

## **ABSTRACT**

*The application of political marketing mix based on the needs of voters has nowadays become common and widely accepted. Understanding such application has become the center of attention in building long term relationships between candidates and voters not only to win the election but also to improve delivery of the political offerings to society. Therefore, research needs to be conducted to identify those issues in a political context.*

*The purpose of this study is to scrutinize the effect of the political marketing mix on the voters' selection decision. The concept of political marketing mix in this study includes product, promotion, price and place. Both primary and secondary data were obtained. Secondary data were obtained from various sources such as journal, and books. Primary data were obtained by using questionnaire. Target respondents were students of Strata 1 University of Lampung who voted for the 2010 Mayor election at Bandarlampung. Using stratified random sampling with proportional distribution and accidental sampling techniques, a total of 100 responses were obtained. Data were examined using both descriptive and statistical analysis such as classical assumption test, multicollinearity, heteroscedasticity, normality, F test, t test, linear regression analysis, validity and reliability test and AHP method.*

*The finding reveals the key issues for research. Using multiple regression analysis, it was found variables: products, promotions, prices and places have a significant impact on voters both partially and simultaneously. Using AHP tool, results show places to be high priorities with direct mail as part of places being high priority too for students of Strata 1 University of Lampung who voted for the 2010 Mayor election at Bandarlampung. Researchers suggest to prospective Bandarlampung mayor's attention with variable products in the hearts of students because the product becomes the last priority for students' decision. There is also a need for more research on all students in Bandarlampung. However, this research supports the use of political marketing mix explanations in relation to voters, product media, price and place in the political election.*