

ABSTRACT

Political marketing is an approach and the use of marketing methods to help politicians and political parties so that adds to the efficient and effective two-way rapport between the candidates and constituents and the community. In the implementation of the Election Regeant and Vice Regent in 2015 at Kebumen, implementation political marketing becomes a strategy adopted by the three of candidates. Influencing the decision to choose electors into hard work of all candidates and campaign team.

This research was conducted by analyzing the factors that influence the decision to choose the variable campaigns and brand personality and brand equity variables candidate as an intervening variable. This research by developing a theoretical model by proposing a five hypotheses to be tested using Structural Equation Model (SEM) as an analytical tool. The respondents of this study were all employees of PT. ISTW totaling 120 people.

The results of data processing by using SEM to have met the theoretical model Godnessof Fit as follows: Value Chi Square = 206.114; df = 164; p = 5%; Probability = 0.014; GFI = 0.857; AGFI = 0.817; TLI = 0.952; CFI = 0.950; RMSEA = 0.046. The processing results can be stated that the model is feasible to use. The results of this study indicate that the decision to choose influenced by brand personality and campaign. Brand personality is good and good campaigns that would encourage the decision to choose the community.

Key Word : Brand Personality, Campaign, Brand Equity Candidates, Decision to Choose