

BAB V

Kesimpulan Dan Saran

5.1 Kesimpulan

Setelah peneliti melakukan pembahasan dan perhitungan pada Bab IV yang melibatkan hasil rekapitulasi dari 431 (empat ratus tiga puluh satu) sampel menggunakan uji statistik *software* SPSS 23 dan *Structural Equation Modeling-Partial Least Square* (SEM-PLS) 3.0. Bab ini penulis menyampaikan kesimpulan penelitian yang berjudul ‘Analisis *Political Brand Equity* sebagai Determinan *Voting Intention* pada konstituen muda di Kota Bandung’, akan menjelaskan tentang bagaimana pengaruh dari *Political Socialization Process*, *Party Knowledge* (*party brand awareness* dan *party brand association*), *party perceived quality* terhadap *voting intention* pada konstituen muda di Kota Bandung sebagaimana sesuai dengan perumusan masalah dan tujuan penelitian yang sudah disampaikan pada Bab I.

5.1.1 Deskripsi Variabel *Political Socialization Process*, *Party Knowledge* (*party brand awareness* dan *party brand association*), *party perceived quality* dan *voting intention*

Berdasarkan hasil penelitian yang tercantum pada bab sebelumnya dapat diketahui bahwa penilaian responden terhadap *Party Socialization* masuk dalam kategori baik. Dari hasil perhitungan tersebut menunjukkan bahwa media elektronik sebagai agen sosialisasi politik memiliki peranan yang penting dalam menyampaikan

kepada pemuda. kemudian agen sosialisasi politik kedua yang penting untuk diperhatikan adalah berkaitan dengan tingkat religius seseorang. Pendidikan juga dipandang sebagai satu variabel penting dalam kegiatan menjelaskan tingkah laku politik, dan terdapat banyak pembuktian tidak langsung yang menyatakan pendidikan itu penting sebagai agen sosialisasi politik (Galston, 2001) ¹¹⁰. Dari hasil kuesioner pada pemuda di Kota Bandung, siklus hidup merupakan salah satu agen sosialisasi politik yang harus dicermati oleh partai politik. Ada prinsip utama dalam proses sosialisasi bahwa apa yang dipelajari awal adalah yang terbaik dipelajari dan struktur pembelajaran kemudian. Peran dari keluarga (terutama ayah) juga memiliki pengaruh terhadap partisipasi dalam politik dan keputusan dalam pemilihan partai politik tertentu. sedangkan perbedaan jenis kelamin memiliki pengaruh yang tidak terlalu baik terhadap partisipasi dalam politik dan pemilihan pada partai politik tertentu.

Penilaian responden terhadap *Party Brand Awareness* masuk dalam kategori baik. Hal ini memperlihatkan bahwa konstituen muda di Kota Bandung dapat dengan mudah mengenali simbol atau logo dari partai politik yang akan mereka pilih, konstituen muda Kota Bandung juga dapat dengan mudah mengenali partai yang mereka pilih di antara partai pesaing lainnya dan dapat dengan cepat mengingat partai politik yang telah dipilih. Kemudian konstituen muda Kota Bandung telah memiliki kemampuan untuk mengenali satu merek di atas merek lain walaupun konstituen muda Kota Bandung belum memperoleh informasi yang cukup memadai mengenai program yang ditawarkan oleh partai politik.

Penilaian responden terhadap *Party Brand Association* masuk dalam kategori baik. Walaupun konstituen muda Kota Bandung sulit untuk menggambarkan seperti apa

partai politik yang dipilih, logo dari partai politik yang dipilih oleh responden memiliki keakraban yang baik dengan responden untuk diingat kembali. dan beberapa atribut dari partai politik yang terkait pada karakteristik juga diperlukan untuk kinerja produk atau layanan supaya dapat dikenali oleh responden.

Penilaian responden terhadap *Party Perceived Quality* masuk dalam kategori baik. Dari hasil tersebut dapat dilihat bahwa responden yang merupakan konstituen muda memiliki penilaian yang baik terhadap kualitas yang mereka rasakan terhadap partai politik yang mereka pilih. Karena kualitas yang dirasakan oleh responden didasarkan pada persepsi dan apa yang penting bagi individu konsumen dan persepsi kualitas sebagai elemen terpenting bagi pelanggan untuk menilai suatu merek. Dengan pemahaman persepsi konsumen terhadap kualitas suatu merek seharusnya akan membantu partai politik untuk mengelola merek mereka dengan sukses pada pasar yang ramai.

Penilaian responden terhadap *Voting Intention* masuk dalam kategori baik. melihat dari hasil ini maka dapat disimpulkan bahwa pilihan responden sudah memiliki kepastian tanpa adanya keraguan untuk beralih. penelitian ini juga memperlihatkan bahwa terdapat kemungkinan pemilihan pada masa depan dapat terjadi dan dapat diketahui dari pernyataan ini bahwa posisi merek saat ini cukup kuat untuk memotivasi pemilih untuk melakukan pemilihan pada partai dan responden dengan kemauan sendiri memiliki kehendak atau niat untuk memberikan informasi terkait partai politik pilihannya kepada teman atau rekan sejawat atau anggota keluarganya.

5.1.2 Pengaruh dari *Political Socialization Process* terhadap *Party Knowledge (party brand awareness dan party brand association)*, dan *party perceived quality*

Berdasarkan hasil penelitian menunjukkan bahwa *Political Socialization Process* berpengaruh terhadap *Party Brand Awareness* untuk konstituen muda di Kota Bandung dan signifikan secara statistik. Sehingga semakin baik *Political Socialization Process* maka *Party Brand Awareness* juga akan meningkat dan sebaliknya semakin rendah *Political Socialization Process* maka *Party Brand Awareness* akan mengalami penurunan. Hal ini menunjukkan bahwa tingkat religius seseorang, gender, dan pengalaman hidup sebagai *agent* sosialisasi politik merupakan sesuatu yang perlu diperhatikan oleh partai politik dalam sosialisasinya kepada konstituen muda khususnya di Kota Bandung. Hal tersebut bisa membuat para konstituen muda untuk mengenali partai yang akan dipilih, dengan melihat logo ataupun simbol, sehingga mereka bisa memikirkan partai politik pilihan mereka ketika hendak melakukan hak pilihnya.

Political Socialization Process juga berpengaruh terhadap *party brand association* dan signifikan secara statistik. Sehingga semakin baik *Political Socialization Process* maka *Party Brand Association* juga akan meningkat dan sebaliknya semakin rendah *Political Socialization Process* maka *Party Brand Association* akan mengalami penurunan. Hal ini menunjukkan bahwa para konstituen muda di Kota Bandung mudah untuk mengingat logo ataupun simbol partai politik yang akan dipilih kelak dan mereka sama sekali tidak kesulitan memilih partai politik tersebut ketika nanti ketika proses pemilu akan berlangsung. Tetapi masih mengalami kesulitan dalam melihat karakteristik partai politik tersebut.

Kemudian *Political Socialization Process* juga berpengaruh terhadap *Party Perceived Quality* dan signifikan secara statistik. Sehingga semakin baik *Political Socialization Process* maka *Party Perceived Quality* juga akan meningkat dan sebaliknya semakin rendah *Political Socialization Process* maka *Party Perceived Quality* akan mengalami penurunan. Hal ini menunjukkan bahwa para konstituen muda di Kota Bandung sudah dapat memilih partai politik yang dianggap memiliki kredibilitas yang baik untuk dipilih, partai politik tersebut bisa membuat negara menjadi aman, tenteram dan membuat rakyatnya semakin sejahtera, partai politik ini diharapkan bisa melibatkan aspirasi mereka dan melibatkan rakyat dalam membuat kebijakan, partai politik ini dipersepsikan memiliki kemampuan untuk melaksanakan program mereka dan memberikan pelayanan sesuai yang telah dijanjikan.

5.1.3 Pengaruh dari *Party Knowledge (party brand awareness dan party brand association)*, dan *party perceived quality* terhadap *voting intention*

Dari hasil pengujian yang terdapat pada bab sebelumnya menunjukkan bahwa *Party Brand Awareness* berpengaruh terhadap *Voting Intention* secara parsial dan signifikan secara statistik. Sehingga, semakin tinggi *Party Brand Awareness* maka *Voting Intention* juga akan meningkat dan sebaliknya semakin rendah *Party Brand Awareness* maka *Voting Intention* akan mengalami penurunan. Hal ini menunjukkan bahwa semakin mudah seseorang mengenali partai politik yang dipilihnya ini daripada partai politik pesaing maka mereka berpotensi untuk bisa memilih partai tersebut dikemudian hari, semakin mudah mereka mengingat simbol dan logo partai dalam benak mereka maka semakin kuat juga mereka memilih partai politik yang mereka pilih

tersebut daripada partai politik lain maka kesempatan mereka untuk memilih partai politik tersebut akan semakin besar ketika pemilu terdekat ini akan berlangsung

Party Brand Association juga berpengaruh terhadap *Voting Intention* secara parsial dan signifikan secara statistik. Sehingga semakin tinggi *Party Brand Association* maka *Voting Intention* juga akan meningkat dan sebaliknya semakin rendah *Party Brand Association* maka *Voting Intention* akan mengalami penurunan. Hal ini menunjukkan bahwa partai politik yang memiliki karakteristik secara spesifik/tertentu akan semakin mudah di ingat khususnya untuk konstituen muda di Kota Bandung, semakin mudah mereka mengingat kembali partai politik tersebut dalam benak mereka bisa dalam bentuk simbol atau logo dari partai politik tersebut maka hal ini bisa membuat mereka memilih partai politik pilihan mereka ini dibandingkan dengan partai politik yang lain.

Variabel *Party Perceived Quality* berpengaruh juga terhadap *Voting Intention* secara parsial dan signifikan secara statistik. Sehingga semakin baik *Party Perceived Quality* maka *Voting Intention* juga akan meningkat dan sebaliknya semakin rendah *Party Perceived Quality* maka *Voting Intention* akan mengalami penurunan. Hal ini menyatakan bahwa partai politik yang memiliki kredibilitas yang baik, jujur dan dapat dipercaya akan membuat konstituen muda di Kota Bandung memilih dalam pemilu sekarang dan memiliki potensi pilihan pada pemilu selanjutnya. Partai politik yang bisa menampung aspirasi rakyat, melaksanakan programnya dengan baik dan memberikan pelayanan sesuai yang dijanjikan oleh partai tersebut maka membuat minat para konstituen muda di Kota Bandung memilih partai politik tersebut pada pemilu yang sekarang dan akan datang sebagai pilihan pertama mereka dan mereka pun memiliki

keinginan untuk merekomendasikan hal ini kepada sanak saudara ataupun orang dekat di lingkungan mereka.

Dan dilihat secara simultan variabel *Party Brand Awareness*, *Party Brand Association* dan *Party Perceived Quality* bersama-sama memberikan pengaruh sebesar 37,2% terhadap *Voting Intention*.

5.2 Saran

Sebagai penutup dari disertasi ini, penulis memberikan saran kepada kepada para penentu pengambil kebijakan partai politik khususnya yang melihat *Political Brand Equity* sehingga bisa memfokuskan diri pada konstituen muda di Kota Bandung untuk melakukan hal sebagai berikut:

1. Para pengambil kebijakan pada partai politik untuk segera membentuk *brand equity* pada partai mereka sehingga partai tersebut bisa menentukan langkah-langkah dalam membuat strategi *Political Socialization Process*, *Party Knowledge (party brand awareness dan party brand association)*, *party perceived quality* yang sesuai dengan kondisi, situasi dari partai politik tersebut sehingga tercipta *Political Brand Equity* yang baru di masyarakat sehingga partai ini bisa meningkatkan minat (*voting intention*) masyarakat untuk memilih partai ini pada pemilu di masa yang akan datang.
2. Penelitian ini adalah salah satu karya akademik yang menemukan korelasi positif antara kesadaran merek, asosiasi merek, persepsi kualitas, dan niat untuk melakukan pilihan. Meskipun terdapat penelitian serupa yang membahas dampak komponen ekuitas merek pada niat pilih konstituen, penyelidikan tentang

partaipolitik masih jarang. Oleh karena itu, penelitian ini secara khusus bertujuan untuk memberikan pemahaman yang lebih baik tentang pengaruh komponen ekuitas merek ini terhadap niat pilih konstituen muda terhadap partai politik. Penelitian ini berguna untuk penelitian lanjutan bagi akademisi, di mana penelitian ini merupakan penelitian awal tentang *political brand equity* pada partai politik di Indonesia khususnya untuk konstituen muda di Kota Bandung, penelitian ini bisa menjadi lebih menarik lagi apabila mengganti *focus* dan *locus* untuk penelitian di masa yang akan datang. Karena dalam penelitian ini latar belakang responden juga kurang. Dimana responden dalam penelitian ini adalah orang muda dengan rentang usia 17-30 tahun yang berdomisili di kota Bandung. Dengan demikian, kurangnya keragaman wilayah dan etnis dapat mempengaruhi hasil mengingat bahwa responden dari wilayah dan usia yang berbeda mungkin memiliki perilaku pemilihan yang berbeda berdasarkan preferensi, kebutuhan, dan perhatian mereka saat membuat keputusan pemilihan. Oleh karena itu, penelitian yang akan datang dapat mempelajari kelompok usia yang lebih luas sehingga pengaruh kelompok usia terhadap niat pemilihan pada partai politik dapat dievaluasi. Pada penelitian selanjutnya dapat dilakukan penelitian yang dapat merancang hipotesis penelitian dengan menggunakan variabel moderasi ataupun mediasi untuk melihat keterkaitan hubungan antar variabel. Hal ini ditujukan agar dapat mengembangkan pengetahuan dan pemahaman lebih mendalam mengenai *Political Brand Equity* khususnya untuk bisa meningkatkan variabel *voting intention*. Penulis merekomendasikan melakukan penelitian

dengan menganalisis variabel baru khususnya tentang variabel *brand image* yang bisa dimasukkan kedalam teori dari *Political Brand Equity*.

3. Harus ditekankan bahwa dalam lingkungan partai politik yang sangat kompetitif saat ini, manajemen merek yang kuat menjadi langkah penting dalam mengamankan pangsa pasar yang besar. Dengan demikian, berdasarkan hasil dari penelitian ini, partai politik dapat mengenali pentingnya komponen ekuitas merek pada niat pilih konstituen. Penelitian ini lebih lanjut memberikan partai politik dengan pemahaman tentang tren pasar dan preferensi konsumen. Dalam lingkungan partai politik yang serba cepat dan bersaing ini, penting bagi partai untuk bergerak seiring dengan tren saat ini dan preferensi konstituen dalam membangun pemasaran yang efektif dan efisien yang memenuhi kebutuhan dan keinginan konstituen. Dengan demikian, makalah ini dapat memfasilitasi partai politik dalam meningkatkan keterpilihan dan pangsa pasar mereka dengan menawarkan fitur merek yang tepat yang merangsang perilaku pembelian konsumen.
4. Telah terungkap bahwa variable yang diuji dalam penelitian ini memiliki pengaruh positif terhadap niat pemilihan dari konstituen muda kota Bandung. Secara khusus, kualitas yang dirasakan ditemukan menjadi elemen paling signifikan dalam mempengaruhi niat pemilihan konstituen muda terhadap partai politik. Oleh karena itu, jelas bahwa partai politik harus menetapkan atribut kualitas yang dirasakan yang penting bagi partai politik dan konstituen sehingga keunggulan kompetitif dapat diperoleh dari pesaing. Namun demikian, peran penting yang dimainkan oleh faktor-faktor lainnya tidak boleh diabaikan. *Party*

Brand Association membantu konstituen untuk menghasilkan citra merek positif atau negatif yang selanjutnya memengaruhi hubungan yang telah dibangun konsumen dengan merek tersebut, yang selanjutnya memengaruhi niat pemilihan konstituen. *Party Brand Awareness* sama pentingnya karena komunikasi dan transaksi apa pun tidak akan terjadi jika tidak ada kesadaran merek.

5. Kesimpulan dan saran akhir dengan semakin ketatnya persaingan politik, perilaku, preferensi, dan kebutuhan konstituen harus diidentifikasi dan dipahami untuk merancang produk yang akan terus memuaskan konsumen. Membangun merek yang kuat tidak diragukan lagi menjadi langkah penting untuk memenangi kompetisi dan partai politik menonjol dari kerumunan.

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