THE ENCOURAGEMENT OF POLITICAL MARKETING AND WORD-OF-MOUTH COMMUNICATION TOWARDS THE IMAGE OF THE MAYOR, TRUST, AND BEGINNING VOTERS' JUDGEMENTS IN SELECTING A MAYOR IN INDONESIA

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Abstract
Political parties experience a shift in perspective in the context of organizing political campaigns from the traditional era to a new era called political marketing. This study aims to measure the effect of political advertising and word of mouth on the image of regional heads, trust, and voters' decisions in selecting mayors. This research was conducted in Batam City, Riau Archipelago Province, Indonesia in 2021. The type of this research was survey research involving 389 12th-grade high school and vocational high school students as first-time voters. The technique of collecting data is a questionnaire technique, namely through the distribution of questionnaires. Data analysis in this study used Structural Equation Modeling (SEM) analysis, using Amos 24. The results of the study: 1) Political advertisements influence the image, beliefs, and decisions of first-time voters. 2) word of mouth has a significant effect on the image, and word of mouth has a significant effect on trust and novice voters' decisions. 3) The image of a candidate for regional head influences the trust, confidence, and decisions of first-time voters. 4) Trust in regional head candidates influences the decisions of first-time voters in Batam City, Riau Archipelago Province, Indonesia.
Keywords: Political Marketing, Image, Trust, Voters' Judgements, Mayor.

Introduction

Marketing can be understood as a way to introduce products in various ways to attract attention, trust, and customer decisions to choose or

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buy the products being marketed. Kotler (2015) defines marketing as a social process by which individuals and groups get what they need and want by creating, offering, and freely exchanging products and services of value with other parties. Service marketing can also be understood as any activity or benefit offered by one party to another and is an intangible good and does not result in the ownership of something (Rismiati & Suratno, 2001 Diyanto, 2008). Marketing practices do not only occur in the sale of products and services, but marketing practices also occur in politics to win the competition with political rivals. Harmers (2020) states that the orientation of commercial politics is very different from marketing politics in the election of prospective leaders or candidates for regional heads in Indonesia.

Harrop (1990) explained that political marketing is not just political advertising, political boradcasts, and electoral speeches still cover the whole area of party positioning in the electoral market. Furthermore, Mareek (1995) conceptualizes political marketing as a very complex process, the outcome of a more global effort implicating all the factors of the politicians' political communication. Dominic Wring (2018) explains Political Marketing is a way of promoting a competitive offer that will help realize organizational goals and group satisfaction from voters in transactions for their choice. In this context of political marketing, prospective leaders and their supporters can apply marketing concepts in their political processes, to adapt and satisfy the needs of voters. In explaining the vision, mission and central issues, candidate leaders and their supporters can use political promotion through the media, such as advertising, approach and establish relationships with the community, carry out various programs and competitions that involve the community, provide assistance and compensation , broadcasting radio, television, youtube (interactive dialogue) or direct mail according to the characteristics of the local (community) voters.

Sukti et al. (2022) revealed that political marketing practices have undergone a fundamental transformation from traditional-based methods to digital concepts where from 2015 to 2021 political marketing is dominantly carried out on social media, and the social media that is most widely used by candidates and their supporters is Instagram. Stier et al. (2018) reveal the results of their research in Germany where politicians apply a political marketing model by using Facebook and Twitter for different purposes. We attribute various findings to the mediation of political communication in social media due to the specific characteristics of the audience and the sociotechnical environment. The results of Chowdhury & Naheed's (2019) research show that political marketing through advertising greatly influences first-time voters, between first-time voters from

rural areas and first-time voters from urban areas. Rural first-time voters prefer candidates for their leaders who are promoted by celebrities. While novice voters from urban areas prefer candidate leaders who have humility and clarity of vision and mission. For this reason, Chowdhury & Naheed suggested using the word of mouth technique. In contrast, Newell (2018) revealed that increasing political advertising spending did not function to increase the interest of potential voters, even though initially it was high, and increased during the election period.

Research results show that Facebook plays a key role in election campaigns because it provides strategic marketing costs for political party election purposes. Organic media makes it possible to regularly engage with a wider audience through publicly visible Facebook posts (Chowdhury & Naheed, 2019). Focusing on the 2019 European Parliament campaign, Branowski et al. (2022) investigated the involvement of parties in negative campaigns on Facebook and the relationship to party ideology and their status as governing versus opposition parties at the national level. Manual coding of 8,153 parties' Facebook posts from twelve European countries showed that parties made fewer negative than positive and neutral posts. However, these negative posts attract more shares than positive, neutral and balanced statements, which increases their prominence on the platform. Because of this, users and algorithms create a negative campaign environment on Facebook more than any other medium.

Based on the explanation above, political marketing through political advertising and word of mouth has an influence on the voters of prospective leaders in various European countries. For this reason, this research needs to be conducted in Indonesia to find out (1) Does political marketing through political advertisements influence the image of mayoral candidates, beliefs, and the decision to vote for mayors in Batam City, Indonesia? (2) Does political marketing through word of mouth affect the image of the mayoral candidates, trustworthiness, and the decision to vote in choosing a mayor in Batam City, Indonesia?

THEORITICAL SIDE

Political Marketing

Political Marketing or political marketing defined by Dominic Wring, as a party or candidate using environmental analysis and opinion research to generate and promote a competitive offer that will help realize organizational goals and group satisfaction of voters in transactions for their choice (Aribowo et al. ., 2010). The use of the markerting method in the political field is known as political marketing.

In political marketing, the emphasis is on the use of the marking method approach to help politicians and political parties to be more efficient and effective in building two-way relationships with constituents and society. This relationship is interpreted broadly, from physical contact during the campaign period to indirect communication through news coverage in the mass media. Nursal (2014) emphasized that basically political marketing is a political campaign strategy to form a certain set of political meanings in the minds of voters. Firmasyah (2019) in Political Marketing explains that there are 4 political marketing mixes namely Product, Promotion, Price and Place. This political advertising variable is operationally measured using 3 (three) indicators developed by Setiyono (2008) namely (1) Explanation of Elections as a means of democracy, (2) Dissemination or strengthening memory of symbols, numbers, party leaders, and (3) Inviting vote for the party.

The results of Addasuqi's research (2015) show that political advertisements influence election contestants and voter perceptions of decision making in terms of residence and gender in the 2014 legislative election in Tapis village, Tana Paser sub-district, Indonesia. The results of this study indicate that there is a strong relationship between political advertisements and the image of politicians, trust in politicians, and the decision to vote for politicians. It was concluded that there was a significant difference between political advertising and decision making, there was an influence found on the decision making of voter perceptions; not significant from taking residence retention; not significant from taking gender; there are differences in terms of decision-making where to live; there are differences of opinion in terms of gender decision-making. Akbar's (2011) findings show that there is a relationship between political advertising and voting behavior in the election of the Governor and Deputy Governor of Maluku Province for the 2008-2013 period in Ambon City, Indonesia. The results of Akbar's (2011) study also show that there is a positive correlation between political advertising carried out through print media and the voting behavior of the people in the election of the Governor and Deputy Governor of Maluku Province for the 2008-2013 period in Ambon. And the low correlation, because the choice is influenced by many emotional factors.

Word of Mouth

Word of mouth communication is still the most effective type of marketing activity in Indonesia. According to Brown et al. (2005), word of mouth occurs when customers talk to other people about their opinions about a certain brand, product, service or company to other people. If customers share their opinions about the goodness of the product, it is called positive word of mouth, which in this paper is called word of mouth performance. But when customers share their

opinions about the badness of the product, it is called negative word of mouth. Positive word of mouth can mean if someone does business with a company and makes recommendations to other people about that company (Brown et al., 2005). Previous studies have stated that word of mouth or positive word of mouth performance is nine times more effective and is a form of traditional advertising that can change someone's displeasure or neutrality into a positive attitude towards a product or other services. Word of mouth behavior can be related to consumer satisfaction and dissatisfaction with their consumption experience (Blodget, 2007). This word of mouth variable is operationally measured using 3 (three) indicators developed by Brown et al. (2005) are: (1) stories of positive things (the likelihood to generate word-of-mouth), (2) inviting friends and family (favorability of word-of-mouth generated), and (3) recommendations and suggesting the likelihood to make purchase.

Based on the research of Babin et al (2005), there are three things related to positive word of mouth, including telling positive things about retail to other parties, recommending or suggesting to others to shop at the retail and inviting friends or family to shop. the retail. Sundermann (2018) the results of this research show that there is a relationship between word of mouth and image, trust, and voting decisions. It also provides evidence that the mere presence of word of mouth positively influences commitment, satisfaction and intentional identification and loyalty. Furthermore, the results of Ida's research (2013), show that there is a relationship between word of mouth and the image of politicians, trust in politicians, and the decision to elect politicians. The results of the study also show that women politicians are still represented stereotypically with regard to their femininity and position in the domestic sphere. The vision and political orientation of women politicians have not received significant attention from the media. The results of the above research are in line with Prabawangi (2017) showing that there is a relationship between word of mouth and the image of politicians, trust in politicians, and the decision to elect politicians. Comparative test results also show that female candidates who wear the headscarf are not judged to be more religious or more honest than other candidates.

Branding Image

Brand image can be interpreted as a series of tangible and intangible properties as stated by Ali (2013) that brand image is a series of tangible and intangible properties, such as ideas, beliefs, values, interests and features that make it unique. Brand Image must represent internal and external characteristics that can affect customer feelings. Rangkuti (2015) argues that Brand Image is a set of brand associations that are formed in the minds of consumers. So marketers succeed in building a company's brand image if they are

able to make customers have a positive association with the company. Brand image according to Kotler & Keller (2008) is the consumer's perception of a brand as a reflection of the brand association that exists in the minds of consumers. Meanwhile, Aaker (2008) states that Brand Image is a collection of associations that are organized into something meaningful. Aaker also explains eleven types of associations, namely (1) Product attributes, (2) Intangibles attributes, (3) Customer benefits, (4) Relative price, (5) Usage or application, (6) User or customers, (7) Celebrities or audiences, (8) Lifestyle or personality, (9) Product class, (10) Competitors and (11) Country or geographical area. The image variable for regional head candidates is operationally measured using the 4 indicators developed by Aaker (2008), are: (1) personality, (2) reputation, (3) value, and (4) corporate identity.

The results of Putri et al.'s research. (2013) showed that there is a relationship between the image of politicians and trust in politicians, and the decision to choose politicians. The results of this study also show that celebrity is the dominant factor in regional head elections in West Java, Indonesia and Rieke Diah Pitaloka as a candidate is the most popular among the other candidates contesting. Kompasianer portrays celebrity politicians based on subjective image which consists of emotions and self-affect and objectivity which consists of logic and cognition of regional head candidates. Subjective image is the candidate's emotional expression about the three (likes/dislikes, agrees/disagree). Meanwhile, the objective image is the perception of the three celebrities themselves which is formed based on Kompasiana's cognition. This image uses two measurement tools, namely: impression and trust. Based on the results of the research above, the researcher can conclude that the subjective and objective image is largely due to media coverage of the celebrity in question. This image then becomes difficult to let go even though celebrities have been in politics for a long time.

Trust

Trust is related to customer loyalty to the company. Trust is one of the main factors driving customer loyalty in the long term. Beliefs, attitudes and behavior are also related to the concept of product attributes. Product attributes are the characteristics of a product. Consumers usually have confidence in product attributes. Sangadji & Sopiah (2013) stated that a person forms three types of trust, including (1) object-attribute trust, (2) attribute-benefit trust, (3) object-benefit trust. Object-attribute trust connects objects such as people, goods, services with attributes. Attribute-benefit trust is the consumer's perception of how far an attribute produces certain benefits. Meanwhile, object-benefit belief is a consumer's perception of how far certain products, people or services will provide benefits. Based on the

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explanation above, what is meant by trust in regional head candidates is trust in the reliability of regional head candidates which is determined by systematic confirmation of expectations of politicians' bids. Trust is also consumer knowledge about an object, its attributes and benefits. The indicators are: (1) Able, (2) Can be trusted, (3) Connected, (4). Dependable.

Handaningrum & Rini (2014), in perceptions of the quality of legislative candidates and political trust with political participation. The results of this research show that there is a relationship between trust in politicians and the decision to vote for politicians. The results also show that: (1) there is no significant relationship between perceptions of the quality of legislative candidates and political trust with political participation. (2) that partially the perception factor of the quality of legislative candidates (X1), there is no significant relationship to political participation (Y). (3) that partially the political trust factor (X2) has no significant relationship to political participation (Y). R Square value (R2) of 0.14. The R Square value of 0.14 shows that the percentage contribution of the independent variable perceptions of the quality of legislative candidates and political trust to the dependent variable political participation is only 1.4%, while the remaining 98.6% is influenced by other variables not included in this research variable.

Voters' Decision

The decision of voters for regional head candidates is a process of evaluating existing options to obtain the expected results. The decision variable for electing regional head candidates is operationally measured using 5 (five) indicators developed by Mincemoyer and Perkins (2003), namely: (1) Identifying or identifying problems, (2) Formulating alternatives or seeking information, (3) Considering risk or evaluation of various alternatives, (4) Choose alternatives or decide, and (5) Evaluation.

METHODS

The type of research used in this research is a survey research method. This research is a causal explanatory study which will prove a causal relationship between the independent variables, namely political advertising, word of mouth; and the intervening variables, namely the image of politicians, trust; and the dependent variable, namely the decision of voters for regional head candidates in Batam City, Riau Archipelago Province. Primary and secondary data were collected by means of cross section, namely research at one particular time using many respondents. Research data is collected directly to the research location. The population for this study were all 17-year-old novice

voters, namely 12th grade high school and vocational high school students in Batam City, Riau Islands Province in 2021. The total population for this study consisted of 13,150 participants. This study drew samples using proportional random sampling method. Referring to the Slovin formula with a tolerance of 5%, the total sample adequacy is 389 respondents.

This research was conducted on first time voters for the 2020 mayoral election in Batam City, Riau Archipelago Province from January 2020 to March 2020. The technique used to collect primary data was a questionnaire technique, namely through distributing questionnaires. To measure the required data, the Likert Scale is used in this study. The Likert scale asks for individual responses to several statements indicating a person "Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D), Strongly Disagree (SD)" with the statement. The Likert scale is used through 5 levels with a score of (1) Strongly agree category with a score of 5. (2) Agree category with a score of 4. (3) Neutral category with a score of 3. (4) Disagree category with a score of 2. (5) The category strongly disagrees with a score of 1.

Data analysis in this study uses an analytical method that can provide a simultaneous analysis process related to multi-variant research models such as in this study, namely Structural Equation Modeling (SEM) analysis, using Amos 24. Validity test is carried out on each question item from the indicator variable to the construct using the loading factor or lambda coefficient (λ). The test criterion used is that the greater the value of λ, the more valid it is (indicated by the value of c.r > 2.0). The indicator is also said to be valid if the t-test results are significant at a p-value <0.05. The reliability test uses a reliability indicator, which is obtained from the standard λ value with the formula (λ– error) and the results cannot be less than 0.50 or use construct reliability (CR) whose value also cannot be less than 0.50. In accordance with the existing conceptual framework and hypotheses, the research data was tested using Stuructural Equation Modelling (SEM) analysis.

RESULTS AND DISCUSSION

Results

To obtain valid research results, the research instrument must be tested for its validity level to find out whether this research instrument can be used to collect data. Below are the results of this research instrument validity test.

Table 1. Pearson Correlation Validity Test Results

Indicators	Sub-Indicators	Pearson Correlation	Sig.	P-Value ≤ 0,05	Status
Political Ads	Explanation of Elections as a means of democracy	0.790**	0.000	< 0.005	Valid
	Dissemination of symbols, numbers and party heads	0.912**	0.000	< 0.005	Valid
	Invite to vote for a party	0.890**	0.000	< 0.005	Valid
Words of Mouth	The likelihood to generate word-ofmouth	0.895**	0.000	< 0.005	Valid
	Favorability of word-of-mouth generated	0.929**	0.000	< 0.005	Valid
	The likelihood to make purchase	0.901**	0.000	< 0.005	Valid
Branding Image	Personality	0.932**	0.000	< 0.005	Valid
	Reputation	0.931**	0.000	< 0.005	Valid
	Caring values	0.841**	0.000	< 0.005	Valid
	Corporate identity	0.945**	0.000	< 0.005	Valid
Trust	Able	0.766**	0.000	< 0.005	Valid
	Believable	0.791**	0.000	< 0.005	Valid
	Connected	0.747**	0.000	< 0.005	Valid
	Dipendable	0.816**	0.000	< 0.005	Valid
Voters' Decision	Problem identification or recognition	0.905**	0.000	< 0.005	Valid
	Formulate alternatives or information search	0.677**	0.000	< 0.005	Valid
	Consider the risks or evaluate alternatives	0.921**	0.000	< 0.005	Valid
	Choose an alternative or decide	0.729**	0.000	< 0.005	Valid
	Evaluation	0.854**	0.000	< 0.005	Valid

Measuring the validity of this research instrument uses internal consistency, namely the Pearson product moment correlation method. If the results of the correlation between each question and the total score show a significant result (significance <0.05), then the

question item is valid. The results of the validity test in table 1 above show that all variable indicators have met the validity requirements where all questionnaire items have a significant correlation at an error rate of 5% (** <0.05), so that it can be said that all question items are valid and can be processed. further and to test the reliability of the research instrument.

Table 2. Reliability Test Results with Cronbach alpha (α)

Variable	Koefisien alpha (α)	Standart Alpha	Status
Political ads	0,799	0,60	Reliabel
Words of mouth	0,796	0,60	Reliabel
Branding image	0,622	0,60	Reliabel
Trust	0,844	0,60	Reliabel
Voters' decision	0,711	0,60	Reliabel

The results of the reliability test with the Cronbach alpha (α) test in this study indicate that all research variables are reliable because all the alpha coefficient (α) values of each research variable are greater than standardized (0.6), so that each item questions on measurement instruments can be used. The value of the corrected item total correlation of all question items is greater than 0.3.

After the researcher distributed the questionnaire to the research subjects at the research location which consisted of 389 grade 12 high school and vocational high school students in Batam City, Riau Islands Province, the average value for each indicator and research instrument items was produced. Below is a table of survey results from the research location.
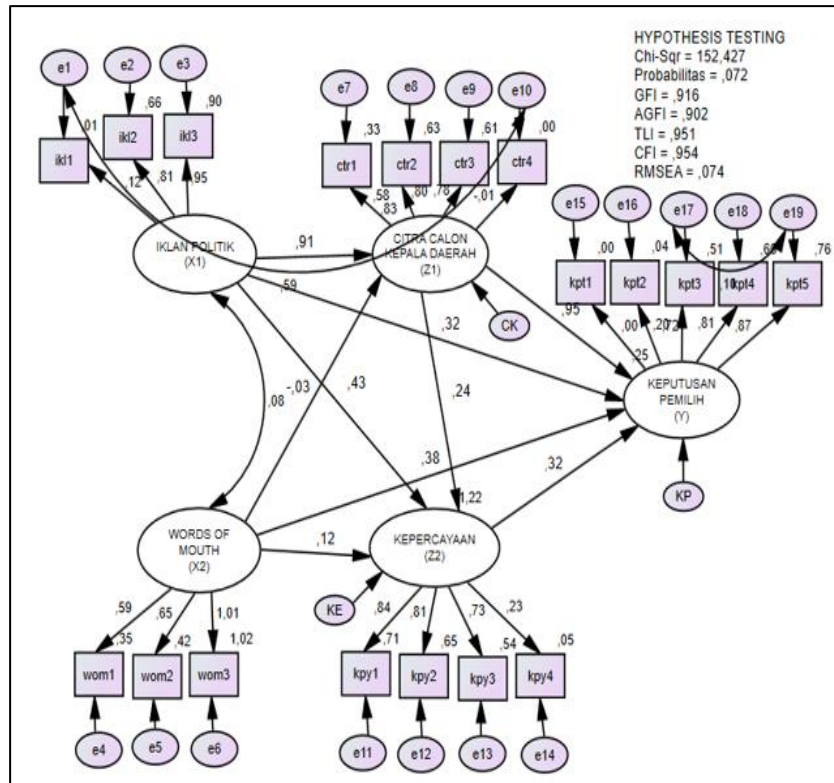
Table 3. Research Questionnaire Survey Results

Indicators	Sub-Indicators	Average	Status
Political Ads	Explanation of Elections as a means of democracy	4.127	Baik
	Dissemination of symbols, numbers and party heads	4.000	Baik
	Invite to vote for a party	3.951	Baik
Words of Mouth	The likelihood to generate word-ofmouth	3.905	Baik
	Favorability of word-of-mouth generated	3.977	Baik
	The likelihood to make purchase	3.694	Baik
Branding Image	Personality	3.797	Baik
	Reputation	3.827	Baik
	Caring values	3.578	Baik
	Corporate identity	4.854	Baik
Trust	Able	3.547	Baik

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	Believable	3.738	Baik
	Connected	3.693	Baik
	Dipendable	3.593	Baik
Voters' Decision	Problem identification or recognition	3.886	Baik
	Formulate alternatives or information search	3.824	Baik
	Consider the risks or evaluate alternatives	3.887	Baik
	Choose an alternative or decide	3.753	Baik
	Evaluation	3.921	Baik

The table above shows that the results of descriptive calculations get an average score where the political advertising variable is 4,026, the words of mouth variable is 3,858, the image variable for regional head candidates is 4,014, the trust variable is 3,642, and the decision variable for regional head candidates is 3,854. All of the above average values can be categorized as good, which explains that all the variables studied in the 2020 local elections in Batam City, Riau Islands Province, are already good, although these conditions are not yet in a very good position, therefore, all of these variables still have the potential to be upgraded.

Multicollinearity evaluation to determine the existence of two or more exogenous variables that have a very strong relationship or have high similarity. In structural testing the existence of multicollinearity is known through the coefficient of determination of the covariance of the sample, if the model has a small covariance determinant or close to zero it means that multicollinearity occurs, otherwise it means that it does not occur. The test results obtained a covariance model determination value of more than zero, namely 0.01, and in this research model there was only one exogenous variable, therefore in this study there was no multicollinearity. The model structure is used to describe causality research models with tiered relationships. The initial research model (Proposed Model) that has been made, was analyzed using the structural equation model with AMOS 24 software. This test was conducted to see whether the model developed was in accordance with the data.

Figure 1. Structural Equation Model Test Results (Final Model)

Discussions

This research has found that voters' decisions in the election of mayoral candidates in Batam City, Indonesia are significantly influenced by political advertising, word of mouth, image of mayoral candidates, and trust in mayoral candidates. These findings can be an alternative model or way of managing political advertising variables, word of mouth, the image of a mayoral candidate with the aim of increasing voter decisions in the election of a mayoral candidate. The path coefficient of the political advertising variable on the image of the mayoral candidate is 0.915 with a critical ratio (CR) of 14.299 and a probability value of 0.000. The probability value is less than 0.05, this indicates that the influence of the political advertising variable on the image of the mayoral candidate is significant or can be trusted. The contribution given in this contribution is 91.5%. The results of this study are in accordance with the results of previous research that political advertisements always contain short messages about the issues raised (policy position), quality of leadership (character), performance (track record) and experience (Setiyono, 2008 and Addasuqi, 2015). Suyatno Kahar (2014) revealed that in order to carry out the party's political imagery process, audiences also read the

party's image differently based on their subjectivity, either based on experience and associations brought, or because of the influence of the setting in which the image appears.

The path coefficient of political advertising variable on trust in mayoral candidates is 0.433 with a critical ratio (CR) of 5.209 and a probability value of 0.000. The probability value is less than 0.05, this indicates that the influence of political advertising variables on trust in mayoral candidates is significant or can be trusted. The contribution given in this contribution is 43.3%. The results of previous studies indicate that political advertising is informative and persuasive broadcasting with the aim of reaching voters and giving them political choices which include political parties, candidates, programs, the use of advertisements and news in political campaigns basically follows the principles of marketing and promotion (Haryati, 2007 and Suherman et al., 2014). In conclusion, the research shows that broadcasting candidate political advertisements on television is a strategy to shape the image and increase the popularity of a candidate, and is also very helpful for novice voters to get to know the candidates. Meanwhile, Kheyene Molekandella Boer (2014), explains the phenomenon of bad advertising ethics due to the pressure of media ownership which ultimately makes sense of all means to gain the interests of political parties.

The path coefficient of the word of mouth variable on the image of the mayoral candidate is -0.029 with a critical ratio (CR) of 0.495 and a probability value of 0.621. The probability value is greater than 0.05, this indicates the effect of the word of mouth variable on the image of the mayoral candidate is not significant or cannot be trusted. Meanwhile, the negative value of beta explains that the influence is not unidirectional, meaning that word of mouth for the mayoral candidate has not contributed to improving the image of the mayoral candidate. The results of this study are not in accordance with the findings of Rachmah Ida (2013), which shows that there is a relationship between word of mouth and the image of politicians, trust in politicians, and the decision to elect politicians. The results of the study also show that women politicians are still represented stereotypically with regard to their femininity and position in the domestic sphere. The results of this study are also not in line with the findings of Rani Prita Prabawangi (2017), which shows that there is a relationship between word of mouth and the image of politicians, trust in politicians, and the decision to elect politicians. Comparative test results show that female candidates who wear headscarves are not judged to be more religious or more honest than other candidates.

The path coefficient of the words of mouth variable on trust in the mayoral candidate is 0.119 with a critical ratio (CR) of 2.019 and a probability value of 0.000. The probability value is less than 0.05, this

indicates the influence of the word of mouth variable on trust in the mayoral candidate is significant or can be trusted. The contribution given in this contribution is 11.9%. The results of this study are in accordance with the statement of Kotler & Keller (2012), that word of mouth communication is one of the communication channels that is often used by companies that produce both goods and services because word of mouth communication is considered very effective in expediting the marketing process and is able to provide profit to the company. The results of this study are in accordance with the findings of Sundermann (2017), which shows that there is a relationship between word of mouth and trust, and voting decisions. This also provides evidence that the presence of word of mouth can positively influence commitment, satisfaction, identification and loyalty. Rani Prita Prabawangi (2017), shows that there is a word of mouth relationship with the image of politicians, trust in politicians, and the decision to elect politicians.

The path coefficient of the word of mouth variable on voter decisions for regional head candidates is 0.381 with a critical ratio (CR) of 4.242 and a probability value of 0.000. The probability value is less than 0.05, this indicates that the influence of the word of mouth variable on the voter's decision for the mayoral candidate is significant or can be trusted. The contribution given in this contribution is 38.1%. The results of this study are in accordance with the findings of Sundermann (2017), which shows that there is a relationship between word of mouth and trust, and voting decisions. It also provides evidence that the mere presence of word of mouth positively influences commitment, satisfaction and intentional identification and loyalty. Rani Prita Prabawangi (2017), shows that there is a word of mouth relationship with the image of politicians, trust in politicians, and the decision to elect politicians. Comparative test results also show that female candidates who wear the headscarf are not judged to be more religious or more honest than other candidates. Meanwhile, Gadis and Effy Rusfian (2012) state that the branding approach is well formulated in the political context by using a political public relations perspective, and at the same time provides an alternative in mobilizing political participation in an increasingly secularized situation.

The path coefficient of the regional head candidate's image variable on trust in the mayoral candidate is 0.240 with a critical ratio (CR) of 2.823 and a probability value of 0.000. The probability value is less than 0.05, this indicates that the influence of the regional head candidate's image variable on trust in the mayoral candidate is significant or can be trusted. The contribution given in this contribution is 24.0%. The results of this study are in accordance with the findings of Citra Dano Putri, Hafied Cangara, Iqbal Sultan (2013), which shows that there is a relationship between the image of

politicians and trust in politicians, and the decision to elect politicians. The results of the study also show that celebrity is the dominant factor in the West Java regional elections. This image uses two measurement tools, namely impression and trust. The results of the study show that the subjective and objective images are mostly caused by media coverage of the celebrity in question. This image then becomes difficult to let go even though celebrities have been in politics for a long time. Melifia Liantifa (2019), shows that political promotion and candidate image affect trust and election decisions and trust influences voter decisions.

The path coefficient of the mayoral candidate's image variable on the voters' decision of the mayoral candidate is 0.955 with a critical ratio (CR) of 15.043 and a probability value of 0.000. The probability value is less than 0.05, this indicates that the influence of the image variable of the mayoral candidate on the voters' decision on the mayoral candidate is trustworthy. The contribution given in this contribution is 95.5%. The results of this study are in accordance with the findings of Fauzan Bur, Sefnedi, Irda (2014), that candidate image, trust, political promotion, and money politics have a positive and significant effect on constituent decisions in regional head elections, trust is found to have the strongest influence on constituent decisions in elections regional head, and then followed by candidate image, political promotion, and money politics, constituent decisions for regional head elections are explained by candidate image, trust, political promotion, and money politics. Practical implications for regional head candidates to win the election competition in the future, it is suggested to consider the factors of trust, candidate image, political promotion, and money politics. Citra Dano Putri, Hafied Cangara, Iqbal Sultan (2013), which shows that there is a relationship between the image of politicians and trust in politicians, and the decision to elect politicians. The results of the study also show that celebrity is the dominant factor in the election of regional heads of West Java. This image uses two measurement tools, namely: impression and trust. Melifia Liantifa (2019) shows that political promotion and candidate image affect voter trust and decisions, trust influences voter decisions, and trust acts as a mediating variable between political promotion and candidate image on voter decisions.

The path coefficient of the variable voter's trust in the voter's decision of the mayoral candidate is 0.318 with a critical ratio (CR) of 4.043 and a probability value of 0.000. The probability value is less than 0.05, this indicates that the influence of the voter's trust variable on the voter's decision of the mayoral candidate is significant or can be trusted. The contribution given in this contribution is 31.8%. The results of this study are in accordance with Mowen & Minor (1994) that trust has an important role in building relationships between consumers and

providers of goods or services. Voter trust is voter knowledge about an object, its attributes and benefits where the object can be a product, regional head candidate, bearer political party, or anything to which a person has trust and attitude. The results of this study are in accordance with Handaningrum & Rini (2014) showing that there is no significant relationship between perceived quality of legislative candidates and political trust with political participation that partially the perceived factor of the quality of legislative candidates is not related to political participation. Partially, the political trust factor has no significant relationship to political participation. The research results of Putri et al. (2013), showed that there is a relationship between the image of politicians and trust in politicians, and the decision to choose politicians. Fauzan et al. (2014), that candidate image, trust, political promotion, and money politics have a positive and significant effect on constituent decisions in regional head elections, trust is found to have the strongest influence on constituent decisions in regional head elections, and then followed by candidate image, political promotion, and money politics. Liantifa (2019), shows that political promotion and candidate image have a significant effect on voter trust and decisions, trust influences voter decisions.

CONCLUSIONS

Based on the previous description, it can be seen that the conclusion of this study is that political advertising variables have a significant effect on the image of mayoral candidates, beliefs, and decisions of first-time voters in Batam City, Riau Archipelago Province. The word of mouth variable has no significant effect on the image of the mayoral candidate, and word of mouth has a significant effect on trust, and the decisions of first-time voters in Batam City, Riau Archipelago Province. The image variable of the mayoral candidate has a significant effect on the trust and decisions of first-time voters in Batam City, Riau Archipelago Province. The variable of trust in the mayoral candidate has a significant effect on the decision of first time voters in Batam City, Riau Islands Province.

CONFLICTS OF INTEREST

The authors declare no conflict of interest regarding the publication of this manuscript. In addition, the ethical issues, including plagiarism, misconduct, data fabrication and/or falsification, double publication and/or submission, and redundancies, have been completed by the authors.

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