

Factors Affecting Young Voters Decisions in the 2019 Indonesian Presidential Election in Java Island

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ABSTRACT: This study aims to determine factors affecting young voters (under 35 years old) decisions in the 2019 Indonesian presidential election especially in Java Island. Young voters comprised almost 57.29% of the total voters in the List of Final Voters compiled by Indonesia's General Election Commission/KPU. This study uses secondary data which collected through questionnaire survey from 346 young voters in 6 provinces. The method of analysis using Structural Equation Modeling (SEM) analysis. According to the method of Partial Least Square (PLS), political products do not have a positive effect on voter decisions. Personnel and leadership have a positive effect on the voter decision, but emotional relationship does not have a positive effect on the voter decision. The mass media has a positive effect on the voter decision. In addition, reference group has a positive effect on the voter decision.

Keywords - young voters, voter decision, partial least square (PLS)

INTRODUCTION

The future of a nation is largely determined by its young generation, because the younger generation is the successor and future heir of a nation. Every youth is an important element in realizing the ideals of the nation and also defending his sovereignty. The role of the young generation in all fields needs to be improved, one of which is in political participation through general elections (elections). In every election, the presidential and vice presidential candidates and their supporting parties compete to do political marketing in order to attract the attention of potential voters to vote for them. According to Firmanzah (2012), political marketing is a concept that must be carried out by political candidates or contestants through a long-term process, not only during the campaign. This process is carried out in order to build trust and public image. The existence of good relations between presidential candidates, vice presidential candidates and the public can increase public support, which is reflected in the number of votes at the time of the election.

The General Election Commission (KPU) in 2019 released the age classification of voters in Indonesia into six age groups, namely 17-20 years, 21-30 years, 31-40 years, 41-50 years, 51-60 years, and above 60 years. This data shows that the 31 to 40 year age group is the largest voter with a total of 43.5 million people. In second place, voters aged 21 to 30 years numbered 42.5 million. In the third position, voters aged 41 to 50 years with a total of 37.5 million people. The fourth and fifth rank, respectively, are voters with a total age of 51 to 60 years totaling 26.9 million and over 60 years old with a total of 22.6 million. The sixth place with the least number of voters is the age group under 20 years, with a total of 17.5 million people. This shows that young voters or often called milenials currently have a very large share of votes in elections and can be involved in determining the direction of politics and the leadership of the Indonesian nation. When viewed based on demographic factors, Java Island is recorded as the island with the highest voter population level, where the number of voters in Java is 110.686.810 people from a total of 192.866.254 voters in Indonesia. This shows that 57.29 percent of voters are in Java. This number is spread across six provinces, with details in DKI Jakarta as many as 7.761.598 voters, West Java as many as 33.270.845 voters, Central Java as many as 27.896.902 voters, Yogyakarta Special Region as many as 2.731.874 voters, East Java as many as 30.912.994 voters, and Banten as many as 8.112.477 voters.

The factors that underlie the decision to elect a particular candidate by the public are of course very much needed by each candidate as a reference in developing the right marketing strategy in order to attract the attention of voters to provide support in the form of their votes in the election. This research is intended to explore what factors affect voters in Java, especially young voters aged 35 years and under whose ratios were recorded very high in the last 2019 Presidential Election.

1. RESEARCH METHOD

This research was conducted on prospective voters who are registered in the KPU's Permanent Voters List (DPT) in 6 Provinces in Java Island who are under 35 years of age. The research method used purposive method (purposive sampling). Purposive sampling is a method for selecting samples that have subjective goals. According to Ferdinand (2002), this method is used because researchers understand that only certain target groups are able to provide the information needed.

For data collection in this study, a structured interview was conducted using a closed questionnaire using a likert scale as a measurement scale of 1 to 6, where the value of 1 is categorized as strongly disagree (STS), value 2 as disagree (TS), a score of 3 as disagree (KS), a score of 4 as quite agree (CS), a score of 5 as agree (S), and a score of 6 as strongly agree (SS). For data analysis, Structural Equation Modeling Partial Least Square (SEM-PLS) was used. PLS is a causal model approach which aims to maximize the variance of latent variable criteria which can be explained (explained variance) by the latent predictor variable. The assumption of data distribution in PLS is relatively loose because it does not require a normal distribution and is able to manage multicollinearity problems. PLS can analyze both reflective and formative measurement models and latent variables with one indicator without causing identification problems (Sholihin&Ratmono. 2013; Hair, J., T. Hult, C. Ringle, & M. Sartstedt. 2013; Abdillah& Hartono 2015).

RESULT AND DISCUSSION

General Description of Elections in Indonesia

General elections are a democratic tool that has been used in most countries in the world, including Indonesia. Like the previous 2014 elections, the 2019 elections were also held directly and simultaneously between the legislative elections and the presidential election.

The 2019 Indonesian presidential election (Pilpres) is the fourth direct presidential election during the reform era in Indonesia. This presidential election is a means of channeling people's aspirations in electing the highest leader of the country. This democratic party again presents the rivalry between Jokowi and Prabowo, with the candidate pairs JokoWidodo-Ma'ruf Amin and PrabowoSubianto-Sandiaga Uno.

Competition and rivalry between candidates in winning the presidential election is a reality that cannot be avoided. This fact is coupled with the high number of young voters and the low level of their participation at the election, making every candidate and all stakeholders involved in the election must have an optimal strategy to get as many votes as possible and increase voter participation in suppressing the number of non-voters.

In order to gain power, a presidential candidate must win the election with the most votes among other candidates. One of the efforts made by candidates is to carry out a political marketing strategy. The importance of this political marketing strategy is based on the facts above. The classification of the number of voters based on age ranges is one that can be used by candidate pairs to optimize political marketing. According to data compiled from the Indonesian KPU, if grouped into two major groups according to age ranges, then the voters with the age of 40 and under are 103.7 million people or the same as 54.5%, and voters with the age of 40 and above are 86.9 million people (45.5%). This data shows that the number of young voters is more than half of voters in Indonesia.

When viewed by population, Java Island is listed as the island with the highest number of voters, where the number of voters in Java is 110.686.810 out of a total of 192.866.254 voters in Indonesia, meaning that 57.29 percent of voters are in Java. This number is spread across six provinces, with DKI Jakarta as many as 7.761.598 voters, West Java with 33.270.845 voters, Central Java with 27.896.902 voters, Yogyakarta Special Region with 2.731.874 voters, East Java with 30.912.994 voters, and Banten as many as 8.112.477 voters.

Characteristics of Respondents

The characteristics of the respondents in this study were young voters aged 35 years and under as seen from gender, education level, occupation, domicile, and income. These aspects have an important role in obtaining an overview of information related to their perceptions of presidential candidates in the 2019 election. The complete characteristics of the respondents in this study are presented in Table 1.

Table 1 CharacteristicsOf Respondents

| No | Characteristics | | Number of respondents | Percentage (%) |
|----|-----------------|----------------|-----------------------|----------------|
| 1 | Gender | | | |
| | - | Male | 140 | 40 |
| | - | Female | 206 | 60 |
| 2 | Age | | | |
| | - | 17-25years old | 224 | 65 |
| | - | 26-35years old | 122 | 35 |

| | | | | |
|---|---|----------------------------|-----|-------|
| 3 | Education | | | |
| | - | Elementary School | 1 | 0.29 |
| | - | Junior High School | 1 | 0.29 |
| | - | Senior High School | 106 | 30.6 |
| | - | Diploma | 19 | 5.49 |
| | - | Strata 1, 2 and 3 | 217 | 62,7 |
| | - | Never Attended School | 2 | 0.57 |
| 4 | Employment | | | |
| | - | Civil servants | 30 | 8.67 |
| | - | Private employees | 96 | 27.74 |
| | - | Entrepreneur | 30 | 8.67 |
| | - | Student | 151 | 43.6 |
| | - | Housewife | 12 | 3.46 |
| | - | Others | 27 | 7.80 |
| 5 | Income per month | | | |
| | - | ≤ Rp1.500 000 | 129 | 37.28 |
| | - | Rp1.500 010 – Rp2.500 000 | 72 | 20.80 |
| | - | Rp2.500 001 – Rp 5.000 000 | 67 | 19.36 |
| | - | Rp5.000 001 - Rp 7.500 000 | 36 | 10.4 |
| | - | > Rp 7.500 000 | 42 | 12.13 |
| 6 | Frequency of participation in elections | | | |
| | - | One time | 136 | 39.3 |
| | - | Two time | 64 | 18.49 |
| | - | More than two times | 71 | 20.52 |
| | - | Never voted | 75 | 21.67 |
| 7 | Province residence | | | |
| | - | Banten | 27 | 7.80 |
| | - | DIY | 10 | 2.89 |
| | - | DKI Jakarta | 26 | 7.51 |
| | - | West Java | 96 | 27.74 |
| | - | Central Java | 95 | 27.45 |
| | - | East Java | 92 | 26.58 |
| 8 | Religion | | | |
| | - | Islam | 324 | 93.64 |
| | - | Catholic | 6 | 1.73 |
| | - | Protestant | 11 | 3.17 |
| | - | Buddha | 1 | 0.29 |
| | - | Kong Hu Chu | 1 | 0.29 |
| | - | Others | 3 | 0.87 |
| 9 | Preferences | | | |
| | - | Candidate pairs number 1 | 161 | 46.5 |
| | - | Candidate pairs number 2 | 146 | 42.2 |
| | - | Not yet decided | 33 | 9.54 |
| | - | Will not vote | 3 | 0.87 |

Table 1 illustrates that the respondents of this study were dominated by female gender as much as 60%, while male gender was 40% of the total 346 respondents. According to voter age preference, 224 respondents aged 17-25 and 122 respondents aged 26-35 years. In the aspect of work, the respondents of this study were dominated by students and university students of 43.6% or as many as 151 respondents.

According to the place of residence, the majority of respondents are residents who live in the province with the largest population on the island of Java, namely from West Java (27.7%), Central Java (27.45%) and East Java (26.5%). In terms of education level, the respondents were dominated by educated people, especially high school and university students, respectively 30.6% and 62.7%. From a socio-economic perspective, Table 1 illustrates that most of the respondents had income below IDR 1,500,000 as much as 37.28%, IDR 1,500 010 - IDR 2,500,000 as much as 20.8%, IDR 2,500,001 - 5,000,000 as much as 19.36%, IDR 5,000,001 - Rp. 7,500,000 as much as 10% and there are 12.13% of the respondents who earn more than Rp. 7,500,000. This is in line with the age of respondents who are dominated by those aged 25 and under, where respondents at that age are generally students who do not have a permanent job.

Meanwhile, from the frequency of participation in the election, 136 (39.3%) respondents have participated in the election only once, 21.67% or 75 respondents have never participated in an election, 20.52% have participated more than two times, and 18.49% have participated in two times. This shows that in general the respondents are still new to political participation.

Measurement Model Analysis (Outer Model)

A research concept and model cannot be tested in a predictive model for relational and causal relationships if it has not passed the purification stage in the measurement model. According to Abdillah and Hartono (2015), the measurement model (outer model) is used to test variable validity and instrument reliability. The validity of the variables consists of convergent validity and discriminant validity, while the reliability test will use two methods, namely Cronbach's alpha and composite reliability.

In this study, the validity and reliability of each indicator of the latent variables were tested, namely Product, Leadership / Personality, Emotional Relations, Mass Media and Reference Groups, and Choosing Decisions. Testing was carried out using the help of SmartPLS 2.0 software. The initial model of research processed by SmartPLS 2.0 software can be seen in Figure 1.

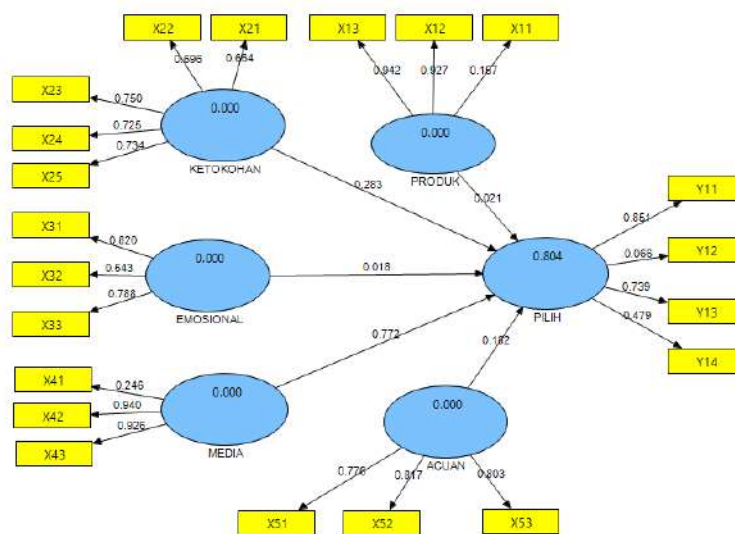


Figure 1 Results of the initial outer model output

The reflective measure of the indicator is said to be valid if it has a loading factor value (λ) with the latent variable to be measured ≥ 0.7 . When one of the indicators has a loading factor (λ) < 0.7 , then the indicator must be excluded because it will indicate that the indicator is not good enough to measure latent variables accurately. According to Abdillah and Hartono (2015), researchers should not remove indicators that have an outer loading between 0.5-0.7 as long as the AVE score and the variable communality are more than 0.5. According to Hair et al (2013) loading between 0.40 - 0.70 can also be considered to be maintained. The results of the outer loading output in the initial research model using SmartPLS 2.0 software are presented in Table 2. The measure of the goodness of an indicator towards its latent variable can be seen from the value of the indicator's outer loading. Outer loading value < 0.4 will indicate that the indicator is not good, and outer loading value > 0.4 will indicate that the indicator is good.

Table 2 The Value Of The Outer Loading Of The Initial Model Indicator

| Indicator | Product | Personality | Emotional | Media | Reference | Vote |
|------------|---------|-------------|-----------|-------|-----------|------|
| X11 | 0.157 | | | | | |
| X12 | 0.927 | | | | | |
| X13 | 0.942 | | | | | |
| X21 | | 0.664 | | | | |
| X22 | | 0.696 | | | | |
| X23 | | 0.750 | | | | |
| X24 | | 0.725 | | | | |
| X25 | | 0.734 | | | | |
| X31 | | | 0.820 | | | |

| | | | | | | |
|-----|--|--|-------|-------|-------|-------|
| X32 | | | 0.543 | | | |
| X33 | | | 0.788 | | | |
| X41 | | | | 0.246 | | |
| X42 | | | | 0.940 | | |
| X43 | | | | 0.926 | | |
| X51 | | | | | 0.776 | |
| X52 | | | | | 0.817 | |
| X53 | | | | | 0.803 | |
| Y11 | | | | | | 0.851 |
| Y12 | | | | | | 0.066 |
| Y13 | | | | | | 0.739 |
| Y14 | | | | | | 0.479 |

Based on Table 2, the indicators of the Product variables, namely X1.2, X1.3 have been able to reflect the Product variables well. Indicators X2.1, X2.2, X2.3, X2.4, and X2.5 have been able to reflect the Characteristics / Leadership variable. Indicators X3.1, X3.2, and X3.3 have been able to reflect the Emotional Relations variable. Indicators X4.2 and X4.3 can reflect the Mass Media variable, then indicators X5.1, X5.2, and X5.3 can reflect the Reference Group variable. Indicators Y1.1, Y1.3, and Y1.4 have also been able to reflect the Voting Decision. The X1.1 indicator with a value of 0.157 in the latent product variable, and X4.1 with a value of 0.246 in the Mass Media variable, and the Y1.2 indicator with a value of 0.066 in the Voting Decision variable is still not good because the value is smaller than 0.40. These values indicate that the indicator cannot reflect the Work Program as a Product (X1.1), Print Media in the Media variable (X4.1), and Information Search on Voting Decisions, which in the end are also not correlated with the overall Decision to Choose.

Table 3 The Outer Loading Value Of The Final Model Indicator

| Indicator | Product | Personality | Emotional | Media | References | Vote |
|-----------|---------|-------------|-----------|-------|------------|-------|
| X12 | 0.934 | | | | | |
| X13 | 0.940 | | | | | |
| X21 | | 0.661 | | | | |
| X22 | | 0.692 | | | | |
| X23 | | 0.747 | | | | |
| X24 | | 0.725 | | | | |
| X25 | | 0.738 | | | | |
| X31 | | | 0.819 | | | |
| X32 | | | 0.541 | | | |
| X33 | | | 0.789 | | | |
| X42 | | | | 0.946 | | |
| X43 | | | | 0.939 | | |
| X51 | | | | | 0.775 | |
| X52 | | | | | 0.819 | |
| X53 | | | | | 0.802 | |
| Y11 | | | | | | 0.855 |
| Y13 | | | | | | 0.739 |
| Y14 | | | | | | 0.473 |

After removing the work program, mass media, and searching for information from the model, there are no indicators with outer loading values <0.40 . All indicators are able to reflect well on the latent variables of the product, character / leadership, emotional relationships, mass media, reference groups, and decision making. The final result of the outer model can be seen in Figure 2.

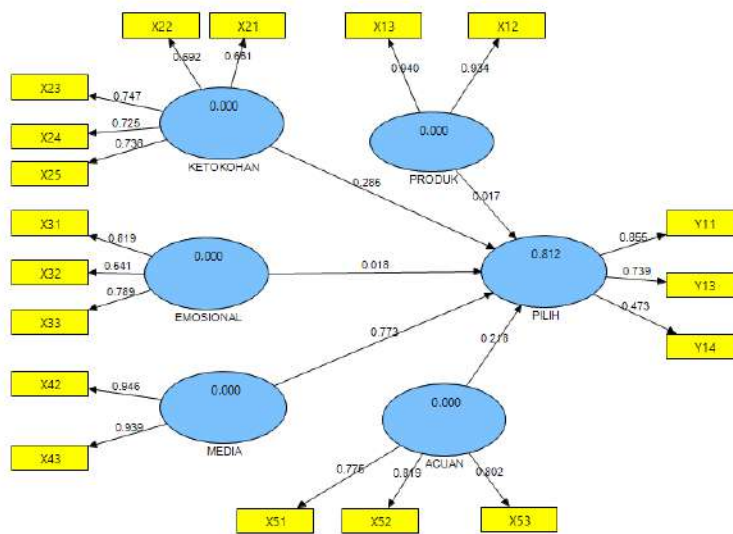


Figure 2 The outer loading value of the final model indicator

The result of outer loading output is strengthened by the next step, which is to ensure that the AVE value and the communality of all latent variables have a value above 0.50. The result of the outer model output shows that the AVE value and the communality of all variables in the model are above 0.50. Table 4 shows the AVE value and the communality of all variables above 0.50.

Table 4 Convergent Validity Test Results

| Variable | AVE | Communality |
|-------------|-------|-------------|
| Product | 0.878 | 0.878 |
| Personality | 0.509 | 0.509 |
| Emotional | 0.529 | 0.529 |
| Media | 0.888 | 0.888 |
| References | 0.638 | 0.638 |
| Vote | 0.501 | 0.501 |

Table 4 shows that all latent variables in the model have AVE and communality values of more than 0.5, which means that all indicators are convergent valid.

Correlation Analysis of Latent Variables and Roots of AVE

To test the discriminant validity of the outer model, it is done by comparing the correlation value of the latent variable with the AVE root, as shown in Table 5

Table 5 Correlation Values Of The Latent Variables And AVE Roots

| | Product | Personality | Emotional | Media | References | Vote | AVE roots |
|-------------|---------|-------------|-----------|-------|------------|------|-----------|
| Product | 1 | | | | | | 0.937 |
| Personality | 0.116 | 1 | | | | | 0.713 |
| Emotional | 0.269 | 0.191 | 1 | | | | 0.727 |
| Media | 0.017 | 0.053 | 0.095 | 1 | | | 0.942 |
| References | 0.290 | 0.010 | 0.344 | 0.145 | 1 | | 0.799 |
| Vote | 0.131 | 0.333 | 0.225 | 0.782 | 0.344 | 1 | 0.797 |

Based on Table 5, it is known that the AVE Root value is greater than the correlation value between latent variables. This indicates that the latent variable has a fairly high discriminant validity.

Results of Cross Loading Indicator analysis

The cross loading value of each indicator in each variable is compared with other variables to determine the correlation between the indicators and each variable. The cross loading values between variables are available in Table 6, where the numbers in bold are the correlation indicators to the latent variables themselves.

Table 6 Value Of Cross Loading

| Indicator | Product | Personality | Emotional | Media | References | Vote |
|-----------|--------------|--------------|--------------|--------------|--------------|--------------|
| X12 | 0.934 | 0.082 | 0.255 | 0.022 | 0.278 | 0.120 |
| X13 | 0.940 | 0.135 | 0.250 | 0.010 | 0.265 | 0.125 |
| X21 | 0.056 | 0.661 | 0.076 | 0.040 | 0.021 | 0.121 |
| X22 | 0.068 | 0.692 | 0.055 | -0.014 | 0.018 | 0.126 |
| X23 | 0.12 | 0.747 | 0.154 | 0.012 | 0.021 | 0.160 |
| X24 | 0.073 | 0.725 | 0.163 | 0.046 | -0.007 | 0.217 |
| X25 | 0.089 | 0.738 | 0.164 | 0.063 | 0.002 | 0.368 |
| X31 | 0.344 | 0.258 | 0.819 | 0.068 | 0.309 | 0.187 |
| X32 | 0.224 | 0.228 | 0.541 | 0.006 | 0.144 | 0.063 |
| X33 | 0.068 | 0.011 | 0.789 | 0.099 | 0.259 | 0.194 |
| X42 | 0.007 | 0.041 | 0.086 | 0.946 | 0.132 | 0.796 |
| X43 | 0.026 | 0.059 | 0.092 | 0.939 | 0.142 | 0.752 |
| X51 | 0.208 | -0.034 | 0.313 | 0.118 | 0.775 | 0.278 |
| X52 | 0.207 | 0.047 | 0.226 | 0.143 | 0.819 | 0.291 |
| X53 | 0.286 | 0.011 | 0.289 | 0.083 | 0.802 | 0.254 |
| Y11 | 0.051 | 0.190 | 0.117 | 0.837 | 0.137 | 0.855 |
| Y13 | 0.122 | 0.046 | 0.187 | 0.600 | 0.437 | 0.739 |
| Y14 | 0.152 | 0.715 | 0.235 | 0.105 | 0.193 | 0.473 |

Based on Table 6, it can be concluded that all the correlation of indicators to the latent variable is greater than the correlation to the other latent variables. This shows that the validity requirements that require indicators to have a greater correlation value on the latent variable than the correlation on other latent variables have been met.

Reliability Test

In addition to the validity test, a reliability test was also conducted to measure the internal consistency of the measuring instrument. Reliability shows the accuracy, consistency and precision of a measuring instrument in making measurements. In this study, a variable is said to have sufficient reliability if the variable has a composite reliability value and Cronbach's alpha is greater than 0.7. Table 7 presents the results of reliability testing for each of the latent variables.

Table 7 Testing The Reliability Of The Outer Model

| Variable | Composite reliability | Cronbachs alpha |
|-------------|-----------------------|-----------------|
| Product | 0.935 | 0.861 |
| Personality | 0.838 | 0.794 |
| Emotional | 0.766 | 0.720 |
| Media | 0.940 | 0.873 |
| References | 0.841 | 0.716 |
| Vote | 0.740 | 0.702 |

Based on Table 7 above, the test results show that all latent variables in the study have a composite reliability value and Cronbach's alpha greater than 0.7. This illustrates internal consistency. Each indicator has high consistency in measuring its latent variables. The conclusion that can be drawn is that the indicators used in latent variables already have strong reliability or are able to measure the variables.

Structural Model Analysis (Inner Model)

According to Abdillah and Hartono (2015), the structural model in PLS is evaluated using R^2 for the dependent variable, path coefficient value, and t_{count} for each path to test the significance between variables in

the model. The value of R^2 is used to measure the level of variation in the change in the independent variable on the dependent variable. The higher the R^2 value, the better the prediction of the proposed research model. R^2 values of 0.75, 0.5, and 0.25 for each endogenous latent in the structural model can be interpreted as substantial, moderate and weak. Table 8 presents the R^2 value for the dependent variable for the decision to choose.

Table 8 R^2 Value Of The Inner Model

| Dependent Variable | R^2 | Interpretation |
|--------------------|----------|----------------|
| Vote | 0.812135 | Substantial |

Table 8 shows that the R^2 value of the choice decision variable is 0.812135. This illustrates that the independent variable is able to explain substantially the decision to choose, which is 81.21%. The remaining 18.79% is explained by other variables outside the model.

The path coefficient value shows the level of significance in testing the hypothesis. The path coefficient score indicated by the t_{count} must be above the t_{table} value with an alpha significance level of 5%, which is 1.96. Hypothesis testing is done by looking at the results of the bootstrapping analysis on the path coefficient, namely by comparing t_{count} with t_{table} . If the value of $t_{count} > t_{table}$ (1.96) then the formulation of the hypothesis is accepted, but if the value of $t_{count} < t_{table}$ (1.96) then the formulation of the hypothesis is rejected. The results of the analysis using the bootstrapping process on the path coefficient with a 95% confidence interval are presented in full in Figure 3. Figure 3 shows the t_{count} value of all paths in the structural model of the study

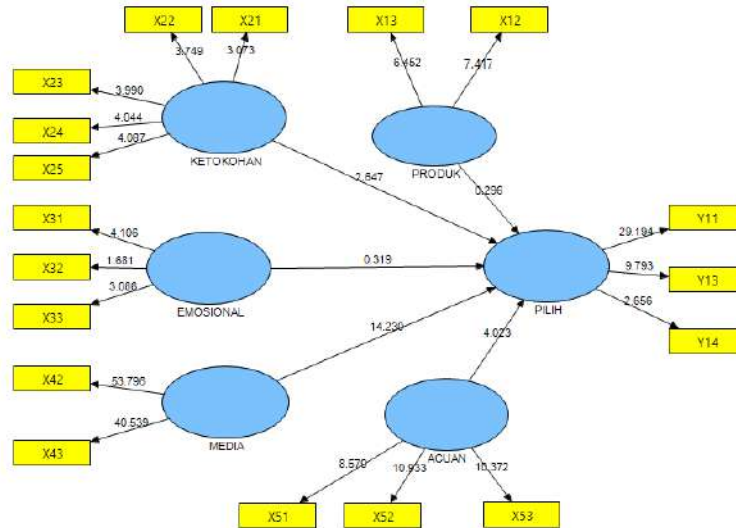


Figure 3 Bootstrapping path coefficient output results

The results of the T test analysis of the path coefficient are presented in Table 9

Table 9 Bootstrapping Path Coefficient Output Results

| Path | Coefficient | T_{count} | Conclusion |
|---|-------------|-------------|-----------------|
| Product ->The decision to choose | 0.017 | 0.296 | not Significant |
| Personality ->The decision to choose | 0.285 | 2.647 | Significant |
| Emotional ->The decision to choose | 0.018 | 0.319 | not Significant |
| Mass media ->The decision to choose | 0.773 | 14.230 | Significant |
| References Group ->The decision to choose | 0.218 | 4.023 | Significant |

Factors Affecting Young Voters' decision to vote

Based on the results of the inner model evaluation, the researcher draws conclusions on the hypothesis proposed at the beginning of the study. The results of hypothesis testing in this study can be concluded as follows:

H1: Political products of candidates influence the decisions of young voters.

The hypothesis H1 cannot be accepted based on Table 9. This table shows that the Political Product variable does not have a significant direct effect on the decision to vote with a t_{count} value of 0.296 (< 1.96) and a coefficient value of 0.017. This shows that the political products of the candidates generally do not influence the decisions of young voters to vote.

The work program and the political promises of the Supporting Party are generally not a concern of young people in making their political choices in the 2019 presidential election. This may occur because young people do not care about the candidate's work program, the candidates' promises, and the parties that support the candidate.

This is in line with the research of Yustiningrum&Ichwanuddin (2015) that promises of providing material assistance do not really influence voters in determining their vote. Different things happen for voters who are elderly, live in rural areas, and have low education. Promises of providing material assistance are things they consider when casting their votes in elections.

H2: The leadership / character of the candidate influences the decisions of young voters.

The hypothesis H2 in this study was accepted because the leadership / characterization variable had a significant direct effect on the decision to vote with a t -count value of 2.647 (> 1.96) and a positive coefficient value (0.285) as shown in Table 9. This shows the leadership and character of presidential candidates. and the vice president can influence voting decisions for young voters. One aspect of voter consideration is the aspect of candidate credibility which includes quality, capability, and strength to gain voter trust so that they are eligible to be elected. Trust in candidates is very important.

According to Ahmed et al and Hooghe, Marien&Pauwels (2011), trust is a broad concept that has been defined differently by experts from various disciplines such as psychology, marketing, and political marketing. When trust in a candidate or party tends to have a strong preference, voters will decide to elect that candidate or party. Empirical evidence has established that when there is public trust in a candidate or party, they will be elected. When there is distrust, the community will prefer to abstain or not vote.

The next thing is the candidate's ability. This is also a concern of young voters before making a vote. Candidates who are eligible to be elected are those who are considered truly capable and able to occupy the positions of president and vice president. Personality is also something young voters look at. Candidates who are judged to have good personality are those they vote.

Next is intellectuality and political experience. These two things are also a reference for young voters. Candidates who appear to be intellectual and have a background in political experience tend to be the choice and influence the choices of young people in elections.

H3: Emotional relationship affects the decisions of young voters in making vote.

Table 9 shows that the hypothesis H3 is rejected or cannot be accepted. Based on Table 9, emotional relationships do not have a direct significant effect on the decisions of young voters in making choices. This can be seen from the t_{count} value of 0.319 (< 1.96) and the coefficient value of 0.018. Young voters' emotional relationships with candidates generally do not influence their decision in making vote.

From this research it can be explained that it turns out that young people in Java do not really pay attention to the religious, ideological, and ethnic factors of the candidates. It can be seen that the candidates contesting the 2019 presidential election do not tend to have significant differences in religion, where the candidates are all of the same religion. The ideology that is held in terms of nationalism and nationalism can also be said to be the same. In terms of ethnicity, the two presidential candidates come from the same ethnic group, namely Java. This makes religion, ideology, and ethnicity not significantly influence the decisions of young voters in making vote.

These results are in line with the research of Yustiningrum&Ichwanuddin (2015) that in the consideration of voting, one's obedience in carrying out worship according to their religion does not always have an influence on the choice of political parties. A different thing happens when voters are faced with the choice of legislative candidates in the election. The religious background of a candidate has an influence on the choice of candidates, where voters tend to vote candidates who adhere to the same religion as themselves. In another study, Diana et al (2014) stated that the religion of legislative candidates has no effect on the vote of first-time voters.

H4: Mass Media influences the decisions of young voters in making vote

The hypothesis H4 in this study is accepted because Mass Media has a significant direct effect on the decisions of young voters in making vote, which is indicated by the t_{count} value of 14.230 (> 1.96) and a positive coefficient value (0.773). This shows that the mass media plays a role in young voters' decisions when making vote.

The role of mass media is of course inseparable from the current rapid progress of information technology, as it is known that social media is very popular with young people, such as Facebook, Instagram, YouTube, Whatsapp, and other similar media. The media in this virtual world can be said to be very familiar with young people, it can even be ascertained that those who have a smart cell phone (smartphone) and are connected to the internet must use one or even all of these social media. Candidates who target young voters through mass media especially social media will be able to get more youth votes, and that will increase and attract the number of young voters.

This is in line with research conducted by Gil de Zuniga and Zheng (2014) on the role of social media in political participation. First, social media is widely used as a news source. People seek information through social media because social media provides information quickly and in a very flexible and more interactive manner, thus encouraging voter political participation. When reading news on social media, someone can share their opinion by mentioning, forwarding, or donating and voting through social media. Second, the more people turn to social media to stay up-to-date with what's going on around them, the higher is their tendency to participate in democratic political activities. Third, there is a strong relationship between political expression on social media and political participation, both online and offline.

From a political perspective, social media has a significant impact on political marketing, so that political leaders, political parties and politicians increasingly use social media to inform, communicate, and connect with citizens to stimulate political engagement and participation (Vesnic-Alujevic, 2012).

Ramadania&Ya'alfiqih (2020) said that social media has a positive and significant effect on Voter Intention in the 2019 Presidential and Vice Presidential Candidates Election. This research also supports Vonderschmitt's (2012) findings that social media has a positive influence as a campaign tool.

H5: Reference Group influences the decisions of young voters in making vote

The hypothesis H5 in this study is accepted because the reference group variable has a significant direct effect on the decisions of young voters in making vote. This is indicated by the t_{count} value of 4.023 (> 1.96) and a positive coefficient value (0.218). This shows that the reference group determines the decisions of young voters in making vote.

The first reference group for young voters is their family, in this case the parents. In line with this, Yustiningrum&Ichwanuddin (2014) in their research stated that in determining their political choices, novice voters are often influenced by the choices of those around them such as family and group friends. Discussions about politics in the smallest circle, especially the family, also influence choices in elections. The majority of first-time voters, especially those living in rural areas, follow the political attitudes of their parents or respected figures in their environment.

According to research conducted by Jones and Portney, young voters will prefer to vote at election time and see this as important if their parents encourage them to participate in the political process. Jones and Portney (2007) also conducted research on the influence of parents on adolescent voting behavior. Parents who actively communicate with their teenagers about political and social issues that occur, give their children great influence to vote in elections. The research data shows that 84% of adolescents whose parents are very interested in politics will vote in the upcoming elections, and 91% of teenagers who discuss political issues with their parents every day will vote in the upcoming elections. Only 30% of teenagers who do not discuss political issues with their parents will participate in the upcoming elections.

The next group that becomes a reference for young voters is friends. Friends have a positive effect on the behavior of an individual youth, including on political decisions. This is in line with research conducted by Jones and Portney (2007) who saw that the role of peers has a positive effect on young voters. This research also shows that friends and parents are the main motivators for young voters to vote, which is indicated by the interaction between them and their friends or their parents in discussions about politics and social issues. The results of this study also show that friends have a greater influence than parents in directing young voters to vote.

Most Dominant Factors Influencing Young Voters' Decisions in Making Vote

Based on the results of the bootstrapping path coefficient output presented in Table 20, the mass media variable is the dominant factor affecting the decision to choose with a coefficient of 0.773. The coefficient value is greater than the coefficient of influence of the character / leadership variable, which is 0.285, and the reference group variable is 0.218. The coefficient values of the three variables are much greater than the coefficient of influence of the Product variable and the Emotional Relations variable in relation to decision making.

CONCLUSION

This research shows that young voters on the island of Java in the 2019 presidential election were dominated by young people aged 17-25 years with 60 percent female respondents. In terms of education level, as many as 63 percent have / are currently studying at university, 49 percent are students and university students, and 39 percent of them are participating in the election for the first time in 2019. Several factors have a different significant effect on the decisions of young voters in Java Island in making choices in the 2019 presidential election. Political products in the form of work programs and political promises and party bearers have no significant effect on the decisions of young voters. Characteristics and leadership factors have a significant effect on the decisions of young voters in making choices, while emotional relationships such as religion, ideology, and ethnicity have no significant effect on young voters' decisions. Mass media, especially social media, has a significant effect on the decisions of young voters in making choices. Reference groups, including family, friends, and personalities, have a significant effect on the decisions of young voters. This research also concludes that social media is the most dominant factor influencing the decisions of young voters on the island of Java in the 2019 presidential election.

RECOMMENDATIONS

Political parties must carry out a good cadre training process and are programmed to produce candidates who are fighting in democratic contestation. Political parties and candidates must also maximize the use of social media as a campaign tool and present innovative campaign tools that appeal to young voters. Candidates and political parties can also carry out massive campaigns with family, friends, and figures who become idols of young people. Election organizers must attract young figures and influencers, create election socialization content that is attractive to novice and young voters, and open space for them to be directly involved as election management officers at the RT / RW level as well as in villages and sub-districts. The author assesses that there are still various deficiencies in this study, one of which is the data used. Future research is expected to use primary data sources.

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