

ABSTRACT

THE EFFECT OF POLITICAL PARTIES CAPABILITY AND CANDIDATE'S IMAGE ON THE VOTERS' ATTITUDE BEHAVIOUR IN LEGISLATIVE ELECTION IN MARGODADI VILLAGE, TUMIJAJAR DISTRICT, WEST TULANG BAWANG REGENCY

By The
DWI HANDAYANI

The purpose of this study was to describe and analyze the influence of political parties capability and candidates' image on the voters' attitude behavior in legislative elections in Margodadi village, Tumijajar district, West Tulang Bawang Regency 2014. The method used in this research was quantitative descriptive. The independent variable in this study were the capability of a political party (X_1), and the image of the candidate (X_2), while the dependent variable was the attitude of voting behavior (Y). The subjects of this study was the community that numbered 97 people. Data collection techniques used in this study was questionnaire and simple correlation regression analysis with simple linear regression formula.

Based on the research that had been done it could be seen that there was a significant influence of political parties and image capabilities candidate against behavioral attitudes. Coefiency determination ($r^2 = 0,216$) means that the effect of X_1 and X_2 - Y 21,6%, which means that the better the influence of political parties and the capability of the candidate's image in influencing attitudes voting behavior, the better the people's participation in voting .

Keywords: *image of the candidate, political party capabilities, attitudes voting behavior*