

**A STUDY OF VOTE DECISION AMONG POLITICAL
PARTIES IN LEGISLATIVE ELECTION 2014
THE CASE OF WEST JAVA I ELECTORAL DISTRICT, INDONESIA**

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Abstract

In every country who embraces democratic system with direct elections as an instrument to elect public officials either that legislative, senator, mayor, governor or the president, it would require an involvement of the citizen in the form of participation as voters. Voter's behavior here is very important because it will influence the person's decision to choose the object that will be voted. It was obvious that the final stage of an election is vote decision. This research aims to assess the causality between demographic factors and the decision to choose political party representatives. This research takes 928 respondents where sampling method used is multistage random sampling for Bandung City and simple random sampling for Cimahi City. Data was subject to Chi Square statistics. The results showed that there is no relationship between the voters' gender and the vote decision, there is a relationship between the age of voters and the vote decision, there is a relationship between the occupation of the voters and the vote decision, there is no relationship between income of the voters and the vote decision,

there is a relationship between education of the voters and the vote decision. Based on the characteristics of the respondents in this study, it appears that the majority of respondents tend to be lower middle class level. This indicates that voters tend to make a decision driven by emotional factors, and thus needs to be done and in-depth study and research to encourage people to become a rational voter, and should be given adequate attention in making a decision to choose in order to become a better voter.

Keywords: Demographic factors, voting behaviour, vote decision, emotional factors, rational voters

INTRODUCTION

Marketing as part of science has developed in its application, specifically it can adapt in accordance with its application place (market place). In political realm, it adapts into a political marketing. Basically, marketing should be able to have an influence on purchasing decisions, both consumers and customers. Similarly, political marketing should also be able to influence the people's decision to choose; therefore, political marketers, both the campaign team and the candidates must know how people can be attracted to a political candidate, including legislative candidates and the parties.

The performance of a marketing program is determined by the success of the institution identifying consumer behavior towards a product; thus, it is important to know what are the needs and the desires as well as the demands of consumers. According to Kotler and Keller (2012: 151), explaining consumer behavior is influenced by several factors such as cultural, social, personality, and psychological factors. Cultural factor according to them is a system of cultural values, customs, and way of life that surrounds a person's life. The social factor is the influence of other people, both formally and informally. Personality factors based on the opinion of Kotler and Keller (2012: 151) is a factor that comes from their selves. The indicators of personality factor can be seen from, (1) age, (2) employment, and (3) monthly income. Psychological factor according to Kotler and Keller (2012: 151) is a factor relating to a person's psychological condition. The indicators of psychological factors can be seen from (1) motivation, (2) experience, and (3) attitude.

For an organization to be able to identify and understand consumer behaviors correctly, it is required an ability to differentiate the heterogeneous groups become homogeneous. According to Kotler and Kevin Lance (2008), there are two main groups of variables that are used widely to segment consumer markets, namely a) geographic segmentation which requires

the division of the market into geographical units; b) demographic segmentation, the market will be divided into groups such as age, family size, family life cycle, gender, income, occupation, education, generation and social class; c) psychographic segmentation, consumers in this segment will be divided into different groups based on lifestyle or personality and values. Voting Decision Process, according Kanuk (2004: 677), explains that in a more micro perspective during the process of fulfilling the individual needs of consumers, it is basically how individuals make the decision to spend the available resources for the desired benefits of the individual.

A cognitive models delivered Kanuk (2004: 254) also shows the same thing, that the consumer is seen as a problem solver who is able to think / thinking problem solver.

Every individual in deciding something usually starts from their own cognitive. Nursal (2004:25)

Peter & Olson (1994:4) confirms that the meanings generated by interpretation depends on and interacts with the knowledge, experience and confidence that are embedded in the minds of people who do the interpretation.

Based on the explanation above, this research analyzes the factors that influence the voting decision by looking at demographic segmentations of society. The object of this study is the election of the political parties which are participated in the legislative elections of 2014 electoral districy I of West Java, while the target in the selection process is the people who have the right to vote in the 2014 legislative elections.

Studies on demographic factors and their relations with the voting behavior and the decision to vote is very important, which shows the quality of democratic process of a nation, and this is directly related to certain political parties that they believe in, either by selecting/punching the image of a political party or punching the name of a particular candidate, but there are still few studies that discuss the relationship of these two factors. According to Anwar and Salviana DS., (2006), the use of the sociological approach in determining the behavior of voters such as age, sex, religion, social class, religious organizations or community organizations has a significant influence. But in reality there are more research in examining the relationship between community organizations and voting behavior than in age, gender, religion, occupation, income, education, and the reason for voting. Of that argument, it can be assumed that the community's decision to vote for a particular political party is likely influenced by demographic factors such as age, occupation, income, education, religion and the reasons of someone voting for a political party. To support the above statement, Setiajid 2011, in his research found that in the election of the mayor of Semarang in 2010, the dominant factor influencing voters to use their right to vote is based on its own selection which is 40%. Therefore, this study tries to

analyze the demographic factors that influence the decision to vote for a political party in the 2014 legislative elections Electoral District I of West Java.

Based on the description above, the researcher proposes the following issues, which is to identify if the voter's age, gender, occupation, income, education, and religion have a relationship with the decision of choosing Political Parties in 2014 legislative elections electoral districts of West Java I in Indonesia.

METHODOLOGY

In a country with a democratic system, political participation is one of the indicators that shows the real condition of democracy quality developing in the country. The number of people use their right to vote by following the ballot in the voting booth will show a category of high or low voter participation in a region and even a country. Thus, to examine the number of people who use their voting rights to choose is very important. The table below shows the trend of public participation in the legislative elections in Indonesia.

Table 1. List of Political Parties in the Elections and Political Participation Percentage

No.	Legislative Elections	OPP	Political Participation (%)	Abstention (%)
1	1955	118	91.4	8.6
2	1971	10	96.6	3.4
3	1977	3	96.5	3.5
4	1982	3	96.5	3.5
5	1987	3	96.4	3.6
6	1992	3	95.1	4.9
7	1997	3	93.6	6.4
8	1999	48	92.6	7.3
9	2004	24	84.1	15.9
10	2009	24	70.9	21.8
11	2014	24	75.1	23.4

Source: General Election Commission, Indonesia

Based on the table above, the number of political participation continues to decline; whereas, the number of abstentions/ non-voters continue to increase. This is what needs to be studied more deeply about political participation, specifically political participation at the lowest level namely the decision to choose in the form of voting/ polling. The election data from years 1971 -

1987, which were during the reign of the new order, shows the high level of political participation which is around 96%. Then in 1992, political participation dropped to 95.1%, and in 1997 election, the political participation rate is 93.6%, slightly declined. However, if it is studied deeply, it turned out that the election in the new order era is political participation in the form of mobilization; whereas, in a democratic country, the kind of political participation needed is voluntary political participation. In the reformation order era, the current political participation continues to decline that in the last election in 2014, it turned out that the political participation is 75.1%. Empirically, the increase of white group / abstention is because,

- a. Elections have not given any significant changes to the welfare of society.
- b. There is a decline in the performance of political parties to the public and only focus on the group interests.
- c. Politicians' integrity and moral decline such as corruption rather than fighting for public aspirations.
- d. There is no realization of the political promises for the supporters.
- e. Voters' boredom because of frequent elections and local elections.
- f. Lack of neutrality in organizing elections / local election.

The six points above show the diversity of voter's reasons not to use their political right which is in fact much needed by a state with a democratic system of representation. (Subagio, 2008). From the six points above, there is one reason resulting from the individual internally, namely voter's boredom because of frequent election/ local elections, which is seen solely as democratic ceremonial activities.

Some causes of people's low political participation in elections are as follows:

- a. Complicated election process and too many elections.
- b. The behavior of the political elites is entangled with corruption; hardly attend the meetings and work visits abroad which spends state budget without any transparency.
- c. Low level of public trust in the General Election Commission these days.
- d. The failure of political parties to build a strong base in the community; there is a chaotic political party recruitment system, and recruitment of legislative candidates does not seem to be serious and are not qualified.
- e. There is an apathy view among the public that the vote during elections is not too influential on their lives.

Those various causes make people prefer to work rather than go to a voting booth because they feel there is no remarkable changes that make things much better (Sendhikasari D., 2014).

People participation percentage in elections from 1999 to 2009 decreases to 20%, so that in the 2009 election there is only 70%; whereas, the KPU as the organizer has made various efforts to

suppress the decline in voter participation. Therefore, we suggest KPU at the district/ city to conduct voting education throughout the year. So, the behavior of the people in an election which was originally only became supporters is expected to be a rational and responsible voters (Endang, 2011). Therefore, studying the demographic factor, which is one of contributions for political behavior, specifically in the decision to vote is considered very important to be study deeply.

Theoretical and Methodological Framework of Vote Decision

All forms of marketing mix should always take segments and groups of people who want to be entered into account. Segmentation needs to be done to facilitate the political parties in analyzing the behaviour of the community because the community is composed of a diverse group of backgrounds and different characteristics. Elaboration and creative combination of these factors can result in segmentation models that will be useful in developing and implementing campaign strategy (Rini, 2012).

To examine the behavior of voters can be carried out by using a sociological approach, in which sociological groupings such as religion, class/ social status, occupation, age, gender (Gaffar, 1992). Many studies have shown that the religious factor, geographies (regionalism) and class/ economic status in developed countries has a significant correlation with the behavior of voters (Nursal, 2004).

Peter and Olson (2005:5), define consumer behavior as the dynamic interaction of affect and cognition, behavior and the environment by which human beings conduct the exchange aspects of their lives.

Schiffman and Kanuk, (2007), define consumer behavior as a behavior showed in searching, buying, using, assessing and determining a product, service and ideas.

Blackwell, Miniard and Engel, (2005:3), define consumer behaviour as those activities people undertake when obtaining, consuming and disposing product and services.

Schiffman and Kanuk define decision as follows (Kanuk, 2010), "A decision is a selection of action from two more alternative choices." The decision to buy is the decision taken regarding the certainty of a person to buy or not to buy a particular product. In the process of buying decision, this decision making is the fourth stage after alternative assessment stage (Kotler, 2000: 181).

Cognitive models delivered by Kanuk (2004: 254) also shows the same thing, that the consumer is seen as a problem solver who is able to think/ thinking problem solver.

Kanuk (2004: 677), explains that in a more micro perspective on the process of fulfilling the individual needs of the consumer, is basically how individuals make the decision to spend the available resources for the desired benefit of the individual.

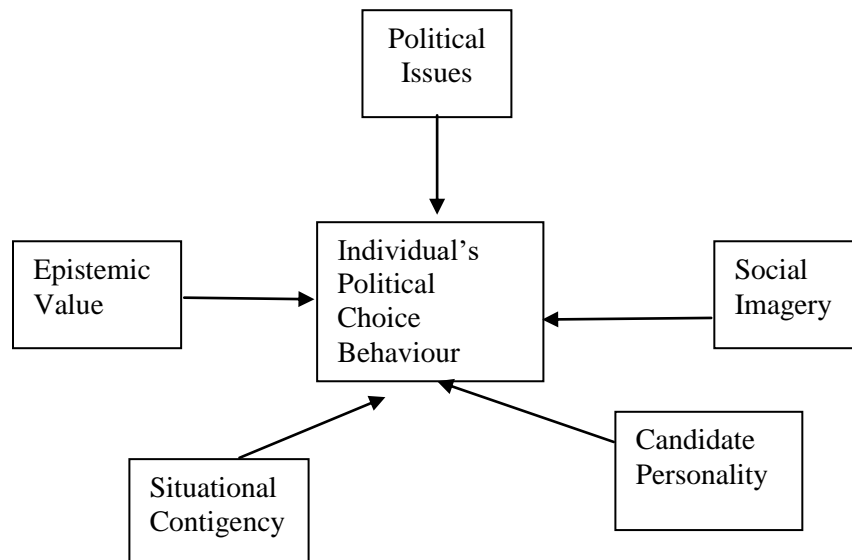
Nursal (2004: 25), explains that every individual in deciding something usually starts from a person's cognitive.

Peter & Olson, 2005, confirms that the meaning generated by interpretation depends on and interacts with the knowledge, experience and confidence which are embedded in the minds of the person who does the interpretation.

According to Newman and Sheth, 1985, in a general election, both for political parties and legislative candidates, campaign expenditures and the duration of the campaign is very important; therefore, understanding and knowing precisely voter behavior is very crucial. This is something that by understanding and knowing the behavior of voters, political parties and legislative candidates can use campaign funds wisely, and use the campaign time period in accordance with the characteristics of prospective voters.

Voter behaviour models according to Newman, 1999, explains that the basis of this models is that the voters are the consumers of a service offered by either a politician or a political candidate. Just like consumers in the commercial market, voters choose a candidate for the legislature based on the value they receive from political candidates themselves. This models consists of five components: political issues, social imagery, candidate personality, situational contingency and epistemic value.

Figure 1. Models of Voter Behavior



Political issues, this component illustrates the promises and support of political candidates to the community if they are elected in the election later. Social imagery, this component is a stereotype of political candidates to perform in society by associating themselves to a certain segment of the voters. Political parties and candidates obtain a positive or negative stereotypes based on voters' association with a variety of demographics such as age, sex, religion, income, employment, ethnicity and certain ideological groups in the community. Candidate personality, this component also describes the use of imaging in a slightly different way. Here political candidates including legislative candidates stressing their personality to strengthen and create an image in the minds of the voters. Situational contingency, this component explains that the dimensions of the voters can be influenced by "hypothetical events" which describes that during the campaign the voters are led to believe something that has happened. This condition can be reversed and used by political opponents for their interests. Epistemic value, this component explains the willingness to know and curiosity of voters as well as something new in selecting the candidates.

Kotler and Kevin, 2008, say that consumer behavior is influenced by some factors such as cultural, social, personal and psychological. The personal factors consist of age, occupation, economic condition, personality and self-concept and lifestyle.

Rini, 2012, says that interest is one of psychological aspects which has considerable influence on the attitude, and interest is also a source of motivation that will drive someone to do what they do. The interest in voting will influence the voting decision.

Dalton and Wattenberg, 1993, explain that the motivation of voters to vote can decrease when parties or candidates who ran for are not preferable; on the other hand, a country that adheres to multi-party system could relatively provoke higher voter participation. This is because the voters have more choices and alternatives. Numerous empirical studies also show that the proportional system makes higher voting participation in general than the electoral district system.

Marshment, 2001, says that voting decision is influenced by party identification where the identification is obtained by someone from his childhood that detracted from the opinions of their parents and the people who have the same views, which is then used as a basis to make voting decision. The information received by voters can result in changes in the political decision as the result of strong exposure to television and also the level of people's education.

Flanigan and Zingale in Hacker 2004, say that there are a number of variables that influences voting decision which party identification is among the most important, the performance of the incumbent president, the party's ideology and the image of the candidate. Of

those variables, that most influential is party identification and the performance of the incumbent president.

The form of people political participation is showed by voting in an election or voting in a local election so that the aspirations of the people can be channeled and addressed by the elected candidates and influences their actions in making decisions (Sudaryanti, 2008).

Hypotheses

From previous discussion the following hypothesis can be presented:

- H1. There is a relationship between sex of the voters and the voting decision.*
- H2. There is a relationship between age of the voters and the voting decision.*
- H3. There is a relationship between the occupation of the voters and the voting decision.*
- H4. There is a relationship between the income of the voters and the voting decision.*
- H5. There is a relationship between education of the voters and the voting decision.*
- H6. There is a relationship between religion of the voters and the voting decision.*

Data Collection and Survey Design

This cross sectional (one shot) study tries to explain the extent to which research independent variables represented in the study models may give contribution of voting decision. By using a quantitative approach with spearman cross tabulation were used to ensure only those respondent who had choose in West Java I electoral district election as unit analysis in order to examine the relationship between the dependent variables and the independent variables.

Data used to test the research hypotheses were gathered from a multistage random and simple random sampling, which multistage in the city of Bandung and simple random in the city of Cimahi that takes 928 respondents and face-to-face interviews with consisting of closed questions. The researcher had based analysis targeting individuals of the society as voters who represent the unit of analysis.

ANALYSIS AND DISCUSSION

Data processing shows that there is a relationship between the voter's age with the decision to choose a political party.

Table 2. Cross tabulation Party with Sex

		Crosstab		
		SEX		
		1 Male	2 Female	Total
PARTY	1.NASDEM (National Democratic Party)	41	38	79
		51.9%	48.1%	100.0%
	2.PKB (National Awakening Party)	18	16	34
		52.9%	47.1%	100.0%
	3.PKS (Prosperous Justice Party)	48	39	87
		55.2%	44.8%	100.0%
	4.PDI-P (Indonesian Democratic Party – Struggle)	134	72	206
		65.0%	35.0%	100.0%
	5.GOLKAR (Party of the Functional Groups)	58	52	110
		52.7%	47.3%	100.0%
	6.GERINDRA (Great Indonesia Movement Party)	74	69	143
		51.7%	48.3%	100.0%
	7.Demokrat (Democratic Party)	35	28	63
		55.6%	44.4%	100.0%
	8.PAN (National Mandate Party)	22	34	56
		39.3%	60.7%	100.0%
	9.PPP (United Development Party)	34	26	60
		56.7%	43.3%	100.0%
	10.HANURA (People's Conscience Party)	34	29	63
		54.0%	46.0%	100.0%
	14.PBB (Crescent Star Party)	11	7	18
		61.1%	38.9%	100.0%
	15.PKPI (Indonesian Justice and Unity Party)	3	6	9
		33.3%	66.7%	100.0%
Total		512	416	928
		55.2%	44.8%	100.0%

From Table 2 above, it is known that female voters are much for the three parties, namely PKPI, Gerindra and Nasdem. This may happen because the candidates in JABAR I have appeal for female voters.

Table 3. Chi Square Tests of Party and Sex

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.280 ^a	11	.100
Likelihood Ratio	17.424	11	.096
Linear-by-Linear Association	1.263	1	.261
N of Valid Cases	928		

a. 2 cells (8,3%) have expected count less than 5. The minimum expected count is 4,03.

Table 3 above shows asymptote sig value of $0.100 > 0.05$. Thus, there is no correlation between the party and the sex. This result clearly shows that people's decision to choose is not affected by gender in legislative elections in the electoral district of West Java I. Meanwhile, seeing from the results of the elections in the city of Bandung, many women voters choose Ridwan Kamil.

Table 4. Cross tabulation Party with Age

Crosstab		AGE					Total
		> 51 Yo	41-50 Yo	31-40 Yo	21-30 Yo	17-21 Yo	
PARTY	1.NASDEM (National Democratic Party)	1 1.3%	9 11.4%	14 17.7%	29 36.7%	26 32.9%	79 100.0%
	2.PKB (National Awakening Party)	0 0.0%	6 17.6%	8 23.5%	15 44.1%	5 14.7%	34 100.0%
	3.PKS (Prosperous Justice Party)	6 6.9%	20 23.0%	24 27.6%	20 23.0%	17 19.5%	87 100.0%
	4.PDI-P (Indonesian Democratic Party – Struggle)	16 7.8%	50 24.3%	56 27.2%	49 23.8%	35 17.0%	206 100.0%

5.GOLKAR (Party of the Functional Groups)	6	30	33	22	19	110
	5.5%	27.3%	30.0%	20.0%	17.3%	100.0%
6.GERINDRA (Great Indonesia Movement Party)	10	15	27	51	40	143
	7.0%	10.5%	18.9%	35.7%	28.0%	100.0%
7.Demokrat (Democratic Party)	3	10	8	27	15	63
	4.8%	15.9%	12.7%	42.9%	23.8%	100.0%
8.PAN (National Mandate Party)	4	12	12	18	10	56
	7.1%	21.4%	21.4%	32.1%	17.9%	100.0%
9. PPP (United Development Party)	4	18	20	10	8	60
	6.7%	30.0%	33.3%	16.7%	13.3%	100.0%
10.HANURA (People's Conscience Party)	1	10	16	14	22	63
	1.6%	15.9%	25.4%	22.2%	34.9%	100.0%
14.PBB (Crescent Star Party)	1	4	4	2	7	18
	5.6%	22.2%	22.2%	11.1%	38.9%	100.0%
15. PKPI (Indonesian Justice and Unity Party)	2	2	1	2	2	9
	22.2%	22.2%	11.1%	22.2%	22.2%	100.0%
Total	54	186	223	259	206	928
	5.8%	20.0%	24.0%	27.9%	22.2%	100.0%

From Table 4 above, it can be seen that the beginner voters stand out for the three parties, namely PBB, NasDem and Hanura. It is likely because the candidates in JABAR I from the three parties are indeed younger. Thus, it likely is in accordance with the youth segment.

Table 5. Chi Square Tests of Party and Age

N of Valid Cases	928	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square		88.513 ^a	44	.000
Likelihood Ratio		91.436	44	.000
Linear-by-Linear Association		.201	1	.654

a. 15 cells (25,0%) have expected count less than 5. The minimum expected count is ,52.

Table 5 above shows the value asymptote sig 0.000 <0.05. Thus, there is a relationship between age and party. This can happen given that the more mature the person, the more rational their choice tends to be so that the party that does segmentation to a certain age range as the selected target can contribute to the party.

Table 6. Cross tabulation Party with Job

Crosstab

	OCCUPATION						
	State Employee	Private Employee	Entrepreneur	Seller	Students	Others	Total
PARTY 1.NASDEM (National Democratic Party)	1 1.3%	19 24.1%	9 11.4%	5 .3%	33 41.8%	12 5.2%	79 100.0%
2.PKB (National Awakening Party)	1 2.9%	8 23.5%	7 20.6%	7 20.6%	6 17.6%	5 4.7%	34 100.0%
3.PKS (Prosperous Justice Party)	4 4.6%	17 19.5%	13 14.9%	13 4.9%	18 20.7%	22 5.3%	87 100.0%
4.PDI-P (Indonesian Democratic Party – Struggle)	5 2.4%	41 19.9%	28 13.6%	50 4.3%	26 12.6%	56 7.2%	206 100.0%
5.GOLKAR (Party of the Functional Groups)	14 12.7%	19 17.3%	17 15.5%	6 3.6%	10 9.1%	24 1.8%	110 100.0%
6.GERINDRA (Great Indonesia Movement Party)	7 4.9%	30 21.0%	24 16.8%	8 2.6%	42 29.4%	2 5.4%	143 100.0%
7.Demokrat (Democratic Party)	3 4.8%	13 20.6%	17 27.0%	9 4.3%	12 19.0%	9 4.3%	63 100.0%
8.PAN (National Mandate Party)	0 0.0%	11 19.6%	9 16.1%	14 25.0%	13 23.2%	9 6.1%	56 100.0%
9. PPP (United Development Party)	1 1.7%	9 15.0%	16 26.7%	8 3.3%	7 11.7%	19 1.7%	60 100.0%

10.HANURA (People's Conscience Party)	5 7.9%	11 17.5%	10 15.9%	7 1.1%	18 28.6%	12 9.0%	63 100.0%
14.PBB (Crescent Star Party)	1 5.6%	3 16.7%	0 .0%	3 16.7%	6 3.3%	5 7.8%	18 100.0%
15.PKPI (Indonesian Justice and Unity Party)	0 0.0%	1 11.1%	2 22.2%	2 2.2%	1 11.1%	3 3.3%	9 100.0%
Total	42 4.5%	182 19.6%	152 16.4%	162 7.5%	192 20.7%	198 21.3%	928 100.0%

From Table 6 above, it can be seen that the voters for Nasdem Party are dominated by the high school and college students. The voters come from employers choose the Democrat Party and the PAN. As for the private employees, they choose Nasdem, PKB and Gerindra.

Table 7. Chi Square Tests of Party and Occupation

Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	120.252 ^a	55	.000
Likelihood Ratio	120.626	55	.000
Linear-by-Linear Association	.114	1	.736
N of Valid Cases	928		

a. 20 cells (27,8%) have expected count less than 5. The minimum expected count is ,41.

Table 7 above shows asymptote sig value of 0.000 < 0.05. Thus, there is a relationship between the occupations and the party. It is clear that the political parties did segmentation toward certain types of occupations, for instance Gerindra which actually do targeting to the fishermen, farmers and traders as well as the urban poor nationally.

Table 8. Cross-tabulation Party with Income

PARTY		INCOME					Total
		>Rp 4 Mio	Rp 3,1-4 Mio	Rp 2,1-3 Mio	Rp 1-2 Mio	<Rp 1 Mio	
1.NASDEM (National Democratic Party)		4	3	10	19	43	79
		5.1%	3.8%	12.7%	24.1%	54.4%	100.0%
2.PKB (National Awakening Party)		0	2	4	11	17	34
		.0%	5.9%	11.8%	32.4%	50.0%	100.0%
3.PKS (Prosperous Justice Party)		3	10	16	21	37	87
		3.4%	11.5%	18.4%	24.1%	42.5%	100.0%
4.PDI-P (Indonesian Democratic Party – Struggle)		10	15	31	62	88	206
		4.9%	7.3%	15.0%	30.1%	42.7%	100.0%
5.GOLKAR (Party of the Functional Groups)		2	9	26	39	34	110
		1.8%	8.2%	23.6%	35.5%	30.9%	100.0%
6.GERINDRA (Great Indonesia Movement Party)		6	9	23	43	62	143
		4.2%	6.3%	16.1%	30.1%	43.4%	100.0%
7.Demokrat (Democratic Party)		3	8	5	20	27	63
		4.8%	12.7%	7.9%	31.7%	42.9%	100.0%
8.PAN (National Mandate Party)		2	3	11	17	23	56
		3.6%	5.4%	19.6%	30.4%	41.1%	100.0%
9.PPP (United Development Party)		4	4	10	21	21	60
		6.7%	6.7%	16.7%	35.0%	35.0%	100.0%
10.HANURA (People's Conscience Party)		2	5	9	17	30	63
		3.2%	7.9%	14.3%	27.0%	47.6%	100.0%
14.PBB (Crescent Star Party)		0	1	2	6	9	18
		0%	5.6%	11.1%	33.3%	50.0%	100.0%
15.PKPI (Indonesian Justice and Unity Party)		0	1	0	3	5	9
		0%	11.1%	.0%	33.3%	55.6%	100.0%
Total		36	70	147	279	396	928

		INCOME					
		>Rp 4 Mio	Rp 3,1-4 Mio	Rp 2,1-3 Mio	Rp 1-2 Mio	<Rp 1 Mio	Total
PARTY	1.NASDEM (National Democratic Party)	4	3	10	19	43	79
		5.1%	3.8%	12.7%	24.1%	54.4%	100.0%
	2.PKB (National Awakening Party)	0	2	4	11	17	34
		.0%	5.9%	11.8%	32.4%	50.0%	100.0%
	3.PKS (Prosperous Justice Party)	3	10	16	21	37	87
		3.4%	11.5%	18.4%	24.1%	42.5%	100.0%
	4.PDI-P (Indonesian Democratic Party – Struggle)	10	15	31	62	88	206
		4.9%	7.3%	15.0%	30.1%	42.7%	100.0%
	5.GOLKAR (Party of the Functional Groups)	2	9	26	39	34	110
		1.8%	8.2%	23.6%	35.5%	30.9%	100.0%
	6.GERINDRA (Great Indonesia Movement Party)	6	9	23	43	62	143
		4.2%	6.3%	16.1%	30.1%	43.4%	100.0%
	7.Demokrat (Democratic Party)	3	8	5	20	27	63
		4.8%	12.7%	7.9%	31.7%	42.9%	100.0%
	8.PAN (National Mandate Party)	2	3	11	17	23	56
		3.6%	5.4%	19.6%	30.4%	41.1%	100.0%
	9.PPP (United Development Party)	4	4	10	21	21	60
		6.7%	6.7%	16.7%	35.0%	35.0%	100.0%
	10.HANURA (People's Conscience Party)	2	5	9	17	30	63
		3.2%	7.9%	14.3%	27.0%	47.6%	100.0%
	14.PBB (Crescent Star Party)	0	1	2	6	9	18
		0%	5.6%	11.1%	33.3%	50.0%	100.0%
	15.PKPI (Indonesian Justice and Unity Party)	0	1	0	3	5	9
		0%	11.1%	.0%	33.3%	55.6%	100.0%
Total		36	70	147	279	396	928
		3.9%	7.5%	15.8%	30.1%	42.7%	100.0%

From Table 8 above, it can be seen that the voters for the PKPI Party, Nasdem and PKB are dominated by voters with incomes below Rp 1 million. From the income data of voters, it turned out that 42.7% of respondents have an income of less than Rp 1 million. This finding is consistent with the real condition which shows that voters with incomes below Rp 1 million more actively use their right to vote.

Table 9. Chi Square Tests of Party and Income

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.150 ^a	44	.827
Likelihood Ratio	38.989	44	.686
Linear-by-Linear Association	.006	1	.939
N of Valid Cases	928		

a. 21 cells (35,0%) have expected count less than 5. The minimum expected count is ,35.

Table 9 above shows asymptotic sig value of $0.827 > 0.05$. Thus, there is no relationship between the income and the party. The result shows that there is no contribution of the economic status of a person to the decision of choosing a political party. It is true that political parties are not applying strategies that discriminate between the rich and the poor, given that the number of high-income people pretty much lives in urban areas.

Table 10. Cross tabulation Party with Education

		EDUCATION						Total
		Master	Bachelor	Diploma	Senior High School	Junior High School	Elementary	
PARTY 1	NASDEM (National Democratic Party)	2 2.5%	10 12.7%	7 8.9%	43 54.4%	15 19.0%	2 2.5%	79 100.0%
2	PKB (National Awakening Party)	1 2.9%	2 5.9%	3 8.8%	19 55.9%	8 23.5%	1 2.9%	34 100.0%

3	PKS	0	18	4	42	21	2	87
(Prosperous Justice Party)		.0%	20.7%	4.6%	48.3%	24.1%	2.3%	100.0%
4	PDI-P	6	26	10	85	50	29	206
(Indonesian Democratic Party – Struggle)		2.9%	12.6%	4.9%	41.3%	24.3%	14.1%	100.0%
5	GOLKAR	4	22	5	45	23	11	110
(Party of the Functional Groups)		3.6%	20.0%	4.5%	40.9%	20.9%	10.0%	100.0%
6	GERINDRA	1	17	11	74	35	5	143
(Great Indonesia Movement Party)		.7%	11.9%	7.7%	51.7%	24.5%	3.5%	100.0%
7	Demokrat	0	6	8	35	13	1	63
(Democratic Party)		.0%	9.5%	12.7%	55.6%	20.6%	1.6%	100.0%
8	PAN (National Mandate Party)	0	8	5	24	17	2	56
		.0%	14.3%	8.9%	42.9%	30.4%	3.6%	100.0%
9	PPP (United Development Party)	1	7	6	30	9	7	60
		1.7%	11.7%	10.0%	50.0%	15.0%	11.7%	100.0%
10	HANURA	0	9	8	25	14	7	63
(People's Conscience Party)		.0%	14.3%	12.7%	39.7%	22.2%	11.1%	100.0%
14	PBB	0	3	2	7	6	0	18
(Crescent Star Party)		.0%	16.7%	11.1%	38.9%	33.3%	.0%	100.0%
15	PKPI	0	0	1	5	2	1	9
(Indonesian Justice and Unity Party)		.0%	.0%	11.1%	55.6%	22.2%	11.1%	100.0%
Total		15	128	70	434	213	68	928
		1.6%	13.8%	7.5%	46.8%	23.0%	7.3%	100.0%

From Table 10 above, it can be seen that the voters for the Golkar Party are dominated by those who have obtained a master's degree, while PKB, Democrat and PKPI are dominated by senior high school students, and PKS and Golkar voters are dominated by voters who obtained a bachelor's degree.

Table 11. Chi Square Tests of Party and Education

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	75.318 ^a	55	.036
Likelihood Ratio	82.371	55	.010
Linear-by-Linear Association	.603	1	.437
N of Valid Cases	928		

a. 32 cells (44,4%) have expected count less than 5. The minimum expected count is ,15

Table 11 above shows asymptotic sig value of 0.036 <0.05. Thus, there is a relationship between education and the party. Level of education of a person can make a person's level of knowledge better and more open to the world of politics. As an example, PAN is a party focuses on segmenting educated people in urban areas. Therefore, it is not surprising that PAN voice will always exists in urban areas, although it also likely to gain a small number of voice.

Table 12. Cross tabulation Party with Religion

	RELIGION						Total
	Islam	Protestant	Catholic	Buddhism	Hinduism	Khonghucu	
PARTY 1.NASDEM (National Democratic Party)	70 88.6%	2 2.5%	7 8.9%	0 0.0%	0 0.0%	0 0.0%	79 100.0%
2. PKB (National Awakening Party)	32 94.1%	1 2.9%	1 .9%	0 0.0%	0 0.0%	0 0.0%	34 100.0%
3.PKS (Prosperous Justice Party)	82 94.3%	4 4.6%	1 .1%	0 0.0%	0 0.0%	0 0.0%	87 100.0%

4.PDI-P (Indonesian Democratic Party – Struggle)	197 95.6%	5 2.4%	3 1.5%	0 0.0%	1 0.5%	0 0.0%	206 100.0%
5. GOLKAR (Party of the Functional Groups)	99 90.0%	0 0.0%	7 6.4%	1 0.9%	2 1.8%	1 0.9%	110 100.0%
6.GERINDRA (Great Indonesia Movement Party)	132 92.3%	7 4.9%	3 2.1%	0 0.0%	1 0.7%	0 0.0%	143 100.0%
7.Demokrat (Democratic Party)	60 5.2%	2 3.2%	1 0.6%	0 0.0%	0 0.0%	0 0.0%	63 100.0%
8.PAN (National Mandate Party)	52 2.9%	1 1.8%	2 0.6%	0 0.0%	1 0.8%	0 0.0%	56 100.0%
9.PPP (United Development Party)	59 8.3%	1 1.7%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	60 100.0%
10.HANURA (People's Conscience Party)	53 4.1%	4 6.3%	4 .3%	0 0.0%	1 .6%	1 1.6%	63 100.0%
14. PBB (Crescent Star Party)	17 4.4%	1 5.6%	0 0.0%	0 0%	0 0.0%	0 0.0%	18 100.0%
15.PKPI (Indonesian Justice and Unity Party)	9 100.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	9 100.0%
Total	62 2.9%	28 3.0%	29 1%	1 1%	6 6%	2 .2%	928 100.0%

From Table 12 above it is known that all the voters of major political parties are Muslims. Therefore, founding a new political party based on Islam is the right decision, although when it is viewed from the political participation of the vote, this kind of party gains lesser voice than that of Nationalist ideology party.

Table 13. Chi Square Tests of Party and Religion

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	55.324 ^a	55	.462
Likelihood Ratio	52.611	55	.566
Linear-by-Linear Association	.050	1	.822
N of Valid Cases	928		

a. 58 cells (80,6%) have expected count less than 5. The minimum expected count is ,01.

Table 13 above shows asymptotic sig value 0,462 > 0,05. Thus, there is no relationship between religion and the party. This result clearly shows that why religion-based party gained lesser voice in Electoral Election I West Java such as PPP, PKB and PBB, except PKS which gained voice the third only after PDI-P and Gerindra.

CONCLUSIONS

This paper attempted to demonstrate the usefulness of demographic factors in the vote behavior especially voting decision. This concept takes into account some of the main dissimilarities of the voting behavior. However, it is rather easy to take a mainstream customer behavior concept, in this case customer decision.

Generally, the result of the study shows that some of demographic factors have relationship with the voting decision for a certain party such as age, education level, and income level. It can be said that voting decision depends on two factors, first is how much the voter likes the candidate: the more they like the candidate, the greater the propensity to vote for that candidate. The second is the candidate's viability, that is, the candidate's chance of winning the election: the stronger the candidate's viability, the greater the propensity to vote for that candidate (Blais, Andre et al., 2011).

Gender doesn't have any relationship with voting decision because generally someone's voting decision can be influenced by their partner, both male and female. On the other hand, political parties so far do not distinguish between male and female so that gender factor is not regarded important to make a special program. Voters ascribe to women candidates are certain to stereotyped policy competencies and personality characteristic. Gender stereotypes can

influence the fortunes of women candidates in two ways: they can have a direct impact on the evaluations people make about candidates or on their voting decisions, or they can have an indirect influence on voting choice through an impact on evaluation (Bratu, 2013).

Age has a relation with voting decision of political parties because the more mature somebody, the more critical they tend to be in assessing a political party, and they are able to assess the quality of a political party performance in working for public interest. (Rachel Bardin et al., 2012a).

Occupation has a relation with voting decision. This is clear given that there are some political parties stressed on segmenting to a certain type of jobs such as farmer, fisherman, or seller in urban areas. Likewise, PAN does this segmentation point to urban people to be the basis supporters of them. Therefore, it is not surprising if demographic factor for occupation has a relation with voting decision. (Rachel Bardin et al., 2012b).

People's income level doesn't have relation with voting decision in legislative election in West Java electoral district 2014. This shows that there is no contribution somebody's income level to motivate them to use their voting right. In Indonesia there is a phenomenon where people want to use their voting right if they are given some incentives. This vote buying phenomenon occurred a lot in 2014 legislative election. This happens given that people prefer to work rather than go to a voting booth. In the city like New York, USA, a study shows that the lower the income, the lower the political participation will be, in this case voting decision. (Rachel Bardin et al., 2012c).

The level of education is able to motivate a person to use their voting right in the form voting decision for a political party, both those with higher and lower education level; even their political participation is high. However, this is likely due to vote buying in legislative election. The association between income and voting may actually reflect the association between education and voting, identified in some research.

Religion doesn't have a relation with voting decision in legislative election West Java I electoral district. This is clear because in this region there are more voters with nationalist view. If the election was held in Tasikmalaya Regency, West Java or Jombang and Lirboyo in East Java, it is likely that religion variable has a relation with voting decision considering that people live in those places adhere to their ulema or Islamic teacher.

Generally, the younger the voter is, the less likely they participate to vote for a political party. Likewise the income level, the lower the income level is, the lower their political participation will be.

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