

The Role Of Satisfaction And Intention To Vote In General Election: Study Indonesian General Election Participants

Zulganef

zulganef@widyatama.ac.id

Faculty of Business and Management University Widyatama Bandung

Abstract

Intention to vote in general election is one of the most important things in the consumer behavior field, especially in political marketing. However, not many research investigate the existence of intention to vote in general election. The existence of intention to vote shows that people in a country tend to participate in his or her country political process, especially in developing his or her country. This means that the intention to vote is a crucial part in general election socialization of ideas and activities. This research investigated the existence of satisfaction in the general election participants through analyzing the relationships between attitude toward politics attributes (Attitude toward the General Election Commission, the election process, the attitude toward the candidate's programs, the attitude toward the president candidate, and the attitude toward political party), satisfaction, and intention to vote. The results of this research will contribute to consumer behavior theory, politics, and marketing practice as well. Through the findings of this research, the general elections commission managers and political party could make a better marketing plan. This research conducted on higher education students, since the higher education students are the largest part of participants in Indonesia General Elections, and they are also the largest general election participants who has right to vote legally. This research shows that the students more favorable to the program than the candidate. It also shows that Indonesians are more rational than before, since figure is more emotional rather than programs, especially for higher education students.

Keywords: Politics, political perceived attributes, satisfaction, intention to vote, white voters, structural Equation Modeling.

INTRODUCTION

General Election representing of citizen participation in politics, in a sense it is the beginning "transactions" between citizens as consumers of government policies and the presidential candidate or party that might result in policies that will be consumed by the citizen voters. The party selected will affect the legislation through the legislative institution. Citizen participation in General elections are important in the state livelihood, since the participation in general elections showed active political culture, not apathy, and it is one of an important measurement of a democracy (Budiardjo, 1994). On the other hand, elections in Indonesia, highlighted by the presence of voters who did not use their right, and they are known as the white voters. Some media revealed the existence of the white voters, for example Kompas daily news (<http://cetak.kompas.com>, January 13, 2009) which reveals 7.88 million (6.7%)

from 117.73 million voters in 1999 does not use their rights, while the 2004 elections, 23.53 million (15.9%) of 148 million voters did not use their right. This shows the community support for the government who runs the country is still low, and there is still apathy political culture on the part of citizens. Apathetic political culture is a political culture which can lead to a government not supported by most citizens. Participation in elections is a behavior that shows the desire of a citizen to legitimate and democratically supports government (Budiardjo, 1994).

The second point that gives an idea of the possibility of reduced-election voters in the future elections is the phenomenon recorded by some elections researchers in Indonesia, such as the Asia Foundation, AC Nielsen Indonesia, and Charney Research of New York, which polled the voters of candidates in 2004 Indonesia general election. Some institutions survey revealed that 69% of respondents surveyed do not know the time or schedule elections were held. Yet the other 22% of respondents has wrong answers concerning the time or schedule (Tempo, 11 December 2003:4). The poll also revealed that two-thirds of voters have never heard the term of Regional Representative Council, even did not know that they had a province representative house in Senayan. Only a quarter of respondent who knows that must vote a political party symbol and name of the candidate members of the House (Tempo, December 11, 2003: 4). The data shows the low desires of the community to participate in a democratic process.

Both of the above are illustrates the importance of understanding the behavior of voters in order to make better the existing democratic system in Indonesia. Understanding the voter behavior will recognize factors that may be causing the raise of white voter phenomenon, so that this phenomenon can be reduced or minimized, especially for creating a successful organization of elections, in the sense followed by most voters. One way to understand consumer behavior, in this case the voters, is to understand the satisfaction and intentions of voters to participate in 2009 general elections, because the satisfaction and intention are the most variables can predict or explain the existence of a person's behavior (Dharmmesta, 1998).

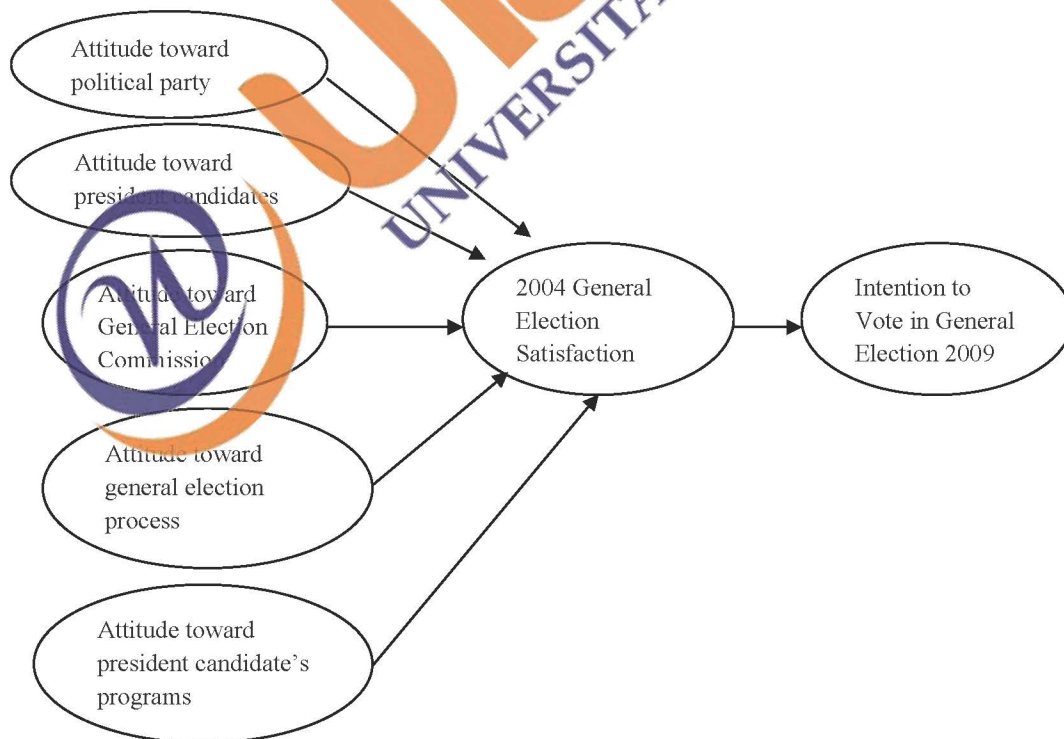
Some studies reveal satisfaction as a consequence of the attitude variables, including the research Garbarino and Johnson (1999), Eggert and Ulaga (2002), and Bitner, booms, and Treault (1990). Researchers are examining the relationship between antecedent variables with satisfaction and intention to repurchase or loyalty in the context of customer relationships in the field of Services. In addition, Dorsch et al. (1998), Dwyer et al. (1987), and Crosby et al. (1990) expressed that satisfaction is one of three variables that constructed relationships quality in the field of consumer behavior, the others are trust and satisfaction.

Assael (1998:92) reveals that since the service is intangible, the consumption experience must be concerned. To make a service tangible, Zeithaml and Bitner (1996) suggested a company to focus on managing the consumer's experiences. The consumers will gain the experiences through three main service dimensions or components, namely the physical evidence, the people, and the process.

O'Shaughnessy (2001) revealed that the understanding of political marketing is closely related to the marketing definition put forward by Grönroos, i.e. activities aimed at seeking to establish, maintain and enhance long-term relationships between voter at a profit for society and political parties, so that the objectives of the individual political actors and organizations involved are met. This is in accordance with the products sold by the political parties that are intangible, i.e. ideas or programs that are closer to the service.

This research was conducted referring to the marketing model of relationships marketing presented by Garbarino and Johnson (1999), McDougall and Levesque (2000), Dorsch et al. (1998), and Eggert and Ulaga (2002). Garbarino and Johnson (1999) expresses the relationship between several attributes theater services, for example attitude toward theatrical player, with satisfaction and intention to loyalty; McDougall and Levesque (2000) suggests a relationship between attitudes toward the service attribute (of auto repair, hair stylist, and restaurants) with satisfaction and intention to loyalty, while Eggert and Ulaga (2002) revealed that cognitive variables (customer perception of value) has a significant relationship with affective variables (customer satisfaction), then customer satisfaction has a significant relationship with connative variables, such as a word of mouth.

Figure 1. General Election Model



The model is adapted from Garbarino and Johnson (1999), McDougall dan Levesque (2000), and Eggert and Ulaga (2002).

Referring to the research model of Garbarino and Johnson (1999), Eggert and Ulaga (2002), service attributes suggested by Zeithaml and Bitner (1996), and Assael (1998), the main purpose of this research is to understand the relationship between attitudes toward the political attributes to 2004 general election satisfaction, and intention to vote in 2009 general election through the model as shown in Figure 1.

Refers to the main purpose of the study, the expected contribution of this research are:

1. Theoretically, the development of the theory of consumer behavior in the field of political marketing (generalization) through an examination of the existence of voter who intends to vote in 2009 general election,
2. practical, understanding of the product attributes are evaluated by political consumers, in this case is a higher education student;
3. practical, research results are the first steps (basis) for the development of strategies and plans of the both general election commission and political parties managements. Suppose that by understanding the factors associated with the student intention to vote on the 2009 general election, the government, in this case the general election commission, could reduce the possibility of citizens who would not vote (white voters).

Students chose for the study based on consideration that the students in 2009 likely to be citizens who have participated in the 2004 election. In addition, higher educational students and the student are expected in most elections in 2004. And Bandung chosen since this city is the capital city of provincial closest to Jakarta (buffer province), the capital city of the Republic of Indonesia. And one of politically barometer in Indonesia.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Satisfaction and Behavior Intention

Intention is defined by Fishbein and Ajzen (1975) as the possibility of subjective someone to do a particular action. They (h.292) further explained that the intention associated with the four different elements, namely the behavior, the behavior target (object), the situation where the behavior will be acted, and the time which behavior will be revealed. Dharmmesta (1998) describes that the intention variable in the Theory of Planned Behavior (TPB) as:

1. "capture" or intermediary motivational factors that have an impact on behavior
2. Indicator how hard someone dared to try
3. Indicator how much effort a person planned to do
4. Most closely associated to the subsequent behavior

Referring to the intention described by Dharmmesta (1998) above, so that understanding the intention or behavior is an initiation understanding consumers or voters in an election. In this study the author focuses on the satisfaction and intention

to vote variables in the 2009 general election. In addition, variables that authors investigate as the antecedent of satisfaction and intention are service attributes according to the research model of Garbarino and Johnson (1999), McDougall and Levesque (2000), and Eggert and Ulaga (2002).

McDougall and Levesque (2000) reveals that - in the consumer of dentist, auto mechanic, hairstylist and restaurant, overall satisfaction has positive consequences of the intention to be loyal and have negative consequences for the intention to switch. Several researchers found that the intention is the variable that can predict a person's behavior, including the Seiwac, et al. (1980) in examining the behavior of weight loss (obesity); Fishbein, et al. (1980a) in examining the behavior of voters in the general election in the United States; Sperber, et al. (1980) in examining women's work orientation; and Fishbein, et al. (1980b) in examining the attitudes towards family planning.

Based on the opinion of Ajzen and Fishbein (1980), Ajzen (1988), and Dharmmesta (1998) regarding intentions, research Garbarino and Johnson (1999), McDougall and Levesque (2000), Eggert and Ulaga (2002), Seiwac, et al. (1980), Fishbein, et al. (1980a), Sperber, et al. (1980), and Fishbein, et al. (1980b), which are show that consumer behavior can be predicted by intention, and behavior intention can predicted by satisfaction, then the first hypothesis of this research are:

H1: There is a relationship between consumer satisfaction, in this case is satisfaction on the 2004 general election, and intention to vote in the 2009 general election

Attitudes toward physical evidence, people, and processes

Eagly (1992) revealed that the general attitude is described as a tendency evaluation of something, or often interpreted as a psychological tendency expressed by evaluating a particular entity with likes or dislikes levels. Entity is often called the attitude object can be anything that can be clearly distinguished by one

In service companies, due to the intangible nature, the entity that evaluated by consumer, would not be seen, smelled or felt, therefore, one way to influence consumer perceptions of service companies are made tangible the dimensions found in the products offered. The dimensions of the product in a simple service can be compared with the position attribute contained in manufactured products. These dimensions, according to Zeithaml and Bitner (1996) are the people, the processes, and the physical evidence.

A political organization, such as the general elections commission (KPU), a political party, or government of a country can be categorized as a service, as produced by the Election Commission, political parties or the government is service to the community. Therefore political organizations should be also noticed employees, processes, and physical evidence in the evaluation or are perceived by their customers.

Referring to the understanding Eagly (1992) and Zeithaml and Bitner (1996) on the product and services that would generally be perceived or evaluated by consumers based on physical evidence, employees, and processes, then the attitude of those three things will certainly affect customer satisfaction, then satisfaction is will affect

consumer intentions to purchase or repurchase. It can be seen from several studies related to the physical evidence, people, and process, with satisfaction and repeat intention, including the research Garbarino and Johnson (1999), McDougall and Levesque (2000), Lee et al. (2000), and Eggert and Ulaga (2002).

Research Garbarino and Johnson (1999), shows that the antecedent variables are re-purchase intentions of satisfaction with the provider of services (Actor satisfaction), familiarity with the provider of services (Actor familiarity), attitudes towards the service provider of behavior (attitudes play), and attitudes toward the facility or physical theater (theater attitudes). Research Garbarino and Johnson (1999) showed that antecedent variables are other forms of physical evidence, provider of services, and processes in service companies, as proposed by Zeithaml and Bitner (1996).

Attitudes toward physical evidence

Howard (1989) reveals that the physical attributes are the main reason why marketing products and services have a different problem. Increasing physical attributes is something that is needed in marketing practice. This has led to service companies sometimes complete with a performance standard (uniform) - since it is the substitution of the physical form of the product.

Blodgett, and Wakefield (1999) investigates the influence of tangible and intangible aspects of the setting Hockey spectators, Movie theater customers, and Family recreation center, had revealed that the more intangible aspects influencing consumer's emotional side (affective) than the cognitive side of it. The study showed that the physical evidence can be considered as a variable that should be considered in examining the behavior of consumer services. In the general election activities, author analog political parties, presidential candidate program, and general elections commission (KPU) as the physical evidence of general election since political parties, candidate's programs, and the commission are attributes that can be seen clearly by the voter, in the sense that is tangible, so The second hypothesis, third, and fourth this research is:

H2: There is a positive relation between attitudes toward organizing elections and the intention to vote in 2009 general election

H3: There is a positive relation between attitudes toward political parties and the intention to vote in 2009 general election

H4: There is a positive relation between attitude toward programs offered by presidential candidates and the intention to vote in 2009 general election

Attitudes toward Presidential candidates

A service provided by a company, especially service companies depends on many employees with customer contact services (Zeithaml and Bitner 1996: 114). This illustrates that in service organizations, employees or people have an important role, both in terms of skills and handling. So the management of service companies requires management practices associated with attention (empowerment) of Human Resources or employees (Bowen and Lawler III, 1996).

The role of services provider in dealing with buyers to produce a good product or services can be seen at the Brush and Artz (1999) research, they managed to express the importance of attention to human resources, especially in terms of dealing with clients or patients on drug companies for animal diseases (veterinary medicine). They found that the handling of a client or patient first requires expertise (capability) of certain employees, which will provide a significant impact on handling fees and return of these patients as customers.

Research by Comb and Ketchen, Jr. (1999) revealed that the condition of human resources who possess by an organization has a significant influence on the possibility of cooperation between firms (interfirm cooperation). Parekh and Kanekar (1994) experimental research had revealed that the stereotype of an attractive physical form is more associated with good product quality compared to the physical form of less attractive. Parekh and Kanekar (1994) Research shows that the appearances of an employee have a significant influence in shaping consumer perceptions about products, or services sold.

Experimental research by Babin, Boles, and Darden (1995) about the stereotype of a car showroom salesmen showed that the behavior of a salesman which are divided into three stereotypes: pushy salesmen, typical salesman, and atypical salesman, influence information processing, emotion and consumer desire to make a purchase.

Research by Babin, Boles, and Darden (1995), and Garbarino and Johnson (1999), shows that consumer attitudes toward services provider will have a relationship with customer satisfaction, trust, and commitment. Through analogy presidential candidate is someone who will play a major role in serving the community, then the next hypothesis of this research are:

H5: There is a positive relationship between attitude toward presidential candidate and the intention to vote in 2009 general election

Attitude toward process

Bitner (1992: 61-62), through the literature study made a deductive proposition that in the presentation of services in a service company there will be the social interaction between customer and waiter or company employees. The social interaction can be categorized into three types of interaction, namely interaction with a lot of customer engagement (self-service), the interaction is focused on employees which is minimal customer involvement (remote service), or the interactions that focused on customers and employees with similar involvement (interpersonal Service).

Bitner, Booms, and Tetreault (1990) examine the pleasant and unpleasant incidents in the service industry, they managed to reveal that services consumer satisfaction is influenced by the process and how the service provider presenting or response against the desire or need consumers. Zeithaml and Bitner (1996: 88) as well as Bitner, Boom, and Tetreault (1990) research gave a depiction that the process will affect consumer satisfaction in making a purchase.

Research by Garbarino and Johnson (1999) showed that attitudes toward the game (play attitudes) have a relationship with customer satisfaction, trust, and commitment. While Zulganef (2002) revealed that attitudes toward the process has no relationship with customer satisfaction, trust, and commitment, but has a relationship with the intention to buy. The difference results between Garbarino and Johnson (1999) and Zulganef (2002) provide an opportunity to verify the relationship between attitudes toward the process and the intention to buy. Referring to Bitner, Booms, and Tetreault (1990), Garbarino and Johnson (1999), and Zulganef (2002) above, the sixth hypothesis of this research is:

H6: There is a positive relationship between attitude toward 2004 general election process and the intention to vote of higher students in 2009 general election

RESEARCH DESIGN

This kind of research is explanatory, while the method used in this study is to survey, the method that explains the relationship between certain variables of sociology or psychology is in the overall population and its *ex post facto* (Singh, 1986; Neuman, 2003). Research subjects were university students who have been following the election or who is eligible to participate in general elections, which are assumed to understand the difference between the Commission and the Political Party. The research limited on the subject of higher education students, students of universities in Bandung, given that most university students in Bandung, 90% came from Bandung. (Marketing, University Widyatama).

Sampling method and Sample size determination

Sampling is conducted through convenience sampling techniques, sample size is determined based on the suggestion by Malhotra (2002) which expresses the minimum number of samples in marketing research are 200 respondents with a general range between 300 to 500 respondents. Referring to Malhotra (2002), the author take sample of 300 respondents in Bandung.

Measurement

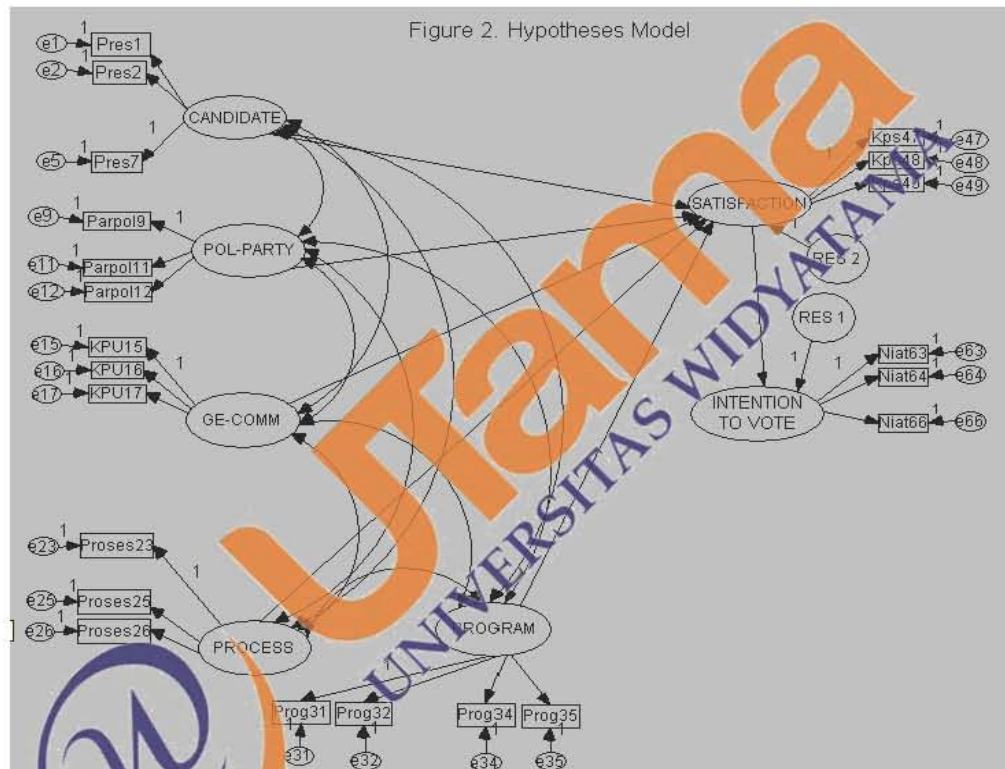
Measurement of all variables using multiple-item likert scales. The use of multi-item scale based on the consideration that this scale has the advantage in terms of reliability testing easier and to minimize the effects of error variances in statistically analyzing (Loo, 2002). Operational definition was developed based on studies of previous authors (e.g. Cronin and Taylor, 1992, and Garbarino and Johnson, 1999), and which had been done by Zulganef, (2002).

Statistical Analysis technique

This study used a statistical analysis of structural equation modeling, since this technique is conducted to test the research model, which analyzes the relationship between the attitudes of political product attributes to the satisfaction of 2004 general election, and the relationship between the satisfaction with the intention to vote in 2009 general election

Structural equation analysis technique used was based on the consideration that the purpose of this study is to test the models of previous studies (Garbarino and Johnson, 1999; Eggert and Ulaga, 2002), and this research is the behavioral research which the constructs can not be measured and observed directly (Joreskog, 1993: 294-295). In addition, structural equation analysis technique used for this study take into account errors in measurement (Gregson, 1992), and has the ease in calculating the reliability and validity (Anderson and Gerbing, 1988; MacKenzie, 2001).

RESEARCH FINDINGS



Reliability Test

Cronbach alpha values for the nine variables that the author investigated are 0.697 for attitudes toward presidential candidates, after removing items 4 and 5 in the questionnaire; 0.746 for the attitudes toward political parties, after removing the item 13; 0.730 for the attitudes toward the general election commission; 0.735 for the variable attitudes toward the election process; 0.800 for the attitudes toward presidential candidates programs; and 0.715 for the intention to vote, after removing the item 67 questions.

Validity

Construct validity test including convergent validity test and discriminant validity test. Measurement of convergent and discriminant validity do refer to measurements made by Hair, et al., (1995: 653), and Chau (1997). Hair, et al., (1995) and Chau (1997) discriminant validity is measured by comparing the average value of the

square of the correlation between construct and the extracted variance respectively. Extracted variance is the average weight squared standardized regression indicator variables obtained from each latent variable. While the validity of the constructs measured by construct reliability. Both of the test was made based on congeneric model. All extracted variance values show greater than the average value of squared correlation. This indicates that the variables studied is completely different from one another. It means having acceptance discriminant validity.

Hypothesis Test

Congeneric Model is basis for testing hypotheses in the study. The hypothesis Tested in the model shown in Figure 2 which shows the research model has been adapted to the analysis technique, a technique of structural equation modeling analysis.

Fit Index Research Model Analysis

Fit index measurement between the model and the data are: chi-square = 444,332; DF = 346 Cmin / DF = 1284 (under number 5); GFI = 0.878; AGFI = 0.847; and RMR = 0.088; RMSEA = 0.065; IFI = 0.979; and the value of parsimony index = 0.808. This is show that the model is fit to the data.

Joreskog and Sorbom (1988) suggested that the most basic measure that can describe the suitability of the model with the data (goodness of fit) is the value of chi-square statistic. Joreskog and Sorbom (1988: 43), and Hueller (1996: 83) reveals that evaluate the suitability models using chi-square value can be done by dividing the value of chi-square value of the model with degrees of freedom (degree of freedom). The smaller the result of these divisions (generally valued under 5), the better the model.

Structural Analysis of Research Model

Table 1. shows the relationships between analyzed variables. On the table shows that 3 of the 6 hypothesized relationship is significant at the level of confidence 0.1. and 1 of 3 significant relationships that have value below 0.05. 3 Relationship significant at the 0.1 confidence level are:

Tabel 1. Regression Weights: Structural Test

			Estimate	S.E.	C.R.	P	Label
Satisfaction	<---	Candidate	0.109	0.108	1.006	0.314	par_37
Satisfaction	<---	Pol-party	-0.222	0.191	-1.161	0.245	par_38
Satisfaction	<---	GE-Comm	-0.25	0.136	-1.831	0.067	par_39
Satisfaction	<---	Process	0.784	0.208	3.771	***	par_40
Satisfaction	<---	Program	0.28	0.166	1.687	0.092	par_41
Intention to vote	<---	Satisfaction	-0.102	0.22	-0.464	0.642	par_49

1. The negative relationship between attitudes toward the General Election-Commission and the satisfaction of the General Election in 2004 (0.067)
2. The positive relationship between attitudes toward the process of general and the satisfaction of the 2004 General Election (0.000)
3. The positive relationship between the presidential candidate's programs and the satisfaction of the General Election in 2004 (0.092)

So that it can be said that the 50% hypothesis supported in this study.

DISCUSSION

Structural test results above show several things that need to be discussed, namely:

First, this study aims to describe patterns of consumer behavior in a way to review the theory of service quality or service attributes evaluated by the consumers of services, namely: people, represented by attitudes toward the presidential candidate; physical evidence, represented by attitudes toward the general election organizer (KPU), attitudes toward political parties, and attitudes toward programs offered by presidential candidates, and the process, represented by attitudes toward the general election processing. These five variables are assumed as Election attributes evaluated by the higher student or prospective voters in 2009 general elections, the fifth attribute is expected to be correlated to the satisfaction which is one of the main variables in customer relationships. Then, the satisfaction is associated to the intention to vote.

If the five attributes associated with the satisfaction, it can be estimated that the five variables are important in generating satisfaction with general elections. Furthermore, if the variable of satisfaction with the 2004 general election associated with the intention to vote in 2009 general elections, it can be concluded that the five service attributes important in creating satisfaction election. And this of course will provide a depiction of a predictive possibility of the voters in using the right to vote, especially not to be white voters.

The relationship between satisfaction in 2004 general election and the intention to vote in 2009 general election is not significant. So it can be said that 2004 general election satisfaction is not associated with intention to vote in 2009 general election. Its mean that people who likely to vote in 2009 general election possibility different with the people who satisfied in 2004 general election. Since the voters who satisfied with 2004 general election not associated to voters who intend to vote in 2009 general election. This likely occurred because the cases experienced by some members of the 2004 general election commission. Some members of the 2004 commission engaged the problem of corruption, even they tried and judged guilty by the court. This might not happen if the variables studied satisfaction is satisfaction with the elections in 2009, since there is no heavily problem in 2009. It can be described so that the 2004 election for voters in Indonesia does not represent 2009 voters interests.

Second, the attitude toward presidential candidate and the attitude toward political party are not have significant relationships with satisfaction. It can be said that this two variables are not an important factor that could raising satisfaction in general election, on the other hand, attitude toward general election commission, attitude toward process, and attitude toward candidate's programs are significant have relationships with satisfaction, this mean that the three variables are important variables which could made voters satisfaction.

Third, the attitude toward general election commission has a negative significant relationship with satisfaction, this shows that the better the commission in view of the respondent, the more dissatisfied the respondents. Because the analysis is the satisfaction of the 2004 general election, it can be expected that this behavior might occur because the events that happened in 2004 general election commission members, some commission members are related to the problems of corruption, some members were tried and imprisoned. This is resulting a negative evaluation of the Commission. Since this research conducted after the trial of 2004 general election commission members.

Fourth, attitudes toward presidential candidates do not have a relationship with satisfaction in general election 2004, while attitudes toward the general election process and the attitude toward candidate's program have relationships with satisfaction. This shows that the attitude of respondents to the presidential candidates are not associated with satisfaction, while attitudes toward the candidate's program is associated with the satisfaction. This shows that the presidential candidate is not the determining factor in satisfaction with the satisfaction of the 2004 general election, but programs more determine satisfaction with the 2004 elections.

Fifth, the conditions set forth in the fourth point indicates that the respondents (potential voters) more emphasis on rational values in choosing not to show the existence of a "cult of the individual," or patterns of thinking patrimonial respondents (potential voters). This can be seen that the attitude toward presidential candidates do not have a relationship with the satisfaction of the Election 2004. This means that the figure of the president as a man does not give a consequence of relationships between prospective voters with the presidential candidate.

Sixth, the condition of the fourth point above shows that one way to reduce the potential voters not to choose as a white voter is socialize more political attributes which are have positive significant relationship with satisfaction, such as program and process. On the other hand, the next general election commission have to pay attention to improve membership of general election commission to make positive correlations with satisfaction, and improve performance of political parties and presidential candidate's figures. Since the three variables not provide satisfaction to the 2004 elections.

Seventh, the conditions in point four above may occur because of the election to be faced by the respondents is the legislative elections, not presidential elections (this study conducted a month before the legislative elections on 09 April 2009).

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This research is conducted on higher education students in Bandung to participate in general election 2009. This study shows several things that need to be concluded, as follow:

First, there are significant positive associations between two attributes of the election with one of customer relationships variables, namely satisfaction. So that the general election participants (political parties, the Commission, and presidential candidate) need more attention to the two attributes, i.e. the process and programs.

Second, there are not significant associations between two attributes of the general election with satisfaction, those are attitude toward presidential candidates and attitude toward political party. Consequently the presidential candidates and the political party kindly improve their performance or their image for 2009 general election.

Third, there is significant negative associations between attitude toward general election commission with satisfaction, it can be seen that respondents, in this case higher educational students perceived general election commission not have a good performance, since attitude is evaluation of an object or entity.

Fourth, the positive relationship between presidential candidates programs and processes with satisfaction gives the better (more grandiose) program proposed by a presidential candidate, the more satisfied the higher educational students. On the other hand the relationship between presidential candidates and political parties are not significant with satisfaction. This shows that in the view of respondents, in this case the higher educational students Bandung, candidate's programs and the process is better than the presidential candidates and political parties.

Recommendations

Referring to the above conclusions, several things need to be done to reduce the attitude of not choosing (white voters) in Bandung higher education students, including:

1. The parties involved in the general election should consider 2 important attributes evaluated by election candidates, in this case students, namely: the process of elections and presidential candidate programs.
2. Attitudes toward the president showed no relation with one of the customer relationship variable, the satisfaction, so that presidential candidates should be closer to the higher educational students as consumers. And should develop image long time before general election
3. Attitudes toward the program and the presidential candidates, with satisfaction are positive, while attitudes toward candidates and satisfaction are not significant, it indicates that students perceive this as long as the programs

offered by presidential candidates as a realistic and satisfying than the looks or the figure of the president himself.

LIMITATIONS AND FURTHER RESEARCH

This study has certain limitations that must be considered, including:

1. This research is only performed on four higher education institutions in Bandung, so do not fully represent the condition of higher education students in Bandung. This research needs to be further developed by taking samples of students who can be considered to represent the city of Bandung, or even in Indonesia
2. Some items in the questionnaire in this study were not developed through a series of tests in advance, so the possibility of measurement error is high. This can be seen for example on test reliability and test unidimensionality. In the test reliability and test of unidimensionality, several items, including items of attitudes toward the president, and attitudes toward political parties, must be removed to get a sufficient reliability.
3. Sampling in this study was not done at random, so the possibility of systematic errors and the sampling error is large enough to affect the results of data processing and inference. So the theme of this research needs to be developed further by carrying out random sampling, for example through the cluster technique.
4. Elimination of several indicator variables of the reliability test process and unidimensionality test consequences of losing some information that may be important.

REFERENCES

- Ajzen, I. (1988). "Attitudes, Personality, and Behavior," *Open University Press*, Milton Keynes.
- _____, and M. Fishbein (1980), *Understanding Attitudes and Predicting Social Behavior*, *Prentice Hall, Inc.*, Englewood Cliffs, New Jersey.
- Anderson, J.C., and D. W. Gerbing (1988), "Structural Equation Modeling in Practice: A Review and Recommended Two-Step Approach," *Psychological Bulletin*, Vol.103, No.3, 411-423
- Assael, H. (1998), *Consumer Behavior and Marketing Action*, South-Western College Publishing, Cincinnati, Ohio
- Babin, B. J., J. S. Boles, and W. R. Darden (1995), "Salesperson Stereotypes, Consumer Emotions, and Their Impact on Information Processing," *Journal of the Academy of Marketing Science*, Volume 23, No.2, pages 94-105
- Bitner, M. Jo, B.H. Booms, & M. S. Tetreault (1990), "The Service Encounter: Diagnosing Favorable and Unfavorable Incidents," *Journal of Marketing*, Vol.54, January, 71-84.

- Bitner, M. Jo (1992), "Servicescapes: The Impact of Physical Surroundings on Customers and Employees," *Journal of Marketing*, April, 57-71
- Blodgett, J. G. and K. L. Wakefield (1999), "Customer Response to Intangible and Tangible Service Factors," *Psychology & Marketing*, John Wiley & Sons, Inc., Vol.16 (1): 51-68.
- Bowen, D. E. and E. E. Lawler III (1996), "Organising for Service: Empowerment or Production Line?" in William J. Glynn, and James G. Barnes, *Understanding Services Management, Integrating Marketing, Organisational Behaviour, Operations and Human Resource Management*, John Wiley & Sons, Chichester, Ireland
- Brush, T. H. and K. W. Artz (1999), "Toward A Contingent Resource-Based Theory: The Impact of Information Asymmetry on the Value of Capabilities in Veterinary Medicine," *Strategic Management Journal*, 20: 223-250
- Budiardjo, M. (1994), *Demokrasi di Indonesia: Demokrasi Parlementer dan Demokrasi Pancasila*, Gramedia Pustaka Utama, Jakarta
- Chau, P. Y.K. (1997), "Reexamining a Model for Evaluating Information Center Success Using a Structural Equation Modeling Approach," *Decision Sciences*, Volume 28, Number 2, Spring, 309-334.
- Combs, J. G., and D. J. Ketchen, Jr (1999), "Explaining Interfirm Cooperation and Performance: Toward a Reconciliation Predictions from the Resources-Based View and Organizational Economics," *Strategic Management Journal*, 20: 867-888
- Cronin, J. J., and S. A. Taylor (1992), "Measuring Service Quality: A Reexamination and Extension," *Journal of Marketing*, Vol.56, 40-55.
- Crosby, L. A., K. R. Evans, and D. L. Cowles (1990), "Relationship Quality in Services Selling: An Interpersonal Influence Perspective," *Journal of Marketing*, Vol.54, July, 68-81
- Dharmmesta, B. S. (1998), "Theory of Planned Behaviour dalam penelitian sikap, niat dan perilaku konsumen," *Kelola*, No.18/VII, 85-103
- Dorsch, M. J., S. R. Swanson, and S. W. Kelley (1998), "The Role of Relationship Quality in the Stratification of Vendors as Perceived by Customers," *Journal of the Academy of Marketing Science*, Vol.26, No.2, 128-142
- Dwyer, F. R., P. H. Schurr, & S. Oh (1987), "Developing Buyer-Seller Relationships," *Journal of Marketing*, Vol.51 (April), 11-27
- Eagly, A. H. (1992), "Uneven Progress: Social Psychology and the Study of Attitudes," *Journal of Personality and Social Psychology*, Vol.63, No.5, 693-710
- Eggert, A., and W. Ulaga (2002), "Customer perceived value: a substitute for satisfaction in business markets?" *Journal of Business & Industrial Marketing*, Vol. 17, No. 2/3, 107-118
- Fishbein, M., & I. Ajzen (1975), *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*, Addison-Wesley Publishing Company, Reading, Massachusetts.
- _____, _____, and R. Hinkle (1980a), "Predicting and Understanding Voting in American Elections: Effects of external variables," in Icek Azjen dan Martin Fishbein (Eds), *Understanding Attitudes and*

- Predicting Social Behavior*, Prentice Hall, Inc., Englewood Cliffs, New Jersey.
- _____, J. J. Jaccard, A. B. Davidson, I. Ajzen, and B. Loken (1980b), "Predicting and Understanding Family Planning Behaviors: Beliefs, Attitudes, and Intentions," in Icek Azjen dan Martin Fishbein (Eds), *Understanding Attitudes and Predicting Social Behavior*, Prentice Hall, Inc., Englewood Cliffs, New Jersey.
- Garbarino, Ellen, & Mark S. Johnson (1999), "The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships," *Journal of Marketing*, Vol. 63, April, 70-87
- Gregson, T. (1992), "The Advantages of LISREL for Accounting Researchers," *Accounting Horizons*, December, 42-48
- Hair, F. J., et. al. (1998). *Multivariate Data Analysis Fifth Edition*. New Jersey, Prentice Hall.
- Howard, J. A. (1989), "Consumer Behavior in Marketing Strategy," *Prentice Hall International, Inc.*, Englewood Cliffs, New Jersey
- Joreskog and Sorbom (1988), *Lisrel 7: A Guide to the Program and Applications*, 2nd Edition, *SPSS, Inc.*, Chicago, Illinois
- Joreskog, K. G. (1993), "Testing Structural Equation Models," dalam Bollen, Kenneth A., and J. Scott Long (eds), *Testing Structural Equation Models*, Sage Publications, Newbury Park.
- Lee, H., Y. Lee, D. Yoo (2000), "The Determinants of Perceived Service Quality and Its Relationship With Satisfaction," *Journal of Services Marketing*, Vol.14, No.3, 217-231
- Loo, R. (2002), "A caveat on using single item versus multiple-item scales," *Journal of Managerial Psychology*, Vol.17, No.1, 68-75
- MacKenzie, S. B. (2001), "Opportunities for Improving Consumer Research Through Latent Variable Structural Equation Modeling," *Journal of Consumer Research*, Vol.28, June, 159-166
- Malhotra, N.K. (2002) *Basic Marketing Research: applications to contemporary issues*. Pearson Education, Inc., Upper Saddle River, New Jersey
- Marketing, No.01/IX/Januari 2009
- McDougall, G. H.G., and T. Levesque (2000), "Customer Satisfaction With Services: putting perceived value into the equation," *Journal of Services Marketing*, Vol.14, No.3, 392-410
- Mueller, R. O. (1996), *Basic Principles of Structural Equation Modeling*, Springer-Verlag, New York
- Neuman, W. Lawrence (2003), *Social Research Methods: Qualitative and Quantitative Approaches*, *Allyn and Bacon*, Boston
- Sejwacs, D., I. Ajzen, and M. Fishbein (1980), "predicting and Understanding Weight Loss Intentions, Behaviors, and Outcomes," in Icek Azjen dan Martin Fishbein (Eds), *Understanding Attitudes and Predicting Social Behavior*, Prentice Hall, Inc., Englewood Cliffs, New Jersey
- Neuman, W. L. (2003), *Social Research Methods: Qualitative and Quantitative Approaches*, *Allyn and Bacon*, Boston
- O'Shaughnessy, N. (2001), "The marketing of political marketing," *European Journal of Marketing*, Vol.35 No.9/10, 2001. pp.1047-1057

- Parekh, H. and S. Kanekar (1994), "The Physical Attractiveness Stereotype in a Consumer-Related Situation," *The Journal of Social Psychology*, 134 (3), 297-300
- Pikiran rakyat, 11 Desember 2003
- Singh, A. K. (1986), *Tests Measurements and Research Methods in Behavioural Sciences*, Tata McGraw-Hill Publishing Company Limited, New Delhi
- Sperber, B. M., M. Fishbein, and I. Ajzen (1980), Predicting and Understanding Women's Occupational Orientations: Factors underlying choice intention, in Icek Ajzen dan Martin Fishbein, *Understanding Attitudes and Predicting Social Behavior*, Prentice Hall, Inc., Englewood Cliffs.
- Tempo, 11 Desember 2003
- www.kompas.com, 13 Januari 2003
- Zeithaml, V. A and M. Jo Bitner. (1996), "Services Marketing," *McGraw-Hill Company*, New York.
- Zulganef (2002), "Hubungan antara Sikap terhadap Bukti Fisik, Proses, dan Karyawan dengan Kualitas Keterhubungan, serta Perannya dalam Menimbulkan Niat Ulang Membeli dan loyalitas," *Jurnal Riset Ekonomi dan Manajemen*, September, 98-115.



Utama
UNIVERSITAS WIDYATAMA