

THE INFLUENCE OF PERSONAL RELATIONSHIPS AND WORK PROGRAMS ON VILLAGE HEADS' DECISIONS IN CHOOSING REGENT CANDIDATES IN WEST LOMBOK WITH TRUST AS MEDIATION



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Abstract

This study aims to analyze the effect of personal relationships and work programs on village heads' decisions in choosing regent candidates in West Lombok, with *trust* as a mediating variable. The research method used is quantitative by distributing questionnaires to village heads as respondents, and the data is analyzed using the *Partial Least Squares Structural Equation Modeling* (PLS-SEM) model. The results showed that personal relationships and work programs have a significant positive effect on trust, and have a direct and indirect effect on voting decisions through trust as mediation. This finding indicates that trust is a strategic factor that strengthens the influence of personal relationships and work programs in the political decision-making process at the village level.

Keywords: Personal Relationship, Work Program, Trust, Voting Decision, Village Head

INTRODUCTION

Regional head elections (Pilkada) are one of the important mechanisms in the democratic system in Indonesia, where the involvement of various local political actors is a determining factor in determining the direction of community support. The village head as a leader at the level closest to the community, has a very strategic role because they are considered to understand the needs, aspirations, and interests of the village community. In West Lombok, the position of the village head is often a reference for the community in making political choices, so their decision to support the regent candidate can affect the outcome of the Pilkada. This is in line with the socio-cultural conditions of the people of West Lombok, the majority of whom are of Sasak ethnic origin with a strong kinship system, where family values, loyalty, and trust are still the foundation of social and political interactions.

West Lombok has 119 villages with a population of approximately 753,641 people, making it one of the districts with high village political participation in West Nusa Tenggara Province (BPS, 2023). In the last bupati election, the participation rate reached 78% (KPUD, 2020), indicating the high enthusiasm of the community and the significant role of village heads in the local democratic process. However, the political dynamics in this area also show complexity, especially since decision-making is not only influenced by formal factors such as candidates' work programs, but also non-formal aspects such as personal relationships, social networks, and levels of trust. This is in line with the fact that many village heads in West Lombok have personal ties with district head candidates, either through kinship, education, or social networks, which directly influence their political preferences.

Figure 1.
Classification of problems in the West Lombok district

Subdistrict	Employment Opportunity	Education	Food	Infrast ructure	Spatial Planning
Stone screen	18,40	2,60	5,30	21,10	-
Gerung	34,40	-	14,10	28,10	1,60
Gunung Sari	37,30	3,20	11,90	7,90	-
Kediri	25,60	2,30	23,30	20,90	2,30
Kuripan	13,30	-	6,70	36,70	-
Labuapi	29,20	2,20	29,20	15,70	-
Lembar	33,30	2,60	7,70	15,40	7,70
Lingsar	35	6,80	10,30	13,70	-
Narmada	41	-	6,90	13,20	-
Sekotong	27,10	2,10	12,50	35,40	-

Personal relationships have proven to be an important factor in building political trust and loyalty. Emotional closeness, direct communication, and personal interactions between bupati

candidates and village heads are often the basis of consideration in supporting certain candidates. Meanwhile, work programs that are concrete, realistic, and relevant to the needs of the village are equally important. Village heads as formal leaders at the local level tend to assess the credibility of district head candidates through development plans that touch on community interests, such as infrastructure development, improving education, health services, and economic empowerment. Therefore, bupati candidates who are able to offer work programs that are in line with village needs are more likely to gain the support of village heads.

However, these personal relationships and work programs will not be effective without trust. Trust is a strategic element that strengthens the relationship between the bupati candidate and the village head, as well as a mediating factor that determines whether personal interactions and work program promises are actually accepted and believed by the village head. High levels of trust will encourage village heads to support the candidate, while low levels of trust may weaken influence despite the candidate's attractive work program or strong personal relationship.

Some previous studies have shown different results. Some studies emphasize the dominance of work programs in influencing voting behavior, while other studies find that emotional ties and political services also play a significant role in political decisions. This difference in findings indicates a research gap that needs to be studied further, especially in the context of West Lombok with its unique socio-cultural characteristics. Thus, this study seeks to analyze the influence of personal relationships and work programs on village heads' decisions in choosing regent candidates, by placing trust as a mediating variable.

REVIEW OF LITERATURE

Political Marketing

Political marketing is the application of marketing principles in politics to win election competition by emphasizing the needs of voters as the top priority. Unlike commercial marketing, political marketing does not simply sell candidates or parties, but designs work programs that are relevant to actual issues, builds an image, and establishes long-term relationships with voters. Firmanzah (2008) asserts three important things in political marketing: voters are seen as sovereign subjects, programs must be in accordance with voter issues and party ideology, and political marketing functions as a means of communication and strengthening trust, not a guarantee of victory. Political marketing includes campaigns, symbols, images, media, and publication strategies, utilizing sociology and psychology to understand the character of voters and build emotional closeness. Ultimately, political marketing aims to create a sustainable reciprocal relationship between political parties or candidates and the public.

Consumer Purchasing Decisions

Decision making is a psychological process of consumers that is not directly visible, but can be observed from their behavior in choosing products. According to Kotler and Armstrong (2018), purchasing decisions involve choices regarding what, when, where, and how to buy, which are influenced by internal and external factors. Consumers usually consider several alternatives to obtain the best value and benefits. This process is similar to voter behavior in politics, which also goes through an evaluation stage before making a choice.

Previous research shows that product quality has a significant effect on purchasing decisions because it is related to consumer satisfaction (Cesariana et al., 2022; Rumagit, 2013). According

to Kotler and Keller (2012), there are four main indicators of purchasing decisions: belief in the product, buying habits, recommendations to others, and repeat purchases as a form of loyalty. In addition, promotion, price, social influence, and digital marketing strategies are also proven to influence purchasing decisions, with social media marketing having the strongest influence (Yani Aguspriyani et al., 2023).

Overall, purchasing decisions are influenced by a combination of psychological factors, marketing mix, and consumer satisfaction, which simultaneously determine consumer loyalty and preference for products and services (Doni Marlius, 2017).

Relationship Marketing Concept

Relational marketing (relationship marketing) is a shift in business orientation from a focus on short-term transactions to efforts to build long-term profitable relationships with customers. According to Chandra (2002), the main goal is to create engagement that brings loyalty through understanding needs, fulfilling expectations, and treating customers better. Kotler & Keller (2016) added that relationship marketing emphasizes the importance of building trust, emotional bonds, effective communication, and mutually beneficial exchanges for companies and customers. This concept is relevant not only in business, but also in politics, where prospective leaders seek to establish long-term relationships with voters or key figures, such as village heads, through communication, trust, commitment, empathy, and satisfaction. Strong personal relationships between candidates and local leaders are often a deciding factor in political decisions.

Previous research shows that relationship marketing has a significant effect on consumer and voter decisions, because good relationships can create loyalty, satisfaction, and ongoing trust. Ndubisi (Apriliani et al., 2014) outlines relationship marketing indicators including trust, commitment, communication, satisfaction, empathy, and long-term relationships. In the political context, these indicators are reflected in the ability of regent candidates to build intensive communication, provide real value, maintain loyalty, and manage conflicts with voters or village heads. The results of other studies (Setiawan et al., 2019; Ekowati et al., 2022; Widyantriana et al., 2022) also confirm that a good relationship marketing strategy not only increases satisfaction, but also has a positive impact on purchasing decisions and political decisions. Thus, relationship marketing is a strategic approach that is able to strengthen loyalty and form profitable decisions for both parties.

Work Program Plan

A work program plan is a strategic document prepared by prospective leaders to formulate a vision, mission, goals, and policy measures that will be implemented to improve community welfare. In the political context, a realistic work program that meets local needs is an important factor in attracting support, especially from village heads who directly deal with the needs of the village community. Research shows that candidates with relevant work programs in infrastructure, education, health, and social welfare tend to receive more support (Widodo, 2017; Pratiwi, 2018). The concept of the Work Program Plan (PRP) can also be viewed as a political product offered to the community as a target market, so effectiveness, efficiency, impact, relevance, and transparency and accountability are important indicators in assessing its quality (Rizal et al., 2021).

Furthermore, previous research confirms that village heads pay great attention to work programs that are directly related to village development, such as improving the local economy and basic services (Zulkarnain, 2020). In addition, voters are generally more interested in candidates who offer work programs relevant to the specific needs of the region, such as poverty alleviation or infrastructure development (Nurhadi, 2020). The quality of work program communication also affects public acceptance; candidates who are able to convey their vision clearly through debates, social media, and face-to-face have a greater chance of attracting voter sympathy (Sukmaningrum & Prasetyo, 2021). In fact, social media now plays an important role in disseminating work programs, especially for young voters who are more influenced by information from digital platforms (Arifin, 2021).

Commitment-Trust (Z)

Trust is seen as a key factor in the success of relationship marketing because it is the basis for the creation of long-term relationships between customers and companies (Berry, 1995; Morgan & Hunt, 1994; Garbarino & Johnson, 1999). Trust is formed through repeated interactions, reliability, and integrity of the company in meeting customer expectations (Moorman et al., 1992; Selnes, 1998), as well as a person's willingness to depend on another party with certain risks (Worchel, 1979; Lau & Lee, 1999). In the political context, trust plays a similar role, serving as the foundation of the relationship between prospective leaders and voters, where voters have confidence that candidates will keep their promises, act in the public interest, and maintain integrity. Research shows that trust can be built through physical, intellectual, and emotional closeness (Budi Setiawan, 2013), which in politics can be realized through direct interaction, campaigns, debates, and recommendations from local figures. Candidates who consistently fulfill promises and demonstrate commitment to community issues will strengthen voter loyalty, even in the long run. In addition, previous research proves that a high level of trust not only influences consumer decision-making in product purchases (Meri Sandora, 2020; Anwar, 2018), but can also be applied in politics as a factor that increases voter support.

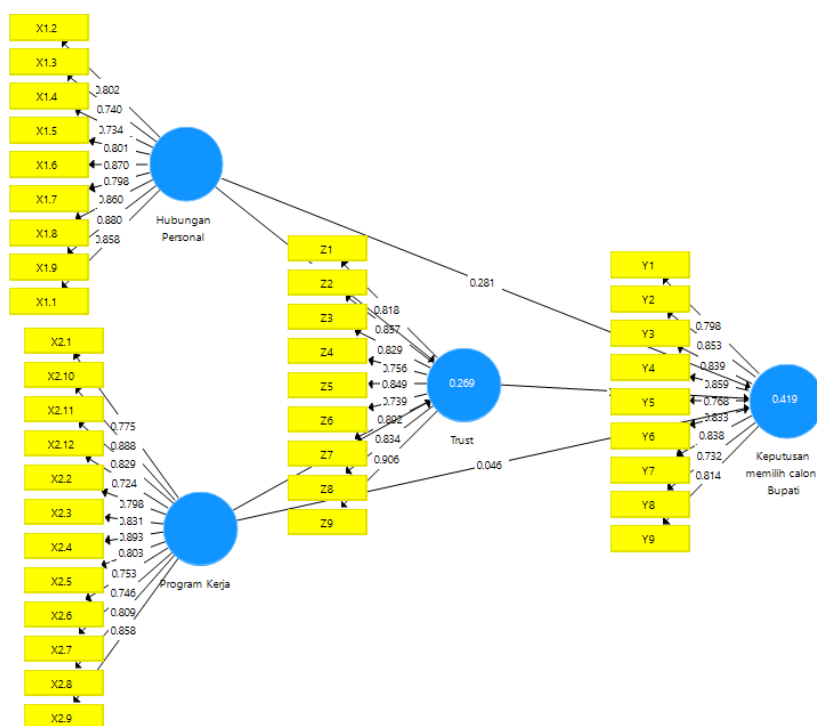
RESEARCH METHOD

This research uses a quantitative approach with data collection techniques through distributing questionnaires to village heads as respondents as many as 119 village heads using saturated samples. The variables studied include personal relationships (X1), work programs (X2), trust as a mediating variable (Z), and voting decisions (Y). Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the direct and indirect effects between variables.

RESULTS AND DISCUSSION

Convergent Validity

According to Hair et al., (2014) states that *Convergent validity* assesses the extent to which two measures of the same concept are correlated. Hair et al., (2014) explain that the value of Convergent validity can be seen from the *Loading Factor* value where a good rule of thumb is that the standard loading estimate should be 0.5 or higher, but the ideal value is 0.7 or higher.



Based on the processing results using SmartPLS 3.0, it can be seen in the table above, where the outer model value or the correlation between constructs and variables shows that overall it meets the standard outer loading value greater than 0.7 so that it is declared valid.

Discriminant Validity

Discriminant Validity is the extent to which a construct is truly different from other constructs. Thus, high discriminant validity provides evidence that the construct is unique and captures some phenomena that other measures do not (Hair et al., 2014). To prove the discriminant validity of a model, the AVE value must have a value > 0.50 or higher (Hair et al., 2014).

Variable	Average Variance Extracted (AVE)
<i>Personal Relationship (X1)</i>	0,669
<i>Work Program Plan (X2)</i>	0,657
Decision to Choose a Regent Candidate (Y)	0,666
<i>Trust (Z)</i>	0,693

Reliability Test

Reliability testing is carried out to determine whether the variables used in this study are reliable or not. Reliability testing uses *Cronbach's Alpha* and *composite reliability* values. The following are the results of reliability testing.

Variable	Cronbach's Alpha	Composite Reliability	Rule of Thumb	Model Evaluation
Personal Relationship (X1)	0,937	0.948	> 0.70	Reliable
Work Program Plan (X2)	0.952	0.947		Reliable
Decision to Vote for Regent Candidates (Y)	0,938	0.958		Reliable
Trust (Z)	0.944	0.953		Reliable

Based on the table above, it can be concluded that the constructs for all variables meet the criteria or *are reliable*. This is indicated by the *Cronbach's Alpha* and *composite reliability* values obtained from the SmartPLS estimation results. The resulting value is > 0.70 as recommended criteria.

R-Square value

	R Square	Adjusted R Square
Y	0,419	0,404
Z	0,269	0,256

The result of the R Square value, obtained that the village head's decision variable in choosing a regent candidate (Y) has an R Square value of 0.419. This means that 41.9% of the variation in the village head's decision can be explained by the independent variables, namely personal relationships and work programs, as well as trust as a mediating variable. Meanwhile, the trust variable (Z) has an R Square value of 0.269, which indicates that 26.9% of the variation in the village head's trust in the regent candidate can be explained by personal relationships and work programs.

Hypothesis Test Results

In hypothesis testing, this study uses several criteria that must be met, namely the *original sample* value, *t-statistic* value and *probability* value through *Bootstrapping* in PLS. The *t-statistic* value and *P-values* of each hypothesis in this study are shown in the following table:

Hypothesis	Influence Between Variables	Original Sample	t-Statistics	P Values	Description
H1	Personal Relationship -> Decision to Vote for Regent Candidate	0,281	2,985	0,003	significant
H2	Work Program Plan - > Decision to Vote for Regent Candidate	0,377	0,599	0,549	Not significant
H3	Personal Relationship -> Trust	0,399	3,583	0,000	Significant
H4	Work Program Plan - > Trust	0,278	3,012	0,003	significant
H5	Trust -> Decision to Vote for Regent Candidate	0,440	5,101	0,000	significant
H6	Personal Relationship -> Trust -> Decision to Vote for Regent Candidate	0,170	2,875	0,004	significant
H7	Work Program Plan - > Trust -> Decision to Vote for Regent Candidate	0,126	2,609	0,009	significant

The Effect of Personal Relationships on the Decision to Vote for Regent Candidates.

Based on the results of hypothesis testing H1, it shows that personal relationships have a significant effect on the village head's decision to choose a regent candidate, with an *original sample* value of 0.281, *t-statistics* of 2.285, and a *p-value* of 0.003 (<0.05). This indicates that personal closeness between village heads and regent candidates has a real influence on the local political decision-making process, especially in the context of regional head elections in West Lombok.

This finding is in line with relationship marketing theory, which emphasizes the importance of building and maintaining mutually beneficial long-term relationships between the parties involved. In the political context, this approach explains that bupati candidates who establish good

personal and emotional relationships with village heads will find it easier to build political trust and loyalty. Such relationships are not merely transactional, but based on the values of closeness, understanding, and attention to local interests, which are the main considerations in political decisions (Gronroos, 1994).

Previous research also reinforces this finding. Gunawan and Nurdin (2020) in their study of the influence of local political communication found that personal relationships between regional head candidates and local figures such as village heads play a major role in decision-making, because these relationships create a sense of attachment and security to the choices made. In addition, Setiawan (2018) states that in a collective and social relationship-based community culture such as in rural areas, personal closeness is a stronger political capital than written work programs.

Thus, it can be concluded that personal relationships are a strategic factor in influencing village heads' decisions. Regent candidates who succeed in building emotional and social closeness with village heads have a greater chance of gaining political support, because they have succeeded in touching the aspects of trust and affection that are the basis for decision making at the local level.

The Influence of Work Program Plans on the Decision to Vote for Regent Candidates

The results of testing hypothesis H2 show that the work program plan has no significant effect on the village head's decision to vote for the regent candidate, with an *original sample* value of 0.046, *t-statistics* 0.599, and *p-value* 0.549 (> 0.05). This means that although the regent candidate has a well-developed work program plan, it is not strong enough to influence the decision of the village head in the context of elections in West Lombok.

This insignificance can be explained through the perspective of behavioral political theory, particularly Herbert Simon's *bounded rationality* approach. In this context, political decision-making by village heads is not solely based on rational consideration of the content of work programs, but is also influenced by limited information, time, and social and emotional preferences. Village heads tend to prioritize factors such as personal relationships, trust, and emotional closeness over objective assessments of the work plans presented by district head candidates.

This finding is reinforced by the results of Putra and Ismail's research (2020) which states that in regional head elections, candidates' work programs are often not the dominant factor in decision-making by voters, especially in rural areas. They found that relational factors such as emotional closeness and social relationships influenced political choices more than formal planning documents. Similar research by Sutrisno (2019) also shows that perceptions of work programs will only be effective when accompanied by trust and closeness to the candidate. Thus, in the context of West Lombok, the work program plans of regent candidates need to be packaged not only in a rational and technocratic form, but also linked to personal relationships and emotional approaches to be able to influence the decisions of village heads.

The Effect of Personal Relationships on Trust

Based on the results of testing hypothesis H3, it can be seen that personal relationships have a significant effect on trust, with an original sample value of 0.377, *t-statistics* of 3.583, and a *p-value* of 0.000 (below 0.05). This means that the stronger the personal relationship between the village head and the regent candidate, the higher the level of trust between the village head

and the candidate. Theoretically, this finding is in line with the concept of Relationship Marketing proposed by Grönroos (1994), which emphasizes the importance of building and maintaining long-term relationships based on trust, commitment, and personal closeness in the context of relationships between organizational actors. In local politics, personal relationships can foster a sense of attachment and deep recognition of a candidate's character, which is the basis for growing trust.

This finding is also in line with Morgan and Hunt's (1994) research in the *Commitment-Trust Theory of Relationship Marketing*, which states that trust is the result of consistent interaction, open communication, and positive experiences between two parties. In this context, village heads who have a personal relationship with a regent candidate will find it easier to trust the candidate's abilities and good intentions compared to candidates who do not have personal closeness.

Similar research by Wijaya (2021) on local elections shows that public trust (including local elites such as village heads) in candidates is strongly influenced by social relationship factors and direct interactions, not solely by reputation or work programs. Personal interactions create emotional bonds and positive perceptions that strengthen trust. Thus, personal relationships are an important foundation in building trust in regent candidates in West Lombok, which ultimately affects the political decision-making process at the local level.

Effect of work program plan on trust

Based on the results of testing hypothesis H4 in this study, it is found that the work program plan has a significant effect on trust, with an *original sample* value of 0.278, *t-statistics* of 3.012, and a *p-value* of 0.003 (below 0.05). These results indicate that the better and more relevant the work program offered by the regent candidate, the higher the level of trust of the village head towards the candidate.

Theoretically, this finding is supported by the concept of Expectation-Confirmation Theory (Oliver, 1980) which explains that trust is formed when individual expectations of an action or promise can be fulfilled or believed to be fulfilled. In this context, a regent candidate's work program that is clear, realistic, and aligned with the needs of the village community can strengthen the perception that the candidate is able to realize their promises, thus fostering trust. Furthermore, according to Kotler & Keller (2016) in the framework of *political marketing*, concrete and measurable work programs are the main instruments in building the credibility and trust of candidates in the eyes of voters, including local elites such as village heads. Programs that are in accordance with the needs of the community will create the perception that candidates have the commitment and capacity to run a government that is in favor of the people.

This finding is also reinforced by previous research such as that conducted by Siregar (2020) who found that the clarity of vision and work programs in political campaigns greatly influences the formation of voter trust. Candidates who deliver systematic work plans that are relevant to regional conditions will find it easier to gain support because they are considered to understand and care about the needs of the community. Thus, a good work program plan is not only a campaign tool, but also a strong basis for building trust from local stakeholders, including village heads, who have a strategic role in regional head elections.

The Effect of Trust on the Decision to Vote for Regent Candidates

Based on the results of hypothesis testing H5 in the hypothesis test table, it is known that the trust variable has a significant effect on the decision to choose a regent candidate. The *original*

sample value is 0.452, the *t-statistics* value is 5.130, and the *p-value* is 0.000, which means it is far below the significance threshold of 0.05. These results indicate that the higher the village heads' trust in the regent candidate, the more likely they will decide to vote for the candidate.

Theoretically, this finding is in line with the concept of Trust Theory developed by Mayer, Davis, and Schoorman (1995), which states that trust is a belief in the ability, integrity, and goodwill of a person or institution. In the context of regional head elections, village heads as local political actors will tend to vote for candidates who are considered to have a positive track record, commitment to regional interests, and are able to consistently run the promised programs. Trust becomes the basis for rational and emotional considerations in political decision-making. Furthermore, Fishbein and Ajzen's (1975) Reasoned Action theory also supports these findings. This theory states that individual attitudes and beliefs towards an action will influence intentions and ultimately the decision to act. In this case, trust in the regent candidate influenced the village heads' positive attitudes, which in turn drove the decision to vote.

Previous research also corroborates these results. For example, a study by Rohman and Apsari (2019) found that trust has a direct and significant influence on voting decisions in regional head elections. Candidates who are considered honest, experienced, and have integrity are more likely to gain support from local leaders and the general public. Likewise, Fatmawati's (2020) research confirms that trust is a strong mediating variable between campaign strategies and voting decisions. Thus, the results of this study confirm the importance of building trust in the local political process, because trust is one of the main determinants in making decisions to elect candidates for regional heads, especially for village heads who have a strategic position as a liaison between the community and local government.

Trust Mediates the Effect of Personal Relationships on the Decision to Vote for Regent Candidates.

The results of testing hypothesis H6 show that trust significantly mediates the effect of personal relationships on the decision to vote for regent candidates. This is indicated by the *original sample* value of 0.170, the *t-statistics* value of 2.875, and the *p-value* of 0.004, which is statistically below the 0.05 significance threshold. Thus, it can be concluded that personal relationships between village heads and regent candidates will be more effective in influencing voting decisions if accompanied by trust.

Theoretically, this is in line with the concept in Relationship Marketing Theory which states that long-term relationships built on trust and commitment are able to influence consumer or partner behavior in decision-making (Morgan & Hunt, 1994). In the context of local politics, personal relationships such as emotional closeness, social interaction, or involvement in community activities can strengthen positive perceptions of candidates, but the decision to vote depends not only on these relationships, but also on trust in the competence and integrity of the prospective regent.

The Mediation Model Theory by Baron and Kenny (1986) also supports these findings. This theory explains that the mediating variable (in this case trust) plays a role in explaining why and how the relationship between the two independent and dependent variables occurs. Personal relationships serve as the initial basis for the formation of trust, and it is this trust that then encourages village heads to make voting decisions more steadily and purposefully.

Previous research reinforces these results. The study by Halim and Asfar (2021) states that social and personal relationships between political actors contribute greatly to the formation of

political trust which ultimately affects political choices. Likewise, Indrawati and Kartika (2020) show that trust is a strong mediating variable in the relationship between personal approach and voting decision in the context of local elections. Thus, the results of this study emphasize that personal relationships are important, but the decision to vote for a regent candidate is not based solely on closeness, but must be accompanied by confidence in the candidate's capabilities and good intentions, which are built through these relationships and mediated by trust.

Trust Mediates the Effect of Work Program Plans on Decisions to Vote for Regent Candidates.

The results of testing hypothesis H7 show that trust significantly mediates the effect of work program plans on the decision to vote for regent candidates. This is indicated by the *original sample* value of 0.126, the *t-statistics* value of 2.609, and the *p-value* of 0.009, which is below the 0.05 significance threshold. This means that although directly the work program plan (H2) does not have a significant effect on voting decisions, if it is transmitted through trust, the effect becomes significant.

Theoretically, this result is supported by Expectancy Theory developed by Vroom (1964), which states that individuals will make decisions based on the expectation that an action will produce the desired results. In this context, a regent candidate's work program plan does not automatically influence voters' decisions if it is not believed to be actually implemented. This is where trust becomes a key element that connects the work program plan with the voting decision.

Baron and Kenny's (1986) Mediation Model Theory also reinforces this argument. Trust functions as a mediator because it explains why a work program plan can (or cannot) influence voting decisions. A good work program plan will only influence the choice if voters believe that the prospective regent is able and willing to implement the program consistently and responsibly.

Previous research supports this finding. Rohman and Hidayat (2020) in their research found that public trust is the main determining factor in convincing voters that campaign promises and work programs are not just political strategies, but will actually be realized. Putri and Santosa (2019) also stated that trust is a crucial mediating variable in building a relationship between perceptions of the work programs of regional head candidates and their voting decisions in regional head elections. Thus, it can be concluded that work program plans are important as campaign materials, but they will not have a significant impact on voters' decisions if they are not accompanied by trust in the integrity and capability of the candidates. Therefore, district head candidates need to build credibility so that their work plans are perceived as realistic and trustworthy by voters.

CONCLUSION

Based on the results of the study, it can be concluded that personal relationships play an important role in influencing the village heads' decision to choose a regent candidate. Emotional closeness, direct interaction, and intensive relationships are proven to increase trust, which in turn encourages village heads to provide political support. Meanwhile, work program plans did not directly influence the decision to vote, but still contributed indirectly through increased trust. Work programs that are realistic, pro-people, and in accordance with local needs are able to strengthen the confidence of village heads in the capacity of regent candidates.

Furthermore, trust proved to be a very strategic mediating variable in the political process at the village level. Trust built through personal relationships and the quality of work programs became a key factor in determining political support. This means that the village head's decision to vote for a regent candidate is not only influenced by program promises, but especially by the level of trust in the candidate's integrity, competence, and commitment. Thus, this study confirms that trust is the main foundation that strengthens the influence of personal relationships and work programs in political decision-making in West Lombok.

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