

The Analysis Of Political Marketing Mix In Influencing Image And Reputation Of Political Party And Their Impact Toward The Competitiveness Of Political Party (The Survey Of Voters In West Java Province)

Dedeh Maryani

Abstract: Recently in Indonesia, public trust toward political parties has been decreasing. Most voters tend to be neutral, they had better to choose to none. The Experts argued that political competitiveness will be high when political parties apply the accurate marketing mix or enhance their image and reputation. The aim of this research is to show how far political marketing mix in influencing the image or the reputation of political party and their impact toward the competitiveness of 10 political parties conducted in Province West Java. I use quantitative method with explanatory survey method design. The population in this research is all voters in West Java, while the samples are about 400 persons with cluster random sampling. Data analysis in this research is descriptive with Parsial Least Square (PLS) hypothesis test. PLS describes political marketing mix toward the image and the reputation of political party and their impact toward the competitiveness of political party. The result shows that independent variable (X), political marketing mix, gives a positive and significant influence to intervening variables (Y1) and (Y2), the image and the reputation of political party, and dependent variable (Y3), political party competitiveness, their impact to the variable depend on it. The finding in this study is that marketing mix has high influence toward the competitiveness of political party by enhancing the image and the reputation of political party.

Key words: Marketing Mix, Image, Reputation, Competitiveness.

Introduction

The expiration of the New Order is characterized by the occurrence of political reform in Indonesia, which imposed a multi-party system, in which the victory of the Functional Group (Golkar) for 32 years in the general election undergone significant changes. This is in line with the views expressed by Alie (2012: 3), that political reform in Indonesia has changed the landscape of party politics in Indonesia. Further Alie (2012) states: victory Functional Group (Golkar) continuously for 32 years, and the market structure of political parties are only controlled by Golkar, the United Development Party (PPP) and the Indonesian Democratic Party (PDI) in the New Order era, has changed and even undergo tremendous change, There is no longer the dominance of a particular political party wins. Similarly, the dynamics of the political contestants. Now emerging new parties who carry forward the mission and reform. All that has changed the political system in Indonesia. The success of a political party to win the general election is determined by several factors, both internal factors and external factors. One of the factors that determine the success of political parties in winning elections is political marketing. It is pointed out by Tsianti (2005), that political marketing is one of the important factors in determining the success of the campaign of a political party. Likewise, the results of research of other experts of political marketing, political marketing that focus also leads to managerial issues such as research Kotler (1981), O'Cass (1996), Butler and Coolins (1994) and Lock and Harris (1996), which has a greater emphasis on marketing management, stating that: "some of the areas that attract attention in political marketing

literature associated with the application of marketing concepts and structural characteristics of the process and marketing". While Scammell (1999: 728) explains that successful marketing in many services sectors associated with the strategy that enforces the sale as an "exchange relationship", where trust is exchanged for the implementation of the pledge. Likewise in the political sector, that reputation, image, and evaluating leadership are important factors in the eyes of their customers or constituents. As according to Smith and Hirst (2001), that in the last decade of political marketing is to do it in the form of activities such as image formation, tracking issues, voter targeting, timing of elections, as well as assisting in the formulation of policy. Furthermore, it should be noted here with regard to the party's image and reputation of a political party, that at this time of public confidence in almost all countries in the world against the political parties is relatively low or declining, this is in line with the findings of a survey conducted by Dalton and Weldon (2005), that the data indicating public confidence in the political parties in the 15 developed countries in the world are as shown in Table 1.1 below:

- *Dedeh Maryani*
Lecturer Of Ipdn Bandung, Indonesia

Table 1.1
Public confidence Against Political Parties At National Level
in Some Developed Countries (1997-2004)

Country	Percentage of Respondents Who Still Have Faith Against Political Parties (%) In the Year							
	1997	1999	2000	2001	2002	2003	2004	Rata2
Austria	24	22	21	25	25	20	19	22
Belgium	10	17	21	19	22	22	20	18
Denmark	31	27	32	36	35	37	32	33
Finland	14	20	20	22	21	24	21	20
France	12	11	15	15	13	15	13	13
Germany	13	18	17	17	17	11	11	15
Greece	20	20	19	25	16	17	28	21
Ireland	20	21	22	28	24	20	23	23
Italy	13	16	13	13	15	15	13	14
Luxembourg	31	27	41	32	32	31	31	32
Netherlands	40	40	39	34	35	33	27	35
Portugal	14	19	18	22	21	21	16	19
Spain	20	19	28	23	24	23	27	23
Sweden	16	17	16	22	23	20	21	19
UK	18	16	14	16	15	13	10	15
EU 15	16	18	18	18	18	16	16	17
Average								22,6

Source : Dalton dan Weldon (2005)

Based on data in Table 1.1 above, it can be seen that the public trust in the political parties in the decade of 1997 to 2004 has decreased. Meanwhile, in Indonesia there is an increasing trend of non-voters in the elections, both legislative

elections as well as elections in the context of the election of President and Vice President from 1971 to 2009. The data on it can be seen in Table 1.2 below.

Table 1.2
Number of Abstentions On Elections In Indonesia From the Year 1971-2009

Implementation of Election Year	Abstentions Percentage (%)
1971	6,67
1977	8,40
1982	9,61
1987	8,39
1992	10,07
1997	10,40
1999	10,21
2004	23,24
2009	39,10

Source : Litbang Kompas Tahun 2009

Because of the decline in public confidence in the political parties in recent years is the result of action of an individual member or leader of a political party, then the efforts to improve the party's image and reputation of political parties must be made by the entire board and members of the political parties concerned, so as to increase. Among the ways to change the party's image and reputation of the political parties is to show the high performance of political parties through the adoption of the application of the concept of the marketing mix business sector to the political right marketing mix. This is in line with the views expressed by Groonros (1994), that the marketing mix that has been developed since the 1960s is a concept that is unparalleled in solving marketing problems. Indonesia as a country that adopts

democracy conduct the election of President and Vice President through general elections held every five years. This is consistent with that contained in the Law of the Republic of Indonesia Number 42 Year 2008 regarding the General Election of President and Vice President, in Article 3, paragraph (1), that the General Election of President and Vice President were held every five years. Likewise, legislative elections both at the central level, as well as at the provincial and district/city is through a general election every five years in accordance with the stipulated in the Law of the Republic of Indonesia Number 8 Year 2012. Subsequently need to be addressed here, that the results of elections in 2009, both elections to choose members of the legislature and elect the President and Vice President shows that in West Java

province occurred the vote a significant change when compared with the results of the vote in the general election of 2004, for example, Indonesia Movement Party (Gerindra) which is a new party showed unexpected results in the eyes of the public, because as the new party is able to get sound relatively large, on the order of number six after the Democratic Party, the Indonesian Democratic Party of Struggle (PDI-P), Golkar Party (Golkar), the Prosperous Justice Party (MCC), and the National Mandate Party (PAN), to National level and the level of West Java Province. While the National Mandate Party which initiated into the top three ranks only fifth. Likewise, the Prosperous Justice Party who launched two major only four positions. This shows that competitiveness increasingly stringent political party and each political party should seek political marketing program, in particular by integrating the components of the marketing mix most appropriate to be able to compensate competitors. Then, according to Craven quoting the opinion of Day & Way (2004: 31), that the competitive advantage of a company can be demonstrated by the achievement of the final results, which include customer satisfaction and the company, customer loyalty, market share and ability to generate profits. When this is applied to the political parties, the achievement of the final result it can be demonstrated to the satisfaction of the voters and all members and party officials, customer loyalty, market share and the ability of political parties in obtaining ballot in the general election. Based on the description above, about the degradation of public confidence in the political parties that affect the competitiveness of the political party as well as the concept is a reference to solve these problems, the authors feel the need to do research with the title: "Analysis of Marketing Mix Politics in Affect Imagery The Party and The Party's Reputation and Competitiveness Impacts on Political Parties (Survey of Prospective Voters in West Java Province)".

Identification of Problems

- a. How an overview of the marketing mix politics 10 political parties conducted in West Java province to achieve the targeted number of votes in the elections 2014?
- b. How is the image of the party of the 10 political parties that exist in the minds of the voting public in the province of West Java?
- c. How the image of the party reputation of 10 political parties are perceived by voters in West Java?
- d. How the image of the competitiveness of 10 political parties that occur among voters in West Java?
- e. Is there a marketing mix of political influence on the image of political parties in the 10 political parties that occurred in West Java?
- f. Whether there is influence of political marketing mix to the reputation of political parties in the 10 political parties that occurred in West Java?
- g. Is there a marketing mix of political influence on the competitiveness of political parties in the 10 political parties that occurred in West Java?
- h. Whether there is influence of the party's image to the reputation of the party on 10 parties politics in Indonesia that occurred in West Java?
- i. Whether there is influence of the party's image on the competitiveness of the party in the 10 political parties in Indonesia that occurred in West Java?

- j. Is there a party reputation effect on the competitiveness of the party in the 10 political parties in Indonesia that occurred in West Java?

Literature Review

Political Marketing

Political marketing is growing discussed by marketing experts in the last three decades. This is in line with the opinion of Lees-Marshment (2006: 124) states: Political marketing is an exciting field that is less known and many aspects are worthy enough to be debated. Then O'Shaughnessy (2002: 1089) argues: to carry out political marketing is a journey, but not to control his destiny. Based on the second opinion of experts of the above, it means that all communities are involved in efforts to develop knowledge in the field of political marketing should continue to assess through a variety of activities, research activities, seminars, make writing, publications, and other scientific nature to continue to grow, so Political marketing is known and can be a discipline that can be justified scientifically and develop as other social sciences. According Scammell (1999: 719), political marketing can be seen as something done by the parties and the candidates to be elected democratically and it is very different from earlier forms of salesmanship in politics. Further Scammell (1999) stated that political marketing offers a new way of understanding and managing modern politics. Likewise O'Cass (1996) argues that political marketing push and allow political parties and voters to be part of a constructive dialogue. While Butler and Collins (1994: 19) argues: Political marketing is the marketing of ideas and opinions related to issues of public, political, or against a particular candidate. The Lees-Marshment (2001: 692) states: political marketing is about how political organizations adapt the concept and business marketing techniques to help them achieve their goals. Furthermore, Grönroos (1990), Henneberg (1996) cited by O'Shaughnessy (2001: 1048) argues that political marketing seeking to establish, maintain and enhance the long-term relationship with the voters for the benefit of society and political parties, so that the purpose of the individual political actors and organizations involved met. This can be done by mutual exchange and fulfillment of promises. Then Scammell (1999: 728), states: the reputation, image and leadership evaluation are important factors in politics and service sectors. Political marketing focus also leads to managerial issues such as research Kotler (1981), O'Cass (1996), Butler and Collins (1994) and Lock and Harris (1996), which has a greater emphasis on marketing management, stating: that some of the areas that attract attention in political marketing literature associated with the application of marketing concepts and structural characteristics of the process and marketing. Other attention in political marketing is an interest in consumer research that have relevance with regard voters as benefits consumers in the business world (Newman: 1985; Shama: 1973). Based on some understanding and expert opinions expressed above, it can be the authors conclude, that political marketing has several key words that can be considered are as: (a) Activity; (b) Party; (c) Candidates who carried the party; (d) Marketing concept; (e) Voter; (f) Associated with the image, reputation and leadership; (g) Formulation and output policy.

Image

Understanding the image or the business sector is known for the image of the brand and image of the company or organization, has been put forward by experts. Experts put forward the notion of brand image including the following: brand image or brand description, the description of the association and the confidence of consumers towards a particular brand (Tjiptono, 2005: 49). Then, according to Kotler (2002), brand image are a number of beliefs about the brand. Meanwhile, according to Aaker, brand image is considered as how the brand is perceived by consumers. As Davies (2004) suggests, that the public image of the company is how to look at a company. According to Kotler (2007: 346) is the brand image perceptions and beliefs made by consumers, as reflected in the associate in the memory of consumers. Based on the opinion of some experts above, Hapsari (2007) took some conclusions about brand image as follows:

- 1) Brand image is the consumer understanding of the overall brand, consumer confidence in the brand and how the views of consumers about the brand.
- 2) Brand image is not solely determined by how giving a good name to a product, but also needed how to introduce these products in order to become a memory for the consumer in the form of a perception of a product.
- 3) Brand image greatly relied on understanding, trust, and view or consumer perceptions of a brand.
- 4) Brand image can be considered the type of association that arise in the minds of consumers when considering a particular brand. The association simply can appear in the form of a certain thought or image that is linked to a brand.
- 5) Positive brand image that will make consumers prefer a product with the brand in question at a later date, while for manufacturers brand image that will either hinder the marketing activities of competitors.
- 6) Brand image is an important factor that can make consumers issued a decision to consume even up to the stage of loyalty in using a particular product brand, because the brand image affects the emotional connection between the consumer and a brand, so brand offerings will be chosen according to the needs for consumption. The understanding of a company's image or image expressed by several experts, among them Keller (1993): defined corporate image perceptions of an organization as reflected in the associations held in consumers memory.

Reputation

Understanding reputation has been put forward by experts including Aaker and Keller (1990) defines, that corporate reputation as a perception of quality associated with the corporate name. Then Nguyen and Leblanc (1998) defined corporate image as a subjective knowledge, or attitude such as reputation is the sum values that stakeholders attribute to a company, based on their perception and interpretation of the image that the company communicates over time. While John Kay stated that reputation is the principal means through the which a market economy with consumer offer section ignorance. It means that a company's reputation is the perception of the quality associated with the company name. It can also be defined as a knowledge that shows a number of value attributed by the stakeholders to the company based on the perception that communicated, resulting in their

interpretation of the description of the company from time to time. The Fombrun (1996) states, that the reputation describe the relationship between identity, name, image and reputation of the company. Corporate identity is described as the set of values and principles with employees and managers associate company. Corporate identity socialized or not, it is a picture of an understanding of how people will work, how the product will be made, how stakeholders will be served, and others. Corporate identity derived from the experience of the company since its establishment, the accumulated achievements and defects that have been made so far (Fombrun, 1996: 36). Further Fombrun (1996) suggested that corporate reputation represents the network affective or emotional reaction either good or bad reaction, strong or weak from consumers, investors, employees and the public on behalf of the company. Based on the expert opinion of the above, the writer can conclude that the understanding of the organization's reputation when applied to the organization of political parties is a knowledge which shows the number of values that are attributed or perceived by the public and other stakeholders to a political party based on the perception that had been embedded in the minds of society, resulting in their interpretation of an image of a political party from time to time, when they hear or think about or remember the name of a political party.

Competitiveness

Definition of competitiveness has been widely noted by experts, including Sumihardjo (2008) stated that the term competitiveness together with competitiveness or competitive, while Franzisca Blunck (2006), the proposed definition of competitiveness as the ability to provide products and services more effectively and efficiently than competitors. While understanding the competitiveness of political parties is the ability of a political party to attract voters to so he would decide to choose the political party in the vote in a general election that followed the voters.

Influence Marketing Mix on Political Parties Image

Newman (2002) which states that political images are crafted with the same sophistication as the leading products are. The packaging, labeling, advertising and image-building power is so great today that almost anyone can be made to look and sound politically appealing even to the most scrutinizing citizen. The application of marketing techniques and strategies to the political market place is a paradigm shift that will continue to change politics as we know it today. That is the current political picture shown by several things such as the sophistication of the product, packaging, labeling, image formation and the power of advertising can be created by anyone and so much attracted the attention of viewers and will affect the number of votes the party politically. Implementation of strategies such as the marketing mix is a paradigm shift in the development of political life. In other words, the political marketing mix will be able to influence the choice of people to channel their political rights.

Influence Marketing Mix Political On Political Party Reputation

Grönroos (1994) argues that managing the marketing mix makes marketing seem to easy to handle and organize. Marketing is separated from other activities of the firm and delegated to specialists who take care of the analysis,

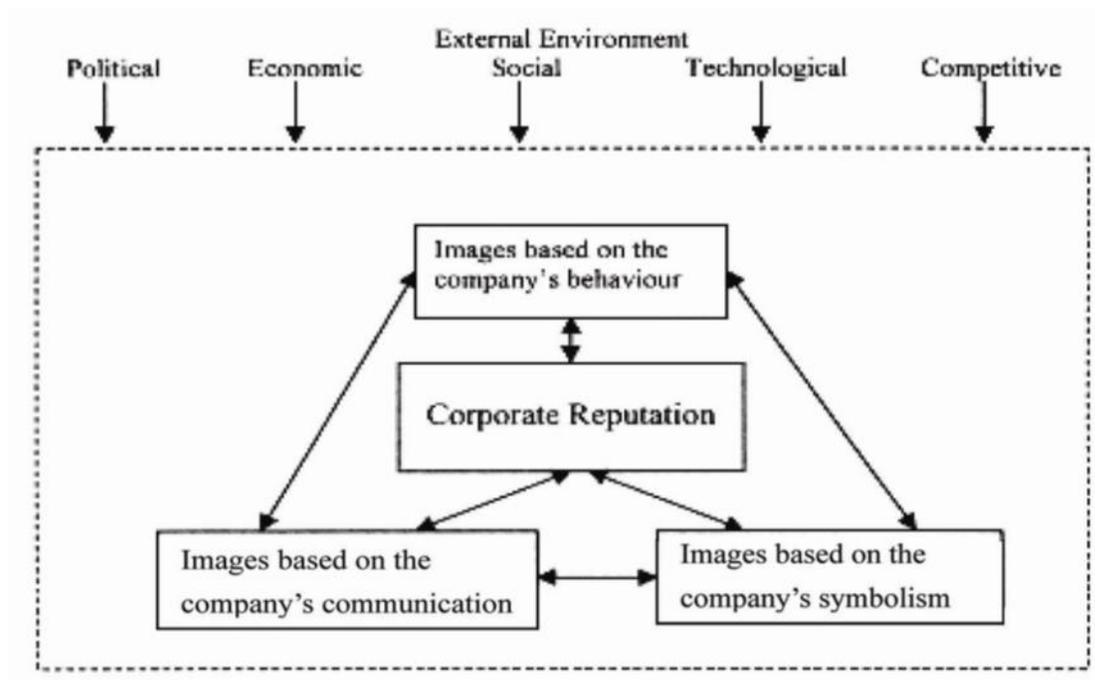
planning and implementation of various marketing tasks, such as market analysis, marketing, planning, advertising, sales promotion, sales, pricing, distribution and product packaging. It means managing the marketing mix makes it easy to handle and manage the company. Marketing is divided into six functions delegated to various parts of the company's management or activities, namely: market analysis, marketing, planning, advertising, sales promotion, sales, pricing, distribution and product packaging. One example of research which shows that marketing programs are indicated by integrating components of the marketing mix related to reputation is done Yilmaz and Kucuk (2010) states that for reputation, it needs a strategy through management that takes into account such things as the following: internal assests, external assests, market assests and performance analysis. Based on expert opinions and concepts above, it can be concluded that the company's strategy in managing resources and the environment is affecting the reputation of the company to be perceived by the consumer. When it is applied to political parties, then the strategy of managing all resources, both internally and externally is essential in shaping the minds of the public reputation of political parties or voters. It is special when applied to marketing management, marketing management through the marketing mix will affect the reputation of the political party concerned.

Influence Marketing Mix On Political Parties Competitiveness

Uddin and Akhter (2011) states that is a good strategy combines the resources of several companies can improve the competitiveness of enterprises. While Sankrusme (2011) suggested the research results, that the strategy for the brand, product development strategy, customer service strategies unique, pricing strategy, media strategy, distribution strategy, service after the sale, the strategy of customer satisfaction and proactive strategy that has done a beverage company in Thailand has enhance the competitiveness of the company. When it is applied to political parties, then the strategy is to combine the strategy right product, pricing strategy right, strategy right place and promotion strategy was good, the strategy preparation of human resources of political parties is good, the provision of facilities and infrastructure for the management of political parties good as well as political party management system is created and enforced properly, will improve the competitiveness of the political parties.

Influence Image On Political Parties Reputation

According Fombrun (1996) cited by Shamma (2012). Shamma argued that the link between the image and reputation of the company can be shown as seen in Figure 2.1. Moreover, Shama (2012) also cite a concept put forward by Doorley and Garcia (2007), that: Reputation = f (Image + Identity) or reputation as: Reputation = Sum of Images = (Performance + Behavior) + Communication.



Source : Fombrun (1996)

Figure
Relationship Image and Company Reputation

Influence Image and Political Parties Competitiveness

The concept put forward by Firmanzah (2008), that: Image or political image as a positioning strategy can be one source of the winning political parties in competition with other political parties. Positioning in this case is a strategy that attempts to put a party's ideology among ideologies that exist in the minds

of society. Thus, the public will be able to easily identify a political party through the image that are embedded in the system and their cognitive beliefs. The author refers to the business sector resulting from the research conducted by Jin-Woo Park, Rodger Robertson and Cheng-Lung Wu (2005), which examines the influence of the quality of service and the

image of Airlines of Australia on the behavior of passengers to re-use the airline was in the care of its activities if the need to use flight, turns positive influence in other words significant.

Influence Reputation and Political Party Competitiveness

Awang (2007) argues, that the corporate reputation as an indirect impact on competitive advantage through perceived value and perceived quality of the service. In other words, the firms should communicate effectively reviews their favorable corporate reputation to the market so that the customers perception level towards reviews their products and service would arise. That is, that the company's reputation has a direct impact on competitive advantage through the value and quality of service. In other words, companies should communicate about the reputation of their company which is effectively beneficial to the market so that the level of customer perception of the products and services they will be formed. Other experts, namely Zhang and Schwaiger (2009) suggested the research results, that a model of building a reputation which is usually applied to multinational companies in the United States to improve the competitiveness turned out

to show a significant effect on the competitiveness of enterprises in China. So based on the discovery of the experts can be concluded that the reputation of the company or an organization, including political party would affect the competitiveness of the company or organization or political party.

Hypotheses And Model

Hypotheses in this study as follow :

- H1: There is a marketing mix of political influence on the image of political parties
 H2: There is the influence of political marketing mix to the reputation of political parties
 H3: There is a marketing mix of political influence on the competitiveness of political parties
 H4: There is the influence of the party's image to the reputation of political parties
 H5: There is the influence of the party's image on the competitiveness of political parties
 H6: There is the influence of the party's reputation on the competitiveness of political parties.

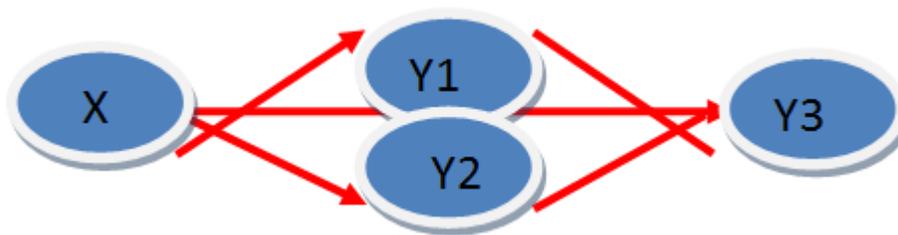


Figure
Research Model

Description :

X: The marketing mix politics

Y1: Image of political parties

Y2: Reputation of political parties

Y3: Competitiveness political parties

Research Methodology

Zikmund (1997) argues, that the study design is a master plan, a framework for action and methods, as well as specific procedures and analyze the information needs. This study was designed using survey methods explanation, the survey tried to link the variables and test variables (Rusidi, 1989: 15). While Singarimbun and Effendi (2005) stated that the survey research is research that takes a sample of a population and the use of questionnaires as the main data collection tool, which for general research analysis is the individual. Then Singarimbun and Effendi (2005) also stated that the survey methods explanation if the author describes the causal relationship between the variables through hypothesis testing. The collection of data in order to meet the needs of research data analysis, measuring instruments used in the form of a questionnaire that has been prepared in a structured containing several items of alternative answers to the following questions so that respondents can just choose the answers according to the actual situation. Item questions on the questionnaire were made designed based on likert scale

from very good to excellent with a weighting of 1 to 5. The population in this study, because scope relatively large, namely West Java Province, the first sampling area, ie all districts/cities in West Java province which numbered 27, which of the 27 provinces spread across four regions, namely 4 regions namely the region in accordance with that stated in article 3 of the West Java Provincial Regulation No. 15 of 2011. The primary sampling unit (SSP) is the districts/cities in West Java province, while the secondary sampling units (SSK) it is subdistrict in the district/city selected. The population of the individual is the whole community that is in five districts/cities that already have the right to vote in the elections, which is about 7.91678 million people.

Data Collection Techniques and Instruments Research

1. Questionnaire. The questionnaire distributed to 400 respondents were chosen as sample, ie people who already have the right to vote in elections in districts/cities in West Java Province.
2. Interview. Interviews were conducted to the entire board or a representative of a political party at the level of Regional Leadership Council (DPW)/Regional Leadership Council (DPD) of West Java Province.
3. Assessing Documents. Documentation relating to the issues being discussed in this study.

Result and Discussion

This research discovered a new model that was developed from the concepts put forward by the experts political marketing before, namely that the marketing mix of political influence on the competitiveness of political parties will be greater through the establishment of the party's image and reputation of a good party, compared directly above the right combination of components of the marketing mix politics. This is indicated by the data processing which marketing mix effect on the competitiveness of it amounted to 0.149, whereas if by establishing a good image and reputation is at 0.774. In other words, the influence of marketing mix on the competitiveness of political parties other than the application will increase if the right political marketing mix must also be accompanied by the establishment or improvement of the party's image and reputation of both political parties.

Conclusion and Suggestion

Conclusion

Based on the description above, the conclusions as follows:

1. Overview of political marketing mix 10 political parties in West Java province in the elections 2014, including to the category of good, especially regarding the party's platform. However, the past record of the party, the party that carried the characteristics of candidates, publicity activities of the party, the party's participation in the debates, candidates influence on national image, socialization and professionalization of the party program party officials are still rated at a category quite well.
2. An image of the party of the 10 political parties that exist in the minds of the voting public in the province of West Java, especially regarding the identity of the party, the impression in the public memory, public confidence and the competence of parties including to the category quite well.
3. Description of the reputation of the party of the 10 political parties that exist in the minds of the voting public in the province of West Java, especially particularities owned by the party, cultural values are evolving, consistency and transparency of party including the category is quite good;
4. Description of the competitiveness of 10 political parties that occur among voters in West Java province in order to follow the general elections in 2014, especially regarding service to the community, many followers of the party, the party of diversity channels, communication with society party, party strategy in the face of society and competitors as well as in determining the objectives and scope of activities includes the categories is quite good;
5. The more appropriate marketing mix politics, the better the image of the party in the 10 political parties that occurred in West Java Province;
6. The more appropriate marketing mix politics, the better the reputation of the party in the 10 political parties that occurred in West Java Province;
7. The more precise marketing mix politics, the higher the party's competitiveness in the 10 political parties that occurred in West Java Province;
8. The better the party's image, the better the reputation of the party in the 10 political parties that occurred in West Java Province;

9. The better the party's image, the higher the party's competitiveness in the 10 political parties that occurred in West Java Province;
10. The better the reputation of the party, the party's higher competitiveness in the 10 political parties that occurred in West Java Province.

Suggestion

Based on the conclusions mentioned above, the authors can provide advice or recommendations to various parties or stakeholders as follows:

1. Since each political party generally has a figure that reflects the past negative trace in the memory of the community, it should be removed by continuously through: programs that could increase public confidence, the improvement candidate characters that carried the party, through improved ahlak and mental shown with good attitudes and behavior, including when the party cadres is positioned as office holders in the executive, would carry out their duties with down directly to the public and close to the community. That is needs and desires of the community as a wise fit the priority needs of the community;
2. Each political party should improve the image of the party, because at this point has not been good in the eyes of the public, namely through: continuously innovate the identity of the party with the real work, such as building infrastructure of public facilities that people need, such as roads, sports facilities as promised the party to the public;
3. Each political party should enhance the reputation of the party through various programs and activities that are able to provide insight to the public about the particularities owned by the party can clearly distinguish between the various political parties, the party is always open to suggestions and constructive public criticism with open-box suggestion box broadly to communities in places that can strategically visited by the public, consistency parties enforced against a wide range of application of the rules that have been agreed upon, the transparency of the party, for instance in terms of funding a project presented openly to the beneficiaries, either the size of the budget or who become recipients. Besides, the project can be accessed directly by the public or widely open to the public;
4. Each political party should improve competitiveness through various programs and activities that can improve the competitiveness of the party, is to improve the public service, knowing exactly the target segment by allocating a budget for scientific activities that can provide accurate results, strategy general the most appropriate, countering well against competitors who attacked with black campaign or a negative campaign, expand and develop chanel party, reproduce diversity chanel party, applying appropriate communication and smart with various parties, to determine the scale, scope and alliances are most ideal. This can be done in a real building relationships with various parties propagated and expanded, for example, with the field of religious public figures, businessmen, students and students, trade unions, community teacher, a community of farmers and fishermen, communities and other communities lawyer.

5. Because of the influence of political marketing mix to the image of the party in the 10 political parties that occurred in West Java Province is positive and significant, amounting to 0.723, then it should constantly dynamically every political party to follow the dynamic development of society, so that changes that occur in the public can be followed by a political party to always try to find the most ideal formula for political parties concerned about the application of the combination of the components of the marketing mix, as it will improve the image of the political parties.
6. As suggestion No. 5, because of the influence of political marketing mix to the reputation of the party in the 10 political parties that occurred in West Java Province is positively and significantly, it should be continuously dynamically every political party to follow the dynamic development of society, so that changes that occur in the community can be followed by a party with always trying to find a formula that is most ideal for parties concerned about the application of the combination of the components of the marketing mix, as it will improve the image of political parties and the formation of a good image continuously will form a good reputation political party which if reputation is embedded will be difficult to change public perception of a time when there are certain parties who intend to impose its reputation. Thus it would also affect the competitiveness of the political party concerned.
7. Regarding the marketing mix of political influence on the competitiveness of the party in the 10 political parties that occurred in West Java Province is positive and significant, both directly and through the party's image and reputation of the party, then should any political party should seek the most appropriate formula about the combination of the components of the marketing mix and must be accompanied by the formation of his political party's image and good reputation of political parties, because influence marketing mix on the competitiveness of political parties was greater when accompanied by the party's image and reputation of a good party from the political parties.
8. Based on the research conclusions no eight mentioned above, where the influence of the party's image to the reputation of the party in the 10 political parties in Indonesia that occurred in West Java Province is positively and significantly, it should be every political party improve its image, namely through various programs and activities which is able to provide insight to the community, that the identity of the party can distinguish with other parties, give a positive impression is further enhanced, the level of public confidence can be enhanced, reflecting the competence of the party can be addressed accompanied by efforts to demonstrate the distinctiveness owned party can clearly distinguish between the various parties political, cultural values developed positively on the party concerned, the consistency of the party enforced against a wide range of application of the rules that have been agreed upon, the transparency of the party to society continues to be improved, for example, disseminate information managed the financial statements of the party concerned.
9. Based on the number nine research conclusions that have been stated above, where the influence of the party's image on the competitiveness of the party in the 10 political parties in Indonesia that occurred in West Java Province is positively and significantly, it should be every political party improve its image, namely through various programs and activities, which could give an understanding to the public, that the identity of the political party that can distinguish with other political parties, gives a positive impression is further enhanced, the level of public confidence can be enhanced, reflecting the competence of the party can be addressed accompanied by efforts to improve the public service, knowing the target segment surely, implementing common strategies are most appropriate, countering well against competitors who attacked with black campaign or a negative campaign, expand and develop chanel party, reproduce diversity chanel party, applying appropriate communication and smart with various parties, to determine the scale, scope and the most ideal alliance.
10. Based on the conclusion of the study that has been stated above, where the influence of the party's reputation on the competitiveness of the party in the 10 political parties in Indonesia that occurred in West Java Province is positively and significantly, it should be every political party by showing the peculiarities of the party held clearly distinguishable among the various political parties, cultural values positive development on the party concerned, the consistency of the party enforced against a wide range of application of the rules that have been agreed upon, the transparency of the party to society continues to be improved, for example, disseminate information about financial reports that managed the party concerned and accompanied by efforts to improve the public service, knowing the target segment for sure, implementing common strategies are most appropriate, counter the well against competitors who attacked with black campaign or a negative campaign, expand and develop chanel party, reproduce diversity chanel party, apply appropriate communication and smart with various parties, to determine the scale, scope and alliances are most ideal.
11. Since the marketing mix impact on competitiveness, both directly and through the party's image and reputation of a political party, it should be to determine the most ideal marketing mix policy that should be applied by any political party, political parties would have to know clearly about the political market segmentation, therefore, should the researchers next investigated the political market segmentation happened among voters in Indonesia, so it will be known formulations most appropriate marketing mix should be done each party in each segment by considering various limitations and capabilities that exist.

References

- [1] Baines, 2002, The Political Marketing Planning Process: Improving Image and Message in Target Areas Strategy, Marketing Intelligence & Planning, 20 (1), MCB University Press

- [2] Butler, P. and Coolins, N., 1996, Strategic Analysis in Political Markets, *European Journal of Marketing*, 30 (10), MCB University Press.
- [3] Brown and Bruce, 2002, Politicaonl Parties in State and Nation, Sage Publications 8 (6), London Thousand Oaks, New Delhi
- [4] Goi Chai Lee, 2009, A Review of Marketing Mix: 4Ps or More ?, *International of Marketing Studies Volume 1 No. 1*, Sarawak, Malaysia
- [5] Chun Rosa, 2005 Corporate reputation: Meaning and measurement, *International Journal of Management reviews Volume 7 Issue 2* pp. 91-109
- [6] Dalton and Weldon, 2005, Public Image of Political Parties: A Necessary Evil ?, *West European Politics*, 28 (5), Political Science Department, University of California, USA
- [7] French. Alan and Smith. Gareth 2008, Political Measuring Brand Equity: a Consumer Oriented Approach, *European Journal of Marketing*, 44 (34)
- [8] Gioia. D.A, and Thomas. JB, 1996, Identity, Image, and Issue, Interpretation: During sensemaking Strategic Changer in Academia, *Administrative Science Quarterly* (41) 3. P 237-241
- [9] Grönroos. Christian, 1994, From Marketing Mix to Relationship Marketing: Towards a Paradigm Shift in Marketing, *Management Decision*, Vol. 32 No. 2, pp. 4-20 MCB University Press Limited, 0025 to 1747
- [10] Harrop, 1990, MarketingParliamentary Political Affairs, Vol 43, P 277-291 Henneberg, 1996, Strategic postures of Political Marketing: An Exploratory operationalization, the *Journal of Public Affairs*, 6 (1)
- [11] Jandaghi, et al, 2007, Assessment and Ranking The Effects of Marketing Mix on Flower and Plant Sale Volume, *International Journal of Academic Research in Business and Social Sciences* October 2011, Vol. 1, 3 ISSN: 2222-6990
- [12] Kalandrakis. Tasos, 2009, A Reputation Theory of Two-Party Competition, *QuarterlyJournal of Political Science*, 2009, 4: 343-378
- [13] Khatib. Fahed Salim, 2012, Faktors affecting ofpolitical marketing success: a Jordanianelectorate point of view, the *Journal of Economic andAdministrative Sciences*Vol. 28 No. 1, 2012pp. 4-2
- [14] Lees-Marshment, J., 2006, Debate Political Marketing Theory and Practice: A Reply to Ormrod's Critique of the Lees-Marshment Market-Oriented Model party. *Politics*, 26 (2)
- [15] Lees-Marshment, J., 2001, Political Marketing and the British Political Parties, Manchester, Manchester University Press
- [16] Lock, A. and Harris, P., 1996, Political Marketing- La Difference, *European Journal of Marketing*, 30 (10)
- [17] Marin. Longinos et al, 2009, CSR and Bank Customer Behavior, *International Journal of Bank Marketing*, Vol 26, No 3.
- [18] Morgan, Gareth, 1996, Images of Organization, Sage Publications, USA Mulligan and Tsui, 2005, the Political Competitiveness, Department of Economics, University of Chicago and Clemson University, USA
- [19] Newman BI, 2001, An Assessment of the 2000 US Presidential Election: A Set of Political Marketing Guidelines, the *Journal of Public Affairs* 1 (3)
- [20] Newman. BI 2002, The Merging Of Public Relations and Political Marketing, *Journal of Political Marketing*, Volume 1, Issue 2
- [21] _____, 2001, Image-Manufacturing in the USA: Recent US Presidential Election and Beyond, *European Journal of Marketing*, 35 (9) MCB University Press.
- [22] _____, 1999, Handbook of Political Marketing. Thousand Oaks, CA, USA, Sage Publications, Inc. _____, 1999, The Mass Marketing of Politics: democracy in an age of manufactured Images. Thousand Oaks, CA, USA, Sage Publications, Inc, International educational and Professional Publisher
- [23] Neuman, Lawrence 2003, *Social Research Methods: Qualitative and Quantitative Approaches*, Boston: Allyn and Bacon.
- [24] Norman Peng and Chris Hackley, 2009, Are Voters, Consumers?, *Qualitative Market Research An International Journal*, 12 (2)
- [25] _____ 2008, Political Marketing in the UK and Taiwan, *European Journal of Marketing*, 35 (9)
- [26] Niffenegger, NT, 1989, Strategies for Success from the Political Marketers, the *Journal of Consumer Marketing*, 6 (1)
- [27] O'Cass, A., 1996, Political Marketing and the Marketing Concept, *European Journal of Marketing*, 30 (10)
- [28] O'Shaughnessy, Nj, 2002, Towardan Ethical Framework for Political Marketing Psychology and Marketing, 19 (2), Wiley Periodicals, Inc.

- [29] _____, 2001 The marketing of Political Marketing, European Journal of Marketing, 35 (9). MCB University Press.
- [30] Oržekauskas. Petras, Šmaižienė. Ingrida 2007, Public Image and Reputation Management: Retrospective and Actualities, Viešoji Politika Administravimas Nr Ir. 19
- [31] Osuagwu. Linus, 2008, Political marketing conceptualisation, Dimensions and Research Agenda, Marketing Intelligence & Planning, 25 (7)
- [32] Robertson and Lung-Wu, 2005, The Journal of Tourism Studies, Vol. 16, No. 1, the Department of Aviation, University of New South Wales, Australia.
- [33] Scammell, M, 1999, customer-Led and Market-Oriented: Let's not Confuse the Two, Strategic Management Journal, 19
- [34] Shama, 2012, Toward a Comprehensive Understanding of Corporate eputation: Concept, Measurement and implications, International Journal of Business and Management; Vol. 7, No. 16; 2012
- [35] Schwaiger. Manfred 2004, Component and Parameters of Corporate Reputation. An Empirical Study, Schmalembach Business Review Vol 56.
- [36] Smith. Gareth and Hirst. Andy, 2001, the Strategic Political Segmentations, European Journal of Marketing, 35 (10)
- [37] Strom. Kaare 2003, A Competitive Behavior Theory of Political Parties, the American Journal of Political Science, University of Wisconsin Press
- [38] Sudha Venu Menon, 2009, Political Marketing: A Conceptual Framework, MPRA Paper No. 12547, UTC
- [39] Suzana Djukic, 2008, The Impact Of Downsizing On The Corporate Reputation, Series: Economics and Organization Vol. 5, No. 1, Faculty of Economics, University of Niš, Serbia
- [40] Tenenhaus, M., Amato, S., and Esposito Vinzi, V. (2004). A global goodness-of-fit index for PLS structural equation modelling. Proceedings of the XLII SIS Scientific Meeting, Vol. Contributed Papers, CLEUP, Padova, pp. 739-742
- [41] Uddin. Mohammed Belal and Bilkis Akhter, 2011, Strategic Alliance And ompetitiveness: Theoretical Framework, International refereed Research Journal Vol.- II, Issue -1
- [42] That. Hui-O, and Fu. Hsin-Wey, 2007, Creating and Sustaining Competitive Advantages of Hospitality Industry, Journal of American Academy of Business, Cambridge Vol 12 Number 1.
- [43] Yousif. R.O & Alsamydai. MJ, 2012, The Impact of the Political Promotion via Facebook on Individuals Political orientations, International Journal of Business and Management Vol. 7, No. 10; Jordan
- [44] Zainudin Hj Awang, 2008, The Effects of Corporate Reputation on the Competitiveness of the Malaysian Telecommunication Service Providers, International Journal of Business and Management Vol 4 No 5
- [45] Zhang Yang and Schwaiger, 2009, An Empirical Research Of Corporate Reputation In China, Communicative business ", 2009, n. 1, 80-104 © 2009 Vita e Pensiero | Pubblicazioni dell'Università Cattolica del Sacro Cuore 1. Book
- [46] Alie. Marzuki, 2012, Political Marketing in the Age of Multi Party, Expose, Jakarta Al-Rashid. Aaron, 1996, the Social Science Research Methods, Padjadjaran University, Bandung
- [47] Anggoro. Linggar M, 2002, the Public Relations Profession And Theory and Its Application in Indonesia, Earth Literacy, Jakarta
- [48] Arikunto. Suharsimi, 2002, the Research Procedure A Practice Approach, Rineka Cipta, Jakarta Besanko.dkk 2008, Economics of Strategy Third Edition, Shakti Packers, Delhi.
- [49] Budiardjo. Miriam, 2008, Fundamentals of Political Science, Gramedia Pustaka Utama, Jakarta _____, 1994, Political Marketing Structures and Process, European Marketing 30 (11), MCB University Press
- [50] Cravens, David W., 2004, Strategic Marketing, seventh edition, Irwin McGraw-Hill, Boston Cravens and Piercy, 2009, Strategic Marketing, Prantice Hall
- [51] Day. George S, 1999 Market Driven Strategy Process For Creating Value, The Free Press, New York
- [52] Davies, Garry, 2003, Corporate Reputation and Competitiveness, Routledge, London and New York
- [53] Dwiyanto. Agus, 2006, the Public Bureaucracy Reform in Indonesia, Gadjah Mada University Press, Yogyakarta
- [54] Fine. Seymour H, 1992, The Public Sector Marketing, Transaction Publishers, New Brunswick, USA and London UK
- [55] Firmanzah 2007, Marketing Politics: Between Understanding and Reality, Yayasan Pustaka Obor Indonesia, Jakarta
- [56] Hair, JF, Hult, GTM, Ringle, CM, & Sarstedt, M, 2013. A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), Thousand

- [57] Hannington, Terry, 2004 How To Measure and Manage Your Corporate Reputation, Gower, England
- [58] Hapsari, Maya, P, 2007, Celebrity Endorser, Typical-Person Television Advertising and Brand Endorser ImageProduk (Case Study At the Pond's Age Miracle). Faculty of Economics, University of Padjadjaran Bandung.
- [59] Husein Umar, 2003, Strategic Management In Action, PT Gramedia Pustakatama, Jakarta. Hurriyati. Ratih 2008, Marketing Mix and Customer Loyalty, Alfabeta, Bandung.
- [60] Kartajaya. H, 1994, The Strategic Marketing Plus 2000 Conceptual Framework for Competitive Audit, Strategy Formulation and Capability Enhancement. Bonus In SWA Magazine.
- [61] Kasali. Rhenald, 1998, the Indonesian Market Targeting: Segmentation, Targeting, Positioning, Gramedia Pustaka Utama, Jakarta
- [62] Kleinbaum. D. G, LL Kupper, A. Nizam, and KE Muller "Belmont, 2008, Applied Regression Analysis and Other Multivariable Methods, 4th ed CA: Duxbury, ISBN 0-495-38496-8
- [63] Kotler, 1981 Marketing for Non Profit Organizations, Englewood Clifs. NJ, Prentice Hall, Inc.
- [64] Kotler, Philip & Keller, Kevin Lane, 2007, Marketing Management. Volume I, Issue 12. P.T. Gramedia Group Index
- [65] Kotler. P, Adams. S. Armstrong, 2004, Prentice Hall Marketing, International Edition
- [66]
- [67] Kotler and Keller, 2012, Marketing Management, Pearson Education, Inc., publishing as Prentice Hall, One Lake Street, Upper Saddle River, New Jersey 07458
- [68] South. Hangky 2012, Strucural Equation Modeling Concepts and Applications Using LISREL 8.80 program, Alfabeta, Bandung
- [69] Lupiyoadi. Creep, 2013, Marketing Management Competency-Based Services, Salemba Four, Jakarta
- [70] Mintzberg. Henry, et al, 1998, Strategy Safari, Financial Times Prentice Hall, London
- Nasir, Moch, 2005, Methods, Ghalia Indonesia, Jakarta
- [71] Proctor. Tony, 2007, Public Sector Marketing, Financial Times Prentice Hall, New York, USA
- [72] Rahayu. Agus, 2008, Marketing Strategy Model for Excellence, Rizki Press, Bandung
- Schiffman and Kanuk 2004, Consumer Behavior Eight Edition, Pearson Education, Upper Saddle River, New Jersey.
- [73] Singarimbun, Masri, Sofyan Effendi, 2005, Methods PenelitianSurvei, LP3ES, Jakarta
- [74] Sugiono. Arif, 2013, the Strategic Political Marketing, Waves, Yogyakarta
- [75] Sugiyono, 2009, Quantitative Research Methods, Qualitative and R & D, Alfabeta, Bandung
- [76] _____, 2008, Administration Research Methods, Alfabeta, Bandung
- [77] Suparman, 1990, Social Statistics, Eagle Press, Jakarta
- [78] Suradinata. E, 2013, the Leadership Strategy Decision Analysis, Alqaprint Jatinangor
- [79] Tjiptono, Fandy & Candra Gregory 2005, Service, Quality and Satisfaction, Andi, Yogyakarta.
- [80] _____ 2005, Marketing Services First Edition, Bayumedia, Malang
- [81] Yamin. Sofyan and Heri Kurniawan, 2011, Partial Least Square Path Modeling, Salemba Infotek, Jakarta 2. Dissertation and Research Reports R & D Compass, 2009, Jakarta
- [82] Alie. Marzuki, 2009, Political Marketing Political Parties and Politics in Indonesia, Universiti Utara Malaysia, Kuala Lumpur.