

ABSTRACT

The purpose of this study was to analyse the influence of political marketing and brand personality against voting decision with the brand image as an intervening variable.

This research was conducted to Jepara Regency who have suffrage in the election of Jepara Regent 2017. The samples in this research as much as 102 respondents. With the method of collecting data through questionnaires and sampling method in this research is non probability sampling with purposive sampling technique. This research uses the Partial Least Square analysis techniques, which are being estimated by the program SmartPLS 3.0.

The summary of this study showed that political marketing have an effect directly and indirectly against the voting decision with brand image as an intervening variable. Brand personality have an effect directly against voting decision, but haven't indirectly effect against voting decision with brand image as an intervening variable.

Keywords : Political Marketing, Brand Personality, Brand Image, Voting Decision