

ABSTRACT

The political situation in Indonesia is currently experiencing difficult or critical times, this can be concluded from the low level of public participation in political awareness in regional head elections, especially the millennial generation, this is due to the low level of trust in candidates. who will be elected, lack of information, socialization of candidates and the ineffective campaign model. For this reason, it is necessary for each candidate to use appropriate and effective methods to be able to win the competition in political contestation. Political marketing is a method and application concept of marketing in a political context, political marketing is seen as a set of methods that can facilitate contestants (individuals or political parties) in marketing political ideas and party work programs to the public. This study aims to obtain (1) the influence of the political marketing mix consisting of product candidates, promotion candidates, price candidates and place of candidates (2) the influence of trust and decision to choose (3) the influence of the political marketing mix on confidence in voting decisions. The type of research used is conclusive. The method used is quantitative with a sample size of 200 respondents. The data analysis technique used is multivariate analysis using the Partial Least Square (PLS) approach, an alternative method of Structural Equation Modeling (SEM). The findings of this study indicate that the influence of the political marketing mix on trust and decisions has a significant effect, while product and promotion through decisions alone have no effect. and belief in decisions has a significant and positive effect. The findings of this study show that differences with other studies can be seen from the object under study, the dimensions used and the magnitude of the influence under study.

Keywords: Political marketing mix, Confidence to Choose, Decision to Choose