

## THE INFLUENCE OF DIGITAL PERSONAL BRANDING STRATEGY AND SUPPORTING POLITICAL PARTY REPUTATION ON THE ELECTABILITY OF DPR-RI LEGISLATIVE CANDIDATES MEDIATED BY PUBLIC TRUST



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### Abstract

This study aims to determine the effect of Digital Personal Branding Strategy and the Reputation of Supporting Political Parties on the Electability of DPR-RI Candidates, mediated by Public Trust. The research adopts a quantitative approach with an associative design to examine the relationship between the Digital Personal Branding Strategy (X1), Political Party Reputation (X2), Electability (Y), and Public Trust (Z) as a mediating variable. The purpose of this research is to develop hypotheses that can be used to predict, explain, and manage specific conditions. A quantitative approach is used to obtain numerical data from the measurement of the study's variables. The sample for this study consisted of 100 respondents who had exercised their voting rights in the election of DPR-RI candidates in Malang. The data analysis stage involves identifying the relationships between the variables under study and evaluating their influence, with a focus on the effects of the Digital Personal Branding Strategy and Political Party Reputation on Candidate Electability, as mediated by Public Trust. The results of this study provide a better understanding of the factors that influence the electability of legislative candidates, highlighting the importance of public trust and digital personal branding strategies in the political context.

**Keywords:** Digital Personal Branding Strategy; Reputation of Supporting Political Parties; Electability

## INTRODUCTION

In today's digital era, the approach to politics has changed how candidates appeal to voters. Candidates no longer campaign solely by making empty promises; they are now more creative, and innovative, and strive to understand the issues faced by the community. Additionally, the rise of the digital era has made digital personal branding strategies increasingly important, especially in the political context. The reputation of political parties also plays a crucial role in determining the electability of candidates for the House of Representatives of the Republic of Indonesia (DPR-RI). This phenomenon creates a strong foundation for conducting a study on the influence of digital personal branding strategies and the reputation of supporting political parties on the electability of DPR-RI candidates, mediated by public trust. The growing use of social media and other digital platforms has fundamentally changed the political landscape. Candidates now have direct access to interact with voters through these platforms, allowing them to build their image and reputation directly. The use of digital personal branding strategies has become a necessity, with politicians needing to actively manage their online identities to align with the image desired by voters (Kusumawardhana & Rizkimawati, 2022).

Branding is an effort to influence public perception or lead public opinion. In doing so, a legislative candidate might use a concept known as 'buzzing,' which involves generating positive political talk among the public and engaging the target audience by raising awareness. Meanwhile, personal branding is a way for individuals to introduce themselves to others or the public. Personal branding focuses more on core competencies, such as value (Nurhalimah & Turistiati, 2020). Personal branding and branding share many similarities, but they differ in terms of value and time frame. A digital personal branding strategy involves various online activities designed to build a positive image and reputation. This may include using social media to share relevant and engaging content, building relationships with voters through direct interaction, and reinforcing a personal narrative that aligns with political values and goals. With the right strategy, a DPR-RI candidate can increase visibility, strengthen connections with potential voters, and solidify their image as a trustworthy and competent leader (Nurhalimah & Turistiati, 2020). Some legislative candidates who use social media for personal branding include M. Taufik Muntazhar, SE, a candidate from

Golkar for the Palembang legislative assembly constituency; Muhammad Yunus, a candidate from PAN for the Central Java legislative assembly constituency VI; Aziza Fazira, a candidate from Gerindra for the Medan legislative assembly constituency; and M. Yoridho A. Sinuraya, a candidate from the Berkarya Party for the DKI Jakarta legislative assembly (Nurhalimah & Turistiati, 2020).

On the other hand, a political party's reputation reflects the public's perception of the party and its representatives. Party reputation can be influenced by various factors, including party policies, the performance of elected party members, and the alignment between party values and voter preferences. A political party with a strong and positive reputation is more likely to attract voter support, while a party with a poor reputation may struggle to build a solid voter base (Ardian Sopa, 2016).

The electability of legislative candidates has become a key indicator in the democratic political process, especially in the context of general elections in many countries. The concept of electability refers to a candidate's likelihood of winning a general election or gaining significant voter support. In this context, scientific and academic analysis of candidate electability involves understanding the factors that influence voter preferences, effective campaign strategies, and local and national political dynamics (Supit et al., 2020). One important factor that affects electability is a candidate's image and reputation. Research has shown that voters tend to choose candidates with a good reputation, whether based on previous political performance, integrity, or personal popularity. A positive image can be built through active participation in political activities, positive media coverage, and support from influential political figures. Conversely, character flaws, scandals, or a poor track record can diminish a candidate's electability, even if the party has a strong voter base (Horta & Taufik, 2019).

It is important to remember that a candidate's electability is not static but can change over time and as political conditions evolve. Therefore, the analysis of candidate electability needs to be continuous and responsive to local and national political dynamics. It is also crucial to recognize that electability is not the only indicator of success in democratic politics. Leadership quality, community representation, and accountability to constituents are also

essential factors in evaluating the performance of a candidate and their party (Supit et al., 2020).

Public trust acts as a mediator in the relationship between digital personal branding strategies, political party reputation, and the electability of DPR-RI candidates. Public trust forms a critical psychological foundation for voters in shaping their political preferences and behavior (Gustrinanda, 2023). Voters are more likely to support candidates they trust, both personally and as part of their chosen political party. Public trust can either strengthen or undermine the relationship between digital personal branding strategies, political party reputation, and the electability of DPR-RI candidates.

Previous studies by (Sumaryono et al., 2021) showed the use of personal branding strategies in recent elections with female candidates, finding that femininity was often used as personal branding. Research by (Srisadono, 2018) explained that a gubernatorial candidate for West Java Province used Twitter as a tool for personal branding during the campaign, to introduce themselves, refine their self-image, and increase popularity. (Harrison et al., 2023) highlighted the effectiveness of personal branding campaigns in building strong relationships between aspiring politicians and voters, which directly affects their electability. Moreover, research by (Lilleker, 2015) found that the use of digital platforms for personal branding can give political candidates broader access to interact with potential voters, thereby increasing public trust. Therefore, this study aims to determine the effect of digital personal branding strategies and political party reputation on the electability of DPR-RI candidates, mediated by public trust. This research also provides new insights into how politicians can use digital platforms to enhance their electability and how political party reputation can influence public perceptions of their candidates.

## **REVIEW OF LITERATURE**

### **Digital Personal Branding Strategies**

According to (Sitanggang & Dharmawan, 2016), personal branding was first introduced by Tom Peters, the author of the book *The Brand Called You*, in 1997. Personal branding represents a self-centered and highly individualistic approach to self-marketing (Kholisoh & Wahyuni, 2017). According to Tom Peters, personal branding has become

increasingly popular in the digital age. Timothy P. O'Brien defines a personal brand as a personal identity that can evoke an emotional response in others regarding the quality and value of that person. In other words, personal branding is the process of shaping public perceptions about a person's personality, and abilities, and how these aspects create a positive impression that can be used as a marketing tool. The difference between personal branding and imaging lies in what is displayed. Imaging typically involves portraying something that does not align with reality, whereas personal branding showcases a real and inherent value or benefit in the person engaging in the personal branding (Jacobson, 2020).

A digital personal branding strategy is an approach that focuses on building and enhancing one's self-image online, aiming to increase influence, trust, and engagement with audiences. This strategy involves applying marketing principles, consumer psychology, and information technology within the context of personal branding. According to (Kleppinger & Cain, 2015), this approach includes using digital platforms such as social media, blogs, and personal websites to create content that aligns with an individual's values, interests, and expertise. Additionally (Mohammed & Steyn, 2016), states that this strategy involves actively interacting with the audience through prompt responses and engaging in discussions or exchanges of information relevant to the individual's area of expertise or interest. Thus, a digital personal branding strategy can be seen as a complex and structured method of utilizing digital technology to build, maintain, and expand one's self-image in professional and social contexts. The following are indicators of personal branding (Faliagka et al., 2018):

**Table 1**  
**Dimensions and Indicators of Personal Branding**

No	Dimension	Indicators
1.	Skills and Competencies	Level of expertise, knowledge, and skills.
2.	Reputation and Credibility	Trust and reward levels
3.	Influence and Network	Ability to influence others and have a wide network
4.	Visibility and Exposure	The extent to which individuals are known and noticed by a wide audience, both through social media, online platforms, and offline activities
5.	Creativity and Innovation	Ability to introduce new ideas, creative solutions, or innovative approaches in everything done

## Political Party Reputation

Law Number 2 of 2008 states that a political party is a national organization formed voluntarily by a group of Indonesian citizens based on common goals and ideals to advocate for and defend the political interests of its members, society, the nation, and the state, while maintaining the integrity of the Unitary State of the Republic of Indonesia, based on Pancasila and the 1945 Constitution of the Republic of Indonesia (Gusmansyah, 2019). According to Gabriel A. Almond as cited in (Gusmansyah, 2019) the functions of political parties include political socialization, political participation, political recruitment, political communication, interest articulation, interest aggregation, and policy-making. Saputra Hendriawan et al., (2022) note that political parties can generally be classified into two types: mass parties and cadre parties. Mass parties prioritize strength in numbers, consisting of various political streams and groups, whereas cadre parties emphasize the organizational strength and discipline of their members (Saputra Hendriawan et al., 2022).

The reputation of a political party in the context of general elections is a crucial quality that significantly influences voter behavior (Sihite et al., 2018). A political party's reputation reflects the public's perception of the party, which can be shaped by various factors, including its performance in government, its political platform, and the behavior of its members. Voters often use party reputation as a guide when making their choices in general elections (Maryani et al., 2020). A good reputation can attract a larger electorate and strengthen voter loyalty, while a poor reputation can lead to voter rejection and diminished party support. As a result, political parties often strive to build and maintain a positive reputation through various strategies, such as effective communication with the public, positive branding, and competent performance in their political roles. The following are indicators of political party reputation (Brodzińska-Mirowska, 2023):

**Table 2**  
**Dimensions and Indicators of Political Party Reputation**

No	Dimensi	Indicator
1.	Government Performance	The quality of infrastructure built by the party when it was in government.
2.	Political Platform	The level of success of the party in fulfilling campaign promises.
3.	Integrity and Ethics	The level of corruption within the party

4.	Public Communication	The quality of political messages conveyed to the public
5.	Leadership	The level of public trust in party leaders
6.	Ideological Considerations	The consistency of the party with its political ideology.

### Candidate Electability

Electability refers to the likelihood of being elected, based on meeting certain criteria. It can apply to products, services, individuals, organizations, or political parties. Electability is often a key topic leading up to general elections. In the context of political parties, electability refers to the level of a party's attractiveness to the public (Supit et al., 2020). High electability indicates that a party is well-regarded by voters. To enhance electability, the subject of electability must meet the criteria of both electability and popularity. Although popularity and electability are often equated, they are distinct concepts. Electability plays a crucial role in campaign planning. Understanding a candidate's electability can guide political marketing efforts to innovate and achieve a favorable level of electability (Setiawan & Chumaeson, 2022). Electability is a crucial factor for candidates aspiring to win elections. The emphasis on electability underscores the role of media, such as television, in shaping public perceptions and increasing electability. The ease of assessing electability influences the control over the final stages of the electoral process. Typically, the party with the highest pre-election electability is likely to win. Consequently, high electability can help maintain order and security during elections. The following are indicators of electability (Horta & Taufik, 2019):

**Table 3**  
**Dimensions and Indicators of Electability**

No	Dimension	Indikator
1.	Candidate Popularity	<ul style="list-style-type: none"> <li>- The level of public knowledge about the candidate.</li> <li>- The extent to which the candidate is respected or considered competent by the community.</li> </ul>
2.	Response to Political Issues	<ul style="list-style-type: none"> <li>- The candidate's ability to understand and formulate solutions to issues facing society</li> <li>- Consistency of the candidate's position on specific issues</li> </ul>

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3.	Social Connectivity and Support Networks	and	-	Support from political parties that have a strong voter base. - Support from influential political figures and activists.
4.	Campaign Communication Skills	and	-	Campaign effectiveness in reaching voters - The candidate's ability to communicate clearly and convincingly.

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### Community Trust

Trust is the foundation of any relationship. A relationship between two or more parties relies on mutual trust, which cannot be automatically granted but must be built and demonstrated from the outset (Gustrinanda, 2023). According to Dasgupta (1988) as cited in (Kerr & Lührmann, 2017) trust is the attitude of placing confidence in individuals or groups, which exists on various interconnected levels. Public trust plays a complex and vital role. It can be considered a part of the social and cultural dimensions that shape perceptions of the world. Public trust can have positive effects, such as fostering social solidarity and providing a sense of identity and meaning (Kerr & Wahman, 2020). However, in other contexts, trust can influence perceptions of new scientific discoveries. For instance, when specific beliefs clash with scientific findings, society may resist or reject the new information. The following are indicators of societal trust (Kerr & Lührmann, 2017):

**Table 4**  
**Dimensions and Indicators of Public Trust**

No	Dimension	Indicator
1.	Integrity of the General Election Process	- The general election process is carried out fairly and transparently - Availability of clear information about the election process, including the rules, procedures, and mechanisms used.
2.	Community Participation and Engagement	- Voter participation rate in the election process - The role and contribution of civil society organizations in ensuring the integrity of the general election.

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3.	Compliance with Laws and Ethics	-	Compliance of candidates and political parties with the legal rules governing general elections.
		-	Honest, fair, and ethical political practices of all parties involved in the general election.
4.	Security and Credibility of the Election System	-	Protection of the electoral system from threats such as fraud, manipulation or interference.
5.	Accountability and Transparency	-	The ability of the community to monitor and evaluate the performance of elected leaders.
		-	Availability of transparent information about election results, including the vote counting process and announcement of results.

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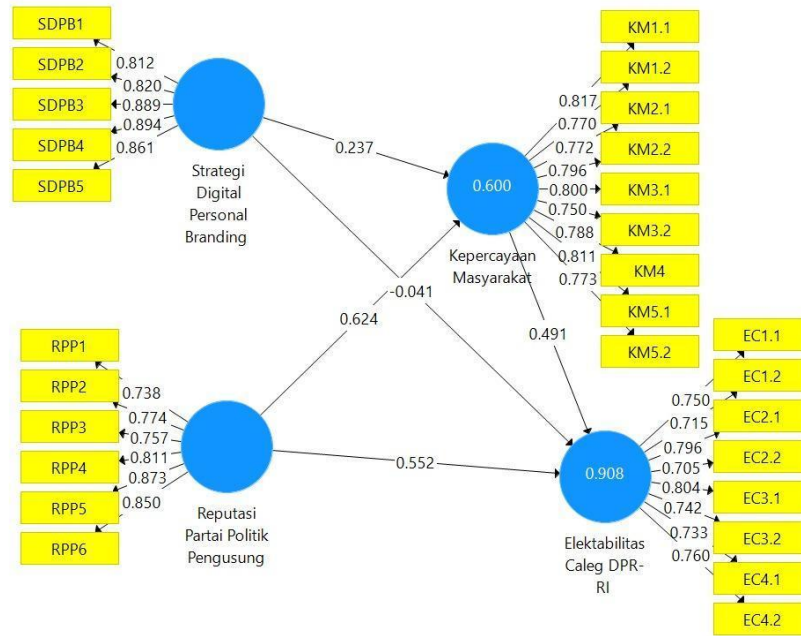
## RESEARCH METHOD

The method used in this research is quantitative, employing an associative approach that seeks to ascertain the influence between two or more variables. This research aims to develop hypotheses that can be used to predict, explain, and manage a condition. In this case, the study examines Digital Personal Branding Strategy (X1), Political Party Reputation (X2), Electability (Y), and Public Trust (Z). A descriptive quantitative approach is utilized to determine the effect of Digital Personal Branding Strategy and Political Party Reputation on Candidate Electability, mediated by Public Trust. Quantitative methods involve numerical data obtained from measurements using scales applied to the variables in the study (Shahzad et al., 2018). The sample for this study consists of individuals who have exercised their voting rights in the election of DPR-RI candidates in Malang, totaling 100 respondents. Data analysis was conducted using the Partial Least Square (PLS) method, utilizing SmartPLS version 3 software (Yannis & Nikolaos, 2018).

## RESULTS AND DISCUSSION

### Evaluation of the Measurement Model (Outer Model)

Four criteria were considered during the outer model evaluation: Convergent Validity, Discriminant Validity, Composite Reliability, and Cronbach's Alpha.



**Figure 1**  
**Outer Model**

Figure 1 shows the research model, illustrating the outer loading values for the variables. In the figure, all outer loading values meet the validity criteria because they exceed 0.7.

**Convergent Validity**

The first step in checking convergent validity is to look at the outer loading value or loading factor. If the outer loading value exceeds 0.7, the indicator is said to meet the criteria for good convergent validity. Each indicator in the research variable has an outer loading value as follows:

**Table 5**  
**Convergent Validity**

	Electability of DPR-RI Candidates	Public Trust	Reputation Supporting Parties	of Political	Digital Personal Branding Strategy
EC1.1	0.147				
EC1.2	0.153				
EC2.1	0.185				
EC2.2	0.159				
EC3.1	0.178				
EC3.2	0.162				
EC4.1	0.176				

EC4.2	0.169			
KM1.1		0.141		
KM1.2		0.119		
KM2.1		0.146		
KM2.2		0.148		
KM3.1		0.129		
KM3.2		0.140		
KM4		0.156		
KM5.1		0.139		
KM5.2		0.154		
RPP1			0.208	
RPP2			0.200	
RPP3			0.242	
RPP4			0.189	
RPP5			0.210	
RPP6			0.203	
SDPB1				0.247
SDPB2				0.190
SDPB3				0.232
SDPB4				0.211
SDPB5				0.289

### Discriminant Validity

Discriminant validity ensures that each concept of a latent variable or construct is distinct from other latent variables. One way to determine discriminant validity is by checking the AVE value, which stands for the square root of the average variance extracted. According to (Memon et al., 2021). The ideal value is more than 0.5. Table 3 shows the average AVE value of the study.

**Table 6**  
**Average Variance Extracted (AVE)**

	Average Variance Extracted (AVE)
Electability of DPR-RI Candidates	0.565
Public Trust	0.619
Reputation of Supporting Political Parties	0.643
Digital Personal Branding Strategy	0.733

### Composite Reliability

The next test assesses the combined reliability of the construct measurement indicator block. The reliability of a construct is confirmed if its composite reliability value is greater than 0.70 (Tugiman et al., 2022). The following outer model results show the composite reliability of each construct. The outer model findings, which display the composite reliability of each construct, are as follows:

**Table 7**  
**Composite Reliability**

	Composite Reliability
Electability of DPR-RI Candidates	0.912
Public Trust	0.936
Reputation of Supporting Political Parties	0.915
Digital Personal Branding Strategy	0.932

### Cronbach Alpha

The validity of reliability tests can be increased using Cronbach's alpha value in conjunction with the composite reliabilities discussed earlier. According to (Tugiman et al., 2022), a variable is considered reliable or meets Cronbach's alpha criteria if its value is more than 0.7.

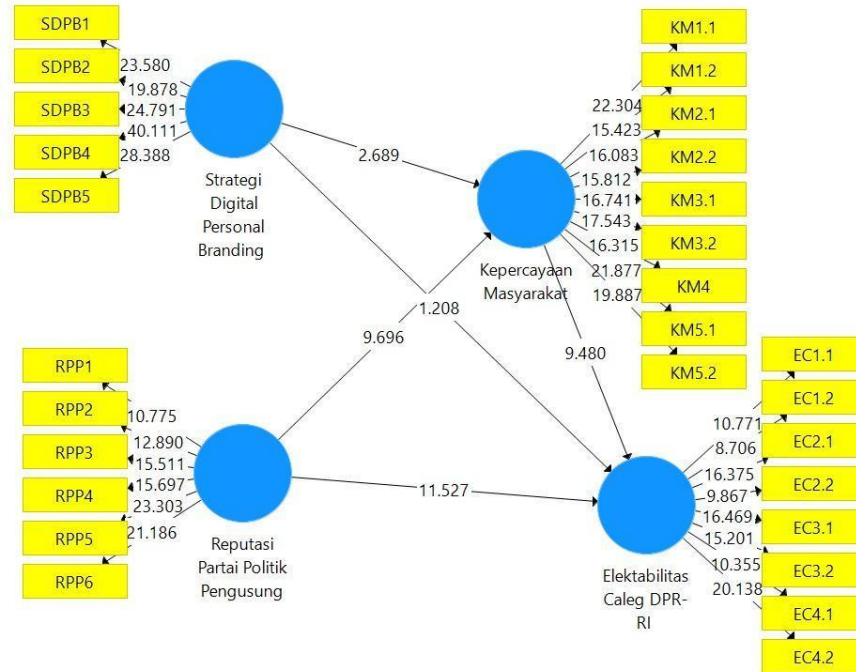
**Table 8**  
**Cronbach's Alpha**

	Cronbach's Alpha
Electability of DPR-RI Candidates	0.889
Public Trust	0.923
Reputation of Supporting Political Parties	0.888
Digital Personal Branding Strategy	0.909

The Cronbach's alpha value for each variable is as follows: Each research variable has a Cronbach's alpha value greater than 0.7, as shown in Table 5. Thus, all research variables exhibit a high level of reliability, demonstrating that all variables meet the standard Cronbach's alpha value.

### Structural Model Evaluation (Inner Model)

Evaluating the hypothesized relationship between latent constructs is the core of inner model assessment. The inner model evaluation can be explained as follows:



**Figure 2**  
**Inner Model**

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

After the outer model has passed the test, the next step is to test the structural model (inner model). One can assess the inner model by examining the R-square of the dependent construct and the results of the path coefficient test for the t-statistic. A research model with a higher R-square value is considered to be of higher quality. The path coefficient value indicates the level of significance for hypothesis testing. The analysis of variance (R<sup>2</sup>) or determination test can be used to determine the extent to which the independent variable affects the dependent variable. The coefficient of determination has limitations when used in models with an excessive number of independent variables. According to (Edeh et al., 2023) it is recommended to use the adjusted R-square (R<sup>2</sup>) to determine which model is preferable. The coefficient of determination values is shown in Table 9.

**Table 9**  
**Determination Coefficient Value (R<sup>2</sup>)**

	R Square	R Square Adjusted
Electability of DPR-RI Candidates	0.908	0.905
Public Trust	0.600	0.592

Source: Processed Primary Data (2024)

Based on the magnitude of the R-square value for the DPR-RI Candidate Electability, the R-square value is 0.908. These results indicate that the variables—socialization program, volunteer communication competence, and facility support—explain 63.7% of the employee performance variable, while the remaining 36.3% is explained by variables not included in the research model.

**Hypothesis Test**

The results of data processing can be used to answer the research hypotheses. T-statistics and P-values were examined to test the hypotheses. The research hypothesis is accepted if the P-values are less than 0.05. The findings of the hypothesis tests based on the inner model are as follows:

**Table 10**  
**Research Hypothesis Testing**

	Original Sample (O)	T Statistics ( O/STDEV )	P Values
Public Trust -> Electability of DPR-RI Candidates	0.491	9.480	<b>0.000</b>
Reputation of Supporting Political Parties -> Electability of DPR-RI Candidates	0.552	11.527	<b>0.000</b>
Reputation of Supporting Political Parties -> Public Trust	0.624	9.696	<b>0.000</b>
Digital Personal Branding Strategy -> Electability of DPR-RI Candidates	-0.041	1.208	<b>0.228</b>
Digital Personal Branding Strategy -> Public Trust	0.237	2.689	<b>0.007</b>
	Original Sample (O)	T Statistics ( O/STDEV )	<b>P Values</b>
Reputation of Supporting Political Parties -> Public Trust -> Electability of DPR-RI Candidates	0.307	7.117	<b>0.000</b>
Strategi Digital Personal Branding -> Public Trust -> Electability of DPR-RI Candidates	0.116	2.578	<b>0.010</b>

### **Public Trust -> Electability of DPR-RI Candidates**

The findings of this study indicate that the effect of Public Trust on the Electability of DPR-RI Candidates has a T-statistic value of 9.480 and a P-value of 0.000. The T-statistic value is greater than the T-table value ( $9.480 > 1.98$ ), and the P-value is 0.000, which is less than 5% ( $0.000 < 0.05$ ). This indicates a significant effect of public trust on the electability of DPR-RI legislative candidates.

Public trust in a DPR-RI legislative candidate significantly influences their electability. Research by Khairunnisa et al. (2020) shows that trust significantly impacts people's decisions, such as the decision to donate to charity. This aligns with other studies that suggest trust positively influences public decisions, as shown by Sucahyo & Solovida (2022) who found that branding strategies can enhance public trust. Similarly, Nafisah & Effendy (2023) demonstrated a positive relationship between the quality of technology-based applications and the level of trust in reusing those applications. This illustrates that trust can be influenced by factors like service or product quality. Research by Anggraini & Indrarini (2022) also emphasized that trust has an influence on interest in paying zakat through digital zakat in the community in Sidoarjo Regency. This shows that trust is not only important in the context of consumer decisions, but also in the context of adherence to social and religious norms. Thus, based on the findings of various relevant studies, it can be concluded that public trust plays a significant role in influencing the electability of a DPR-RI Candidate. This trust can be influenced by various factors, such as service quality, branding strategies, and technology factors, all of which contribute to how the public views and chooses a candidate.

### **Reputation of Nominating Political Parties -> Electability of DPR-RI Legislative Candidates**

The findings indicate that the Reputation of Nominating Political Parties significantly influences the Electability of DPR-RI Legislative Candidates, with a T-statistic value of 11.527 and a P-value of 0.000. The T-statistic value is greater than the T-table value ( $11.527 > 1.98$ ), and the P-value is 0.000, less than 5% ( $0.000 < 0.05$ ). This indicates a significant impact of the Reputation of Nominating Political Parties on the Electability of DPR-RI Legislative Candidates.

The reputation of nominating political parties significantly impacts the electability of DPR-RI legislative candidates. Research shows that the reputation of political parties can attract voter support. In Indonesia's general elections, the reputation of nominating political parties can shape voter perceptions of the legislative candidates they support (Hamir, 2021). Additionally, political communication strategies employed by political parties can influence the image and electability of legislative candidates (Sidharta et al., 2021). The reputation of political parties is crucial for increasing the electability of legislative candidates, particularly to election-winning strategies. Research shows that the strategies of incumbents and political elites can affect political communication models and the electability of legislative candidates (Nasiruddin et al., 2022; Gumelar et al., 2021). The involvement of female legislative candidates is also a significant factor in general elections, though this involvement may be questioned as to whether it is genuine or merely for fulfilling gender quotas (Belitim et al., 2021). Political communication plays a vital role in influencing the electability of legislative candidates, using strategies such as political advertising, communication channels, and socialization (Faraidiany et al., 2019; Nur, 2019; Gunawan, 2020). Moreover, the involvement of millennial legislative candidates can impact the electability of political parties among millennial voters. Therefore, the reputation of supporting political parties, political communication strategies, the involvement of female candidates, election-winning strategies, and the inclusion of millennial candidates are factors that can influence the electability of DPR-RI legislative candidates. Political parties and candidates should consider these factors to improve their electability.

### **Reputation of Supporting Political Parties -> Public Trust**

The findings indicate that the Reputation of Supporting Political Parties significantly affects Public Trust, with a T-statistic value of 9.696 and a P-value of 0.000. The T-statistic value is greater than the T-table value ( $9.696 > 1.98$ ), and the P-value is 0.000, less than 5% ( $0.000 < 0.05$ ). This signifies a significant impact of the Reputation of Supporting Political Parties on Public Trust.

The reputation of supporting political parties plays a significant role in shaping public trust. Research shows that consistent political marketing by a political party can build public trust and enhance its image (Saputra, 2021). Other studies confirm that political trust can

strengthen the influence of variables such as religiosity on political behavior, including political intolerance (Wahyu & Sa'id, 2020). Furthermore, the reputation of political parties can affect public interest and participation in political activities. Research indicates that political parties that optimize the role of legislators and strengthen their parliamentary functions can increase public trust and gain greater support (Sopin & Ranto, 2023). Political trust also impacts voting intentions and political participation. Studies demonstrate that political trust can shape voting intentions and foster political participation (Sanjaya & Mensana, 2020). Therefore, the reputation of supporting political parties is critical in building public trust. By implementing consistent political marketing strategies, optimizing the role of legislators, and strengthening political trust, political parties can enhance public support and participation in political activities.

#### **Digital Personal Branding Strategy -> Electability of DPR-RI Legislative Candidates**

The findings of this study indicate that the influence of the Digital Personal Branding Strategy on the Electability of DPR-RI Legislative Candidates has a T-statistic value of 1.208 and a P-value of 0.000. Since the T-statistic value (1.208) is less than the T-table value (1.98) and the P-value is 0.228 (which is greater than 0.05), there is no significant influence of the Digital Personal Branding Strategy on the Electability of DPR-RI Legislative Candidates.

The influence of the Digital Personal Branding Strategy on the electability of legislative candidates in Indonesia is an interesting topic. Although the provided references do not directly address this specific topic, they offer insights into the influence of various marketing strategies on consumer behavior and decision-making processes. For example, Arista & Fikriyah (2022) discuss the impact of Brand Ambassadors, Purchase Interest, and Testimonials on Online Purchasing Decisions. These references highlight the importance of influencers in shaping consumer choices, which may be relevant when considering the impact of personal branding strategies on political candidates. Additionally, Putri & Hendratmi (2022) explore the influence of celebrity endorsements and content marketing on purchase intentions, which suggests how endorsements and marketing strategies can influence consumer behavior. This insight can help us understand how personal branding tactics might impact the perception and electability of political candidates. Furthermore, Arqam (2023) investigates the influence of Instagram content on purchase intentions, emphasizing the

significant impact of social media content on consumer behavior. This can be extrapolated to assess how digital branding strategies, particularly on platforms like Instagram, might influence the electability of political figures. By synthesizing these references, it can be concluded that the strategic use of personal branding, endorsements, and digital content plays a significant role in shaping consumer perceptions and decisions. Applied to the political field, it is plausible that Digital Personal Branding Strategies have a significant, albeit indirect, influence on the electability of legislative candidates in Indonesia.

### **Digital Personal Branding Strategy -> Public Trust**

The findings of this study indicate that the influence of the Digital Personal Branding Strategy on Public Trust has a T-statistic value of 2.689 and a P-value of 0.007. Since the T-statistic value (2.689) is greater than the T-table value (1.98) and the P-value is 0.007 (which is less than 0.05), there is a significant influence of the Digital Personal Branding Strategy on Public Trust.

To explore the impact of the Digital Personal Branding Strategy on public trust in members of the Indonesian House of Representatives (DPR-RI), we review insights from relevant studies on branding, trust, and consumer behavior. Studies by Hamka dkk. (2023) and Azizah dkk. (2021) have highlighted the significant influence of digital marketing and brand awareness on consumer behavior and decision-making processes. These studies show that consumer trust in a brand or social media account can influence their purchasing decisions, suggesting a potential similar impact on public trust in political figures through Digital Personal Branding Strategies. Additionally, research by Lombok & Samadi (2022) and Nisa' & Sudarwanto (2022) supports the idea that brand trust and digital marketing play an important role in consumer decisions. Extrapolated to political candidates, it is reasonable to assume that an effective Digital Personal Branding Strategy can increase public trust in members of the Indonesian House of Representatives. References by Khairunnisa et al. (2020) and Kristianawati (2023) underline the importance of brand awareness and trust in influencing decisions related to donations and online platforms. This further supports the notion that trust is a key factor in shaping behavior, which can include how people view and trust political figures based on their digital branding strategies. By synthesizing these references, it can be concluded that a Digital Personal Branding Strategy can significantly

influence public trust in members of the Indonesian House of Representatives. Effectively utilizing digital platforms to build trust and awareness among political figures has the potential to enhance credibility and public perception.

### **Reputation of Supporting Political Parties -> Public Trust -> Electability of DPR-RI Legislative Candidates**

The findings of this study indicate that the influence of the reputation of supporting political parties, mediated by public trust, on the electability of DPR-RI legislative candidates has a T-statistic value of 7.117 and a P-value of 0.000. Since the T-statistic value (7.117) is greater than the T-table value (1.98) and the P-value is 0.000 (which is less than 0.05), there is a significant influence whereby public trust mediates the relationship between the reputation of supporting political parties and the electability of DPR-RI legislative candidates.

In the context of the relationship between the reputation of supporting political parties and the electability of DPR-RI candidate members, trust plays an important role as a mediator. Research has shown that trust significantly influences decisions to donate zakat and other donations, indicating that trust can mediate the relationship between certain factors and consumer actions (Azizah et.al. 2021). Branding strategies can also increase public trust, providing a basis for understanding how the reputation of political parties can be influenced by public trust (Sucahyo & Solovida, 2022). Furthermore, research indicates that trust and brand awareness significantly impact decisions related to the distribution of zakat and donations, suggesting that trust is a key factor in decisions involving public participation (Khairunnisa et al., 2020). Trust also acts as a mediator between social media marketing and brand equity, confirming the crucial role of trust in mediating the relationship between marketing strategies and desired outcomes (Lesmana et al., 2023). Based on a synthesis of relevant references, it can be concluded that public trust significantly mediates the relationship between the reputation of political parties and the electability of DPR-RI candidate members. Building trust can strengthen the connection between the reputation of political parties and public perception and support for DPR-RI candidate members, thereby enhancing their overall electability.

## **Digital Personal Branding Strategy -> Public Trust -> Electability of DPR-RI Legislative Candidates**

The findings of this study indicate that the influence of the Digital Personal Branding Strategy, mediated by public trust, on the electability of DPR-RI legislative candidates has a T-statistic value of 2.578 and a P-value of 0.010. Since the T-statistic value (2.578) is greater than the T-table value (1.98) and the P-value is 0.010 (which is less than 0.05), there is a significant influence whereby public trust mediates the relationship between the Digital Personal Branding Strategy and the electability of DPR-RI legislative candidates. In the context of the relationship between the Digital Personal Branding Strategy and the electability of DPR-RI candidate members, trust plays an important role as a mediator. Research shows that trust significantly influences product purchasing decisions, suggesting that trust can mediate the relationship between branding factors and consumer actions (Arista & Fikriyah, 2022). Additionally, the credibility of Social Media Influencers (SMIs) has been shown to impact product brand awareness, highlighting the importance of influencer selection in marketing strategies to shape corporate image (Febriani, 2022). Relevant references also indicate that factors like halal labels, prices, and brand ambassadors significantly affect product purchasing decisions, illustrating that these factors can influence consumer behavior (Arista & Fikriyah, 2022). Digital marketing strategies have also been shown to influence purchasing decisions through the mediation of brand image, emphasizing the importance of brand image in the consumer decision-making process (Harto et al., 2021). Based on a synthesis of relevant references, it can be concluded that public trust significantly mediates the relationship between the Digital Personal Branding Strategy and the electability of prospective DPR-RI members. Trust built through digital branding strategies, influencer credibility, and other factors can strengthen the relationship between the image of prospective DPR-RI members and public perception and support, ultimately affecting their overall electability.

## **CONCLUSION**

Based on the results of the research and discussions conducted, the following conclusions were reached: 1) There is a significant influence of public trust on the electability

of DPR-RI legislative candidates. This indicates that the level of public trust in a legislative candidate significantly impacts their electability; 2) There is a significant influence of the reputation of the supporting political party on the electability of DPR-RI legislative candidates. The reputation of the political party backing a legislative candidate also significantly affects their electability; 3) There is a significant influence of the reputation of the supporting political party on public trust. The reputation of the political party significantly affects the level of public trust in a legislative candidate; 4) There is an insignificant influence of the digital personal branding strategy on the electability of DPR-RI legislative candidates. This indicates that the digital personal branding strategy has not had a significant impact on the electability of a legislative candidate; 5) There is a significant influence of the digital personal branding strategy on public trust. While it does not directly affect electability, the digital personal branding strategy influences the level of public trust in a legislative candidate; 6) Public trust significantly mediates the relationship between the reputation of the supporting political party and the electability of DPR-RI legislative candidates. This indicates that the level of public trust can mediate the relationship between a political party's reputation and a legislative candidate's electability; 7) Public trust also significantly mediates the relationship between the digital personal branding strategy and the electability of DPR-RI legislative candidates. This indicates that public trust can be a mediating factor between digital personal branding strategies and a legislative candidate's electability.

Based on these findings, some practical implications that can be taken are the need for efforts to build public trust in legislative candidates and political parties, both through transparent and credible communication and through effective digital personal branding strategies. In addition, political parties and legislative candidates also need to consider the reputation of political parties as an important aspect in influencing electability. In the context of political campaigns, digital personal branding strategies can be an effective tool to increase the level of public trust, but they need to be done wisely and responsibly.

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