

## THE INFLUENCE OF CANDIDATE FIGURES AND PERCEPTION OF LEADERSHIP QUALITY ON ELECTABILITY IN THE REGIONAL HEAD ELECTION OF DKI JAKARTA

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### ABSTRACT

*The election of regional leaders is an important agenda in the democratic system in Indonesia, which has significant implications for the direction of policies and development in a region. This research examines the influence of candidate figures and perceptions of leadership quality on electability in the Jakarta Regional Head Election, considering the complexity of issues and high development challenges in the area. This study uses a quantitative approach by distributing questionnaires to 85 respondents who are samples of the Jakarta community eligible to vote. The measured variables include candidate figures, perceptions of leadership quality, and electability. Data analysis is conducted using Partial Least Squares - Structural Equation Modeling (PLS-SEM) through the Smart PLS software. The research findings indicate that credibility does not have a significant influence on the electability of leaders, while capability and perceptions of leadership have a positive and significant influence. Perceptions of leadership have the greatest influence on the electability of leaders compared to other factors. These findings indicate that the people of Jakarta prioritize the capabilities of potential leaders, which include educational background, professional experience, and organizational involvement. However, the most influential factor is a positive perception of leadership, including the vision, mission, competence, and integrity of potential leaders.*

### KEYWORDS

Leader Figure, Perception, Leadership



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## INTRODUCTION

The election of regional leaders is an important agenda in the democratic system in Indonesia. This election process has significant implications for the direction of policies and development in a region. Therefore, the election of regional leaders must be carried out by considering factors that can influence the public's choice of candidates (Ryu & Virindra, 2023).

One factor considered to have a significant influence on influencing public choice is the candidate figure itself (Caprara & Zimbardo, 2004). The candidate figure not only encompasses physical aspects but also backgrounds, personalities, and self-images formed in the eyes of the public. A strong and positive candidate figure can enhance attractiveness and public trust in the candidate (Halida et al., 2022).

In addition to the candidate figure, public perceptions of the leadership quality of candidates also play a crucial role in influencing electability. Perceptions of leadership quality include assessments of the candidate's vision, mission, competence, and integrity in leading the region. Candidates perceived to have good leadership quality will have a greater chance of gaining support and votes from the public (Rahmanto et al., 2021). In the Jakarta Regional Head Election, the factors of candidate figures and perceptions of leadership quality become crucial for examination. Jakarta, as the capital city, faces complex issues and high development challenges. Therefore, the people of Jakarta need leaders who not only have attractive figures but also have adequate leadership qualities to address existing problems.

Candidate figures in the context of regional leadership encompass various aspects, such as physical appearance, communication style, educational background, work experience, and personality. These aspects can shape positive or negative perceptions in the eyes of the public, ultimately influencing their assessments and choices in regional head elections. On the other hand, perceptions of the leadership quality of candidates are a crucial factor to be considered by the public. Leadership quality includes the candidate's ability to formulate clear visions and missions, competence in managing the region, and integrity and consistency in carrying out their duties. Positive perceptions of the leadership quality of candidates can increase public trust and support (Setiawan & Setyorini, 2019).

Previous research indicates that candidate figures and perceptions of leadership quality have a significant influence on electability in regional head elections (Rahmanto et al., 2021). However, this research is often conducted separately or only focuses on one factor. Therefore, this study seeks to comprehensively examine the influence of both factors on electability in the Jakarta Regional Head Election. The Jakarta Regional Head Election is an interesting case study because Jakarta is a region with complex issues and high development challenges. The people of Jakarta have high expectations and demands for their leaders, both in terms of figures and leadership quality.

Moreover, Jakarta is also a national political stage that attracts public attention. The choices of the people of Jakarta in electing regional heads can set precedents and serve as references for other regions in Indonesia. Therefore, this research is important for understanding the factors influencing electability in the Jakarta Regional Head Election.

By understanding the influence of candidate figures and perceptions of leadership quality on electability, it is hoped that insights can be provided for regional head candidates in building campaign strategies and enhancing their electability in the eyes of the public. Furthermore, this research can also serve as a source of information for the public in evaluating and selecting regional head candidates who meet their expectations and needs.

## **Literature Review**

### ***Leadership Figure***

A very important factor in determining the electability of a potential leader is their personally appealing and attractive figure in the eyes of the public (Harianto, 2023). This is related to their reputation and personality traits. There are two main aspects that society assesses in a potential leader figure, namely credibility and capability. Firstly, credibility refers to the moral or ethical dimension of an individual that is considered influential when someone occupies a position of leadership (Maskur et al., 2022). This credibility reflects integrity and personality traits that become an attraction for a potential leader. Some indicators reflecting credibility include:

1. Honesty, which is the consistency between words and actions, as well as openness in conveying information.
2. Trustworthiness, which is the trust given by the public to undertake responsibilities as a leader.
3. Accountability, which is the willingness to bear the consequences of every decision and action taken.
4. Charisma, which is the personal appeal capable of influencing and inspiring the public.

Secondly, capability refers to the abilities or competencies possessed by someone to hold a position as a leader in governance (Widiyanto & Parapat, 2021). This capability reflects the qualifications and experiences of the potential leader. Some indicators reflecting capability include:

1. Level of education, indicating the knowledge and insight possessed by the potential leader.
2. Professional background, reflecting the experience and expertise in a specific field relevant to leadership.
3. Organizational background, indicating involvement and experience in social or community organizations.

These two aspects, credibility and capability, are important factors influencing public perception of potential leader figures. The higher the credibility and capability possessed, the more attractive and appealing the potential leader figure becomes in the eyes of the public, ultimately enhancing their electability in regional elections.

### *Perception of Leadership*

Perception is a complex concept that plays a crucial role in various fields such as technology acceptance, marketing, tourism, and psychology. This perception includes factors such as perceived usefulness and ease of use in information technology (Davis, 1989), as well as dimensions of ease of use and effectiveness in alternative communication technologies. Additionally, there is a relationship between perceptions of affordability and spatial perception (Cañal - Bruland & Kamp, 2015). Perception informs individuals about opportunities to act and associated costs (Proffitt, 2006). Furthermore, perception is an integral part of risk behavior, where risk perception is inversely related to risk-taking behavior (Mills et al., 2008). Perception of leadership is an important concept in various contexts such as human resource productivity, organizational commitment, and employee creativity. Studies by (Fajar et al., 2022) indicate that employees' perception of supportive leadership can mediate the relationship between positive leadership and human resource productivity. Additionally, (Darmawan & Mardikaningsih, 2021) highlight the role of organizational support perception in strengthening organizational commitment along with the quality of work life and leadership. (Hidayat & Patras, 2020) found that teachers' perception of educational leadership can impact teacher job satisfaction.

### **Operational Definition of Variables**

**Table 1. Operational Definition of Variables**

<i>Variable</i>	<i>Definition</i>	<i>Indicator</i>	<i>Code</i>	<i>References</i>
X1: Credibility	The trust and good reputation held by potential leaders in the eyes of the public based on honesty, responsibility, and charisma.	1. Reputation for honesty	X1.1	(Walker & Grey, 2010)
		2. Reliability	X1.2	(Walker & Grey, 2010)
		3. Responsibility	X1.3	(Walker & Grey, 2010)
		4. Attractive charisma	X1.4	(Walker & Grey, 2010)

X2: Capability	The abilities and qualifications possessed by potential leaders to govern a region, including educational background, professional experience, and organizational involvement.	1. Educational background	X2.1	(Mumford et al., 2007)
		2. Professional experience	X2.2	(Mumford et al., 2000)
		3. Organizational involvement	X2.3	(Mumford et al., 2000)
X3: Perception of Leadership	Society's views and evaluations of the leadership qualities of potential leaders, including understanding of local issues, vision and mission, decision-making abilities, integrity, and honesty.	1. Understanding of local issues	X3.1	(Bradley et al., 2008)
		2. Clear vision and mission	X3.2	(Bradley,2008)
		3. Decision-making abilities	X3.3	(Bradley,2008)
		4. Integrity and honesty	X3.4	(Bradley,2008)
Y1: Leader Electability	The level of support and trust from the public towards potential leaders to be elected and lead the region effectively, based on perceptions of capability, popularity, public support, and campaign activity.	1. Perception of leadership capability	Y1.1	(Bartels, 2002)(Krupnikov et al., 2006)
		2. Popularity in social media	Y1.2	(Bartels, 2002)

		3. Public support	Y1.3	(Bartels, 2002)
		4. Campaign activity	Y1.4	(Bartels, 2002)

### RESEARCH METHOD

This study utilizes a quantitative approach to analyze the influence of potential figures and perceptions of leadership quality on electability in the Jakarta Capital Region Head Election. The quantitative approach was chosen because it allows for measurement and statistical analysis of data, providing objective and generalizable results (Sugiyono, 2019). Data in this study were collected through questionnaires distributed to a sample of Jakarta Capital Region residents eligible to vote in the Regional Head Election. The questionnaire was designed to measure the research variables, including potential figures, perceptions of leadership quality, and electability, using a Likert scale. The population in this study is all Jakarta Capital Region residents eligible to vote in the Regional Head Election. The sampling technique used is probability sampling, specifically simple random sampling, to ensure that each population member has an equal chance of being selected as a sample. The research instrument used is a questionnaire that has been tested for validity and reliability. The questionnaire consists of several parts, including respondent profiles, questions related to potential figures, questions related to perceptions of leadership quality, and questions related to electability. Based on the Hair formula that the sample size in SEM is 5-10 times the number of indicators (Hair, 2009). In this study, there are a total of 15 indicators, so the researcher takes a minimum sample of 5x15, which is 80, and the total sample in this study is 85 respondents. In this study, the data analysis tool used is Smart PLS (Partial Least Squares). Smart PLS is software used to perform Structural Equation Modeling (SEM) analysis using the Partial Least Squares (PLS) approach (Wingdes, 2019). Smart PLS was chosen because it has several advantages, including:

1. It can analyze complex structural models with many latent variables and indicators.
2. It does not require the assumption of data normality, making it suitable for non-normally distributed data.
3. It can analyze models with relatively small sample sizes.
4. It can analyze the relationship between latent variables and indicators simultaneously. I

In this study, Smart PLS is used to test the structural model that describes the relationship between potential figure variables, perceptions of leadership quality, and electability. Analysis with Smart PLS includes the evaluation of the measurement model (outer model) and the evaluation of the structural model (inner model) to test research hypotheses (Hair, 2009).

## RESULT AND DISCUSSION

### Discussion

#### *Respondent Demographics*

**Table 2. Respondent Demographics**

<b>Respondent Characteristic</b>	<b>Nu- meric</b>	<b>Percent- age</b>
<b><i>Residence</i></b>		
<b>South Jakarta</b>	47	55,3%
<b>East Jakarta</b>	12	14,1%
<b>West Jakarta</b>	10	11,8%
<b>North Jakarta</b>	9	10,6%
<b>Central Jakarta</b>	7	8,2%
<b><i>Gender</i></b>		
<b>Male</b>	59	69,4%
<b>Female</b>	26	30,6%
<b><i>Highest Education Attainment</i></b>		
<b>Bachelor's Degree (S1)</b>	46	54,1%
<b>Elementary / Junior High / High School / Equivalent</b>	23	27,1%
<b>Master's Degree (S2)</b>	10	11,8%
<b>Doctoral Degree (S3)</b>	6	7,1%
<b><i>Religion</i></b>		
<b>Islam</b>	63	74,1%
<b>Christianity</b>	12	14,1%
<b>Catholicism</b>	7	8,2%
<b>Hinduism</b>	2	2,4%
<b>Buddhism</b>	1	1,2%

**Source 1. Statistical Data Processing, 2024**

Based on the demographics, Respondent Residence: The majority of respondents reside in South Jakarta, accounting for 55.3% or 47 individuals. This is followed by respondents residing in East Jakarta (14.1%), West Jakarta (11.8%), North Jakarta (10.6%), and Central Jakarta (8.2%). This indicates that the study has a fairly good coverage of respondents across all areas of DKI Jakarta.

Respondent Gender: Male respondents dominate with a percentage of 69.4% or 59 individuals, while female respondents account for 30.6% or 26 individuals. Although there is a significant difference in the number of male and female respondents, this data still provides a fairly representative picture of society's perception of potential leaders.

Respondent Highest Education Attainment: Most respondents have a bachelor's degree (54.1% or 46 individuals), followed by Elementary / Junior High / High School / Equivalent (27.1% or 23 individuals), Master's Degree (11.8% or 10 individuals), and Doctoral Degree (7.1% or 6 individuals). This indicates that

the study includes respondents with diverse educational backgrounds, ranging from elementary education to postgraduate level.

Respondent Religion: The majority of respondents are Muslim (74.1% or 63 individuals), followed by respondents who are Christians (14.1% or 12 individuals), Catholics (8.2% or 7 individuals), Hindus (2.4% or 2 individuals), and Buddhists (1.2% or 1 individual). This indicates that the study includes respondents with diverse religious backgrounds, although dominated by Muslim respondents.

### Requirement Testing

Measurement Model Analysis (Outer Model)

#### *Convergent Validity*

Convergent validity is used to measure the extent of correlation between constructs with latent variables.

**Table 3. Outer Model Test**

<b>Indicator</b>	<b>Code</b>	<b>Loadings</b>	<b>Alpha</b>	<b>CR</b>	<b>AVE</b>
<b>Credibility</b>			0.895	0.927	0.76
The candidate you support has a good reputation for honesty.	X1.1	0.876			
The candidate you support can be trusted in carrying out entrusted tasks.	X1.2	0.865			
The candidate you support is responsible in every action	X1.3	0.88			
The candidate has an attractive charisma.	X1.4	0.865			
<b>Capability</b>			0.824	0.895	0.74
The candidate has adequate educational background.	X2.1	0.882			
The candidate has relevant professional experience for leadership.	X2.2	0.839			
The candidate has organizational involvement supporting his leadership.	X2.3	0.859			
<b>Perception of Leadership</b>			0.866	0.909	0.714
The candidate has a good understanding of the issues and challenges facing the region.	X3.1	0.869			
The candidate has a clear vision and mission to advance the region.	X3.2	0.819			
The candidate is able to make the right decisions for the community's interests.	X3.3	0.834			

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The candidate has high integrity and honesty.	X3.4	0.857			
Leader Electability			0.9	0.93	0.769
I believe the candidate I choose has the ability to lead the region well.	Y1.1	0.88			
I believe this candidate has a high level of popularity on social media.	Y1.2	0.875			
I am confident this candidate will receive a lot of support from the community.	Y1.3	0.876			
I assess this candidate has an active presence in political campaigns.	Y1.4	0.877			

**Source 2. Statistical Data Processing, 2024**

### Standardized Loading Factors

Standardized Loading Factors (SLF) or standardized factor loadings are coefficients that indicate the correlation between indicators (observed variables) and their latent constructs or variables. SLF values range from 0 to 1. The larger the SLF value, the greater the contribution of that indicator in explaining its latent construct. Generally, SLF values above 0.7 are considered good, while values below 0.5 are considered poor and should be removed from the model (Hair, 2009).

### Cronbach's Alpha

Cronbach's Alpha is a measure of internal reliability used to evaluate the internal consistency among indicators within a construct. Cronbach's Alpha values range from 0 to 1. The higher the Cronbach's Alpha value, the better the internal reliability of that construct. Generally, Cronbach's Alpha values above 0.7 are considered good, while values below 0.6 are considered poor (Hair, 2009).

### Composite Reliability (CR)

Composite Reliability (CR) is a measure of construct reliability similar to Cronbach's Alpha, but CR is considered better because it takes into account standardized factor loadings and measurement errors. CR values range from 0 to 1. Generally, CR values above 0.7 are considered good, while values below 0.6 are considered poor (Shmueli et al., 2019).

### Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is a measure of convergent validity that indicates how much variance in indicators is explained by their latent constructs. AVE is calculated by summing the squares of all standardized factor loadings and dividing by the sum of that plus the error variance. AVE values range from 0 to 1. Generally, AVE values above 0.5 are considered good, while values below 0.5 are considered poor (Hair Jr et al., 2021).

Based on the data in table 2, it can be concluded that the data are good and meet the validity and reliability criteria required for the measurement model.

**Table 1. Cross Loading**

	<b>Electability Leader</b>	<b>Capabilities</b>	<b>Credibility</b>	<b>Persepsi Leadership</b>
<b>CAP1</b>	0.781	0.882	0.707	0.774
<b>CAP2</b>	0.767	0.839	0.756	0.74
<b>CAP3</b>	0.756	0.859	0.69	0.736
<b>CRED1</b>	0.717	0.708	0.876	0.684
<b>CRED2</b>	0.755	0.729	0.865	0.738
<b>CRED3</b>	0.753	0.72	0.88	0.727
<b>CRED4</b>	0.714	0.754	0.865	0.753
<b>ELEC1</b>	0.88	0.735	0.704	0.789
<b>ELEC2</b>	0.875	0.793	0.736	0.756
<b>ELEC3</b>	0.876	0.776	0.756	0.815
<b>ELEC4</b>	0.877	0.826	0.762	0.819
<b>PER1</b>	0.773	0.734	0.699	0.869
<b>PER2</b>	0.725	0.715	0.72	0.819
<b>PER3</b>	0.771	0.766	0.693	0.834
<b>PER4</b>	0.792	0.732	0.704	0.857

Based on the given cross loading table, the following analysis can be carried out:

1. The validity of a discriminant indicates the extent to which a construct is completely different from another. To evaluate discriminant validity, each indicator must have a greater loading on its own construct than loading on other constructs.

From the cross loading table, it can be seen that all indicators have a larger loading on their own construct compared to loading on other constructs. For example, the ELEC1 indicator has the largest loading (0.88) on the Leader Electability construct compared to loading on other constructs. This indicates that the validity of the discrimination is met.

2. Convergent validity indicates the degree to which an indicator actually measures the same construct. To evaluate convergent validity, each indicator must have a loading above 0.7 on its own construct.

From the cross loading table, it can be seen that all indicators have a loading above 0.7 on their own construct. For example, the CRED1 indicator has a loading of 0.876 on the Credibility construct. This indicates that convergent validity is met.

3. Construct reliability indicates the extent to which the indicators in a construct are consistent in measuring that construct. Construct reliability can be seen from the values of Cronbach's Alpha and Composite Reliability (CR) that have been given before.

From the previous data, it can be seen that all constructs have Cronbach's Alpha and CR values above 0.7, which indicates that the construct reliability is met.

Overall, based on cross loading analysis and other data provided, it can be concluded that the data meet the criteria of discriminant validity, convergent

validity, and construct reliability required in the measurement model. This indicates that the data is valid and reliable for use in further analysis.

**Structural Model Analysis (Inner Model)**

***R-Square***

In regression analysis, the R-Square test is used to measure how well your regression model explains the variance in the dependent variable (Y). The dependent variable is the variable you are trying to predict, while the independent variables (X) are the variables believed to influence the dependent variable.

**Table 2. R Square**

	<b>R Square</b>	<b>R Square Adjusted</b>
<b>Leader Electability</b>	0.873	0.868

*Source 3. Research Data Processing, 2024*

The R-Square value of 0.873 or 87.3% indicates that the variation in the Leader Electability construct can be explained by the predictor variables (such as Credibility, Capability, and Leadership Perception) to the extent of 87.3%. In other words, 87.3% of the variation in Leader Electability can be explained by the model, while the remaining 12.7% is explained by factors outside the model.

The Adjusted R-Square value of 0.868 or 86.8% indicates that, considering the number of predictor variables and sample size, 86.8% of the variation in Leader Electability can be explained by the model, while the remaining 13.2% is explained by factors outside the model.

***Path Coefficient***

	<b>Leader Electability</b>	<b>Capabilities</b>	<b>Credibility</b>	<b>Leadership Perception</b>
<b>Leader Electability</b>				
<b>Capabilities</b>	0.353			
<b>Credibility</b>	0.165			
<b>Leadership Perception</b>	0.461			

**Source 4. Research Data Analysis, 2024**

From the data, it can be concluded that Leadership Perception has the greatest influence on Leader Electability (0.461), followed by Capability (0.353), and lastly Credibility (0.165). This indicates that in the context of this study, Leadership Perception is the most important factor in influencing Leader Electability, followed by Capability and Credibility.

*T-Statistics*

*Table 3. T-Statistics*

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>Credibility -&gt; Leader Electability</b>	0.165	0.195	0.105	1.574	0.116
<b>Capabilities -&gt; Leader Electability</b>	0.353	0.357	0.103	3.415	0.001
<b>Leadership Perception -&gt; Leader Electability</b>	0.461	0.427	0.113	4.093	0

**Source 5. Research Data Analysis, 2024**

The influence of Credibility on Leader Electability has an Original Sample (O) value of 0.165 and a T Statistics value of 1.574. This T Statistics value is smaller than the critical value of 1.96 at a 5% significance level, indicating that the influence of Credibility on Leader Electability is not statistically significant. This is also supported by the P Values value of 0.116, which is greater than 0.05, thus rejecting the hypothesis of the influence of Credibility on Leader Electability.

Meanwhile, the influence of Capability on Leader Electability has an Original Sample (O) value of 0.353 and a T Statistics value of 3.415. This T Statistics value is larger than the critical value of 1.96 at a 5% significance level, indicating that the influence of Capability on Leader Electability is statistically significant. This is also supported by the P Values value of 0.001, which is smaller than 0.05, thus accepting the hypothesis of the influence of Capability on Leader Electability.

Furthermore, the influence of Leadership Perception on Leader Electability has an Original Sample (O) value of 0.461 and a T Statistics value of 4.093. This T Statistics value is larger than the critical value of 1.96 at a 5% significance level, indicating that the influence of Leadership Perception on Leader Electability is statistically significant. This is also supported by the P Values value of 0.000, which is smaller than 0.05, thus accepting the hypothesis of the influence of Leadership Perception on Leader Electability.

Based on this data analysis, it can be concluded that Capability and Leadership Perception have significant influences on Leader Electability, while Credibility does not have a significant influence. Leadership Perception has the greatest influence on Leader Electability with an Original Sample (O) value of 0.461, followed by Capability with an Original Sample (O) value of 0.353. These findings indicate that in the context of this study, the public's perception of leadership quality and a candidate's capability play crucial roles in determining their electability in local elections.

***Model Fit***

Goodness of fit in statistical modeling. Essentially, it evaluates how well a model fits the data it seeks to represent.

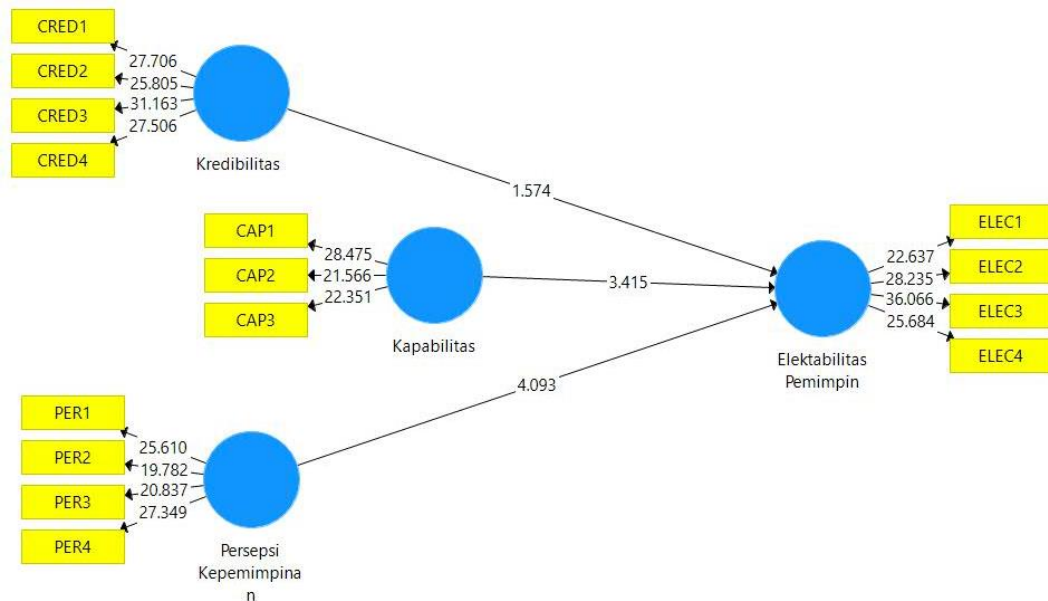


Figure 1. Research Framework

Table 4. Model FIT

	Saturated Model	Estimated Model
<b>SRMR</b>	0.056	0.056
<b>d_ ULS</b>	0.375	0.375
<b>d_ G</b>	0.436	0.436
<b>Chi-Square</b>	202.505	202.505
<b>NFI</b>	0.827	0.827

The model fit evaluation results in Partial Least Squares - Structural Equation Modeling (PLS-SEM) indicate that the tested model has a fairly good fit. The Standardized Root Mean Square Residual (SRMR) values for the saturated model and the estimated model are both 0.056, which is below the threshold of 0.08 and indicates a good model fit. Meanwhile, the Normed Fit Index (NFI) value of 0.827 indicates a fairly good model fit as it approaches 1. Although other values such as Unweighted Least Squares Discrepancy (d\_ ULS), Geodesic Discrepancy (d\_ G), and Chi-Square are also reported, SRMR and NFI are the preferred model fit measures in PLS-SEM analysis. Overall, these data indicate that the tested model has a fairly good fit.

Table 5. Hypothesis Test Results

	Original Sample (O)	P Values	Hasil
<b>Credibility -&gt; Leader Electability</b>	0.165	0.116	Hipotesis rejected
<b>Capabilities -&gt; Leader Electability</b>	0.353	0.001	Hypothesis accepted

<b>Leadership Perception -&gt; Leader Electability</b>	0.461	0	Hypothesis accepted
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Based on the presented data, this study proposes several hypotheses testing the influence of independent variables (Credibility, Capability, and Leadership Perception) on the dependent variable (Leader Electability). Hypothesis testing is conducted by analyzing the T Statistics and P Values of each influence path. The research hypotheses are as follows:

1. H1: Credibility has a positive and significant influence on Leader Electability.
2. H2: Capability has a positive and significant influence on Leader Electability.
3. H3: Leadership Perception has a positive and significant influence on Leader Electability.

Hypothesis 1 (H1): Credibility does not have a significant influence on Leader Electability. The analysis results show that the T Statistics value for the influence of Credibility on Leader Electability is 1.574, which is smaller than the critical value of 1.96 at a 5% significance level. Additionally, the P Values value of 0.116 is greater than 0.05. Therefore, hypothesis H1 is rejected, meaning that Credibility does not have a significant influence on Leader Electability.

Hypothesis 2 (H2): Capability has a positive and significant influence on Leader Electability. The analysis results show that the T Statistics value for the influence of Capability on Leader Electability is 3.415, which is larger than the critical value of 1.96 at a 5% significance level. Additionally, the P Values value of 0.001 is smaller than 0.05. Therefore, hypothesis H2 is accepted, meaning that Capability has a positive and significant influence on Leader Electability.

Hypothesis 3 (H3): Leadership Perception has a positive and significant influence on Leader Electability. The analysis results show that the T Statistics value for the influence of Leadership Perception on Leader Electability is 4.093, which is larger than the critical value of 1.96 at a 5% significance level. Additionally, the P Values value of 0.000 is smaller than 0.05. Therefore, hypothesis H3 is accepted, meaning that Leadership Perception has a positive and significant influence on Leader Electability.

This study proposed three hypotheses testing the influence of Credibility, Capability, and Leadership Perception on Leader Electability. Based on the data analysis, it was found that Credibility does not have a significant influence on Leader Electability, with a T Statistics value of 1.574 and a P Values value of 0.116. Therefore, the first hypothesis (H1) is rejected. Meanwhile, Capability was found to have a positive and significant influence on Leader Electability, with a T Statistics value of 3.415 and a P Values value of 0.001. Thus, the second hypothesis (H2) is accepted. Furthermore, Leadership Perception also has a positive and significant influence on Leader Electability, with a T Statistics value of 4.093 and a P Values value of 0.000, so the third hypothesis (H3) is accepted. These findings indicate that in the context of this study, Capability and Leadership Perception are important factors influencing Leader Electability, while Credibility does not have a significant influence. This result can provide valuable insights for potential leaders and

campaign teams in focusing their strategies on enhancing capability and fostering positive leadership perceptions among the public. A study supporting the hypothesis that credibility does not have a significant influence on leader electability, as well as providing insights for potential leaders and campaign teams, is a study conducted by (Mas'ulah, 2021). Although this study is not directly related to leader electability, the finding that teacher credibility does not positively influence student learning outcomes can provide a perspective that credibility is not always a determining factor in influencing a phenomenon. This can serve as a basis for considering that credibility may also not significantly affect leader electability, thus strategies focused more on enhancing capability and fostering positive leadership perceptions may be more effective in garnering public support for a leader.

### **The Influence of Credibility on Leader Electability**

The research findings indicate that credibility does not have a significant influence on leader electability in the Jakarta Regional Head Elections. This is quite surprising, considering that credibility is often regarded as a crucial factor in building public trust in candidates. As demonstrated in the study by Prakoso et al. (2020), although this research is not directly related to political leaders, the finding that a lecturer's ability to answer questions determines students' perception of their credibility provides a perspective that credibility plays an important role in building trust. This can be applied in the context of political leaders, where credibility can also be a key factor in gaining public trust (Prakoso et al., 2020).

Several possible explanations for this finding are:

- a. Jakarta residents may prioritize other factors such as capability and leadership perception over credibility alone. This may be due to the complexity of issues in Jakarta requiring leaders with strong capabilities and vision.
- b. Credibility perceptions may have been established beforehand for certain candidates, so at the time of the study, this factor is no longer the main determinant of electability.
- c. The definition and measurement of credibility in this study may need to be adjusted to the context of regional head elections in Jakarta.

### **The Influence of Capability on Leader Electability**

The research findings indicate that capability has a positive and significant influence on leader electability. This aligns with public expectations for leaders with educational backgrounds, professional experience, and relevant organizational backgrounds for leadership. These findings indicate that Jakarta residents view capability as an important factor in determining the electability of prospective leaders. They want leaders who have the ability and qualifications to manage the region effectively. This is consistent with the research conducted by Wibowo et al. (2022). Although this study is not directly related to leader electability, the finding that leadership style has a positive and significant influence on employee performance can provide a perspective that leader capability can also have a positive influence on electability (Wibowo et al., 2022). This suggests that the ability and

qualifications of leaders in directing team members can affect performance, and this can be translated into the context of leader electability in the eyes of the public.

### **The Influence of Leadership Perception on Leader Electability**

The research findings indicate that leadership perception has the greatest influence on leader electability compared to other factors. This indicates that Jakarta residents pay close attention to the vision, mission, competence, and integrity of prospective leaders in determining their choices. Positive leadership perception can make the public believe that the prospective leader understands the issues facing the region, has a clear plan to advance the region, and possesses integrity and honesty in leadership. An article supporting the statement that leadership perception has the greatest influence on leader electability compared to other factors is a study conducted by Sambung (2020), which shows the influence of visionary leadership style on employee creativity. Although this study is not directly related to leader electability, the finding suggests that leadership perception plays a crucial role in influencing individual performance and responses. This can be applied in the context of leader electability, where a strong and visionary leadership perception can influence public support for a leader (Sambung, 2020).

## **CONCLUSION**

This research reveals the factors influencing the electability of leaders in the Jakarta Regional Head Elections. The main findings indicate that credibility does not have a significant influence, while capability and leadership perception have a positive and significant impact on leader electability. Jakarta residents tend to prioritize capability, which includes educational background, professional experience, and the candidate's organizational involvement. However, the most influential factor is a positive leadership perception, encompassing the vision, mission, competence, and integrity of the prospective leader. The results of this research imply the need for candidates and their campaign teams to formulate strategies to enhance capability and build positive leadership perception among the public through promoting backgrounds, conveying visions and missions, as well as demonstrating competence and integrity in interactions with the community. In conclusion, capability and leadership perception are key factors in building the electability of prospective leaders in the Jakarta Regional Head Elections.

The findings of this research have practical implications for candidates and their campaign teams in crafting effective campaign strategies. Based on the research results, they need to focus efforts on improving capability and building a positive leadership perception among the public.

Campaign strategies may include: a. Promoting the educational background, professional experience, and organizational involvement of the candidate to enhance their perceived capability. b. Communicating clear and realistic visions, missions, and work programs to build a positive leadership perception. c. Demonstrating the competence and integrity of the candidate through open debates, public discussions, and direct interactions with the community. d. Leveraging social media and digital campaigns to effectively promote the capability and leadership vision of the candidate.



By understanding the factors influencing the electability of leaders in the context of Jakarta, candidates can devise more targeted and effective campaign strategies to win the hearts of the public.

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