

EFFECT OF THE POLITICAL MARKETING MIX ON THE VOTER'S DECISION (STUDY ON THE LEGISLATIVE COUNCIL ELECTION OF REPRESENTATIVES OF THE REPUBLIC OF INDONESIA YEAR 2014 CONSTITUENCY II WEST JAVA)

Nur Hayati^{1*} and Randi Purnama¹

Abstract: *The purpose of this study is to scrutinize the effect of the political marketing mix on the voters decision. The concept of political marketing mix product, promotion, price and place were employed in this study. The research method used survey method using a questionnaire distributed to 200 voters H. Dede Yusuf Macan Effendi, ST., M.Ipol on the Legislative Council Election of Representatives of the Republic of Indonesia Year 2014 constituency II Bandung West Java. Data were analyzed using descriptive analysis and correlation, whereas hypothesis testing techniques using multiple linear regression analysis. This research was conducted separately in the electoral district of Bandung regency and West Bandung regency.*

The magnitude of the effect of political marketing mix (political product, political price, political promotion, political place) by 41% against the decision of voters. These results indicate that the political marketing mix variables (product policy, price policy, political campaign, place politics) has a positive and significant impact on decision making voters either partially or simultaneously. While the partial political price variable is not significant, and no significant effect on voter s decision.

Keywords: *Political Product, Political Price, Political Promotion, Political Place, and Voters Decision.*

1. INTRODUCTION

Marketing as a discipline that is evolving in the business world is assumed to be useful for the political world. Marketing science is known as a discipline linking producers with consumers. Relationship marketing is not only happening in one direction, but two directions at once and simultaneously. Manufacturers need to introduce and bring the resulting products and services to consumers. All

¹ Department of Management, Indonesia Mandiri School of Economics, Bandung, Indonesia

* Corresponding author. E-mail : nunung_20@yahoo.com

marketing efforts are intended to assure consumers that the products sold does have better quality than competitors' products. Methods and approaches contained in the science of marketing can help political institutions to bring the product political constituents and the public at large. Political institutions can use marketing methods in the preparation of a political product, product distribution politics to politics and assured that his political superior product compared with competitors (Firmanzah, 2012: 127).

The use of marketing methods is known as political marketing. In political marketing emphasis is on the use of approaches and methods of marketing to help politicians and political parties to be more efficient and effective in building a two-way relationship with the constituents and the community. This relationship is defined broadly, from physical contact during the campaign period until the indirect communication through reports in the mass media (Firmanzah, 2012: 128).

The study of political marketing is growing rapidly these days. Political marketing is a new science that tries to combine theories of marketing in political life. In the process, many political parties and individual candidates are trying to exploit the political marketing campaign strategy, both to gain political support in the general election as well as to maintain their image during a pause in the election. Nevertheless, it should be realized that political marketing does not guarantee a win, but to provide the tools how to maintain contact with the voters to build trust and further support voice (O'Shaughnessy, 2001).

Political marketing has common with marketing activities in general. In marketing business, its function is to sell the product at the audience in an appropriate manner. For it is known Marketing Mix (Product, Place, Promotion, and Price). It can also be applied in our political marketing to help political candidates, political parties and political organizations in designing, implementing, and evaluating marketing campaigns politics to create a trust and confidence of voters, and for the purpose of investigators as much as possible. Planning the right communication strategy and presenting a unique message of course can be a powerful factor that could boost the success of the vote the candidates (Rauf, 1993; Saverin and Tankard, 2001; McQuail, 1987).

In the foregoing researchers Ikhsan and Shihab (2010) conducted a study with a variable product (X_1), promotion (X_2), price (X_3), place (X_4) and consumer decision making variable (Y) shows that the marketing mix significantly influence the student's decision to choose

"Political marketing mix the which includes product, promotion, price and place had a significant impact on voters' decision".

Waldhemar and Shihab research (2009) indicates that the *t* test (partial) in the variable political product (X_1) toward the decision of selecting (Y) is accepted, or in other words there is a significant effect of the variable political product (X_1) toward the decision variables choose a community (Y).

Other studies such as Astuti (2008) with a variable (X_1) political product, (X_2) the promotion of political, (X_3) where politics and the decision to choose (Y) that the results of the analysis showed that the political marketing mix significantly influence to consumer decision making. Another conclusion of the research proved that the other variables were observed in this study had no effect grow the confidence of voters. Research Alwie (2012) with a variable (X_1) products Politics, (X_2) the promotion of political, (X_3) political price, (X_4) where political influence simultaneously in the decision to choose (Y) and partially variable (X_1) political product have a significant effect the decision to choose.

Several studies have described that, empirical studies of the marketing mix politics (including the use of marketing in a political campaign) are still rare, and scientific works published in general still are conceptual (Baines and Egan, 2001; Lock and Harris, 1996; Hayes and McAllister, 1996)

So by comparing the results of previous studies and pay attention to the phenomenon exists researchers are keen to do research entitled:

“Marketing Mix Effect Of Political Decision Voters (Studies in Candidates Legislative House of Representatives of the Republic of Indonesia Year 2014 Electoral District of West Java II)”

1.2 Research Problem

Issues that need to be investigated are as follows:

1. What political product in the opinion of the voters?
2. What political price in the opinion of the voters?
3. How does the political campaign in the opinion of the voters?
4. What political place in the opinion of the voters?
5. How does the decision making voters to choose candidates for members of the legislative?
6. Is the marketing mix of political influence on decision making choose partial and simultaneous.

1.3 Research Objectives

This study aimed to examine how and how much influence the political marketing mix to decision making voters.

2. LITERATURE REVIEW

2.1 Political Marketing

Marketing is to identify and satisfy human and social needs (Kotler and Keller (2008: 5)). While the American Marketing Association (AMA) defines marketing as an organizational function and a set of processes for creating, communicating and delivering value to customers. In this process the parties are willing to give up something to get something else. Exchange process involves negotiation and bargaining is a mechanism to pursue the maximization of the interests of each party Bagozzi (1974; 1975) in (Firmanzah 2012: 137).

Alwi (2012) states that political marketing is a marketing design to influence the target audience to choose a person, party or proposition.

According to (Grönroos, 1990 and O'Shaughnessy, 2001) political marketing is an effort to build, maintain and improve the relationship with the electorate for long term benefits for society and politics so that the objectives of political actors and organizations involved.

According to Farkade (2014), states that political marketing is about political organizations adapt to business marketing concepts and techniques to help achieve their goals.

According to Harrop (1990) looked at as a political marketing is not just about political advertising, broadcasting of political parties and election speeches but covers the whole territory of the market position of the party in the election. Kavanagh (1995; 1996) saw political marketing for the election, which is a set of strategies and tools to track and study the public opinion before and during the election campaign, to develop communication campaigns and to assess their impact.

2.2 Political Marketing Mix

According Alwie states (2012) political marketing refers to a marketing concept which is quite classic 4Ps approach pattern that marketing instrument that consists of product, price, place, and promotion, as well as "marketing mix" learned in marketing theory. Discussion of the marketing mix in the context of political marketing has its own peculiarities with marketing mix in general. Despite the marketing mix marketing still apply in politics, there are shades of political marketing that must be considered as different political goals with business objectives.

The use of marketing mix in political marketing is still relevant. McCarthy (1964) defines the marketing mix as a combination of all the factors that might do

managers to meet the needs of the market. Elaboration broadly to the marketing mix can be justified on the basis of simplicity of use and understanding makes it a useful tool for marketing decisions and academic (Grönroos, 1994; Yudelson, 1999). (Niffenegger, 1997) classifies the concept of political marketing mix as follows:

(a) Product (Product) Politics

According to (Kotler and Armstrong, 2007) product is all that can be offered to the market to watch, own, use, or consumption that might satisfy a need or desire that includes physical objects, services, people, places, organizations, and ideas.

According to (Suyuti, 2014: 14) political marketing as well as marketing of goods and services in general are a special product offered on the political market. The forms of political products offered through political marketing include:

- (a) Platform ideological political party or candidate (candidates) following a number of policies carried.
- (b) Leaders and officials of political parties that nominated in the general elections and the presidential elections of regional heads.
- (c) Members of political parties in general, especially in political marketing political campaign ahead of legislative elections (Butler and Collins, 1994; 1999).

In political marketing according to (Niffenegger, 1989) product (product) offered political institutions are complex, in which voters will be enjoyed after a party or a candidate elected, divided into three categories,

1. party platform (platform party),
2. past record (record of the things done in the past), and
3. personal characteristic (personal characteristics).

(Buttler and Collin, 1994) stated that there are three important dimensions that must be understood from a political product,

1. personal/party/ideology (person/party/ideology),
2. Loyalty and
3. can change (mutability).

According Wring, 1997, the main product of a political party is a party platform that contains the concept, identity, ideology and program of work, but the platform is unable to determine the selling price of the political party, political parties require the image to foster a positive impression of the people and the products sold are brand which is owned by the variables involved in political communications to constituents, namely the candidate, successful team and bearers of political parties.

(b) Price Politics

According to (Niffenegger, 1989) political price is the convenience of participants to the perception of the price, because the price in political marketing involves many things, from an economic price, psychological price to the national image.

In the concept of the political prices, a political institution will endeavor to minimize the political price of the product (risk minimization) and increase (maximizing) the price of the product of political opponents. Political opponents make product prices more expensive (more risk) that can be used the political actors in order to obtain public support, because voters will vote for the party or candidate that has the least risk or relatively small price. Political price may be economic costs, psychological costs and the effect of regional image. The economic cost is a calculation of all the costs that can be calculated as the nominal cost of the campaign, the campaign paraphernalia and money politics. Psychological price refers to the background of the candidates such as, education, ethnicity and religion. While the effect of regional image refers to the candidate's home and public confidence in the candidates. The price paid is the confidence (trust) and beliefs (beliefs) will be the party or candidate that will be supported.

(c) Promotion Politics

According to (Wring, 1996; Elebash, 1984) is a political promotion is the way political institutions in the promotion of political advertisements in building a slogan, political jargon and the image will be displayed.

The purpose of promotional activities in addition to introducing is to remind the candidates need to design promotion in various ways, either through the installation image with baleho large, banners, brochures, television media, as well as other accessories that are introduced and reminded, such as press releases and publications to generate branding and awareness, given that most people in Indonesia are relatively more remote areas (Astuti, 2008).

According to (Hafied, 2009: 21), forms of media used are print media, namely newspapers, magazines, periodicals, books; Electronic media is the film, television, computer, internet; small format media, namely leaflets, brochures, slebaran, stickers, calendars, bulletin; and outdoor media (outdoor), ie billboards, banners, billboards, electronic board, the flag, tassels, pin, logo, hats, vests, t-shirts.

(d) Place Politics

(Wring, 1997) explains about the place consisted of three factors, namely local network, canvassing, and tour leader:

- (a) Local network is a local actions that have or are carried out by the candidate, campaign team and party with the aim to establish a good relationship between the candidates by the voters, thus forming a positive image of the candidate.

- (b) Canvassing is an attempt mass gathering and compiling it in the pockets of existing voice based on the criteria established party or candidate.
- (c) Leader tour includes the involvement of the candidate and the campaign team in the activities of the community in the form of candidate visits to charitable organizations and religious organizations.

2.3 Political Marketing Mix Process

(Niffenegger, 1989) says that the marketing mix has the capacity to include a broad set of variables to adapt to various situations in business looks like the diagram below:

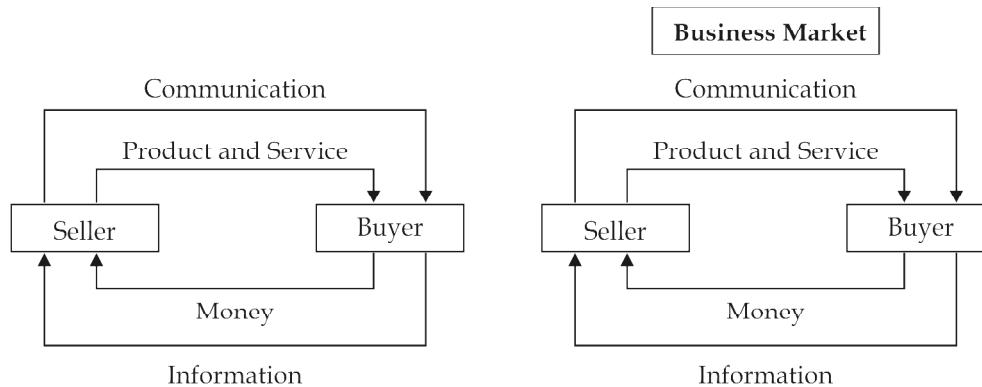


Figure 1: Political Marketing Mix Process

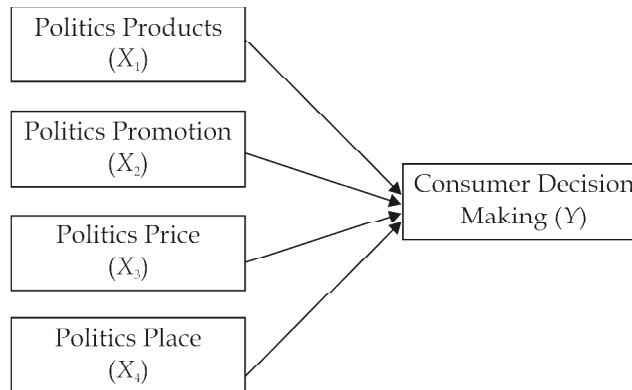
Source: Niffenegger, 1989

2.4 Decision Making Voters

Ikhsan and Shihab (2010) states, in principle, purchasing decisions and selections made by consumers and voters in the political world is not much different. Differences were seen striking candidate factor, hence the statement of Bergman and Wickert (1999), "the man is the message" or "the leading candidate is the platform". 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. This reason arises because voters have many choices.
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 not pessimistic about the process of selecting political leaders.

The model is :



Thus it can be hypothesized as follows:

H1: X1 Variable Political Product has a positive and significant effect on the Y Variable Voter's Decision.

H2: X2 Variable Political Price has a positive and significant effect on the Y Variable Voter's Decision.

H3: X3 Variable Political Promotion has a positive and significant effect on the Y variable Voter's Decision.

H4: X4 Variable Political Place has a positive and significant effect on the Y variable Voter's Decision.

H5: X5 Variable Political Marketing Mix has a simultaneously positive and significant effect on the Y Variable Voter's Decision.

3. RESEARCH METHOD

3.1 Unit Analysis

This study examines the marketing mix politics toward the decision of voters, then that will be an analysis of the political product in the eyes of voters, political price in the eyes of voters, campaign politics in the eyes of voters, and the politics place in the eyes of voters toward the decision of voters in the election of candidates for members legislative House of Representatives of the Republic of Indonesia Year 2014 II electoral district of West Java: Bandung regency and West Bandung regency.

3.2 Population and Sample

In this study population to be taken is the number of voters, Mr. H. Dede Yusuf Macan Effendi, ST., M.Ipol in the general election of legislative candidates House of Representatives of the Republic of Indonesia Year 2014 II electoral district of West Java.

According to Hair (2006: 98). The number of samples in this study defined as 200 samples, which is perceived is enough to represent the population.

3.3 Data Collection Techniques

1. Field Studies

Research conducted directly to obtain primary data or information on the actual state of the research object. By distributing questionnaires to the respondents whose numbers corresponding sample that has been specified, in order to produce data/information of each respondent/individual with a lot of research variables.

Based on the nature of the questions, the questionnaire given that questionnaire/ semi-open questionnaires. Semi-open questionnaire is a questionnaire that the question gives freedom to the respondent to provide answers and opinions according to the answer choices that has been provided (Hidalgo, 2014).

2. Library Studies

The method of collecting the data obtained from books, previous research and other literature relating to research materials.

That information can be obtained from scientific books, research reports, scientific essays, and accompanied from written sources-sumer both printed and other electronics. Literature study is also often referred to as secondary data, because the data is not directly derived from the population.

4. RESULT AND DISCUSSION

4.1 Mean and Standard Deviation

Tabel 1
Mean and Standard Deviation

	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>
Politics Product	200	3.7120	.50451
Politics Price	200	3.6128	.50807
Politics Promotion	200	4.6652	.60117
Politics Place	200	3.6150	.56102
Decision Making	200	3.7315	.62505
Valid N (listwise)	200		

Source : Primary Data

From the results in table 1 variable highest average achieved by a political product of 3.71, while the lowest average owned political price of 3.61.

The value of the standard deviation of each variable lowest figure possessed political product whereas the highest rates in the standard deviation is achieved by variable Promotion Society, with this shows the higher the standard deviation, the more unstable the variables proficiency level, and the lower the standard deviation, the more stable this variable, Stable levels of diversity in terms of respondents' answers more uniform.

4.2 Correlation Between Variable

Correlations

		<i>Politics Product</i>	<i>Politics Price</i>	<i>Politics Promotion</i>	<i>Politics Place</i>	<i>Decision Making</i>
Produk Politik	Pearson Correlation	1	.627**	.490**	.566**	.566**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
Harga Politik	Pearson Correlation	.627**	1	.364**	.293**	.454**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
Promosi Politik	Pearson Correlation	.490**	.364**	1	.289**	.447**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
Tempat Politik	Pearson Correlation	.331**	.293**	.289**	1	.411**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
Pengambilan Keputusan	Pearson Correlation	.566**	.454**	.447**	.411**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data that have been processed, 2015.

The correlation between the political decision-making product is 0.566 or have a moderate correlation value and significant at the 0.000 level because it is smaller than the general criteria used is 0.05 ($0.000 < 0.05$), thus it can be concluded that the political product has a significant positive correlation with the voters' decision.

Correlation to political price with voters' decision-making is 0.454 or have a moderate correlation value and significant at the 0.000 level because it is smaller than the general criteria used is 0.05 ($0.000 < 0.05$), thus it can be concluded that the political price to be correlated positively and significantly with the decision of voters.

Correlations for the promotion of political decision-making of voters is 0,447 or have a moderate correlation value and significant at the 0.000 level because it is

smaller than the general criteria used is 0.05 ($0.000 < 0.05$), thus it can be concluded that the political campaign has a correlation positively and significantly with the decision of voters

Correlation to the place of political decision-making where the voter is 0.411 or have a moderate correlation value and significant at the 0.000 level because it is smaller than the general criteria used is 0.05 ($0.000 < 0.05$), thus it can be concluded that the political space has a correlation positively and significantly with the decision of voters.

4.3 Hypothesis Testing

This section discusses the results of testing the hypothesis that the proposed research, product price politics, political campaign, place politics and voters decision-making. To test the hypothesis, statistical test used is the coefficient of determination.

This section discusses the results of testing the hypothesis that the proposed research, the influence of political marketing mix as independent variables on decision making of voters as a dependent variable.

4.3.1 Simultaneous Hypothesis Testing (F Test) and Partial Hypothesis Testing (t test)

4.3.1.1 F Test

Table 2
F Test

	<i>Model</i>	<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig</i>
1	Regression	31,909	4	7,977	33,937	,000 ^b
	Residual	45,838	195	,235		
	Total	77,747	199			

a. Dependent Variable : Decision Making

b. Predictors : (Constant), Politics Promotion, Politics Place, Politics Price, Politics Product

Source: Primary Data, 2015

Hipotesis 5

F Test in the above table 2 resulted in 0.000 significance, because the significance probability is much smaller than the established criteria is 0.05 then the regression can be used to predict the decisions of voters. It was therefore concluded (political marketing mix) a political product, pricing policy, promotion policy, and place politics together influence the voters' decision. Thus H_0 is rejected and H_a accepted.

4.3.1.2 *t* Test

Table 3
***t* Test Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	.130	.317		.411	.682
	Product Politics	.415	.095	.335	4.386	.000
	Price Politics	.143	.088	.116	1.632	.104
	Promotion Politics	.185	.067	.178	2.783	.006
	Place Politics	.239	.066	.215	3.622	.000

a. Dependent Variable: Decision Making

Hypothesis 1

Ho: $b_1 \neq 0$, there is no influence between the political product of the decision of voters.

Ha: $b_1 \neq 0$, influences of positive between political product of the decision of voters.

From the research results show that the variable partial test has a probability of significant political product with a significance level of 0.000 indicates $<0,05\text{sig}$. Then the political products significantly influence the voters' decision. The resulting beta is beta is positive, it means that the influence exerted political product to decision making voter is positive, which means that the influence direction. Concluded Ho rejected and Ha accepted.

Hypothesis 2

Ho: $b_1 \neq 0$, No influence between the political price toward the decision of voters.

Ha: $b_1 = 0$, are positive influence between political price toward the decision of voters.

From the results of the partial test research shows that the political price variables have no significant probability with levels of significance shows $0.104 > 0,05\text{sig}$. Then the price of political means and no significant effect on voter decision making. While the resulting beta is beta is positive, it means that the influence exerted political price for making decisions on voter is positive, which means that the influence direction. Concluded Ho accepted and Ha rejected.

Hypothesis 3

Ho: $b_1 \neq 0$, No influence between the political campaign toward the decision of voters.

Ha: $b_1 = 0$, are positive influence between the political campaign toward the decision of voters.

From the research results show that the partial test of political promotion variables have a significant probability with a significance level of 0.06 indicates $< 0,05$ sig. Then the political campaign significantly influence the voters' decision. The resulting beta is beta is positive, it means that the influence exerted political campaign against the voters' decision is positive, which means that the influence direction. Concluded Ho rejected and Ha accepted.

Hypothesis 4

Ho: $b_1 \neq 0$, No influence between political place toward the decision of voters.

Ha: $b_1 = 0$, are positive influence between the political place toward the decision of voters.

From the research results show that the variable partial test has a probability of significant political places with significant level of 0.00 indicates $< 147 0,05$ sig. Then a significant effect on the political place for taking decisions of voters. The resulting beta is beta is positive, it means that the influence exerted political place against the decision of voters is positive, which means that the influence direction. Concluded Ho rejected and Ha accepted

4.3.1.3 Coefficient of Determination

Table 4
Coefficient of Determination Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.641 ^a	.410	.398	.48483

a. Predictors: (Constant), Political Place, Political Promotion, Political Price, Political Product
a. Dependent Variable: Decision Making

b. Predictors: (Constant), Political Place, Political Promotion, Political Price, Political Product
Source: Primary Data, 2015.

$$KD = R^2 \times 100\% = (0,410) \times 100\% = 41\%$$

Table 5 explains the value of R^2 can be used to calculate the coefficient of determination. The coefficient of determination of 41% shows the voter decision making variables that can be explained by the political products, political price, promotion and place political politics while the rest of 59% is explained by other variables outside variables of this study. R for 0,641 means that the multiple correlation is high. Another variable voter decision making outside of the study as described in the research Setiajid (2011) is the parent factor, friends, his own selection factors, researchers Astuti (2008) and Handayani I (2014) describes the image of the candidate.

4.4 Discussion and Limitations

4.4.1 Discussion

This study asked five hypotheses. The fifth hypothesis testing results show that the product of politics, the political price, promotion and place political politics as independent variables simultaneously positive and significant impact on voters' decisions. Where a political product, pricing policy, promotion of political and decision-making related to the political electorate. This is in line with research conducted by Ihsan and Shihab (2010) stated that in his research showed that the product of politics, the political price, promotion and place political politics positive and significant impact on voters' decisions.

The test results show that the first hypothesis political product as an independent variable positive and significant impact on voters' decisions. So the decision of voters tend to have an influence. This is in line with research conducted by Waldhemar and Shihab (2009) stated that in his research showed that the political product positive and significant impact on voters' decisions.

The test results show that the hypothesis two political price as the independent variable and not significant positive effect on voters' decisions. Where the political price does not mean the voters' decision. This is in line with research conducted by Alwie (2012) stated that in his research showed that the political price is not positive and significant impact on voters' decisions.

The test results showed that three hypotheses to the political campaign as an independent variable positive and significant impact on voters' decisions. Where political campaign related to the decision-making of voters. This is in line with research conducted by Alwie (2012) stated that in his research showed that the political price positive and significant impact on the decisions of voters.

The test results indicate that the hypothesis to four political place as the independent variable positive and significant impact on voters' decisions. Where is the political decision-making related to the voters.

4.4.2 Limitations

After performing data analysis and testing and the interpretation of research, there are some things that a limitation in this study:

1. Observation study was only carried out in 2015. Observations of this research is only done by 2015.
2. The study was only done on voters in some parts of Electoral District Bandung and West Bandung regency.

3. The coefficient of determination in the decision-making variables voters by 41% which is explained by the political products, political price, promotion and place political politics. so that the remaining 59% is explained by other variables outside variables of this research, it also shows the limitations of this study. Another variable voter decision making outside of the study as described in the research Setiajid (2011) is the parent factor, friends, his own selection factors, researchers Astuti (2008) and Handayani I (2014) describes the image of the candidate.

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