

UNDERSTANDING PEOPLE IN ELECTING JUSUF KALLA AS A CANDIDATE OF PRESIDENT ON PRESIDENTIAL ELECTION 2009: USING THE THEORY OF PLANNED BEHAVIOR

M.S. Eric Santosa

Lecturer of Unisbank Semarang

ABSTRAK

Ketika pemilihan anggota legislatif tiba, partai-partai politik tidak hanya terlibat dalam persiapan strategi-strategi untuk memenangkan calon-calon anggota legislatif akan tetapi mereka juga mengambil posisi untuk sesegera mungkin siap dalam menghadapi pemilihan presiden. Beberapa partai-partai berpengaruh seperti Partai Demokrasi, Partai Golkar, Partai Demokrasi Indonesia Perjuangan, Partai Hanura seawal mungkin mempromosikan kandidat mereka seperti Susilo Bambang Yudoyono (SBY), Jusuf Kalla (JK), Megawati, Prabowo Subianto dan Wiranto. Beberapa orang khususnya Sutiyoso, Rizal Ramli dan akhirnya Sultan HB X juga antusias mendeklarasikan mereka sendiri sebagai calon bebas (independen).

Berkaitan dengan UU 42/2008, seorang calon presiden haruslah memenuhi beberapa kriteria misalnya dinominasikan oleh partai atau partai-partai tertentu, masing-masing partai haruslah termasuk sebagai partisipan dari pemilih legislatif, dan masing-masing partai tersebut haruslah memenangkan paling sedikit 20 persen dari total kursi yang tersedia atau paling sedikit 25 persen dari total jumlah pemilih secara nasional. Ketika calon-calon presiden yang sesuai dengan undang-undang masih dipertanyakan, faktor-faktor terinvestigasi yang menginspirasi masyarakat untuk memilih sembilan calon utama, terutama sangat diminati.

Menerapkan teori planned behavior membawa penelitian ini untuk pertama kali mempelajari intensi perilaku sebagai sebuah prediktor yang

baik dari perilaku untuk memilih masing-masing calon, yang ditentukan berdasarkan sikap terhadap perilaku, norma subyektif dan pengawasan terhadap persepsi perilaku. Data yang dibagikan kepada 150 responden, dan dianalisis dengan Amos 5.0. Dalam penelitian ini ditemukan bahwa sikap terhadap perilaku dan pengawasan terhadap persepsi perilaku menjadi prediktor yang baik terhadap intensi perilaku, tetapi norma subyektif tidaklah demikian.

Kata kunci: *sikap terhadap perilaku, norma subyektif, pngawasan terhadap persepsi perilaku, intensi*

INTRODUCTION

A legislative election and a presidential election both are commonly typical of countries who belong to democracy. While Indonesia proclaims itself as a democratic country, both elections are obviously an obligatory. The concept of the current elections actually is considerably different with the original stated in the primary constitution. The first refers to a representative election, that is, a legislative election in which people do not directly elect candidates, but parties. Therefore, each candidate does not have same probability, but due to a ranking of list. As a consequence, the candidate is not likely a people's representative, but party's. Likewise, in a presidential election, a president is not directly elected by people, but through people's representatives on People's Board Assembly (MPR).

As a response of current people's desire, MPR revised the constitution, particularly concerning with the election of the People's Representative Council (DPR) and a president, which today it is based on people's choice. The provider itself is no longer conducted by MPR but by such committee instead, i.e. General Election Committee (KPU). At the moment, both the legislative election and the presidential election which based on the direct people's choice belong to the second, since the first is successfully lasted on 2004. While the presidential election is still in waiting, the legislative election is scheduled on April 9, 2009.

It seems that the current legislative election is enthusiastically responded by people, particularly those who concern about politics.

Among 44 participants, the rest of 18 are new parties ([http://jv.wikipedia.org/wiki/Pemilihan Umum Legislatif Indonesia 2009](http://jv.wikipedia.org/wiki/Pemilihan_Umum_Legislatif_Indonesia_2009)). Even though not all participants are truly new comers, since many are derived from existing parties, it denotes to people's positively respect which hopefully might reduce those who do not want to totally participate to the election (popularly named white group).

While most parties are fully engaged in preparing a winning strategy for legislative election, particularly their candidates who are completely occupied of promoting their selves with the purpose of being known and popular, some takes position to early get ready on presidential election. Particular people who belong to influential parties such as Susilo Bambang Yudhoyono (SBY) from Democratic Party, Yusuf Kalla (JK) from Golkar Party, Megawati from Indonesian Democratic Party-Struggle (PDI-P), Prabowo from Gerindra Party, and Wiranto from Hanura Party, declare their selves to be ready in presidential election with support of their own party. Even, some others which denote to independent candidates such as Sutiyoso, Rizal Ramli, and Sultan HB X, promote their selves to be ready to compete in presidential election.

Referring to the Law of 42 year 2008, presidential candidates should be promoted by parties, individually or collectively, that should meet the criteria, such as the parties must firstly participate in legislative election, and the amount of seats gained should at least 20 percent, otherwise at least 25 percent of totally validly national votes. While the exact presidential candidates are still in question, especially it depends on the result of legislative election, people are apparently curious to be sure who will be a real president among the candidates who have appeared in surface. In addition, people begin to predict by carrying out surveys, in which particular groups, i.e. groups which formed due to support of each candidate, strive vigorously to win their own.

The purpose of the study is to investigate people's intention to elect JK at that time (March 2009). He and Susilo Bambang Yudhoyono (SBY) won the presidential election on 2004, where SBY nominated as a President and JK as Vice President. During his tenure he has actively promoted a new concept concerning the deputy's authority, that a Vice President preferably controls particular domain instead of merely behaving

as an assistant. Therefore, some call him as the Second President. Some reputations are inherent of him as the architect of peacefulness of Poso, peacefulness of Aceh, cash directly assistant (BLT), and domestic economy recovery.

JK was born on 15 May 1942 at Watampone. He graduated from Economy Faculty Hasanudin University on 1967 and the European Institute of Business Administration Fontainebleu, French, on 1977. He has a lot of experiences in organization and business, such as the member of ISEI Advisor Board, since 2000; the Chairman of IKA- Unhas, since 1992; the Chairman of Al-Markaz Islamic Center Foundation, since 1994; the Chief of Industry and Commerce Chamber (KADIN) South Sulawesi, 1985-1998; the President Director of NV Hadji Kalla, 1969-2001; the President Director of PT Bumi Karsa, 1969-2001; the President Commissioner of PT Bukaka Teknik Utama, 199-2001; the President Director of PT Bumi Sarana Utama, 1988-2001; the President Director of PT Kalla Inti Karsa, 1993-2001; and the President Commissioner of PT Bukaka Singtel International, 1995-2001.

In political career JK experienced various positions, such as Commerce and Industry Minister, 1999-2000; and Coordinating Minister of People's Prosperity, 2001-2004. In addition, the Vice President position has been carried out since 2004.

In investigating the people's intention, the study employs the theory of planned behavior, which fingers out that the behavioral intention is predicted by attitude toward behavior, subjective norm and perceived behavioral control. Thereby, such questions might arise which are as follows: does the people's attitude influence the people's intention to elect JK? Does the people's subjective norm give an effect to people's intention to elect JK? Does the people's behavioral control affect the people's intention to elect JK? Enlightenment of attitude, theory of planned behavior, several empirical investigations, and explanations are reported.

ATTITUDE

An Understanding. Researchers generally examine attitudes by asking questions or making inferences from behavior. It is likely not directly observable, but should be inferred from what people say or what

they do. In short it can be expressed that: “An attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object.” (Schiffman & Kanuk, 2000: 200). The word objects explicitly then refers to attitude towards object. Peter & Olson (2002: 134) give other explanation: “Attitude is a person’s overall evaluation of a concept.” This definition does not directly denote to an object, since the term of concept implicitly encompasses the term of object. In some extent it refers to behavior. The explanation is as follows. Attitude is an evaluation which implies to affective responses at relatively low levels of intensity and arousal (Peter & Olson, 2002).

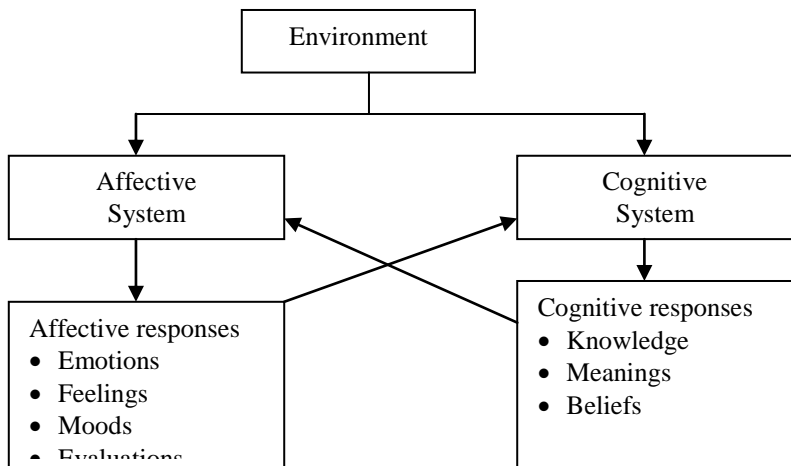
The evaluation which generates attitude can be created by both the affective and cognitive system. The affective system automatically produces affective responses i.e. emotions, feelings, moods, and evaluations or attitudes, as immediate, direct responses to certain stimuli. These responses might belong to favorable or even unfavorable, which are generated without conscious, cognitive processing of information about the product. Through classical conditioning processes, these evaluations are associated with a product or brand, and creating an attitude. Attitude, thereby, comprises of 3 components, cognitive, affective, and conative (Schiffman & Kanuk, 2000: 202). The cognitive component is:

The knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources. This knowledge and resulting perception commonly take the form of beliefs, that is, the consumer believes that the attitude object possesses various attributes and that specific behavior will lead to specific outcomes.

Affect refers to feeling responses, whereas cognition consists of mental (thinking) responses (Peter & Olson, 2002). Both are produced by the affective and cognitive systems, respectively. Although the two systems are different, they are interconnected and each influences the other. Whereas the conative component is concerned with the likelihood or tendency that individual will undertake a specific action or behave in a particular way with regard to the attitude object. Shortly, the affect refers to feeling responses, the cognitive component denotes to mental (thinking) responses, and the conative indicates to action (Peter & Olson, 2002).

Relationship Between Affect and Cognition. While each system can respond independently to aspect of the environment, each system can respond to the output of the other system. For instance, the affective responses such as emotions, feelings, and moods which are produced by the affective system can be interpreted by the cognitive system. These cognitive interpretations, in turn, might be used to make decisions (Figure 1). Consumers' affective reactions to the environment can influence their cognition during decision making as well. For instance, when somebody goes grocery shopping during his or her good mood, he or she will likely spend more money than when he or she is in a bad mood.

Figure 1
The Relationship between the Affective and Cognitive System

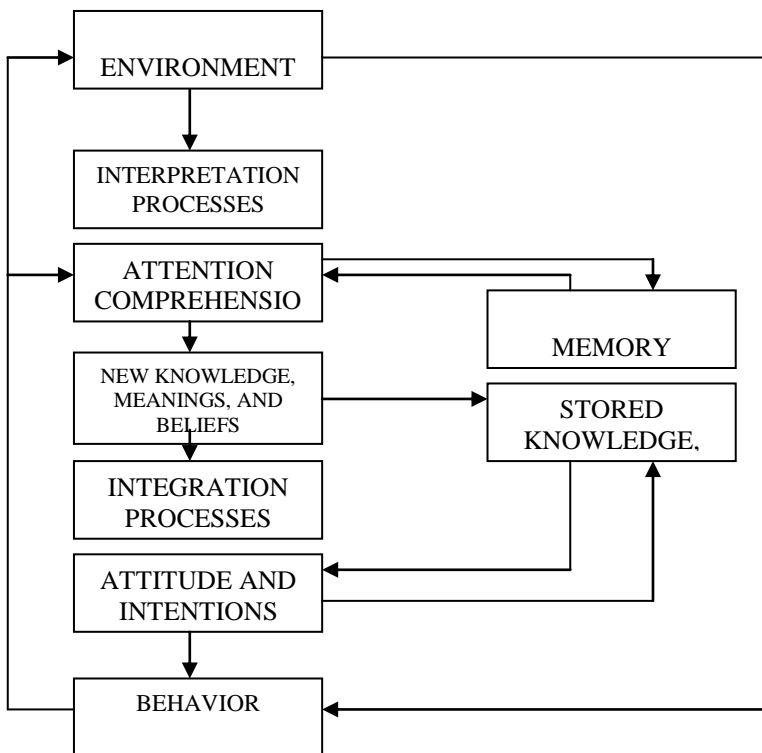


Source: Peter & Olson (2002).

Conversely, consumers' cognitive interpretation of information can trigger affective reactions. People's affective system can be influenced by their cognitive interpretation of their experiences in a situation. For instance, if somebody interprets a salesperson's behavior as helpful, he or she probably will have a favorable affective response.

Making Decisions. A decision making involves cognitive processes such as interpretation, integration, and product knowledge in memory (Figure 2). Consumers should interpret or make sense of information in the environment around them. In the process, they create new knowledge, meanings, and beliefs. Interpretation processes require exposure to information and involve two related cognitive processes i.e. attention and comprehension. Attention governs how consumers select which information to interpret and which information to ignore. Comprehension refers to how consumers determine the subjective meaning of information and thus create personal knowledge and beliefs (Peter & Olson, 2002).

Figure 2
Cognitive Processes in the Decision Making



Source: Peter & Olson (2002).

Figure 2 shows that knowledge, meanings, and beliefs may be stored in memory and later retrieved from memory (activated) and used in integration processes. Integration processes concerns how consumers combine different type of knowledge to (1) form overall evaluations of products, other objects, and behaviors; (2) make choices among alternative behaviors, such as a purchase (Peter & Olson, 2002).

Consumers also engage in integration processes when they combine knowledge with affective responses to choose a behavior. When consumers choose between different purchase behaviors, they form an intention or plan to buy. Integration processes also are used to make choices among behaviors other than purchasing. For instance, a consumer might integrate knowledge in deciding whether when to go on a shopping trip, whether to pay with a check or a credit card, or whether to recommend a movie to a friend.

In short, making decisions involves the two cognitive processes. Those are interpretation and integration, which both are influenced by product knowledge, meanings, and beliefs in memory.

Attitude toward Behavior. Logically, attitude is in line with behavior. It means that if some body's attitude is favorable towards an object, it leads to favorable behavior as well to purchase. In other words, attitude is prerequisite of behavior to buy. Nevertheless, the assumption does not always work. The incongruity actually had been explored several decades ago by LaPiere's study (1934, in Armitage & Christian, 2003). He took an extensive tour of the United States in the company of young Chinese couple. At the time, there was much anti-Chinese sentiment and so (unknown to his companions) LaPiere made notes of the way they were treated. During their travels, LaPiere and his companions visited 250 establishments, yet only one occasion were they refused service. When LaPiere subsequently wrote to the same establishments, 118 (of the 128 replies) said they would not accept members of the Chinese race as guests at their establishment. He then concluded that there was a large gap between attitudes and behavior, and that questionnaire data could not always be trusted to be reliable. The question then arises is why a favorable attitude toward object does not lead to favorable behavior (buy product).

Scientists examine that attitude toward an object is diverse with attitude toward behavior (Peter & Olson, 2002; Schiffman & Kanuk, 2000). The attitude toward a product is a function of the presence (or absence) and evaluation of certain product-specific beliefs or attributes. It means that consumers generally have favorable attitudes toward those brands that they believe have an adequate level of attributes that they evaluate as positive, and they have unfavorable attitudes toward those brands they feel do not have an adequate level of desired attributes or have too many negative or undesired attributes. Conversely, attitude toward behavior is the individual's attitude toward behaving or acting with respect to an object.

A lot of studies find that attitude toward object are not a good predictor of behavior. One study is Corey's study (1937). His finding indicates that the relationship of attitude to behavior is only $r = 0.02$. It leads to Wicker's study (1969) who concludes that attitude considerably is unrelated or only very slightly relates to behavior. The Wicker's study likely triggers other researchers, such as Baron & Kenny (1986) to further investigate the existence of third variable as moderator or mediator.

Baron & Kenny (1986) propose that a moderator variable partitions a focal independent variable into subgroups that establish its domains of maximal effectiveness in regard to a given dependent variable. The stronger attitudes are likely to be more predictive of people's behavior than are weak attitudes. Some researchers then are ignited to further explore. Corner & Sparks' study (2002) indicates that attitudes are generally more predictive of subsequent behavior if they are univalent rather than ambivalent. Likewise, attitudes are more predictive if they are accessible in memory (Kokkinaki & Lunt, 1998). Furthermore, attitudes are more predictive if they are personally involving (Thomsen, Borgida & Lavine, 1995).

Fishbein & Ajzen (1975) introduce the principle of correspondence. To measure the relation of attitude-behavior the measurement should match one another in terms of specific actions. For instance, global attitudes (such as attitude to religion) can not be used to predict very specific actions (e.g attending church). This principle when applied to researches produces more favorable correlation.

The other role of the third variable supposed as mediator. The term mediator refers to a variable that represents the generative mechanism through which the focal independent variable is able to influence the dependent variable of interest (Baron & Kenny, 1986). While a lot of researches executed, most just introduce one variable, namely behavioral intention. Behavioral intentions are regarded as a summary of the motivation required to perform a particular behavior, reflecting an individual's decision to follow a course of action, as well as an index of how hard people are willing to try and perform the behavior (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). The idea that behavioral intentions mediate the attitude-behavior relationship representing a significant move away from the traditional view of attitudes, rather than attitudes being related directly to behavior, attitudes only serve to direct behavior to the extent that they influence intentions (Armitage & Christian, 2003).

THEORY OF PLANNED BEHAVIOR

The theory of planned behavior was introduced by Azjen (1991), which actually proposed to remedy a theory existing beforehand, the theory of reasoned action. While it is not discrete with the theory of reasoned action, somebody who wants to understand the theory of planned behavior, suggested even it is a compulsory, to comprehend the theory of reasoned action first.

The theory of reasoned action is initially proposed by Fishbein & Ajzen (1975). They infer that beside attitude as the determinant of behavioral intention, the social pressure is also likely to determine people's intention. Thus within this theory, behavioral intentions are determined by attitudes (overall positive/negative evaluations of behavior) and the perceived social pressure from significant others, subjective norms.

The model ascertains that individuals may possess a large number of beliefs about a particular behavior, but that only a subset are likely to be salient at any one time. Therefore, both attitudes and subjective norms are determined by salient underlying beliefs. Salient behavioral beliefs are held to determine attitudes. Each behavioral belief consists of two components, i.e. an outcome belief and an outcome evaluation.

The outcome belief concerns beliefs about the likelihood of particular outcomes occurring, for instance the perceived likelihood that one will lose weight if one diets, or the likelihood that smoking causes cancer. Outcome beliefs are weighted (multiplied) by outcome evaluations to form each behavioral belief. This is based on the rationale that only outcomes that are valued are likely to impact upon one's attitudes.

Normative beliefs consist of two components as well, i.e referent beliefs and motivation to comply. Likewise the behavioral belief the two components should be multiplied to develop normative beliefs, since a person is only like to experience social pressure from particular referents if he or she is motivated to comply with those particular referents. Accordingly, the model of theory of reasoned action comprises of four variables, behavioral intention which have two determinants, attitude and subjective norm, posted as an antecedents of behavior. Formally, the theory of reasoned action can be presented as follows,

$$B \sim BI = A \text{ act} (W1) + SN (w2)$$

Where	B	=	Specific behavior
	BI	=	Consumer's intention to engage in that behavior
	Aact	=	Consumer's attitude toward engaging in that behavior
	SN	=	Subjective norm regarding whether other people want the consumer to engage in that behavior
	w1 and w2	=	Weights that reflect the relative influence of the Aact and SN components on BI

Actually, the theory of reasoned action is one of the most influential models in the predicting human behavior and behavioral dispositions (Jyh, 1998). The model received a lot of support in empirical studies of consumer behavior and social psychology related literature (Ryan, 1982; Sheppard, Hartwick, & Warshaw, 1988). It, however, has limitation in predicting behavioral intentions and behavior when consumers do not have volitional control over their behavior (Ajzen, 1991; Taylor & Todd, 1995).

Even Ajzen (1988: 127) concedes that, “The theory of reasoned action was developed explicitly to deal with purely volitional behaviors”. In other words, it refers to relatively simple behaviors, where successful performance of the behavior required only the formation of intention. Furthermore, the theory of reasoned action implies that behavior is solely dependent on personal agency (i.e. the formation of an intention), and that control over behavior (for instance, personal resources, or environmental determinants of behavior) is relatively unimportant (Armitage & Christian, 2003).

The theory of planned behavior was proposed to remedy these limitations (Ajzen, 1991). It includes another source that will have influence on behavioral intentions and behavior, perceived behavioral control, in the model. The inclusion of perceived behavioral control as a predictor of behavior is based on the rationale that holding intention constant, greater perceived control will increase the likelihood that enactment of the behavior will be successful. Furthermore, to the extent to which perceived behavioral control reflects actual control, perceived behavioral control will directly influence behavior. Therefore, it acts as both a proxy measure of actual control and a measure of confidence in one’s ability.

As with the attitude and subjective norm constructs, Ajzen posited that control beliefs underpin perceived behavioral control. Control beliefs are the perceived frequency of facilitating or inhibiting factors multiplied by the power of those factors to inhibit/facilitate the behavior in question. Congruent with the other belief components in the theory of planned behavior, it is the control beliefs that are salient at any one time which determine global perceptions of control.

Model and Components. The model proposed by Azjen (1991) is a remedy of the theory of planned behavior. In other words, the theory of planned behavior is based on the theory beforehand which signifies that the predictors of behavioral intention are attitude toward behavior and subjective norm. The theory of planned behavior then just compiles a third component i.e. perceived behavioral control (Figure 3). Components of the model are as follows,

- a. Behaviors, are specific action directed at some target object. Behaviors always occur in a situational context or environment and a particular time.
- b. Behavioral Intention (BI), is a proposition connecting self and a future action. One can think of an intention as a plan to engage in specified behavior in order to reach the goal. Behavioral intentions are created through a choice/decision process in which belief about two types of consequences, i.e. Aact and SN, are considered and integrated to evaluate alternative behaviors and select among them. Behavioral intentions are vary in strength, which can be measured by having consumers rate the probability that they will perform the behavior of interest.
- c. Attitude toward behavior or action (Aact), reflects the consumer's overall evaluation of performing the behavior. The strengths and evaluations of the salient beliefs about the consequences of a behavior are measured in the same way as measuring beliefs about product attributes, that is,

$$Aact = \sum_{i=1}^n b_i e_i$$

- d. Subjective or social norm (SN), reflects consumers' perceptions of what they think other people want them to do. Consumers' salient normative beliefs (NB1) regarding 'doing what other people want me to do' and their motivation to comply with the expectation of these other people (MC1) are combine to form SN. Thus,

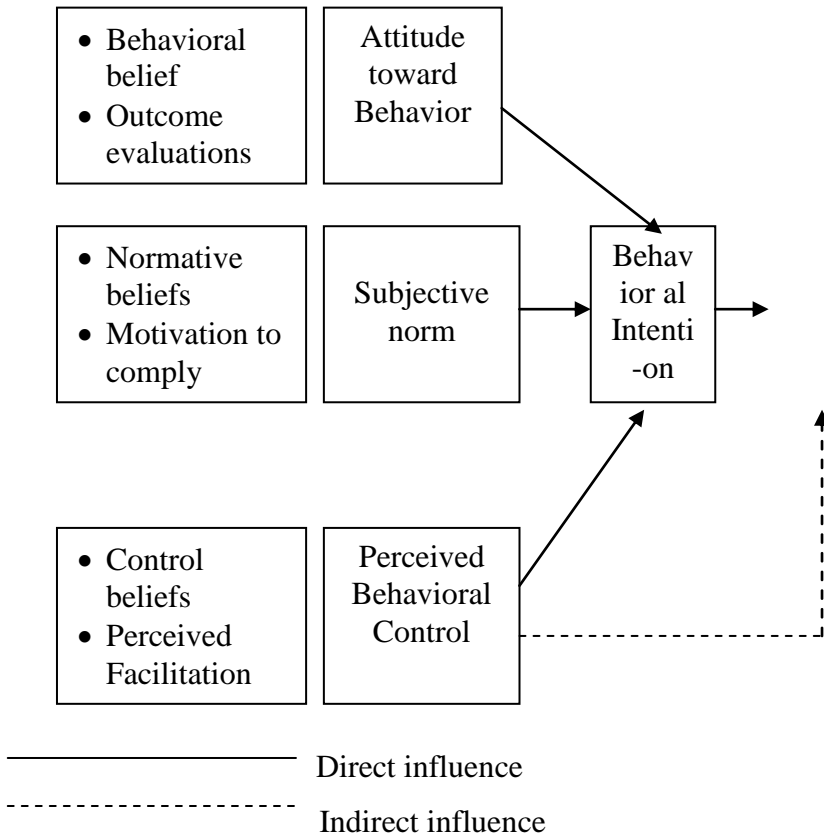
$$SN = \sum_{j=1}^m NB_j MC_j$$

- e. Perceived behavioral control, acts as both a proxy measure of actual control and a measure of confidence in one's ability. As with the attitude and subjective norm constructs, control beliefs underpin perceived behavioral control. Control beliefs are the perceived

frequency of facilitating or inhibiting factors multiplied by the power of those factors to inhibit/facilitate the behavior in question. Congruent with the other belief components in the theory of planned behavior, it is the control beliefs that are salient at any one time which determine global perceptions of control.

$$PBC = \sum_{k=1}^o CB_k PF_k$$

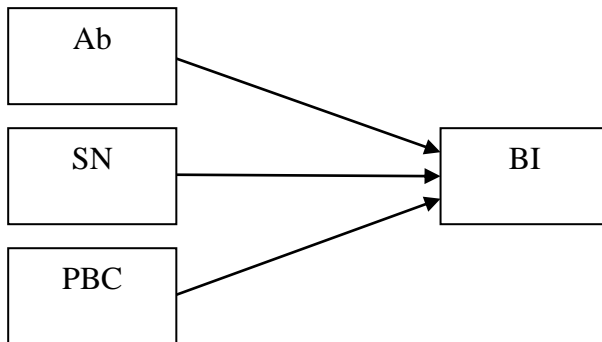
Figure 3
Model of Theory of Planned Behavior



RESEARCH MODEL AND HYPOTHESES

Based on the theory and the purpose of the study, a proposed research model and hypotheses can be derived as follows,

Figure 4
Research Model



Ab : Attitude toward behavior
SN : Subjective norm
PBC : Perceived Behavioral Control
BI : Behavioral Intention

The proposed hypotheses are:

- H1 : Attitude toward behavior (Ab) influences Behavior Intention (BI)
- H2 : Subjective Norms (SN) influences Behavior Intention (BI)
- H3 : Perceived Behavioral Control (PBC) influences Behavior Intention (BI)

METHOD

Sample is drawn through purposive sampling, particularly judgment and convenient technique (Cooper & Schindler, 2001). Data collected by questionnaires, distributed to 150 respondents who live at Semarang, Salatiga, Solo, Yogyakarta, and Pekalongan. After being examined based on data completion, the 150 questionnaire forms supposed liable to be further administered.

The variable Attitude, Subjective Norms, Perceived Behavioral Control, and Behavioral Intention measured in accordance with Fishbein & Ajzen (1975) and Azjen (1991). The Likert scale was employed corresponding to a five-point scale ranging from 1 (= completely disagree) to 5 (= completely agree). The instrument, which denoted to indicators, would firstly be justified through confirmatory factor analysis. Further, data were analyzed by employing Amos 5.0.

CONFIRMATORY FACTOR ANALYSIS

The confirmatory factor analysis was simultaneously executed. The first execution produced χ^2 , $cmin/df$, GFI, AGFI, and RMSEA score, which were not in accordance with good indices, except RMSEA which was appropriate with what required (more than 0.9) (Table 1). Nevertheless, it might be remedied.

Table 1
Simultaneously Confirmatory Factor Analysis

	χ^2	p	$cmin/df$	GFI	AGFI	TLI	RMSEA
Initial	142.307	0.000	5.473	0.847	0.738	0.925	0.173
2 nd change	55.735	0.000	2.654	0.926	0.841	0.972	0.105

Source: data analysis

A second execution was made utilizing the first model but added with an interrelation between e1 and e2, e3 and e4, and e5 and e5 under assumption that the interrelation was theoretically justified since the error originated from the same variable. Likewise, an addendum was needed to interrelate e2 and e3, e3 and e5, e4 and e6 which supposed theoretically justified as well (Figure 1). As a result, cmin/df, GFI, and TLI were better off (Table 1), which produced standardized regression weight for all indicators > 0.4 (Table 2). In addition, on the basis of critical ratio which was too far from 2, each indicator was truly reliable explaining the variable (Table 3).

Table 2
Standardized Regression Weights

			Estimate
b	<---	Ab	0.964
ev	<---	Ab	0.962
NB	<---	SN	0.882
MC	<---	SN	0.922
PF	<---	PBC	0.898
CB	<---	PBC	0.958

Source: data analysis

Table 3
Regression Weights: Ab, SN, and PBC

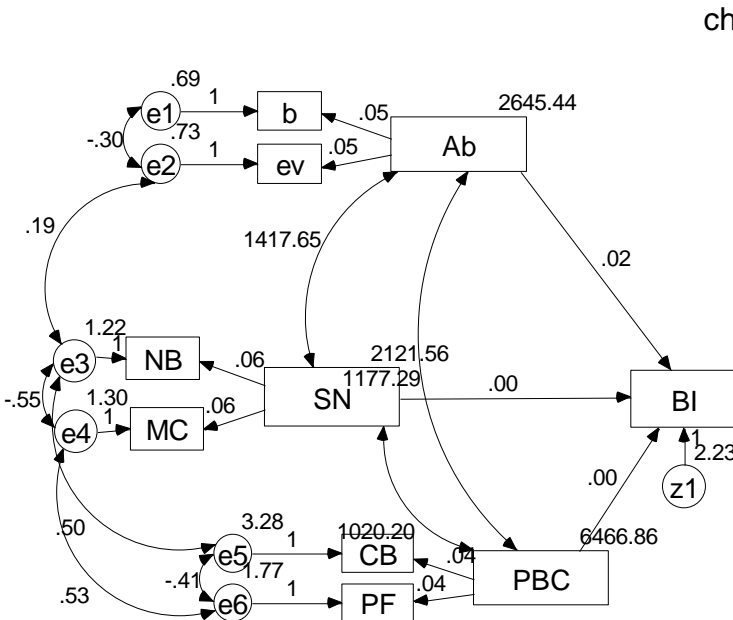
			Estimate	S.E.	C.R.	P	Label
B	<---	Ab	0.058	0.001	44.445	***	par_1
Ev	<---	Ab	0.060	0.001	44.633	***	par_2
NB	<---	SN	0.066	0.003	23.308	***	par_3
MC	<---	SN	0.066	0.002	28.842	***	par_4
PF	<---	PBC	0.041	0.002	24.893	***	par_5
CB	<---	PBC	0.046	0.001	42.874	***	par_6

Source: data analysis

THE STRUCTURAL EQUATION MODEL

The structural equation model yielded TLI score was more than 0.9 (i.e 0.972). In addition, cmin/df, and GFI score indicated more than required. Though other indicators such χ^2 , AGFI and RMSEA score were not appropriate, the model belonged to one which its covariance sample matrix and population covariance matrix estimated were similar (Figure 2).

FIGURE 2
THE STRUCTURAL EQUATION MODELLING



chi-square=61.099
 prob=.000
 cmin/df= 2.263
 GFI=.931
 AGFI=.860
 TLI=.972
 RMSEA=.092

RELIABILITY MEASUREMENT

The principal approach used in assessing the measurement model is the composite reliability and variance extracted measures. The term composite reliability frequently denotes to construct validity (Ghozali, 2005). Reliability is: “A measure of the internal consistency of the construct indicators, depicting the degree to which they ‘indicate’ the common latent (unobserved) construct” (Hair *et al.* 1998: 641). The variance extracted measure is: “The overall amount of variance in the indicators accounted for by the latent construct” (Hair *et al.* 1998: 642).

The structural equation modeling produced construct reliability (CR) for each variable as follows: variable Ab 0.95; variable SN 0.91; variable PBC 0.89 (Table 4). The CR scores were appropriate since they were more than 0.7 (Ghozali, 2005). Likewise, the variance extracted (VE) belonged to good measurement since they were above the cut-off point (i.e 0.5) (Ghozali, 2005) (Table 4).

Table 4
Construct Reliability and Variance Extracted

Factor	Construct Reliability			Variance Extracted		
	Value	Cut-off	Title	Value	Cut-off	Title
Ab	0.95	0.70	Reliable	0.90	0.50	Reliable
SN	0.91	0.70	Reliable	0.84	0.50	Reliable
PBC	0.89	0.70	Reliable	0.81	0.50	Reliable

Source: data analysis

TEST OF HYPOTHESES

The regression weights output indicated that not all predictors worked in accordance with the theory of planned behavior. Among three determinants, subjective norm possessed not significant influence to

behavioral intention ($p = 0.307$). Thus, only H1 and H3 were supported. In other words, only attitude toward behavior and perceived behavioral control held significant effect to behavioral intention ($p = 0.000$ and $p = 0.005$) (Table 5).

Table 5
Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
b	<---	Ab	0.050	0.001	37.763	***	par_1
ev	<---	Ab	0.051	0.001	37.897	***	par_2
NB	<---	SN	0.056	0.002	29.649	***	par_3
MC	<---	SN	0.057	0.002	29.381	***	par_4
CB	<---	PBC	0.040	0.002	22.025	***	par_5
PF	<---	PBC	0.041	0.001	32.619	***	par_6
BI	<---	Ab	0.021	0.003	7.049	***	par_7
BI	<---	SN	0.003	0.003	1.022	0.307	par_8
BI	<---	PBC	0.005	0.002	2.830	0.005	par_9

Source: Coefficient Parameter Output

DISCUSSION

The inappropriateness of H2 with empirical data needs further investigation. First of all, each item of the subjective norm's indicators, whether the normative belief (NB) or motivation to comply (MC) needs to be examined. Employing SPSS 11.0 particularly factor analyze and reliability gives result that all items' loading factor are more than required (more than 0.4) (Table 6). Likewise, SN's reliability is sound (Table 7).

Table 6
NB's and MC's Loading Factor

NB		MC	
Item	Loading Factor	Item	Loading Factor
NB1	0.813	MC1	0.858
NB2	0.890	MC2	0.880
NB3	0.853	MC3	0.846

Source: data analysis

Table 7
The Reliability of SN

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Alpha if Item Deleted
NB1	12.1800	16.8868	0.7315	0.9213
NB2	12.1267	16.9033	0.8369	0.9069
NB3	12.1467	16.9179	0.7874	0.9132
MC1	12.3000	17.2718	0.7897	0.9130
MC2	12.2067	16.8496	0.8165	0.9094
MC3	12.1733	16.8959	0.7699	0.9156
Alpha = 0.9266				

Source: data analysis

While each item does not contribute to a better Cronbach's alpha if deleted, it is likely inferred that the condition of unsupported H2 is really appropriate to the situation that the intention to behave does not affected by the subjective norm. It might be interpreted that the intention to elect Megawati is virtuously affected by the people's favorable attitude and encouraging climate. People apparently hold their own attitude toward behavior to elect Megawati. They seemingly are not affected by others who might have whether similar or different opinion. Therefore, the strong attitude is the key that should be seriously taken into account in a winning strategy.

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