

The Influence of Candidate Brand Personality and Islamic Marketing Concepts on Voting Behavior: Evidence from the Lampung Gubernatorial Election

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Abstract

Understanding voting behavior in contemporary local elections requires moving beyond conventional political analysis toward psychological and value-based perspectives. While prior political marketing studies primarily emphasize candidate image and campaign communication, limited research integrates candidate brand personality and Islamic marketing values within a unified framework to explain voter behavior in socio-religious contexts. This study aims to examine the influence of candidate Brand Personality and Political Party Image on voting intention in the Lampung Provincial Gubernatorial Election and to analyze the mediating role of party image.

A quantitative explanatory design was employed using survey data collected from 110 millennial voters selected through purposive sampling. Data were analyzed using path analysis to evaluate direct and indirect relationships among variables. The findings indicate that Brand Personality has a positive and significant effect on voting intention, while Political Party Image also significantly influences voting intention. Brand Personality further exerts a strong effect on Political Party Image, confirming a perception transfer mechanism whereby voters generalize evaluations of candidates to the supporting political institution. Political Party Image acts as a partial mediator that strengthens the relationship between candidate personality and voting intention. The structural model demonstrates excellent goodness-of-fit, indicating strong explanatory capability. This study contributes to political marketing literature by introducing an integrative model combining candidate branding and Islamic marketing ethics in explaining local electoral behavior. The findings highlight the strategic importance of aligning candidate personal branding with party identity through consistent, ethical, and value-based political communication to enhance electoral competitiveness.

INTRODUCTION

Voting behavior represents an important indicator for assessing democratic dynamics and the level of political participation within society. Elections function not only as a procedural mechanism for selecting political leaders but also as a means of legitimizing political authority and determining the direction of public policy (Sistyawan, 2024). Public participation in elections provides a political mandate to elected leaders while simultaneously reflecting the level of public trust in the political system. Elections conducted in a fair and transparent manner tend to strengthen governmental legitimacy and maintain political stability (Dharmawan et al., 2025). Conversely, elections perceived as lacking transparency may reduce public trust and trigger socio-political tensions (Haryanto et al., 2025).

Voter behavior is shaped through the interaction of various political and social factors. Political information, campaign strategies, the performance of political actors, and media exposure

influence how voters evaluate candidates (Ubaidillah, 2025). Social environments, including family, community networks, and community leaders, also play a role in shaping political preferences through discussion and recommendation processes. In the context of regional elections, including gubernatorial elections, the electoral process becomes an arena for competition among ideas, political images, and narratives aimed at gaining public support. Voters' choices subsequently determine the configuration of political power, the direction of development policies, and the prioritization of regional resource management.

Political marketing studies suggest that voters' perceptions are influenced not only by political programs but also by the personal characteristics of candidates (Argiana et al., 2025). The concept of brand personality explains how human personality traits are associated with political candidates or entities (Bastian, 2022). Brand personality fosters emotional and psychological attachment between voters and candidates. When voters perceive alignment between their personal values and a candidate's character, the likelihood of developing voting intentions increases. Characteristics such as honesty, competence, and reliability play a crucial role in building public trust and differentiating candidates within political competition (Septira et al., 2025; IDA, 2025).

Brand personality not only directly influences voter preferences but also contributes to the formation of political party image. A candidate's personality often serves as a representation of the party's values and identity in the eyes of the public (Basyaeb & Fikri, 2025). Voters frequently use candidates' personal characteristics as heuristic cues to evaluate political parties, particularly when information regarding party policies or ideological positions is limited. This phenomenon is increasingly relevant among millennial voters, who tend to consider symbols, values, and personal representations rather than relying solely on formal ideological approaches (Basyaeb & Fikri, 2025).

In addition to candidate personality factors, political party image also plays an important role in the voting decision-making process (Falah, 2023; Tenri et al., 2025). Party image reflects public perceptions of a party's reputation, integrity, consistency, and performance in advocating public interests (Zaighum dkk, 2021). A positive party image creates cognitive associations that facilitate voters in making political decisions. Under conditions where information about candidates is limited, political parties function as an "umbrella brand" that signals quality and policy direction to voters. Based on the Theory of Reasoned Action, individual attitudes and subjective norms formed through these perceptions influence behavioral intentions, including voting intention (Alhaimer, 2023).

The results of the electability survey for the Lampung Provincial Gubernatorial Election indicate differences in the level of support among candidates. However, the survey primarily emphasizes voters' final preference outcomes rather than the psychological processes underlying the formation of voting intentions. Electability data are able to identify leading candidates but do not adequately explain the psychological and perceptual factors that shape voters' choices, particularly among millennial voters. The increasing popularity and favorability ratings of candidates suggest the influence of political personality factors; however, these aspects have not yet been systematically analyzed through a brand personality approach.

The influence of political party image on voting intention in the context of local elections remains empirically underexplored, particularly among millennial voters (Hermanto & Narindro, 2020; Goetting & Becker, 2025). The presence of respondents who remain undecided indicates that voting intention is dynamic and influenced by both psychological and social factors. The Indonesian Survey Institute, (2024) reports that conventional electability surveys tend to capture

voter preferences at a single point in time without thoroughly examining the underlying mechanisms involved in the formation of behavioral intentions. This condition highlights a gap between findings derived from practical political surveys and academic studies grounded in behavioral theory.

The socio-religious characteristics of the people of Lampung Province provide an opportunity to incorporate an Islamic marketing perspective into political marketing studies. Islamic ethical values, such as honesty (*ṣidq*), trustworthiness (*amanah*), justice (*‘adl*), and social responsibility, serve as moral foundations that may influence public perceptions of political actors and party institutions. Recent studies indicate that religious values and faith-based ethics can shape political trust and voters' evaluations of the credibility of candidates and political organizations (Abror et al., 2022; Alam & Al Mubarak, 2025). In the marketing context, the Islamic marketing approach emphasizes the integration of spiritual values, ethical communication, and organizational behavior oriented toward social welfare, which has been shown to enhance audience trust and emotional attachment toward a brand or public figure (Maulana et al., 2025).

Most political marketing studies continue to focus on conventional approaches, such as political branding, digital campaign communication, and candidate image, without integrating Islamic ethical values as an analytical framework for understanding voter behavior (Hiqmah et al., 2025; Neihouser & Dubois, 2024). Research on millennial voter behavior also tends to emphasize social media influence, political identity, and candidate personalization, while the religious dimension as a determinant of political perception remains relatively underexplored empirically (Boulianne et al., 2023; Gil de Zúñiga et al., 2017). Furthermore, Islamic marketing studies over the past five years have predominantly been applied to consumer behavior and the halal industry rather than to political marketing and electoral behavior contexts (Adnan & Mona, 2024; Nasir et al., 2024). This condition indicates the existence of both conceptual and empirical gaps, particularly in explaining how Islamic marketing principles may influence the formation of candidates' brand personality, political party image, and millennial voters' voting intentions within the context of local elections.

Based on the limitations identified in previous studies, this research develops an integrative model that combines gubernatorial candidates' brand personality and Islamic marketing concepts to explain voting behavior in the context of local elections. This study aims to analyze the influence of voters' perceptions of candidates' personalities, along with the application of Islamic marketing ethical values, on the formation of attitudes and voting decisions in the Lampung Provincial Gubernatorial Election. The integration of these two approaches is expected to enrich political marketing literature by offering a contextual perspective that considers the socio-religious characteristics of society as well as the behavioral dynamics of millennial voters at the local level.

METHODS

This study employed a quantitative research design with an explanatory approach to examine the relationships among candidate brand personality, political party image, and voting behavior within the framework of Islamic marketing. The explanatory approach was selected because it enables empirical testing of causal relationships among variables and hypothesis verification through statistical analysis (J. Hair & Alamer, 2022). This research design is considered appropriate

for addressing the research questions, as it aims to measure both the direction and magnitude of the relationships among conceptually defined constructs.

The study population consisted of millennial voters residing in Lampung Province, Indonesia. Millennials were defined as individuals aged 17–35 years, following the classification established by Statistics Indonesia (BPS). This group was selected due to its substantial demographic proportion and active engagement in political communication, particularly through digital media and social networks. Given the large population size, estimated at approximately two million voters distributed across 15 regencies and municipalities, a census approach was not feasible (J. Hair & Alamer, 2022). Therefore, purposive sampling was employed to ensure that respondents met criteria relevant to the research objectives. The inclusion criteria required respondents to (1) be aged 17–35 years, (2) reside in Lampung Province, (3) be eligible voters in the gubernatorial election, and (4) possess knowledge of or interest in local political issues. A total of 110 respondents participated in this study, which meets the recommended minimum sample size for multivariate analysis (J. Hair & Alamer, 2022).

Research data were collected using a structured questionnaire developed based on indicators derived from previous political marketing and behavioral intention studies. The instrument measured three main variables: candidate brand personality, political party image, and voting intention. Brand personality was assessed through voters' perceptions of candidates' honesty, innovativeness, friendliness, religiosity, and leadership characteristics (Ligery, 2022). Political party image was measured through perceptions of party credibility, its ability to offer solutions to social issues, and its pro-public orientation (Romaniuk & Sharp, 2003). Voting intention reflected respondents' tendencies to seek candidate information, prioritize the selection of appropriate leadership, and consider religious values in their voting decisions (Fishbein & Ajzen, 1977). All items were measured using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The questionnaire was distributed both offline and online through digital platforms to broaden respondent coverage while maintaining data accuracy.

Prior to hypothesis testing, the research instrument was assessed for validity and reliability to ensure measurement accuracy and consistency; therefore, only items meeting the required statistical criteria were included in the analysis (Ghozali, 2016). Data analysis was conducted in several stages, beginning with descriptive statistics to summarize respondent characteristics, followed by classical assumption tests, including normality, homogeneity, and linearity assessments, to confirm data suitability. Subsequently, path analysis was employed to examine both direct and indirect relationships among variables and to evaluate the proposed structural model (Hair et al., 2020). Statistical analyses were performed using SPSS and LISREL software to estimate

model parameters and assess model fit, with model refinement conducted when insignificant parameters were identified. Overall, the methodological procedures were systematically designed to ensure transparency and research replicability while providing reliable empirical evidence regarding the influence of candidate brand personality and Islamic marketing concepts on voting behavior in the Lampung gubernatorial election.

Characteristics | Category | Frequency (f) | Percentage (%)

RESULTS AND DISCUSSION

Respondent Characteristics

Table 1. Respondent Characteristics

Characteristics	Category	Frequency (f)	Percentage (%)
Gender	Male	64	58,2
	Female	46	41,8
	Total	110	100
Age	21–30 years	49	44,5
	31–40 years	34	30,9
	41–50 years	19	17,3
	> 50 years	8	7,3
	Total	110	100
Education Level	Senior High School or Equivalent	34	30,9
	Diploma	20	18,2
	Bachelor's Degree (S1)	41	37,3
	Master's Degree (S2)	12	10,9
	Others	3	2,7
	Total	110	100
Occupation	Student	15	13,6
	Civil Servant	22	20,0
	Private Sector Employee	38	34,5
	Entrepreneur / Self-employed	27	24,5
	Others	8	7,4
	Total	110	100

The respondent profile shows relatively balanced gender participation, with males slightly dominating (58.2%). Most respondents were aged 21–30 years (44.5%), indicating that the sample is largely composed of younger voters aligned with the millennial focus of the study. The majority held at least a bachelor's degree or senior high school qualification, suggesting adequate educational backgrounds to evaluate political information critically. In terms of occupation, private sector employees and entrepreneurs represented the largest groups, reflecting economically active voters. Overall, these characteristics indicate that the sample represents active and informed voters who are relevant for analyzing voting behavior in the gubernatorial election context.

Test Quality Instrument

Table 2. Validity Test Results

Variable	Item	Corrected Item– Total Correlation (r-value)	r-table (0.05; n = 110)	Remark
Brand Personality (X ₁)	X1.1	0.518	0.187	Valid
	X1.2	0.656	0.187	Valid
	X1.3	0.712	0.187	Valid
	X1.4	0.724	0.187	Valid
	X1.5	0.703	0.187	Valid
Political Party Image (X ₂)	X2.1	0.491	0.187	Valid
	X2.2	0.659	0.187	Valid
	X2.3	0.695	0.187	Valid
Behavioral Intention (Y)	Y.1	0.482	0.187	Valid
	Y.2	0.408	0.187	Valid
	Y.3	0.254	0.187	Valid

The validity test results indicate that all items measuring the Brand Personality and Political Party Image variables obtained corrected item–total correlation values exceeding the r-table value (0.187) at a 5% significance level with a sample size of 110 respondents. Correlation values for the Brand Personality variable ranged from 0.518 to 0.724, while those for Political Party Image ranged from 0.491 to 0.695, indicating strong relationships between the indicators and their respective constructs. Therefore, all items within both variables were considered valid and suitable for further analysis. For the Behavioral Intention variable, all items also produced r-values above the r-table threshold (0.254–0.482), meeting the statistical validity criteria. Although one item showed a relatively lower correlation compared to the others, all indicators remained valid as they exceeded the minimum acceptable threshold. Overall, the research instrument was considered adequate in representing the constructs and appropriate for subsequent analytical procedures.

Table 3. Reliability Test Results

Variable	Number of Items	Cronbach’s Alpha	Criteria	Remark
Brand Personality	5	0.849	≥ 0.80	High Reliability
Political Party Image	3	0.775	≥ 0.70	Good Reliability
Behavioral Intention	3	0.560	< 0.60	Low Reliability

The reliability test results indicate that the *Brand Personality* variable achieved a Cronbach’s alpha value of 0.849, indicating high reliability, while the *Political Party Image* variable obtained an alpha value of 0.775, reflecting good reliability. Both variables meet the required

reliability criteria and are considered suitable for further data analysis. In contrast, the *Behavioral Intention* variable produced a Cronbach's alpha value of 0.560, which falls below the recommended reliability threshold, indicating relatively low internal consistency. This finding suggests the need for further evaluation of the measurement items to improve the quality and stability of the instrument.

Test Assumptions Classic

Table 4. Hasil Uji Normalitas

Variable	Kolmogorov–Smirnov ^a			Shapiro–Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Behavioral Intention	0.132	110	0.000	0.952	110	0.001
Brand Personality	0.088	110	0.036	0.974	110	0.031
Political Party Image	0.126	110	0.000	0.951	110	0.000

a. Lilliefors Significance Correction

Normality testing was conducted using the Kolmogorov–Smirnov and Shapiro–Wilk tests to examine whether the research data were normally distributed. The results indicated that all variables had significance values below 0.05, suggesting non-normal data distribution. The *Behavioral Intention* variable showed significance values of 0.000 and 0.001, while *Brand Personality* obtained values of 0.036 and 0.031, and *Political Party Image* recorded significance values of 0.000 in both tests. Although the normality assumption was not fully satisfied, this condition remains acceptable because the analytical approach applied does not require strict normality and is supported by a relatively large sample size. Consistent with the central limit theorem, the data were considered suitable for further statistical analysis, indicating that non-normal distribution did not constitute a major limitation in hypothesis testing.

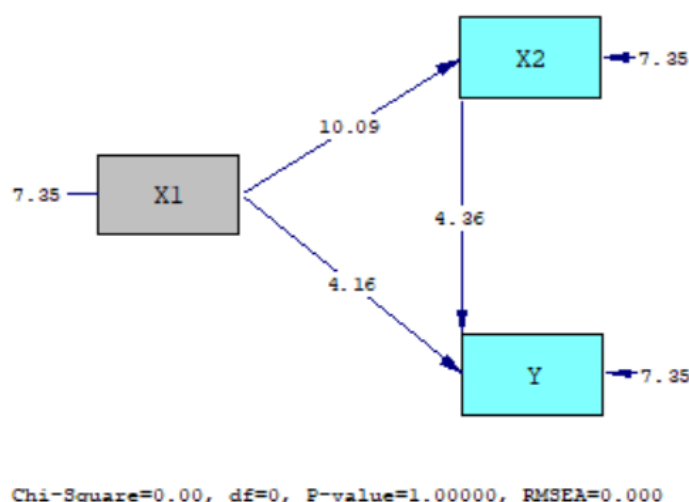
Table 5. Linearity Test Results

Variable Relationship	Linearity Sig.	Deviation from Linearity Sig.	Decision	Remark
Behavioral Intention – Brand Personality	0.000	0.201	Linear	Assumption Fulfilled
Behavioral Intention – Political Party Image	0.000	0.612	Linear	Assumption Fulfilled

Linearity testing was conducted to examine whether the relationships between the independent variables and the dependent variable were linear. ANOVA results indicated that the

relationship between *Brand Personality* and *Behavioral Intention* showed a linearity significance value of 0.000 (< 0.05) and a deviation from linearity value of 0.201 (> 0.05), confirming a significant linear relationship without deviation from the linear pattern. Similarly, the relationship between *Political Party Image* and *Behavioral Intention* produced a linearity significance value of 0.000 and a deviation from linearity value of 0.612, indicating a linear association with no significant deviation. These findings demonstrate that the linearity assumption was satisfied for both independent variables, supporting the suitability of the data for further regression or structural model analysis and subsequent hypothesis testing.

Path Analysis Results



Picture 1. T-Test Results

The path analysis results indicate that *Brand Personality* has a positive and significant effect on *Political Party Image*, with a coefficient value of 10.09, suggesting that stronger candidate characteristics are associated with more positive public perceptions of party image. *Brand Personality* also shows a direct effect on *Voting Intention*, with a coefficient value of 4.16, indicating that candidates' personal attributes directly influence voters' decision-making. Furthermore, *Political Party Image* significantly affects *Voting Intention*, with a coefficient value of 4.36, thereby acting as a partial mediator in the relationship between *Brand Personality* and *Voting Intention*. The model fit evaluation produced a Chi-square value of 0.00, a p-value of 1.000, and an RMSEA of 0.000, indicating an excellent model fit. Therefore, the path analysis model is considered appropriate and capable of empirically explaining the relationships among the variables.

DISCUSSION

Brand Personality positively influences Voting Intention in the Lampung Gubernatorial Election.

The analysis results indicate that *Brand Personality* has a positive and significant effect on voting intention in the Lampung Provincial Gubernatorial Election. This finding confirms that voters' positive perceptions of candidate characteristics increase their likelihood of providing political support, particularly among millennial voters who tend to consider personal attributes in their decision-making process. Candidate traits such as honesty, competence, emotional closeness, and communication ability play an important role in shaping political preferences, indicating that voters evaluate not only policy programs but also the personal attributes attached to the candidate. These results are consistent with the political marketing perspective, which views political candidates as political brands possessing symbolic identities in voters' minds. Recent studies demonstrate that brand personality enhances voter identification and strengthens electoral decisions through emotional and psychological attachment to candidates (Moslehpour et al., 2026; Vargas et al., 2025). Political image also functions as a cognitive cue that helps voters simplify political evaluations under conditions of limited information, thereby increasing voting intention (Rosenberg et al., 1991; Sophocleous et al., 2024). Furthermore, contemporary studies suggest that modern voting behavior is increasingly influenced by emotional and symbolic factors rather than purely ideological considerations, particularly among younger generations (Suniadewi & Abadi, 2025; Dinu et al., 2025; Kim & Lee, 2023). In societies characterized by strong socio-religious values, Islamic marketing ethics, such as honesty and trustworthiness, further reinforce political trust and candidate evaluation, thereby increasing voting intention (Omar et al., 2021; Alam & Al Mubarak, 2025). Overall, these findings highlight that brand personality represents a key determinant of voting behavior by fostering psychological closeness and voter trust, making it an effective strategy for enhancing candidate electability.

Political Party Image positively influences Voting Intention in the Lampung Gubernatorial Election.

The test results indicate that *Political Party Image* has a positive and significant effect on voting intention in the Lampung Provincial Gubernatorial Election, with a path coefficient of 4.36. This finding suggests that public perceptions of party reputation, credibility, and consistency play an important role in strengthening voter trust in the endorsed candidate. The more positive the perceived party image, the higher the likelihood of voters providing political support, indicating that political parties remain an important source of legitimacy in the electoral process. These results confirm that voters evaluate not only individual candidate characteristics but also the quality of political institutions as a rational basis for decision-making. Conceptually, party image reflects collective public perceptions of organizational integrity, ideological consistency, and policy track

records, which function as credibility signals in political evaluation. This finding supports recent studies demonstrating that political image and political branding act as cognitive heuristics that help voters simplify decision-making under conditions of limited information (Sophocleous et al., 2024; Kartini et al., 2025; Marland, 2021). Penelitian Vargas-Merino et al., (2025) further show that perceptions of political institutions enhance trust and strengthen electoral decisions through political identification mechanisms. Dinu et al., (2025) argue that modern voting behavior is increasingly shaped by symbolic perceptions and political reputation rather than purely ideological considerations, particularly among younger voters. In socio-religious societies, ethical values such as honesty, trustworthiness, and organizational accountability further reinforce voter evaluations of political parties (Alam & Al Mubarak, 2025; Abror et al., 2022). Overall, this study demonstrates that party image functions not only as a supporting factor for candidates but also as a direct determinant of political trust and voting intention. Practically, political parties need to maintain reputational strength through transparent governance, program consistency, and credible public communication to ensure alignment between party identity and candidate representation, thereby enhancing electoral competitiveness in gubernatorial elections.

The Influence of Brand Personality on Political Party Image in Lampung Province

The results of the third hypothesis test indicate that *brand personality* has a positive and significant effect on political party image, as evidenced by a significance value below 0.05 and a path coefficient of 10.09. This finding demonstrates that voters' perceptions of candidate characteristics make a substantial contribution to shaping the political party's image. Party image is not formed solely through organizational performance and ideological positioning but also through the candidate's personal representation, which serves as a symbolic embodiment of the party in the public sphere. The more positive voters' perceptions of the candidate's personality, the stronger the party image formed in the public mind. These results confirm that the candidate functions as a representation of political identity capable of transferring personal perceptions into institutional evaluations of the party.

The findings further reveal a perception transfer mechanism in the political evaluation process, whereby voters initially form judgments about the candidate and subsequently generalize those evaluations to the political party supporting the candidate. This process aligns with the political branding perspective, which views candidates and parties as a unified symbolic identity in voters' perceptions (Pich et al., 2020; Marland, 2021; Risberg & Varga, 2024; Dasgupta & Sarkar, 2022). Recent studies show that candidate characteristics and political marketing strategies can shape institutional political image through psychological identification mechanisms among voters (Vargas-Merino et al., 2025). Political image also operates as a cognitive heuristic that helps voters

simplify political decision-making under conditions of limited information (Sophocleous et al., 2024). Other studies further indicate that modern voting behavior is increasingly influenced by symbolic perceptions and political reputation rather than purely ideological considerations, particularly among younger voters (Dinu et al., 2025; Boulianne et al., 2023).

This study also demonstrates that *brand personality* not only directly influences voting intention but also shapes party image as a mediating mechanism in political decision-making. The interaction between candidates' personal attributes and institutional party dimensions plays a crucial role in building public political trust. In socio-religious contexts, ethical values such as honesty, trustworthiness, and organizational integrity further strengthen voter evaluations of political actors and party institutions (Alam & Al Mubarak, 2025; Omar et al., 2021; Abror et al., 2022). These findings suggest that party image formation is influenced not only by rational considerations but also by voters' moral and psychological dimensions.

Practically, the findings imply the need for strategic synergy between candidates and political parties in designing campaign communication. Candidates require credible party image support, while parties depend on representative figures capable of consistently embodying organizational values. Alignment of communication messages, consistency of political identity, and integration between candidates' personal branding and political corporate branding represent essential strategies for building positive public perceptions and enhancing electoral competitiveness. The novelty of this study lies in integrating the concept of candidate brand personality with party image formation within the context of local elections characterized by strong socio-religious community values. The findings demonstrate that party image is not solely the outcome of institutional performance but is also constructed through voters' psychological perceptions of candidate figures. This study expands political marketing literature by explaining the dynamic interaction mechanism between candidates' personal identity and institutional party perceptions in shaping voting behavior at the local political level.

CONCLUSION

This study examines the influence of Brand Personality and Political Party Image on Voting Intention in the Lampung Provincial Gubernatorial Election. The findings indicate that Brand Personality has a significant effect on voting intention, highlighting the importance of voters' perceptions of candidate characteristics in shaping political support. Political Party Image also shows a significant positive influence on voting intention, confirming that party credibility and reputation remain key determinants in electoral decision-making. Furthermore, Brand Personality is proven to influence Political Party Image through a perception transfer mechanism from the candidate to the supporting political institution. This study contributes to the political marketing

literature by integrating candidate personality and party image within a unified analytical framework, particularly in a local political context characterized by strong socio-religious values. Practically, candidates and political parties need to align personal branding with party identity through consistent and credible political communication strategies. Future research is recommended to expand the respondent scope and incorporate additional variables, such as digital political communication and political trust, to provide a more comprehensive understanding of voting behavior.

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