

THE EFFECT OF POLITICAL MARKETING MIX DECISION TO CHOOSE

(Survey of North Lampung District Voters In the regional election at 2013)

Wahyudi Jufan AR

Department of Business Administration Faculty of Social and Political Sciences
University of Lampung

Abstract: *This study aims to determine the influence of variable political product, political price, political promotion and distribution of political politics toward the decision to vote in elections of north lampung regional heads in year 2013. This study used a questionnaire as an instrument to take a sample of 100 respondents, which is the northern Lampung voters have the right to vote and the vote in the general election of regional heads, while the analysis of data by multiple linear regression.*

The results of data analysis using multiple linear regression showed that in partial political product significantly effect on the decision to choose, the political price variable no significant effect on the decision to choose, variable political promotion no significant effect on the decision to choose, and the distribution of political variables significantly effect the decision to choose, Simultaneously variable political product, a political price, political promotion and distribution of political jointly significant effect decision to choose North Lampung districts society. Therefore, candidates and campaign team is not expected to perform political money in the General Election as giving money or goods to the public, because giving money or goods to the public it will make people become antipathy against the candidate and the candidate will then forward the recommended pursuing a strategy Election -strategi that can touch people directly as participants came to listen to the aspirations in order to finalize the development program.

Keywords: Politics Product, Politics Price, Politics Promotion, Politics Distribution and Decision Choosing.