groups, including:

1. Psychological factors, which are present in an intolerant, authoritarian, indifferent personality, feelings of insecurity, feelings of worry, lack of personal responsibility, and the like.
2. The political system adopted by a country, because in general there is a positive influence between the levels of democracy of a country and the presence or absence of elections in that country, in addition to the process of implementing the general election itself.
3. Political trust, where the trust variable can explain the activity / inactivity.
4. Socio-economic background (education level, occupation, and income level).

Based on data from the Riau Province General Election Commission in 2019 it shows the high number of abstentions in Riau, one of which is in Pekanbaru City which has a total of 128,977 abstentions and the percentage of millennials who abstain reaches 40%, so it can be concluded from 128,977 abstentions in Pekanbaru, it is estimated that as many as 51,590 people are millennial voters who do not use their voting rights in elections and the rest are divided into other generation/age groups. There are millennials who are divided into novice voters and some are repeat voters. In fact, millennials have a fairly large number of abstentions.

According to Law no. 10 of 2008 in Chapter IV Article 19 paragraphs 1 and 2 as well as Article 20 states that what is meant by novice voters are Indonesian citizens who on election day or voting are Indonesian citizens who are 17 years old or older or have/have been married who have the right to vote, and previously did not include voters because of the provisions of the Election Law. Furthermore, according to Azwar (in (Renciansyah, 2015)) novice voters are voters who are voting for the first time because they have just entered the voting age, namely aged 17 to 21 years. The age range of millennials belonging to the novice voters who took part in the presidential and vice presidential elections. The age range of 15-19 years in the city of Pekanbaru is 107.832. In this millennial age number, of course, there are those who choose abstentions and there are also those who use their voting rights in elections. In previous research conducted by Carlos et al. (2004) revealed that there are several reasons for novice voters not to vote, including:

1. Some of the novice voters think that voting is not something important. This is as a result of novice voters' distrust of the existing political system.
2. Because some of the novice voters are busy, so they don't have time to vote. At the time the election was held, novice voters actually had activities that were just as important as work, school and college schedules.
3. The mechanism for formulating party policies is not clear, the issues and topics raised in the election by candidates are less attractive to young voters and existing political promises are not related to social policies or are currently of public concern.
4. The candidate's vision cannot be accepted by all circles of society.
5. The role of the journalist community is to provide information that is not objective and in favor of one candidate.
6. Less popular.
7. Novice voters doubt the commitment of politicians because people are tired of false political promises, this distrust reduces the tendency of novice voters to vote.

Novice voters, as a new generation of voters, have different characteristics and personalities, as well as different origins, experiences, and challenges than prior generations of voters. In summary, developments in information technology have a strong impact on novice voters, and they are adept at using modern technological tools such as smartphones, laptops, and other devices. The number of new voters continues to rise, and they have a significant impact on the general election.

Novice voters from young people become a big market because the number is increasing every year, and these novice voters are also interesting because they have modern thoughts about politics, but there are also those who are actually apathetic towards politics. This is interesting and it will be investigated how political candidates can understand the tendency of young people's voting attitudes in making choices in the presidential and vice presidential elections. The Ministry of Home Affairs (*Kemendagri*) recorded that there were 5,035,887 novice voters in the 2019 Election (Andayani, 2019). This novice voter will be 17 years old from January 1, 2018 to April 17. This amount is about 2,5% of the total number of voters as many as 192 million people.

Novice voters are expected to be able to understand elections well. This election is a plan for the nation's future, novice voters are expected to participate in planning a better future process, namely by using their voting rights appropriately in order to reduce the number of abstentions as well, of course.

Novice voters who are indeed mostly young people/intellectual students are expected to have good insight, introduction, idealism regarding elections and can also make the right choices for certain candidates.

Novice voters have high enthusiasm but are still immature in making their political choices. The political choices of novice voters have not been influenced by realistic ideological motivations and are more driven by the context of the local political environment. Sometimes what brands choose is not what they expect.

Research conducted by Lestari EY and Arumsari N (2018) with the title "Political Participation of Novice Voters in the Election of Mayor of Semarang in Semarang City", shows that Novice voters do not have maximum readiness in making choices and there is no special preparation, the factors that influence Voters in determining their choice are influenced by the vision and mission when elected, the candidate's background, social factors or the candidate's closeness to the community, and performance on the job.

To win the competition in the world of politics, each candidate must choose the right strategy in winning the votes of potential voters. One strategy that can be used by political candidates is to use political marketing. The use of the concept of political marketing must have long-term goals and be applied continuously, so that the public as potential voters are able to assess and see whether political candidates have a good image.

Furthermore, Hennerberg defines political marketing as a development of commercial marketing (Ormrod, 2012). Another definition of political marketing is the strategy used by political actors including political parties and candidates to use and develop their strategies to achieve goals, winning elections (S. C. M. Henneberg, 2006).

According to Andrias and Nurohman (Andrias & Nurohman, 2013), political marketing is a sequence of organized operations, both strategic and tactical, with long- and short-term ramifications, aimed at spreading political meaning to voters. The objective is to form and evoke voters' expectations, attitudes, beliefs, orientations, and behavior in order for them to continuously vote for one party or candidate. Political marketing has several functions for political parties (Firmanzah, 2007), namely:

1. Analyzing market positions, namely to determine the perceptions and preferences of voters, both constituents and non-constituents towards election contestants.
2. Establish campaign objectives, marketing efforts, and resource allocation.
3. Identify and evaluate strategic alternatives.
4. Implementing strategies to target certain targeted segments based on existing resources.
5. Monitoring and controlling the implementation of strategies to achieve the objectives that have been set.

Political marketing refers to a fairly classic marketing concept, namely the 4P (Product, Price, Promotion, & Place) approach. By using this approach, political candidates can offer a strategy that can be seen by voters so as to gain political support and win political competition.

The main purpose of political marketing is how political actors can get support from the public by applying the methods and techniques that exist in marketing. The victory of a candidate is more determined by the accuracy in formulating a strategy based on an accurate analysis of the situation, conditions, and needs of the community, one of which is the factors that influence the decision to choose voters, especially novice voters.

This research was conducted on novice voters at the Faculty of Economics and Business, Riau University. This classification of novice voters is likely to exist in the 2019 freshmen. Based on data from PDDikti (Higher Education Database), the number of new students in the class of 2019 reached 6,627 spread across various faculties. For the Faculty of Economics and Business, new students who qualified

as many as 910 students. The reason for making 2019 new students of the Faculty of Economics and Business the target of this research is because these new students are likely to be novice voters in the 2019 presidential and vice presidential elections because certain classifications are based on the criteria for novice voters that have been stipulated by law.

The use of the political marketing mix concludes that political marketing does not only focus on political communication or political promotion, but rather on a comprehensive approach related to how political candidates can formulate their political products, make strategies in political promotion and communication, do political segmentation before distributing products. Politics that have been formulated to all levels of society who will become prospective voters in the general election. It is hoped that this political marketing will be able to provide guidelines for novice voters, especially young intellectuals and become one of the strategies that political candidates can use in transferring political messages to prospective voters in the hope that voters give their voting rights with good consideration and do not become abstentions.

Based on what has been explained, it is necessary to conduct further research on the influence of the political marketing mix, namely political products, political promotions, political prices, and political distributions that can influence the Voting Decision of novice voters in students of the economics and business faculty at the Riau University.

Literature Review

Political Products

According to Niffenneger (1989) and Henneberg (2003) political products are attributes attached to pairs of presidential and vice presidential candidates offered to participants in general elections. Political products according to Niffenneger in Firmanzah (2007) are described in 3 categories, including: 1) party platform, 2) past record (notes about things that were done in the past), 3) personal characteristics.

Society needs political products such as work programs, ideologies, hopes, and leadership figures that can provide a sense of certainty to face the future. Political products must be market-oriented, market orientation itself borrows concepts contained in marketing science.

The starting point in the preparation of political products is the community, and not the political candidates themselves. Political candidates must be able to offer political products that have more value, or at least differ from others.

O'Shaughnessy in Firmanzah (2007) gives several characteristics about political products, including:

1. Political parties sell intangible products.
2. Very closely related to the value system (*value laden*).
3. It contains promises and hopes for the future.
4. There is a vision and an attractive one.
5. The promised satisfaction is not immediately achieved, but the results can be enjoyed in the long term.
6. Uncertain and can be interpreted variously (multi-interpretable).

Meanwhile, Alwie (Alwie, 2020) measures political products using 9 (nine) indicators, which are as follows:

1. Platforms supporting political parties.
2. Records of the past (track record).
3. Formal education.

4. Certain age considerations.
5. Leading experience.
6. Good governance as a reflection of the aspect of openness.
7. Reflection of good morals.
8. The degree of ideological similarity.
9. Political promise.

Political Promotion

According to Jayanti (2015) political promotion is a way of promotion carried out by political institutions in the form of advertisements in building political slogans or jargon and images to be displayed.

Traditionally the promotion mix includes four elements, namely: advertising, sales promotion, publications/public relations, and personal selling. Meanwhile, Uyung Sulaksana (Sulaksana, 2015) divides the promotion mix into 5 elements, namely: advertising, direct marketing, personal selling, promotion, and public relations.

Wring in Setiyawan (2017) divides promotion into two types, namely by using paid and free media. Paid media are advertisements in the form of posters, forms that are distributed to the public or use primetime on television and radio. As for free media, such as polls that apply to the public. Wring also mentioned that apart from advertising, broadcasting, and direct mail, utilizing good public relations with related parties can provide added value in promoting political candidates.

Advances in information and communication technology along with the increasing use of the internet and the use of social media have also changed various ways of individual communication, not least in the world of politics.

Suprajang et al. (2017) define Social media is an online medium that allows its users to easily participate, share and create content. With the development of internet technology and many people in Indonesia who use social media such as Facebook, Twitter, Blogs, YouTube, and Instagram. The reasons for using social media as a promotional tool in politics are effectiveness and efficiency. The use of social media is considered effective in embracing a wide range of potential voters, especially novice voters who are close to social media.

Moreover, Hagar (2014) in Campaigning Online: Social Media in the 2010 Niagara Municipal Election, show that social media can contribute to political success.

In 2019 social media users in Indonesia reached 150 million or 56% of the total population (Wearesocial, 2019). The most use of social media is at a young age with a percentage of 70%-90%.

In addition, there is also a trend that uses celebrities or other artists in carrying out political promotions. Therefore, Kotler & Keller (2006) stated that "messages conveyed by interesting or popular sources can potentially achieve higher attention and memory". Celebrities who participate in the political promotion of certain candidates must be able to convey the political products of certain candidates, so that they can be conveyed properly to prospective voters.

Meanwhile, Alwie (2020) measures political promotion to convey political goals and programs using 10 (ten) indicators, namely the importance of promotional methods and media consisting of:

1. Advertising through television.
2. Advertising through the radio.
3. Advertising through newspapers.

4. Advertising through magazines.
5. Publication via television.
6. Publication by radio.
7. Publication through newspapers.
8. Publication through magazines.
9. Events debate.
10. Celebrities.

Further, Ardha (2014) conducted a research entitled "Social Media as a Media for Political Party Campaign 2014 in Indonesia" which tested how influential social media was as a medium for political campaigns in Indonesia. Moreover, Ardha in her research measures political promotion on social media which consists of:

1. Publication via Facebook to convey political goals and programs.
2. Publication via Twitter to convey political goals and programs.
3. Publication via YouTube to convey political goals and programs.
4. Publication via Blog to convey political goals and programs.

Political Price

According to Niffenneger in Firmanzah (2012) the price in political marketing includes economic, psychological, and national image.

1. Economic prices are related to the costs incurred in a series of political marketing processes (advertising, publications, campaign meeting costs, etc.). In this study, the economic price in question is an analogy to how big/small the costs incurred during the political campaign are.
2. Psychological value refers to the price of psychological perceptions, for example whether voters are comfortable with the background of the candidate (ethnicity, religion, education, etc.).
3. The value of the national image is intended to refer to whether voters feel that the candidate can give a positive image of a region and can be a source of pride for them.

According to Niffenneger (1989) making the price of opposing political products more expensive (more risky) is a strategy that can be used by candidates to gain public support, because prospective voters will choose candidates who have a relatively lower risk and price. Alwie (2020) measures political prices using 3 (three) indicators, which are as follows:

1. Economic price.
2. Psychological Price / Value of Custody.
3. Image/National image.

Political Distribution

According to Firmanzah (2012) place is closely related to the way in which a party is present or distributed and its ability to communicate with prospective voters. Distribution in political marketing is closely related to the mechanism for the reach of political products to even remote areas. Political candidates can identify the mapping of potential voters based on geography, demographics, and voter alignments.

Geographical mapping can be done by how to identify voters based on community distribution. Demographic mapping can be done by identifying voters based on age, age, education level, etc. Mapping in favor of voters can be done by identifying the number of floating masses and the number of potential voters who are likely to abstain, as well as identifying the quantity of supporters of political candidates.

Media selection, visits of political candidates to regions can also be categorized in political distribution. Wring in Setiyawan (2017) measures political distribution using 3 (three) indicators, namely as follows:

1. *Local Network* are local actions that have been or are being carried out by candidates, candidate success teams, and party cadres who carry the candidate's name with the aim of establishing a relationship between the candidate and the voting community, so as to form a positive image of the candidate himself.
2. *Canvassing* is an effort to measure the masses and collect them in existing ballots based on criteria made by the party/candidate.
3. *Tour Leader* includes the involvement of party cadre candidates, as well as campaign teams in community activities. This can be in the form of visits or gatherings of candidates in both social and religious organizations.

Furthermore, Alwie (2020) measures political distribution using 3 (three) indicators, which are as follows:

1. Direct meeting of political candidates with participants.
2. Indirect interaction with political candidates with participants.
3. Political interactions by other parties for political candidates.

Voting Decision

According to Boone & Kurtz (1995) the decision to choose politics is the possibility to choose. Kotler & Armstrong (Kotler & Amstrong, 2008) argue that as well as in purchasing decisions, choosing decisions also have a series of processes that underlie the selection decisions, namely starting from need recognition, information search, evaluation of alternatives, purchase decisions and post-purchase behavior. Shciffman & Kanuk (2010) define the decision process, namely that when a person has a choice between buying or not buying, choosing between brands X and Y, or choosing to spend on goods A or B, then that person can be said to be in a state of making decisions.

According to Kotler (2003) there are four models of consumer response stages in deciding their choice, which Kotler calls the "*response hierarchy models*". The four models are the AIDA model, the hierarchy of effects model, the Innovation-Adoption Model, and the Communication model.

In relation to the decision to choose, the Attention, Interst, Desire and Action (AIDA) model is used, which is based on the fact that the AIDA model plays an important role in explaining the choice decision process, as well as the stages in AIDA. This concept was developed by E.K. Strong as quoted by Boone & Kurtz (1995), which aims to explain the stages that consumers go through, starting from the stage of paying attention (Cognitive Stage), then being interested/interested and having a desire/desire (Affective Stage), which then ends in an action to decide (Behavior Stage). Alwie (2020) measures the decision to vote by 4 (four) indicators, which are as follows:

1. The attention given by the voters, namely whether the participants have any attention to the campaign for the presidential and vice presidential candidates.
2. Voter interest, namely whether participants have an interest in voting due to the benefits offered by the presidential and vice presidential candidate pairs.
3. The emergence of desire/desire to vote, namely whether participants have the desire to take action to choose the pairs of candidates for president and vice president offered.
4. The act of selecting a candidate pair, namely whether the participant will vote for the presidential and vice presidential candidate pairs.

Kotler & Armstrong (in (Ali et al., 2013)) measure purchasing decision indicators in 5 stages: need recognition, information search, evaluation of various alternatives, purchase decisions, and post-purchase behavior.

Implementation Method

Research Type and Design

The type of research used in this research is descriptive quantitative. This study aims to determine the effect of exogenous variables, namely Political Products (PDP) (X1), Political Promotions (PMP) (X2), Political Prices (HP) (X3), Political Distribution (DP) (X4) on the endogenous variable, namely Voting Decisions (KM) (Y1).

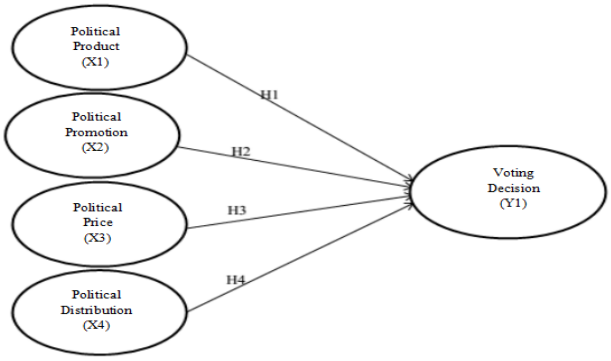

Figure 1 Research Framework

Research sites

This research was conducted at the Faculty of Economics and Business, University of Riu in Pekanbaru City. It is known that the number of Novice Voters represented by new students at the Faculty of Economics and Business in 2019 (aged 17-21 years) was 910 people. This can illustrate that the number of Novice Voters in the Faculty of Economics and Business has quite a large number so it is important to see their voting behavior in the presidential and vice presidential elections.

Types of The Data and Sources

The types and sources of data contained in this study consist of:

1. Primary data

In this study, researchers obtained primary data by distributing questionnaires directly to respondents who had become objects in this study. Primary data collected includes respondent identity data (gender, age, major, age and respondent response data to political products, political promotions, political prices, political distribution, and decisions to vote of novice voters.

2. Secondary data

The secondary data used in this research are literature books, journals, and articles related to political marketing theory and voting decisions.

Population and Sample

The sampling technique in this research is Non-Probability Sampling. According to E.M. Sangadji and Sopiah (2010) Non-Probability Sampling is Sampling techniques that do not provide equal opportunities/opportunities for each element or member of the population to be selected as samples. In this study, the sample to be taken is new and active students of the Faculty of Economics and Business who are novice voters in the 2019 presidential and vice presidential elections, aged 17-21 years at the time of the election.

The number of samples taken in this study using the Hair et al formula, this is because the total population is unknown or infinite. The following Hair formula is used for sample calculations:

Minimum sample = Number of indicators x 5
= 29 x 5
= 145
Maximum sample = Number of indicators x 10
= 29 x 10
= 290
The number of representative samples in this study are:
Representative sample = 29 X 5
= 145

With reference to the calculation above, the number of samples used in this study were 145 respondents belonging to the Novice Voters group at the Faculty of Economics and Business, University of Riau.

Method of Collecting Data

The data collection methods used in this study were carried out, namely:

1. The researcher distributed questionnaires to 145 respondents containing the characteristics of respondents, the influence of political products, political promotion, political prices, political distribution on the decision to choose novice voters at the Faculty of Economics and Business. In filling out the questionnaire, the researcher helped and guided the respondents in filling out the questionnaire.

2. Documentation is done by reading, understanding, studying literature books, journals, and articles related to political marketing, voting behavior, and the decision to vote for novice voters.

Research Instruments

In this study, a structured questionnaire was used, where the questionnaire in this study was given directly to the respondents in the form of closed statement items to measure the research variables. In filling out the questionnaire, respondents only answered by choosing one of the answers provided. The measurement scale used is a Likert scale.The Likert scale is a scale that can be used to measure a person's attitudes, perceptions, and opinions about an event or social situation, where the variables to be measured are translated into variable indicators and then the variable indicators are used as a starting point for compiling statement items. The form of the scale in the closed questionnaire used in this study uses a Likert scale with a standard scale of 1 to 5.

The average interval of statements per respondent variable ranging from 1.00-1.79 with the criteria of "Strongly Disagree" to 4.20-5.00 with the criteria of "Strongly Agree". The statement items in this study consist of positive statement items.

Data Analysis Method

Analysis of the data used in this study is Partial Least Square (PLS) using WarpPLS software version 7.0. According to Ratmono & Sholihin (2013), the WarpPLS program can identify non-linear relationships between latent variables and correct path coefficient values based on these relationships.

PLS analysis has two models, namely the Outer Model and the Inner Model. The Outer Model (measurement model) specifies the relationship between latent variables and their indicators. Several tests in the Outer Model include Convergent Validity, Discriminant Validity, Composite Realiability and Cronbach's Alpha. While the Inner Model (structural model) is carried out to ensure that the structural model built is accurate.

Results and Discussion

Evaluation of Measurement Model (Outer Model)

Convergent Validity Test

The statistical test in this study used the Kolmogorov-Sminornov (KS) non-parametric statistical test. The following are the results of the residual normality test using the Kolmogorov Smirnov test.

Table 1 The Results of Loading Factor

Indicator	Product	Promotion	Price	Distribution	Decision
PDP1	0.737				
PDP2	0.831				
PDP3	0.793				
PDP4	0.724				
PDP5	0.843				
PDP6	0.801				
PDP7	0.800				
PDP8	0.808				
PDP9	0.750				
PMP1		0.840			
PMP2		0.874			
PMP3		0.820			
PMP4		0.822			
PMP5		0.754			
PMP6		0.863			
PMP7		0.759			
PMP8		0.807			
PMP9		0.720			
PMP10		0.736			
PMP11		0.858			
PMP12		0.819			
PMP13		0.821			
PMP14		0.857			
HP1			0.861		
HP2			0.720		
HP3			0.875		
DP1				0.821	
DP2				0.865	
DP3				0.869	
KM1					0.830
KM2					0.843
KM3					0.823
KM4					0.856

Source: Researcher Processed Data, 2021

In the data from the table above, through the convergent validity test, the loading factor value is above 0.70, which means that all indicators in the study meet the convergent validity criteria and are declared valid.

The following below are the results of the Average Variance Extracted test.

Table 2 Results of Average Variance Extracted

Product	Promotion	Price	Distribution	Decision
0.622	0.659	0.675	0.726	0.703

Source: Researcher Processed Data, 2021

In the table above, it can be seen that the value of each research variable is above 0.50. The conclusion is that each variable is declared valid and has met the test criteria.

Discriminant Validity Test

The discriminant validity test in this study was only a test by looking at the value of Cross Loading. The following are the results of the discriminant validity test through the Cross Loading value.

Table 3 Cross Loading Results

Indicator	Product	Promotion	Price	Distribution	Decision
PDP1	**0.737**	-0.084	-0.087	0.117	-0.062
PDP2	**0.831**	-0.101	0.055	0.019	0.004
PDP3	**0.793**	0.145	0.026	-0.124	-0.051
PDP4	**0.724**	0.100	-0.014	-0.097	0.055
PDP5	**0.843**	0.056	0.063	-0.002	-0.076
PDP6	**0.801**	-0.148	-0.086	0.020	0.104
PDP7	**0.800**	-0.148	-0.166	-0.028	0.274
PDP8	**0.808**	-0.059	-0.163	0.132	-0.004
PDP9	**0.750**	0.260	0.384	-0.042	-0.256
PMP1	0.124	**0.840**	-0.022	0.157	-0.040
PMP2	-0.003	**0.874**	-0.013	0.006	-0.044
PMP3	-0.166	**0.820**	-0.350	-0.065	0.242
PMP4	-0.170	**0.822**	-0.260	-0.028	0.248
PMP5	0.047	**0.754**	0.360	-0.035	0.050
PMP6	-0.087	**0.863**	0.042	-0.057	0.091
PMP7	-0.038	**0.759**	-0.107	-0.229	0.128
PMP8	-0.096	**0.807**	-0.161	-0.124	0.201
PMP9	0.192	**0.720**	0.259	0.037	-0.008
PMP10	-0.064	**0.736**	0.051	0.088	-0.207
PMP11	0.002	**0.858**	0.177	0.114	-0.183
PMP12	0.133	**0.819**	0.090	0.010	-0.185
PMP13	0.087	**0.821**	-0.049	0.169	-0.160
PMP14	0.055	**0.857**	0.029	-0.055	-0.126
HP1	-0.040	0.171	**0.861**	0.015	-0.200
HP2	-0.107	0.092	**0.720**	0.024	-0.062
HP3	0.127	-0.244	**0.875**	-0.035	0.248
DP1	-0.004	-0.087	0.082	**0.821**	0.048
DP2	-0.155	0.009	0.069	**0.865**	-0.142
DP3	0.158	0.073	-0.146	**0.869**	0.095
KM1	0.121	0.012	0.028	0.103	**0.830**
KM2	-0.019	0.197	-0.100	-0.041	**0.843**
KM3	0.055	-0.217	-0.002	-0.085	**0.823**
KM4	-0.151	0.003	0.073	0.022	**0.856**

Source: Researcher Processed Data, 2021

Based on the table above, the results show that the indicator of the variable itself has a greater value than the indicator value of other variables. Therefore, it can be concluded that all indicators meet the test criteria and valid.

Reliability Test

In reliability testing, testing is done by looking at the Composite Reliability and Cronbach's Alpha values.

Table 4 Composite Reliability Results

Variable	*Composite Reliability*	Note:
PDP	0.937	**Reliable**
PMP	0.964	**Reliable**
HP	0.861	**Reliable**
DP	0.888	**Reliable**
KM	0.904	**Reliable**

Source: Researcher Processed Data, 2021

In the results of the table above, it can be seen that if each variable has a construct value of > 0.70, it can be stated that all constructs are reliable.

Table 5. Results of Cronbac's Alpha

Variable	*Cronbach's Alpha*	Note:
PDP	0.924	**Reliable**
PMP	0.96	**Reliable**
HP	0.756	**Reliable**
DP	0.811	**Reliable**
KM	0.859	**Reliable**

Source: Researcher Processed Data, 2021

In the test results above, it can be seen that all constructs have a value > 0.70 and thus all constructs can be declared reliable.

Evaluation of Structural Model (Inner Model)

Table 6 Results of R-Square

Structural Model	R-squared Coefficients	Adjusted R-Squared Coefficients
Decision (KM)	0.637	0.627

Source: Researcher Processed Data, 2021

In the table above shows the Adjusted R-Square value of the Decision to Vote (KM) variable of 0.627. This means that 62.7% of the variables of decision to vote are influenced by products (PDP), promotions (PMP), prices (HP) and political distribution (DP). While the remaining 37.3% is influenced by other variables not included in this study. In this case, it means that the decision variable to choose has a moderate R-Square value.

Table 7 Results of Model Fit and Quality Indexes

No.	*Fit Model* and Quality Indexes	Index	Criteria of Fit
1	*Average Path Coefficient (APC)*	0.247	P < 0.001
2.	*Average R-squared (ARS)*	0.637	P < 0.001
3.	*Average Adjusted R-squared (AARS)*	0.627	P < 0.001
4.	*Average Block VIF (AVIF)*	1,764	accepted if <= 5, ideal <= 3.3

No.	*Fit Model* and Quality Indexes	Index	Criteria of Fit
5.	*Average Full Collinearity VIF (AFVIF)*	1,924	accepted if <= 5, ideal <= 3.3
6.	*Tenenhaus GoF (GoF)*	0.657	small >= 0.1, medium >= 0.25, large >= 0.36
7.	*Sympson's Paradox Ratio (SPR)*	1,000	accepted if >= 0.7, ideal = 1
8.	*R-squared Contribution Ratio (RSCR)*	1,000	accepted if >= 0.9, ideal = 1
9.	*Statistical Suppression Ratio (SSR)*	1,000	accepted if >= 0.7
10.	*Nonlinear Bivariate Causality Direction Ratio (NLBCDR)*	1,000	accepted if >= 0.7

Source: Researcher Processed Data, 2021

In the table above, it can be seen that:

1. Average path coefficient (APC) is 0.247 with p value < 0.001, average R-squared (ARS) is 0.637 with p value < 0.001, average adjusted R-squared (AARS) is 0.627 with p-value < 0.001, this can be interpreted as that the research model has a good fit.
2. The average variance inflation factor (AVIF) is 1.764 and the average full collinearity variance inflation factor (AFVIF) is 1.924 < 3.3, which means that there is no multicollinearity problem between indicators and between exogenous variables. Furthermore, the Tenenhaus goodness of fit value is 0.657 > 0.36 which indicates that the predictive power of the model is large or the model fit is very good.

To evaluate the quality indexes, the index value of Symson's paradox ratio (SPR) is 1,000 > 0.70 (ideal), R-squared contribution ratio (RSCR) is 1,000 > 0.90 (ideal), statistical suppression ratio (SSR) is 1,000 > 0.70 (ideal) and the nonlinear bivariate causality direction ratio (NLBCDR) is 1,000 > 0.70, which means that there are no causality problems in the indices. Hence this research model is acceptable.

Hypothesis Testing

Hypothesis Testing Results

1. Obtained value of *path coefficients* of 0.249 and obtained the value of *p-value* < 0.001. The conclusion is that the political product variable has an effect on the decision to vote variable.
2. Obtained value of *path coefficients* of 0.279 and obtained the value of *p-value* < 0.001. The conclusion is that the political promotion variable has an effect on the decision to vote variable.
3. Obtained value of *path coefficients* of 0.240 and obtained the value of *p-value* of 0.001 < 0.05. The conclusion is that the political price variable has an influence on the decision to voten variable.
4. Earned value of *path coefficients* of 0.222 and obtained the value of *p value* of 0.003 < 0.05. The conclusion is that the political distribution variable affects the the decision to vote variable.

Discussion

1. The Influence of Political Products (PDP) on Voting Decisions (KM)

The results showed that political products had an effect on the Decision to Vote of Novice Voters in FEB students at the University of Riau. This is also in line with the research conducted by (Santoso, 2018) which states that political products have a high positive and significant effect on voting decisions.

From the research conducted on the Political Product variable, it can be concluded that that the political products offered by the presidential and vice-presidential pairs have good judgments from prospective voters. The political products offered by each pair of presidential and vice presidential candidates must be able to offer what is needed by the wider community. Furthermore, society needs political products such as work programs, ideologies, hopes, and leadership figures that can provide a

sense of certainty to face the future. Moreover, the political products that they will offer to novice voters who come from the younger generation will be more critical in assessing more deeply how the political products offered are in accordance with their expectations before making their choice of the presidential and vice presidential candidates.

This means that political products have an influence on voting decisions, especially novice voters who will give their voting rights in the hope of choosing a presidential and vice-presidential candidate who can account for their promises and can be relied on to lead the country well and wisely.

2. The Influence of Political Promotion (PMP) on Voting Decisions (KM)

Based on the results of the study, it was found that the political promotions offered by the presidential and vice presidential pairs had a good assessment of prospective voters. This is also in line with the research conducted by Bur (2014) which states that political promotion has a positive and significant effect on voting decisions.

Political promotions carried out by the presidential and vice presidential pairs must be well and precisely planned. In carrying out political promotions, the presidential and vice presidential pairs are required to have an advantage in promotion, what media is up to date to be used in political promotion. To take votes from novice voters, the promotions carried out must involve media that are currently close to the younger generation, such as social media Facebook, Twitter, YouTube, and blogs. The younger generation will prefer a promotion method that is to the point, not excessive, clear, and able to be accounted for by the presidential and vice presidential candidates who will lead the country for a long time.

This means that political promotions carried out by the presidential and vice presidential candidates will have an influence on the decision to choose novice voters in the economics and business faculties in particular. The influence in question is that the better, more effective, and efficient promotions carried out by the presidential and vice presidential candidates during the political campaign to the post-campaign can determine the decision to choose novice voters.

3. The Influence of Political Prices (HP) on Voting Decisions (KM)

The results of the study show that political prices have an effect on choosing decisions. Political price is one of the factors that will influence the decision to choose prospective voters.

Economic prices are related to the costs incurred in a series of political marketing processes (advertising, publications, campaign meeting costs, etc.). Prospective voters will prefer political candidates who carry out political promotions with the most efficient cost possible but political messages can still be conveyed properly so that it becomes more value for political candidates because they are considered able to minimize large expenditures and tend to be considered not too excessive.

Psychological price refers to the price of psychological perception. Before making an election, prospective voters know the background of their political candidate, after knowing the background of political candidates such as ethnicity, education, and religion then how prospective voters feel comfortable with the background possessed by political candidates to later become voters' decisions in determining their choice.

Furthermore, the national image price is intended to refer to whether voters feel that the candidate can provide a positive image of a region and can be a source of pride for them.

4. The Effect of Political Distribution (DP) on Voting Decisions (KM)

Based on the results of the study, it was found that the political distribution carried out by the presidential and vice presidential candidates had a good assessment of prospective voters. Political

distribution has an influence on the decision to choose novice voters. This is also in line with the research conducted by Hari Setiyawan (2017) which states that political promotion has a positive and significant effect on voting decisions.

Political distribution must touch all levels of society. Pairs of presidential and vice presidential candidates must be able to observe each characteristic of prospective voters. Pairs of presidential and vice presidential candidates can also identify the mapping of potential voters based on geography, demographics, and voter alignments. Media selection, visits of political candidates to regions can also be categorized in political distribution. If the presidential and vice presidential pairs carry out a good and appropriate political distribution, reaching all levels of society, then the presidential and vice presidential pairs will get support from prospective voters.

Conclusion

1. Political Products influence the Voting Decision of Novice Voters for Presidential and Vice Presidential Elections for FEB Students at the University of Riau.
2. Political Promotion has an effect on the Voting Decision of Novice Voters for the Presidential and Vice Presidential Elections for FEB Students at the University of Riau.
3. Political prices affect the Voting Decision of the first elector for the presidential and vice-presidential elections for FEB students at the University of Riau.
4. Political Distribution affects the Voting Decision of Novice Voters for Presidential and Vice-Presidential Elections for FEB Students at the University of Riau.

Suggestion

Based on the assessment of respondents in this study, the following suggestions can be given:

For the Presidential and Vice Presidential Candidates

1. For the product variable, it is suggested that the presidential and vice presidential candidates can provide political products, giving the best possible image of each candidate, before and even after the election. It is hoped that the political products they offer to the public can be properly accounted for.
2. For the promotion variable, it should be noted that the promotions carried out by the presidential and vice-presidential candidates and the successful team do not only occur during the campaign period. The pair of presidential and vice presidential candidates in carrying out political promotions must pay attention to their targets, what media will be used in promotions, and have different promotional ideas from other candidates.
3. For the price variable, making the product price of political opponents (competitors) more expensive is a strategy that can be used by the presidential and vice presidential candidates to gain public support, because prospective voters will choose the presidential and vice presidential candidate pairs that have the least risk or relatively low price. It is hoped that the presidential and vice presidential pairs in carrying out their political marketing can use political prices properly and appropriately.
4. For the place variable, it is hoped that the presidential and vice-presidential pairs and the success team will be able to reach all levels of society as potential voters. The presidential and vice presidential pairs are also expected not to limit the delivery of people's aspirations/voices in community meetings as a candidate for voters with the presidential and vice presidential candidates.

For Further Researchers

1. Conduct research by adding independent, dependent, and even moderating variables that can influence the decision to choose novice voters, so that it can be useful and used for research and scientific development.
2. Adding a larger number of samples, so that later it can be used to strengthen the consistency of the results of this study.
3. Expanding the scope of research, such as taking research objects in areas with a wider reach, such as in Pekanbaru City so that their preferred preferences are wider to be identified.

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