

ABSTRACT

This study was conducted to determine whether Anies Baswedan's leadership image affects political electability in Serang City by using a quantitative approach and using survey methods and the research paradigm is positivist. The sampling technique used probability sampling with a simple random sampling type of 100 respondents and then the data was processed using IBM SPSS. Based on the results of partial hypothesis testing (T test) there is an influence of Anies Baswedan's leadership image on political electability in Serang City. It has a count of 13,831 from the t table value of 1,660 with a significance value of $0.000 < 0.05$ so that H_a or the alternative hypothesis stating the influence of Anies Baswedan's leadership image on political electability is accepted. The results of simple regression analysis are known from the output that the value of F count is 191,295 with a significance level of $0.000 < 0.05$, with these results the influence of the variable (Leadership Image (X) on the Political Electability variable (Y)). Meanwhile, based on the results of the determination coefficient test, each dimension has a different level of influence. The perception dimension has a coefficient R square value of 0.640 or 64%, the cognition dimension is 0.053 or 5.3%, the motivation dimension is 0.737 or 73.7%, and the attitude dimension is 0.490 or 49.

Keywords: Influence, Leadership Image, Electability, Serang City