

**THE INFLUENCE OF POLITICAL MARKETING MIX, CELEBRITY  
ENDORSEMENT, AND BRAND IMAGE ON VOTING DECISION IN THE 2024  
JAKARTA GUBERNATORIAL ELECTION**

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**ABSTRACT**

The development of communication technology and more inclusive access to information has driven the transformation of political communication campaigns, which increasingly adapt strategies from the commercial sector. The 2024 Jakarta gubernatorial election, as a national political barometer, provides an important context to examine how marketing concepts such as the marketing mix, celebrity endorsement, and brand image influence the voting decision of urban voters. This study was conducted with the aim of analyzing whether or not there is an influence received by the election decision from the political marketing mix and celebrity support, where the mediating variable is played by brand image. The quantitative research is a method that implemented in this study using a survey of 400 respondents who were eligible voters and registered in the Permanent Voter List (DPT) for the 2024 Jakarta gubernatorial election, selected proportionally based on the population distribution across six administrative cities. PLS-SEM is implemented to analyze the data with SmartPLS software. The findings indicate that voting decisions are significantly affected by the political marketing mix and celebrity endorsement, both directly and through mediating variables played by brand image. A candidate's brand image can be enhanced by an effective political marketing mix and celebrity endorsement strategy, thereby voters' decision to support the candidate in the 2024 Jakarta gubernatorial election can be strengthened.

**Keywords:** Election, Political Marketing Mix, Celebrity Endorsement, Brand Image.

**ABSTRAK**

Perkembangan teknologi komunikasi dan akses informasi yang semakin inklusif telah mendorong transformasi kampanye komunikasi politik, yang semakin banyak mengadaptasi strategi dari sektor komersial. Pemilihan gubernur Jakarta 2024, sebagai barometer politik nasional, memberikan konteks penting untuk menelaah bagaimana konsep pemasaran seperti marketing mix, celebrity endorsement, dan brand image memengaruhi keputusan memilih pemilih urban. Penelitian ini dilakukan dengan tujuan agar ada tidaknya pengaruh yang diterima keputusan memilih dari political marketing mix dan celebrity endorsement bisa dianalisis, dengan variabel mediasi diperankan oleh brand image. Penelitian kuantitatif adalah metode yang diimplementasikan dalam studi ini melalui survei terhadap 400 responden yang merupakan pemilih yang memenuhi syarat dan terdaftar dalam Daftar Pemilih Tetap (DPT) Pemilihan Gubernur Jakarta 2024, dipilih secara proporsional berdasarkan distribusi populasi di enam kota administrasi. PLS-SEM adalah metode yang diimplementasikan untuk menganalisis data dengan memanfaatkan perangkat lunak SmartPLS. Temuan penelitian memperlihatkan bahwa keputusan memilih menerima pengaruh signifikan dari political marketing mix dan celebrity endorsement baik secara langsung ataupun melalui variabel mediasi yang diperankan oleh brand image. Studi ini memberikan bukti empiris bahwa brand image kandidat bisa ditingkatkan oleh strategi political marketing mix dan celebrity endorsement yang efektif, sehingga keputusan pemilih untuk mendukung kandidat dalam Pemilihan Gubernur Jakarta 2024 bisa diperkuat.

**Kata kunci:** Pemilu, Bauran Pemasaran Politik, Celebrity Endorsement, Citra Merek.

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## INTRODUCTION

The concepts and approaches of marketing communication have currently expanded into various sectors and organizations. Not only in commercially oriented organizations, marketing approaches are now commonly applied in non-profit organizations (Ayyildiz et al., 2017). One sector that has intensely adopted this approach is politics, where marketing principles and tools are used by political parties and candidates to influence voter choices. (Lees-Marshment, 2019). Various strategies are implemented to build a positive image of political products, ranging from visual campaigns and work programs to the utilization of mass and digital media (Bastian, 2022). Although political marketing strategies do not fully guarantee electoral success, relationships with voters can be maintained, trust can be built, and the effectiveness of political campaigns can be increased by this approach (O'Shaughnessy, 2001 in Utama et al., 2019; Lees-Marshment, 2019).

The development of communication technology and increasingly inclusive access to information have driven the transformation of political communication campaigns, which are increasingly adapting strategies from the commercial sector. This is also supported by changes in media consumption, particularly in urban areas such as DKI Jakarta. Voters in the digital era are regarded as strategic actors due to their high level of media literacy and their tendency to think critically about political issues (Sloam, 2016). The 2024 DKI Jakarta Regional Head Election (Pilkada), as a national political barometer, provides an important context for examining how marketing concepts such as the marketing mix, celebrity endorsement, and brand image influence voting decisions.

A number of studies affirm that voting decisions are significantly influenced by the Political Marketing Mix in electoral contestations (Yusuf, 2025; Utama et al., 2019). Furthermore, Celebrity Endorsement has also become a widely used communication tool in political marketing and has been proven to significantly affect voters' Voting Decisions (Dharta, 2024; Kurniawati, 2023; Prawira & Chairy, 2022; Madinga, 2021). However, the direct effect between variables is still the focus of most previous studies without examining marketing strategies and selection decisions linked by Brand Image as a psychological mechanism. Suleman et al. (2025) indicated that Brand Image is affected by the Political Marketing Mix, while Abbas et al. (2024) asserted that the relationship between the Political Marketing Mix and Voting Decisions can be mediated by Brand Image. Similarly, research by Biswas (2023) and Abdurrahman (2021) revealed that Brand Image and voting decisions are affected by Celebrity Endorsement, with a mediator played by Brand Image functioning.

However, there is a lack of research that simultaneously tests the Political Marketing Mix and Celebrity Endorsement in a single integrative model with a mediating variable is played by Brand Image on Voting Decisions. Previous research is generally limited to a single relationship, for instance, the Political Marketing Mix with Brand Image and Voting Decisions, or Celebrity Endorsement with Brand Image and Voting Decisions, without integrating both variables into one model.

This study offers novelty by building a model that simultaneously examines the Political Marketing Mix and Celebrity Endorsement within an integrative model, with Brand Image as a mediating variable influencing Voting Decision. Previous research has generally been limited to a single relationship, such as Political Marketing Mix with Brand Image and Voting Decision, or Celebrity Endorsement with Brand Image and Voting Decision, without integrating both variables into one comprehensive model. This novelty is expected not only to expand the literature on political communication and marketing but also to provide practical contributions for more effective political campaigns and communication strategies.

## Literature Review

### 1. Theory of Planned Behavior (TPB)

The formation of voting decisions can be explained by a theoretical framework called the Theory of Planned Behavior (TPB) through evaluative and cognitive processes. TPB states that behavioral intentions can predict actual behavior which is shaped by attitudes toward the behavior, subjective

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norms, and perceived behavioral control. (Conner & Sparks, 2015; Hagger, 2019; Steinmetz et al., 2016). In the context of this study, voters' cognitive and affective evaluations can be shaped by external stimuli played by the Political Marketing Mix and Celebrity Endorsement, which are reflected in the candidate's Brand Image as a representation of evaluative attitudes. Thus, TPB allows this research to systematically explain how political communication strategies contribute to the formation of voting decisions in the 2024 Jakarta gubernatorial election. Specifically, Political Marketing Mix and Brand Image represent voters' attitudes toward the candidate, while Celebrity Endorsement reflects subjective norms shaped by social influence, both converging to strengthen behavioral intention in the form of voting decisions.

## 2. Political Marketing Mix

An adaptation of the traditional marketing mix idea for a political setting is called the Political Marketing Mix, first introduced by Niffenegger (1988). This approach emphasizes the integration of four main elements: product, promotion, price, and place, in strategically managing voter behavior (Sophocleous et al., 2024). The political product encompasses the candidate's personal characteristics, track record, as well as the political platforms and promises offered to voters (Bastian, 2022). The promotion element plays a vital role in conveying the candidate's message through advertising, publicity, and media coverage, both conventional and digital (Cwalina et al., 2016). Voters' perceptions of the financial and psychological costs associated with the candidate's election, including policy ramifications and sociocultural value alignment, are referred to as the price element in political marketing (Bastian, 2022). Meanwhile, the place element relates to the ability of candidates and parties to distribute political messages through effective communication channels and their institutional proximity to voters (Firmanzah, 2008 in Sari, 2020).

## 3. Celebrity Endorsement

To enhance message appeal and candidate credibility, political marketing often uses a communication instrument known as celebrity endorsement. A celebrity endorser, as an individual endorsing a political candidate, is defined as someone widely known for their achievements outside the product category or idea they support (Masato, 2021). Several studies indicate that communication effectiveness, public perception, and audience behavioral decisions are significantly affected by Celebrity Endorsement (Nouri, 2018). The effectiveness of an endorsement is significantly affected by the endorser's characteristics. In evaluating the credibility of celebrities or endorsers, source credibility is influenced by several dimensions, namely trustworthiness, attractiveness, and expertise (Ohanian, 1990 in Grunwald et al., 2025). Trustworthiness relates to the perception of the celebrity's honesty, integrity, and credibility, which has been proven to increase trust in political brands and reduce voter uncertainty (Khan & Zaman, 2021). On the other hand, attractiveness serves as a visual cue that influences social acceptance, message retention, and positive attitudes toward political candidates or parties (Samarasinghe, 2018). Expertise itself is understood as the endorser's mastery of issues and specialized knowledge (Grunwald et al., 2025). In some contexts, endorsements are not without risks. For instance, actions such as over-endorsement and a celebrity's involvement in negative issues can reduce endorsement effectiveness and damage the political brand image (Hearn & Schoenhoff, 2015; Awobamise & Jarrar, 2018).

## 4. Brand Image

In the context of political marketing, Brand Image acts as a psychological mechanism that bridges marketing strategies with Voting Decisions. Political Brand Image illustrates voters' cognitive and affective associations with a political party or candidate, which influences voters' sense of proximity and political identification (Das Gupta & Sarkar, 2021). Voters are often positioned as cognitive misers who process political information selectively; thus, Brand Image becomes an important tool in simplifying voting decisions (Winther Nielsen, 2017). Keller (1993) emphasizes that brand image is formed by consumer associations. In a political context, this can be adapted into product attributes such as policy quality and political promises; benefits, which include functional and emotional advantages; brand value,

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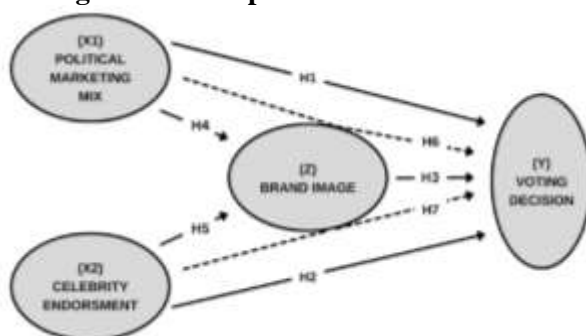
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which reflects the alignment of the candidate's values with societal norms; and personality, which reflects the candidate's character. These dimensions are manifested through policy consistency, the credibility of promises, and the quality of campaign communication (Parsons et al., 2023).

5. *Voting Decision*

Voting Decision is defined as an individual's decision to cast a vote for a specific candidate or party. Voting Decisions are influenced by political issues, social image, candidate personality, situational contingencies, and epistemic values (Newman, 2002 in Bukari et al., 2023). These factors collectively shape voters' evaluations of the value offered by political candidates, findinging in considerations such as voting choices or further recommendations (Cwalina et al., 2016). In the digital era, voters are increasingly active in accessing, evaluating, and expressing their political preferences through various online platforms, thereby potentially exerting significant influence on a country's political direction (Vromen et al., 2016). A high level of Voting Decision indicates a stronger voter commitment to selecting a particular candidate (Dabula, 2017).

Figure 1. Conceptual Framework Model



Source: Author's elaboration, 2026

The hypotheses formulated based on Figure 1, the conceptual model, are as follows: (H1) Voting Decisions in the 2024 Jakarta gubernatorial election are significantly affected by Political Marketing Mix. (H2) Voting Decisions in the 2024 Jakarta gubernatorial election is significantly affected by Celebrity Endorsement. (H3) Voting Decisions in the 2024 Jakarta gubernatorial election is significantly affected by Brand Image. (H4) Brand Image is significantly affected by Political Marketing Mix. (H5) Brand Image is significantly affected by Celebrity Endorsement. (H6) The effects received by the Voting Decision in the 2024 Jakarta gubernatorial election from the Political Marketing Mix is significantly mediated by Brand Image. (H7) The effects received by the Voting Decision in the 2024 Jakarta gubernatorial election from Celebrity Endorsement is significantly mediated by Brand Image.

METHOD

Quantitative research, which is a research methodology aimed at quantifying data by applying specific statistical analyses in its practical application, is a method that is implemented in this study (Malhotra, 2020). In practice, this method tests a specific theory by examining the correlations among variables. According to Creswell (2017), research instruments are used to measure these variables so that statistical methods can be used to analyze the gathered data.

All registered voters who have the right to vote in the 2024 Jakarta gubernatorial election, totaling 8,214,007 people were used as the population in this study. (KPU, 2023). Sugiyono (2018) defines a population as a broad category made up of persons or objects with certain quantities and attributes chosen by the researcher to be examined, from which inferences are then made. The sample will be selected based on the entire population. A subgroup of population elements selected for the study is referred to as a sample (Malhotra, 2017). According to Solimun et al. (2018), a sampling unit is a unit in which one or more elements are used to draw a sample. To obtain a representative sample in this study,

Taro Yamane's formula with a 5% margin of error (degrees of freedom) was used to calculate the sample

size, as follows:

$$n = \frac{N}{1 + Ne^2}$$

Based on these calculations and using a 5% margin of error, there were 400 respondents who were used as samples as a result of rounding. The sample in this study was determined by implementing a probability sampling technique with a stratified random sampling technique based on administrative cities in Jakarta. The sample allocation per stratum was determined proportionally to the population distribution of each administrative city. The data in this study were analyzed using SmartPLS software version 3.0. A Likert scale is employed by this study to measure variables and their sub-variables. These indicators were then structured into statement items within the questionnaire. Respondents who filled out the questionnaire were asked to choose one of the five (score 1- 5).

The level of accuracy and consistency of the measuring equipment can be assessed by referring to the validity and reliability of the variable instruments examined in this study (Azwar, 2019). The loading factor value was used to evaluate convergent validity; an indicator is deemed valid if its value is  $\geq 0.70$  (Hair et al., 2019). Cross-loading, or comparing an indicator's loading value on the measured construct with its loading value on other constructs, was used to assess discriminant validity. Composite Reliability (CR) and Cronbach's Alpha are used as a reference in assessing the reliability of the instrument, where strong internal consistency is found when the value exceeds 0.70.

Additionally, the hypothesis can be tested by implementing Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS software. This analysis was conducted with the aim of analyzing the extent to which the contribution received by the election decision from the Political Marketing Mix and Celebrity Support directly and indirectly. The path coefficient, t-statistic, and p-value from bootstrapping findings were examined in order to evaluate the hypothesis. The  $R^2$  (R-Square) value is also used as a reference in assessing the robustness of the model, which shows the extent to which the independent construct is able to explain the variance of the dependent construct.

## DISSCUSION

### Convergent Validity Test

Table 1: Outer Loadings

	Political Marketing Mix	Celebrity Endorsement	Brand Image	Voting Decision
X1.1	0.775			
X1.2	0.790			
X1.3	0.797			
X1.4	0.811			
X1.5	0.821			
X1.6	0.779			
X1.7	0.772			
X1.8	0.734			
X2.1		0.788		
X2.2		0.884		
X2.3		0.820		
X2.4		0.752		

X2.5		0.749		
X2.6		0.875		
Z.1			0.784	
Z.2			0.801	
Z.3			0.846	
Z.4			0.801	
Z.5			0.834	
Z.6			0.832	
Z.7			0.812	
Z.8			0.816	
Y.1				0.793
Y.2				0.827
Y.3				0.870
Y.4				0.819

Source: SmartPLS 3.0 Output, 2026

Based on the outer loading values, this test is used to assess the validity of the indicators for the corresponding variables. It is considered sufficient when the loading factor is between 0.50 and 0.60. However, if removing a loading factor may raise the Average Variance Extracted (AVE) value—which must exceed 0.5—it will be completely eliminated. Table 1 demonstrates that every indicator has a value higher than 0.5. Examining the Average Variance Extracted (AVE) values is the last step in determining convergent validity. If an indicator's AVE value is more than 0.5, it is said to have strong convergent validity; Table 2 indicates the findings.

**Table 2: Average Variance Extracted (AVE)**

Variable	Average Variance Extracted (AVE)
Political Marketing Mix	0,617
Celebrity Endorsement	0,661
Brand Image	0,666
Voting Decision	0,685

Source: SmartPLS 3.0 Output, 2026

### Discriminant Validity

To make sure that each notion of the corresponding latent variables is different from the other variables, this test is carried out. A model will have good discriminatory validity when the square root of AVE exceeds the correlation value between other latent variable constructs, or when the cross loading value of each indicator on the latent variable exceeds 0.7. Table 3 displays the findings of this study's discriminant validity test.

**Table 3: Cross Loadings**

	Political Marketing Mix	Celebrity Endorsement	Brand Image	Voting Decision
X1.1	0,775	0,660	0,641	0,654
X1.2	0,790	0,671	0,656	0,662
X1.3	0,797	0,633	0,636	0,652
X1.4	0,811	0,666	0,682	0,721

X1.5	0,821	0,649	0,649	0,682
X1.6	0,779	0,667	0,674	0,678
X1.7	0,772	0,622	0,627	0,632
X1.8	0,734	0,647	0,696	0,648
X2.1	0,681	0,788	0,639	0,673
X2.2	0,704	0,884	0,698	0,687
X2.3	0,725	0,820	0,713	0,696
X2.4	0,624	0,752	0,630	0,624
X2.5	0,659	0,749	0,673	0,633
X2.6	0,655	0,875	0,672	0,660
Z.1	0,709	0,656	0,784	0,704
Z.2	0,702	0,686	0,801	0,683
Z.3	0,711	0,714	0,846	0,681
Z.4	0,667	0,695	0,801	0,632
Z.5	0,655	0,646	0,834	0,641
Z.6	0,665	0,670	0,832	0,668
Z.7	0,688	0,676	0,812	0,670
Z.8	0,671	0,645	0,816	0,637
Y.1	0,681	0,643	0,649	0,793
Y.2	0,737	0,694	0,719	0,827
Y.3	0,707	0,688	0,695	0,870
Y.4	0,686	0,671	0,630	0,819

Source: SmartPLS 3.0 Output, 2026

It is evident from the aforementioned findings that every latent variable has indicated strong discriminant validity. Consequently, it can be said that the constructs are deemed legitimate since the prerequisites for discriminant validity have been satisfied.

**Composite Reliability Test**

Cronbach's Alpha and Composite Reliability were used as references in conducting this test. A construct has high reliability when the values shown by the Composite Reliability Value and Cronbach's Alpha exceed 0.7. The study's composite reliability test findings are indicated in Table 4, which explains that all of the study's variables have satisfied the reliability standards by exceeding the suggested figure of 0.7 and meeting the Cronbach's Alpha and Composite Reliability thresholds.

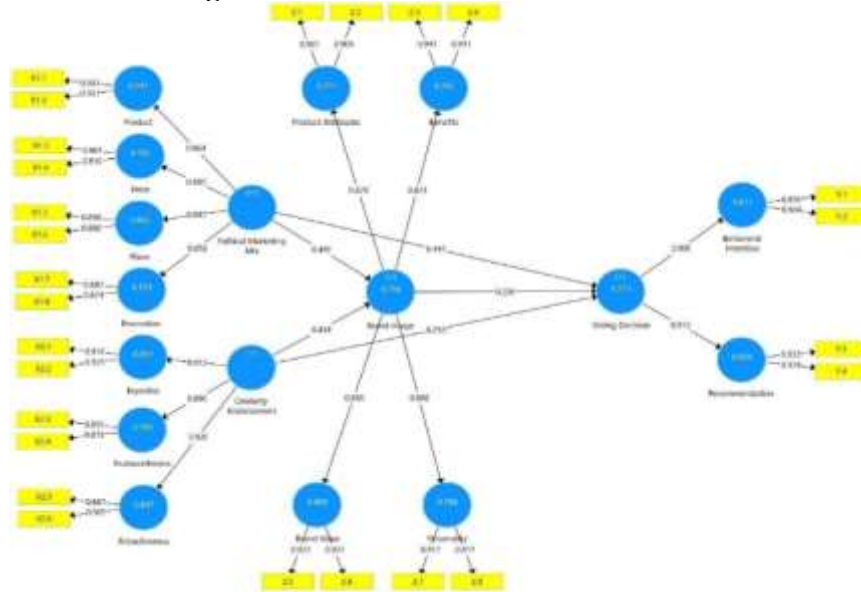
**Table 4: Cronbach's Alpha and Composite Reliability Findings**

Variable	Composite Reliability	Cronbach's Alpha
Political Marketing Mix	0,928	0,911
Celebrity Endorsement	0,921	0,896
Brand Image	0,941	0,928
Voting Decision	0,897	0,846

Source: SmartPLS 3.0 Output, 2026

Inner Model Analysis (Structural Model)

Figure 2: Standardized Coefficient Model



(SmartPLS 3.0 Output, 2026)

Figure 2 illustrates the structural model of the research, testing the relationships between the Political Marketing Mix, Celebrity Endorsement, Brand Image, and Voting Decision. Whether or not the direction of the influence found between variables is direct or not can be shown by this model, then Partial Least Squares (PLS) analysis is implemented to test the influence so that the path coefficient value, R<sup>2</sup>, and significance level can be obtained.

Coefficient of Determination (R<sup>2</sup>) Findings

Table 5: R-Squared Values

	R-Squared	R-Squared Adjusted
Brand Image	0,758	0,757
Voting Decision	0,774	0,773

Source: SmartPLS 3.0 Output, 2026

Based on Table 5 regarding the R<sup>2</sup> values, the Political Marketing Mix, Celebrity Endorsement, and Brand Image simultaneously account for 77.4% of the variance in the Voting Decision. This indicates that voting decisions can be explained strongly by the node. Furthermore, the Political Marketing Mix and Celebrity Endorsement jointly influence Brand Image by 75.8%. Thus, this research model demonstrates a good level of fit, as the majority of the variance in the endogenous constructs can be explained by the tested independent variables. This high explanatory power highlights that voters' evaluative attitudes and social influences are not peripheral, but central determinants of electoral behavior, reinforcing the theoretical relevance of TPB in the political communication context.

Hypothesis Testing Findings

Table 6: Structural Model Test Findings

Model	Path	Coef.	T-statistics	p-value	Hypothesis
Structure I	X1 -> Y	0.441	7.424	0.000	Accepted

	X2 -> Y	0.253	4.002	0.000	Accepted
	Z -> Y	0.236	3.604	0.000	Accepted
Structure II	X1 -> Z	0.492	7.105	0.000	Accepted
	X2 ->Z	0.418	5.852	0.000	Accepted
Indirect	X1 ->Z->Y	0.116	3.182	0.002	Accepted
	X2 ->Z->Y	0.099	3.045	0.002	Accepted

Source: SmartPLS 3.0 Output, 2026

Based on Table 6, the findings of the structural model testing are used to determine the relationships among variables and their levels of significance. The following hypothesis tests explain the effect of each variable in accordance with the analysis findings.

**H1: Effect of Political Marketing Mix (X1) on Voting Decision (Y)**

The coefficient value of the Influence of the Political Marketing Mix on Election Decisions is 0.441 with a significance level (p-value) of 0.000 ( $< 0.05$ ), according to the data in Table 6. The first hypothesis (H1) is accepted since this finding indicates that voting decisions are positively and significantly affected by the Political Marketing Mix. This finding indicates that the candidate's political marketing strategy—encompassing vision and mission (product), campaigns (promotion), accessibility (place), and risk-benefit perceptions (price)—is capable of shaping voters' Voting Decisions. The consistency of this finding aligns with studies by Yusuf (2025), Abbas et al. (2024), and Utama et al. (2019), which emphasize the Political Marketing Mix as a primary determinant of Voting Decisions. In the context of the 2024 Jakarta Gubernatorial Election, candidate pairs who effectively implement the Political Marketing Mix tend to garner stronger voter support.

**H2: Effect of Celebrity Endorsement (X2) on Voting Decision (Y)**

The test findings for the coefficient value of the influence of celebrity support on election decisions is 0.253 with a significance level (p-value) of 0.000 ( $< 0.05$ ). This indicates that Voting Decision is positively and significantly affected by Celebrity Endorsement, meaning Celebrity Endorsement significantly and positively influences Voting Decisions. Therefore, acceptance was carried out on the second hypothesis (H2). These findings suggest that the characteristics of the supporting celebrity—including trustworthiness, attractiveness, and expertise—can enhance voters' confidence in choosing a candidate. The data analysis findings, indicating a positive significance level between the two variables, are corroborated by studies conducted by Dharta (2024), Bulotano (2023), Kurniawati (2023), Prawira & Chairy (2022), Madinga (2021), and Centeno (2016), which affirm that celebrity endorsements can strengthen political credibility and influence voting decisions. In the context of the 2024 Jakarta Gubernatorial Election, celebrities with a positive image relevant to political issues can act as catalysts in building voter trust.

**H3: Effect of Brand Image (Z) on Voting Decision (Y)**

The table 6 indicates that the effect of Brand Image on Voting Decision has a coefficient value of 0.236 with a significance level (p-value) of 0.000 ( $< 0.05$ ). This finding confirms that Voting Decision is positively and significantly affected by Brand Image, leading to the acceptance of the third hypothesis (H3). This implies that a strong candidate's political image can enhance voters' voting decisions in Jakarta. This finding aligns with research by Abbas et al. (2024) and Das Gupta & Sarkar (2021), which emphasizes that Brand Image is a crucial factor influencing voters' political decisions. In the context of the 2024 Jakarta Gubernatorial Election, candidates with a consistent, credible Brand Image that aligns with voter values will find it easier to gain electoral support.

**H4: Effect of Political Marketing Mix (X1) on Brand Image (Z)**

A coefficient value of 0.492 with a significance level (p-value) of 0.000 ( $< 0.05$ ) is obtained when the impact of the Political Marketing Mix on Brand Image is tested. This suggests that brand image is largely and beneficially affected by the Political Marketing Mix. As a finding, the fourth hypothesis (H4) is approved. This means that a strong political image in the eyes of voters can be formed by the

important role of the candidate's political marketing mix strategy. This finding is consistent with studies by Suleman et al. (2025) and Abbas et al. (2024), which emphasize that the political brand image can be built by important factors known as the political marketing mix. In the context of the 2024 Jakarta gubernatorial election, candidate pairs capable of effectively managing the political marketing mix will more easily build a positive image, serving as the foundation for voter trust.

#### *H5: Effect of Celebrity Endorsement (X2) on Brand Image (Z)*

Table 6 also indicates the effect of Celebrity Endorsement on Brand Image, with a coefficient value of 0.418 and a significance level (p-value) of 0.000 ( $< 0.05$ ). This finding confirms that Brand Image is positively and significantly affected by Celebrity Endorsement, meaning acceptance of the fifth hypothesis (H5) was carried out. This indicates that the characteristics of the supporting celebrity—trustworthiness, attractiveness, and expertise—contribute to shaping the candidate's political image among voters in Jakarta. This finding is consistent with research by Biswas (2023) and Abdurrahman (2021), confirming that celebrity endorsements can strengthen political Brand Image. In the context of the 2024 Jakarta gubernatorial election, highly credible celebrities with a positive image can elevate public perception of the candidate, thereby strengthening the political Brand Image.

#### *H6: Effect of Political Marketing Mix (X1) on Voting Decision (Y) through Brand Image (Z)*

With a coefficient value of 0.116 and a p-value of 0.002 ( $< 0.05$ ), the test findings indicate that the impact received by the election decision from the Political Marketing Mix can be mediated by Brand Image. This indicates that through the development of the candidate's brand image, the Political Marketing Mix has both a direct and an indirect impact. As a finding, the sixth hypothesis (H6) is approved. This finding aligns with research by Abbas et al. (2024), which confirms that the relationship between the Political Marketing Mix and Election Decisions can be mediated by a mediator played by Brand Image. In the context of the 2024 Jakarta gubernatorial election, the candidate's brand image will be strengthened and electoral support from voters will be indirectly increased by effective political marketing mix management.

#### *H7: Effect of Celebrity Endorsement (X2) on Voting Decision (Y) through Brand Image (Z)*

The mediation test indicates that the influence received on the Election Decision from Celebrity Endorsement can be mediated by Brand Image with a coefficient value of 0.099 and a p-value of 0.002 ( $< 0.05$ ). This indicates that the political image of candidates can be shaped and election decisions can be strengthened by celebrity endorsements that have a direct impact on election decisions. Therefore, the seventh hypothesis (H7) is accepted. This finding is consistent with research by Biswas (2022) and Abdurrahman (2021), emphasizing that the influence of celebrity endorsement on voting behavior can be bridged by the psychological mechanisms played by brand image. In the context of the 2024 Jakarta gubernatorial election, credible and relevant celebrities can enhance the candidate's Brand Image, thereby increasing the chances of gaining voter support.

## CONCLUSION

This study proves that Voting Decisions in the 2024 Jakarta gubernatorial election is significantly affected by the Political Marketing Mix and Celebrity Endorsement, both directly and indirectly through Brand Image as a mediating variable. Consequently, all hypotheses (H1–H7) are accepted. Theoretically, this research enriches the political communication literature by integrating the Political Marketing Mix and Celebrity Endorsement into a single model, with Brand Image as a mediating variable influencing Voting Decision. Practically, these findings emphasize the importance of a coherent campaign strategy to build a strong candidate Brand Image. The limitation of this study lies in its general focus on all voters across candidates, which does not capture specific differences between candidates or distinct voter segments. Future research may conduct comparative analyses between candidates or focus on particular voter groups to deepen the understanding of the psychological mechanisms underlying voting decisions.

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