THE INFLUENCE OF MARKETING AND PERSONAL CAPABILITY ON VOTER TRUST: MEDIATED EFFECT OF PERSONAL BRANDING

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ABSTRACT

Purposes: The aim of this study is to examine the influence of relationship marketing and personal capabilities on voter trust through personal branding.

Theoretical Framework: This study consists of four variables consisting of 2 exogenous variables, namely relationship marketing and personal capability, with the intervening variable personal branding and the exogenous variable voter trust. Consists of five hypotheses on the direct influence of exogenous variables on endogenous ones and two indirect hypotheses testing the intervening role of personal branding.

Method: The sample used was 400 voters distributed in West Java Province, Indonesia. The data was processed using the AMOS structural equation model (SEM) approach.

Result and Conclusion: It is proven that relationship marketing has a significant positive effect on personal branding and voter trust. Relationship marketing has no significant effect on voter trust. Personal capability has a direct effect on personal branding and voter trust. Personal branding has a significant positive effect on voter trust. It is proven that personal branding mediates the influence of relationship marketing and personal capability on voter trust.

Originality/Value: Studies have proven that personal branding mediates the influence of relationship marketing and personal capability on voter trust which has not been found in previous studies. These results contribute to legislative candidates who will advance in the general election to occupy legislative seats. Because the research was only in West Java, future researchers can expand the research sample to other provinces in Indonesia.

Keyword: marketing capability, personal branding, personal capability, voter trust.

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RESUMO

Propósitos: O objetivo deste estudo é examinar a influência do marketing de relacionamento e das capacidades pessoais na confiança do eleitor através de marcas pessoais.

Estrutura teórica: Este estudo consiste em quatro variáveis que consistem em duas variáveis exógenas, a saber, marketing de relacionamento e capacidade pessoal, com a variável interveniente marca pessoal e a variável exógena confiança do eleitor. Consiste em cinco hipóteses sobre a influência direta de variáveis exógenas nas endógenas e duas hipóteses indiretas testando o papel de intervenção da marca pessoal.

Método: A amostra utilizada foi de 400 eleitores distribuídos na província de Java Ocidental, Indonésia. Os dados foram processados utilizando o modelo de equação estrutural AMOS (SEM).

Resultado e Conclusão: Está provado que o marketing de relacionamento tem um efeito positivo significativo no branding pessoal e na confiança do eleitor. O marketing de relacionamento não tem efeito significativo na confiança do eleitor. A capacidade pessoal tem um efeito direto no branding pessoal e na confiança do eleitor. A marca pessoal tem um efeito positivo significativo na confiança do eleitor. Está provado que o branding pessoal medeia a influência do marketing de relacionamento e capacidade pessoal na confiança do eleitor.

Originalidade/Valor: Estudos provaram que o branding pessoal medeia a influência da marcação de relacionamento e capacidade pessoal na confiança do eleitor, o que não foi encontrado em estudos anteriores. Esses resultados contribuem para os candidatos legislativos que avançarão nas eleições gerais para ocupar assentos legislativos. Como a pesquisa foi realizada apenas em Java Ocidental, futuros pesquisadores podem expandir a amostra de pesquisa para outras províncias da Indonésia.

Palavras-chave: capacidade de marketing, marca pessoal, capacidade pessoal, confiança do eleitor.

1 INTRODUCTION

Indonesia is one of the largest democratic countries that holds elections directly and simultaneously. Success in holding general elections lies in the main foundation, namely the level of voter trust in Indonesia. Bryant (2020) suggests that voter trust and satisfaction in the election process are indicators of a healthy democracy. The level of public trust in the general election system greatly influences participation in elections (Kozel & Decman, 2020). Success as a democratic country lies in public trust in the implementation of elections, including the trust of political actors. Public trust in general elections determines the quality of the democratic system, including in Indonesia.

Trust in elections is an agenda that requires support and hard work from both government institutions and political actors. According to the KPU (2020), the level of
public trust is a strategic issue in realising democratic consolidation according to the national development plan for the 2020-2024 period. It was further explained that there was a decline in public trust due to the management of public information and communication at the central and regional levels, which had not been integrated. The decline in public trust is caused by unequal and equitable access to and content of information. Trust in elections is an agenda that requires support and hard work from both government institutions and political actors. According to the KPU (2020), the level of public trust is a strategic issue in realising democratic consolidation according to the national development plan for the 2020-2024 period. It was further explained that there was a decline in public trust due to the management of public information and communication at the central and regional levels, which had not been integrated. The decline in public trust is caused by unequal and equitable access to and content of information.

The level of trust in presidential candidates, regional heads, or candidates for people's representatives can be seen from various aspects. Voter trust can be seen from the marketing aspect (Bukarti et al, 2022). Factors that influence voter confidence are relationship marketing, personal capabilities, and candidate image. (Meliala, 2020; Citrayanti & Yuhertiana, 2021;) In general elections, be they presidential, legislative, or regional head elections, political parties or candidates will face 4 types of voters, namely: (a) Rational Voter. This type of voter prioritises the abilities of political parties or candidates in their work programs. (b) Critical Voters. This type of voter is a combination of their high orientation towards the ability of political parties and candidates to resolve national problems and their high orientation towards ideological matters. (c) Traditional voters This type of voter can be mobilised during the campaign period. High loyalty is one of the most visible characteristics of this type of voter. (d) Skeptical voters. These voters do not have an ideological orientation toward a political party or candidate, and they also do not consider policy to be something important. These voters still have very little desire to be involved in political parties, because their ideological ties are low and they tend not to care about the platforms of political parties or candidates. This type of voter is often referred to as the "white group" (golput) in every general election (Firmansyah, 2008).

West Java is in the category of rational voters because of the level of education of its people and, of course, prioritising trust, commitment, and communication in
determining their choices, and these three elements are part of relationship marketing (Ndubisi 2007). The level of public trust in West Java is based on reasons related to the characteristics of the candidates themselves. Data shows that people in West Java assess trustworthiness in relation to the candidate's attributes or self-image (personal branding) for voters. Case studies that occurred in the direct presidential elections in 2014 and 2019 show that Jokowi won nationally but was unable to win the vote in West Java province, even though, based on the results of various survey institutions that published the results, all of them won Jokowi. This data can be seen in the following graph of vote counting results.

In the information era, voters are sometimes confused by the various pieces of information available. Only a small number admitted to analysing the news circulating about candidates and reviewing the track records of the selected candidates. In line with a survey by the Indonesian Poltracking Agency (2022), it was found that 18 percent of respondents were still unsure about exercising their right to vote in the 2024 elections. This doubt was based on the profile of the candidate they would vote for. Candidates for both president and vice president are selected based on their personal capabilities. Mellaz (2018) suggests another shift in electoral competition, from party-centered politics to candidate-centered politics, making individuals the centre of voter attraction. The results of the Populi Center survey (2022) show that 41.4% of voter respondents stated that they did not know or did not answer the question about which figures were selected based on their electability. This shows that voters think that the candidate they are nominating does not have good performance, achievements, or a positive track record in their field. This selection describes the intellectual attractiveness, abilities, and expertise of the candidates.

According to Rizkia et al (2022) that competition in the world of politics is a phenomenon that cannot be avoided in the implementation of democracy. Political competition runs as part of democratization in Indonesia. First, there is political competition to compete for positions and functions in party organizations. The type of competition that occurs in the ideological corridor environment and mechanisms, structures within the political party concerned. Second, there is competition to bring support and sympathizers from the community. This type of competition often occurs when elections and general election campaigns are held. These political initiatives can be realized with public trust.
Trust itself is a complex phenomenon to explain. Manento and Testa (2020) stated that the level of voter confidence in supporting a candidate is when the candidate is supported by a party member or when the candidate previously served in parliament. In contrast, Levy (2020) stated that the level of public trust in candidates is based on rhetoric about the election. Trust levels decrease due to “rigged” rhetoric. Elite behavior builds public distrust of elections, which in turn forms distrust of the personalities of election participants. Bryant (2020) suggests that voter confidence is influenced by previous election experiences. The results of the choices as well as the behavior of the selected actors serve as a reference for trust in the next election and trust in the electoral system in general.

Personal capabilities include intellectual, emotional, spiritual and adversity intelligence. Its adequate management is increasingly believed to be the key to the success of living systems at various levels: individual, organization, society, and nation, even at the level of the world system (Schifman and Kanuk 2000). Becomes one of the factors in society in determining its choices. Relationship marketing is a form of service quality obtained through trust which can be expected to improve relationships with potential voters. Bowo, (2013) and Ndubisi (2017) stated that one of the factors that can build trust is building good relationships or vice versa, namely good relationship marketing will create good trust too. Relationship marketing has a relationship with personal branding in the sense that relationship marketing has a positive and significant influence on personal branding (Purnama (2020; Mojahedipour & Parsa, 2017; Yoganathan, 2015). Likewise with personal capability on personal branding, there is a positive influence and significant relationship between personal capability and personal branding (Yi Xie & Zheng, 2019); Handoyono et al (2016; and Lovinanda & Hatane, 2016) which shows that personal capability is related to the candidate's self-image. Meanwhile, relationship marketing and voter trust have a relationship a positive and significant relationship between relationship marketing and voter trust (Abid et al, 2020; Ogunbiyi & Inyang, 2015). There is a significant positive influence between transformational leadership on the performance of public organizations (Yusuf et al, 2023).

Personal capability and voter trust, there is a positive and significant relationship between personal capability and voter trust (Rois et al, 2021; Handayani et al, 2014; and Irawati et al, 2011). There is a positive and significant relationship between candidate
self-image and voter trust (Farhan et al, 2020; Bayu & Sulistyawati, 2019; Arenggoasih (2016); and Sabrina, 2011).

Studying voters' trust in candidates or political actors is very important. Judging from the implementation of elections, voter trust is very important in building a democratic state structure through general elections. Trust in the people's representatives, the president/vice president and other state institutions determines the quality of democracy that is held. Albertina (2022) suggests that public trust is the legitimacy of a country's democratic system. There is a significant positive influence between communication skills on employability (Kandati et al, 2023).

Viewed from a marketing perspective, the study of voter trust is a relatively new study around the 80s. Arkorful et al (2022) suggest that there is a lack of research focus on different behavioral patterns and factors relative to voter choice from a marketing perspective. Studies regarding the position of voters from a consumer perspective are still rarely studied (Antoniades, 2020). However, understanding voter behavior is very important (Wuttke, 2020). A micro explanation is needed based on a formulation regarding voter assumptions that are still weak at the individual level. Assumptions at the individual level, namely the voters, need to be revealed to understand the conditions of the voters. Investigations at the individual level describe voters' interpretation of reality in making decisions. The research provides a strategic framework at the micro level to obtain an explanation of voter behavior in developing countries such as Indonesia. The research results expand understanding of the integration between marketing and politics to understand voter behavior as consumers. Bukari et al (2022) argued for the importance of expanding the theoretical boundaries of the political marketing discipline and providing significant practical and managerial implications for political parties and practitioners in emerging democracies. Based on the data above, it shows that there is a gap between the variables in this research. Therefore, the focus of this research aims to provide a paradigm regarding voter trust in the 2019 presidential election in West Java Province which was developed using a candidate self-image approach through relational marketing and personal capabilities.
2 THEORITICAL FRAMEWORK

2.1 RELATIONSHIP MARKETING

Relationships marketing is an important strategy in marketing, namely to be able to maintain good relationships between organisations and customers (individuals) in the hope of providing satisfaction. Relationship marketing is an aspect of customer relationship management that focuses on customer loyalty and long-term customer engagement rather than short-term goals such as customer acquisition and individual sales. The goal of relationship marketing is to create a strong, even emotional, customer connection to a brand that can lead to continued business, free word of mouth, and information from customers that can generate leads. According to the holistic marketing concept, relationship marketing has the aim of building mutually satisfying long-term relationships with key parties such as customers, suppliers, distributors, and other marketing partners (Kotler and Keller, 2017). Another definition of relationship marketing is the process of creating, improving, and maintaining strong relationships with customers or other stakeholders. Designing new strategies to attract new customers and create transactions with them, organisations are constantly fighting tooth and nail to retain consumers and build long-term, profitable relationships with them. (Kotler and Armstrong, 2018).

Relationship marketing and self-image have a relationship that mutually influences each other, as stated by Purnama (2020) that relationship marketing has a positive influence on self-image. Meanwhile, Mojahedipour & Parsa (2017) show that there is a significant influence of relationship marketing on self-image in the aspects of brand association, perceived quality, and brand loyalty. Yoganathan (2015) states that relationship marketing based on self-image can strengthen marketing practises in banks. However, several previous studies have shown that there is no relationship between relationship marketing and self-image, as stated by Sitorus (2013). Previous research saw a link between relationship marketing and personal branding, but there is also research that shows the difference between relationship marketing and personal branding has no effect on personal branding. Seeing that there are still differences of opinion, giving rise to a gap between the relationship between relationship marketing and self-image, it is necessary to review it again to see the influence between relationship marketing and self-image. This research shows that there is a relationship between relationship marketing
and personal branding. According to Purnama (2020); Mojahedipour & Parsa (2017) and Yoganathan (2015) relationship marketing is interconnected with personal branding.

2.2 PERSONAL CAPABILITY

When carrying out various tasks and jobs, of course, looking at an individual's abilities refers to a certain capacity. Yarchi and Samuel-Azran (2018) in the political context, stated that the individual abilities of politicians are attractive to voters. These capabilities show themselves as worthy candidates. Basically, personal capability is based on a personal concept, with various aspects of an individual's persona as the image that is built. Personal capabilities originate from the brand identity that you want to build in accordance with customer value preferences. Dion and Arnould (2015) stated that personal capabilities are developed based on personal concepts used to manage brand personification. Personality is realised in one individual based on various aspects of the personal brand that show a certain attractiveness. Huang and Mitchel (2013) put forward brand personification as the development of simulated interpersonal relationships, which is reflected in self-identity or self-expansion theory. The assumption built into the theory in the consumption context of self-expansion theory is that the more an individual identifies with a brand, the better the quality of the consumer-brand relationship. However, overlapping identities will hinder the congruence between consumers and brand images, also known as brand alignment with consumers' value preferences. Identity alignment becomes very important in relation to the relationship with consumers. Apart from that, personality is displayed based on consumer understanding. However, not all brands have a personality that can be clearly articulated, making it difficult to personify. Aaker (2014) stated that if individuals have a weak impression of other people, then they cannot describe their personality and tend to set a midpoint in personality. Huang and Mitchel (2013) emphasised that strong brand personification can be inferred from the ease with which consumers show personality differences.

Personal capabilities and personal branding have a relationship that mutually influences each other. As stated by Handoyono et al (2016) marketing capabilities and personal branding have a positive and significant relationship, meaning that organisational capabilities or individual abilities are strongly supported by the brand. Lovinanda & Hatane (2016) also stated that the relationship between innovative personal capabilities and personal branding has a close relationship to both. Yi Xie & Zheng,
(2019) that innovation ability and marketing ability can influence personal branding, and the ability in the results of this research is personal capability in both small and large companies. Previous research saw a connection between personal capabilities and personal branding, but there is also research that shows differences in personal capabilities do not influence personal branding. Seeing that there are still differences of opinion, giving rise to a gap between the relationship between personal capability and personal branding, it is necessary to review it again to see the influence between personal capability and personal branding. This research shows that there is a relationship between personal capabilities and personal branding, according to Yi Xie & Zheng, (2019); Handoyono et al (2016); and Lovinanda & Hatane (2016) which shows that personal capabilities are interconnected with personal branding.

2.3 PERSONAL BRANDING

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Previous research saw a connection between personal capabilities and personal branding, but there is also research that shows differences in personal capabilities do not influence personal branding. Seeing that there are still differences of opinion, giving rise to a gap between the relationship between personal capability and personal branding, it is necessary to review it again to see the influence between personal capability and personal branding.

This research views that there is a relationship between personal capabilities and personal branding according to Yi Xie & Zheng, (2019); Handoyono et al (2016); and Lovinanda & Hatane (2016) which shows that personal capabilities are interconnected with personal branding.
Personal capability and voter trust have a relationship that mutually influences each other, as stated by Handayani et al (2014) that there is a significant influence of political party capability and candidate image on behavioural attitudes. Rois et al (2021) state that personal capabilities influence voter confidence, while product innovation does not influence voter confidence. Irawati et al (2011) found that flexibility and collaboration capabilities affect company trust. Previous research has seen a link between personal capabilities and voter confidence, but there is also research that shows differences in personal capabilities have no effect on voter confidence. Seeing that there are still differences of opinion, giving rise to a gap between the relationship between personal capability and voter trust, it is necessary to review it again to see the influence between personal capability and voter trust.

This research views that there is a relationship between personal capabilities and voter confidence in the opinion of Rois et al (2021); Handayani et al (2014); and Irawati et al (2011) and which shows that personal capability is interconnected with voters' trust. Personal capability and voter trust have a relationship that mutually influences each other, as stated by Handayani et al (2014) that there is a significant influence of political party capability and candidate image on behavioural attitudes. Rois et al (2021) state that personal capabilities influence voter confidence, while product innovation does not influence voter confidence. Irawati et al (2011) found that flexibility and collaboration capabilities affect company trust. Previous research has seen a link between personal capabilities and voter confidence, but there is also research that shows differences in personal capabilities have no effect on voter confidence. Seeing that there are still differences of opinion, giving rise to a gap between the relationship between personal capability and voter trust, it is necessary to review it again to see the influence between personal capability and voter trust.

2.4 VOTERS TRUST

Voter trust plays an important role in a relationship, especially in general elections. Individuals tend to judge other people and decide whether to trust that person or not when interacting. Building voter trust is a difficult behavior and not easy to build. Trust is not only related to voter behavior. Trust shows the value of a candidate to be elected, including the integrity of the candidate and the political system. Monsiváis-Carrillo (2021) put forward the idea that democracy strengthens the relationship between
perceived integrity in the electoral process and trust in elections as a core institution in the political system. Trust is an important expression of confidence in contemporary democracies. Voter trust plays an important role in a relationship, especially in general elections. Individuals tend to judge other people and decide whether to trust that person or not when interacting. Building voter trust is a difficult behaviour and not easy to build. Trust is not only related to voter behavior. Trust shows the value of a candidate to be elected, including the integrity of the candidate and the political system. Monsiváis-Carrillo (2021) put forward the idea that democracy strengthens the relationship between perceived integrity in the electoral process and trust in elections as a core institution in the political system. Trust is an important expression of confidence in contemporary democracies.

However, several previous studies have shown that there is no relationship between personal branding and voter confidence, as stated by Fitriani et al (2021) showing that developing personal branding has a positive effect on voter confidence. Previous research saw a link between personal branding and voter trust, but there is also research that shows differences in personal branding have no effect on voter trust. Seeing that there are still differences of opinion, giving rise to a gap between the relationship between personal branding and voter trust, it is necessary to review it again to see the influence between personal branding and voter trust. This research views that there is a relationship between self-image (Personal branding) and voter confidence in the opinion of Farhan et al (2020); Bayu & Sulistyawati (2019); Arenggoasih (2016); and Sabrina (2011) which shows that personal branding is interconnected with personal branding and voter trust.

3 METHOD

This research uses a quantitative research design to analyze the relationship between marketing and personal capabilities on voter trust through personal branding. This study was conducted in West Java with a sample of 400 voters using a purposive sampling technique. The demographics of respondents are based on education, where respondents with a high school education dominate (45.6%) and are followed by voters with a bachelor's degree (S1) at 43.4%, the rest with a diploma and master's (S2). The sample based on the type of work of private employees and entrepreneurs is the largest, namely both reaching 308 people or around 76.8%. Data collection was carried out using
a questionnaire, Likert scale 1 to 5. Likert scale description strongly agree (5), agree (4), doubtful (3), disagree (2), and strongly disagree (1). Data processing was carried out using the AMOS structural equation model to test the research hypothesis of the influence between the variables being tested. Validity and reliability tests are carried out to determine which construct items and instruments are suitable for use as measurement tools. Research hypothesis and model:

- **H1**: Relationship marketing positive and significant effect on personal branding
- **H2**: Personal capabilities positive and significant effect on personal branding
- **H3**: Relationship marketing positive and significant effect on voter trust
- **H4**: Personal capability positive and significant effect on voter confidence
- **H5**: Personal branding positive and significant effect on voter confidence
- **H6**: Relationship marketing has a positive and significant effect on voter trust can mediated personal branding
- **H7**: Personal capabilities have a positive and significant effect on voter trust can mediated personal branding

Figure 1. Research Model

4 RESULT AND DISCUSSION

4.1 GOODNESS OF FIT

The complete model in SEM is a model consisting of a measurement model and a structural model. The goodness of fit test on the complete model is aimed at evaluating the general degree of fit or goodness of fit (GOF) between the data and the model...
(Ferdinand, 2006). The method used to assess good of fit (GOF) was explained in the previous chapter with the following results:

<table>
<thead>
<tr>
<th>No.</th>
<th>Goodness of Index</th>
<th>Cut-off Value</th>
<th>Hasil Model</th>
<th>Keterangan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Chi Square</td>
<td>Diharapkan kecil</td>
<td>727.67</td>
<td>Close Fit</td>
</tr>
<tr>
<td>2</td>
<td>Probability Chi Square</td>
<td>≥ 0.05</td>
<td>0.80232</td>
<td>Close Fit</td>
</tr>
<tr>
<td>3</td>
<td>RMSEA</td>
<td>≤ 0.05</td>
<td>0.000</td>
<td>Close Fit</td>
</tr>
<tr>
<td>4</td>
<td>NFI</td>
<td>≥ 0.9</td>
<td>0.97</td>
<td>Good Fit</td>
</tr>
<tr>
<td>5</td>
<td>PNFI</td>
<td>≥ 0.9</td>
<td>0.90</td>
<td>Good Fit</td>
</tr>
<tr>
<td>6</td>
<td>GFI</td>
<td>≥ 0.9</td>
<td>0.96</td>
<td>Good Fit</td>
</tr>
<tr>
<td>7</td>
<td>AGFI</td>
<td>≥ 0.9</td>
<td>0.95</td>
<td>Good Fit</td>
</tr>
</tbody>
</table>

Source: output SEM Amos

Based on Table 1, the model used is in accordance with the model suitability criteria where prob. Chi Square > alpha (= 0.05) with the RMSEA measurement index being in the expected value range, namely 0.000 < 0.05, the GFI and AGFI values are in the expected value, namely 0.95 > 0.9, so it can be concluded that the model is in the Good fit category or a good model. Submitted is supported by empirical conditions. A higher parsimony measure will represent a better match. Parsimony index or PNFI > 0.9 to assume a good fit. The results show that the PNFI value shows that the model is appropriate.

4.2 MODEL MEASUREMENT (OUTER MODEL)

4.2.1 Model measurement relationship marketing

Based on Table 2 above, it is known that the factor loading value for each indicator shows a value > 0.5 and t count > t table; (=1.96). This shows that all indicators are declared valid in forming dimensions, as are the loading factor values for each dimension. The AVE value for each dimension shows a value of > 0.5 and CR shows that the value of each construct is > 0.7. This means that relationship marketing is formed from satisfaction, trust, and commitment, where these constructs measure variables accurately, consistently, and precisely. Conflict handling and commitment are the dimensions that have the highest loading factor (λ=0.85), meaning that both have a strong contribution to explaining the latent construct of Relationship Marketing.

### Table 2. Model Measurement Relationship Marketing

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Construct</th>
<th>Code</th>
<th>Loading</th>
<th>t-stat</th>
<th>Error Variance (e)</th>
<th>Average Variance Extracted (AVE)</th>
<th>Construct Reliability (CR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kepuasan</td>
<td>Service Quality</td>
<td>RM1</td>
<td>0.77</td>
<td>-</td>
<td>0.41</td>
<td>0.648</td>
<td>0.846</td>
</tr>
<tr>
<td></td>
<td>Convenience</td>
<td>RM2</td>
<td>0.87</td>
<td>10.17</td>
<td>0.24</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Personal Quality</td>
<td>RM3</td>
<td>0.77</td>
<td>9.67</td>
<td>0.41</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Confict handling</td>
<td>Competency</td>
<td>RM4</td>
<td>0.75</td>
<td>-</td>
<td>0.44</td>
<td>0.653</td>
<td>0.849</td>
</tr>
<tr>
<td></td>
<td>Honesty</td>
<td>RM5</td>
<td>0.81</td>
<td>10.22</td>
<td>0.34</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reliability</td>
<td>RM6</td>
<td>0.86</td>
<td>10.46</td>
<td>0.26</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commitment</td>
<td>Loyalty</td>
<td>RM7</td>
<td>0.81</td>
<td>-</td>
<td>0.34</td>
<td>0.681</td>
<td>0.895</td>
</tr>
<tr>
<td></td>
<td>Responsibility</td>
<td>RM8</td>
<td>0.85</td>
<td>11.66</td>
<td>0.28</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Firm attitude</td>
<td>RM9</td>
<td>0.81</td>
<td>11.32</td>
<td>0.34</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Discipline</td>
<td>RM10</td>
<td>0.83</td>
<td>11.52</td>
<td>0.31</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Output SEM Amos

#### 4.2.2 Personal capability

Based on Table 3 above, it is known that the factor loading value for each indicator shows a value > 0.5 and t count > t table; (=1.96). This shows that all indicators are declared valid in forming dimensions, as are the loading factor values for each dimension. The AVE value for each dimension shows a value > 0.5 and CR > 0.7. This means that Personal Capability is formed from intellectual, physical, and mental abilities, where this construct measures variables accurately, consistently, and precisely. Mental ability is the dimension that has the highest loading factor (=0.78), meaning that this dimension has a strong contribution to explaining the latent construct of Personal Capability.

### Table 3. Model Measurement Personal Capability

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Construct</th>
<th>Code</th>
<th>Loading</th>
<th>t-stat</th>
<th>Error Variance (e)</th>
<th>Average Variance Extracted (AVE)</th>
<th>Construct Reliability (CR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intellectual Capital</td>
<td>Intelligence</td>
<td>PC1</td>
<td>0.84</td>
<td>-</td>
<td>0.29</td>
<td>0.642</td>
<td>0.899</td>
</tr>
<tr>
<td></td>
<td>Verbal comprehension</td>
<td>PC2</td>
<td>0.79</td>
<td>11.61</td>
<td>0.38</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Speed of perception</td>
<td>PC3</td>
<td>0.86</td>
<td>12.22</td>
<td>0.26</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Memory</td>
<td>PC4</td>
<td>0.76</td>
<td>11.22</td>
<td>0.42</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Education</td>
<td>PC5</td>
<td>0.75</td>
<td>11.14</td>
<td>0.44</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kemampuan fisik</td>
<td>Dynamic power</td>
<td>PC6</td>
<td>0.70</td>
<td>-</td>
<td>0.51</td>
<td>0.656</td>
<td>0.884</td>
</tr>
<tr>
<td></td>
<td>Body strength</td>
<td>PC7</td>
<td>0.82</td>
<td>10.09</td>
<td>0.33</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Balance</td>
<td>PC8</td>
<td>0.87</td>
<td>10.36</td>
<td>0.24</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vitality</td>
<td>PC9</td>
<td>0.84</td>
<td>10.21</td>
<td>0.29</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4.2.3 Model measurement personal branding

Based on Table 4, it is known that the factor loading value for each indicator shows a value > 0.5 and t count > t table; (=1.96). This shows that all indicators are declared valid in forming dimensions, as are the loading factor values for each dimension. The AVE value for each dimension shows a value of > 0.5 and CR > 0.7. This means that Personal Branding (self-image) is formed from uniqueness, personal character, and image, where personal characteristics are the dimensions that have the highest loading factor (□=0.90), meaning that These dimensions have a strong contribution to explaining the latent construct of Personal Branding (Self-image) accurately, consistently, and precisely.

Table 4. Model Measurement Personal Branding

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Construct</th>
<th>Code</th>
<th>Loading</th>
<th>t-stat</th>
<th>Error Variance (e)</th>
<th>Average Variance Extracted (AVE)</th>
<th>Construct Reliability (CR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uniqueness</td>
<td>Unique characteristic</td>
<td>PB2</td>
<td>0.83</td>
<td>11.10</td>
<td>0.31</td>
<td>0.67</td>
<td>0.86</td>
</tr>
<tr>
<td></td>
<td>Unique characteristic</td>
<td>PB3</td>
<td>0.82</td>
<td>11.05</td>
<td>0.33</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal characteristics</td>
<td>Competence</td>
<td>PB4</td>
<td>0.84</td>
<td>11.93</td>
<td>0.47</td>
<td>0.63</td>
<td>0.84</td>
</tr>
<tr>
<td></td>
<td>Honesty</td>
<td>PB5</td>
<td>0.82</td>
<td>11.06</td>
<td>0.47</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Responsibility</td>
<td>PB6</td>
<td>0.73</td>
<td>11.66</td>
<td>0.31</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Different image</td>
<td>Loyalty</td>
<td>PB7</td>
<td>0.77</td>
<td>11.10</td>
<td>0.21</td>
<td>0.66</td>
<td>0.89</td>
</tr>
<tr>
<td></td>
<td>Responsibility</td>
<td>PB8</td>
<td>0.83</td>
<td>11.78</td>
<td>0.31</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Firm attitude</td>
<td>PB9</td>
<td>0.84</td>
<td>11.53</td>
<td>0.34</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Discipline</td>
<td>PB10</td>
<td>0.81</td>
<td>11.10</td>
<td>0.41</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Output SEM Amos

4.2.4 Voter trust

Based on Table 5, the voter trust variable is measured by 10 indicators which are divided into three dimensions with the following results. Based on Table 2, it is known that the factor loading value for each indicator shows a value > 0.5 and t count > t table; (=1.96). This shows that all indicators and dimensions are declared valid in forming dimensions and latent variables. The AVE value for each dimension shows a value > 0.5 and CR > 0.7. This means that Voter Trust is formed from confidence, loyalty, and
performance, where loyalty is the dimension that has the highest loading factor ($\lambda=0.91$), meaning that this dimension has a strong contribution to explaining the latent construct of Voter Trust accurately, consistently, and precisely.

### Table 5. Model Measurement Voters Trust

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Construct</th>
<th>Code</th>
<th>Loading</th>
<th>t-stat</th>
<th>Error Variance (e)</th>
<th>Average Variance Extracted (AVE)</th>
<th>Construct Reliability (CR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confidence</td>
<td>Understand VT1</td>
<td>0.80</td>
<td>7.20</td>
<td>-</td>
<td>0.696</td>
<td>0.873</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Attitude VT2</td>
<td>0.86</td>
<td>11</td>
<td>0.26</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loyalty</td>
<td>Honesty VT3</td>
<td>0.91</td>
<td>7.20</td>
<td>-</td>
<td>0.60</td>
<td>0.82</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Concern VT4</td>
<td>0.77</td>
<td>-</td>
<td>0.41</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Credibility VT5</td>
<td>0.77</td>
<td>10.94</td>
<td>0.41</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Performance</td>
<td>Intellectual qualities VT6</td>
<td>0.82</td>
<td>7.24</td>
<td>-</td>
<td>0.643</td>
<td>0.900</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Intellectual level VT7</td>
<td>0.79</td>
<td>11.94</td>
<td>0.38</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Quantity VT8</td>
<td>0.81</td>
<td>12.05</td>
<td>0.34</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Punctuality VT9</td>
<td>0.78</td>
<td>11.83</td>
<td>0.39</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Effective VT10</td>
<td>0.81</td>
<td>12.14</td>
<td>0.34</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: output SEM Amos

### 4.3 Hypothesis Test and Discussion

The Hypothesis 1 (H1) Based on Table 6, with a 95% confidence level, it is known that $t-$stat 7.00 > 1.98 and p value 0.000 under < 0.05 so this hypothesis accepted. This means that there is a significant direct influence from relationship marketing on personal branding. Relationship marketing is formed by three dimensions, namely satisfaction, trust, and commitment. Of these three dimensions, trust and commitment are considered by respondents to be important factors in improving a candidate’s personal branding. This can be explained based on the loading factor which describes the magnitude of the correlation between each measurement (indicator and dimension) and the construct. Trust includes the candidate’s competence, honesty, and reliability, each of which has a high loading factor (>0.70). Likewise, indicators that measure commitment include loyalty, responsibility, firm attitude, and discipline. Trust and commitment are dimensions that contribute highly to forming relationship marketing where the loading factor value of 0.85 is greater than satisfaction (0.75), so it has a significant effect on personal branding. This means that there is high trust from both parties to maintain reciprocal relations and the candidate’s strong desire to maintain good relations with voters which is driven by
satisfaction from both voters and candidates if good relations are established. Can improve the candidate’s personal branding. The results of this hypothesis test support the findings of Mojahedipour & Parsa (2017), Purnama (2020) where relationship marketing is interconnected with personal branding.

<table>
<thead>
<tr>
<th>Hipotesis</th>
<th>Coef</th>
<th>Standard error</th>
<th>t-stat</th>
<th>p-value</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Effect</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relationship marketing → Personal branding</td>
<td>0.43</td>
<td>0.061</td>
<td>7.00</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>Personal capability → Personal branding</td>
<td>0.53</td>
<td>0.072</td>
<td>7.41</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>Relationship marketing → voters trust</td>
<td>0.040</td>
<td>0.062</td>
<td>0.65</td>
<td>0.258*</td>
<td>Rejected</td>
</tr>
<tr>
<td>Personal capability → voters trust</td>
<td>0.39</td>
<td>0.091</td>
<td>4.26</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>Personal branding → voters trust</td>
<td>0.56</td>
<td>0.072</td>
<td>7.100</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>Indirect Effect</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relationship marketing → Personal branding → voters trust</td>
<td>0.43x0.56 = 0.24</td>
<td>0.046</td>
<td>5.22**</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>Personal capability → Personal branding → voters trust</td>
<td>0.53x0.56 = 0.30</td>
<td>0.056</td>
<td>5.35**</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

Source: output SEM Amos, *p-value <0.000

The hypothesis 2 (H2) validate influence of personal capabilities on personal branding. Base on the results of the statistical hypothesis test, it was found that the t-value of 7.41 was above >1.98 and the p-value was 0.000 below 0.05 so this hypothesis was accepted. The research results above are in accordance with the findings of Yi Xie & Zheng, (2019); Handoyono et al (2016); and Lovinanda & Hatane (2016) which shows that personal capabilities are interconnected with Personal Branding. Personal capabilities are formed by three dimensions, namely intellectual abilities, physical and mental abilities. The results of data processing and mental ability analysis are considered as important factors of personal capability so that they can significantly improve a candidate's Personal Branding. This can be explained based on the loading factor which describes the magnitude of the correlation between each measurement (indicator and dimension) and the construct. Mental abilities include intelligence and talent, each of which has a high loading factor (>0.70). Likewise, indicators that measure intellectual abilities include intelligence, verbal comprehension, speed of perception, memory, and education. Mental ability and intellectual ability are the dimensions that make the dominant contribution to personal capability where the loading factor values of 0.78 and 0.77 are greater than physical ability (0.73), so they have a significant effect on Personal Branding. Personal branding is greatly influenced by several factors: appearance,
personality, skills, and uniqueness. Physical appearance, intellectual and behavior. Research by Shafiee, Gheid, Khorrami, Hasadollah (2019) states that capabilities with the lowest average have the smallest influence on personal branding. This means that personal branding, having talents and abilities does not always result in successful branding but requires harmonization with uniqueness and ability-based capabilities. Personal capabilities influence personal branding, meaning a candidate’s individual ability to face challenges in ‘political work’, the ability to communicate messages clearly and persuasively across various audiences and media, the ability to understand, learn and prioritize complex information quickly and convey ideas transparently and commitment to Party principles and public service, including integrity and courage in spreading and defending beliefs as an effort to win opportunities by positioning oneself with unique characteristics that stand out (Parmentier et al 2013) so as to increase voter preferences for voting representatives at regional or national level.

Meanwhile, for hypothesis 3 (H3) to test the influence of relationship marketing on voter trust, the t-stat statistical test results obtained were 0.65 below 1.98 and the p-value was 0.258 more than 0.05 so this hypothesis was rejected. This means that relationship does not have a significant positive influence on the level of voter trust. Relationship marketing is formed by three dimensions, namely satisfaction, trust, and commitment. Of these three dimensions, trust and commitment are considered by respondents to be important factors in improving a candidate's relationship marketing. This can be explained based on the loading factor which describes the magnitude of the correlation between each measurement (indicator and dimension) and the construct. Trust includes the candidate's competence, honesty, and reliability, each of which has a high loading factor (>0.70). Likewise, indicators that measure commitment include loyalty, responsibility, firm attitude, and discipline. Trust and commitment are dimensions that contribute highly to forming relationship marketing where the loading factor value of 0.85 is greater than satisfaction (0.75). The above results are not supported by research conducted by Abid et al. (2020); Ogunbiyi & Inyang (2015); which shows that relationship marketing is interconnected with and trusts voters. Teichert and Rose (2003) identified trust as a key element of supplier-client relationships. establishing a strong relationship between trust and customer satisfaction. Zhang, Ye, Law, and Li (2010). This research aims to determine the influence of relationship marketing and customer trust on customer satisfaction at 2A Computerizer Embroidery.
Hypothesis 4 tests the influence of personal capability on voters' trust. The statistical test results show that the t-stat value is 4.46 and the p-value 0.000 is below 0.05 so this hypothesis is accepted. This means that the personal capabilities of a legislative candidate can influence voter trust. Personal capabilities are formed by three dimensions, namely intellectual abilities, physical and mental abilities. The results of data processing and analysis of mental ability are considered as important factors of personal capability so that they can significantly increase voter confidence in candidates. This can be explained based on the loading factor which describes the magnitude of the correlation between each measurement (indicator and dimension) and the construct. Mental abilities include intelligence and talent, each of which has a high loading factor (>0.70). Likewise, indicators that measure intellectual abilities include intelligence, verbal understanding, speed of perception, memory, and education. Mental ability and intellectual ability are the dimensions that make the dominant contribution to personal capability where the loading factor values of 0.78 and 0.77 are greater than physical ability (0.73), so they have a significant effect on personal branding. Base on Mellaz (2018) suggests another shift in electoral competition, from party-centered politics to candidate-centered politics, making individuals the center of voter attraction. The mechanism for attracting public trust is very complex, there are various factors that must be met by a candidate to be trusted and chosen by the public, including that candidates who have competence are preferred by voters. The above results are in line with research conducted by Rois et al (2021); Handayani et al (2014); and Irawati et al (2011) and which shows that Personal Capability is interconnected with and voters' trust.

Hypothesis 5 tests the influence of personal branding on voter trust. The statistical test results show that the t-stat 7.10 is more than 1.98 and the p-value 0.000 is below 0.05 so this hypothesis is accepted. Personal branding has a significant positive effect on voter trust in determining their choices. Personal Branding is formed by three dimensions, namely uniqueness, personal characteristics, and image. The results of data processing and mental ability analysis are considered important factors in personal branding so that they can significantly increase voter confidence in candidates. This can be explained based on the loading factor which describes the magnitude of the correlation between each measurement (indicator and dimension) and the construct. Personal characteristics include competence, honesty, and reliability, each of which has a high loading factor (>0.70). Likewise with indicators that measure. Image is formed by loyalty,
responsibility, firm attitude, and discipline. And uniqueness includes uniqueness, characteristics and being different from other people. Personal characteristics and image are the dimensions that make the dominant contribution to personal branding where the loading factor values of 0.90 and 0.81 are greater than uniqueness (0.81), so they have a significant effect on trust. Self-image (personal branding) is a strategy to promote oneself or market oneself as a brand. Everyone needs to have a personal brand so that it can be easily recognized by other people. The stronger the personal brand you have, the easier it will be for the public to choose it (influencermarketinghub.com). The above can be applied during both presidential and legislative elections where the candidate's self-image and voter trust, there is a positive and significant relationship between the candidate's self-image and voter trust in accordance with research by Farhan et al, (2020; Bayu & Sulistyawati, (2019) and Arenggoasih (2016); and Sabrina, (2011).

Testing the intervening role of personal branding on the influence of relationship marketing on voter trust. Hypothesis 6 (H6) obtained a t-stat result of 5.22, more than 1.98 and a p-value of 0.000, so it was accepted. This means that personal branding has a mediating role in the influence of personal branding on voter trust. Competition occurs during the campaign between candidates from various political parties, where all candidates make a massive approach to their voters. The more candidates’ campaign, the stronger the mutually beneficial relationship, the more loyal they will be to their candidate. Therefore, it is necessary to build personal branding to create a closer relationship between candidates and voters, so that ultimately, personal branding can improve candidate marketing relations and able to increase the confidence of its voters. The above results are in line with research conducted by Rois et al (2021); Handayani et al (2014); and Irawati et al (2011) and which shows that Personal Capability is interconnected with and voters’ trust.

Likewise for Hypothesis 7 (H7) to test the influence of personal capability on voter trust through personal branding. The t-stat statistical test result is 5.35 more than 1.98 and the p-value 0.000 is less than 0.05 so the hypothesis is accepted. Based on the calculation results above, it is known that using the Sobel test to test the indirect influence, where the calculated z value is > 1.96 and prob < 0.05, then Ho is rejected and it is known that there is an indirect influence of personal capability on customer trust through personal branding. The R² value obtained is 0.30, meaning that the indirect influence is 30%. The results of hypothesis testing also show that relationship marketing and personal
capabilities have a significant indirect effect on voter trust through Personal Branding. Where Personal Branding is full mediation for relationship marketing, while for personal capabilities, Personal Branding is partial mediation. In election contestation, competition occurs between candidates from various political parties. More and more candidates have the same capabilities and skills. Therefore, it is necessary to build personal branding so that voters know the character, abilities, and skills of a candidate so that they stand out more than the skills of other candidates. In the end, the formation of personal branding can increase personal capabilities regarding the character and skills possessed to increase the trust of voters. The results above are in line with research conducted by Farhan et al (2020); Bayu & Sulistyawati (2019); Arenggoasih (2016); and Sabrina (2011) which shows that personal branding is interconnected with personal branding and voter trust. Likewise with research by Stella Lovinanda and Saarce Elsy Hatane (2016) where personal branding is an intervention for capability towards financial performance. Research by Farhan et all (2020) also states that political brands have a big impact on the trust of voters.

5 CONCLUSION

The study results illustrate that the condition of relational marketing and personal capabilities among political candidates in West Java is considered by voters to be still low. Personal branding is in the quite good but not optimal category. Meanwhile, voter confidence is in the quite good category. Based on the results of research on cause-and-effect relationships to increase voter confidence in West Java, the research results can be concluded as follows: The First Relationship marketing contributes to the development of personal branding. Trust and commitment as part of relationship marketing have the highest contribution in encouraging the development of personal branding so that good personal characteristics and a unique/different image are the dominant aspects in forming personal branding. Second, personal capabilities contribute to the development of personal branding. The candidate's mental ability has the highest contribution in supporting personal capabilities, followed by intellectual ability and physical ability. Candidates who have good abilities in terms of emotions, intelligence, intelligence, and a good level of education play a dominant role in creating personal branding. Third, relationship marketing does not contribute directly to increasing voter confidence. The four, personal capabilities contribute to increasing voter confidence. A candidate's mental
and intellectual abilities have a greater contribution than physical abilities in increasing voter confidence in West Java. This means that voters will trust a candidate with the capacity to carry out their daily activities by thinking clearly, being able to control their emotions and having the ability to express their ideas. Five, relationship marketing contributes to the development of personal branding which has implications for increasing voter trust. Where trust and commitment are supporting factors in forming relationship marketing so that it can influence personal branding. Trust means voters' understanding of: candidate's honesty, reliability in solving problems in society. Commitment means voters' understanding of: the candidate is loyal and responsible for voters' demands and to be firm in resolving problems in society. Six, personal capabilities contribute to the development of personal branding which has implications for increasing voter confidence. Where mental and intellectual abilities to contribute to forming personal capabilities which have implications for increasing trust. Mental ability means that a candidate can show his talent as a leader, has unique characteristics in conveying his thoughts and ideas in society. Intellectual ability means that the candidate is expected to have the ability to speak in conveying the aspirations of the community, be responsive enough to overcome problems in society and remember the people who elected him and have a good level of education.
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