The Influence of Digital Based Political Marketing on Governor Election Decisions in the 2020 Simultaneous Regional Elections with Political Trust as a Moderating Variable

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Abstract. This study aims to determine the effect of digital-based political marketing on the decisions of Mahyeldi Ansharullah and Audy Joinaldy voters in the 2020 simultaneous regional elections with political trust as a moderating variable. The population of all people in West Sumatra who are over 17 years old and have the right to vote as many as 726,853 voters. The sampling technique used cluster sampling. The number of samples using the Slovin formula is 400 respondents. The analysis method uses SEM PLS with the SmartPLS program 3. The results show that the variables political product, political promotion, political process, political physical evidence, political power, and political public opinion have a positive and insignificant effect on election decision. The political trust variable has a positive and significant effect on election decision. Political price, political place and political people variables have a negative and insignificant effect on election decision. The variables of political product, political promotion, political price, political people, and political physical evidence have a positive and insignificant effect on election decision with political trust as a moderating variable. The variables political place, political process, political power, and political public opinion have a negative and insignificant effect on election decision with political trust as a moderating variable.

Keywords: Political Product · Political Promotion · Political Price · Political Place · Political People · Political Process · Political Physical Evidence · Political Power · Political Public Opinion · Political Trust · Election Decision

1 Preliminary

The impact of the Covid-19 pandemic that has hit the world greatly affects the series and process of the simultaneous regional elections in 2020. Initially the 2020 regional elections will be held on September 23, 2020 to elect 9 governors, 224 regents, and 37 mayors simultaneously. There are many pros and cons regarding the implementation of the simultaneous elections in the midst of a pandemic. One of them, according to Djohermansyah Djohan, who is a Professor of IPDN, stated that the decision of the KPU,

the Ministry of Home Affairs (Kemendagri), and the Indonesian House of Representatives to determine the implementation of simultaneous regional elections on December 9, 2020 hit three theories of political contestation. "The first theory (which was hit) was that there would be no pilkada if there was a disaster. The second theory that was hit was that people should celebrate the election as a democratic party in the midst of a happy, comfortable, and safe situation. On the other hand, today people are still having difficulties in dealing with the pandemic, including thinking about the daily economy and so on. The last theory is the existence of an acting regional head. Djohan assesses that if the regional head election is postponed until 2021 there will be no problems from the leadership side. Because in the concept of regional government, there is a mechanism for appointing regional head PJs.

After being carried out step by step starting from the registration of the candidate pair to the determination of the candidate for the regional head, the West Sumatra General Election Commission from the provincial to regency and city levels determined the pair of regional head candidates for the 2020 simultaneous elections in West Sumatra. Through this determination, it is known that the total participants for the simultaneous regional elections in West Sumatra amounted to 48 pairs of regional head candidates. Among others, 4 Pairs of Candidates for Governor and Candidates for Deputy Governor, 7 Pairs of Candidates for Mayor and Candidates for Deputy Mayor, 37 Pairs of Candidates for Regent and Candidates for Deputy Regent [1].

Simultaneous elections in 2020 in the midst of this pandemic are expected to change the way of campaigning which is no longer symbolic and traditional. Candidates and candidate winning teams will be forced to be more creative in finding new innovations in conducting dialogical campaigns through more narrative and educative social conversations. Optimizing technology or digital in conducting political communication. This makes a big difference to the digital campaign.

The power of social media to influence people is based exclusively on its social aspect: this means interaction and participation that can be done through campaigns. The campaign is basically the delivery of messages from the sender to the audience. With the development of internet technology and many people in Indonesia use the internet and have social media such as Facebook, Twitter, Blogs and Youtube. Indonesia ranks eighth worldwide. A typical social media network service can share content, web communities, and social media internet forums from different tools and communities. The use of social media must be planned, communicated and programmed to increase party credibility.

This year, the West Sumatra KPU determined through a plenary meeting regarding the number of Permanent Voters in the 2020 Continuing Simultaneous Elections as many as 3,719,429, with details for men 1,836,825, women 1,882,604 spread over 19 regencies/cities, 179 sub-districts, 1,158 sub-districts/Village/Nagari and 12,548 Polling Stations [2].

The above data can be used as a reference for the successful team of regional head candidates to map out their strengths and make strategies related to political campaigns in the 2020 simultaneous regional elections. Although there is still a lack of voter participation due to public dissatisfaction with party performance, new, more promising figures, promises to be made have not emerged. The promises of previous leaders are

often not kept, the practice of corruption is increasingly rampant so as to form public distrust of the candidates who will lead this nation.

The results of the recapitulation of the gubernatorial election in West Sumatra in 2020 are the candidate pair for governor Mahyeldi-Audy getting 32.43% of the votes, followed by Nasrul-Indra as much as 30.30%. So the candidate pair for governor Mahyeldi-Audy was determined as the winner of the 2020 West Sumatra regional head election competition. It's just that there were still 3.21% invalid votes. This means that there are still voters who do not give their voting rights so that it can be said that there are election decisions that are not used properly by voters. So this study will focus on how the marketing mix is carried out by the candidate for governor Mahyeldi-Audy so that it can be used as a reference by prospective candidates in other elections in West Sumatra such as the election of mayors and regents.

Data obtained from the 2020 General Election Commission plenary meeting on regional head elections explained that the results of the voting were 2,313,278 voter lists, only 2,241,292 participated in voting (96.89%). This means that the voter's decision in the election is still very little from expectations. It is hoped that all voters must cast their votes in the general election, but in fact in West Sumatra only 96.89%, or there are as many as 71,986 voters who did not vote in the election. The votes received by the pair Mahyeldi Ansharullah and Audy Joinaldy were 726,853 votes or 32.43%, lower than the expected 50%. This means that the voter's decision in giving voting rights to the pair of regional heads Mahyeldi Ansharullah and Audy Joinaldy is lower than expected so it is necessary to do research on the factors that influence voters to choose the candidate.

One of the strategies carried out by the success team and a combination of political parties supporting the regional head candidate pair is political marketing. However, the political marketing that many candidates do is still conventionally through various media, both print and electronic, by spending large funds. One of the media that is widely used for campaigns is advertising on television, print media, online news portals, and even cinemas, which are broad in nature and are considered the most effective in reaching the public.

According to [3] political marketing theory is based on the concept of exchange which is defined from a theoretical review based on an emphasis on the reciprocal role or relationship between entities in the electoral market. Political marketing is an effort to build, maintain, and improve the long-term relationship of candidates or political parties with the community so that the goals of each (candidate and voter) can be fulfilled.

According [4], political marketing consists of political products, political promotions, political prices, and political places. This study also discusses other forms of marketing such as people, process, and physical evidence. Research also adds power and public opinion in an effort to update previous research. This is done so that this research obtains novelty or there is an update from previous research because all marketing mixes can be implemented in political marketing.

These problems make the candidates for regional heads have to make every effort to win the hearts of the people who are obliged to vote. One of them with a political marketing strategy (political marketing). Political marketing through the internet, is a new effort that candidates are also starting to use to market their 'self'. This media is widely used in addition to reaching more target voters, it also uses a minimal budget. What

is emphasized in political marketing is the use of marketing approaches and methods to help politicians or political parties to be more efficient and effective in building two-way relationships with constituents and the community.

According to [5] political marketing has a positive and significant effect on interest in election decisions in elections. The better the use of media in political marketing (candidates), the higher someone's interest in choosing that candidate in the election. Research conducted by [4] concluded that political marketing which consists of political product, political promotion, political price, and political place has a positive and significant relationship to election decisions. Research conducted by [6] concludes that people and physical evidence have a positive and significant impact on a decision. Tabitha's research (2020) concludes that the process has a positive and significant impact on a decision. [7] explains that power has a positive and significant impact in influencing decisions. Bevan's research (2015) concludes that public opinion has a significant impact on voter decisions.

According to [8] election decisions are influenced by political trust because trust in the political world will increase consumer confidence in deciding to choose candidates in elections. According to [9] trust is the strength that a product has certain attributes. Trust is often associated between an object and its relevant attributes. Political trust is all knowledge of voters about candidates that can be concluded based on objects, attributes, and benefits. Attributes are characteristics or features that an object may or may not have. Attributes are divided into intrinsic and extrinsic attributes. Intrinsic attributes are like anything that relates to the actual properties of an object such as behavior. Extrinsic attributes are like anything that is obtained from any external aspect of an object such as a degree. This study focuses more on political trust to individuals who are running for regional head elections in West Sumatra.

According to [8] political trust has a significant influence on election decisions. This happens because there is a direct effect of political trust on election decisions, because if people believe in an object or candidate, they will be interested in choosing it. Research also conducted by [10] also concluded that there was a positive and significant relationship to voter decisions. The results show that political trust has a positive and significant impact on voter decisions in elections.

Political trust after being previously formed through the performance of the candidate before the election where the candidate has served as the mayor of Padang. So in this case political trust is no longer used as a mediating variable but as a moderating variable because it existed before the election process. Political trust only strengthens and weakens the relationship between political marketing and election decisions. With good political marketing, it is expected to strengthen the increase in political trust so that election decisions become better. This study is different from previous research where in previous research political trust was used as a mediating variable, but in this study it was used as a moderating variable because the previous owner had political trust in the candidate.

Political marketing in this study focuses on the marketing mix consisting of product, promotion, price, place, people, process, physical evidence, power and public opinion where the mix is interconnected with each other. The product in question is a candidate in the election. Promotion includes how to maximize social media or the internet in

conveying all its visions and missions so that voters can choose them. Price is the cost that must be incurred so that all the information reaches the voters. Place is the place or location where the promotion is carried out or the electoral area. People is a public service performed by candidates prior to running for office. Process is the convenience received by voters while getting services from candidates. Physical evidence is the physical environment that has been repaired or in other words the physical development that has been carried out by the candidate. Power is the power or strength of a candidate that can influence a person's decision. Public opinion is a response from the general public related to the performance of a person or organization.

All of these marketing mixes if done well can increase voter confidence because the information conveyed will create interest in making elections. This will encourage voters to vote for that candidate. So that the better management of political trust can strengthen political marketing so that voter decisions will be higher.

The difference between this research and the previous one makes marketing theory in linking political marketing to voter decisions. This research tries to add other marketing mix such as people, process, physical evidence, power and public opinion. This study uses political trust as a moderating variable of the relationship between political marketing and voter decisions. This study uses a different time with previous research.

Based on the problems or phenomena that occur where there is a lack of awareness in choosing candidates in the city of Padang. The title in this study is "The Effect of Digital-Based Political Marketing on the Decisions of Mahyeldi Ansharullah and Audy Joinaldy Voters in the 2020 Simultaneous Regional Head Elections With Political Trust as a Moderating Variable".

2   Theoritical Review

2.1   Election Decision

According to Kotler (2020:175) election decisions are part of a much larger election process from recognizing needs to post-election behavior. Marketers want to be fully involved in the selection decision process. The selection process begins long before the selection of the spread, so marketers must focus on the entire selection process, not just at the time of selection. This definition explains that candidates must pay attention to the process of forming voter opinions in making elections so that they will be able to create a high sense of interest in prospective candidates.

Selection decisions have the same characteristics as purchasing decisions so that most of the measurement indicators will lead to purchasing decision indicators. According to [4] the measurement indicators of election decisions are only carried out on the introduction of information seeking problems and alternative evaluations. Indicators of purchasing decisions and post-purchase behavior cannot be carried out because they are not in accordance with the circumstances or situation to be studied. Purchase decisions or selection decisions are actions that occur when we have what we want. While the candidate is not an object or person that we personally have but only as a representative in parliament. Post-purchase behavior cannot be analyzed. Because after the election, re-election is no longer carried out on the same candidate or on the same candidate

but for a period of more than 5 years so that voters may not remember again. So the indicators of voter decisions according to [4] are:

1) Introduction to the issue
2) Information collection
3) Alternative evaluation
4) Election transparency

2.2 Political Trust

According to [8] political trust is the basic expectation that voters have on the reliability of the promise of change. Political trust is based as a result of the reliability and integrity of the candidate based on quality evaluation criteria such as honesty and responsibility. Political trust is the basic expectation of voters about the performance and responsibilities of candidates in the past. These expectations are expressed with a sense of satisfaction and dissatisfaction so that it will help in making choices during the election. Buyer's trust in the candidate and in the general election as a whole must be well established and developed. The indicators for measuring political trust adopt research conducted by [8], namely:

1) Feel confident
2) Feel wary
3) Feel reliable

2.3 Political Marketing

According to Andrei (2018) political marketing is an effort to build, maintain, and improve the relationship of candidates or political parties with the community so that the goals of each (candidate and voters) can be fulfilled. Political marketing is an effort made by candidates to be able to influence voters to vote for them when the election is held. Political marketing is one of the candidates' strategies in introducing themselves and their vision and mission to build an area for voters.

According to [4], political marketing consists of political products, political promotions, political prices, and political places. Although political marketing is a form of service marketing, other types of marketing mix such as people, process and physical evidence are not appropriate because voters do not meet directly with candidates. According to [11] the types of political marketing are:

1) Political product

Political product is anything that can be offered to be noticed, requested, sought, chosen, used for the development of the country, as a fulfillment of the needs or desires of the people concerned. Service products are also a form of appearance performance, intangible and quickly lost, faster to be felt than owned, and voters are more able to actively participate in the process of using candidates in the state. So basically the political product is a complex set of values for satisfaction. The value of the product is

determined by the voter based on the benefits that will be received from the product such as a candidate or person running in an election.

2) Political promotion

Political promotion is one of the determining factors for the success of a marketing program. No matter how qualified a candidate is, if voters have never heard of him and are not sure that the candidate will be of use to them, then they will never vote for him. Promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence or persuade, and remind the target market that the product is acceptable, selected, and loyal to the candidate.

3) Political price

Political price is a critical form in the marketing mix because the price determines the results of a business. Political price is the price or cost that must be incurred by the candidate to promote himself to be elected in the election. Political price also determines the costs that must be incurred by voters to obtain information about candidates who will be nominated in the election.

4) Political place

Political place is a place for the service of a service or a location used for the use of the service. The decision as to which service location to use involves considering how the service will be delivered to voters and where it will take place. Place is also important as the environment in which and how services will be delivered, as part of the value and benefits of services.

5) Political people

Political people are contacts made directly by voters and candidates. For a service to people, it is done well, carefully, friendly, thorough, and accurate so that it can create voter loyalty and satisfaction. The importance of service marketing leads to the management of human resources in determining the success of the marketing system.

6) Political process

Political processes are all actual procedures, mechanisms, and flow of activities used to deliver services. The process element has the meaning of a candidate's efforts in carrying out and carrying out his activities to meet the needs and desires of voters. The process in services is a major factor in the service marketing mix as voters will often perceive the service delivery system as part of the service itself.

7) Political physical evidence

Physical evidence is something that significantly influences the voter's decision to choose and use the services offered, such as the physical environment. Physical evidence

is closely related to how candidates build a comfortable physical environment for voters so that they can increase their confidence.

8) Political power

According to [7] power is the power or strength of a person in influencing the decisions of others related to information about the object. Power can also be interpreted as a person's strength that can be seen based on his performance in influencing a person's decision to vote in general elections.

9) Political public opinion

Public opinion is a response from the general public regarding the performance of a person or organization. Public opinion is the opinion of the general public about an object.

In this research, political marketing will be measured based on political product, political promotion, political price, and political place. Research indicators on political marketing based on the journal [4], namely:

1) Political product
    Research indicators on political products are:
    a) Party platform
    b) Past record
    c) Personal characteristics
2) Political promotion
    Research indicators on political promotion are:
    a) Advertising
    b) Publication
    c) Debate event
3) Political price
    Research indicators on political price are:
    a) Economic costs
    b) Psychological costs
    c) National image effects
4) Political place
    Research indicators about political place are:
    a) Personal marketing programs
    b) Voluntary programs
5) Political people
    Research indicators on political people according to the journal [12] are:
    a) Not good
    b) Good
6) Political process
    The research indicators on political process according to the journal [12] are:
    a) Complex
    b) Simple
7) Political physical evidence
    Research indicators on political physical evidence according to the journal [12] are:
    a) Not good

   b) Good
8) Political power
      Indicators of political power refer to the operational definition described by [7], namely:
   a) Power of performance
   b) Personality power
9) Political public opinion
      Indicators of political power refer to the operational definition described by [13], namely;
   a) Popularity
   b) Fundamentals of the campaign

2.4   Conceptual Framework

The conceptual framework is intended as a concept to explain, express and determine the perceptions and interrelationships of the variables to be studied based on the limitations and formulation of the problem. Voter decision is the selection of an action from two or more alternative choices. In making a choice, one must have alternative choices. Election decisions are actions to make choices of two or more alternative candidates in a general election. Thus, voters must make a decision to choose someone who wants to be represented in parliament or become a leader in the implementation of elections.

   Political marketing theory is based on the concept of exchange defined from a theoretical review based on an emphasis on the reciprocal role or relationship between entities in the electoral market. Political marketing is an effort to build, maintain, and improve the long-term relationship of candidates or political parties with the community so that the goals of each (candidate and voter) can be fulfilled.

   Political marketing has a positive and significant effect on interest in electoral decisions in elections. The better the use of media in political marketing (candidates), the higher someone's interest in choosing that candidate in the election. Election decisions are influenced by political trust because trust in the political world will increase consumer confidence in deciding to choose candidates in elections.

   Election decisions are strengthened by political trust because trust in the political world will increase consumer confidence in deciding to choose candidates in elections. Trust is the strength that a product has certain attributes. Trust is often associated between an object and its relevant attributes. Political trust is all knowledge of voters about candidates that can be concluded based on objects, attributes, and benefits. Attributes are characteristics or features that an object may or may not have. This study focuses more on political trust to individuals who are running for regional head elections in West Sumatra.

   Political trust can form candidates in maintaining the promised vision and mission. Voters can only obtain information that can strengthen confidence in the candidate based on the promotion made. Success or failure in carrying out the vision and mission in the previous position will encourage high or low political trust and be felt by voters in the candidate. So in this case political trust influences voter decisions and strengthens the relationship between political marketing and voter decisions in choosing candidates for the governor election in West Sumatra. Based on this description, the description of the research conceptual framework is as follows.

2.5 Hypothesis

Based on the problem formulation, theoretical study and conceptual framework described above, this research can be formulated as follows:

1. Political marketing through products has an effect on the decision to choose the couple Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous regional elections.
2. Political marketing through promotion has an effect on the decision to choose the pair Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous regional elections.
3. Political marketing through price has an effect on the decision to choose the pair Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous regional elections.
4. Political marketing through place has an effect on the decision to choose the pair Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous elections.
5. Political marketing through people has an effect on the decision to choose the pair Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous elections.
6. Political marketing through the process affects the decision to choose the pair Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous regional elections.
7. Political marketing through physical evidence has an effect on the decision to choose the pair Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous regional elections.
8. Political marketing through power affects the decision to choose the pair Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous regional elections.
9. Political marketing through public opinion has an effect on the decision to choose the pair Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous elections.
10. Political trust has an effect on the decision to elect the pair Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous elections.
11. Political marketing through products affects election decisions with political trust as a moderating variable for the pair Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous elections.
12. Political marketing through promotion affects election decisions with political trust as a moderating variable for the pair Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous regional elections.
13. Political marketing through price affects election decisions with political trust as a moderating variable for the pair Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous elections.
14. Political marketing through place affects election decisions with political trust as a moderating variable for the pair Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous elections.
15. Political marketing through people influences election decisions with political trust as a moderating variable for the pair Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous elections.
16. Political marketing through the process affects election decisions with political trust as a moderating variable for the pair Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous elections.
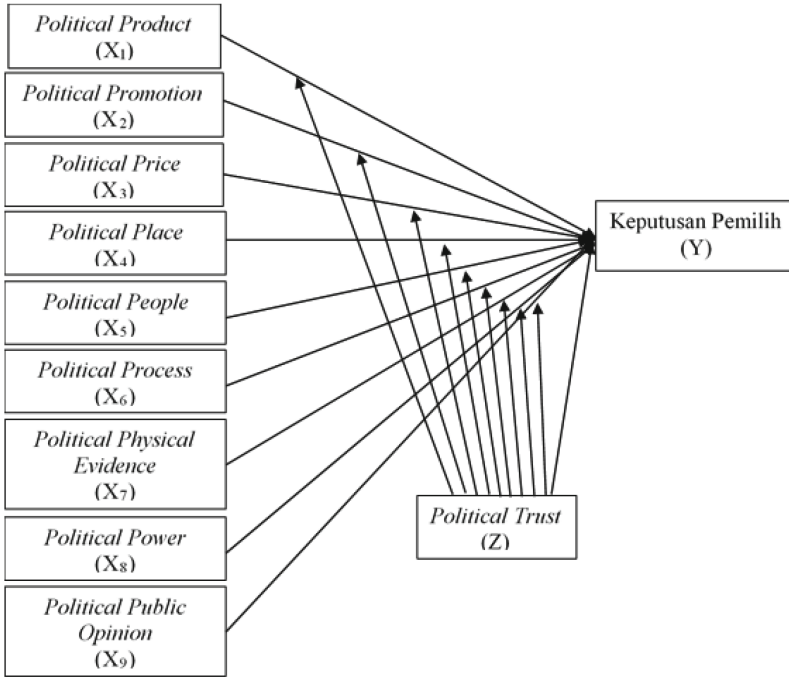
Fig. 1. Conceptual framework

17. Political marketing through physical evidence affects election decisions with political trust as a moderating variable for the pair Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous elections.
18. Political marketing through power affects election decisions with political trust as a moderating variable for the pair Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous elections.
19. Political marketing through public opinion has an effect on election decisions with political trust as a moderating variable for the pair Mahyeldi Ansharullah and Audy Joinaldy in the 2020 simultaneous elections (Fig. 1).

3   Research Methods

3.1   Population

According to [14] the population is the whole group, person, event, or interesting thing that the researcher wants to investigate where the researcher wants to make an opinion based on sample statistics. The population in this study are all people in West Sumatra who are over 17 years old and have the right to vote for the pair Mahyeldi Ansharullah and Audy Joinaldy on December 5, 2020 as many as 726,853 voters.

3.2   Sample

According to [14] the sample is part of the population consisting of a number of members selected from the population. The Slovin formula is used to determine the number of samples with the following calculations:

$$n = \frac{N}{1 + N(a)^2}$$

$$n = \frac{726.853}{1 + 726.853(0,05)^2}$$

n = 399, 779 fulfilled to 400 sample

Information:

n: Total Of Sample

N: Total Of Population

a: Tolerance 10%

The sampling technique used is probability sampling. According to [14] the probability sampling technique is the determination of a sample based on a population that has any inherent probability or opportunity to be selected as a sample object. Sampling is based on cluster sampling. According to [14] cluster sampling is a sample collected in groups or sets of elements which ideally are natural aggregates of elements in the population. In cluster sampling, the target population is first divided into certain clusters that are taken on a proportional or non-proportional basis. In this study using cluster sampling with proportional random sampling technique. Based on the Slovin formula, the number of samples is 400 voters. Next to determine the amount based on proportional allocation.

3.3   Data Analysis Technique

According [15] inferential statistics is a statistic that can be used to analyze various kinds of sample data and the results can be generalized or inferred to the population where the sample is taken. Inferential statistics also describe the form of data collection from various kinds of populations which are narrowed down based on samples. In this study using inferential analysis with structural equation model (SEM) techniques.

4   Research Results and Discussion

4.1   Characteristics of Respondents

Based on gender, the most were men as many as 234 people or 58.5% and women as many as 166 people or 41.5%. Characteristics with the most gender are men who make up more than half of the study sample. Based on the characteristics of respondents with the most education is strata 1 (S1) as many as 255 people (63.8%) with the next order of high school education equivalent as many as 77 people (19.3%), diploma 3 (D3) as many as 35 people (8.8%), education strata 2 (S2) as many as 32 people (8%), and education strata 3 (S3) as many as 1 person (0.3%). Most of the respondents in the study were

in higher education starting from diploma 3 to strata 3 with a portion exceeding 75% of the total sample. So educationally respondents have been able to understand about the general election of regional heads in West Sumatra. Based on the characteristics of respondents based on occupation, the most are entrepreneurs as many as 120 people (30%), with the next order as students as many as 67 people (16.8%), civil servants as many as 38 people (9.5%), private employees as many as 35 people (8.8%), housewives as many as 34 people (8.5%), fresh graduates as many as 20 people (5%), traders as many as 13 people (3.3%), BUMN employees, BUMD employees, and doctors as many as 10 people (2.5%), 9 teachers (2.3%), 8 freelancers (2%), bank employees and lecturers 7 people (1.8%), 4 nurses (1%), baristas, auditors, and lawyers as many as 2 people (0.5%), politicians and nagari guardians as many as 1 person (0.3%). The characteristics of respondents based on occupation are mostly entrepreneurs and students, so they have enough time to analyze information about the West Sumatra general election.

Based on the characteristics of respondents based on age, most of them are between 20–30 years old as many as 298 people (74.5%), the next sequence is the age of 31–40 years as many as 95 people (23.8%), 41–50 years as many as 4 people (1%), and < 20 years as many as 3 people (0.8%). Most of the respondents are between the ages of 20 years to 40 years where in that age range respondents have been able to analyze information about the general election of West Sumatra Province.

Based on the characteristics of respondents based on political party members, most of the respondents were not members of political parties as many as 305 people (76.3%) and who were members of political parties as many as 95 people (23.8%). Most of the respondents in this study were not members of political parties, so they were more independent and transparent in providing information about research variables.

Based on the domicile area of the respondents, most of them are in Padang City as many as 84 people (21%), the next area is Solok Regency as many as 38 people (9.5%), Tanah Datar Regency and Agam Regency as many as 33 people (8.3%), Pasaman Regency West as many as 29 people (7.3%), 50 Kota Regency as many as 24 people (6%), Sijunjung Regency and Dharmasraya Regency as many as 20 people (5%), Padang Pariaman Regency and Pasaman Regency as many as 19 people (4.8%), Solok Selatan Regency as many as 15 people (3.8%), Pesisir Selatan Regency, City of Bukittinggi, and City of Payakumbuh as many as 12 people (3%), Solok City as many as 11 people (2.8%), City of Sawahlunto and City of Padang Panjang as many as 6 people (1.5%), Padang Pariaman City as many as 5 people (1.3%), Mentawai Islands as many as 2 people (0.5%). Characteristics based on domicile area where all respondents are in the domicile area which includes general election administration in West Sumatra.

4.2   Outer Model

Based on the convergence validity test, it was carried out twice because in the first test there were two invalid statements, namely statements 1 and 2 on the political process. The data in statements 1 and 2 of the political process variable are invalid because the value of the outer model is <0.7, so the data in both statements are invalid and must be discarded. After discarding the invalid statement, a second convergence validity test was carried out where no invalid data was obtained because all data had an outer model

value >0.7. This can be summarized based on the results of the second validity graph that has been valid, namely (Fig. 2):

Based on the picture above, all data in the statement for all variables are valid. So that the data can be used for reliability testing, in order to determine the level of reliability of the data under study. The results of the reliability test in this study are:

a. Cronbach's Alpha

The voter decision variable has a Cronbach's alpha value of 0.954 > 0.6, so the data is reliable. The political trust variable has a Cronbach's alpha value of 0.967 > 0.6, so the data is reliable. The political product variable has a Cronbach's alpha value of 0.973 > 0.6, so the data is reliable. The political promotion variable has a Cronbach's alpha value of 0.971 > 0.6, so the data is reliable. The political price variable has a Cronbach's alpha value of 0.960 > 0.6, so the data is reliable. The political place variable has a Cronbach's alpha value of 0.966 > 0.6, so the data is reliable. The political people variable has a Cronbach's alpha value of 0.892 > 0.6, so the data is reliable. The political process variable has a Cronbach's alpha value of 0.967 > 0.6, so the data is reliable. The
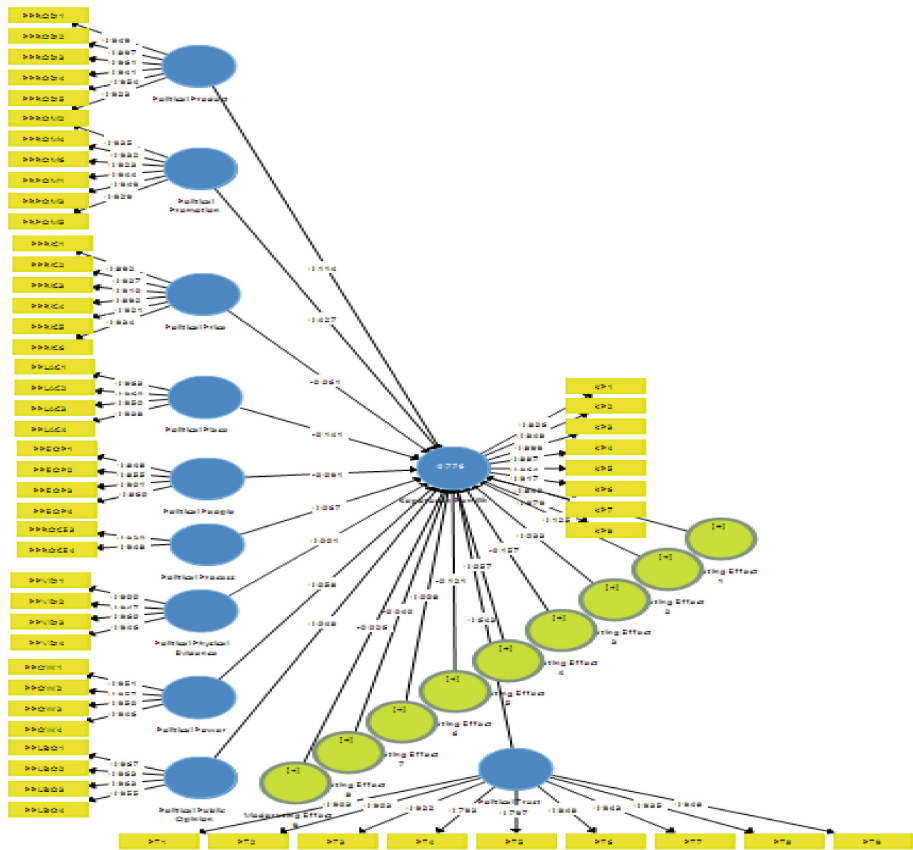

Fig. 2. Outer model

political physical evidence variable has a Cronbach's alpha value of 0.955 > 0.6, so the data is reliable. The political power variable has a Cronbach's alpha value of 0.965 > 0.6, so the data is reliable. The political public opinion variable has a Cronbach's alpha value of 0.973 > 0.6, so the data is reliable.

b. Composite Reliability

The voter decision variable has a composite reliability value of 0.962 > 0.7, so the data is reliable. The political trust variable has a composite reliability value of 0.971 > 0.7, so the data is reliable. The political product variable has a composite reliability value of 0.978 > 0.7, so the data is reliable. The political promotion variable has a composite reliability value of 0.977 > 0.7, so the data is reliable. The political price variable has a composite reliability value of 0.968 > 0.7, so the data is reliable. The political place variable has a composite reliability value of 0.975 > 0.7, so the data is reliable. The political people variable has a composite reliability value of 0.923 > 0.7, so the data is reliable. The political process variable has a composite reliability value of 0.937 > 0.7, so the data is reliable. The political physical evidence variable has a composite reliability value of 0.967 > 0.7, so the data is reliable. The political power variable has a composite reliability value of 0.974 > 0.7, so the data is reliable. The political public opinion variable has a composite reliability value of 0.980 > 0.7, so the data is reliable.

c. Average Variance Extracted (AVE)

The voter decision variable has an average variance extracted (AVE) value of 0.758 > 0.5, so the data is reliable. The political trust variable has an average variance extracted (AVE) value of 0.792 > 0.5, so the data is reliable. The political product variable has an average variance extracted (AVE) value of 0.880 > 0.5, so the data is reliable. The political promotion variable has an average variance extracted (AVE) value of 0.875 > 0.5, so the data is reliable. The political price variable has an average variance extracted (AVE) value of 0.833 > 0.5, so the data is reliable. The political place variable has an average variance extracted (AVE) value of 0.908 > 0.5, so the data is reliable. The political people variable has an average variance extracted (AVE) value of 0.750 > 0.5, so the data is reliable. The political process variable has an average variance extracted (AVE) value of 0.882 > 0.5, so the data is reliable. The political physical evidence variable has an average variance extracted (AVE) value of 0.881 > 0.5, so the data is reliable. The political power variable has an average variance extracted (AVE) value of 0.904 > 0.5, so the data is reliable. The political public opinion variable has an average variance extracted (AVE) value of 0.926 > 0.5, so the data is reliable.

Table 1. R Square

	R Square	R Square Adjusted
Voter's Decision	0,776	0,765

4.3   Inner Model

The inner model focuses on the latent variable structure model, where the latent variables are assumed to have a linear relationship and have a cause-and-effect relationship. The results of the determination test (R2) are:

Based on Table 1, it can be explained that the R Square value is 0.776 > 0.2, so the latent predictor has a large influence on the structural level. The magnitude of the influence of digital-based political marketing variables consisting of product, promotion, price, place, people, process, physical evidence, power and public opinion on voter decisions with political trust as a moderating variable is 77.60% while the remaining 22.40% influenced by other variables that are outside the research model.

The magnitude of the influence between variables can be seen by using the value of effect size or f-square. The f2 value of < 0.02, there is no effect, the f2 value between 0.02–0.15 has a small effect, the f2 value of 0.15–0.35 has a moderate effect, and the f2 value > 0.35 has a moderate effect. Big. The results of the f2 test in this study are:

Table 2. Voter's Decision

	Voter's Decision
Voter's Decision	
Moderating Effect 1	0,029
Moderating Effect 2	**0,007**
Moderating Effect 3	**0,000**
Moderating Effect 4	**0,014**
Moderating Effect 5	**0,003**
Moderating Effect 6	0,027
Moderating Effect 7	**0,000**
Moderating Effect 8	**0,001**
Moderating Effect 9	**0,001**
Political People	**0,005**
	Voter's Decision
Political Place	**0,004**
Political Power	**0,001**
Political Price	**0,001**
Political Process	**0,008**
Political Product	**0,005**
Political Promotion	0,041
Political Public Opinion	**0,002**
Political Trust	**0,293**

Based on Table 2, the political product variable has an f square value of 0.005 < 0.02, so it can be concluded that there is no effect between political products on voter decisions. The political promotion variable has an f square value of 0.041 between 0.002–0.15, so it can be concluded that there is a small influence between political promotion on voter decisions. The political price variable has an f square value of 0.001 < 0.02, so it is concluded that there is no effect between political price on voter decisions.

The political place variable has an f-square value of 0.004 < 0.02, so it can be concluded that there is no effect between political place on voter decisions. The political people variable has an f square value of 0.005 < 0.02, so it is concluded that there is no effect between political people on voter decisions. The political process variable has an f square value of 0.008 < 0.02, so it is concluded that there is no effect between political process on voter decisions.

The political physical evidence variable has an f square value of 0.000 < 0.02, so it is concluded that there is no effect between political physical evidence on voter decisions. The political power variable has an f square value of 0.001 < 0.02, so it is concluded that there is no effect between political power on voter decisions.

The political public opinion variable has an f square value of 0.002 < 0.02, so it is concluded that there is no effect between political public opinion on voter decisions. The political trust variable has an f square value of 0.293 between 0.15–0.35, so it can be concluded that there is a moderate influence between political trust on voter decisions.

The political product variable with a moderating effect (moderation 1) has an f-square value of 0.029 between 0.02–0.15, so it can be concluded that there is a small effect between the political product and the moderating effect on voter decisions. The political promotion variable with moderating effect (moderation 2) has an f square value of 0.007 < 0.02, so it is concluded that there is no effect between political product and moderating effect on voter decisions.

The political price variable with moderating effect (moderation 3) has an f-square value of 0.000 < 0.02, so it is concluded that there is no effect between political price and moderating effect on voter decisions. The political place variable with a moderating effect (moderation 4) has an f-square value of 0.014 < 0.02, so it is concluded that there is no effect between political placet and a moderating effect on voter decisions.

The political people variable with a moderating effect (moderation 5) has an f square value of 0.003 < 0.02, so it is concluded that there is no effect between political people and a moderating effect on voter decisions. The political process variable with moderating effect (moderation 6) has an f-square value of 0.027 between 0.02–0.15, so it is concluded that there is a small effect between political process and moderating effect on voter decisions.

The political physical evidence variable with a moderating effect (moderation 7) has an f square value of 0.000 < 0.02, so it is concluded that there is no effect between political physical evidence and a moderating effect on voter decisions. The political power variable with moderating effect (moderation 8) has an f-square value of 0.001 < 0.02, so it is concluded that there is no effect between political power and moderating effect on voter decisions. The political public opinion variable with a moderating effect (moderation 9) has an f-square value of 0.001 < 0.02, so it is concluded that there is no effect between political public opinion and a moderating effect on voter decisions.

4.4 Hypothesis Testing Analysis

The results of the partial least square test can be seen, namely:

Based on Table 3, the results of hypothesis testing in this study can be explained, namely:

a. The political product variable has a t-count value of 0.604 < t-table of 1.965 and a p-value of 0.546 > 0.05 then H0 is accepted and Ha is rejected. The conclusion of the study is that the political product variable has a positive and insignificant effect on voter decisions.

b. The political promotion variable has a t-count value of 1.639 < t-table of 1.965 and a p-value of 0.102 > 0.05 then H0 is accepted and Ha is rejected. The conclusion of the study is that the political promotion variable has a positive and insignificant effect on voter decisions.

c. The political price variable has a t-count value of 0.281 < t-table of 1.965 and a p-value of 0.779 > 0.05, so H0 is accepted and Ha is rejected. The conclusion of the study is that the political price variable has a negative and insignificant effect on voter decisions.

Table 3. Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Political Product - > Voter's Decision	0,114	0,077	0,189	0,604	**0,546**
Political Promotion - > Voter's Decision	0,427	0,470	0,261	1,639	**0,102**
Political Price - > Voter's Decision	−0,061	−0,080	0,217	0,281	**0,779**
Political Place - > Voter's Decision	−0,141	−0,144	0,213	0,662	**0,508**
Political People - > Voter's Decision	−0,091	−0,102	0,061	1,492	**0,136**
Political Process - > Voter's Decision	0,067	0,062	0,044	1,534	**0,126**
Political Physical Evidence - > Voter's Decision	0,001	0,005	0,069	0,014	**0,989**
Political Power - > Voter's Decision	0,058	0,065	0,095	0,610	**0,542**
Political Public Opinion - > Voter's Decision	0,048	0,039	0,067	0,706	**0,481**

Table 3. (*continued*)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Political Trust - > Voter's Decision	0,643	0,671	0,097	6,624	**0,000**
Moderating Effect 1 - > Voter's Decision	0,208	0,174	0,149	1,395	**0,164**
Moderating Effect 2 - > Voter's Decision	0,125	0,139	0,192	0,650	**0,516**
Moderating Effect 3 - > Voter's Decision	0,033	0,019	0,177	0,187	**0,851**
Moderating Effect 4 - > Voter's Decision	−0,157	−0,130	0,156	1,007	**0,314**
Moderating Effect 5 - > Voter's Decision	0,057	0,054	0,073	0,782	**0,435**
Moderating Effect 6 - > Voter's Decision	−0,121	−0,109	0,066	1,839	**0,067**
Moderating Effect 7 - > Voter's Decision	0,008	0,021	0,079	0,106	**0,915**
Moderating Effect 8 - > Voter's Decision	−0,040	−0,066	0,100	0,396	**0,692**
Moderating Effect 9 - > Voter's Decision	−0,026	−0,025	0,076	0,346	**0,730**

d. The political place variable has a t-count value of $0.662 <$ t-table of 1.965 and a p-value of $0.508 > 0.05$ then H0 is accepted and Ha is rejected. The conclusion of the study is that the political place variable has a negative and insignificant effect on voter decisions.

e. The political people variable has a t-count value of $1.492 <$ t-table of 1.965 and a p-value of $0.136 > 0.05$, so H0 is accepted and Ha is rejected. The conclusion of the study is that the political people variable has a negative and insignificant effect on voter decisions.

f. The political process variable has a t-count value of $1.539 <$ t-table of 1.965 and a p-value of $0.126 > 0.05$, so H0 is accepted and Ha is rejected. The conclusion of the study is that the political process variable has a positive and insignificant effect on voter decisions.

g. The political physical evidence variable has a t-count value of 0.014 < t-table of 1.965 and a p-value of 0.989 > 0.05 then H0 is accepted and Ha is rejected. The conclusion of the study is that the political physical evidence variable has a positive and insignificant effect on voter decisions.

h. The political power variable has a t-count value of 0.610 < t-table of 1.965 and a p-value of 0.542 > 0.05, so H0 is accepted and Ha is rejected. The conclusion of the study is that the political power variable has a positive and insignificant effect on voter decisions.

i. The political public opinion variable has a t-count value of 0.706 < t-table of 1.965 and a p-value of 0.481 > 0.05 then H0 is accepted and Ha is rejected. The conclusion of the study is that the political public opinion variable has a positive and insignificant effect on voter decisions.

j. The political trust variable has a t-count value of 6.624 > t-table of 1.965 and a p-value of 0.000 < 0.05 then H0 is accepted and Ha is accepted. The conclusion of the study is that the political trust variable has a positive and significant effect on voter decisions.

k. The political product variable with a moderating effect (moderation 1) has a t-count value of 1.395 < t-table of 1.965 and a p-value of 0.164 > 0.05, so H0 is accepted and Ha is rejected. The conclusion of the study is that the political product variable has a positive and insignificant effect on voter decisions with political trust as a moderating variable. This means that political trust is not able to strengthen or weaken the relationship between political products and voter decisions.

l. The political promotion variable with a moderating effect (moderation 2) has a t-count value of 0.650 < t-table of 1.965 and a p-value of 0.516 > 0.05, so H0 is accepted and Ha is rejected. The conclusion of the study is that the political promotion variable has a positive and insignificant effect on voter decisions with political trust as a moderating variable. This means that political trust is not able to strengthen or weaken the relationship between political promotion and voter decisions.

m. The political price variable with a moderating effect (moderation 3) has a t-count value of 0.187 < t-table of 1.965 and a p-value of 0.851 > 0.05, so H0 is accepted and Ha is rejected. The conclusion of the study is that the political price variable has a positive and insignificant effect on voter decisions with political trust as a moderating variable. This means that political trust is not able to strengthen or weaken the relationship between political price and voter decisions.

n. The political place variable with a moderating effect (moderation 4) has a t-count value of 1.007 < t-table of 1.965 and a p-value of 0.314 > 0.05 then H0 is accepted and Ha is rejected. The conclusion of the study is that the political place variable has a negative and insignificant effect on voter decisions with political trust as a moderating variable. This means that political trust is not able to strengthen or weaken the relationship between political place and voter decisions.

o. The political people variable with a moderating effect (moderation 5) has a t-count value of 0.782 < t-table of 1.965 and a p-value of 0.435 > 0.05, so H0 is accepted and Ha is rejected. To The conclusion of the study is that the political people variable has a positive and insignificant effect on voter decisions with political trust as a moderating variable. This means that political trust is not able to strengthen or weaken the relationship between political people and voter decisions.

p. The political process variable with moderating effect (moderation 6) has a t-count value of 1.839 < t-table of 1.965 and a p-value of 0.067 > 0.05, so H0 is accepted and Ha is rejected. The conclusion of the study is that the political process variable has a negative and insignificant effect on voter decisions with political trust as a moderating variable. This means that political trust is not able to strengthen or weaken the relationship between the political process and voter decisions.

q. The political physical evidence variable with a moderating effect (moderation 7) has a t-count value of 0.106 < t-table of 1.965 and a p-value of 0.915 > 0.05 then H0 is accepted and Ha is rejected. The conclusion of the study is that the political physical evidence variable has a positive and insignificant effect on voter decisions with political trust as a moderating variable. This means that political trust is not able to strengthen or weaken the relationship between political physical evidence and voter decisions.

r. The political power variable with a moderating effect (moderation 8) has a t-count value of 0.396 < t-table of 1.965 and a p-value of 0.692 > 0.05, so H0 is accepted and Ha is rejected. The conclusion of the study is that the political power variable has a negative and insignificant effect on voter decisions with political trust as a moderating variable. This means that political trust is not able to strengthen or weaken the relationship between political power and voter decisions.

s. The political public opinion variable with a moderating effect (moderation 9) has a t-count value of 0.346 < t-table of 1.965 and a p-value of 0.730 > 0.05, so H0 is accepted and Ha is rejected. The conclusion of the study is that the political public opinion variable has a negative and insignificant effect on voter decisions with political trust as a moderating variable. This means that political trust is not able to strengthen or weaken the relationship between political public opinion and voter decisions.

5   Discussion

5.1   The Influence of Political Marketing Through Products on Voter Decisions

This study has a hypothesis where the alleged political marketing through the product has a significant effect on voter decisions. The results of the hypothesis test conclude that political marketing through products has a positive and insignificant effect on voter decisions with P-values of 0.546 > 0.05 so that the hypothesis is rejected. This happens because during the campaign period, the situation is in a lockdown situation so that the product-based political marketing system cannot influence the wishes of voters in making elections. The personal condition of the candidate pair Mahyeldi Ansharullah and Audy Joinaldy does not have a negative stigma so that voters do not question the personality of the candidate pair. The political marketing system regarding the personality information of candidate pairs is also rarely carried out so that it does not affect the voter's decision in choosing a candidate pair in the election.

This research was conducted at the time of the lockdown due to Covid-19 so that the prospective pair Mahyeldi Ansharullah and Audy Joinaldy carried out a marketing system based on products such as about their personalities which could not be done well. This happened because of the limited campaign period and the prohibition of crowding

in crowds, making it difficult to inform the candidate's personality to the public at large. So this is political marketing based on the product can not influence the decision to choose.

The results of this study do not support the results of previous research conducted by [4, 8, 12] which concluded that there was an influence of political marketing on election decisions. However, the results of this study explain that there is no political marketing relationship to election decisions due to the lack of a marketing system carried out by the winning candidate pairs caused by limitations in campaign space due to the Covid-19 handling policy.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. Utilization of the digital world that is not carried out optimally can result in a weak marketing structure to inform about a candidate so that voter decisions cannot be influenced by the system. Optimization of the marketing system to inform about a candidate's performance through digital media must be done by involving many parties so that it requires a long period of time and involves many parties. In certain conditions such as Covid-19, this potential is difficult to carry out properly due to the limited space in informing directly about the candidate's performance by utilizing digital media.

5.2   The Influence of Political Marketing Through Promotion on Voter Decisions

This study has a hypothesis where the alleged political marketing through promotion has a significant effect on voter decisions. The results of hypothesis testing conclude that political marketing through promotion has a positive and insignificant effect on voter decisions with P-values of $0.102 > 0.05$ with the hypothesis being rejected. This happens because during the conditions where the campaign period is in a lockdown situation so that the political marketing system based on promotion cannot be carried out properly so that it does not affect the wishes of voters in making elections. The declining economic conditions due to Covid 19 made it difficult for the candidate pair Mahyeldi Ansharullah and Audy Joinaldy to find funds for promotion through media such as billboards or efficient use of social media.

This research was conducted at the time of the lockdown due to Covid-19 so that the prospective pair Mahyeldi Ansharullah and Audy Joinaldy had difficulty carrying out a promotion-based marketing system such as promotion through trusted media such as television, or social media such as Facebook and Instagram. Candidate pairs have not implemented a promotion system using social media properly so they are not able to influence voter decisions in voting in the West Sumatra election.

The results of this study do not support the results of previous research conducted by [4, 8, 12] which concluded that there was an influence of political marketing on election decisions. However, the results of this study explain that there is no political marketing relationship to election decisions due to the lack of a marketing system carried out by the winning candidate pairs caused by limitations in campaign space due to the Covid-19 handling policy.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. The promotion system carried out under limited conditions can only utilize social media, but in a limited range. This can happen because social media or digital media take a long time to become famous, so their use must involve many people.

5.3 The Influence of Political Marketing Through Price on Voter Decisions

This study has a hypothesis where the alleged political marketing through price has a significant effect on voter decisions. The results of the hypothesis test conclude that political marketing through price has a negative and insignificant effect on voter decisions with P-values of $0.779 > 0.05$ with the hypothesis being rejected. This happens because during the campaign period, the situation is in a lockdown situation so that the political marketing system based on price cannot be carried out properly so that it does not affect the wishes of voters in making elections. The declining economic conditions due to Covid 19 forced the candidate pair Mahyeldi Ansharullah and Audy Joinaldy to spend larger but limited funds. This happened because most political party funds were cut for handling Covid 19 cases in Indonesia.

This research was conducted at the time of the lockdown due to Covid-19 so that the pair of candidates Mahyeldi Ansharullah and Audy Joinaldy found it difficult to carry out a marketing system based on price such as the costs that must be incurred by voters to get information about candidates to be nominated in the election.

The results of this study do not support the results of previous research conducted by [4, 8, 12] which concluded that there was an influence of political marketing on election decisions. However, the results of this study explain that there is no political marketing relationship to election decisions due to limited campaign costs due to the Covid-19 handling policy which is almost evenly distributed throughout Indonesia.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. Utilization of the digital world that is not carried out optimally can result in a large enough cost, so that it can become famous in a short time and can be accessed quickly. The fee is based on the cost of creating digital media, marketing it, and recruiting millennials to become famous in a short time, considering that the campaign schedule does not last for a long time. The lack of costs is due to the Covid-19 response policy, making political marketing based on price not carried out optimally so that it does not affect voter decisions.

5.4 The Influence of Political Marketing Through Place on Voter Decisions

This study has a hypothesis where the alleged political marketing through place has a significant effect on voter decisions. The results of the hypothesis test conclude that political marketing through place has a negative and insignificant effect on voter decisions with P-values of $0.508 > 0.05$ with the hypothesis being rejected. This happens because

at the time of the campaign period being in a lockdown situation so that the political marketing system based on place cannot be carried out properly so that it does not affect the wishes of voters in making elections. The declining economic conditions due to Covid 19 have prevented the candidate pair Mahyeldi Ansharullah and Audy Joinaldy from campaigning in various places. As a result, distribution of campaign videos through digital networks is difficult if there are many places. This may be different in a normal situation where there are no restrictions imposed by the government.

This research was conducted at the time of the lockdown due to Covid-19 so that the candidate pairs Mahyeldi Ansharullah and Audy Joinaldy had difficulty carrying out a place-based marketing system such as visiting various campaign locations and uploading them on digital media. This is hampered because the campaign schedule is in a state of Covid 19 which does not allow candidate pairs to visit many places because it is feared that it will cause crowds which will trigger an increase in positive cases of Covid 19.

The results of this study do not support the results of previous research conducted by [4, 8, 12] which concluded that there was an influence of political marketing on election decisions. However, the results of this study explain that there is no political marketing relationship to election decisions due to the lack of a marketing system carried out by the winning candidate pairs caused by limitations in campaign space due to the Covid-19 handling policy.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. The use of the digital world as a public service area for elections has less place for voters. This is because the use of all digital channels is still weak, such as social media, online media, and other advertising providers that can market candidate pairs. Mobility in the campaign is also a major factor in the weak distribution channel for candidate information because it is limited by the Covid-19 policy.

5.5 The Influence of Political Marketing Through People on Voter Decisions

This study has a hypothesis where the alleged political marketing through people has a significant effect on voter decisions. The results of the hypothesis test conclude that political marketing through people has a negative and insignificant effect on voter decisions with P-values of $0.136 > 0.05$ with the hypothesis being rejected. This happened because during the campaign period, the situation was in a lockdown situation, so it was difficult to find high-quality people as members of the campaign team.

This research was conducted at the time of the lockdown due to Covid-19 so that the candidate pair Mahyeldi Ansharullah and Audy Joinaldy had difficulty carrying out a marketing system based on people such as recruiting highly competent people as campaign committees. Paslon also finds it difficult to increase the number of members of the campaign committee due to limited campaign funds. This was done because most of the campaign funds borne by the government were diverted to handling Covid 19 cases in Indonesia. As a result, the campaign is not carried out optimally so that it does not have an impact on voter decisions.

The results of this study do not support the results of previous research conducted by [4, 8, 12] which concluded that there was an influence of political marketing on election decisions. However, the results of this study explain that there is no political marketing relationship to election decisions due to the lack of a marketing system carried out by the winning candidate pairs caused by limitations in campaign space due to the Covid-19 handling policy.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. Candidates cannot have close or prolonged contact with voters due to the ban on large gatherings as a result of Covid-19-related policies. This makes it very difficult to use political marketing based on people. Paslons are not allowed to gather large crowds in campaigns so that voters do not feel the existence of political marketing from people.

5.6   The Influence of Political Marketing Through the Process on Voter Decisions

This study has a hypothesis where the alleged political marketing through the process has a significant effect on voter decisions. The results of the hypothesis test conclude that political marketing through the process has a positive and insignificant effect on voter decisions with P-values of $0.126 > 0.05$ with the hypothesis being rejected. This happened because at the time of the condition where the campaign period was in a lockdown situation so that it had a long process that the candidate pair had to go through in order to be accepted as a candidate for the West Sumatra Governor election.

This research was conducted at the time of the lockdown due to Covid-19 so that the candidate pair Mahyeldi Ansharullah and Audy Joinaldy found it difficult to carry out a process-based marketing system such as a mechanism in conveying the vision and mission as a candidate for Governor of West Sumatra. This happened because the registration process as a candidate for Governor of West Sumatra was in a state of Covid 19, the government made it easier for other committees to pass graduation requirements.

The results of this study do not support the results of previous research conducted by [4, 8, 12] which concluded that there was an influence of political marketing on election decisions. However, the results of this study explain that there is no political marketing relationship to election decisions due to the lack of a marketing system carried out by the winning candidate pairs caused by limitations in campaign space due to the Covid-19 handling policy.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. All normal procedures in conveying information about the services of the candidate pair were not implemented properly due to limited mobility in the campaign. Under normal conditions, the process in the campaign can be carried out easily because there are no major obstacles. However, in a pandemic, the campaign process cannot be carried out optimally because it requires the involvement of many people so that it does not affect voter decisions.

5.7 The Influence of Political Marketing Through Physical Evidence on Voter Decisions

This research was conducted at the time of the lockdown due to Covid-19 so that the candidate pair Mahyeldi Ansharullah and Audy Joinaldy found it difficult to carry out a marketing system based on physical evidence such as structuring the campaign environment. This happens because there is no direct or virtual campaign that can reach all people, so that physical evidence does not affect voter decisions in the West Sumatra election.

The results of this study do not support the results of previous research conducted by [4, 8, 12] which concluded that there was an influence of political marketing on election decisions. However, the results of this study explain that there is no political marketing relationship to election decisions due to the lack of a marketing system carried out by the winning candidate pairs caused by limitations in campaign space due to the Covid-19 handling policy.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. The ability to build a comfortable physical environment will make the candidate's performance better in the eyes of voters. However, information about good environmental governance is not conveyed to voters in other areas outside the city of Padang. This is due to the weak use of political marketing so that it does not improve voter decisions.

5.8 The Influence of Political Marketing Through Power on Voter Decisions

This study has a hypothesis where the alleged political marketing through power has a significant effect on voter decisions. The results of the hypothesis test conclude that political marketing through power has a positive and insignificant effect on voter decisions with P-values of $0.542 > 0.05$ with the hypothesis being rejected. This happened because at the time of the campaign period, they were in a lockdown situation, so that information about development performance in the city of Padang was only known to the people of the city of Padang. Paslon has also found it difficult to inform voters who are outside the city of Padang due to limited campaigns, both virtual and non-virtual.

This research was conducted at the time of the lockdown due to Covid-19 so that the candidate pair Mahyeldi Ansharullah and Audy Joinaldy had difficulty carrying out a power-based marketing system such as delivering performance information during their time as mayor of Padang to voters outside the city of Padang. This happens because there is no direct or virtual campaign that can reach all people, so that power does not influence voter decisions in the West Sumatra election.

The results of this study do not support the results of previous research conducted by [4, 8] which concluded that there was an influence of political marketing on election decisions. However, the results of this study explain that there is no political marketing relationship to election decisions due to the lack of a marketing system carried out by the winning candidate pairs caused by limitations in campaign space due to the Covid-19 handling policy.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. The strength of the candidate pair becomes a key factor for success in the political marketing system. However, the delivery must also be done well and structured, it's just that in the Covid-19 conditions it is difficult to inform voters who are far from the city of Padang. This happens because voters who are far from the city of Padang have not felt the impact of development by the candidate pair, so their power is low.

5.9 The Influence of Political Marketing Through Public Opinion on Voter Decisions

P This study has a hypothesis where the alleged political marketing through public opinion has a significant effect on voter decisions. The results of the hypothesis test conclude that political marketing through public opinion has a positive and insignificant effect on voter decisions with P-values of $0.481 > 0.05$ with the hypothesis being rejected. This happened because at the time of the condition where the campaign period was in a lockdown situation so that information about performance was not able to increase public opinion in people outside the city of Padang.

This research was conducted at the time of the lockdown due to Covid-19 so that the candidate pair Mahyeldi Ansharullah and Audy Joinaldy found it difficult to carry out a marketing system based on public opinion such as delivering performance information during their time as mayor of Padang to voters outside the city of Padang with the aim of building good public opinion. This happens because there are no direct or virtual campaigns that can reach all people, so public opinion does not influence voter decisions in the West Sumatra election.

The results of this study do not support the results of previous research conducted by [4, 8] which concluded that there was an influence of political marketing on election decisions. However, the results of this study explain that there is no political marketing relationship to election decisions due to the lack of a marketing system carried out by the winning candidate pairs caused by limitations in campaign space due to the Covid-19 handling policy.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. Building public opinion about the candidate pair is an effective way to improve voter decisions if done properly. However, the development of public opinion cannot be done instantly, but requires a long time with a lot of volunteers. This is difficult to do in a pandemic because of limited campaign mobility.

5.10 The Effect of Political Trust on Voter Decisions

This study has a hypothesis where the alleged political trust has a significant effect on voter decisions. The results of the hypothesis test conclude that political trust has a

positive and significant effect on voter decisions with P-values of 0.000 < 0.05 with the hypothesis being accepted. This happened because the voter's trust in the candidate pair had been previously formed because of his success in building the city of Padang.

Voters' trust in the candidate pair has been formed due to an increase in performance during his tenure as mayor of Padang which can be seen in the arrangement of the city quite well. Under the leadership of the Padang City candidate pair, he won the best government officer held by Metro TV. This has added to the confidence of voters where the candidate pair will be able to improve development in West Sumatra if elected as governor. So the higher the political trust, the higher the voter's decision to choose the candidate.

The results of the study are supported by the results of previous studies conducted by Andrei (2018) and Susila (2019) which concluded that there was an impact of political trust on voter decisions. The higher a person's political trust in a candidate, the more likely that person is to choose a candidate pair. This is because trust will encourage someone to make their choice in the candidate pair.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. Building good relations is one form of increasing trust in the candidate pair. Voters who believe that the candidate pair will be able to manage West Sumatra well can encourage improvements in voter decisions.

Political trust is the basic expectation that voters have of the reliability of the promise of change. Political trust is based as a result of the reliability and integrity of the candidate based on quality evaluation criteria such as honesty and responsibility. Political trust is the basic expectation of voters about the performance and responsibilities of candidates in the past. These expectations are expressed with a sense of satisfaction and dissatisfaction so that it will help in making choices at the time of the election.

Voters really trust the pair that Mahyeldi Ansharullah and Audy Joinaldy will lead West Sumatra later, which can be seen from their skills and expertise in building and managing the city of Padang. The expectations set forth in maintaining voter confidence are a key factor in improving election decisions in the West Sumatra gubernatorial election. However, expectations are in accordance with the accepted reality so that political marketing based on political trust cannot influence voter decisions in the West Sumatra gubernatorial election.

5.11   The Influence of Political Marketing Through Products on Voter Decisions With Political Trust as Moderating Variable

This study has a hypothesis where the alleged political marketing through the product has a significant effect on voter decisions with political trust as a moderating variable. The results of the hypothesis test conclude that political marketing through products has a positive and insignificant effect on voter decisions with political trust as a moderating variable because the P-values are 0.164 > 0.05 with the hypothesis being rejected. This happens because during the campaign period, the situation is in a lockdown situation so that the product-based political marketing system cannot influence the wishes of voters in making elections. The personal condition of the candidate pair Mahyeldi Ansharullah

and Audy Joinaldy does not have a negative stigma so that voters do not question the personality of the candidate pair. The political marketing system regarding the personality information of the candidate pairs is also rarely carried out so that it does not affect the voter's decision in choosing a candidate pair in the election so that it does not increase voter confidence in choosing a candidate pair.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. Voters underlie that there is no compulsion in choosing a candidate, but the selection of candidates is seen from the development of their performance. Building public opinion about the candidate pair is an effective way to improve voter decisions if done properly. However, the development of public opinion cannot be done instantly, but requires a long time with a lot of volunteers. This is difficult to do in a pandemic because of limited campaign mobility.

5.12   The Influence of Political Marketing Through Promotion on Voter Decisions With Political Trust as Moderating Variable

This study has a hypothesis where the alleged political marketing through promotion has a significant effect on voter decisions with political trust as a moderating variable. The results of the hypothesis test conclude that political marketing through promotion has a positive and insignificant effect on voter decisions with political trust as a moderating variable because the P-values are $0.516 > 0.05$ with the hypothesis being rejected. This happens because during the conditions where the campaign period is in a lockdown situation so that the political marketing system based on promotion cannot be done properly so that it does not affect the wishes of voters in making elections so that it does not increase voter confidence in choosing a candidate pair. The declining economic conditions due to Covid 19 made it difficult for the candidate pair Mahyeldi Ansharullah and Audy Joinaldy to find funds for promotion through media such as billboards or efficient use of social media.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. Voters underlie that there is no compulsion in choosing a candidate, but the selection of candidates is seen from the development of their performance. Building public opinion about the candidate pair is an effective way to improve voter decisions if done properly. However, the development of public opinion cannot be done instantly, but requires a long time with a lot of volunteers. This is difficult to do in a pandemic because of limited campaign mobility.

5.13   The Influence of Political Marketing Through Price on Voter Decisions With Political Trust as Moderating Variable

This study has a hypothesis where the alleged political marketing through price has a significant effect on voter decisions with political trust as a moderating variable. The results of the hypothesis test conclude that political marketing through price has a positive

and insignificant effect on voters' decisions with political trust as a moderating variable because the P-values are $0.851 > 0.05$ with the hypothesis being rejected. This happens because during the campaign period, the situation is in a lockdown situation so that the political marketing system based on price cannot be carried out properly so that it does not affect the wishes of voters in making elections. This cannot increase or decrease voter confidence in the candidate pair. The declining economic conditions due to Covid 19 forced the candidate pair Mahyeldi Ansharullah and Audy Joinaldy to spend larger but limited funds. This happened because most political party funds were cut for handling Covid 19 cases in Indonesia so that political trust was not able to moderate the relationship between political price and voter decisions in choosing a candidate pair.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. Voters underlie that there is no compulsion in choosing a candidate, but the selection of candidates is seen from the development of their performance. Building public opinion about the candidate pair is an effective way to improve voter decisions if done correctly but requires a large amount of money. However, the development of public opinion cannot be done instantly, but requires a long time with a lot of volunteers. This is difficult to do in a pandemic because of limited campaign mobility.

5.14   The Influence of Political Marketing Through Place on Voter Decisions With Political Trust as Moderating Variable

This study has a hypothesis where the alleged political marketing through place has a significant effect on voter decisions with political trust as a moderating variable. The results of the hypothesis test conclude that political marketing through place has a negative and insignificant effect on voter decisions with political trust as a moderating variable because the P-values are $0.314 > 0.05$ with the hypothesis being rejected. This happens because during the campaign period, the situation is in a lockdown situation so that the political marketing system based on place cannot be carried out properly so that it does not affect voter confidence in making elections. The declining economic conditions due to Covid 19 have prevented the candidate pair Mahyeldi Ansharullah and Audy Joinaldy from campaigning in various places. As a result, distribution of campaign videos through digital networks is difficult if there are many places. This may be different in a normal situation where there are no restrictions imposed by the government. So it will not strengthen or weaken the political trust of voters to the candidate pair.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. Voters underlie that there is no compulsion in choosing a candidate, but the selection of candidates is seen from the development of their performance. Building public opinion about the candidate pair is an effective way to improve voter decisions if done properly. However, the development of public opinion cannot be done instantly, but requires a long time with a lot of volunteers. This is difficult to do in a pandemic because of limited campaign mobility.

5.15 The Influence of Political Marketing Through People on Voter Decisions With Political Trust as Moderating Variable

This study has a hypothesis where the alleged political marketing through people has a significant effect on voter decisions with political trust as a moderating variable. The results of the hypothesis test conclude that political marketing through people has a positive and insignificant effect on voter decisions with political trust as a moderating variable because the P-values are $0.435 > 0.05$ with the hypothesis rejected. This happened because during the campaign period, the situation was in a lockdown situation, so it was difficult to find high-quality people as members of the campaign team. However, this does not reduce or increase voter confidence in making choices for the candidate pair.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. Voters underlie that there is no compulsion in choosing a candidate, but the selection of candidates is seen from the development of their performance. Building public opinion about the candidate pair is an effective way to improve voter decisions if done properly. However, the development of public opinion cannot be done instantly, but requires a long time with a lot of volunteers. This is difficult to do in a pandemic because of limited campaign mobility.

5.16 The Influence of Political Marketing Through the Process on Voter Decisions With Political Trust as Moderating Variable

This study has a hypothesis where the alleged political marketing through the process has a significant effect on voter decisions with political trust as a moderating variable. The results of the hypothesis test conclude that political marketing through the process has a negative and insignificant effect on voter decisions with political trust as a moderating variable because the P-values are $0.067 > 0.05$ with the hypothesis rejected. This happened because at the time of the condition where the campaign period was in a lockdown situation so that it had a long process that the candidate pair had to go through in order to be accepted as a candidate for the West Sumatra Governor election. However, this does not reduce or increase voter confidence in making choices for the candidate pair.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. Voters underlie that there is no compulsion in choosing a candidate, but the selection of candidates is seen from the development of their performance. Building public opinion about the candidate pair is an effective way to improve voter decisions if done properly. However, the development of public opinion cannot be done instantly, but requires a long time with a lot of volunteers. This is difficult to do in a pandemic because of limited campaign mobility.

5.17 The Influence of Political Marketing Through Physical Evidence on Voter Decisions With Political Trust as a Moderating Variable

This study has a hypothesis where the alleged political marketing through physical evidence has a significant effect on voter decisions with political trust as a moderating variable. The results of the hypothesis test conclude that political marketing through physical evidence has a positive and insignificant effect on voter decisions with political trust as a moderating variable because the P-values are $0.915 > 0.05$ with the hypothesis being rejected. This happened because during the conditions where the campaign period was in a lockdown situation so that the campaign space arrangement was not carried out properly. Paslon has also been proven to build the city of Padang and provide a comfortable atmosphere so that the physical environment is not a major concern for voters to make their choice. However, this does not reduce or increase voter confidence in making choices for the candidate pair.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. Voters underlie that there is no compulsion in choosing a candidate, but the selection of candidates is seen from the development of their performance. Building public opinion about the candidate pair is an effective way to improve voter decisions if done properly. However, the development of public opinion cannot be done instantly, but requires a long time with a lot of volunteers. This is difficult to do in a pandemic because of limited campaign mobility.

5.18 The Influence of Political Marketing Through Power on Voter Decisions with Political Trust as Moderating Variable

This study has a hypothesis where the alleged political marketing through power has a significant effect on voter decisions with political trust as a moderating variable. The results of the hypothesis test conclude that political marketing through power has a negative and insignificant effect on voter decisions with political trust as a moderating variable because the P-values are $0.692 > 0.05$ with the hypothesis being rejected. This happened because at the time of the campaign period, they were in a lockdown situation, so that information about development performance in the city of Padang was only known to the people of the city of Padang. Paslon has also found it difficult to inform voters who are outside the city of Padang due to limited campaigns, both virtual and non-virtual. However, this does not reduce or increase voter confidence in making choices for the candidate pair.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. Voters underlie that there is no compulsion in choosing a candidate, but the selection of candidates is seen from the development of their performance. Building public opinion about the candidate pair is an effective way to improve voter decisions if done properly. However, the development of public opinion cannot be done instantly, but requires a long time with a lot of volunteers. This is difficult to do in a pandemic because of limited campaign mobility.

5.19 The Influence of Political Marketing Through Public Opinion on Voter Decisions With Political Trust as Moderating Variable

This study has a hypothesis where the alleged political marketing through public opinion has a significant effect on voter decisions with political trust as a moderating variable. The results of the hypothesis test conclude that political marketing through public opinion has a negative and insignificant effect on voter decisions with political trust as a moderating variable because the P-values are $0.740 > 0.05$ with the hypothesis being rejected. This happened because at the time of the condition where the campaign period was in a lockdown situation so that information about performance was not able to increase public opinion in people outside the city of Padang. This does not reduce or increase voter confidence in the candidate pair.

The results of the study do not support the political marketing theory which is based on the exchange of relationships between entities and the voter market related to efforts to build and maintain long-term relationships between candidates in political parties and the community for which the election is intended. Voters underlie that there is no compulsion in choosing a candidate, but the selection of candidates is seen from the development of their performance. Building public opinion about the candidate pair is an effective way to improve voter decisions if done properly. However, the development of public opinion cannot be done instantly, but requires a long time with a lot of volunteers. This is difficult to do in a pandemic because of limited campaign mobility.

This research was conducted at the time of the lockdown due to Covid-19 so that the candidate pair Mahyeldi Ansharullah and Audy Joinaldy found it difficult to carry out a marketing system based on public opinion such as delivering performance information during their time as mayor of Padang to voters outside the city of Padang in order to build good public opinion. This happens because there are no direct or virtual campaigns that can reach all people, so public opinion will not influence voter decisions. This does not reduce or increase the confidence of voters in making choices for the candidate pair. The better the use of digital marketing, it will not affect voter decisions which are moderated by political trust.

6   Closing

6.1 Conclusion

Based on the results of statistical testing, conclusions can be drawn in this study, namely:

1. The political product variable has a positive and insignificant effect on voter decisions.
2. The political promotion variable has a positive and insignificant effect on voter decisions.
3. The political price variable has a negative and insignificant effect on voter decisions.
4. The political place variable has a negative and insignificant effect on voter decisions.
5. The political people variable has a negative and insignificant effect on voter decisions.
6. The political process variable has a positive and insignificant effect on voter decisions.

7. The political physical evidence variable has a positive and insignificant effect on voter decisions.
8. The political power variable has a positive and insignificant effect on voter decisions.
9. Political public opinion variables have a positive and insignificant effect on voter decisions.
10. The political trust variable has a positive and significant effect on voter decisions.
11. The political product variable has a positive and insignificant effect on voters' decisions with political trust as a moderating variable.
12. Political promotion variable has a positive and insignificant effect on voter decisions with political trust as a moderating variable.
13. The political price variable has a positive and insignificant effect on voters' decisions with political trust as a moderating variable.
14. Political place variable has a negative and insignificant effect on voter decisions with political trust as a moderating variable.
15. The political people variable has a positive and insignificant effect on voter decisions with political trust as a moderating variable.
16. Political process variable has a negative and insignificant effect on voter decisions with political trust as a moderating variable.
17. The political physical evidence variable has a positive and insignificant effect on voter decisions with political trust as a moderating variable.
18. Political power variable has a negative and insignificant effect on voter decisions with political trust as a moderating variable.
19. Political public opinion variable has a negative and insignificant effect on voter decisions with political trust as a moderating variable.

6.2   Suggestion

Based on the research conclusions obtained from the results of statistical testing, the researcher can provide suggestions for the results of the study, namely to:

1. Increase so that the candidate pair believes in their ability to bring about change and increase development in West Sumatra. If you run again in Covid-19 conditions, you need to strengthen the political trust of prospective voters later. The use of digital marketing must be improved so that it is able to influence voter decisions, candidate pairs can add information about the advantages of voters and diligently communicate with the public by utilizing digital media.
2. Increase the confidence of other candidates if they want to participate in the election competition for the next period while in Indonesia. Other candidates can follow the steps of the winning pair in attracting public sympathy and trust. The steps of the winning candidate that must be further improved by other candidates, such as giving confidence to voters in the candidate's ability to improve development in an area. This has an impact on improving voter decisions. The use of digital marketing by other pairs of candidates must be done seriously so that they are able to provide suggestions in digital marketing.
3. Increasing the provision of programs for the government that can campaign for political trust for candidate pairs in general elections in Indonesia. The government must be able to convince voters that the election competition is carried out solely to increase

development in the area where the general election will be held. The government must re-launch for industry players, by providing education on the importance of the digital marketing system.

4. Increase the power and performance for politicians to get the attention of the public, or at least be known by the public as a trustworthy figure. This trust will be reliable if you want to run for election competition later. Politicians can convince the public about the candidate pair in the election can increase development in the electoral area. This is done because political trust greatly influences voter decisions in elections. If politicians want to create educative content, it requires an increase in political trust that can improve political performance.

5. Criticizing the candidate pairs who have high public trust, this can be done by political observers, so that the public knows their weaknesses and strengths which will be a source of change in political dynamics. Observers must be able to convince the public that the electoral system was implemented to promote development in the constituency. The more capable an observer is in analyzing the candidate pairs that have high political trust, the more likely it is that there will be a change in the political climate in the region. The use of digital media as a marketing tool must be further improved because it will increase the confidence of voters who will support voters' decisions in choosing a candidate.

6. Increase understanding of good elections for the community by looking at the level of public trust in candidate pairs. Political trust that has been formed by the public can be the main reference for the community so that they can choose a candidate pair that has high integrity in the eyes of the community so that it can improve development in the electoral area. Trust is a key factor in improving voter decisions that will make the candidate win the election.

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