

THE INFLUENCE OF PUBLIC PERCEPTION, CAMPAIGN, AND LEVEL OF PUBLIC KNOWLEDGE ON THE SELECTION OF MILLENNIAL GROUP PRESIDENTIAL CANDIDATES IN GENERAL ELECTIONS

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Abstract

Election General (Election) simultaneously officially stated that will hold on 14 February 2024. Election the is election simultaneously the first to be held in Indonesia with existing elections to party politics members legislators and leaders area or president In the 2024 elections every voter is required to do multiple selection processes Level of understanding and accuracy voter Of course impact on success election year 2024. Although allegedly will Lots of problems occur in elections in the year 2024 parties committee organizers still carry out elections simultaneously as has been agreed Objective study This is to know the decision public in choosing party politics and group leaders millennials in the presidential election in 2024 in the Special Region of Yogyakarta Yogyakarta was chosen as location study Because is center education culture and tourism Through purposive random sampling method was determined amount sample as many as 400 respondents However in study This using 413 samples because excess respondent the rated Enough Good For support study Because worried will there is respondents who did not quality Method data analysis using use analysis track (path analysis) with help tool analysis Structural Equation Modeling (SEM). Research results show that Perception To Party Politics and Perception To Influential National Leadership is significant to Interest Campaign Knowledge Politics Use in access Technology from Party Politics and Convenience Use in access Technology from Party Politics For results others is Interest Campaign influential significant on the Voting Decision President however different with variable Knowledge Politics Use in access Technology from Party Politics Ease Use from Party Politics Perception To Party Politics and Perception To The National Leadership is not influential significant on the Voting Decision President

Keywords: Perception Campaign Knowledge Decision, Party Politics

1. INTRODUCTION

Election General (Election) is one moment passed by the adherents of society principle democracy because exists a presumption that Election is one the most empirical method For measuring the level of democracy somewhere area Election rated as one means for the public For Can distribute aspirations There are several reasons Why Elections and various element implementation become important and interesting For studied namely: A country in the form republic like Indonesia, then deciding POLEKSOSBUD, field political use instrument party politics (political parties), with a political party here it is decision statehood politics will take for become policy base in build his country For that's life politics in a given country republic like Indonesia became something thing always interesting For followed and discussed including for research

Since the Reformation Era rolled in the 1990s spawned, democratization strong in society through the use logic of “togetherness” (Sarah Birch, 2001). Need to be remembered that the existing party politics is element balance and theory evaluation social to determine party politics (Wouter van der Brug 2001) and choices that influence performance economics (Geoffrey Evan and Robert Andersen, 2004; Raymond Duch and Randolph Stevenson 2013), although perception economy Alone structured by choice voice voter (Christoper W., 1997). Indonesian politics is necessary towards a more political era dignified (True Prasetyo 2017) and became matter urge done dignified word meaning that party political managed in a manner philosophizing and justice without must sacrifice values humanity given by God Almighty One Existence man as voter party political need given adequate respect and don't until only in exploration existence philosophy about deep politics for how to manage something party political with good and true according to rule civilized humanity in line with the 2nd Pancasila point just and civilized humanity Perception dignified justice in Interpersonal and Individual need put forward (Max H Bazerman, at all 1995).

There are several must point noticed First research This lift Election problem President year 2024 with the reason that timetable election common already released in a manner official and known will be held on February 14th, 2024. Election simultaneously This Not yet Once done in Indonesia, because during This election always done in a manner separated between Election President Election Legislature and Elections Regional Head that is every voter in in 2024 it will be choose several times, so matter This need scrutinized in a manner Good For avoid exists error in do election or in technique implementation election because that is participation a Millennials have great potential in influence success party democracy year 2024 because generation millennials suspected as capable generation more good for understand hassle channel in election the compared to with generation before that already enough difficult for follow over time, or If compared to with generation Z which is still on average is participant election beginner predictable will there is Lots problems that occur in implementation election in year the because election simultaneously suspected can cause Lots incident no unexpected regarding with matter that researcher (research worker) intend give donation academic from results study in the field which is representation from perception public to implementation

election as well as perception public to party politics the candidate that is carried by the party political or vision mission carried out by both

The second known amount generation of millennials in Election General In 2014 and 2019 reached 40% population selector Amount voters in DIY in the 2014 elections amounted to 2,732,621 people consisting from man as many as 1,320,583 people and women of 1,430,038 people. The 2019 year election amounted to 2,695,805 people consisting of from man as many as 1,312,558 people and women as many as 1,383,247 people. Remember great potential in the Century election future then strategy needed capable alluring voters and millennials so choose a party political certain in the election presidential election legislature and elections to regions in 2024. Some frequent strategies carried out by the party political introduction parties delivery of party programs and the introduction of candidates candidate nominated by the party said delivery new vision mission and strategies that rely on human relations between party political constituents, either through communication stare advance through social media (YouTube, FB, WA, Instagram, Tiktok Snack Video, etc.) and finally make community together for each other help between a party with constituents at each time things like this, in general, be delivered during the campaign period Group Millennial chosen become group main in study This because magnitude amount voter from clan assessed millennials enough big and unique characteristics clan millennials make clan millennials can determine choice in a manner independent without Lots influenced by factors error or incomprehension

Third research this discusses the response that will be found on the selector millennials to the presidential election the year is 2024. Millennials (also known as Generation Y or Generation Langgas) are group demographics after Generation X (Gen-X). No there is a definite time limit For the beginning and end of the group this Experts and researchers usually use the early 1980s as the beginning birth group and the 1990s to early 2000s as the end birth Millennials, in general, are children from the Baby Boomers generation Millennial sometimes called as "Echo Boomers" because there is a 'boom' (increase large), level born in the 1980s and 1990s. Generation millennials this in several developed countries keep going growing so impact relatively of the general "baby boom echo". No as big as the explosion population post-World War II Characteristics Millennials different based on region and condition socio-economic However generation This generally marked by an increase in usability convenience and familiarity with communication media internet media and digital technology Activity daily like transactions payments purchases etc. in this modern era of course just Already use advanced technology already lots developed applications to use support various digital-based activities want or no want can or no can all public must capable follow modern technology Generation Millennial considered as one capable generation better for use technology compared with the generation before this caused because generation millennials are one growing group together with development technology

In 2012 quoted by livescience.com from USA Today, there is studies show that generation millennials more impressed individually, enough to ignore problems and politics focus on values materialistic, and lack care For help fellow If compared to generation X and the baby boom generation at the time same age, this allegedly is the impact from progress existing

technology so that an individual across generations millennials already can fulfill all need his life only with armed A cellphone or other similar devices including in obtain information and knowledge whatever one wants because it distribution knowledge good character science or information at the time this is very high knowledge level this, of course, bring public become more understand various conditions that occur around it including in access various related information with election general

Study This was carried out in the Special Region of Yogyakarta because this region is a miniature of the Republic of Indonesia, where this region is the center education center culture, and center tour so lots of inhabitants area outdoor DIY settled and housed live in Yogyakarta. Amount the population of DIY is 3,670,000 people (Census Population Year 2020) Based on group age population age productive (age 15-64 years) in Yogyakarta reached 2.52 million souls or 68.78% of the total population the rest of as many as 748,757 souls resident Not yet productive age (age 0-14 years) and 396,737 people are resident already no productive (age over 65 years) Jul 28, 2021. Deep DIY history The Indonesian nation is the barometer of the archipelago and that's become appropriate if the study conducted in Yogyakarta, uses give description general for other provinces.

Based on studies of case participation in election legislative in 2019 in the City of Yogyakarta, there are 20% up to 25% of the total 5 regions elections (Kapil) Yogyakarta City DPRD which did not use right select it or no come-over Place Collection Voice for distribute right his voice and aspirations this is an indication that still enough lots Indonesian people who do not look beautiful elections heart man created holy clean in interpret something mark. As for perception is something next influences the heart in doing an evaluation the

Perception is a current process individuals organize and interpret impressions sensory to use give meaning to the environment (Robbins, Stephan, 2007). Perception is the root of all organizational behavior. Within a group or organization, there are vertical interpersonal relationships, namely relationships between superiors and subordinates and vice versa, and horizontal relationships, namely relationships with people at the same level in the organizational structure. Perception of other people's behavior determines the harmony of the relationship. According to Schermerhorn, Hunt, and Osborn, perception is the process by which people receive, organize, and interpret information from the environment. Perception is a way of forming impressions about oneself, others, and the experiences of everyday life. The quality and accuracy of a person's perception have a major influence on his response to a particular situation. According to Ivancevich, Konopaske, and Matteson, perception is a process that individuals go through in giving meaning to a particular environment by involving the arrangement and interpretation of various kinds of stimuli (stimuli) into a psychological experience In general, people perceive stimuli that satisfy needs, emotions, attitudes, or self-concepts. Individuals try to make sense of environmental stimuli by observing, selecting, and interpreting them.

Perception Party Politics according to Carl J. Friedrich, Political parties are a group of people who are organized stably to seize or maintain control of the government for their party leaders and based on this control, give their party members the benefits that are ideal and material. (A

political party is a group of human beings, stably organized to secure or maintain for its leader the control of a government, with the further objective of giving to members of the party, through such ideal control and material benefits and advantages) In a simple sense, the perception of political parties is a process that individuals go through in giving meaning from the environment that is closely related to political parties by involving the arrangement and interpretation of various kinds of stimuli (stimuli) into a psychological experience.

Perceptions of national leadership or leadership style according to Mullins (within the framework for studying managerial leadership) is a way of carrying out the leadership function and the behavior of managers towards subordinate staff, related to the influence of leadership on the subordinates who are led leadership style according to Shani, et al., are a pattern of philosophy, beliefs, and assumptions about leadership that influence individual behavior when managing people. The people referred to here are people who work in an organization where the leadership style is applied. Perception of national leadership is a process that a person goes through in receiving, organizing, and interpreting information on national leadership styles by leaders or incumbents in the current government.

Perception of course just there is trust self or often called as efficacy self according to Bandura (1986), Self-efficacy is an individual's belief in his ability to be successful in doing something. In the election of President Of course just there is a group frequently reference become role model as one case is celebrity endorsers are figures (actors, entertainers, or athletes) who are known to the public for their achievements in different fields from the supported product class and are expected to influence good consumer behavior attitudes towards the products supported (Shimp, 2003: 460). A reference group is a group that serves as a reference for someone in purchasing and consumption decisions Schiffman and Kanuk define a reference group that is " any person or group considered as a comparison (reference) for someone in forming general or special values, or in behaving ". According to Tatik Suryani, a reference group is an individual or group that is used as a reference for someone in making a purchasing decision peer preference can be interpreted as a reference as capital in making choices and actions obtained from leaders, family, peers, and social groups. The actions taken are generally suggestions or the result of an agreement from the input received by the decision maker because the person recognizes the capabilities possessed by the leaders, family, peers, and social groups that become role models.

Besides perception marketing is one thing that can strategy for alluring consumer in an election Of course just is selector how so status society as voters are willing to choose a party political or candidate certain According to Kotler and Keller (2016:198) Purchase Intention is a form of behavior from consumers who wish to buy or choose a product based on experience use and desire for a product. Difference fundamental difference study with other research exists an aspect of political marketing or political communications marketing general politics held at the time campaign is one aspect of marketing in politics Then the elements in the campaign will have an effect on decision voter as marketing will give influence to decision purchases made by consumers political itself is interpreted as efforts to achieve a good life. Politics can be understood from the perspective of the state, public policy power, and decision-making, as well

as allocation or distribution. From a State perspective, (Soltau & An, 1961) Political science studies the state, the goals of the state and the institutions that will carry out these goals, the relationship between the state and its citizens and with n other countries

Meriam Budiarjo (1982) understands political communication as one of the functions of political parties, namely channeling various opinions and aspirations of the people and arranging them in such a way as to be fought for into political policy. Meanwhile, Maswadi Rauf, said that political communication is the study of political science because the messages conveyed in the communication process are politically characterized, namely related to state political power, government, and communication activities in a position as actors of political activity. Political communication is divided into two dimensions, namely political activity, the first is the delivery of messages that are characterized by politics by political actors to other parties. Second, scientific activities, and political activities in the political system.

(Muhammad & Artanti, 2016) Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others. (Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others). Regarding the definition of the term marketing, according to (Phillips et al., 2010) marketing is an activity that aims to achieve company goals, carried out by anticipating customer needs and directing the flow of goods and services that meet customer needs from producers.

Political Marketing can be interpreted as an activity that aims to achieve the goals of political parties which are carried out by anticipating the needs of the people in the country through the creation, offering, and free exchange of products (here it relates to ideas/ideas regarding policies and programs that will be carried out party) to generate profits for both parties. A selector "does not want to mistake in the vote", a voter in his mind wants " something " better than the existing candidates for that's will become base for the administrator's party in managing his party so that will capable give satisfaction for the voter Satisfaction voter namely the satisfaction that appears in voters after finding the fact that policies and program realization by stakeholders position by what to expect

Knowledge is a number information owned by a person individual the richer the information that is owned by a person then will the more appropriate someone 's choice the knowledge level somebody will influential to decision somebody including in determine choice knowledge can classified to in knowledge about feature or characteristics from product nor services knowledge about utility product or service it and knowledge about aspect satisfaction from product or services used by consumers Knowledge too classified become knowledge objective and knowledge subjective Knowledge objective covers knowledge about product or service whereas knowledge subjective covers magnitude or level knowledge one has individual On related issues with maintenance elections knowledge can related with level knowledge public to vision mission work program strategy, or various scandal owned by a past candidate make influencing factors decision public For choose president knowledge level this including level knowledge a millennials in science politics and various existing elements in Indonesian politics

From the background behind the above researcher took 34 journals previously related to object study namely: Perception use (perceived usefulness) and perception convenience use (perceived ease of use) both of which influence intention behavior (behavioral intention). Perception convenience use (perceived ease of use) influences perception use (perceived usefulness). From the TAM model inside it, 2 meanings of perception are usability and convenience the title is about party politics the researcher sees a very influential factor in the behavior of voter millennials is an inclination to know and judge party politics and leadership national figure perception (from Latin perception) is action composing recognizing and interpreting information sensory to use give image and understanding about the environment

Perception is a momentary process individuals organize and interpret impressions sensory they to use give meaning to the environment (Pindur et al., 1995) Behavior individual often based on the perception they have about reality, not reality Alone (Kelley, 1973) The stimulus is acquired from the sensing process of the outside world or the real world for example about objects events relationships between symptoms and these stimuli processed brain finally called cognition ability man for distinguish classify because it researcher take the 2 variables in question with the perception that is perception to party politics and perception to national leadership researcher's journal take is a journal that has 2 variables independent namely: 1) Perception voters to party politics and 2) Perception to national leadership everyone journal comes down to interest buy interest choose and all journal taken from the quality Q1 or Q2 Scopus Journal and Scholar Journal span time issue from 2001 to 2020. Journal voter general for millennials voters millennial object research in Indonesia is still very rare discovered let alone researched presidential elections among millennial

Marketing political with marketing services other have the same meaning in the business world service so businessmen will exert the whole source of the power it has to snatch the heart of consumers to reach a superior position in competition (Competitive Advantage), meanwhile in party politics administrators party political will try for snatch the hearts of its constituents for get position superior ("Party Dreams"). Identical to the condition we can learn study about the struggle in a business restaurant where they try to get predicate restaurant healthy (Healthy Restaurant), to get a position superior competition or competitive advantage.

Knowledge level of politics is one possible factor influence decision election knowledge of politics can obtain from education politics or socialization politics knowledge political can be influenced by various matters like background education kind occupation age religion, environment, and access to media owned by someone knowledge of politics element main in related research with opinion public and behavior voter in politics political education can be organized by the institution politics party politics or characters politics as for socialization political obtained someone through interaction environment phenomenon politics encountered and the delivery norm or mark between generations and between fellow society at an equal level (Agus et al., 2020).

Study This tries to apply the principle of business (Marketing) in the framework for getting a competitive advantage the theory of the behavior of somebody individual becomes the discussion main in a study remember the behavior of an individual will make successful

something party strategy implementation political in obtain support voice society Theory planned by the electorate especially voters millennials with the assumption that they as an individual will have desire For perform Actions (select) and or otherwise (Ajzen & Fisher 1980). Study this centered on the election of the president in 2024 in the Special Region of Yogyakarta as a reflection from other provinces in Indonesia, with loads of politics local in their respective areas

2. DEVELOPMENT THEORY AND HYPOTHESIS

2.1 Theory Perception

Perception is experience that is felt by someone related with objects events nor obtained relationship from second matter the Perception is a tool gift meaning on something incident perception generated from reception a number of sense next human deliver someone on one conclusion think Perception can distinguished become perception to object and perception to man or connection social difference from both of them is perception to object obtained from depiction from various type symbol or tangible symbol physique whereas perception to man depicted through symbol or verbal and non-verbal symbols perception object evaluate based on characteristic outside like size area mass and so on as for perception to man depicted through element characteristic in like feelings motives, expectations and so on differentiator final is on emergence reaction perception to object form object no will raises reaction in a manner direct from object the whereas perception to man can bring up reaction direct from the human concerned

Based on Theory of Reasoned Action (TRA) explains changed behavior based on results from intention behavior and intention behavior influenced by norms social and attitude individual behavior (Eagle, Dahl, Hill, Bird, Spotswood, & Tapp 2013, p 123). Subjective norms describe trust in individuals about normal and acceptable behavior accepted in society meanwhile attitude individual to behavior is based on trust in individual behavior according to (Lee & Kotler, 2011, p 198), TRA which was developed by Ajzen and Fishbein, stated that prediction best about behavior somebody is based on the person's interest behavior based on 2 factors main namely: 1) trust individual on results from behavior and 2) perception individual on the views of those closest to me individual to behavior performed in 1988 Ajzen developed TRA with add trust individual and perception individual about control behavior that is trust that individual can do something behavior based on ability For do (Lee & Kotler, 2011, p 198). The theory this named the theory of behavior planned (Theory of Planned Behavior). The essence of theory behavior planned includes 3 things namely 1) belief will possibility results as well as evaluation from behavior (behavioral beliefs) 2) beliefs will expected norm as well as motivation for fulfilling desired expectations (normative beliefs) and 3) beliefs about something possible factor support or obstruct behavior and awareness will strength factor the (control beliefs). TRA will be influenced by individual interests and individual interests the formed from attitudes and norms subjective one influencing variable is attitude influenced by the results of actions already done in the past whereas norm subjective will be influenced by beliefs will other people's opinions to motivation for obey belief or the other person's opinion

Simply put people will do something action if it has value positive from experience exist and action it is supported by the environment individual the

Based Theory of Planned Behavior (TPB) is a development from the Theory of Reasoned Action (TRA) which developed in 1967. According to, TPB is a theory based on assumptions that man usually will behave properly (behave sensibly). A man usually behaves in an incoming way reason thinks about the impact of his actions before deciding For behavior the theory gives something framework for learning the attitude somebody toward his actions Based on the theory the determinant most important behavior somebody is the intention to behave Intention individual For displays something behavior is a combination from attitude for displays behavior these and norms subjective attitude individual to behavior covers trust about something behavior evaluation to results behavior norm subjective beliefs normative and motivational for obedient attitudes and norms subjective be measured with scale (eg Likert scale/rating scale) using a phrase like / don't like good/bad and agree/disagree agree Intention for displays something behavior depending on the results measurement attitudes and norms subjective Positive results indicate intention behave

2.2 Characteristics Perception and Influencing Factors

Perception which is compilation from various senses have some characteristic general form exists modality that is information received must in accordance with modality of each sense That is information form voice is information obtained by ear information form picture is information received by the eye and so on the second feature is dimensions space that is an information can informed size length area and so on furthermore is dimensions time i.e. information received by a person can identified level speed or the precision characteristic furthermore is structure context i.e. there is unified unit in all context the information obtained as an information characteristic furthermore is exists meaning in meaning an individual often more choose For process information that is felt to have meaning or have influence in his life as for the perception that is owned by a person can influenced by many matter among other things influence culture past experience believed values and news that developed in the environment surrounding.

2.3 Aspect Perception

Attitude is linkages from several components that can be called aspects or elements from existing perception Aspect perception can define by some of the components it consists of from component cognitive including shaping knowledge belief to object certain aspect component related to affective tightly happily or not like somebody to something next object can influence mark culture and system a person's values final is component conative i.e. readiness somebody for act up in demand by the attitude from the object besides that perception can too be explained in several components following:

a. Perceived use (perceived usefulness)

Perceived usefulness is defined as the extent to which a person believes that using technology will enhance his or her performance. Thus if someone believes that the information system is

useful then he will use it. Previous studies have shown that the perceived usefulness construct positively and significantly influences the use of information systems (eg Davis, 1989; Chau, 1996; Igbaria et al., 1997; Sun, 2003). Previous studies also show that perceived usefulness is the most significant construct that influences attitudes behavioral intentions, and behavior in using technology compared to other constructs. In contrast, research by Karahna and Limayem in 2000, which used task characteristics variables in their research, found that the determinants of using information systems with PU and PEOU constructs were different for different tasks (Jogiyanto, 2008: 126). Davis uses 6 items to form this construct. The six items work more quickly, job performance, increase productivity, and effectiveness, and make jobs easier, and more useful.

b. Perceived ease of use (perceived ease of use)

Ease of use is defined as the extent to which a person believes that using technology will be free of effort. It can be concluded that if someone feels confident that the information system is easy to use then he will use it. Previous studies have shown that the construct of perceived ease of use influences perceived usefulness, attitude behavioral intention, and behavior. Although Chau and Hu's research in 2002 on the use of telemedicine technology by doctors in Hong Kong obtained the opposite results (Jogiyanto, 2008: 217). As with the construct of perception of use (perceived usefulness) Davis uses 6 items to form this construct. The six items are easy to learn, controllable, clear & understandable, flexible, easy to become skillful, and easy to use.

c. Attitude towards behavior or attitude towards using technology

Attitude towards behavior is defined by Davis et al. (1989: 319-339) as positive or negative feelings from someone if they have to do the behavior that will be determined (An individual's positive or negative feelings about performing the target behavior). Meanwhile, Mathieson (1991: 173-191) defines attitude towards behavior as the user's evaluation of the desirability of his or her using the system previous studies have shown that this attitude has a positive effect on behavioral intention however, according to Ajzen (in Jogiyanto, 2008: 27), there are many behaviors that are carried out by humans beyond their will to control. This behavior is called mandatory behavior obligatory behavior is behavior that is not of one's own volition but because it is indeed a demand or obligation from work.

d. Behavioral intention (behavioral intention) or behavioral intention to use technology (behavioral intention to use)

Behavioral intention is a person's intention to perform a certain behavior. Someone will perform a behavior (behavior) if they have the desire or intention (behavioral intention) to do so. Previous studies. Shows that behavioral intention is a good predictor of the use of technology by system users.

e. Behavior (behavior) or actual use of technology (actual technology use)

Behavior (behavior) is an action performed by a person. In the context of the use of information technology systems, behavior is the actual use of technology. Because real use cannot be

observed by researchers using a questionnaire, this real use is often replaced by the name of perceived usage. Davis in 1989 used a measure of actual usage and Igbaria et al. in 1995 used the measurement of perceived usage (perceived usage) which is measured as the amount of time used to interact with technology and the frequency of its use. Szajna in 1994 suggested self-reported usage as a substitute for actual usage.

2.4 Marketing

Marketing is one of the strategies used by the party's marketers to can reach the attention of consumers or customers Included in the world of political marketing is used to interesting the attention of society to be ready To give choice political as expected by the parties deep marketer matter This is party people political or candidate nominated by the party political the mix Marketing is a common marketing strategy used by parties marketers as one effort for promote mark product or owned services it is known that mix marketing is one matter main and important in a marketing mix marketing consists of 7 components however in part opinion mention that there are 4 components because that can be classified that mix marketing consists of 4 core components and 3 components addition as for each component is as following: 1) Product, 2) Price, 3) Promotion, 4) Place. As for the components added an entry in mixed marketing are: 1) People, 2) Processes, 3) Physical Evidence

Marketing in the world of politics is an existing activity planned in a manner tactical and expected can give meaning and transmit significance messages political to society Marketing party politics must capable grow the level of trust public because that is marketing political must notice several elements:

1. Marketing political no simply communication political
2. Political marketing is implemented as a whole organization party political good through the development of character party symbol parties media, programs, and also campaigns
3. Marketing politics is different from marketing goods and services due to marketing political must there is marketing intelligence which is a description of thoughts and ideas
4. Marketing political must involve various disciplines of knowledge because the scope in the world of politics is breadth and politics must be capable enter various areas and concentration
5. Marketing political must can apply in various conditions at various phases of the politics that took place

2.5 Election Decision Model President (Intention to Vote of President Model) by the Community

With the explanation of the conclusion about novelty then framework thinks study interest models choose the candidate appointed president and vice president party politics in 2024 and development hypothesis yes seen on the schematic following:

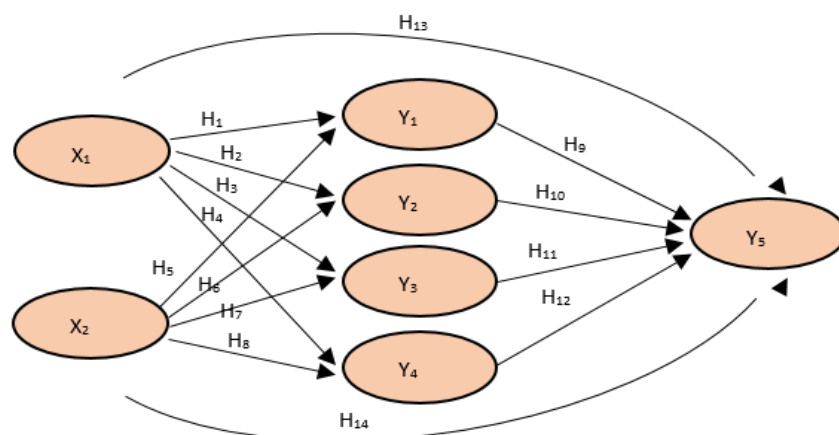


Figure 5: Resident Election Model (Intention to Vote of President Model) Together Development hypothesis

In the research of Lisa Schmidhuber Dennis Hilgers Johannes Kepler in the journal entitled "Political innovation, digitalization and public participation in party politics" shows that perception party political influential significant to interest community on a campaign implemented by a party politics involvement inhabitant seen as method For overcome various challenge social constraints fiscal as well problem evil and increase participation public in decision political can help For overcome level low trust in politicians and decline satisfaction with party politics Individual millennials expected will come over Place Collection Voice for give support his voice different with class inclined boomers easy interested in implementation campaign people millennials in general only will come over implementation campaign or notice campaign when personally already have a good perception to party political the Stimulus or form of stimulation communication political both in the form of development programs or other programs from a party political need communicated with good as well as quality to the voters because matter this will form exists satisfaction from voters the party concerned efficacy internal and external politics relate with draft politics on more efficacy big index efficacy can counted as size combined based on two properties however maybe There is limitation for operationalize different dimensions on the part from efficacy politics exchange between precise longitudinal and conceptual continuity is essential even If researcher can overcome methodology this trade-off there is different approach for explain impact substantive from efficacy politics especially relationship with Power media responsiveness and use kindly general can concluded that perception to party politics have influence positive and significant to interest campaign party politics

H1: Perception of party politics in Indonesia is influential positive and significant to interest campaign

In customer loyalty, communication and experience constituents are very influential meanwhile in brand loyalty, price No is so influential with applying literature marketing and business models to use disclose perception brand composed customers from trust brand loyalty

and equity brand. From research previously conducted by Steven Eichenberger Frederic Varone and Luzia Helfer in a journal entitled "do interest groups bias MPs' perception of party voters' preferences?" In the journal, it is written down that bond member parliament with group interest can increase problem loyalty divided members parliament choose for choose oppose they are voters Study latest shows that problem this part big concerns member bound parliament with group business meanwhile bond for group inhabitant increase trend member parliament for choose for interest voter them (Giger and Klüver 2016; Gilens and Page, 2014; Klüver and Pickup, 2019). On the other side, the party political need make innovate so no lose existing customers remember to get customer new That more expensive than making they happy and satisfied (Coussement 2014) If constituent Already believe in party politics is concerned then they no will move to party other politics (brand) other though the benefits offered more high Faithfulness to something party political will form good perception to party politics Individuals with perception good to party politics, in general, will actively follow socialization political or observe marketing done by a party political or nominated candidate attention and participation in various activity it, in the end, make individual it has more information big compared to others regarding the world of politics So can explain that perception to party political will have an effect positive and significant to level knowledge political a millennial

H2: Perception of party politics in Indonesia is influential positive and significant to the knowledge of political

Utility technology becomes something must in the implementation presidential election in 2024 Prepared in held several times elections previously including in the 2020 Pilkada the KPU had utilized presence system information only course portion of its use Still limited Technology Still classified as a tool help, especially in the process of recapitulation sound Although characteristic limited utility technology moment it ie System Information Recapitulation, has been very helpful the work of the organizer's election so that burden Work they become reduced besides that is modernization the Can increase transparency so that amount conflict postcount voice can pressed cheats can anticipate Because the system used has levels strong security development technology communication has to penetrate life people human one form development technology communication is a new medium (new media) later gave birth to social media (social media). Social media presence also matters field of politics Studies in the United States show social media is a tool for the effective campaign before the era of social media politicians in Uncle Sam's country had used the internet for media campaigns. In Ghana, two candidates president use SMS and twitter to pan sound this is the first time social media used For campaign in the country In Zimbabwe, party opposition use the website for spread critical message government powerful besides the Non-Governmental Organization formed network For monitor collection vote at 11 thousand booth voice via SMS and MMS. The result candidate incumbent (incumbent) Robert Mugabe lost but intervention Mugabe made Election repeated and he wins (Riaz, 2010).

A study previously by Jenny Lindholm and Tom Carlson entitled "See Me, Like Me! Exploring Viewers' Visual Attention to and trait Perceptions of Party Leaders on Instagram." Utility

personalization visual self by politicians for form perception character and personality form stand out from communication modern politics, especially in social media however little is known about effect depiction it has picky visual attention and impression about characteristic features depicted politician. The result shows that photos describe politicians in arrangement professionally more interesting considerate and effectively form impression characteristics than photos showing politicians in life personally the journal shows that perception of party politics is influential positive and significant to use in accessing technology from party politics

H3: Perception of party politics in Indonesia is influential positive and significant to use in access technology from party politics

According to Silih Agung Wasesa presence of new media digital based making information political no only more massive but also distributed with fast and kind interactive with characteristics that no a little actor politics in several countries utilize social media in the campaign process politics Besides its new media capable for net voter youth and costs cheap (“Actor Political Must Take advantage of Social Media”, ugm.ac.id, 7 June 2013). Party politics in Indonesia already many have Facebook, Twitter, and YouTube accounts in addition to official websites of political parties (“Pol Are you serious Work on Social Media”, Kompas.com, 29 May 2013). Temporary each politician has an account personal such as the Minister of Communication and Informatics Tifatul Sembiring (twitter @tifsembiring), Minister of Youth and Sports Roy Suryo (twitter @KRMTRoySuryo). Even Indonesian President Susilo Bambang Yudhoyono's Twitter account (@sbyudhoyono) has a status verified account, which means Already gets verification from the twitter side other politicians who have Twitter accounts for example Prabowo (@Prabowo08) and Wiranto (@wiranto1947). Work program opinion about issue latest or nature of the talks mild responding to the mention of society is general things listed in Twitter timelines of the characters political the social media of course offer opportunity for actors political for can net selector interact in a manner directly with the public at a time form conversations that are “familiar” with the public but on the other hand, social media can too make actor political become material laugh or even scorn of _ public

From research previously by Jonathan A Obar Paul Zube and Clifford in the journal entitled “Advocacy 2.0: An Analysis of How Advocacy Groups in The United States Perceive and Use Social Media as Tools for Facilitating Civic Engagement And Collective Action”. Based on growing research the use of social media has several profits strategically broadly speaking the resulting profits of branding using internet-based media is easy cheap practical and effective From the journal show that perception of party political influential positive and is significant to convenience Use in access Technology from Party Politics

H4: Perception of party politics in Indonesia is influential positive and significant to convenience use in access technology from party politics

Leadership image national still is one rejected measure in elections in Indonesia. Indonesian people still have enough lots do generalizations which government considers that all problems in Indonesia can complete by one president or in other words the president has responsibilities responsible for various problems that exist in Indonesia. Despite the public knowing that

moment this is Indonesia already apply decentralization however natural lower aware public Still many are spontaneous think that president is must figure understand all problems that occur in various regions in Indonesia. Leadership national rated as reject measuring success development economy and success leadership in all regions in Indonesia. because it's perception public to leadership national will influential to image party the politics that carry it as consequently society will think that leader national is the icon of a party political so that when perception public to leadership national enough OK society tend feel interested For give attention or even follow party campaigns political the especially among very responsive millennials to various issue strategic perception to success a figure in Leading Indonesia will greatly impact interest class it at various content considered campaign interesting phenomenon the can found in research relationship between perceptions against the selection process head of region with participation politics (Research on Communities in Villages Kambangan District Bruno District Purworejo) written by (Dityanintyas 2017). So can understood that perception public to leadership national can influential positive and significant to interest to implementation campaign

H₅: Perception to influential national leadership positive and significant to interest campaign

On research previously done by Eric DS. Ebro entitled “Political Attributes of Millennials in A State University in Zambales, Philippines”. Studies this review return culture political millennium promise politicians and state leaders this describe and explore perceptions and views clan millennials to knowledge engagement and values as attribute culture politics generally clan millennials have levels participation high politics attribute this show that although millennials be in at fast world change brought about by media and technology they still become active citizen as seen in values political they are left perfectly intact people millennials really understand various dynamics government moment this interaction government with clan millennials considered very close with exists various social media platforms perception millennials to government is slow shift from the beginning think that government is something old-fashioned and static becomes something to be assessed more flexible and dynamic the amount figure participating millennials in government also makes condition leadership national at the time this far different with previous eras delivery news politics and various policy government is also presented with more language near with clan millennial this make level knowledge clan millennials to political become increase So perception to leadership national influential positive and significant to knowledge politics

H₆: Perception of Influential National Leadership positive and significant to Knowledge Politics

Perception to national leadership of an individual millennials will have attitude like what to utility technology he believed in in facing the election president in 2024 which is election simultaneously between Choice President, Choice Legislature and Choice Head of Region. If individual millennials have positive perception to leadership national from attitude subjective nya then in the election 2024 expected will come over Place Collection Voice for give support his voice Stimulus or form of stimulation communication political both in the form of

development programs or other programs from a party political need communicated with good as well as quality to the voters because matter This will form exists satisfaction from voters the party concerned From research previously done by İhsan Sarı Betül Bayazit in a journal entitled "The Relationship Between Perceived Coaching Behaviors Motivation and Self-efficacy in Wrestlers" Study this give clear picture that recruits young need different leadership they more choose leader young than experienced leader young need characteristic different leadership moment give leadership to subordinate so that management organization must set right leader for subordinate based on age recruit at the same time the leaders young must trained with good for supervise recruits young or utility from technology from the journal the show that perception to influential national leadership positive and significant to use in access technology from party politics

H7: Perception to Influential National Leadership positive and significant to Use in access Technology from Party Politics

Perception to national leadership of a individual millennials will have attitude like what to convenience technology he believed in in facing the election President in 2024 which is election section simultaneously between Choice President, Choice Legislature and Choice Head of Region. If individual millennials have positive perception to leadership national than attitude subjective nya then in the election 2024 expected will come over place collection voice for give support his voice stimulus or form of stimulation communication political both in the form of development programs or other programs from a party political need communicated with good as well as quality to the voters because matter this will form exists satisfaction from voters the party concerned from research previously conducted by Melissa Hughes and Sajit Zakaria in a journal entitled "An Investigation into the Relationship Between Effective Administrative Leadership Styles and the use of Technology". Temporary studies show that Utility precise and precise technology for support teaching has increase acquisition academic students all over curriculum on research that identifies factor in structure promoting school performance more students high (Bulach 1994). Studies this try for identify difference style leadership in more implementation good from technology as tool learning for increase performance student a understanding about connection between style leadership administration and application technology will help effective reform efforts from the journal the show that perception to influential national leadership positive and significant to convenience use in access technology from party politics

H8: Perception to Influential National Leadership positive and significant to convenience Use in access Technology from Party Politics

On research previously carried out by Rizal Nangoy and Mohammad Hamsal in a journal entitled "The Role of Self-Efficacy, Value Congruence, and Work Well-Being on Employee Commitment: An Empirical Study on the Millennial Generation in Indonesia". Draft efficacy the global self is formulated by (Gerbino 2020) . Schwarzer, et al, (2002) argues efficacy global self as one factor source power balancing personality demands full environment pressure efficacy global self can defined as global trust will ability individual in overcome various demands or situation efficacy the global self refers to a broad and stable meaning about

competence personal in handle in a manner effective various situations and challenges (Schwarzer, 1993). As stated before efficacy global self is different from efficacy the self-proposed by Bandura (1977), in that sense efficacy global self focuses on capabilities somebody in overcome situation general whereas efficacy Bandura put forward more viewing domain-specific ability somebody overcome in situation certain for example in determine intentions interests and choices intentions interests and decisions on choice can influenced by various one thing by marketing one marketing political is withheld campaign campaign become event promotion Good for party political alone or for candidate participant election carried out by the party political the at the moment this execution campaign no limited to implementation nature activities euphoria on the spot open however too many campaigns done through various digital platforms remember target political moment this is also a lot experience shift one research entitled The Influence of Candidate Image and Campaign Political on Election Decisions Mayor of Full River 2011 which was compiled by (Ekazwati 2013) which mentions that the campaign had an effect positive and significant to decision choose president

H₉: Campaign influential positive and significant on the Voting Decision President

Reference P\peer preference (role model) influence a individual millennials will have attitude like what towards the interest to vote president in face election president in 2024 which is election simultaneously between choice president, Choice Legislature and Choice Head of Region. If individual millennials affected by Peer preference so will There is characteristic positive to party politics and in elections 2024 expected will come over Place Collection Voice for give support his voice Stimulus or form of stimulation Communication Political both in the form of development programs or other programs from a party political need communicated with good as well as quality to the voters because matter this will form exists satisfaction from voters the party concerned on the other hand it is necessary party political make innovation so no lost existing customers remember get customer new that more expensive than making they happy and satisfied (Coussement 2014) if constituent Already believe with party politics is concerned then they no will move to party other politics (brand) other though the benefits offered more high in customer loyalty, communication and experience constituents are very influential meanwhile in brandloyalty, price no so influential with apply literature marketing and business models to use disclose perception brand composed customers from trust brand loyalty and equity brand (Patrick Spieth, at all, 2019). From research previously conducted by Mirza Ashfaq Ahmed, Muhammad Anwar ul Haq and Muhammad Usman in a journal entitled "Political Consumerism: The Role of Political Socialization in the Development of Voting Preferences of Pakistani Voters' ' Stimulus or form of stimulation Communication Political both in the form of development programs or other programs from a party political need communicated with good as well as quality to the voters because matter This will form exists satisfaction from voters the party concerned Journal the show that peer preferences influential positive and significant on the Voting Decision presidential candidate nominated by the party politics

H₁₀: Knowledge Level Political influential positive and significant on the Voting Decision President

Phenomenon generation millennials is many topics discussed because considered unique generation this no can free from technology communication and information especially the internet. However often considered as generation at least care with problem politics among others become citizens who are not follow use right choose they in Election President in 2024. Though generation millennials have potential because the amount big as well as as successor leader nation so that participation political they are sorely needed objective study This is for know use of digital media and participation political generation millennial study this use method survey with approach quantitative and questionnaire spread online Research results conclude that one hundred percent respondent is generation millennials (18-37 years) are internet users telephone cellular is the most abundant medium used moment internet connected with duration 5-10 hours/ day For communicate and search information Social media and groups Online chat is also the most dominant digital media used temporary for the most frequently accessed digital content is movies, messages digital text and video. Generation millennials consider that topic political as usual topic just Although thus respondents confess still follow news politics that are widely accessed from online media and television Participation political from generation millennials are also inclined low especially for become member or supporters active party politics come on do real demonstration support / reject policy government as well contact government / politicians / officials For fight for interest society Although thus the majority from they still will give voice in Election Legislature and Elections President of Indonesia in 2024. From research previously performed by Roberta De Cicco and Susana C. Silva with journal entitled "Millennials' attitude toward chatbots: an experimental study in a social relationship perspective" The use of digital media and generation millennials are two things it does can separated in the digitalization era mature this Generation millennials known as most generations access the internet in daily them according to research in major countries like America and England generations millennials interested participate in organization volunteer and also get involved in a manner social and political however there is necessary interesting things noticed that encounter generation millennials with digital media presents pattern no communication again use pattern conventional Because of that need using social media for do approach to generation this (Cheng & Rashid, 2013) confirm that through participation in politics generation millennials No only want change but also hope become agent change with method they alone from the journal the show that use in access technology from party political influential positive and significant on the Voting Decision Party presidential candidate Politics

H₁₁: Use in access Technology from Party Political influential positive and significant on the decision to elect a President

The millennial generation is known by another name, namely generation Y which was born after generation X with a range of 1981 to 2000 (Young, et al., 2013). So that currently the millennial generation is today's young generation aged between 18 to 37 years. The millennial generation is considered unique compared to previous generations. This was revealed from the results of research conducted by the Pew Research Center (2016) which stated that the life of the millennial generation cannot be separated from communication and information technology, especially the internet. They also really like entertainment or pop culture/music

which has become a staple. The millennial generation lives in the information age, because of that they get so many types of information transparently through the internet. Including so many choices in the online market that has contributed to this generation without a hitch on the loyalty of a particular brand. Besides that, the millennial generation in the world is also facing several crises ranging from domestic terrorism to economic recession. The unique historical experiences of millennials have shaped their relationships with politics and their communities (Gilman and Stokes, 2014).

Another study from the Alvara Research Center (2014) states that the internet consumption of the population aged 15 to 34 years is much higher than that of the older age group. This shows that this generation's dependence on the internet is very high. This research also states that the 15-24 year old generation prefers topics of conversation related to music/films, sports, and technology. Meanwhile, those between the ages of 25 and 34 prefer a more varied topic of conversation. The younger generation, which is part of the millennial generation, is often considered the generation that is the least concerned with political issues. Data from EACEA (2012) states that relatively few of this generation want to join political parties. They also tend to choose to become citizens who do not participate in exercising their right to vote in elections. Pirie and Worcester (1998) also stated that this generation often experiences disconnection from their community and is not interested in political processes and issues. They also have a low level of trust in politicians and are cynical about various political and government institutions (Haste and Hogan, 2006). As in previous research conducted by Chryssoula Chatzigeorgiou in a journal entitled, "Modeling the impact of social media influencers on behavioral intentions of millennials: The case of tourism in rural areas in Greece". The results of this study also state that although most respondents (millennial generation) have low political participation, the majority of them will still cast their votes in the 2019 Indonesian legislative and presidential elections. And their willingness as voters is with a relatively very high presentation. The journal shows that the ease of technology has a significant effect on the interest in voting for presidential candidates from political parties.

H12: Convenience Use in Access Technology from Party Political influential positive and significant on the decision to elect a President

Perception to party political from a individual millennials will have attitude like What to Interest Choose The president he believes in in facing the election president in 2024 which is election simultaneously between Choice President, Choice Legislature and Choice Head of Region. If individual millennials have positive perception to leadership national from attitude subjectively then in the election 2024 expected will come over Place Collection Voice for give support his voice Stimulus or form of stimulation Communication Political both in the form of development programs or other programs from party political need communicated with Good as well as quality to the voters because matter This will form exists satisfaction from voters _ the party concerned From research previously conducted by Leah M. Omilion-Hodges1 and Christine E. Sugg in the journal entitled "Millennials ' Views and Expectations Regarding the Communicative and Relational Behaviors of Leaders: Exploring Young Adults' Talk About Work" View millennials or Generation Millennial about Perception Party Politics and

Expectations regarding attitude communicative and behavior relational from leader From the journal the show that Perception of Party Political influential positive and significant on the Voting Decision party's presidential candidate Politics

H13: Perception to Party Political influential positive and significant on the Voting Decision President

Perception to national leadership of a individual millennials will have attitude like what towards the interest to Vote The president he believes in in face Election President in 2024 which is election simultaneously between Choice President, Choice Legislature and Choice Head of Region. If individual millennials have positive perception to leadership national from attitude subjective nya then in the election 2024 expected will come over Place Collection Voice for give support his voice Stimulus or form of stimulation Communication Political both in the form of development programs or other programs from A party political need communicated with good as well as quality to the voters because matter This will form exists satisfaction from voters the party concerned From research previously conducted by (Zaiied et al., 2007) in a journal entitled "Assessing e-Readiness in the Arab Countries: Perceptions Towards ICT Environment in Public Organizations in the State of Kuwait". Study This show that leadership national influence decision public in choose party political with see from various corner view leader the from the journal the show that there is positive and significant relationship and influence between perception to leadership national to decision choose president

H14: Perceptions of National Leadership influential positive on the Decision to Choose the President

Hypothesis 14 in this study is that perceptions of national leadership have a positive effect on interest in electing a president. Based on data processing it is known that the CR value on the influence between Perceptions of National Leadership on Interest in Voting for President in the Special Region of Yogyakarta in table 5.15, the results of the Regression Weights Analysis of Structural Equation Modeling is -1.047 and the P value is 0.295. These two values show a CR value below 1.96 and above 0.05 for the P value, thus it can be said that the variable Perceptions of National Leadership has no significant effect on Interest in Voting for the President. Supposedly, the Perception of National Leadership which has a positive attitude towards the Interest in Voting for the President which is part of the simultaneous elections between Presidential Choices (Pilpres), Legislative Choices (Pileg) and Regional Head Choices (Pilkada) is expected to come to the Polling Place (TPS) to provide support his voice. However, the results of this study state different facts, where there is no influence of Perceptions of National Leadership for the millennial generation in the Interest to Choose a President. The following are a number of things that can cause differences in research findings, including: 1) the lack of active role of leaders or office holders in showing their existence in the life of the state to audiences, especially the millennial generation; and 2) the lack of understanding of the millennial generation regarding the importance of elections in determining the nation's future through democracy. The results of this study contradict research by Abdel Nasser H. Zaiied, Faraj A. Khairalla and Wael Al-Rashed in a journal entitled "Assessing e-

Readiness in the Arab Countries: Perceptions Towards ICT Environment in Public Organizations in the State of Kuwait". The journal shows that the Perception of National Leadership has a significant effect on the Intention to Vote for Presidential Candidates carried by Political Parties.

3. RESEARCH METHODS AND DATA

3.1 Measurement Development

The measurement scale on the research questionnaire was adopted from several relevant literature. Using 24 measurement items from 7 constructs, each of which is measured with a 5-point Likert scale To measure Perceptions of Political Parties, the measurement scale is adopted from Wang, Jianghua et al., 2020. The measurement of Perceptions of National Leadership is adopted from Bock et al., 2008; Jo et al., 2014, Interest Campaign adopted from Chang T.-S., 2021, and Knowledge Political adopted from Mohd Suki, N. and Norbayah Mohd Suki, 2019. On the measurement of use in access Technology from Party Politics and Ease of Use in access Technology from Party Politics the measurement scale adopted by Venkatesh and Davis, 2000; Gao, B. and Lin Huang 2019, while for the Decision to Choose the President the scale of measurement is adopted from Pavlou 2003; Gao B. and Lin Huang, 2019.

3.2 Data Collection Methods

Data on the distributed questionnaires were taken based on age restrictions, demographic conditions and certain conditions that were adjusted to the needs of this study. A number of samples were taken 413 respondents who can represent the population in this study, namely millennial voters in the Special Region of Yogyakarta in 2024. At the initial stage, the data collected will be tested for validity and reliability, and after this initial test is declared passed, data collection will be carried out again as many as the sample needed. Furthermore, the samples that have been collected are tested for classical assumptions in the form of normality and multicollinearity data tests. And for data analysis this study was assisted by using the IBM SPSS 22 and SEM programs based on exogenous variables including: Perceptions of Political Parties (X_1), Perceptions of National Leadership (X_2); mediator variables include: Interest Campaign (Y_1), Knowledge Politics (Y_2), Internal Use access Technology from the Political Party (Y_3), and Ease of Use in access Technology from the Political Party (Y_4); as well as the endogenous variable, namely the Presidential Election Decision (Y_5), each of which can be modeled as structural equations as follows:

1. Direct influence of Exogenous variables and Endogenous variables

$$a) Y_1 = b_1 X_1 + b_5 X_2 + Z_1$$

$$b) Y_2 = b_2 X_1 + b_6 X_2 + Z_2$$

$$c) Y_3 = b_3 X_1 + b_7 X_2 + Z_3$$

$$d) Y_4 = b_4 X_1 + b_8 X_2 + Z_4$$

$$e) Y_5 = b_{13} X_1 + b_{14} X_2 + b_9 Y_1 + b_{10} Y_2 + b_{11} Y_3 + b_{12} Y_4 + Z_5$$

2. Indirect influence of exogenous variables and endogenous variables

- a) $Y_{5.1} = (b_9 Y_1) (b_1 X_1)$
- b) $Y_{5.2} = (b_9 Y_1) (b_5 X_2)$
- c) $Y_{5.3} = (b_{10} Y_2) (b_2 X_1)$
- d) $Y_{5.4} = (b_{10} Y_2) (b_6 X_2)$
- e) $Y_{5.5} = (b_{11} Y_3) (b_3 X_1)$
- f) $Y_{5.6} = (b_{11} Y_3) (b_7 X_2)$
- g) $Y_{5.7} = (b_{12} Y_4) (b_4 X_1)$
- h) $Y_{5.8} = (b_{12} Y_4) (b_8 X_2)$

3.3 Pilot Tests

In the early stages, validity and reliability tests were carried out on the constructs used in this study. Both of these tests used 30 data and the results showed that the data analyzed were valid and reliable. Based on these results, it means that the construct used in this study is good, meaning that its validity and reliability have been tested so that it can then be used to obtain data according to the number of research samples.

4. RESEARCH RESULTS

4.1 Characteristics of Respondents

The data in this study were obtained from respondents who are generation Z (age 17-24 years) who live in the Special Region of Yogyakarta. In addition, there are several other requirements to be a respondent in this study, these requirements include: the respondent must have at least a senior high school education, the location of the respondent's house is located in the capital of the sub-district, and the respondent is not a political party administrator. This research was divided into 2 types of distributing questionnaires, namely Online (Google form) and Offline (print out questionnaires filled in directly by respondents) with the distribution area in the Special Region of Yogyakarta, which consists of 4 districts and 1 city, namely: Bantul Regency Gunungkidul Regency, Kulonprogo Regency, Sleman Regency, and Yogyakarta City. The distribution of the questionnaire paid attention to the criteria of the respondents who had been required previously and paid attention to the even distribution of the number of samples taken in each region (but not a priority) because it emphasized the objectivity of the respondents' responses so that the samples taken could describe the actual situation. Sampling uses Slovin's theory, namely a minimum of 400 respondents from the number of Millennial Voters in the Special Region of Yogyakarta. Based on the distribution of the questionnaire, there were 413 respondents who had filled in either online or offline (online there were 253 people while offline there were 160 people). The questionnaire also explored respondent information based on gender, age, and place of residence. Data regarding the characteristics of respondents can be explained as follows:

4.1.1 Characteristics of Respondents Based on Gender

Table 1: Characteristics of Respondents Based on Gender

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Man	185	44.8	44.8	44.8
	Woman	228	55.2	55.2	100.0
	Total	413	100.0	100.0	

Source: Primary data, processed in 2022

Based on table 1 above can is known that amount respondent man as many as 185 people (44.8%) more A little from respondent women totaling 228 people (55.2%).

4.1.2 Characteristics of Respondents by Age

Table 2: Characteristics of Respondents Based on Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	17 years	52	12.6	12.6	12.6
	18 years	36	8.7	8.7	21.3
	19 years	33	8.0	8.0	29.3
	20 years	34	8.2	8.2	37.5
	21 years	34	8.2	8.2	45.8
	22 years	37	9.0	9.0	54.7
	23 years	50	12.1	12.1	66.8
	24 years	137	33.2	33.2	100.0
	Total	413	100.0	100.0	

Source: Primary data, processed in 2022

Based on table 2 above can is known respondent with 17 years old as many as 52 people (12.6%), respondents with 18 years old as many as 36 people (8.7%), respondents with 19 years old as many as 33 people (8.0%), respondents with 20 years old as many as 34 people (8.2%), respondents with 21 years old as many as 34 people (8.2%), respondents with 22 years old as many as 37 people (9.0%), respondents with 23 years old as many as 50 people (12.1%), and the last one is also level age respondent mostly in research This that is respondent with 24 years old as many as 137 people (33.2%).

4.1.3 Characteristics of Respondents Based on Place of Residence

Table 3: Characteristics of Respondents Based on Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bantul Regency	56	13.6	13.6	13.6
	Regency Gunungkidul	57	13.8	13.8	27.4
	Regency Kulonprogo	81	19.6	19.6	47.0
	Sleman Regency	101	24.5	24.5	71.4
	Yogyakarta City	118	28.6	28.6	100.0
	Total	413	100.0	100.0	

Source: Primary data, processed in 2022

Based on table 3 above can be known that originating respondents from Bantul Regency as many as 56 people (13.6%), is respondent with least amount although thereby only difference One number from originating respondents from Regency Gunungkidul that is as many as 57 people (13.8%) and no adrift Far from originating respondents from Regency Kulonprogo that is as many as 81 people (19.6%). Respondents the most second originate from Sleman Regency namely as many as 101 people (24.5%), and the most respondents is originating respondents from the City of Yogyakarta namely as many as 118 people (28.6%).

4.2 Instrument Validity and Reliability Test

4.2.1 Validity Test

Validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. The significance test was carried out by comparing the r-count value with the r-table for degree of freedom (df) = n – 2, in this case n is the number of samples. The criteria set to measure the validity of an indicator in this study is at a significance level of 5% and with a two-tailed test. The number of respondent data used for this validity test was 30 people (n = 30), so the degree of freedom (df) was 30-2 = 28, and the r-table value was 0.3610.

The following are the results of the validity test on the indicators or questions used in the study:

Table 4: Validity Test Data Results

No	Attribute	r - count	r -table	Information
Perception To Party Political				
1	Question 1	0.855	0.361 0	Valid
2	Question 2	0.844	0.361 0	Valid
3	Question 3	0.760	0.361 0	Valid
Perception Against National Leadership				
1	Question 4	0.723	0.361 0	Valid
2	Question 5	0.857	0.361 0	Valid
3	Question 6	0.855	0.361 0	Valid
4	Question 7	0.836	0.361 0	Valid
Campaign				
1	Question 8	0.917	0.361 0	Valid
2	Question 9	0.914	0.361 0	Valid
3	Question 10	0.797	0.361 0	Valid
Knowledge Level Political				
1	Question 11	0.846	0.361 0	Valid
2	Question 12	0.842	0.361 0	Valid
3	Question 13	0.703	0.361 0	Valid
4	Question 14	0.885	0.361 0	Valid
5	Question 15	0.899	0.361 0	Valid
Use _ _ _ in access Technology				
1	Question 16	0.952	0.361 0	Valid
2	Question 17	0.910	0.361 0	Valid
3	Question 18	0.875	0.361 0	Valid

convenience Use in access Technology				
1	Question 19	0.912	0.361 0	Valid
2	Question 20	0.913	0.361 0	Valid
3	Question 21	0.830	0.361 0	Valid
Choice Decision President				
1	Question 22	0.731	0.361 0	Valid
2	Question 23	0.813	0.361 0	Valid
3	Question 24	0.762	0.361 0	Valid

Source: Primary data, processed in 2022

Based on table 4, got found that all question items on variables Perception to Party Politics Perception To National Leadership Interest to Campaign Knowledge Politics Use in access Technology from Party Politics Ease Use in access Technology from Party Politics and Voting Decisions The president has a higher r - value big than r - table value (r - count value > r - table value), then indicators questions on the variables the declared valid.

4.2.2 Reliability Test

Reliability is a tool for measuring a questionnaire which is an indicator of the variable. A questionnaire is said to be reliable or reliable if one's answers to statements are consistent or stable from time to time. The research instrument is declared reliable if the alpha value is > 0.60. The value of Cronbach's Alpha less than 0.60 is included in the level of reliability that is not good, above 0.60 to 0.80 is the level of reliability that is acceptable, while what is good is if it is above 0.80 (Ghozali, 2001: 133). From the results of the reliability test, reliable results are obtained which are presented in the following table.

Validity test is used to measure the validity or validity of a questionnaire. A questionnaire said

Table 5: Reliability Test Results for each Variable

No	Research variable	N items	Cronbach 's Alpha	Information
1	Perceptions of Political Parties	3	0.749	Reliable
2	Perceptions of National Leadership	4	0.840	Reliable
3	Campaign	3	0.84 8	Reliable
4	Knowledge Level Political	5	0.883	Reliable
5	Inner use access Technology from Party Political	3	0.894	Reliable
6	Ease of Use in access Technology from Party Political	3	0.855	Reliable
7	Decision to Choose President	3	0.621	Reliable

Source: Primary data, processed in 2022

Based on table 5 above found that all variable research has a Cronbach's Alpha value more big of 0.60 which is level its reliability can accepted mean construct or question items or indicators on the variables in study this stated reliable

4.3 Classical Assumption Test

4.3.1 Normality Test

Analysis normality this data will test variable data exogenous (X) and endogenous variable data (Y) in the equation model the resulting structural normally distributed or distributed abnormal equation models structural said normally distributed at the level significance of 0.01 if the critical ratio (cr) for skewenes (slope) or For curtosis (spiky) no more of + 2.58 (Ghozali 2014).

Table 6: Normality Test Results

Variables	min	max	skew	cr	kurtosis	cr
Y2.5	1,000	5,000	-,308	-2.555	,015	.062
Y2.4	1,000	5,000	-,464	-3,851	, 117	,483
Y2.3	1,000	5,000	-,124	-1.028	-,620	-2,570
X2.4	1,000	5,000	-,211	-1.755	-,230	-,955
Y5.2	1,000	5,000	-,613	-5,082	-,353	-1,466
Y5.1	1,000	5,000	-1.042	-8,649	1,330	5,516
Y4.1	2,000	5,000	-,207	-1.715	-,394	-1,636
Y4.2	1,000	5,000	-,444	-3,682	,345	1,430
Y4.3	1,000	5,000	-,408	-3,385	-,018	-,073
Y3.1	1,000	5,000	-,575	-4,770	,564	2,341
Y3.2	1,000	5,000	-,701	-5,819	1,803	7,480
Y1.3	1,000	43,000	16.143	133,931	302,114	1253,259
Y1.2	1,000	5,000	-,479	-3,971	,071	,296
Y1.1	1,000	5,000	-,565	-4,686	.024	,099
X2.3	1,000	5,000	-,333	-2,766	-,174	-,721
X2.2	1,000	5,000	-,238	-1.975	-,242	-1.006
X2.1	1,000	5,000	-,335	-2,777	-,078	-,326
X1.3	1,000	5,000	-,689	-5,718	,354	1,470
X1.2	1,000	5,000	-,877	-7,276	1.427	5,920
Multivariate					443,911	159,676

Source: Primary data processed in 2022

Based on table 6 above, it can be seen that there are CR values that are between ± 2.58 . From the CR skewness value, all indicators show a normal distribution because the value is below 2.58. Stating that data that is normal in a multivariate way is also normal in a univariate way. On the other hand, if overall the data is normal in a univariate manner, it does not guarantee that it will be normal in a multivariate manner (Alnawas & Altarifi, 2016) .

4.3.2 Multicollinearity Test

Evaluation of Multicollinearity and Singularity is used to see whether the research data contains multicollinearity or singularity in variable combinations, so what needs to be observed is the

determinant of the sample covariance matrix. The existence of multicollinearity and singularity can be known through the determinant value of the covariance matrix which is really small, or close to zero (Hanjani & Widodo, 2019) . The input matrix used as input is the covariance matrix. Hair et.al. (1995; in Ferdinand, 2006) states that in testing the causality relationship, the covariance matrix is taken as input for SEM operations. After converting the data into a covariance matrix, the next step is to determine the estimation technique. The estimation technique used is the Maximum Likelihood Estimation Method because the number of samples used is 413. This test is used to test the normality of the data with the determinant of sample covariance matrix, namely by seeing whether there is multicollinearity and singularity in a combination of variables.

Table 7: Sample Covariance Matrix

	Y2.5	Y2.4	Y2.3	X2.4	Y5.2	Y5.1	Y4.1	Y4.2	Y4.3	Y3.1	Y3.2	Y1.3	Y1.2	Y1.1	X2.3	X2.2	X2.1	X1.3	X1.2
Y2.5	,921																		
Y2.4	,720	,994																	
Y2.3	,714	,736	1,286																
X2.4	,289	,287	,424	,970															
Y5.2	,177	,136	,107	,074	,583														
Y5.1	,115	,132	,095	,069	,323	,671													
Y4.1	,208	,205	,178	,118	,225	,203	,409												
Y4.2	,175	,203	,167	,124	,239	,217	,337	,520											
Y4.3	,160	,130	,133	,190	,167	,138	,226	,284	,716										
Y3.1	,274	,343	,168	,108	,188	,157	,272	,325	,194	,630									
Y3.2	,233	,274	,191	,090	,229	,200	,243	,283	,197	,410	,487								
Y1.3	,206	,197	,237	,089	,159	,123	,153	,193	,079	,209	,190	4,266							
Y1.2	,184	,165	,118	,111	,216	,165	,191	,226	,190	,243	,212	,253	,548						
Y1.1	,156	,176	,047	,116	,212	,210	,169	,218	,186	,256	,192	,237	,361	,557					
X2.3	,348	,309	,353	,697	,075	,033	,087	,136	,156	,156	,097	-0,75	,147	,136	1,032				
X2.2	,330	,318	,400	,617	,064	,015	,111	,154	,196	,142	,137	-0,83	,104	,057	,719	1,006			
X2.1	,280	,300	,424	,501	,087	,076	,104	,160	,185	,093	,107	-0,05	,135	,124	,558	,579	,907		
X1.3	,143	,166	,134	,176	,118	,119	,138	,171	,160	,193	,171	,137	,131	,087	,175	,156	,187	,764	
X1.2	,196	,229	,190	,199	,161	,148	,195	,236	,146	,228	,209	,162	,173	,196	,166	,174	,180	,227	,585

Condition number = 45,534

Eigenvalues

5,052 4,017 1,926 1,456698642591503452427356337286261239209170117111

Determinant of sample covariance matrix =000

Source: Primary data processed in 2022

Those results show that mark determinant matrix covariance sample is zero. So that can said that the research data used there is multicollinearity and singularity

4.4 Data Analysis

Quantitative analysis is an analysis that uses statistical assistance to assist research in calculating numbers to analyze the data obtained. The process of data analysis and testing of

the research model will explain the analytical steps used in this research. These steps refer to the 7 steps of the SEM analysis process as stated by (Hanjani & Widodo, 2019) . The sequence of the analysis steps includes:

4.4.1 Model Development Based on Theory

The development of the model in this study is based on a literature review and framework as described in chapter 3 previously. In general, the model consists of independent (exogenous) variables, namely Perceptions of Political Parties and Perceptions of National Leadership. The mediator variable is Self -Efficacy Peer Preference Use in access technology from Political Parties and Ease of Use in access Technology from the Political Parties Meanwhile, the dependent variable (endogenous) is Interest in Choosing the President.

4.4.2 Compile a Flowchart (Path Diagram)

After the development of the theory-based model has been carried out, the next step is to develop this research model in the form of a flowchart. This step has been carried out and the description of the flowchart in the research regarding Analysis of Interest in Voting for Political Parties in the Millennial Group Facing the 2024 Presidential Election in the Special Region of Yogyakarta can be seen in Figure 6 below.

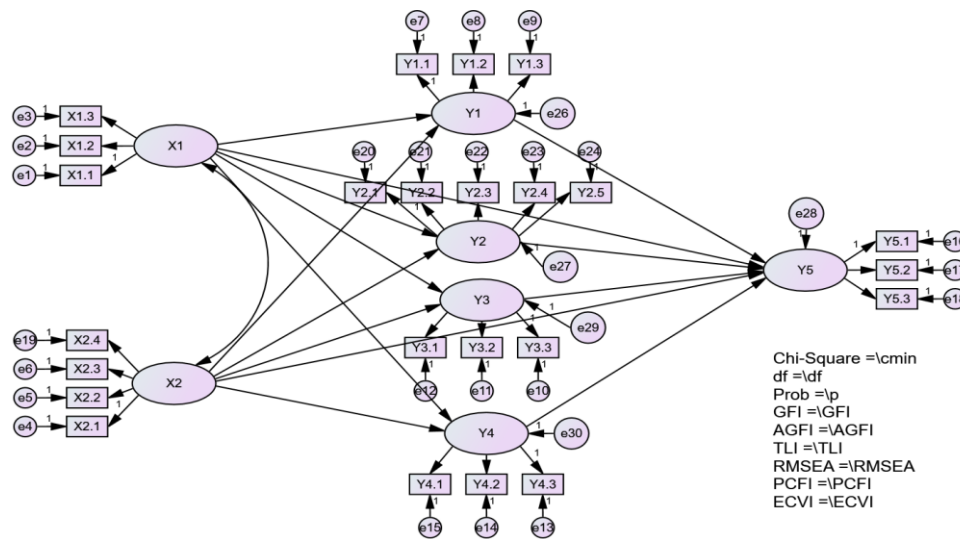


Figure 6: Path Diagram

Source: Primary data processed in 2022

4.4.3 Conversion of Flowcharts Into Equations

The model that has been stated in the flowchart is then expressed in a structural equation. The equation obtained from the converted path diagram consists of:

1. Direct influence of Exogenous variables and Endogenous variables
 - a) $Y_1 = b_1 X_1 + b_5 X_2 + Z_1$
 - b) $Y_2 = b_2 X_1 + b_6 X_2 + Z_2$
 - c) $Y_3 = b_3 X_1 + b_7 X_2 + Z_3$
 - d) $Y_4 = b_4 X_1 + b_8 X_2 + Z_4$
 - e) $Y_5 = b_{13} X_1 + b_{14} X_2 + b_9 Y_1 + b_{10} Y_2 + b_{11} Y_3 + b_{12} Y_4 + Z_5$
2. Indirect influence of exogenous variables and endogenous variables
 - f) $Y_{5.1} = (b_9 Y_1) (b_1 X_1)$
 - g) $Y_{5.2} = (b_9 Y_1) (b_5 X_2)$
 - h) $Y_{5.3} = (b_{10} Y_2) (b_2 X_1)$
 - i) $Y_{5.4} = (b_{10} Y_2) (b_6 X_2)$
 - j) $Y_{5.5} = (b_{11} Y_3) (b_3 X_1)$
 - k) $Y_{5.6} = (b_{11} Y_3) (b_7 X_2)$
 - l) $Y_{5.7} = (b_{12} Y_4) (b_4 X_1)$
 - m) $Y_{5.8} = (b_{12} Y_4) (b_8 X_2)$

4.4.4 Choose Input Matrix and Estimation Techniques

The input matrix used as input is matrix covariance Hair et.al. (1995; in Ferdinand, 2006; 91) stated that in test connection causality so matrix the covariance is taken as input for SEM operation in studies dissertation ini input type matrix and technique estimation model proposed Estimation technique Maximum Likelihood (ML).

4.4.5 Analysis Structural Equation Modeling

Analysis Structural Equation Model (SEM) Full Model intended for test the developed models and hypotheses in study this Deep model testing Structural Equation Model (SEM) this research done with two tests namely the model suitability test and the significance test causality through coefficient test regression Results of data processing for analysis Structural Equation Model (SEM) can be seen in Figure 7 below.

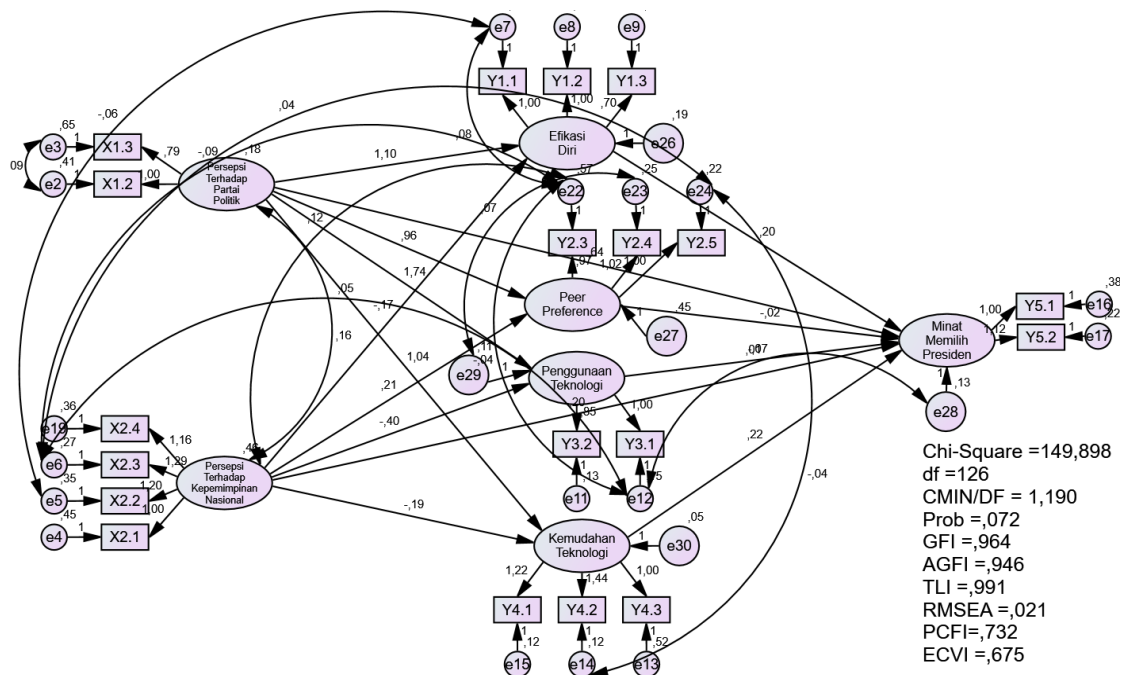


Figure 7: Full Model Structural Equation Model (SEM) Test Results

Source: Primary data processed in 2022

Besides through full model image necessary strengthened with results from presented regression weights as following

Table 8: Model Feasibility Test Results

Goodness of Fit Index's	Cut-off Value	Analysis Results	Model Evaluation
X ² – Chi-square	≤ 153.198	149,898	Good
probability	≥ 0.05	0.072	Good
RMSEA	≤ 0.08	0.021	Good
GFI	≥ 0.90	0.964	Good
AGFI	≥ 0.90	0.946	Good
CMIND/DF	≤ 2.00	1,190	Good
TLI	≥ 0.95	0.991	Good
CFI	≥ 0.95	0.993	Good

Source: Primary data processed in 2022

Test results full model show that models can be categorized as fulfil criteria fit, matter This based on those criteria the cut-off value is met with ok Calculation results of the Chi-square test on the full model obtain mark Chi-square as big 149,898 is below Chi-square table for degrees freedom 126 on the level significant 5% of 153.198. Probability value as big 0.072 then this model said Goodness of Fit. The Root Mean Square Error of Approximation (RMSEA) value is less of 0.08 of 0.021 indicates good index for accept suitability a model. Goodness of Fit Index (GFI) and Adjusted Goodness of Fit Index (AGFI) values are higher of

0.90 of 0.964 and 0.946 indicate that the tested model has a good suitability The CMIND/DF value is 1,190 relatively not enough of 2.0 indicates from acceptable fit between model and data is good Whereas mark Tucker Lewis Index (TLI) and Comparative Fit Index (CFI) of 0.991 and 0.993 above 0.95 indicates the model has a level good fit.

On the side above criteria observed (indicator) Perceptions of Political Parties, Perceptions of National Leadership, Campaign Knowledge Politics Internal Use access Technology from Party Politics Ease of Use in accessing Technology from Political Parties and the Decision to Choose the President are declared valid, however there are five indicators that are dropped namely X1.1, Y2.1, Y2.2, Y3.1, and Y5.3 but For other indicators have loading value above 0.5 so remainder the indicator No some are dropped (thrown away).

Table 9: Results of Regression Weights Analysis Structural Equation Modelling

			Estimates	SE	CR	P	Label
Campaign	<-- -	Perception_Towards_Par rtai_Politics	1,100	,146	7,534	***	par_13
Ease_Technology	<-- -	Perception_Towards_N ational_Leadership	-,190	.066	-2,873	,004	par_18
Usage_Technology	<-- -	Perception_Towards_N ational_Leadership	-,397	,111	-3,594	***	par_19
Knowledge_Politics	<-- -	Perception_Towards_N ational_Leadership	,208	,093	2,238	.025	par_20
Campaign	<-- -	Perception_Towards_N ational_Leadership	-,167	.080	-2,079	.038	par_21
Knowledge Political	<-- -	Perception_Towards_Pa rtai_Politics	,963	,158	6,088	***	par_22
Usage_Technology	<-- -	Perception_Towards_Pa rtai_Politics	1,741	,208	8,381	***	par_23
Ease_Technology	<-- -	Perception_Towards_Pa rtai_Politics	1,041	,146	7,113	***	par_24
Decision_Choosing_President	<-- -	Campaign	,200	,103	1,929	.044	par_14
Decision_Choosing_President	<-- -	Knowledge_Politics	-.020	.046	-,449	,653	par_15
Decision_Choosing_President	<-- -	Usage_Technology	,012	,217	.055	,956	par_16
Decision_Choosing_President	<-- -	Ease_Technology	,223	,313	,712	,477	par_17
Decision_Choosing_President	<-- -	Perception_Towards_Pa rtai_Politics	,639	,843	,757	,449	par_25
Decision_Choosing_President	<-- -	Perception_Towards_N ational_Leadership	-,199	,190	-1.047	,295	par_26
X1.2	<-- -	Perception_Towards_Pa rtai_Politics	1,000				

			Estimates	SE	CR	P	Label
X1.3	<-- -	Perception_Towards_Par tai_Politics	,789	, 111	7.104	***	par_1
X2.1	<-- -	Perception_Towards_N ational_Leadership	1,000				
X2.2	<-- -	Perception_Towards_N ational_Leadership	1,201	,078	15.401	***	par_2
X2.3	<-- -	Perception_Towards_N ational_Leadership	1,289	.082	15,714	***	par_3
Y1.1	<-- -	Campaign	1,000				
Y1.2	<-- -	Campaign	,996	.076	13,051	***	par_4
Y1.3	<-- -	Campaign	,704	,189	3,726	***	par_5
Y3.2	<-- -	Usage_Technology	,852	.045	19,071	***	par_6
Y3.1	<-- -	Usage_Technology	1,000				
Y4.3	<-- -	Ease_Technology	1,000				
Y4.2	<-- -	Ease_Technology	1,444	,134	10,795	***	par_7
Y4.1	<-- -	Ease_Technology	1,221	, 116	10,534	***	par_8
Y5.1	<-- -	Decision_Choosing_Pre sident	1,000				
Y5.2	<-- -	Decision_Choosing_Pre sident	1.124	,109	10.294	***	par_9
X2.4	<-- -	Perception_Towards_N ational_Leadership	1.156	,078	14,821	***	par_10
Y2.3	<-- -	Knowledge_Politics	,975	.059	16,495	***	par_11
Y2.4	<-- -	Knowledge Political	1.025	.052	19,845	***	par_12
Y2.5	<-- -	Knowledge_Politics	1,000				

Source: Primary data processed in 2022

4.5 Hypothesis Testing

After the testing stages are carried out, the next step is testing the research hypothesis. Testing this hypothesis is based on processing research data using Structural Equation Model analysis (SEM), by analyzing the regression values shown in the table (Regression Weights Analysis of Structural Equation Modeling) Testing this hypothesis is by analyzing the Critical Ratio

(CR) and Probability (P) values as a result of data processing, compared with the required statistical limits, which are above 1.96 for the CR value and below 0.05 for the P value (probability).

If the results of data processing show a value that meets these requirements, then the proposed research hypothesis can be accepted. In detail, testing the research hypothesis will be discussed in stages according to the hypothesis that has been proposed. In this study, fourteen hypotheses were proposed, which were then discussed in the following sections.

1. Hypothesis Test 1

Hypothesis 1 on research This is Perception to Party Political influential to Interest A campaign run by a party politics Based on from data processing is known that CR value on influence between Perception to Party Political to Interest Campaign by party politics in the Special Region of Yogyakarta in the Table of Regression Weights Analysis of Structural Equation Modeling is of 7.534 and a P value of 0.000.

Second mark This show CR values above 1.96 and below 0.05 for P value with thereby can said that variable Perception to Party Political influential positive and significant to Interest public to campaign conducted by a party politics So can concluded that H1 accepted

2. Hypothesis Test 2

Hypothesis 2 on research this is Perception to Party Political influential to Knowledge Politics Based on from data processing is known that CR value on influence between Perceptions to Party Political to Knowledge Politics in the Special Region of Yogyakarta in the Table of Regression Weights Results Analysis Structural Equation Modelling is of 6.088 and a P value of 0.000. Second mark This show CR values above 1.96 and below 0.05 for P value with thereby can said that variable Perception to Party Political influential positive and significant to Knowledge Politics So can concluded that H2 accepted

3. Hypothesis Test 3

Hypothesis 3 in this study is that perceptions of political parties influence usage in access Technology from Party Politics Based on data processing, it is known that the CR value on the influence between Perceptions of Political Parties and Technology Use in the Special Region of Yogyakarta in the Table of Regression Weights Results for Structural Equation Modeling Analysis is 8.381 and a P value of 0.000.

These two values indicate a CR value above 1.96 and below 0.05 for the P value, thus it can be said that the variable Perception of Political Parties has a positive and significant effect against Use in access Technology from Party Politics So it can be concluded that H3 accepted.

4. Hypothesis Test 4

Hypothesis 4 in this study is that perceptions of political parties influence ease of use in access Technology from Party Politics Based on data processing, it is known that the CR value has an influence between Perceptions of Political Parties and Ease of Use in access Technology from Party Politics in the Special Region of Yogyakarta in the Table of Results of Structural

Equation Modeling Regression Weights Analysis is 7.113 and a P value of 0.000. These two values indicate a CR value above 1.96 and below 0.05 for the P value, thus it can be said that the variable Perception of Political Parties has a positive and significant effect on Ease of Use in access Technology from Party Politics So can concluded that H4 accepted

5. Hypothesis Test 5

Hypothesis 5 in this study is that perceptions of national leadership affect interest Campaign Based on data processing, it is known that the CR value has an influence between Perceptions of National Leadership and Interest Campaign in the Special Region of Yogyakarta in the Regression Results table Structural Analysis Weights The Equation Modeling is -2.079 and the P value is 0.000 These two values show that although the CR value is below 1.96 but has a P value below 0.05 thus it can be said that the variable Perceptions of National Leadership has a negative effect However significant to Interests Campaign So can concluded that H₅ accepted

6. Hypothesis Test 6

Hypothesis 6 in this study is that perceptions of national leadership affect knowledge Politics Based on data processing it is known that the CR value has an influence between Perceptions of National Leadership on Knowledge Political in the Special Region of Yogyakarta in the Regression Results table Structural Analysis Weights Equation Modeling is 2.238 and the P value is 0.025. These two values indicate a CR value above 1.96 and below 0.05 for the P value, thus it can be said that the variable Perceptions of National Leadership has a positive and significant effect on Knowledge Politics So can concluded that H₆ accepted

7. Hypothesis Test 7

Hypothesis 7 in this study is that perceptions of national leadership influence internal use access Technology from Party Politics Based on the data processing, it is known that the CR value on the influence between Perceptions of National Leadership on the Use of Technology in the Special Region of Yogyakarta in the Table of Results of Regression Weights Analysis of Structural Equation Modeling is -3.594 and a P value of 0.000. These two values indicate that although the CR value is below 1.96 but has a P value below 0.05 thus it can be said that the variable Perceptions of National Leadership has a negative effect However significant against Use in access Technology from Party Politics So can concluded that H₇ accepted

8. Hypothesis Test 8

Hypothesis 8 in this study is that perceptions of national leadership affect ease of use in access Technology from Party Politics Based on data processing, it is known that the CR value has an influence between Perceptions of National Leadership on Ease of Use in access Technology from Party Politics in the Special Region of Yogyakarta in the Table of Regression Weights Results for Structural Equation Modeling Analysis is -2.873 and a P value of 0.004. These two values show that although although the CR value is below 1.96 but has a P value below 0.05 thus it can be said that the variable Perceptions of National Leadership has a negative effect However significant on Ease of Use in accessing Technology from Political Parties. So can concluded that H₈ accepted

9. Hypothesis Test 9

Hypothesis 9 in this study is that the campaign has an effect on the decision to elect the president. Based on data processing, it is known that the CR value has an influence between the Campaign on the Decision to Elect the President in the Special Region of Yogyakarta in the Regression Results table Structural Analysis Weights Equation Modeling is 1.929 and the P value is 0.044 These two values indicate a CR value above 1.96 and below 0.05 for the P value, thus it can be said that the Campaign variable has a positive effect and significant to the decision to elect the President. So can concluded that H_9 accepted

10. Hypothesis Test 10

Hypothesis 10 in this research is Knowledge Politics influences the decision to elect a president. Based on data processing it is known that the CR value on the influence between knowledge Politics on the Decision to Choose President in the Special Region of Yogyakarta in the Regression Results table Structural Analysis Weights Equation Modeling is 0.055 and the P value is 0.956 These two values indicate a CR value below 1.96 and above 0.05 for the P value, thus it can be said that the Knowledge variable Political positive effect however No significantly to the decision to elect the President. So can concluded that H_{10} no accepted

11. Hypothesis Test 11

Hypothesis 11 in this study is Use in access Technology from Party Politics influences the decision to elect a president. Based on data processing, it is known that the CR value on the influence of Technology Use on Interest in Voting for President in the Special Region of Yogyakarta in the Table of Results of Regression Weights Analysis of Structural Equation Modeling is 0.055 and a P value of 0.956 These two values indicate a CR value below 1.96 and above 0.05 for the P value, thus it can be said that the Use variable in access Technology from Party Influential politics positive However not significant to the decision to elect the President. So can concluded that H_{11} no accepted

12. Hypothesis Test 12

Hypothesis 12 in this study is that the ease of technology influences the decision to elect a president. Based on data processing, it is known that the CR value has an effect on the Ease of Technology on the Decision to Choose the President in the Special Region of Yogyakarta in the Regression Results table Structural Analysis Weights Equation Modeling is 0.712 and the P value is 0.477.

These two values indicate a CR value below 1.96 and above 0.05 for the P value, thus it can be said that the Ease of Use variable in access Technology from Party Political influential positive However not significant to the decision to elect the president.

13. Hypothesis Test 13

Hypothesis 13 in this study is that perceptions of political parties influence the decision to elect a president. Based on data processing it is known that the CR value on the influence between Perceptions of Political Parties on the Decision to Vote for President in the Special Region of

Yogyakarta in the Regression Results table Structural Analysis Weights Equation Modeling is 0.757 and the P value is 0.449 These two values show a CR value below 1.96 and above 0.05 for the P value, thus it can be said that the variable Perception of Political Parties has a positive effect However No significantly to the decision to elect the President. So can concluded that H_{13} no accepted

14. Hypothesis Test 14

Hypothesis 14 in this study is that perceptions of national leadership influence the decision to elect a president. Based on data processing it is known that the CR value on the influence between Perceptions of National Leadership on the Decision to Choose the President in the Special Region of Yogyakarta in the Regression Results table Structural Analysis Weights Equation Modeling is -1.047 and the P value is 0.295 These two values show a CR value below 1.96 and above 0.05 for the P value, thus it can be said that the variable Perceptions of National Leadership has a negative effect and does not significantly to the decision to elect the President. So can concluded that H_{14} accepted

5. CONCLUSION

Based on results the findings on the analysis obtained in study about Voting Decision Analysis Party Group Politics Millennial Face presidential election Year 2024 in the Special Region of Yogyakarta, then broadly speaking can take conclusion as following : Based on results on discussion previously can stated that Hypothesis 1, Hypothesis 2, Hypothesis 3, Hypothesis 4, Hypothesis 5, Hypothesis 6, Hypothesis 7, Hypothesis 8, Hypothesis 9 is accepted because it has a CR value ≥ 1.96 and P is more small from 0.05. Although negative CR value but has a higher P value small of 0.05, yield hypothesis the stated accepted because for determine accepted or nope hypothesis is with see where is the P value expected P value from results if the data is 0.05. Then For Hypothesis 10, Hypothesis 11, Hypothesis 12, Hypothesis 13, and Hypothesis 14 do not accepted because No fulfil condition hypothesis the For accepted that is mark maximum results processed data for P is 0.05.

Based on findings on the hypothesis in study this party researcher suggest that things already are Enough Good can maintained and those that have not Good can improved for study more upcoming ok

Table 10: Hypothesis Test Results

	Hypothesis	Direction of Influence	CR and P values	Test results
H₁	Influential Political Parties positive to Campaign	+	CR = 7.534 P = 0.00 0	Accepted
H₂	Influential Political Parties positive to Knowledge Political	+	CR = 6.088 P = 0.0 00	Accepted
H₃	Influential Political Parties positive to Inner use access Technology from Party Political	+	CR = 8.381 P = 0.000	Accepted
H₄	Influential Political Parties positive to Ease of Use in access Technology from Party Political	+	CR = 7.113 P = 0.00 0	Accepted

H ₅	Perceptions of National Leadership have an effect positive to Campaign	-	CR = -2.079 P = 0.038	Accepted
H ₆	Perceptions of National Leadership have an effect positive to Knowledge Political	+	CR = 2.238 P = 0.025	Accepted
H ₇	Perceptions of National Leadership have an effect positive to Inner use access Technology from Party Political	-	CR = -3.594 P = 0.000	Accepted
H ₈	Perceptions of National Leadership have an effect positive to Ease of Use in access Technology from Party Political	-	CR = -2.873 P = 0.004	Accepted
H ₉	Campaign influential positive on the Decision to Choose the President	+	CR = 1.929 P = 0.044	Accepted
H ₁₀	Knowledge Political influential positive on the Decision to Choose the President	-	CR = -0.449 P = 0.653	Not Accepted
H ₁₁	Inner use access Technology from Party Political influential positive on the Decision to Choose the President	+	CR = 0.055 P = 0.956	Not Accepted
H ₁₂	Ease of Use in access Technology from Party Political influential positive on the Decision to Choose the President	+	CR = 0.712 P = 0.477	Not Accepted
H ₁₃	Influential Political Parties positive on the Decision to Choose the President	+	CR = 0.757 P = 0.449	Not Accepted
H ₁₄	Perceptions of National Leadership influential positive on the Decision to Choose the President	-	CR = -1.047 P = 0.295	Not Accepted

Source: Primary data processed in 2022

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