

ABSTRACT

FACTORS THAT INFLUENCE THE VOTING BEHAVIOR OF PERATIN ELECTION IN PEKON KURIPAN SUB DISTRICT NORTH COASTAL DISTRICT WEST LAMPUNG IN 2009

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Voting behavior is part of political behavior which is actualized by giving voice to a particular candidate. In the context *Peratin* election in Pekon Kuripan, many things can affect the decision to choose one, which is the rural location of strong research with local cultural values so that culture is a things that need to be considered in the formation of political orientations of voters. Nonetheless decision to choose a cognition process that is conscious and independent, so allow for other considerations of the voters, including programs offered by the candidates and the quality of candidates (rational factors) in addition to the kinship (sociology) and emotional closeness (psychological).

The purpose of this research to know how to explain how big the influence of sociological factors, psychological factors and factors of rational voters on voting behavior of *Peratin* elections in Pekon Kuripan Sub Districts North Coastal District West Lampung in 2009". The method used in this research is quantitative method with the type explanative Data was collected by distributing

questionnaires to 83 respondents, interviews and documentation. Data analysis techniques used were correlation and regression and partial regression.

Based on calculations, it can be concluded that partial, influential sociological factor of 12.7% of voting behavior, psychological factors influence amounted to 18.3% of voting behavior and rational factors affect 25.4% of voting behavior. Simultaneously, the magnitude of the effect of sociological factors, psychological factors of rational factors together to conduct voter registration figures obtained 45.7%. This condition indicates that the statement of the hypothesis raised in the introductory chapter is acceptable. A significant difference between sociological factors, psychological factors and factors of rational voters on voting behavior of *Peratin* elections in Pekon Kuripan Sub District North Coastal District West Lampung in 2009.

Keywords: Voter Behavior, *Peratin* Election.