

The Effect of Political Marketing Mix Perception, Brand Personality and Endorser Use on The Decision to Select Legislative Members, Using Brand Image Perception Intervening Variables

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Abstract. The aim of this research is to examine the relationships between various factors, including political marketing mix perceptions, brand personality perceptions, endorser usage perceptions, brand image perceptions, and the decision to elect members of the legislature. The study focuses on the population of Pekalongan Regency who have the right to vote, totaling 656,249 residents aged over 17 years. Data is collected through questionnaires, and the analysis includes testing instrument validity and reliability, descriptive statistics, and quantitative analysis. The findings indicate that there is an influence of political marketing mix perceptions on brand image perceptions, as well as an influence of brand personality perceptions on brand image perceptions. However, there is no significant effect of endorser usage perceptions on brand image perceptions. The study also found that political marketing mix perceptions influence the decision to elect members of the legislature, but there is no significant influence of brand personality perceptions or the perception of the use of endorsers on this decision. Brand image perceptions, on the other hand, do influence the decision to elect members of the legislature. Interestingly, the perception of brand image does not mediate the effect of political marketing mix perceptions or brand personality perceptions on the decision to elect members of the legislature.

Keywords: Political Marketing Mix Perception, Brand Personality Perception, Endorser Use Perception, Brand Image Perception, Choosing Decision.

1. Introduction

The perception of political marketing mix is an unavoidable necessity in the multi-party era like today, not only for new parties and their relatively small number of supporters who need political marketing [1] to improve their image and popularity in order to obtain adequate votes, but also for large parties who existing and well-established cannot underestimate the presence of the perception of the political marketing mix [2]. In addition to the political marketing mix perception strategy [3], voters as consumers also need to have an understanding of the personality of political candidates (perceived brand personality) in order to be able to create emotional bonds for voters [4], as well as product characteristics that are tailored to the target market.

Pekalongan Regency is one of the regencies in Central Java whose people have various livelihoods. The majority of people in the mountainous areas work as farmers and in the plains, the livelihood of the people is slightly different, namely working in a jeans convection or in the batik industry. Meanwhile, in coastal areas, the people work in the fishing sector by relying on their catch to then sell it, but not a few Pekalongan Regency people migrate outside the area to look for more decent jobs so that their economic conditions are better. Apart from working, not a few also pursue education outside the region.

Network for Democracy and Electoral Integrity (Netgrit) Director Ferry Kurnia Rizkiyansyah assesses that the participation rate in the 2020 Simultaneous Pilkada tends to decrease or only reach around 50 percent. In addition, voters, especially the beginner group, do not know the track record of the prospective candidates. It is proven that the survey that was conducted resulted in only about 19% of young voters knowing the track records of the candidates and the remaining 62% did not know and 19% felt unsure if they already knew the track records of their regional leader candidates (Change.org, 2020).

In the 2019 legislative elections in Pekalongan Regency, the number of voters was 725,790 voters consisting of male and female voters. This number is spread over 5 constituencies in 19 sub-districts. The following is a comparison table for the final voter list for the 2004-2019 legislative elections in Pekalongan Regency:

Table 1. Final Voter List for Pekalongan Regency Legislative Election

No.	Election	Voter Data			Number of TPS
		Man	Woman	Amount	
1.	Pileg 2004	292.127	277.657	569.784	1.987
2.	Pileg 2009	327.840	332.132	659.972	2.053
3.	Pileg 2014	360.126	355.132	715.258	1.726
4.	Pileg 2019	373.658	352.132	725.790	2.879

Source: <https://jateng.bps.go.id> (2022)

The data above shows that the number of voters in Pekalongan Regency has experienced an increase in the number of voters since the 2004 legislative elections to the 2019 legislative elections. There has been an increase in the number of voters in legislative elections since 2004-2019 voters in Pekalongan Regency are dominated by female voters. The success rate of the election is determined by the level of participation of the people who use their voting rights. Various factors affect the level of public participation, ranging from political education, political socialization, the figure and image of candidates, to a sense of indifference to politics because most people think that this will have no effect on themselves. Based on the description above, it is interesting to conduct a study entitled "The Influence of Perceptions of Political Marketing Mix, Perceptions of Brand Personality and Perceptions of Using Endorsements on Decisions to Choose Legislative Members, with Perceptions of Brand Image as Intervening Variables".

2. Method

This type of research is included in survey research, because survey research can reach a population with a large enough sample so that it can provide statistically significant results even when analyzing several variables.

This research method is aimed at the people of Pekalongan Regency who already have the right to vote. Based on data from the Central Statistics Agency for Pekalongan Regency in 2021, the population of Pekalongan Regency who is over 17 years old (already having the right to vote in elections) is 656,249 residents. So the samples in this study were 285 respondents from the people of Pekalongan Regency who already had the right to vote.

3. Result and Discussion

Data analysis in this study used Structural Equation Modeling analysis from the AMOS 4.0 statistical package. SEM is a set of statistical techniques that allows a relatively "complex" set of correlations to be tested simultaneously [5]. The advantage of SEM in management research lies in its capacity to identify a dimension of a concept or factor that is very commonly used in management, and its capacity to measure the impact of theoretical correlations [6].

Data analysis using the structural equation modeling (SEM) method was carried out [7], because the research model consists of several substructures. This research has two substructures, namely:

- a. The first substructure shows the influence of perceptions of political marketing mix, perceptions of brand personality, perceptions of using endorsers on perceptions of brand image and;
- b. The second substructure is to show the influence of Perceived Political Marketing Mix, Perceived Brand Personality, Perceived Use of Endorsers and Perceived Brand Image on Voting Decisions.

The data analysis technique used in this study is Structural Equation Modeling (SEM) [8] which consists of five stages:

- a. Theory-based model development;
- b. The research model consists of 20 indicators to test the influence between variables;
- c. Development of path diagrams (path diagrams);
- d. Flow chart for testing the research model;
- e. Convert flowcharts into equations.

The Structural Equation Modeling (SEM) equation model in this study is as follows:

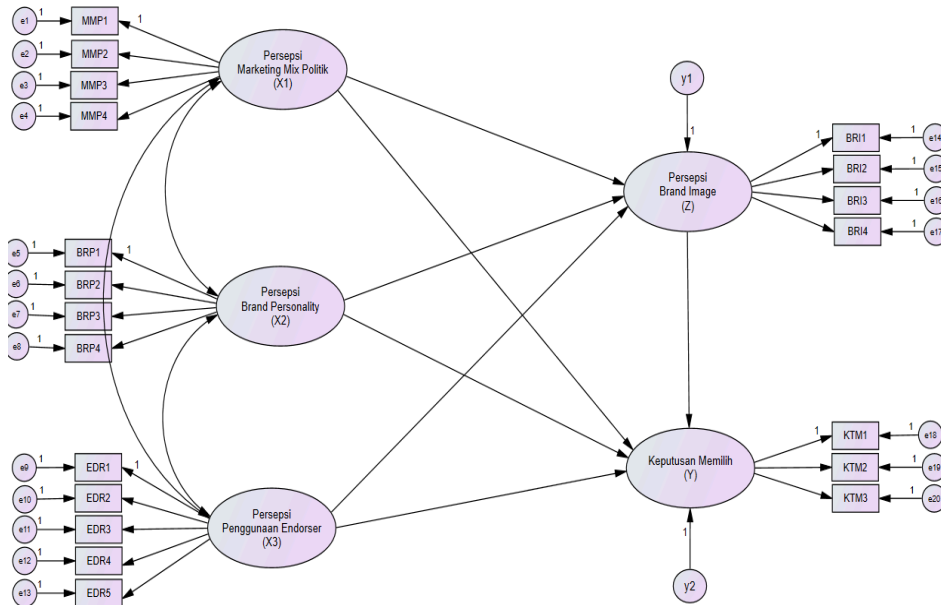


Figure 1. Model Persamaan *Structural Equation Modelling* (SEM) Analisis Faktor Konfirmatori (*Confirmatory Factor Analysis*). An image of the model in the political marketing mix perception variable can be seen in Figure 2.

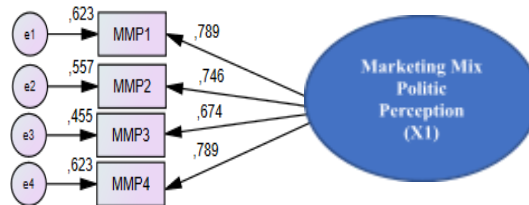


Figure 2. Measurement Model of Perceptions of Political Marketing Mix

Figure 2 can be seen that the loading factor value in the first indicator's Perception of Political Marketing Mix latent variable is 0.789, the second indicator is 0.746, the third indicator is 0.674, and the fourth indicator is 0.789. The loading factor value in the latent variable Perception of Political Marketing Mix is on average greater than 0.50, so that all variable indicators meet the requirements of convergent validity in the SEM analysis.

Pictures of the models in the brand personality perception variable can be seen in Figure 3.

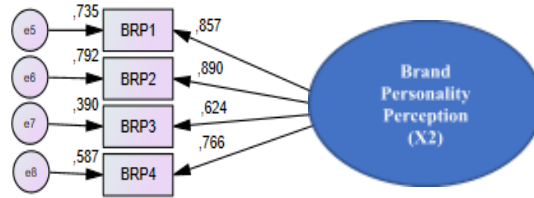


Figure 3. Brand Personality Perception Measurement Model

Figure 3 shows the loading factor value in the first indicator Brand Personality Perception latent variable of 0.857, the second indicator of 0.890, the third indicator of 0.624 and the fourth indicator of 0.766. The loading factor value in the Brand Personality Perception latent variable for all indicators is greater than 0.500 so that all indicators meet the convergent validity requirements in SEM analysis with AMOS 22 software, thus no dirty indicators are removed from the model.

An image of the model in the variable Perceived Use of the Endorser can be seen in Figure 4.

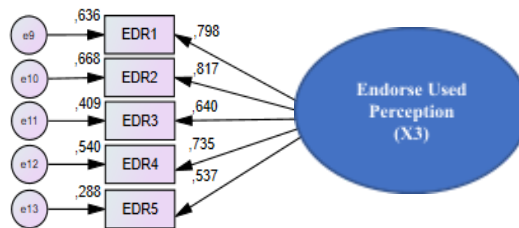


Figure 4. Model Persepsi Penggunaan Endorser

Figure 4. can be seen the value of the loading factor in the latent variable Perception of Endorsement Use the first indicator is 0.798, the second indicator is 0.817, the third indicator is 0.640, the fourth indicator is 0.735, and the fifth indicator is 0.537. The loading factor value in the latent variable Perception of Endorsement Use is on average greater than 0.500, so it meets the requirements of convergent validity in SEM analysis with AMOS 22 software.

An image of the model in the Brand Image Perception variable can be seen in Figure 5

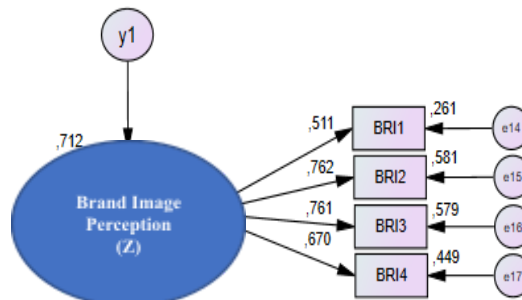


Figure 5. Brand Image Perception Model

Figure 5 shows the loading factor value in the first indicator Brand Image Perception latent variable of 0.511, the second indicator is 0.762, the third indicator is 0.761, and the fourth indicator is 0.670. The value of loading factor in the latent variable Brand Image Perception has an average value greater than 0.500, thus this indicator meets the requirements of convergent validity in SEM analysis with AMOS 22 software.

The image of the Voting Decision variable model can be seen in Figure 6.

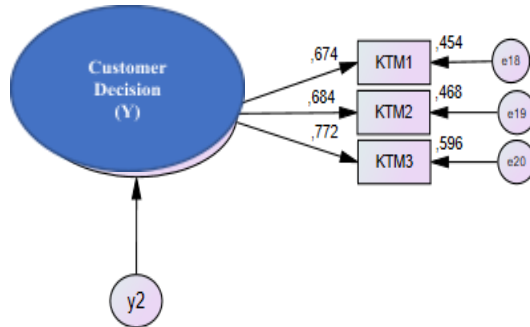


Figure 6. Choice Decision Measurement Model

Figure 6 can be seen the value of the loading factor in the latent variable The decision to choose the first indicator is 0.674, the second indicator is 0.684 and the third indicator is 0.772. The loading factor value in the latent variable Decision to Choose has an average value greater than 0.500. This indicator meets the requirements of convergent validity in the subsequent SEM analysis.

Confirmatory Factor Analysis is referred to as a confirmatory factor analysis technique. At this stage, the model will confirm whether the observed variables reflect the factors being analyzed by taking into account the loading factor value, if the loading factor value is ≥ 0.5 , it meets the requirements of convergent validity in SEM analysis [9].

After fulfilling the requirements of convergent validity in the SEM analysis of the research model [10], evaluation of outliers, evaluation of data normality and analysis of relations between latent variables is carried out using AMOS 22 software and produces results as shown below:

The Mahalanobis distance for each observation can be calculated and will show the distance of an observation from the average of all variables in a multidimensional space. To calculate the mahalanobis distance based on the chi-square value in degrees of freedom (number of indicators) at the P1 and P2 levels < 0.010 . The results of the multivariate outliers test can be seen in table 1 below.

Table 2. Multivariate Outliers Test

Observation number	Mahalanobis d-squared	p1	p2
10	90,456	0,000	0,000
78	82,467	0,000	0,000
37	48,808	0,000	0,000
22	48,536	0,000	0,000
33	48,192	0,000	0,000

Observation number	Mahalanobis d-squared	p1	p2
51	46,073	0,001	0,000
239	45,049	0,001	0,000
11	43,454	0,002	0,000
271	42,764	0,002	0,000
44	42,717	0,002	0,000
42	41,398	0,003	0,000
260	41,321	0,003	0,000
229	41,131	0,004	0,000
133	41,092	0,004	0,000
54	40,909	0,004	0,000
242	40,894	0,004	0,000
30	39,784	0,005	0,000
2	38,809	0,007	0,000
112	37,79	0,009	0,000
279	37,747	0,010	0,000

Source: primary data processed, 2022.

Based on table 1 above, it can be seen that there are 20 data that are included in the multivariate outliers because the probability value of mahalanobis P1 <0.010 and P2 <0.000. Thus based on table 1 in this analysis the outliers found are removed from the analysis and are not used in determining the hypothesis.

The multivariate normality of the data used in this analysis can be tested for normality, as presented in Table 2. The normality test was carried out using a critical ratio criterion of $\pm 2,58$ at a significance level of 0.01 (1%).

Table 3. Data Normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
MMP4	3,000	5,000	-,276	-1,833	-,645	-2,143
MMP3	1,000	5,000	-,676	-4,491	1,113	3,698
EDR5	2,000	5,000	-,174	-1,159	-,471	-1,566
EDR4	2,000	5,000	-,361	-2,397	-,131	-,434
MMP1	3,000	5,000	-,474	-3,152	-,674	-2,241
EDR2	2,000	5,000	-,151	-1,004	-,562	-1,866
EDR3	2,000	5,000	-,252	-1,672	-,205	-,683
EDR1	2,000	5,000	-,101	-,669	-,301	-,999
KTM1	3,000	5,000	-,627	-4,168	-,642	-2,134

KTM3	2,000	5,000	-.433	-2,877	-.118	-.393
KTM2	3,000	5,000	-.258	-1,717	-.649	-2,158
BRI1	3,000	5,000	-.271	-1,804	-.800	-2,659
BRI4	3,000	5,000	-.612	-4,068	-1,035	-3,439
BRI3	3,000	5,000	-.281	-1,866	-1,178	-3,916
BRI2	3,000	5,000	-.306	-2,034	-1,247	-4,145
BRP3	2,000	5,000	-.477	-3,169	-.196	-.652
BRP4	3,000	5,000	-.243	-1,616	-.968	-3,215
MMP2	2,000	5,000	-.718	-4,770	-.206	-.685
BRP1	3,000	5,000	-.565	-3,757	-.621	-2,062
BRP2	3,000	5,000	-.596	-3,961	-.635	-2,109
Multivariate					51,442	14,115

Source: primary data processed, 2022.

By contrasting the value of the critical ratio (CR) in the assessment of normality with a critical value of 2.58 at the 0.01 level, the data normality test in the AMOS output was conducted. The data is univariately aberrant if the CR value exceeds the crucial value. The Multivariate coefficient's critical ratio (c.r) value is generated at 14.115. The assumption of multivariate normality is not satisfied since this value is bigger than 2.58 (for = 1%), which indicates that multivariate normality is not met.

Maximum Likelihood (ML) bootstrapping was employed for this study's bootstrapping. The Bollen Stine Bootstrap output is shown below.:

Table 4. Output Bollen-Stine

Bollen-Stine Bootstrap (Default model)
The model fit better in 265 bootstrap samples.
It fit about equally well in 0 bootstrap samples.
It fit worse or failed to fit in 0 bootstrap samples.
Testing the null hypothesis that the model is correct, Bollen-Stine bootstrap p = ,004

Source: Primary Data Processed, 2022.

The Bollen-Stine bootstrap probability findings are produced after bootstrapping and are equal to 0.004; this value is significant at 5% (0.05), allowing the model's normality assumption to be upheld.

According to Figure 7, the data distribution model appears to have the shape of a bell, indicating that it assumes normality and is appropriate for testing all research hypotheses.

To determine whether there is a link between independent variables, the multicollinearity test is helpful. When the correlation between other indicators is more than 0.9, multicollinearity arises (Ghozali, 2018). The Multicollinearity test's findings are as follows:

Table 5. Multicollinearity Test Results

			Estimate
MMPX 1	<-->	BRPX2	,812
BRPX2	<-->	EDRX3	,523
MMPX 1	<-->	EDRX3	,397

Source: Primary Data Processed, 2022

The results of table 4. above show that the correlation value between the independent variables, which on average has a value below 0.9. So the results can be seen that there is no multicollinearity in this study.

The results of testing the suitability of the research model are presented in table 5 below:

Table 6. Goodness-of-Fit Test Results

Goodness of Fit Indeks	Cut off Value	Result	Model Evaluation
DF		157	
RMSEA	$\leq 0,1$	0,069	Fulfill
CMIN/DF	$\leq 2,0$	2	Fulfill
TLI	$\geq 0,9$	0,9	Fulfill
CFI	$\geq 0,9$	0,9	Fulfill

Source: Primary Data Processed, 2022

Root mean square error of approximation (RMSEA) is a test used to measure deviations that occur in the value of a model parameter with its population covariance matrix. This test can be used to compensate for Chi Square Statistics with large research samples. RMSEA value < 0.05 indicates close fit, while $0.05 < RMSEA < 0.08$ indicates good fit. RMSEA values between 0.08 and 0.10 indicate mediocre (marginal fit), and RMSEA values > 0.10 indicate poor fit. The results showed that the RMSEA value was 0.069 so that it could be said that the research model was good fit.

CMIN/DF is one of the indicators that the researcher will present as a measurement value of a model's fit level. A model can be said to be acceptable fit to the data, if the value of CMIN/DF ≤ 2.0 . The results of the study show that the CMIN/DF value is 2, indicating that the research model is acceptable fit to the data.

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TLI is an alternative incremental fit index measurement tool that is used to compare the model to be tested against a baseline model. The results of the TLI test are used by researchers as one of the references for measuring values in order to accept a research model. A model can be accepted if the TLI value produced in the study is ≥ 0.9 , while for TLI values close to 1 it indicates that the model is a very good fit. The results of the study show that the TLI value is 0.9 so that it can be said that the research model is acceptable.

A good CFI index has a value range of 0-1, with the results getting closer to 1, the fit level of a data is said to be high or a very good fit. The CFI value used in research to indicate a good fit

data is ≥ 0.90 . The advantage of this index is that the size of this index is not affected by sample size because it is very good for measuring the level of acceptance of a model.

After carrying out the normality evaluation analysis, univariate, multivariate, Multivariate Outliers, bootstrapping Normality and Multicollinearity then in the next stage it will confirm regression weights or relationships between latent variables in this research model, using AMOS 22 software to produce as shown in Table 4.16 below:

Table 7. Regression Weights

			Estimate	S.E.	C.R.	P	Label
BRIZ	<-- -	MMPX1	0,200	0,074	2,685	0,007	
BRIZ	<-- -	BRPX2	0,369	0,077	4,819	***	
BRIZ	<-- -	EDRX3	0,013	0,032	,397	0,692	
KTM Y	<-- -	MMPX1	0,509	0,106	4,797	***	
KTM Y	<-- -	BRPX2	0,110	0,100	1,093	0,274	
KTM Y	<-- -	BRIZ	0,251	0,124	2,025	0,043	
KTM Y	<-- -	EDRX3	0,011	0,042	,256	0,798	
BRP2	<-- -	BRPX2	1,045	0,052	20,167	***	
BRP1	<-- -	BRPX2	1,000				
BR13	<-- -	BRIZ	1,548	0,176	8,773	***	
KTM2	<-- -	KTMY	1,021	0,102	10,051	***	
KTM3	<-- -	KTMY	1,069	0,101	10,635	***	
BRI1	<-- -	BRIZ	1,000				
BRI4	<-- -	BRIZ	1,530	0,185	8,260	***	
BRI2	<-- -	BRIZ	1,742	0,196	8,874	***	
KTM1	<-- -	KTMY	1,000				
BRP4	<-- -	BRPX2	1,007	0,062	16,330	***	
BRP3	<-- -	BRPX2	0,901	0,071	12,730	***	
EDR3	<-- -	EDRX3	0,956	0,088	10,816	***	
EDR2	<-- -	EDRX3	1,273	0,097	13,145	***	
MMP2	<-- -	MMPX1	0,975	0,077	12,720	***	
EDR1	<-- -	EDRX3	1,000				

			Estimate	S.E.	C.R.	P	Label
MMP1	<-- -	MMPX1	1,000				
EDR4	<-- -	EDRX3	0,870	0,073	11,846	***	
EDR5	<-- -	EDRX3	0,867	0,091	9,517	***	
MMP3	<-- -	MMPX1	0,881	0,081	10,895	***	
MMP4	<-- -	MMPX1	1,004	0,068	14,733	***	

Source: Primary Data Processed, 2022

Table 8. Results of analysis of Standardized Regression Weights Structural Equation Modeling (SEM)

			Estimate
BRIZ	<-- -	MMPX1	0,275
BRIZ	<-- -	BRPX2	0,559
BRIZ	<-- -	EDRX3	0,020
KTM Y	<-- -	MMPX1	0,576
KTM Y	<-- -	BRPX2	0,136
KTM Y	<-- -	BRIZ	0,206
KTM Y	<-- -	EDRX3	0,014
BRP2	<-- -	BRPX2	0,895
BRP1	<-- -	BRPX2	0,879
BRI3	<-- -	BRIZ	0,757
KTM2	<-- -	KTMY	0,726
KTM3	<-- -	KTMY	0,782
BRI1	<-- -	BRIZ	0,548
BRI4	<-- -	BRIZ	0,735
BRI2	<-- -	BRIZ	0,831

			Estimate
KTM1	<-- -	KTMY	0,677
BRP4	<-- -	BRPX2	0,795
BRP3	<-- -	BRPX2	0,678
EDR3	<-- -	EDRX3	0,723
EDR2	<-- -	EDRX3	0,915
MMP2	<-- -	MMPX1	0,745
EDR1	<-- -	EDRX3	0,764
MMP1	<-- -	MMPX1	0,794
EDR4	<-- -	EDRX3	0,674
EDR5	<-- -	EDRX3	0,632
MMP3	<-- -	MMPX1	0,654
MMP4	<-- -	MMPX1	0,842

Source: Primary Data Processed, 2022.

Based on Table 7, a structural equation for substructure 1 can be made as follows.

$$\text{Perception of Brand Image} = 0.275 \text{ perception of political marketing mix} + 0.559 \text{ perception of brand personality} + 0.020 \text{ perception of endorser use} + z1$$

Based on Table 6, a structural equation for substructure 2 can be made as follows:

$$\text{Voting Decision} = 0.576 \text{ perception of political marketing mix} + 0.136 \text{ perception of brand personality} + 0.014 \text{ perception of using endorsers} + 0.206 \text{ perception of brand image} + z2$$

The research model using AMOS 22 software produces the following results:

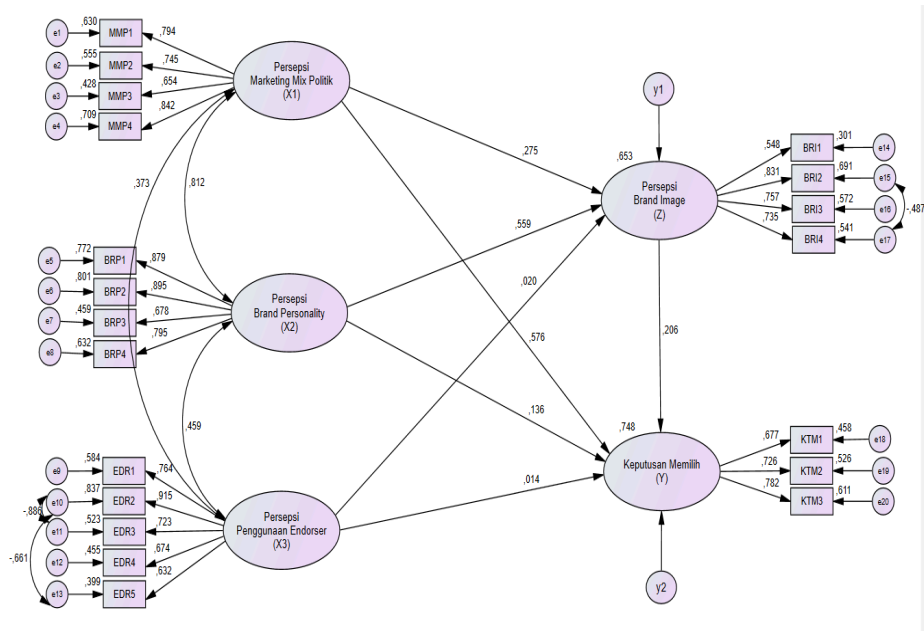


Figure 7. Relation Research Model between Latent Variables

In the steps of the hypothesis testing, the outcomes of the SEM analysis of this study are explained as follows:

Based on tables 6 and 7, it is known that the political marketing mix perception variable has a path coefficient of 0.275 on brand image perception. This indicates that the political marketing mix perception variable has a positive influence on brand image perception, i.e., the better the political marketing mix perception, the better the brand perception will be. The estimated CR value = 2.685 > table CR = 1.97 demonstrates the significance of the positive influence's nature. At the 95 percent confidence level and 265 degrees of freedom, the estimated CR value is more than or equal to the CR table (t table), which is 1.97. It is therefore possible to accept the first hypothesis, which argues that "There is an influence of the perception of the political marketing mix on the perception of brand image."

Tables 6 and 7 show that the relationship between brand personality perception and brand image perception has a path coefficient of 0.559. This indicates that brand personality perception has a positive impact on brand image perception, hence the higher the brand personality perception, the higher the brand image perception. The estimated CR value of 4.819 demonstrates the importance of the positive influence's nature. The second hypothesis, "There is an influence of brand personality perception on brand image perception," can be accepted as the computed CR value is higher than table CR (t table) at the 95 percent confidence level and 265 degrees of freedom, which is equivalent to 1.97.

Tables 4.16 and 4.17 show that the perceived endorser use variable's route coefficient on brand image perception is 0.020. This indicates that the variable Perceived Use of Endorsements has a positive impact on Perceived Brand Image, indicating that the more endorsers who regard themselves as using an endorser, the higher the perceived brand image. The determined CR value of 0.397 indicates that the positive influence's nature is not significant. The third hypothesis, "There is an influence of views of employing an endorser on perceptions of brand image," cannot

be accepted since the calculated CR value is less than table CR (t table) with a confidence level of 95% and 265 degrees of freedom, which is 1.97.

Tables 6 and 7 show that the political marketing mix perception variable has a 0.576 path coefficient on voting decisions. This indicates that the changeable perception of the political marketing mix has an impact on the decision to vote in a favorable way, with a positive correlation between the perception of the political marketing mix and the decision to vote. The computed CR value of 4.797 demonstrates the importance of the positive influence's nature. The fourth hypothesis, "There is an influence of political marketing mix views on voting decisions," can be accepted because the computed CR value is higher than table CR (t table) with a confidence level of 95% and 265 degrees of freedom, which is 1.97.

Tables 6 and 7 show that the brand personality perception variable's path coefficient on the choice to choose is 0.136. This indicates that the perceived brand personality variable has an impact on decision-making in a favorable way; the greater the perceived brand personality, the higher the decision to choose. The determined CR value of 1.093 indicates that the positive influence's nature is not significant. The fifth hypothesis, "There is an influence of perceived brand personality on voting decisions," cannot be accepted because the calculated CR value is near to the table CR value (t table) at the 95 percent confidence level and 265 degrees of freedom, which is 1.97.

The path coefficient of the variable perception of utilizing an endorsement on the decision to vote is 0.014, as can be seen from tables 6 and 7. This indicates that the perceived variable of using an endorser has a favorable impact on the decision to choose, indicating that as the use of an endorser increases, so does the perception of employing an endorser. The computed CR value of 0.256 demonstrates that the positive influence's nature is not significant. There is no support for the sixth hypothesis, "There is an influence of perceived usage of endorsers on voting decisions," because the computed CR value is less than table CR (t table) at a confidence level of 95% and 265 degrees of freedom, or 1.97.

Based on tables 6 and 7, it is evident that the variable measuring brand perception's influence on voting decision has a path coefficient of 0.206. This indicates that the brand image perception variable has a positive impact on the decision to choose, i.e., the higher the brand image perception, the better the decision to choose. The computed CR value of 2.025 demonstrates the importance of the positive influence. The seventh hypothesis, "There is an influence of perceived brand image on voting decisions," can be accepted because the computed CR value is higher than table CR (t table) at the 95% confidence level and 265 degrees of freedom, which is equivalent to 1.97.

4. Conclusion

Some conclusions that can be drawn from this research are that: there is an influence of political marketing mix perceptions on brand image perceptions. There is an influence of brand personality perception on brand image perception. There is no effect of the perception of the use of endorsers on the perception of brand image. There is an influence of political marketing mix perceptions on the decision to elect members of the legislature. There is no influence of brand personality perception on the decision to elect members of the legislature. There is no influence of the perception of the use of endorsers on the decision to elect members of the legislature. There is an influence of brand image perception on the decision to elect members of the legislature. There is no influence of political marketing mix perceptions on the decision to elect members of the legislature with the perception of brand image as an intervening variable. There is no influence of brand personality perception on the decision to elect members of the legislature with the perception of brand image as an intervening variable. There is no effect of the perception of the

use of endorsers on the decision to elect members of the legislature with the perception of brand image as an intervening variable.

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