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Akhmad Farhan
Government of Tangerang Regency, Banten, Indonesia

Nor Asiah Omar
Value Creation & Human Well-being Center, Faculty of Economics and Management, Universiti Kebangsaan Malaysia, Selangor, Malaysia, norasiah@ukm.edu.my

Taslina Jannat
Department of Management and Humanities, Universiti Teknologi PETRONAS, Perak, Malaysia

Muhamad Azrin Nazri
Fakulti Ekonomi dan Muamalat, Universiti Sains Islam Malaysia, Negeri Sembilan, Malaysia

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Akhmad Farhan

Government of Tangerang Regency, Banten, Indonesia

Nor Asiah Omar*

Value Creation & Human Well-being Center, Faculty of Economics and Management
Universiti Kebangsaan Malaysia, Selangor, Malaysia

Taslima Jannat

Department of Management and Humanities, Universiti Teknologi PETRONAS, Perak, Malaysia

Muhamad Azrin Nazri

Fakulti Ekonomi dan Muamalat, Universiti Sains Islam Malaysia, Negeri Sembilan, Malaysia

Abstract

Research Aims: Recently, the usage of branding has become more popular in non-traditional social markets such as politics due to decreasing political participation. This study investigates how political brand relationship quality (satisfaction and trust) influences political brand engagement (PBE) and voters' citizenship behaviour (VCB).

Design/Methodology/Approach: The current study collected data from voters who are located in Jakarta and participated in the Indonesian presidential election of 2014. A total of 520 voters participated. Data were collected via quota sampling and drop-off survey and were analysed using structural equation modelling.

Research Findings: The empirical findings suggest that satisfaction has the strongest impact on political party brand engagement, while trust has the strongest impact on voters' citizenship behaviour. Further results imply that political brand engagement contributes to voters' citizenship behaviour, as well as significantly mediates the relationship between political brand relationship quality (satisfaction and trust) and voters' citizenship behaviour.

Theoretical Contribution/Originality: This study is based on social exchange theory and source credibility theory. The findings of this study have theoretical implications in that the results lend support to the appropriate role of brand relationship quality and brand engagement in creating voters' citizenship behaviour.

Managerial Implication in the Southeast Asian Context: The findings of this study add new insights to the political branding literature as well as strategic guidelines for the political parties that are planning to build a relationship with voters. As a way to improve voters' perceptions in Southeast Asia, political parties should adapt conventional marketing theory to a political marketing setting, and implement marketing programmes that keenly engaged with voter's behaviour.

Research Limitation and Implications: This study bears several limitations. First, the current study was conducted in the capital city of Indonesia, thus limiting the scope of the research. Second, this study was restricted to a political party. It would be interesting if future studies examine political candidates as a brand.

Keywords: Brand Relationship Quality, Brand Engagement, Citizenship Behaviour, Politics, Voters

INTRODUCTION

Branding is an emerging concept in politics (Ahmed, Lodhi & Ahmad, 2015; Pich, Dean & Khanyapuss, 2014). From its origin in industry and commerce, the brand concept has been expanded to a more complex and greater number of subjects, such as universities, churches and political parties (Speed et al., 2015). In a highly competitive market, political parties frequently confront the issues of electoral volatility (Dalton, 2012), valence issues (Thomassen, 2005), decreasing political participation (Pew Research Center, 2014) and high campaign costs (Supriyanto & Wulandari, 2013). Therefore, they dedicate considerable resources to develop, refine and promote their political brand to get support from voters (Marland & Wagner, 2019). Brand management strategies increase political parties' competitive advantage by making their political products distinct, attractive and appealing (Ahmed et al., 2015). They also provide knowledge about voter's choices, preferences and behaviour to the political parties and help them design their political platforms so that they can achieve the desired results (Ahmed et al., 2015).

Researchers have considered political branding from different perspectives. For example, early studies examined the relationship between political brand equity and voter's choice (Ahmed et al., 2015), political brand identity and market engagement (Pich et al., 2014), branding and brand ambassadors (Marland & Wagner, 2019) and the duality of political brand equity (Phipps et al., 2010). However, despite an emphasis on branding and relationship marketing in politics to gain voters' support and maintain their loyalty (Needham, 2005), empirical studies on the voter-political brand relationship in the political context are limited. Luck and Chapman (2003) suggested that political marketing should implement integrated marketing communications practices in developing and sustaining brand relationships with voters and other significant stakeholders. Nevertheless, to date, researchers have mostly studied customer-brand relationships in the commercial context, so empirical studies that have applied marketing concepts and brand principles in political environments are limited (Nielsen, 2015; Sheinheit & Bogard, 2016).

Previous literature revealed that brand relationship quality is a fundamental construct that helps to understand consumer's brand evaluation process (Francisco-Maffezzolli et al., 2014), brand engagement behaviour (Bowden, 2009) and repurchase behaviour. Furthermore, brand engagement forms a strong and enduring connection between the brand and consumers by activating consumers through interaction, shared values, experiential contents and rewards (Gambetti et al., 2012). Although brand relationship quality has been found to be a predictor of brand citizenship behaviour and brand engagement has been found to be a stronger and better predictor of brand loyalty (Kumar & Nayak, 2018) and positive word-of-mouth behaviour (Tripathi, 2009), the role of political brand relationship qualities and political brand engagement (PBE) in influencing voter's citizenship behaviour in a political context is yet to be understood. Nielsen (2015) argued that the relationship between customers and brands is similar to the relationship between voters and political brands. Therefore, an empirical study that determines the relationship between brand relationship qualities, political brand engagement, and voter's extra-

role or citizenship behaviour in a political context is crucial.

Although previous studies on citizenship behaviour have emphasised various contexts, such as internet service deliveries (Groth, 2005), food blogs (Chen et al., 2015), tourism (Liu & Tsaur, 2014), recreation centres (Jung & Yoo, 2016), personal care centres (Revilla-Camacho et al., 2015) and hospitality and retail service (Garma & Bove, 2011), there are limited empirical studies and discussions on the voters' citizenship behaviour in a political context. According to Phipps et al. (2010), highly involved voters hold an essential role in conveying brand messages to other voters, particularly at the constituency level and through word of mouth. Therefore, this study argues that a focus on the relationship between political brand relationship quality, brand engagement and voters' citizenship behaviour in the political context is required to provide deeper insight into how political parties can address the issue of retaining existing voters (Sherman et al., 2012), voters' lower participation rate in an election (Chen, 2013) and loyalty issues (Parker, 2012).

This study aims to examine the antecedents of voters' citizenship behaviour in the Indonesian context. Indonesia was chosen for further study because the political competition and the costs of campaigns in Indonesia are very high (Sørensen, 2014). A report showed that the total costs for the Indonesian presidential election campaign in 2004 was 256 billion rupiahs and increased to 927 billion in 2014 (Timur & Priamarizki, 2014). Therefore, this study argues that, by emphasising the political situation in Indonesia, it is possible to shed light on the relationship between the studied variables in a highly competitive political market. The basic aim of the study is to investigate how the political brand relationship quality affects voters' citizenship behaviour. It also investigates the relationship between the political brand engagement and voters' citizenship behaviour and examines whether the political brand engagement mediates the relationship between political brand relationship quality and voters' citizenship behaviour.

LITERATURE REVIEW

Political Marketing and Political Branding

Recently, political branding has become the centre of political marketing, as many researchers have emphasised exploring the role of brands and branding in politics and applications. Most political parties realise the importance of their brands in building relationships with voters (Schneider & Ferié, 2015). The content of political brand literature is essential for political parties to differentiate themselves from competitors and to maintain their own identity to voters. Previous studies reported that, like commercial companies, brand concept is becoming popular too among political parties as a mechanism to differentiate and identify themselves (Mensah, 2011). Shama (1975) and Cwalina and Falkowski (2015) also introduced the similarities between the concept of commercial and political marketing, specifically on the human reactions to politicians and political parties as opposed to consumer goods.

According to Phipps et al. (2010), a political brand is the result of a political party's

corporate brand image and an individual politician's brand image, which develop through the interactions with political customers at the constituency level. Although a corporate brand can be applied to corporations, their subsidiaries and also groups of companies (Balmer & Gray, 2003), it can also be applied to countries, regions and cities (Balmer & Gray, 2003; Whelan et al., 2010). Therefore, the application of the concept of the corporate brand is reasonable for a political party since the party also needs to express its identity to build voters' awareness and loyalty. Conversely, political branding has now gained acknowledgement as a sub-discipline of political marketing with its own dedicated literature (Mensah, 2011).

Voters' Citizenship Behaviour (VCB), Political Brand Relationship Quality (PBRQ) and Political Brand Engagement (PBE)

Voters' citizenship behaviour is an extension of the customer citizenship behaviour (CCB; Bove et al.; Groth, 2005) and organisational citizenship behaviour (OCB) in human resources management (Groth, 2005). The early conceptualisations of OCB mainly focus on behaviours that are directed at co-workers or at the organisation level. As researchers have explored OCB in service organisations, this conceptualisation has been expanded to include behaviours that are directed at customers (Groth, 2005). Similar to consumers, voters in a political setting can also play a crucial role in communicating and persuading other voters (Phipps et al., 2010). Following early researchers' definitions of CCB (Bove et al., 2009; Groth, 2005), this study defined voters' citizenship as the voluntary reciprocal behaviours of voters, which aim to provide help and assistance and which are conducive to the success of the political party.

In politics, the voters' relationship with a political party is crucial for retaining existing voters and for influencing potential voters. The reason is that voters who have strong ties with the political party spread positive things about the party. Crosby et al. (1990) introduced the concept of relationship quality, which is considered the most common construct used in relationship marketing literature (Adjei et al., 2009). The relationship quality measures the intensity of the relationship between customers and the brand that emerges from the customers' past experiences regarding the product or services (Chen & Myagmarsuren, 2011; Nguyen & Nguyen, 2011). Brand relationship quality has been widely used to measure consumer-brand relationships in a commercial setting. It also reflects the consumers' strong emotional and motivational ties with a brand. Similar to bonding between close people, consumers engage in certain types of relationships with brands (Fournier, 1998). Previous researchers have conceptualised brand relationship quality in several related components, such as affective and socio-motive attachments (e.g., love/passion, self-connection and nostalgia), behavioural ties (e.g., interdependence and commitment) and supportive cognitive beliefs (e.g., trust, intimacy and brand partner quality). The combination of these components generates strong and durable consumer-brand relationships (Kim et al., 2014).

Relationship quality is considered one of the essential concepts in marketing because of its significant role in shaping customers' decision-making behaviour dur-

ing and after the purchase (Hennig-Thurau et al., 2002; Omar, 2008). A well-built and strong relationship quality can reduce customers' perceived uncertainty and switching behaviour (Hyun, 2010; Nguyen & Nguyen, 2011). Political brand relationship quality is a multi-dimensional construct that comprises satisfaction and trust. Westbrook and Reilly (1983) described satisfaction as 'an emotional response to the experiences provided by, or associated with, particular products or services purchased, retail outlets, or even molar patterns of behavior such as shopping and buyer behavior, as well as the overall market place' (p. 256). This study refers to *voter satisfaction* as the attitude and experience of voters toward the political party brands that arise as a result of previous relationships with political parties. In contrast, *trust* refers to the voters' confidence regarding the political party's willingness to satisfy their expectations (Delgado-Ballester & Munuera-Alemán, 2005). Thus, this study defines *trust* as the voter's confidence in a political party's brand reliability and integrity.

Satisfaction and trust play an important role in deciding whether or not customers will maintain their relationship with a store (Delgado-Ballester & Munuera-Alemán, 2005; Omar et al., 2011). There is empirical evidence that satisfaction and trust can influence customers buying intention (Wu et al., 2008), engagement behaviour (Hsu et al., 2012) and brand equity (Delgado-Ballester & Munuera-Alemán, 2005). Huber et al. (2010) found that the influence of brand relationship quality on repurchase intention is not affected by brand misconduct. It means that consumers who possess a high brand relationship quality show a negative reaction to brand misconduct. The results also show that strong consumer-brand relationships positively influence consumers' repurchase intentions, something that is very important for the financial situation of a business. In addition, a recent study found that brand relationship quality has a direct effect on word of mouth (Hudson et al., 2015; Nyffenegger et al., 2015), customer engagement behaviour in restaurant service brand context (Bowden, 2009) and customer citizenship behaviour (Balaji, 2014). This result confirms the social exchange theory that customers with a positive relationship and positive attitudes toward the firm tend to reciprocate through extra-role behaviours, such as providing constructive ideas and telling other people positive things. Furthermore, it is already documented that relationship quality is an important influencer of customer engagement behaviour (Bennett, 2013). Hence, this research proposes that:

H1a: Political brand relationship quality (Satisfaction) has a relationship with political brand engagement.

H1b: Political brand relationship quality (Trust) has a relationship with political brand engagement.

H2a: Political brand relationship quality (Satisfaction) has a relationship with voters' citizenship behaviour.

H2a: Political brand relationship quality (Trust) has a relationship with voters' citizenship behaviour.

Engagement can be defined as a state of being involved, occupied, fully absorbed or engrossed in something (i.e., sustained attention), generating the consequences of a particular attraction or repulsion force. It is a prominent construct that relates customers with brands (Dwivedi, 2015). The more engaged people approach or repel a goal, the greater it is value-added (Higgins & Scholer, 2009). In the past, several researchers have included the cognitive, emotional and affective commitment to defining engagement (Mollen & Wilson, 2010; Patterson et al., 2006). In the commercial context, customer engagement refers to the intensity of the involvement and connection of a person with the organisation's offerings & activities (Vivek et al., 2012). Spratt et al. (2009) defined brand engagement in self-concept (BESC) as the 'degree to which consumers incorporate brands as part of their self-concept' (p. 92). In other studies, customer engagement is regarded as the positive psychological state of the customers toward the brand (Hollebeek & Chen, 2014).

Hollebeek (2011) suggested customer-brand engagement as the level of a customer's cognitive, emotional and behavioural investment in specific brand interactions. It has three dimensions: immersion (cognitive), passion (emotional) and activation (behavioural). Engaged individuals may develop more favourable attitudes toward a product, company or brand with which they associate or engage and, consequently, may show more loyalty to the entity (Hapsari et al., 2015; Vivek et al., 2012). Other researchers have proposed that engaged customers are more likely to recommend the brand to others and show brand loyalty and the will to spend more (Hapsari et al., 2015; Vivek et al., 2012). In the context of charitable organisations, Bennett's (2013) study showed that customer engagement can significantly increase word-of-mouth behaviour and future intention. The study further revealed that the customers' experience in the marketing activities, the service quality and the reputation of the charity can lead them to be more engaged customers. Therefore, the direct effect of political brand engagement on voters' citizenship behaviour is examined, and the following hypothesis is suggested:

H3: Political party brand engagement is related to voters' citizenship behaviour.

However, some researchers (e.g., Brodie et al., 2009) have explained that customer engagement is an important mediating construct between the brand loyalty and brand equity of the company. It is assumed that the more knowledgeable customers in the relationship between customers and firms are, the easier the value creation for both parties will be (Brodie et al., 2009) and, consequently, will develop augmenting and co-developing behaviour (Jaakkola & Alexander, 2014). Recently, Harrigan et al. (2017) provided empirical evidence that customer engagement can mediate the relationship between customer involvement and brand loyalty. Since the relationship between customer and brand is similar to voters and political brand (Nielsen, 2015), this study proposes that political brand engagement is a potential mediator in the relationship of political brand relationship quality (satisfaction and trust) and voters' citizenship behaviour. The assumption is based on the premise that the stronger the voters' relationship with the political party is, the greater the participation and contribution of the voters toward the political party will be. Thus, this study proposed that:

H4a: Political brand engagement (PBE) mediates the relationship between political brand relationship quality (satisfaction) and voters' citizenship behaviour.

H4b: Political brand engagement (PBE) mediates the relationship of voters' brand relationship quality (trust) and voters' citizenship behaviour.

RESEARCH METHODS

The sample for this study was collected in 2016 using a self-administered questionnaire completed by voters in Jakarta who participated in the Indonesian general election in 2014. Jakarta is the largest city in Indonesia with a population of 10 million (Susila et al., 2019), so the population of Jakarta is an ideal representation of the entire Indonesia population. Respondents were asked to choose one political party that they want to focus on in this study. Initially, the respondents answered questions related to their source of information, involvement and experience with the party. Then, they were answered questions about their relationship quality, engagement and citizenship behaviour with the political party. A seven-point Likert scale was used to measure the variables; the lowest score 1 represented 'strongly disagree', while the highest score 7 represented 'strongly agree'. All the items included in the survey were adapted from prior research (see Appendix B). The determination of the sample size was based on suggestions from the literature and the requirements of statistical analysis. According to Hair et al. (2017), a sample size should be projected based on the number of respondents per estimated parameter and the complexity of the model, which takes into account the number of constructs and variables within the model. With reference to the guidelines given by Churchill (1991), a typical sample size for a special study that involves no or only a few sub-groups is about 200–500. Similarly, Dillon et al. (1994) stated that, for market studies, the minimum required sample size is 500. This study employed a quota sampling technique and collected 520 usable questionnaires from a total of 825 questionnaires that were distributed. The response rate was 63%. In our sample, 48.1% of the respondents were males, and 326 participants had an income bracket of fewer than 3 million rupiahs (62.7%). In terms of ethnicity, 71.3% of the total respondents were Jawa and Betawi. In addition, 293 participants were married with children. The major age group was between 20 and 29 years old, which accounted

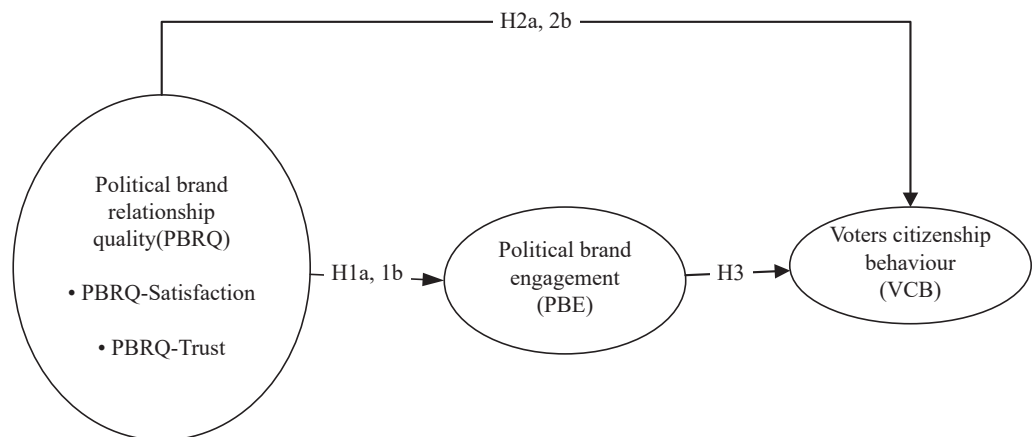


Figure 1
Proposed Research Model

for 40.8% of the total respondents. Partial least squares structural equation modelling (PLS-SEM) was the appropriate tool to analyse the measurement and structural model because the objective of this research was to determine the relationship between variables. Hair et al. (2017) and Rigdon (2012) suggested that, if the theory is less developed and the structural modelling aims to predict and explain the endogenous construct, using PLS-SEM over CB-SEM is more appropriate. Political marketing is a comparatively new discipline in marketing research (Lees Marshment, 2019). Moreover, this study examined political brand relationship quality and voters' citizenship behaviour, which is also considered as a new phenomenon. Thus, the research model of this study was analysed using PLS-SEM.

Measures

The questionnaire began with screening questions, such as the following: 'Did you participate in the last election?' and 'What political party did you choose?' The list of political parties is available in Appendix A. This study used the established measurement scale from the previous study to collect the data (Appendix B). The researchers conducted a back-to-back translation of English and Bahasa Indonesia to ensure the reliability of the questionnaires. Following the researchers' recommendation, the back-translated English version was again checked against the original English version (Cavana et al., 2001). Ten items for PBRQ (five items for satisfaction and five items for trust) were developed and modified based on previous research (Cook & Wall, 1980; De Wulf & Odekerken-Schröder, 2003; Homburg et al., 2009; Omar & Musa, 2011). The brand engagement was measured with six items adapted from Sprott et al. (2009) and Blasco-Arcas et al. (2016). It employed citizenship behaviour as a unidimensional construct and adapted seven items to measure citizenship behaviour from Spector et al. (2010), Kanafa-Chmielewska (2019) and Skinner et al. (2009).

Common Method Bias

Both the procedural and the statistical methods that were suggested by Podsakoff et al. (2003) were used in this study to address the common method bias. First, a brief explanation in the introduction was included in the questionnaires without implying any relationship between the exogenous and endogenous variables (Podsakoff et al., 2003). Second, to overcome any issues of bias, the questionnaire was pre-tested, the confidentiality of the respondents was reiterated, and it was ensured there was no "right or wrong" answer (Podsakoff & Organ, 1986). Third, Harman's single factor test was used to check the existence of common method bias. The results indicated that the single factor could explain only 37.23% of the variance; thus, there was no common method bias presented in the data.

RESULTS AND DISCUSSION

Reliability and Validity

In the measurement model, this study tested Cronbach's alpha, factor loadings, composite reliability (CR) and average variance extracted (AVE) for all the constructs. Based on the reliability results, the test of CR and Cronbach's alpha exceeded the

cut-off value of 0.7 (Hair et al., 2017). The AVE was also above 0.50 (see Table 1), which confirms the convergent validity of the study construct. These results specify that the three constructs in this study hold a high level of consistent internal reliability (Hair et al., 2017). Finally, discriminant validity was evaluated by analysing the Fornell-Larcker criterion (Fornell & Larcker, 1981) and HTMT. The findings in Table 2 indicate that the square root of AVE is greater than the correlation with the other constructs, fulfilling the Fornell-Larcker criterion. The next alternative approach is evaluation through the HTMT criterion (Dijkstra & Henseler, 2015; Henseler et al., 2015). The results show that all the values fulfill the criterion of HTMT. Thus, discriminant validity was confirmed.

Hypothesis Testing

Political Brand Relationship Quality, Brand Engagement and Voters' Citizenship Behaviour

The structural model evaluates how well the empirical data support the theory and thereby determines whether the theory has been empirically tested for the hypotheses predicted. Prior to assessing the structural model, this study first calculated variance inflation and tolerance values to evaluate the multi-collinearity issue. The results of variance inflation factors (VIFs) ranged between 1.740 and 3.600. According to Venkatesh et al. (2012), VIFs values that are less than 5 do not indicate a major problem. Thus, collinearity among predictor constructs was not a problem in the structural model proposed in this study.

The significance of the model's structural path was further examined by running the bootstrapping procedure in Smart PLS 3.0 with 2,000 samples and 520 cases. The conceptual model shows a moderate part of the variance in the endogenous

Construct	Items	Loadings	AVE	CR	CA
Political Brand Engagement (PBE)	PBE _{Eng1}	0.88	0.746	0.936	0.914
	PBE _{Eng2}	0.907			
	PBE _{Eng3}	0.78			
	PBE _{Eng4}	0.853			
	PBE _{Eng5}	0.892			
Political Brand Relationship Quality (Satisfaction-SATIS)	PBRQ1S	0.763	0.659	0.906	0.87
	PBRQ2S	0.824			
	PBRQ3S	0.877			
	PBRQ4S	0.839			
	PBRQ5S	0.75			
Political Brand Relationship Quality (Trust-TRU)	PBRQ6T	0.831	0.715	0.926	0.9
	PBRQ7T	0.872			
	PBRQ8T	0.846			
	PBRQ9T	0.853			
	PBRQ10T	0.825			
Voters Citizenship Behavior (VCB)	VCB _{j1}	0.788	0.584	0.893	0.858
	VCB _{j2}	0.854			
	VCB _{j3}	0.813			
	VCB _{j4}	0.696			
	VCB _{j5}	0.691			

Table 1
Results of Measurement
Model and Reliability

Note: Cronbach Alpha (CA), Composite reliability (CR); Average variance extracted (AVE)

construct because the R² values for brand engagement and voters' citizenship behaviour were 0.596 and 0.468, respectively.

According to Hair et al. (2017) R² values at 0.67, 0.33 and 0.19 were correspondingly judged as substantial, moderate and weak. Based on the above-mentioned results, this study achieved a satisfactory level of explanatory power in the model proposed.

Table 3 demonstrates the significance testing results that include the t-statistic standard error, path coefficient and significant level of the analysis. The result of the hypothesis testing shows that the paths were statistically significant at the .05 and .001 levels. A significant level of 5% is normally accepted in the marketing literature (Hair et al., 2017).

Regarding the hypotheses, both H1a and H1b were supported by the results, indicating that the path coefficient of political brand relationship quality (satisfaction and trust) on political brand engagement is equal to $\beta = .435$, $t = 9.075$, $p < .000$ for satisfaction and $\beta = .390$, $t = 7.927$, $p < .000$ for trust. These findings support H1a and H1b in that there is a positive relationship between political brand relationship quality (satisfaction) and political brand engagement as well as between political brand relationship quality (trust) and political brand engagement. In addition, political brand relationship quality (satisfaction and trust) has significant positive effects on voters citizenship behaviour (.243, $t = 4.120$, $p < .000$; .328, $t = 5.660$, $p < .000$), suggesting the proposed hypotheses H2a and H2b were supported. The

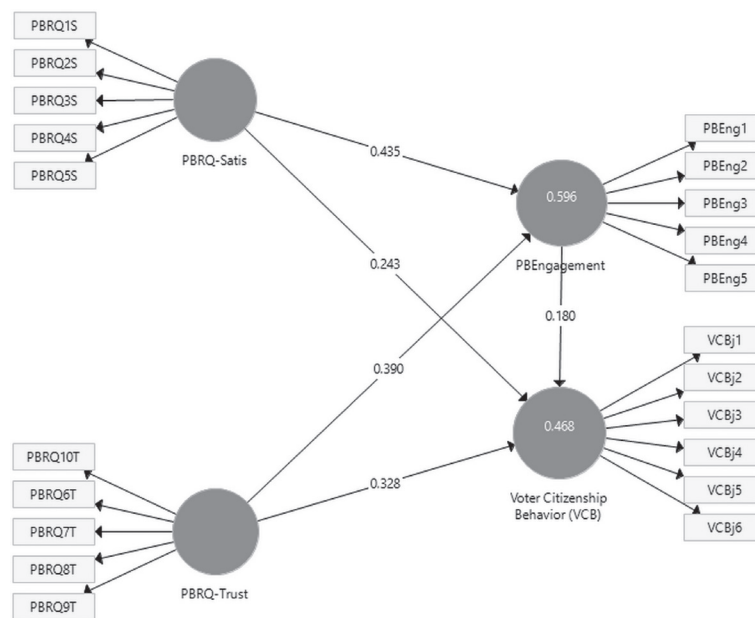


Figure 2 Measurement Model with R-Square Value

	PBE	SATIS	TRU	VCB
PBE	0.864			
SATIS	0.727	0.812		
TRU	0.716	0.748	0.846	
VCB	0.592	0.62	0.639	0.764

Table 2 Discriminant Validity Analysis

Note: square root of the AVE for each construct is given at the diagonal entries

results further specify that political brand engagement is an important predictor of voters' citizenship behaviour ($\beta=0.180, t=2.621, p<0.005$), thus supporting H3.

The final two hypotheses predicted that brand engagement might play a mediating role. Figure 3 shows the data supporting the mediating effect of brand engagement between the political brand relationship quality (PBRQ-satisfaction) and voter's citizenship behaviour ($\beta= .079, t=2.568, p<.050$), as well as the political brand relationship quality (PBRQ-trust) and voters' citizenship behaviour ($\beta=0.070, t=2.370, p<.050$), thus supporting H4a and H4b.

DISCUSSION AND IMPLICATION

Our study examined the relationship between political brand relationship quality, political brand engagement and voters' citizenship behaviour in a political context. It found that political brand relationship quality (PBRQ-satisfaction) is the strongest predictor of brand engagement, while political brand relationship quality (PBRQ-trust) is the strongest predictor of voters' citizenship behaviour. These findings are in line with the previous studies in which satisfaction and trust as the dimension of brand relationship quality were found to contribute to engagement and citizenship behaviour (brand equity and store equity; Marquardt, 2013; Yi & Gong, 2006). Past research also suggests that satisfaction and trust relate to customer engagement (Bowden, 2009; van Doorn et al., 2010). Satisfaction (a dimension of relationship

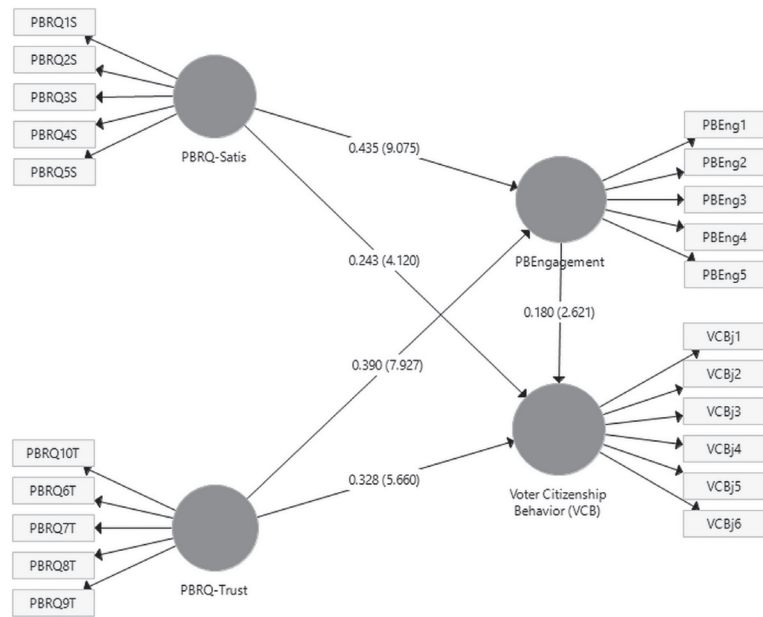


Figure 3
Results of the model

Hypothesis	Relationship	Std Beta	Std Error	t-value	P value	Decision	f ²
H1a	PBRQ-Satisfaction -> PBE	0.435	0.048	9.075	0.000	Supported	0.207
H1b	PBRQ-Trust -> PBE	0.390	0.049	7.927	0.000	Supported	0.166
H2b	PBRQ-Satisfaction -> VCB	0.243	0.059	4.120	0.000	Supported	0.041
H2b	PBRQ-Trust -> VCB	0.328	0.058	5.660	0.000	Supported	0.076
H3	PBE -> VCB	0.180	0.069	2.621	0.004	Supported	0.025
H4a	Mediating effect (PBRQ-Satisfaction – PBE – VCB)	0.079	0.031	2.568	0.005	Supported	
H4b	Mediating effect (PBRQ-Trust – PBE – VCB)	0.070	0.030	2.370	0.009	Supported	

Table 3
Results of the structural model analysis

quality) was found to be related to citizenship behaviour (Groth, 2005). Moreover, the credibility dimension of trust was positively related to citizenship behaviour in the service industry (Bove et al., 2009). The significance of voters orientation in terms of strengthening brand relationship quality lent support to the notion that political parties that engaged in voter-oriented behaviours were more likely to develop voters' citizenship behaviour that will provide additional value and unexplicit benefit to them (Bove et al., 2009; Revilla-Camacho et al., 2015).

As suggested by Wang et al. (2009) the relationship quality between the customer and the store is highly associated with the long-term relationship between the brand and the customers. The revealed results demonstrate that political brand relationship quality can successfully enhance brand engagement and voters' citizenship behaviour in the context of politics. Furthermore, the findings show that the greater the quality of the relationship between the voters and their preferred political party is, the higher their assessment of the part as a brand will be.

This study also found that political brand engagement is an antecedent of voters' citizenship behaviour, further supporting the social exchange theory (Homans, 1958). Molm (2006) suggested that social exchange is an exchange of benefits; hence, social exchanges could happen when mutual respect, loyalty and trust exist between two parties (voters and political parties). Whenever voters believe that an exchange of benefits is possible, they will subsequently commit to establish an exchange and build a relationship with the political party (Molm & Cook, 1995). Similarly, several other researchers further found that engagement is a strong predictor of loyalty, customer retention and word of mouth (Brodie et al., 2011; Hapsari et al., 2015). Therefore, it is very important for a political party to have frequent active dialogues and interactions with voters as it will improve the engagement process with them as well as create voters' citizenship behaviour.

This study also found that political brand engagement is a mediator between brand relationship quality and voters' citizenship behaviour. These findings are in line with previous studies that suggest that customer engagement is an essential element to enhance brand strength and loyalty (Pralhad & Ramaswamy, 2004). Moreover, Hapsari et al. (2015) also support that customer engagement mediates the relationship between behavioural perceived values and brands.

MANAGERIAL IMPLICATIONS IN THE SOUTH EAST ASIAN CONTEXT

Every political party has a different characteristic. Concerning Indonesian politics under the parliamentary democracy of the 1950s, it was found that political parties, whose constituents were split by socio-religious divisions between secularism and Islam, competed against one another for political power (Higashikata & Kawamura, 2015). Similarly, Ratnawati and Haris (2008) used a typology that represents the ideological divisions in the modern politics of Indonesia, and the results of the 1955 general election represented two streams: Islamic factions and nationalist factions. Within these categories, parties have espoused a wide variety of ideologies, policy platforms and leadership models (Bulkin, 2013), increasing the politi-

cal competition in Indonesia (Timur & Priamarizki, 2014). The greatest challenges faced by most political parties and candidates are retaining their voters (Sherman et al., 2012) and loyalty (Parker, 2012). Therefore, several researchers have proposed that an effective political campaign should apply the concept of political branding to increase competitive advantage and gain voters' support in as many segments as possible (Cwalina & Falkowski, 2015). The revealed relationship between the variables enhances our understanding of why political brand relationship quality is essential for building a better relationship with voters. This finding is valuable as a reference for mapping the relationship between political parties and voters now and in the future because political parties participating in elections have not changed much. As such, the political party should emphasise creating, developing and maintaining relationship quality, which could increase the political party's performance in the elections. Consequently, a political party should invest in relationship quality to improve voters' perceptions related to trust and satisfaction.

The current study contributes to the literature on political branding, which is evolving as a pertinent subject, by discussing competitive advantages among political parties. Moreover, this study provides strategic guidelines for any political party that plans to implement political branding to build its relationship with voters. The results of this study have provided valuable insight regarding the relative contribution of voters' citizenship behaviour, brand relationship quality and brand engagement in political marketing. It is timely for a political party to formulate a national agenda that focuses on how a political party can develop and manage its relationship with voters. Providing the relationship between voters and political parties to subsequently maintain loyal voters and reach more potential voters should become the focus of today's political parties. Therefore, this study can be used as strategic guidelines for the political party that is practising or planning to implement political branding to build its relationship with voters.

CONCLUSION AND LIMITATIONS

This paper provides empirical findings demonstrating how political brand relationship quality and brand engagement contribute to voters' citizenship behaviour in a political marketing context. The findings contribute to the political marketing and political branding field by enhancing our understanding of how voters' perception of party brand relationship quality and brand engagement enhance voters' citizenship behaviour.

The findings of this study have some important implications for practitioners in political marketing. First, the findings have revealed that political brand relationship quality significantly influences brand engagement and voters' citizenship behaviour and is one of the strongest predictor of voters' citizenship behaviour. This relationship contributes to a greater understanding of the crucial role that brand relationship quality plays in reinforcing citizenship behaviour in a political context, thus emphasising the importance of developing a long-term relationship between the political party as the brand and the voters as the consumer. Second, the results of this study enhance our knowledge regarding the value of brand engagement in developing a

stronger relationship with voters. Moreover, it is empirically supported that brand engagement not only contributes directly to voters' citizenship behaviour but also significantly mediates the relationship. Thus, political parties should manage their voters' profiles and information systematically to keep close to and engage with them.

However, the current study is not free from limitations. First, due to resource constraints, the sample size of the study was limited to 520 respondents. Second, the findings cannot be generalised extensively as the scope of the study is limited to the voters located in five districts of Jakarta: Central Jakarta, South Jakarta, North Jakarta, East Jakarta and West Jakarta. Third, a cross-sectional data collection method was applied and could create some bias. However, the respondents were approached at various places and times during the data collection process to minimise potential response bias. In addition, this study employed quota sampling, and its findings cannot be statistically representative of the total population (Saunders et al., 2009). Therefore, further research can extend the model by incorporating several other variables, such as brand experience and brand love.

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APPENDIX

Partai NasDem
 Partai Kebangkitan Bangsa (PKB)
 Partai Keadilan Sejahtera (PKS)
 Partai Demokrasi Indonesia Perjuangan (PDIP)
 Partai Golongan Karya (Golkar)
 Partai Gerakan Indonesia Raya (Gerindra)
 Partai Demokrat
 Partai Amanat Nasional (PAN)
 Partai Persatuan Pembangunan (PPP)
 Partai Hati Nurani Rakyat (Hanura)
 Partai Bulan Bintang (PBB)
 Partai Keadilan dan Persatuan Indonesia (PKPI)

Appendix 1
The list of political party

Construct and Source	Items
Relationship Quality (De Wulf et al. 2003; Homburg et al., 2009; Omar et al., 2011)	<p>Satisfaction</p> <ul style="list-style-type: none"> • As a regular voter, I have a high-quality relationship with this political party • I am happy with the efforts this political party is making towards regular voters like me • I am satisfied with the relationship I have with this political party • My experiences with this political party meet my expectations • My experiences with this political party meet my expectations <p>Trust</p> <ul style="list-style-type: none"> • This political party gives me a feeling of trust • I have trust in this political party • This political party gives me a trustworthy impression • this political party is honest • I have great confidence
Brand Engagement (Blasco-Arcas et al., 2016; Medlin and Green, 2009; Sprott et al., 2009)	<ul style="list-style-type: none"> • I feel I have special bond • I feel I have a special relationship • I have a special bond with the brand • Part of me is defined by important brands in my life. • I often feel a personal connection between the brand and me • There are link between the brands that I prefer and how I view myself
Votes Citizenship Behavior (Spector et al., 2010; Kanafa-Chmielewska, 2019).	<ul style="list-style-type: none"> • I assist other voters if they need my help • Provide information when surveyed by this political party • I teach other voters to use the vote correctly • I try to keep up date with the latest development of the political party • I help the political party beyond what I am required to do • I disseminate information about the party that I found useful to others • I give advice to other voters

Appendix 2
Research model measures