

Analysis of Brand Equity and Supply Chain as a Determinant of Voting Intention in Young Constituents in the City of Bandung, Indonesia

Tongam Sirait¹, Marcellia Susan²

¹Parahyangan Catholic University, Bandung, Indonesia;

²Maranatha Christian University, Bandung, Indonesia

¹tongamuli@gmail.com

Abstract— This study analyzed political parties using marketing theory, especially supply chain management and political brands using the Customer Base Brand Equity (CBBE) approach. The political brand in this study can determine what factors are in the minds of voters or the mindset of the people that influence their behavior to produce brand equity that can be communicated and presented to the constituents so that the impact drives them towards electoral choices in certain parties. This study looks at the influence of variables in the form of Party Socialization Process, Supply Chain Strategy, Party Knowledge (which consists of party awareness and party association), party perceived quality on the formation of Voting Intention of young constituents in political parties in Indonesia, especially in the city of Bandung. This research is an Explanatory study with quantitative methods that are descriptive to explain the research in-depth. Samples were conducted as many as 431 respondents from the city of Bandung aged 17-30 years who already have a KTP and have the right to vote with the help of the SPSS software. The results of the study found that an increase in the Party socialization process on Brand Equity, in this case, is Party Knowledge (party awareness and party association), and party perceived quality would increase the voting intention of young constituents in the city of Bandung. Therefore, research is needed especially for decision-makers in political parties in order to increase their brand equity and supply chain orientation so that it affects the increase in the voting intention which then affects the results of their votes in the coming election, especially by using political brand theory with CBBE approach.

Keywords— Customer Based Brand Equity, Supply Chain Management, Political Brand Equity, Voting Intention, Youth Constituents.

1. Introduction

There is a gap about how brand related factors affects supply chain performance, this study aims

to fulfill this gap by extending existing brand theory with a new setting. Second, this study also aims to reveal the perspectives of manufacturing companies regarding their most important suppliers in terms of supply orientation, suppliers' brand equity and supply chain performance. Recently, many researchers have accepted political parties and politicians as brands and political brands have been described as new research fields. Political brands defined as associative networks of interconnected information and political attitudes and both political parties and politicians seen as brands [1-10].

A political brand consists of three distinct elements: the party itself, the politician and the policy as the primary service offer. However, among them, the strongest determinant of forming voter opinion is from political parties because it offers voter cohesion, recognition, and predictability. One explanation for the growing interest in political brands is an increase in valence problems, voter volatility and the practice of political marketing strategies in political parties which has become a way to analyze politics through a brand's perspective [11-18]. This branding process can facilitate political parties to learn about voters' preferences and choices and to design political statements, promotional techniques, and party manifestos to increase voters' positive attitudes towards political parties. Besides, the political brand process also allows voters to evaluate the political brands of existing parties and can make preferences before voters make their choice in general elections.

The concept of political marketing that focuses on political brands sees that the political socialization process has several factors in the process of

socialization, namely in the form of education, family, the role of technology or media, gender, religious orientation [19-25]. A prominent problem for political parties, politicians, and voters is knowledge. How many voters they know about parties and politicians and elections is very important in the sense that it will affect information acquisition and actual decision making. Brand knowledge (Party) referred to as "brand node in consumer memory with which various associations are related to commitment and attention [26- 33]. This marketing concept is in line with the concept of brand equity, which views the brand as a valuable intangible asset. So political brand equity can also be appointed as the basis if the product/service is in the political field [3].

The research on political marketing used in this research looks at the functions of the Political Socialization Process carried out by political parties with prospective constituents, but there is an impression that their loyalty not based on satisfaction with the performance of the party of their choice. In other words, it can reveal that constituent satisfaction does not originate from the success of the party-formulated platform, but by other factors [34, 35]. At present, young voters interconnected through different social networks as before. The process of political socialization facilitates the process of political persuasion and encourages community involvement in politics and studies conducted by Ahmed conclude that the process of political socialization is an essential component of the political system and intensively contributes to the development of voting intention [3, 19]. "Voting Intention," which seen as an interest in voting against a political party from an individual during elections this is needed in order to gain strong support for realizing victory [3].

Political party awareness from the public in participating in national political activities tends to show a significant decline so that the strategies and programs of political parties such as campaigns that not oriented to constituents (markets) are not expected to have meaning in order to attract public attention. Young constituents in Indonesia generally tend to choose less based on personality and more on issues that they can and want to identify. Indonesian youth politics are fragmented, decentralized, and sometimes ambivalent and mostly apathetic, showing that youths tend to not participate in politics and political issues in general (RSIS / LP3ES 2015). The low tendency is a

background that must underline for this research. The research try to see the role of political brands with the concept of CBBE (Customer Base Brand Equity) by looking at the Political Socialization Process, Party knowledge (Awareness and Party Association) variables relating to Voting Intentions in young constituents in Bandung City.

2. Literature Review

SCM covers an extensive scope of operations and activities required to organize as well as produce life of a product's journey from the factory to the warehouse and then to the consumer. The term "Brand Equity" emerged in the 1980s, since then, this field has received much interest from academics and marketing practitioners [15, 33]. The overall value of a brand among customers is called brand equity and is called customer-based brand equity. Brand Equity is a consumer's perception of the superiority of a service or product of a brand compared to others. There are many definitions of brand equity in the available literature. Some call it attitudinal dispositions, behavioral predictions, favorable impressions, brand loyalty, brand, association, brand awareness, and perceived quality [1].

There are a number of ways to measure brand equity [7, 28], but generally accepted models consist from four dimensions namely brand awareness, brand associations, perceived quality and brand loyalty developed by Aaker [1, 24, 25, 33]. Aaker developed the earliest model of brand equity in 1991. This model is four dimensions of brand equity, Awareness, Perceived Quality, Association and Loyalty also referred to as brand assets, has a direct impact on creating and forming equity for certain brands [1].

Keller developed another model of the most substantial brand equity in 1993 entitled as a customer-based brand equity model (CBBE-customer-based brand equity model). The fundamental principle of the CBBE model based on the idea that brand strength depends on what customers learn, feel, see, and hear about the brand as a result of customer experience from time to time with other words in their minds [33]. Keller has separated brand equity as a multidimensional concept and a complex phenomenon, into two components: awareness and association. Brand association reflects product features or aspects that do not depend on the product itself [10]. A set of

associations, organized logically, forms a brand image. This brand image creates value for the company and its customers by helping process / retrieve information, differentiate brands, create favorable attitudes or feelings to give reasons to buy, and provide a basis for remaining in existence [1]. Keller has measured brand equity by using dimensions such as strength, favorability, and uniqueness. These customer associations build the knowledge base that consumers have about the brand. The CBBE model consists of two dimensions of brand awareness and brand associations that are the result of brand knowledge that plays a significant and relevant role in how to brand knowledge and shape brand equity [33].

3. Relationship Model Brand Equity With supply chain

Supply chain management is essential to the survival and success of the enterprise; however, acquiring and maintaining profitable supply chain relationships is becoming increasingly difficult. On one hand, many companies are responding to economic pressures by rationalizing their supplier bases in favor of building stronger supply chain relationships that promise shared cost savings, significantly reducing the number of potential trade partners

Brand Equity Model from Aaker is a well-considered model designed to measure Brand Equity across products, services, and markets. Researchers have used this simplified model to measure brand loyalty country of origin impact; effects of elements of the marketing mix on Brand Equity [26]; and more strengthened by Srinivasan et al. in measuring, analyzing and predicting brand equity. Aaker suggests that "Modification in the model to fit any particular context and task at hand will often be appropriate" [2]. Therefore this model applies to all customer-based situations. Where the political system also involves voters (customers), so the model can apply in politics. Although researchers claim that the Aaker model is suitable for evaluating voter brand equity against political parties, many specific political issues need to be dealt with in a certain way as highlighted in the criticism of brand equity models. Therefore this model requires modification to address political consumers.

4. Political Brand Equity And Voting Behavior

Previous research in the field of political brand equity and voting behavior included the work of Lloyd who investigated the influence of political brand equity on the voters' behavior in the General Elections in England in 2005 using a study from Keller [33]. Phipps et al., which based on Aaker's model of the Brand Equity Ten explores that people's voting behavior strongly influenced by the brand equity of candidates and political parties. Similarly, a decrease in voter's loyalty and political involvement in American politics has been studied by [13, 35]. Parker defines the concept of a candidate brand equity as an intangible asset that connects political consumers with the names of nominated party candidates. Also, the model from Aaker conceptualized by French and Smith in explaining that in political settings the equity brand serves as a differential effect of voter brand knowledge as their response to political brands [2, 23].

Based on the conclusions from the study cited above, political parties have a critical role in shaping the attitude and voting behavior of the electorates. The observations note that voters are very less aware of political information, engagement, political interest, and ideological reasoning. Therefore, by increasing political awareness, political parties may be able to shape the behavior of the voters [23]. Second, it concluded in previous studies that partisan loyalties (partisan loyalty) were an essential basis of voting decisions. Also, these loyalties usually developed during adolescence or early life through a process of socialization. These results highlight opportunities for political parties to play a central role in the socialization process to develop political interest, which leads to developing political loyalties [22]. Third, partisan loyalty is primarily based on social goals and is susceptible to social interaction and its influence [5]. Political parties can influence voter loyalty through motivating voter social interactions in society. Finally, the image of political parties is another significant influence in shaping voter voting behavior by generating positive words from word of mouth [27]. Many researchers also report the release of young voters in politics because of a lack of interest in politics [6, 11, 12]. Therefore, political parties have the opportunity to analyze social behavior to develop a political interest in young

people/young voters by mobilizing social agents that can also be called opinion leaders. Beginner voters can be influenced by the opinion leaders who always give them information, knowledge, and strength from their word-of-mouth regularly.

5. Political Brand Equity (Pbe) Model

By adapting the brand equity model of Aaker, [3], developed the conceptual model of political brand equity this political brand equity (PBE) conceptualized based on construction; the role of political parties in the process of socialization, generation of political knowledge (Brand Awareness, Brand Association and Brand Image) as a result of the process of socialization, party loyalty and its influence on voter attitudes towards the party. This research strives in-depth to explore and expand the concept of party equity in line with the analogy to commercial brand equity by developing models explicitly namely political brand equity [2, 3].

5.1 Political Socialization Process

The process of political socialization facilitates the process of political persuasion and encourages community involvement in politics [21]. The process of socialization is considered in the literature as a safeguard and mechanism for political stability by transmitting social values to young groups. Several social agents play active roles in the process of political socialization including families, Schools or friends, colleagues, and the media [16, 20]. In the political system, voters in different communities have different social systems, demographics, and geographical locations.

These communities share common understanding, their routines, formal and informal rules and practices and voting intentions depending on their learning process. According to the claim of the theory of collective socialization, the social results of society influenced by peer interactions and are passed down from generation to generation. Network member participation during the socialization process helps develop and foster political knowledge [21]. As a result, this community increases civic knowledge and encourages political participation because of the

development of strong social ties among network members. Individuals who have more political knowledge, more inclination to choose, are more enthusiastic about participating in politics [21].

The involvement of individuals and political parties in the socialization process results in the development of political knowledge, which has a direct effect on voter perceptions about political parties. Ahmed's research confirms a significant and positive relationship between the socialization process and party awareness that supports Wenger's study,; Pan and Leidner, [3]. Then the hypothesis that arises is:

H1: Party Socialization Process has a significant effect on party awareness (Party Knowledge)

Party association is base on the perceptions (thoughts and feelings) generated in the voter's mind when the voter remembers the name of the party from their minds or identifies it when the party's name heard. According to Janiszewski and Osselaer, strong associations are most valuable when dealing with intangible aspects of the general characteristics (intangible aspects) of a product. Therefore, these associations play a crucial role in shaping voter attitudes towards political parties. Then the hypothesis that arises is:

H2: *Party Socialization Process has a significant effect on party association (Party Knowledge)*

Perceived quality involves a competitor's terms of reference [2]. Kayaman & Arasli found that the perceived quality of the brand had a positive impact on overall hotel brand equity. Likewise, Pappu, Quester, and Cooksey found that perceived quality increases brand equity, as proposed by Aaker [1]. Likewise, in terms of political brand equity, that the relationship of the political socialization process will affect positively with party perceived quality, the hypotheses to be made are as follows:

H3: Political Socialization Process will significantly influence party perceived quality

5.2 Party Knowledge (Party Awareness, Party Association)

[3] saw that in his research on Political Brand Equity (PBE) saw the concept that Party Awareness and Party Association belonged to the dimension of party knowledge.

5.3 Party Awareness

While measuring performance in the supply chain, the measurement system may reflect a system of measuring the immeasurable. In supply chain performance measurement, control is no longer based on ownership only, but rather on networking across interfaces. According to Aaker and Keller brand awareness shows the ability of customers (voters) to recognize or remember the brand (Political Party) from other competing brands (other Political Parties) in a product category (Politics) [1, 33]. According to Brewer and Zhao Brand awareness is the extent to which consumers recognize a particular brand [8]. The maximum benefit of brand awareness, according to Aaker is brand dominance, which occurs when most consumers remember a single brand [2].

Here, the term is changed to fit the context of political parties and is called party awareness. Party awareness is an essential element of brand equity because it is considered a stepping stone in developing other elements of brand equity [8]. Consumers who are politically aware play an active role in the process of socialization, are exposed to relevant communication and have an influential role in shaping political perceptions [29].

Researchers see that the higher this brand awareness will have a positive effect on purchase intention, as shown by previous studies by Juntunen and Pappu, Quester & Cooksey. Hoyer and Brown's study shows the impact of brand awareness on the choice of results shows that consumers make purchase choices or have purchase intentions on brands that they know of, then brand awareness has a positive impact on consumer brand choices that lead to purchase intentions. Brand awareness helps consumers to recognize brands in product categories and influences them to make purchasing decisions. Brand awareness and customer purchase intentions have a positive relationship direction. Consumers who are politically aware play an active role in the socialization process, are exposed to relevant communications and have an influential role in shaping political perceptions [29].

H4: Party awareness (Party Knowledge) will significantly influence Voting Intention.

5.4 Party Association

Political party equity is in line with the concept of commercial brands developing when voters are aware and familiar with the brand (Party) and have a brand association that is better and stronger in the

memory of consumers/voters [33]. Therefore, the brand association is the main driver for the development of brand equity and helps with brand recall and recognition. Brand association is a brand equity factor that involves a unique image/reputation dimension for a brand [2]. A brand association can be seen in form and reflects brand characteristics or independent aspects of the brand itself [10]. To the context of political parties, party associations form the whole of the perceptions (thoughts and feelings) that come to the mind of voters when party names are taken from memory and remembered. Therefore, party association based on perceptions (thoughts and feelings) that are generated in the minds of voters when voters remember the party's name from their minds or identify when the party's name heard.

Associations are the basis for purchase decisions for brand loyalty, and also create value for the company and its customers [4]. Therefore, these associations play a significant role in shaping voter attitudes towards political parties. Therefore, researchers hypothesize that this party association (party knowledge) will positively influence voting intention.

H5: Party association (Party Knowledge) will significantly influence Voting Intention.

5.5 Party Perceived Quality

Perceived quality is defined as consumer valuation of entity services that contain overall superiority or superiority. French and Smith say that there are not many literature studies using the dimensions of perceived quality seen from the political brand. They see from the service quality literature that is too broad and does not focus on the political side by using seminal research from Zeithaml. with dimension dimensions related to politics, namely credibility dimensions with Trustworthiness, honesty, and believability features, then the Security dimension with features Freedom from danger, risk or doubt, then Communication dimensions with Listening features and keeping consumers involved, and Reliability / competence Dimensions with a reflection of ability to perform the promised service.

Perceived product quality directly affects purchase intention. Customers have several perceptions of product quality, price, and style before buying a product. After using the product, purchase intention can increase or decrease because it has a direct

relationship that affects one another. If the quality is high, customer purchase intention is also high. Propose two differences between quality and perceived satisfaction. Customers perceive perceived quality as a more specific concept based on product and service features. Companies can have a level of control over quality. So, it is suggested that when perceived quality considered as an overall assessment, perceived quality is understood as a source of satisfaction. Similar to politics that Purchase intention can be associated with voting intention, and party perceived quality, the researcher makes the hypothesis that [3]:

H6: Party Perceived Quality will significantly influence Voting Intention.

5.6 Voting Intention

Howard and Sheth first developed the theory of buyer behavior, with an emphasis on purchase intention [31]. Their model is an attempt to explain brand choice behavior in decision making. Purchase intention refers to the disposition of consumers towards brand purchases or continuing their use. It has seen in different contexts that higher brand equity affects consumer purchase intentions positively [10, 16]. In addition to these benefits, brand equity used as a performance indicator for marketing activities. Accountability and justification for marketing activities carried out are an attractive area for both marketing practitioners and academics [15]. Likewise, with political brand equity, the higher the political brand equity, the more positive the voting intention will be for voters.

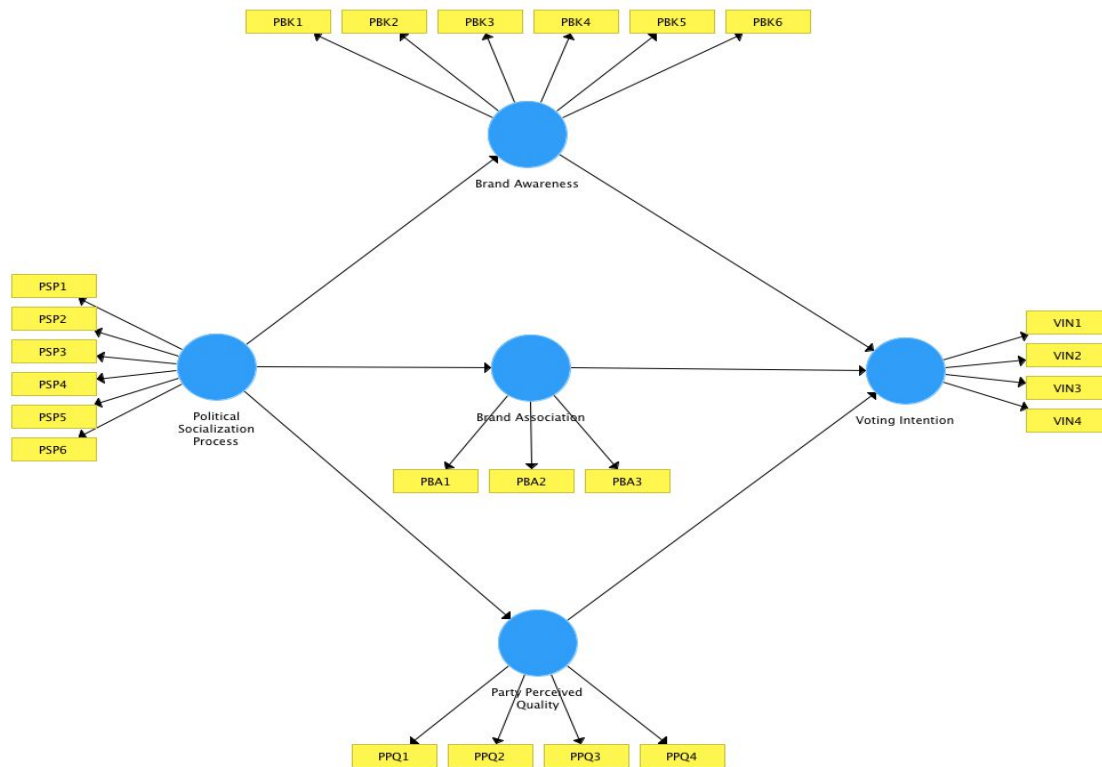


Figure 1: Supply chain orientation and brand

5.7 Methodology

This research categorized as explanatory research. The data collection technique used is trying to find opinions on individuals with data collection techniques in the form of self-administered surveys or survey methods. This survey conducted by using research instruments in the form of questionnaires, namely a series of questions related to the research construct and the objectives to be achieved systematically arranged so that respondents can fill

it relatively easily. Respondents here are assumed to be citizens of Bandung City aged 17-30 years who already have a KTP as one of the references that these respondents are young constituents who already have the right to vote. This questionnaire distributed to respondents consisting of an introduction section, the identity of the respondent, and contents questionnaire. In the contents of the questionnaire, respondents were asked to express their opinions in the form of response statements given by filling out the attitude scale. The

measurement scale uses a Likert scale, which is a scale measurement method used to measure the response of respondents' opinions to questions from the questionnaire. Malhotra states that the scale used in delivering opinions to respondents on a Likert scale uses a 5-point scale, 5 = strongly agree (strongly agree), 4 = Agree (agree), 3 = neither agree nor disagree (doubtful) / disagree, 2 = Disagree (disagree), 1 = Strong disagree (strongly disagree). The independent variable used in this study is the Party Socialization Process, while the dependent variable is a variable predicted by one or several variables, or a variable that is influenced by other variables. Then the dependent variable in this study is four units, namely Party awareness, Party associates, Party Perceived Quality, and Voting Intentions.

The sample in this study used a probability sampling technique with the stratified random sampling method, namely how to take a sample by considering the strata (levels) in the population. The researcher looked at population data only for residents of Bandung City aged 17-30 years as a baseline for the sample, so that the total population of 535,476 people found. With that, the researcher calculates the minimum number of samples using the Slovin formula. Explanation of the calculation as follows with Number $N = 535,476$ based on the level of trust as much as 95% (ninety-five percent) then known $d = 0.0025$. The results show $n = 399,701$ or rounded up to 400 (four hundred) respondents. So with Stratified random sampling, the number of samples per sub-district is $400/30 = 14$ people with age criteria between 17-30 years from the results of questionnaires obtained data as much as 431 respondents.

After the questionnaire has collected, the next step is to analyze the data. The first thing to do is to do data entry; then second, check the accuracy of the data entry or check the lost data again; third, the researcher conducted a descriptive analysis to find out the characteristics of respondents and a description of the conditions of the variables studied — the descriptive statistical analysis used in univariate analysis. The next step is to test the relationship between variables using the Structural Equality Model (SEM) analysis method with the Partial Least Square (PLS) approach [33].

The first step in evaluating SEM-PLS testing is the Measurement Model (Outer Model). This Measurement Model Test can be used to examine

validity and reliability. Convergent validity tests in PLS see values on reflective indicators based on loading factors (correlation between component scores and construct scores). Ghozali's research argues that if an indicator has good validity, the factor loading will be higher than 0.70 while loading factors between 0.50 and 0.60 can still maintain in models that are still under development. Reliability testing also used in testing PLS so that it can measure the internal consistency of a measuring instrument. Yamin's research states that an evaluation of the value of reliability from constructs is measure through composite reliability. Constructions are declared reliable if they have composite reliability greater than 0.70, and AVE is higher than 0.50.

The next step is the Structural Model Test (Inner Model). Inner model is a structural model that predicts causality between latent variables. In assessing structural models with structural PLS can be seen from the R-Squares value for each latent variable as the predictive power of the structural model. The results of the PLS R-Squares present the amount of variance from the construct described by the model. Furthermore, the evaluation of the model done by looking at the significant value to determine the effect between variables through the bootstrapping procedure. The bootstrap approach represents a non-parametric for precision from PLS estimation. The bootstrap procedure uses all original samples to do resampling. Then hypothesis testing is done by statistical test t (t-test). If the PLS test obtained t value > 1.96 (α 5%), it means that the test results are significant, and vice versa if t -value < 1.96 (α 5%), means that it is not significant.

6. Analysis And Discussion

Several indicators measured the variables in the study, Party Socialization Process (PSP) measured by 6 indicators, Party Brand Awareness (PBK) measured by 6 indicators, Party Brand Association (PBA) measured by 3 indicators, Party Perceived Quality (PPQ) measured with 4 indicators and Voting Intention (VIN) measured by 4 indicators.

As is well known that respondents in this study were residents of Bandung City aged 17-30 years who already have a KTP and have voting rights. The results of the study showed that 55.5% were men, and 44.5% of them were women. Viewed from the Status, most of the respondents, namely

94.9%, stated that they were not married and 5.1% said they were married. Based on the latest education, most of the respondents studied had the last high school education ie, 48.3%, then 38.3% had a junior high school education, 4.6% had Diploma education, 8.4% had undergraduate education and 0.2% each had elementary and S2 education. Moreover, when viewed from the Job, there were 39.0% were shows that most of the respondents studied were college students and high school students.

Based on election participation, it seen that 61.0% said that they never had, 29.0% stated that they participated once, 7.4% of respondents stated twice, and 2.6% stated three times. Then most of the respondents surveyed stated that they had never participated in the election. And viewed from the chosen party, the majority of respondents had as many as 39.0% choosing PDIP, 21.6% choosing Gerindra, 11.6% choosing Perindo, 7.0% choosing Democratic, 6.7% choosing PSI, 4.4% including

choosing PKS, 3.7% choosing Golkar, 2.8% choosing Nasdem, 0.9% choosing PKB and PPP, respectively 0.5% of respondents choosing Hanura and PAN, then 0.2 each. % of respondents chose the party to work and the United Nations. To find out how respondents' assessment of the variables under study, categorization is based on the actual score. Based on the results of the calculation of the actual score, the respondents' assessment of the Party Socialization Process was 77.6% of 100%, respondents' assessment of the Brand Awareness Party was 76.3% of 100%, respondents' assessment of the Party Brand Association was 80.0% of 100% , the respondent's assessment of the Party Perceived Quality was 77.5% of 100%, and the respondent's assessment of Voting Intention was 79.2% of 100%, the percentage of the score was in the range of 68.1% -84.0%, so the respondent's assessment of each research variable falls into the excellent category.

6.1 Outer Model Testing

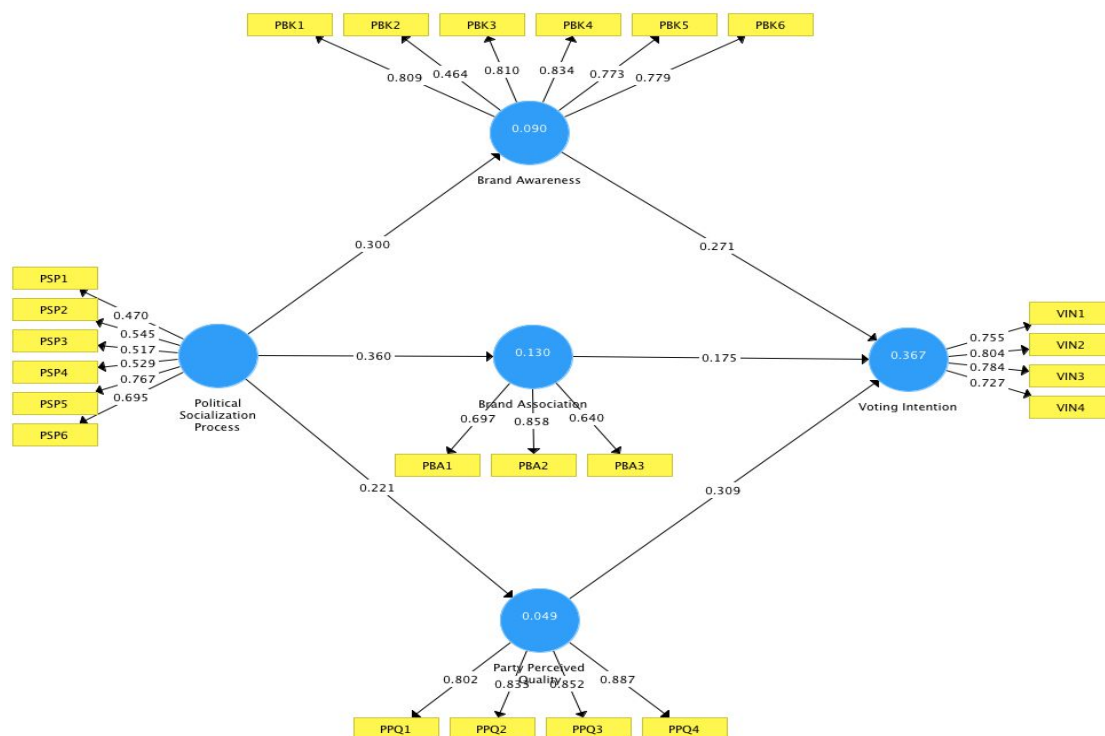


Figure 2: outer model testing

Based on the results of testing the early-stage Convergent Validity, known that several indicators have a loading factor of <0.5 so that it is invalid, namely PBA1 and PSP1 so that both indicators must reduce from the research model. In the next stage, it can seem that the PSP variable still has an AVE value of <0.5. Thus gradually releasing PSP indicators that have the lowest loading factors,

namely PSP2 and PSP3, to improve the AVE value. After two invalid indicators (PBA1 and PSP1) are issued then two indicators that have the lowest loading factor (PSP2 and PSP3) are also issued, then all remaining indicators are tested and declared valid because they have a factor loading > 0.5.

Then the next test is to test Reliability with Composite Reliability (CR) and AVE. From the results of testing, the Party Brand Association (PBA) variable obtained AVE values of 0.544 and CR 0.779. The Party Brand Awareness (PBK) variable obtained an AVE value of 0.647 and CR 0.902. Party Perceived Quality (PPQ) variable obtains AVE value of 0.712 and CR of 0.908. The Party Socialization Process (PSP) variable obtained AVE values of 0.515 and CR of 0.758. Variable Voting Intention (VIN) obtained AVE values of 0.590 and CR of 0.852. From these results, all variables have AVE values > 0.5 and CR > 0.7, so that declared reliable. It shows that all indicators have consistency in measuring their respective variables.

The next step is to test discriminant validity by comparing AVE root values and correlation between variables (Fornel Lacker criterion). From the results of the Fornel Lacker criterion test, it seems that the root value AVE of PBA variable is 0.737 higher than the highest correlation of PBA with PBK (0.670). Then the AVE root of PBK variable is 0.804 higher than the highest correlation of PBK with PBA (0.670), then AVE root PPQ variable is 0.844 higher than the highest correlation PPQ with VIN (0.479), then AVE root PSP variable is 0.718 higher than the highest correlation PSP with PBA (0.357) and AVE roots of VIN variable of 0.768 higher than the highest correlation of VIN with PBK (0.517). It shows that all variables have higher AVE root values than the highest correlation between these variables. So it can be concluded that the research model has good discriminant validity.

6.2 Inner Model Testing

After the test results show valid and reliable results then further test the relationship between variables. Based on the results of testing the inner model it can be seen that the Party Socialization Process (PSP) variable has an effect of 11.8% on Party Brand Awareness (PBK), while the remaining 88.2% influence by other variables besides the Party Socialization Process (PSP) variable. The Party Socialization Process (PSP) variable has an effect of 12.7% on the Party Brand Association (PBA), while the remaining 87.3% influence by other variables besides the Party Socialization Process (PSP) variable. Also, the Party Socialization Process (PSP) variable has an effect of 4.5% on Party Perceived Quality (PPQ), while the remaining 95.6% influence by other variables besides the Party Socialization Process (PSP) variable.

Then Party Brand Awareness (PBK), Party Brand Association (PBA) and Party Perceived Quality (PPQ) variables together have an influence of 37.2% on Voting Intention (VIN), while other variables besides these three variables influence the remaining 62.8%. Judging from the path coefficient value, the most dominant variable in influencing Voting Intention (VIN) sequentially is the Party Perceived Quality (PPQ) variable with a path coefficient of 0.313 (15.0%) then Party Brand Awareness (PBK) with a path coefficient of 0.288 (14.9%) and finally the Party Brand Association (PBA) with a path coefficient of 0.160 (7.3%).

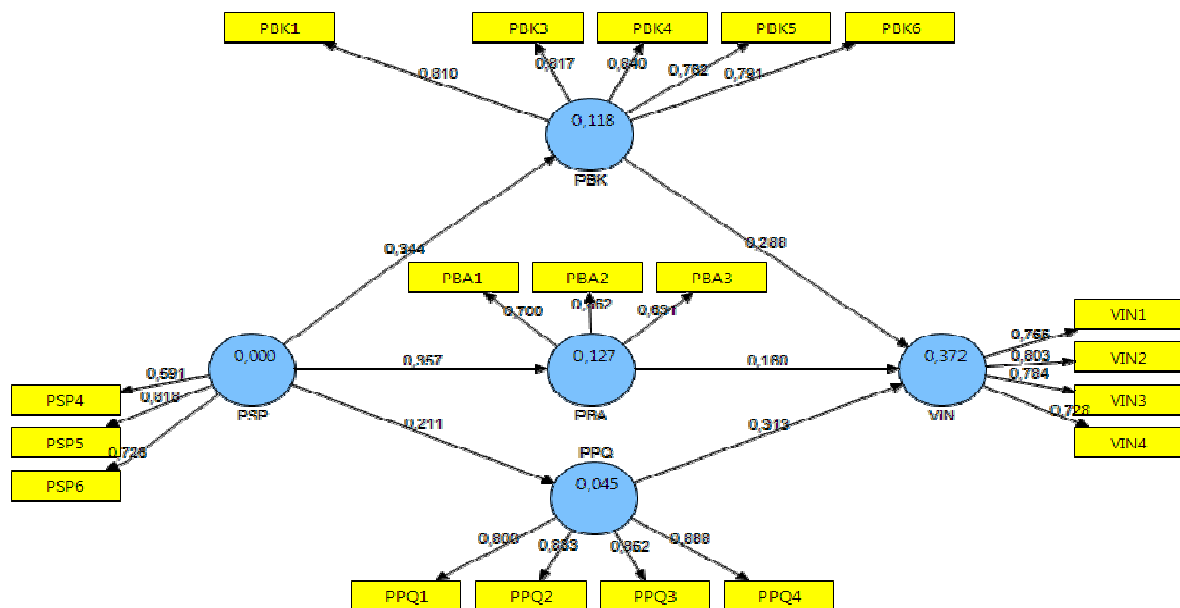


Fig 3: inner model testing

6.3 Full Model Struktural (PLS Algorithm) Reduction

6.3.1 Hypothesis testing

This new level of supply chain competition presents tremendous challenges to brand managers the first hypothesis tested was the effect of Party Socialization Process (PSP) on Party Brand Awareness (PBK). From the test results, it seems that the path coefficient between Party Socialization Process (PSP) to Party Brand Awareness (PBK) is 0.344 with a t value of 7.356. The statistical value of 7.356 is higher than t table (1.96). Because the statistical value is higher than the table, then at the error rate of 5% (Two tail) it is decided to accept H1. So it can be concluded that the Party Socialization Process has a significant effect on party awareness (Party Knowledge).

The second hypothesis tested was the influence of the Party Socialization Process (PSP) on the Party Brand Association (PBA). From the test results, it can seem that the path coefficient between the Party Socialization Process (PSP) and the Party Brand Association (PBA) is 0.357 with a t value of 7.698. The statistical value of 7.698 is higher than t table (1.96). Because the statistical value is higher than the table, then at the error rate of 5% (Two tail) it is decided to accept H2. So it can be concluded that the Party Socialization Process has a significant effect on party association

The third hypothesis tested is the effect of Party Socialization Process (PSP) on Party Perceived

Quality (PPQ). From the test results, it can seem that the path coefficient between Party Socialization Process (PSP) and Party Perceived Quality (PPQ) is 0.211 with a t value of 4.143. The statistic value of 4.143 is higher than t table (1.96). Because the statistical value is higher than the table, then at the error rate of 5% (Two tail) it is decided to reject H0 and accept H3. So it can be concluded that the Party Socialization Process has a significant effect on Party Perceived Quality.

The fourth hypothesis tested is the effect of Party Brand Awareness (PBK) on Voting Intention (VIN). From the test results, it seems that the path coefficient between Party Brand Awareness (PBK) and Voting Intention (VIN) is 0.288 with a t value of 4.330. It seems that the statistical value of 4.330 is higher than t table (1.96). Because the statistical value is higher than the table, then at the error rate of 5% (Two tail) it is decided to accept H4 so that it can conclude that Party Brand Awareness has a significant effect on Voting Intention.

The fifth hypothesis tested is the influence of the Party Brand Association (PBA) on Voting Intention (VIN). From the test results, it can seem that the path coefficient between the Party Brand Association (PBA) and Voting Intention (VIN) is 0.160 with a t value of 2,371. Moreover, seen that the statistical value of 2.371 is higher than t table (1.96). Because the statistical value is higher than the table, then at the error rate of 5% (Two tail) it is decided to accept H5. So it can be concluded that

the Party Brand Association has a significant effect on Voting Intention.

The sixth hypothesis tested is the effect of Party Perceived Quality (PPQ) on Voting Intention (VIN). From the results of the study, it can seem that the path coefficient between Party Perceived Quality (PPQ) and Voting Intention (VIN) is 0.313 with a t value of 5.872. Judging from the statistical value of 5.872, it is higher than t table (1.96). Because the statistical value is higher than the table, then at the error rate of 5% (Two tail) it is decided to reject H0 and accept H6. So it can be concluded that Party Perceived Quality has a significant effect on Voting Intention.

All path coefficients are positive, meaning that there is a unidirectional relationship between the variables studied. If the independent variable increases, the dependent variable will increase.

7. Conclusion

A multiple method approach was used to explore the phenomenon of brand equity in the supply chain Research Objectives of this is to find out and analyze the relationship between the variables of the party socialization process, Party Knowledge (party associations and party awareness), political party perceived quality of the intention to vote on young constituents in the city of Bandung. The test results show there is a relationship between the variables of the party's socialization process, party knowledge (party concerns and party associations), the quality perceived by the party so that they are interconnected to create the intention to choose or interest in young constituents in the city of Bandung, (Indonesia) they will choose this political party in the current elections and elections in the future.

The higher the level of the party's socialization process, which is represented by one's religious level, gender and their life experience, will increase Party Knowledge (party awareness and party associations), perceived quality party so that in the future this can increase interest or choose intention to choose one particular political party in the future.

This research study discusses Political Brand Equity of young constituents in political parties in Indonesia, and research is a relatively new study, namely research involving Voting Intention of Young Constituents and the Party Perceived Quality as a variable from the research of Political Brand Equity specifically to political parties in Indonesia.

References

- [1] Aaker, D. *Managing Brand Equity*. The Free Press, New York, 1991.
- [2] Aaker, D.A. *Measuring brand equity: across products and markets*. Journal of California Management Review, 38(3), 102-20, 1996.
- [3] Ahmed, M. Lodhi, S. And Ahmad, Z. *Political Brand Equity (PBE) Model: The Integration of Political Brands in Voter Choice*. Journal of Political Marketing, 2015.
- [4] Atilgan, Aksoy & Akinci, *Determinants of the brand equity: A verification approach in the beverage industry in Turkey*. Marketing Intelligence & Planning 23(3):237-248, 2005.
- [5] Best, S.J. and Krueger, B.S. *Analyzing the representativeness of Internet political participation*. Journal of Political Behavior, 27(2), 183-216, 2005.
- [6] Blais, A., Gidengil, E., Nevitte, N. and Nadeau, R. *Where does turnout decline come from?* European journal of political research, 43, 221-236, 2004.
- [7] Boo, S., Busser, J. and Baloglu, S. *A model of customer-based brand equity an its application to multiple destinations*. Tourism Management, 30, 219-231, 2009.
- [8] Brewer, A. and Zhao, J. *The impact of a pathway college on reputation and brand awareness for its affiliated university in Sydney*. International Journal of Educational Management, 24(1), 34-47, 2010.
- [9] Chang, H.H. and Liu, Y.M. "The impact of brand equity on brand preference and purchase intentions in the service industries", The Service Industries Journal, Vol. 29 No. 12, pp. 1687-706, 2009.
- [10] Chen, C. *Using free association to examine the relationship between the characteristics of brand associations and brand equity*. The Journal of Product and Brand Management, 10(6/7), 439-451, 2001.
- [11] Clarke, H.D., Sanders, D., Stewart, M.C. and Whiteley, P. *Political Choice in Britain*. Oxford University Press, Oxford, 2004.
- [12] Heidari M, Ghasemi S, Heidari R. *The Effects of Leadership and Employment in Technical Capabilities of Sport Teams*. Journal of Humanities Insights. 3(02):75-80, 2019.
- [13] Ahani S, Pourmohammadi M. *Surveying Urban Land Use Changes with an Emphasis on Electronic City*. Journal of Humanities Insights. 3(02):61-4, 2019.
- [14] Christodoulides, G. & de Chernatony L. *Consumer based brand equity conceptualisation and measurement*. Intl Journal of Market Research 52 1, 43-66, 2010.
- [15] Cobb-Walgren, C.J., Beal, C. and Donthu, N. *Brand equity, brand preferences and purchase intent*. Journal of Advertising, 24(3), 25-40, 1995.

- [16] Coleman, J.S. *The adolescent society: The social life of the teenager and its impact on education*. Free Press of Glencoe, New York, 1961.
- [17] Dalton, R, J. *Democratic challenges, Democratic choices: The erosion of political support in advance industrial democracies*. Oxford Scholarship, 2004.
- [18] Dalton, R, J. And Wattenberg, M, P. *Party without partisans: Political change in advance industrial democracies*. Oxford Scholarship, 2000.
- [19] Daniel B. German. Political Socialization Defined: Setting the Context . E-political socialization, the press and politics : the media and government in the USA, Europe and China / Christ'l De Landtsheer, Russell F. Farnen, Daniel B. German, Henk Dekker, Heinz Sünker, Yingfa Song, Hongna Miao (eds.). Peter Lang GmbH International Academic Publishers Frankfurt am Main, 2014.
- [20] Dawson and Prewitt, *Political Socialization*. American Political Science Review, vol. 63, issue 4 ,pp. 1293-1294, 1969. Published by Cambridge University Press (CUP)
- [21] Delli Carpini, M., X. and Keeter, S. *What Americans Know About Politics and Why It Matters*. New Haven, CT: Yale Univ. Press, 1996.
- [22] Dostie-Goulet, E. *Social networks and the development of political interest*. Journal of Youth Studies, 12(4), 405-421, 2009.
- [23] French, A. And Smith, G. *Measuring political brand equity: a consumer oriented approach*. European Journal of Marketing Vol. 44 No. 3/4, 2010 pp. 460-477 ,2007.
- [24] Garcí'a, J.A.M. and Caro, L.M. *Understanding customer loyalty through system dynamics: The case of a public sports service in Spain*. Management Decision, 47(1),151-172, 2009.
- [25] Gordon, B., Lovett, M & Shachar, R., Arceneaux, K., Moorthy, S., Peress, M., Rao, A., Sen, S., Soberman, D., and Urminsky, O. *Marketing and politics: Models, behavior, and policy implications*. Marketing Letters, 23 (2), 391-403, 2012.
- [26] Ha, H.Y., Swinder, J. and Siva, M. *Development of brand equity: Evaluation of four alternative models*. The Service Industries Journal, 30(6), 911, 2010.
- [27] Hayes, D. *Candidate Qualities through a Partisan Lens: A Theory of Trait Ownership*. American Journal of Political Science, 49(4), 908-923, 2005.
- [28] Armakan, S. A. *Effective personal factors on capability from the staff point of view of training hospitals of Yazd Province*. UCT Journal of Management and Accounting Studies, 5(2), 5-12, 2017.
- [29] Halim, S., M., A. *Improving EFL majors' critical reading skills and political awareness: A proposed translation program*. International Journal of Educational Research, 50, 336–348, 2011.
- [30] Howard, J.A. and Sheth, J.N. *The Theory of Buyer Behavior*. John Wiley, New York, 12-15, 1969.
- [31] Husein Umar ,Metode riset perilaku organisasi.Gramedia Pustaka Utama, 2003.
- [32] Joseph F. Hair, G. Tomas M. Hult, Christian M. Ringle, Marko Sarstedt. A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) [2nd ed.]. Sage 2017.
- [33] Keller, K.L. Conceptualizing, measuring and managing customer-based brand equity. Journal of Marketing, 57(1), 1-23, 1993.
- [34] Hansen, M, E. Hobolt, S, B. And Klemmensen, R. *Estimating policy positions using political texts: An evaluation of the Wordscores approach*. Electoral Studies Volume 26, Issue 4, Pages 746-755, December 2007.
- [35] Huang, T. and Shaw, D. *Beyond the Battlegrounds? Electoral College Strategies in the 2008 Presidential Election*. Journal of Political Marketing, 8(4), 272-291, 2009.