

**Pengaruh *Political Marketing* Terhadap Keputusan Memilih Masyarakat
Kabupaten Jombang Dalam Pemilu Calon Presiden dan Calon Wakil
Presiden 2024**

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Penelitian ini bertujuan untuk menganalisis pengaruh *political marketing* terhadap keputusan memilih masyarakat Kabupaten Jombang dalam pemilu calon presiden dan calon wakil presiden 2024. Penelitian ini menggunakan metode penelitian kuantitatif *explanatory research* yang dilaksanakan melalui pengumpulan data di lapangan menggunakan kuesioner. Responden dalam penelitian ini sebanyak 100 responden yang merupakan masyarakat Kabupaten Jombang yang telah memiliki hak pilih. Teknik pengambilan sampel menggunakan teknik *accidental sampling*. Metode analisis data menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji hipotesis menggunakan uji t, dan koefisien determinasi (R^2) dengan bantuan SPSS 25. Berdasarkan hasil penelitian menunjukkan bahwa produk berpengaruh negatif signifikan terhadap keputusan memilih. Harga, promosi, dan tempat berpengaruh positif signifikan terhadap keputusan memilih.

Kata Kunci : *Political Marketing*, Keputusan Memilih

The Influence of Political Marketing on the Decision to Choose the People of Jombang Regency in the 2024 Presidential and Vice Presidential Elections

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This study aims to analyze the influence of political marketing on the decision to choose the people of Jombang Regency in the 2024 presidential and vice presidential elections. This study uses a quantitative explanatory research method which is carried out through data collection in the field using a questionnaire. The respondents in this study were 100 respondents who were people of Jombang Regency who had the right to vote. The sampling technique used the accidental sampling technique. The data analysis method used validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis tests using the t-test, and coefficient of determination (R^2) with the help of SPSS 25. Based on the results of the study, it showed that the product had a significant negative effect on the decision to choose. Price, promotion, and place had a significant positive effect on the decision to choose.

Keywords: Political Marketing, Decision to Vote