The Moderating Role of the Campaign Program in the Effect of the Image of the Political Party and People's Representative Council Member on Intention to Vote in the Indonesia Election

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Abstract

Election campaigns represent every political party. These election campaign programs vary depending on the party's strategy. In Indonesia, election campaigns are conducted during election season. This study aims to determine how campaigns moderate the effect of political party image and candidate image on the intention to vote for members of the regional Indonesian People's Representative Council. Out of 34 provinces (nine provinces) with high, medium, and low voter density, the sampling method is stratified sampling based on the region. This study's respondents were Regional People's Representative Council electors. The program Lisrel was used to conduct an SEM-analysis of the models. The results indicate that the campaign program moderates the effect of the party's image and the image of the candidate's representative members on the intention to vote for Regional People's Representative Council members. Due to the use of millennials and the Z generation, the empirical research contributions are to implement the campaign program using the most recent effective media, such as digital media. The campaign program's message focuses primarily on the profile of an honest candidate and party initiatives that meet the needs of society. Incorporating the

moderating role of the campaign program, this research also contributes to the advancement of Reason Action Theory. The study has several practical implications and remarkable future directions essential for researchers to conduct additional research.

Keywords: political party image, candidate's representative members' image, campaign, intention to vote, Indonesian elections, voting campaigns

1.   Introduction

Political parties and candidates are representations that influence consumer decisions over where to vote. Political parties and candidates are producers who engage in production activities that generate ideas, concepts, and work programs. To attract the public's attention, manufacturers must exert significant effort to satisfy consumers' desires and expectations through the programs they offer. This activity is an endeavor by political parties and politicians to attain positional success in the political arena (Zavattaro, 2014). According to Durmaz and Direkçi (2015), the image of political parties and politicians contributes to their success in rivalry with other parties and candidates. In this situation, political parties and politicians devise methods to align their ideologies with the general public.

The consequences of Richard and Zhang's (2012) research indicate that a candidate's image must advance. The image of the party will impact the image of the candidate (Sirgy, 1982). Wang, Yang, and Liu (2009) found that the image of the party could favorably affect the image of the candidate. According to Kaur and Sohal (2019), a person's personality traits as an image, also known as a personal image, will assist voters in making decisions. According to Thongteerapharb (2014), political and marketing imagery affects voter participation. This political advertising has a substantial effect on their final decisions. In addition, the study's results indicate that how individuals view marketing depends on demographics and the organization's or party's ability to send the right message through the proper campaign to the right audience. Every political party should also be more concerned with its image since this study demonstrates that a positive image can make a party the first choice for voters. Political marketing helps election voters to evaluate candidates (Bauman, 2005). On the other hand, Bannon (2005), Johansen (2005), Henneberg and

O'Shaughnessy (2009) suggest that political marketing can facilitate positive and more substantive contacts between voters and political candidates and parties.

Political marketing is the application of marketing concepts and theories to political phenomena (Cwalina & Falkowski, 2015; Newman, 1994). The contribution of political marketing is to use general marketing principles, such as planning and determining the promotion/campaign of ideas and services, to create an image in the political field (Henneberg, 2004; Henneberg, Scammell, & O'Shaughnessy, 2009). Political imagery merits consideration (Lock & Harris, 1996; Milewicz & Milewicz, 2014). This demonstrates the importance of the image of candidates and political parties in political marketing. In the meantime, no research in political marketing explores the direct relationship between the image of political parties and the image of candidates on voter intention by modifying the campaign. The findings of Suacana et al. (2017) (image of political parties, voter satisfaction, and voter loyalty); Kaur and Sohal (2019) (political advertising, party image, voter satisfaction, and party loyalty); and Bennett et al. (2019) (image of warm politicians, competence, and intention to vote) are crucial. Even though Anselmsson and Johansson (2007); Hsieh, Pan, and Setiono (2004); Shahbaz et al. (2010); Webb and Mohr (1998) argued that party image could affect voter intentions, we find that this is not the case.

Eisend and Stokburger-Sauer (2013) found a strong relationship between personal image, voting intention, attitude, and commitment. Freling, Crosno, and Henard (2011) also found that personal image positively affects voting intentions. In addition, according to Jain et al. (2018), most research reveals a disconnect between individual judgments of personal image and its deployment by practitioners. In addition, Kim (2014) claims that social marketing initiatives concentrate on the influence of voter intentions toward candidates and parties rather than the moderating effect. Some researchers believe that a campaign as a marketing program is a crucial factor that determines the superiority of political parties and motivates voters to support the candidate and party in an election. Nevertheless, Hardy and Scheufele (2009) and Jain et al. (2018) suggest that the campaign program can moderate the effect of party image and candidate image on voter behavior (voting intention) in the election.

Significantly, the current research seeks to investigate the moderating influence of the Campaign program on the effect of party image and candidate image on voting intention. The significance of the study lies in its exploration and review of the existing literature on these campaigns. In addition, the scope of this study is limited to the campaigns of political parties in Indonesia. The study adds a significant model to the existing body of knowledge that was not previously discussed. In addition, this study has significant theoretical implications that have enriched our understanding of election campaigns and the function of political parties. Furthermore, this study has significant implications for marketing political parties in strategic voter persuasion campaigns. In addition, the study provides significant future directions for scholars to research and investigate additional facets of election campaigns for political parties.

2.   Literature Review and Hypotheses Development

This study employs the Self-Efficacy Theory proposed by Bandura. The theory proposes how cognitive factors can predict people's behavior. In this study, the theory represents how people anticipate voting for the personal representative members council candidate to become a member of the People's Representative Council.

2.1. The Influence of Party Image on Candidate's Representative Personal Image

Ko, Hwang, and Kim (2013) and Ha (1999) asserted that the party's image stimulates voting intentions, which might alleviate the difficulties of making choices. Richard and Zhang (2012) emphasize that the image of the party must be cultivated, which impacts the candidate's image. To increase public interest in voting, parties must cultivate a positive image in the public's minds. A positive party image will improve candidates' existence in the eyes of their people, allowing them to increase voter turnout. The image of the party is essential for any political candidate because most voters support the party and not the candidate (Singh, Mishra, & Singh, 2022). The public that philosophically supports a party based on the beliefs and previous performance of the party cares nothing about the political candidate. Still, it is concerned exclusively with the party's image (Banerjee & Chaudhuri, 2022). In a voting system where people support parties based on their ideas, it is impossible to

disregard the impact of political party image (Liu, 2022). Political parties' marketing and political efforts persuade the public to vote for the candidate who represents the party in a given area (Kruschinski & Bene, 2022). The effect of the party is evident in election campaigns since the nominated candidates represent the party's identity and reflect their affiliation with the party (Gherghina & Mişcoiu, 2022). This description suggests the following hypothesis:

H1: The image of the party has a positive effect on the representative personal image of the candidate.

2.2. The Effect of Party Image on People's Intention to Vote

Newman and Sheth (1987) believes that party image is a collection of a person's beliefs, thoughts, and impressions towards a specific object. Whichever exhibits the ideal conditions will influence a person's views and actions toward the thing. There has been a substantial shift in the interaction between political candidates and constituents in contemporary politics, altering how people view and perceive candidates. In addition, the relationship between political parties and the public is the most important factor for voters when making their selections. Therefore politicians employ the concept of an image to bridge the gap between voter behavior and perceptions. According to Webb and Mohr (1998), the definition of party image is voters' perceptions or feelings about party activities; building a positive party image requires enormous time and resources. To establish a favorable image in the eyes of voters, parties utilize political marketing as a competitive advantage tactic (Anselmsson & Johansson, 2007). According to the findings of Webb and Mohr (1998), Anselmsson and Johansson (2007), and Shahbaz et al. (2010), party image influences voter intention. This description suggests the following hypothesis:

H2: Party image positively and significantly affects people's intention to vote.

2.3. The Influence of Candidate's Representative Personal Image on People's Intention to Vote

According to a survey conducted by the Pew Research Center for the People and the Press in 1997-1998 with approximately 200 political consultants from around

the world, the quality of political campaign messages and the image strategies of political party candidates were the most important factors in determining election victory. According to Freling and Forbes (2005), the candidate's image is shaped and affected by direct and indirect public communication. A strong and positive personal image of a candidate can lead to evaluations that result in increased voter intent. According to Toldos-Romero and Orozco-Gómez (2015), a candidate's image can influence voting intentions positively. The candidate's image allows them to express themselves and even positively expand towards an ideal self-perception, influencing the choice intention. These findings support Freling et al.'s (2011) conclusion that personal image positively influences voting intentions. This description suggests the following hypothesis:

H3: The candidate's representative personal image positively affects people's voting intention.

2.4. The Influence of Party Image and Candidate's Representative Personal Image on Public Intention to Vote, Moderated by Campaign

The high political participation rate verifies that the elected leaders or representatives of the people are the results of their votes. The people operate the democratic system. Rebuilding public trust in the party by enhancing its image and reputation must be the priority of all political parties to increase party competitiveness. Political marketing with campaigns is one of the determinants of election victory for political parties. Four decades of research have yielded three fundamental conclusions: the effect of campaigns on electoral outcomes (Andersen & Kibler, 1978; Nimmo & Savage, 1976), the importance of image in voter decision-making (Miller & Toulouse, 1986), and the impact of political communication on party image perceptions and candidate evaluations. In addition, More (2018) argues that the campaign conducted by the party or the candidate promoted by the party is one factor that motivates people to vote. According to the implications of Hardy and Scheufele's (2009) research, campaigns can moderate the relationship between party image and the candidate's image and voter behavior, specifically voting intention. As carried out by political parties and candidates, campaigns can shape public opinion to engage citizens and influence political voting. In addition to candidates, political parties can

increase their voter base by proposing political programs. To achieve these objectives, political parties must be able to conduct political campaigns using various political marketing strategies.

Consequently, political parties and candidates must be able to take advantage of campaigns employing political marketing communication strategies to achieve their objectives, particularly in legislative general elections. Figure 1 demonstrates the hypothesis and research model. This description suggests the following hypothesis:

H4: The Campaign positively moderates the effect of the Party image and the candidate's representative personal image on people's intention to vote.
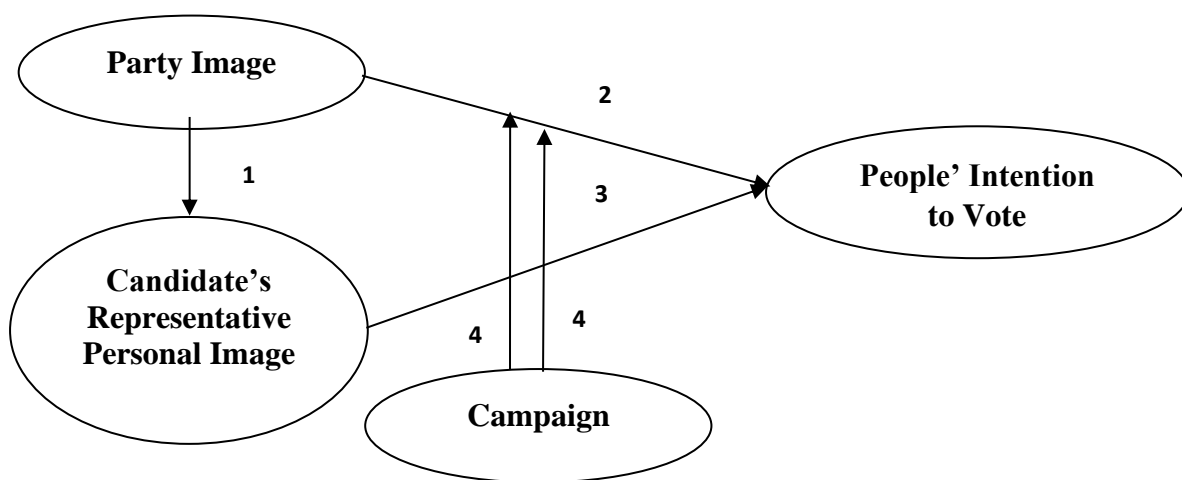

Figure 1. The Research Model

3.   Methodology

Previous research instruments with a 5-point Likert scale ranging from 1 = "Strongly Disagree" to 5 = "Strongly Agree" were used to measure each variable in this study, and the obtained data were analyzed using the Structural Equation Model (SEM) and LISREL 8.2 software. The measurement of Party Image followed Schweiger's measurement. The measurement of the candidate's image refers to Aaker (1997); Geuens, Weijters, and De Wulf (2009); Adopting Kaid's measurement was used to evaluate the campaign. The intention to vote was measured using the scale developed by Bouhlel et al. (2011). The individual is the unit of analysis in this study, and the focus of the research is the candidate of voters who are 17 years old and have the right to vote as active voters—politicians

who hold positions as members of the Regional People's Representative Council and representatives of political parties. The samples were collected based on the province's high, medium, and low voter candidate categories. West Java, East Java, and Central Java all have voters with the highest category. The provinces of East Nusa Tenggara, Bali, and South Kalimantan contain areas of medium category, while North Maluku, West Papua, and Southeast Kalimantan contain areas of the low category. Hair et al. (2010) determined the sample size in this study; there are 31 parameters, so the minimum number of samples per unit of analysis is 31 x 10 = 310. Five hundred responses were gathered using a semi-structured interview, but only 432 were valid.

4. Result and Discussion

As shown in Table 1, the validity and reliability of 432 valid data responses were evaluated using the value of Average Variance Extracted (it must be greater than 0.50) as the validity measurement and the value of Construct Reliability (CR must be greater than 0.70) as the reliability measurement.

Table 1. Test the Validity and Reliability of the Measurement Model

Variable	CR > 0.7	VE > 0.5	Conclusion
Party Image	0.87	0.57	Valid and Reliable
Candidate Personal Image			Valid and Reliable
Sincerity Dimension	0.87	0.70	Valid and Reliable
Dimension of Joy	0.74	0.51	Valid and Reliable
Competency Dimension	0.79	0.56	Valid and Reliable
Dimensions of Sophistication / Display	0.78	0.55	Valid and Reliable
Hardness Dimension	0.82	0.61	Valid and Reliable
Campaign	0.78	0.52	Valid and Reliable
Intention to Vote	0.80	0.53	Valid and Reliable

Furthermore, Table 1 shows that the value of Construct Reliability (CR) > 0.7, which is relatively high between 0.74-0.87, and Variance Extracted (VE) > 0.5, between 0.51-.0.70 shows are valid and reliable to form the latent variable constructs of Party Image, Candidate's Image, Campaign, and Intention to Vote.

Additionally, to ensure whether the research model can be used to confirm the supported hypothesis, the Goodness of Fit Index (GOFI) of the research model must fulfill the standard value requirement (Hair et al., 2010), shown in Table 2.

Table 2. The goodness of Fit Index (GOF) of The Research Model

Golf Size	The Results Value	Standard Value			Conclusion
		Intention to vote			
Chi-square	6.47	495.09			Good
Probability	0.48	p-value	>	0.078	Good
RMS	0.00	RMSEA	<	0.063	Good
GFI	1.00	GFI	>	0.91	Good
AGFA	0.98	AGFI	>	0.90	Good
NFI	1.00	NFI	>	0.96	Good
NNFI	1.00	NNFI	>	0.96	Good
CFI	1.00	CFI	>	0.97	Good Match

Sources: LISREL 8.80 Output (2022)

Based on the results of Table 2, the goodness of fit index for the structural model shows good results, namely all the goodness of fit (GOF) values show a good fit used to test the hypothesis, so all hypotheses were supported by the data, that can be seen in Table 3.

Table 3. The Hypothesis Results

Hypothesis	Path Analysis	t-value	Total Effect	Hypothesis Decision
H$_1$	Party Image → Representative Personal Image	8.66	0.45	Supported
H$_2$	Party Image → Intention to Vote	2.09	0.19	Supported
H$_3$	Representative Personal Image → Intention to Vote	2.85	0.12	Supported
H$_4$	Party Image* Champaign → Intention to Vote	3.49	0.21	Supported
H$_5$	Representative Personal Image* Champaign → Intention to Vote	3.73	0.17	Supported

Sources: LISREL 8.80 Output (2022)

5.   Discussion

5.1. The Influence of Party Image on Candidate Representative Personal Image

According to the findings of this study, Party Image has a positive and significant effect on a Candidate's Representative Personal Image. Party image is the party's self-image. The party wishes to emphasize a lack of corruption by 39.4%, knowledge/experience in the realm of government and administration systems by 38.1%, pluralism by 39.3%, the strength of party confidence in persuading the public by 38.3%, and the party's lack of understanding of the nation's needs by 37.2%. The party's image comprises multiple public impressions or perceptions of the party. Creating the party's image takes a considerable amount of work. It requires consistency in the party's actions, including the party platform, the leader's reputation, candidate/party figures, party background/experience, and party rhetoric. The party's image is connected to political socialization. Each party has a vision and mission incorporated into its work program.

To address the escalating issues, the party must fulfill its function of articulating the existing societal interests. The complexity of the party's ability to manage societal issues necessitates that party management anticipates, analyzes, and interprets public behavior and opinion, as well as issues that may impact the party's reputation, implementation, and organizational plans. Therefore, a positive party image positively influences the image of the candidate. This finding is consistent with Ha's (1999) research findings; Richard and Zhang (2012) assert that the party's image will influence the candidate's representative image. This finding also supports the survey findings by Lingkaran Survei Indonesia (LSI, 2019) that the party must be able to support the candidates for people's representatives by delivering programs that meet the needs of the people or society.

5.2. The Effect of Party Image on Intention to Vote

According to the study's findings, the positive direct effect value was 0.19, and the t-value was 2.09. This indicates that the Party Image has a significant and positive effect on the people's Vote Intention. This result is consistent with the findings of

Basiru (2015), Shahbaz et al. (2010), Anselmsson and Johansson (2007), and Webb and Mohr (1998), which indicate that Party Image can have a significant impact on voting intentions. According to Asquer, Golden, and Hamel (2020), voters tend to vote for candidates whose political parties have a positive reputation and never engage in corruption. Maryani, Susan, and Hurriyati (2020) also stated that a political party's positive image as a competitive advantage could build a high political party reputation, increasing voter intent. Consequently, the more favorable the party's image, the greater the likelihood voters will support the candidate's representative members. This implies that a political party must cultivate a positive image of its platforms, such as a commitment to implementing programs that meet the needs of society in terms of social welfare, education, health, and employment, as well as professional leaders with a clear vision.

5.3. The Influence of Candidate's Image on Intention to Vote

The direct effect value of 0.12 (12%) and the t-value of 2.85 indicate that the Candidate's Image has a positive and statistically significant effect on Voting Intentions. The results of respondents' responses to the candidate's image indicate that respondents will prefer candidates with honesty, innovative thinking, self-confidence, and toughness and who occupy the highest position on the sincerity dimension as a success factor. In this instance, the candidate's image positively and substantially affects voter intentions. This finding is consistent with Freling and Forbes (2005) and Denis (2005), which indicate that political marketing is a promise that can be kept and must be delivered to the government. These factors are regarded as the success of a candidate's represented personal image in an extremely fragile and unpredictable market. The representative personal image of a candidate can influence the intention to vote in an election. According to Survey Voxpol Center (CNN Indonesia, March 2019), voters lack confidence in the candidates due to their poor characteristics. The candidates are less dedicated to maintaining their program delivery pledges. This trust might harm the candidates' image, discouraging voters from supporting the politicians. The candidates' favorable public image will boost their popularity and electability. Therefore, the more favorable a candidate's image, the greater their

chances of winning the election. This assertion is consistent with the research findings of Lingkaran Survei Indonesia (LSI, 2019), which indicate that the voters will vote for the candidates owing to their positive image. In addition, López-García and Pavía (2019) and Warner and Banwart (2016) assert that the image of personal candidates is the most important factor in a voter's preference.

5.4. The Effect of Party Image on Voting Intention: Moderated by Campaign

The coefficient value ranged from 0.19 (19%) to 0.21 (21.0%), while the t-value ranged from 2.09 to 3.49. This demonstrates that the campaign moderates the effect of Party Image on voting intention. A campaign is a standardized series of individual or group communication activities designed to produce a specific result. 36.6% of the general public has a favorable view of the Party's Campaign. 35% of the general public supported the Party's Campaign. Physical and non-physical campaigns were conducted by parties leading to the legislative elections.

Regarding non-physical parties, party cadres engage in persuasive approaches with the community face-to-face and provide socialization about the role of a party in elections and the party's participation in the election. There is some information regarding the party's political education. In the interim, the party members physically assisted with distributing clean water, acquiring Toilet and Washing Equipment, and other tasks. The role of parties, cadres who will advance as candidates for members of the Regional People's Legislative Assembly, and the party's work program are publicized during party campaigns. The party's work programs are improving the quality of education, health care, public services, and infrastructure development. The Party's Campaign communicates positive political messages to the public to increase the public's intention to vote for the party. This result is consistent with the findings of Hardy and Scheufele (2009), Jain et al. (2018), Suacana et al. (2017), and Alkhawaldeh and Halim (2016). They found that campaigns could moderate the effect of party image and a candidate's representative personality image on voter behavior, specifically voting intention.

5.5. The Effect of Candidate's Image on Voting Intention: Moderated by Campaign

Based on the research findings, the coefficient value ranged from 0.12 (13%) to 0.17 (17%), and the t-value ranged from 2.85 to 3.73. This demonstrates that the campaign can enhance the Candidate's Representative's Image and the public's Voting Intention. A campaign is an activity executed deliberately, supports and enhances the planned implementation process during a specific period, and influences specific target audiences. The public's response to the campaign is that 36.4% of the public approves of the campaign conducted by the candidate, and 36.2% of the community is optimistic about the campaign conducted by the candidate. Campaigns serve as a conduit of information for the public to be more receptive to the messages conveyed to alter people's perspectives and increase public awareness of particular issues. The campaign conveys positive messages or information about the candidates' programs to the public to fulfill society's needs in terms of education, health, and social welfare/community economy, so that people like, sympathize with, and care about candidates and vote for them. This result is consistent with Hardy and Scheufele's (2009) and Fridkin and Kenney's (2011) findings. They found that campaigns can moderate the effect of party image and the candidate's representative personal image on voting intention.

6.   Theoretical and Practical Implications

This research is both theoretically and practically significant. The significance of this study's theoretical ramifications stems from the fact that it identified critical variables that were neglected in earlier studies. This study began by examining the relationship between party image and voting intentions. The second contribution of this study is the exploration of the considerable association between party image and a candidate's representative personal image. This study also introduced the literature addressing the relationship between the representative personal image of candidates and the party image. Significantly, the research has revealed the moderating relationship between party campaigns, party image, and voter intention. In addition, the moderation of the campaign in the study extended the literature concerning the relationship between candidates' representative personal images and people's voting intentions.

This work has significant practical consequences that must be discussed in advance. The study demonstrates that the campaigns of political parties should be appealing to persuade voters, as appealing campaigns constantly persuade individuals. In addition, parties and candidates in Indonesia are needed to portray the party's image during election campaigns, as this is the most effective way to transmit the party's message to the public and facilitate their voting decisions. However, this study underlined that election campaigns should be appealing, the candidate's image should be positive, and his character should not be lacking so that people would be drawn to the campaigns and cast their votes in favor. The generalization of these conclusions would be advantageous for political parties in other nations, in addition to Indonesia.

7.   Conclusion, Limitations, and Further Research

Due to the positive Political Party Image and the Image of the candidates, the intention to vote for the candidates' representative board members exists. In addition, campaign programs delivered by candidates or party platforms can enhance the effect of the Political Party Image and the candidates' representative personal Image on Vote Intention. The more the campaign accomplishes, the more the voter's intention to vote is influenced by the image of the party and the candidates' representative boards. These findings contribute to a comprehensive understanding of political marketing, particularly about the moderating effect of a political campaign opposing the intention to elect members of the Regional People's Representative Council in Indonesia. In addition, the results contribute to the development of self-efficacy theory regarding voter behavior in voting intention for the People's Representative Council in Indonesia during the election process. However, this study utilized the specific samples of voters in the election of the Regional People's Representative Council and did not include the presidential election. The setting was investigated in Indonesia. Extending it to other countries, as in the election of the President and the People's Representative Council, is necessary for further study due to the different characteristics of the candidates or presidents, as well as the various political systems and perspectives.

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