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## Voting Behavior Patterns of Gen Z in the 2024 Indonesian Presidential Election in DKI Jakarta

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**Abstract:** This study aims to analyze the voting behavior patterns of Generation Z (Gen Z) in the 2024 Indonesian Presidential Election in DKI Jakarta, focusing on the influence of social, psychosocial, and rational choice variables on voting behavior. This study uses a quantitative survey method with questionnaires distributed to Gen Z respondents in DKI Jakarta. Data were analyzed using Structural Equation Modeling (SEM) to examine the relationships between social, psychosocial, and rational choice variables with voting behavior. This research is a continuation of previous studies discussing the voting behavior patterns of first-time voters analyzed using voting behavior theory with social, psychological, and rational choice approaches. However, to support the novelty of the analysis, this research focuses on the behavior patterns of Gen Z in the 2024 presidential election. The findings reveal that in the digital era, social media plays a crucial role in shaping Gen Z's political preferences, while psychosocial factors, such as candidates' historical backgrounds and emerging issues, have a significant direct influence on Gen Z's voting behavior. These findings provide essential insights for policymakers and political practitioners in designing effective communication strategies for Gen Z and enrich the academic literature on young voters' behavior in the digital era.

**Keyword:** President Election 2024, Generation Z, Voting Behavior, Social Variables, Psychosocial, Rational Choice.

### INTRODUCTION

General elections in Indonesia are an electoral democratic process designed to select representatives and leaders for Indonesian government, beginning in 1955 and lasting more than 60 years since. Over this time period they have undergone changes regarding systems, implementation and regulations; nonetheless they continue to serve an essential purpose: maintaining democracy as stipulated in Indonesia's 1945 Constitution as well as other pertinent laws and regulations (Suryadinata, 2002).

The first election in Indonesia took place in 1955, where people elected members of the House of Representatives (DPR) and the Constituent Assembly (Konstituante). This election is considered an important milestone in the history of democracy in Indonesia as it

was successfully conducted with high political participation and relatively smoothly despite the turbulent political conditions post-independence (Feith, 2007). However, this parliamentary democracy did not last long. In 1959, President Soekarno issued a Presidential Decree dissolving the Constituent Assembly and returning to the 1945 Constitution, which paved the way for the era of Guided Democracy. During this period, elections were not held until 1971 after the New Order took power (Ricklefs, 1993). The New Order era under the leadership of President Soeharto introduced a different electoral system. Elections were held every five years with highly restricted political parties. Only three parties were allowed to contest the elections: Golkar, the United Development Party (PPP) and the Indonesian Democratic Party (PDI). Elections during this period were criticized for being undemocratic and tended to be orchestrated to ensure Golkar's victory (Kingsbury, 2005).

After the fall of Soeharto in 1998, Indonesia entered the reform era which brought significant changes in the political and electoral systems. The 1999 elections were the first free and fair elections since 1955, with multiple political parties and high levels of participation. It produced a more representative and diverse DPR (Hadiwinata, 2003). Reform also brought changes in the electoral system, including the introduction of an open proportional system that allowed voters to directly elect legislative candidates. In addition, presidential elections that were previously elected by the People's Consultative Assembly (MPR) were now held directly by the people starting in 2004, giving stronger legitimacy to the elected president (Bünthe & Ufen, 2009).

Talking about the 2024 elections in Indonesia, the 2024 elections present some unique differences and challenges compared to previous elections. Important aspects to focus on are the electoral system, political participation, technology in elections, and logistical challenges. Elections in Indonesia use an open-list proportional system to elect legislators. This system allows voters to choose political parties or individual candidates, giving them more freedom in determining their representatives. This system has been used since the 2009 election and will be retained in the 2024 election with some improvements to increase transparency and accountability.

Political participation in elections in Indonesia tends to be high (Damayanti & Fauzi, 2022). The voter turnout rate in the 2019 election reached 81%, one of the highest in Indonesia's electoral history (Wedhaswary, 2019). The 2024 elections are expected to maintain or even increase this participation despite challenges such as disinformation and political apathy among young voters (Aspinall & Mietzner, 2019). Factors such as more inclusive campaigns and better voter education are expected to help increase voter turnout. In addition, the strengthening role of social media and digital technology also plays an important role in encouraging the engagement of young voters, which is an important segment in the 2024 election (Wartoyo & Ginting, 2024).

The 2024 election was held on February 14 and involved the election of the president, vice president, as well as legislative members at various levels of government. Prabowo Subianto and his running mate, Gibran Rakabuming Raka, came out on top with a majority of the votes in the presidential election, defeating their rivals, Anies Baswedan and Ganjar Pranowo (Al Jazeera, 2024). In the legislative elections, the Indonesian Democratic Party of Struggle (PDI-P) remained the largest party in the House of Representatives (DPR), despite a decrease in the number of seats, while the Golkar Party experienced a significant increase in the number of seats (Siahaan, 2024).

The 2024 elections in Indonesia showcased the improvements and challenges faced in the implementation of democracy in the country. A more transparent electoral system, high political participation, the use of more sophisticated technology, and better logistics management are key to the success of the 2024 elections (Fatmarina et al., 2019). However, challenges such as disinformation and political apathy remain to be overcome to ensure a healthy and sustainable democracy. The 2024 general election in Indonesia has been a topic

of much interest among politicians, political observers and the general public. As the culmination of the democratic process, this election is considered a crucial moment in determining the country's political direction for the coming period. Various important issues, ranging from the economy, education, to the environment, are the focus of debates between candidates and political parties.

However, the 2024 presidential election is also characterized by complex challenges, including internal political dynamics, controversial issues, and rapid technological transformation (Tana & Nita, 2024). In this context, an in-depth analysis of the various aspects of the 2024 presidential election is important to understand the political changes taking place in Indonesia. According to Budi Setiyono, a political expert from the University of Indonesia, the 2024 presidential election is predicted to be one that is full of political dynamics, such as economic uncertainty and political polarization. This was confirmed by Arya Budi, a political expert from Gadjah Mada University. Arya Budi stated that although the 2024 presidential election went smoothly and conducive, political incidents such as the controversial decision of the Constitutional Court and violations of the code of ethics by KPU commissioners showed excessive government interference (Salma, 2024).

In relation to the influence of technology, Andi Rahmat, a social media expert, said that the 2024 presidential election will be a test of the ability of politicians and political parties to utilize social media effectively. He highlighted that skills in building connections with voters through digital platforms will be key in achieving success in the election. Predictions related to the influence of social media on voter behavior in the 2024 elections are evidenced by how social media has a great influence, especially in communicating political messages to the public, especially Gen Z. However, it should be noted that social media is not a neutral platform, but also a political and social space that provides a broad democratic space for the community (Sunarso et al., 2022). Gilardi (2016) explains that digital developments not only influence public opinion, but also become a political platform or tool that becomes a reference in making political communication strategies to political mobilization.

One of the provinces in Indonesia that has a great influence in the 2024 presidential election is DKI Jakarta Province, this is influenced by DKI Jakarta, which until the implementation of the 2024 presidential election is still the State Capital and is also considered a miniature of the Republic of Indonesia and also a form of miniature Indonesian diversity (Nurhaliza, 2023). In addition to being the capital of the country, DKI Jakarta, which is the province of the economic center of Indonesia, certainly attracts many people from all over Indonesia to work and live in DKI Jakarta (Bisnis.com, 2013), so that DKI Jakarta is not only inhabited by local DKI Jakarta people, but also filled with migrants every year.

Although in accordance with the decision stipulated in Law Number 3 of 2022 concerning the State Capital on February 15, 2022 related to the transfer of the capital of the Republic of Indonesia to the State Capital of the Archipelago in Kalimantan, DKI Jakarta is believed to still be a benchmark for Indonesia's national political and economic development, this is influenced by DKI Jakarta is the home of the headquarters of all political parties, In addition, national political and economic figures and elites are still based in Jakarta, even the mass media and other important institutions are still centered in DKI Jakarta, so that even though it no longer has the status of the national capital, DKI Jakarta still has an important influence in Indonesia's national political scene for a long time (Rahayu, 2024). Based on data from the DKI Jakarta KPU, 51% of the total voters in DKI Jakarta come from the Gen Z group and also millennials with details of 18.5% of the Gen Z group, and 31.5% of the millennial group (Liputan 6.com, 2023).

Gen Z is a group of people born in 1997 to 2012, in 2024 generation Z is in the age range of 12-27 years. As a generation born along with the development of the internet and the

rapid advancement of technology, Gen Z has a considerable influence on the development of popular culture, social life, and politics (Simamora et al., 2024). In utilizing technology, Gen Z has a tendency to utilize various digital and internet platforms such as social media and other mobile devices to find information, establish communication, and also find entertainment, Twenge (2019) explains that the use of technology and digital platforms in everyday life has an impact on Gen Z's behavior patterns and attitudes (Kurniawan et al., 2023).

In general, Gen Z has a different behavior pattern from previous generations, although it has similarities with the Millennial generation born in 1980 to 1997 in adopting technology, but Gen Z can take full advantage of the functions of digital platforms, besides that Gen Z also has a high concern for social justice, environmental issues, and also supports inclusiveness (Wandhe et al., 2024). In looking at a leader, Gen Z has confidence in a leader who has a high sense of responsibility, has a dominant attitude, is very initiative, and is also confident, so that these characteristics of the leader influence Gen Z's choice decision in choosing a leader (Yavuz Aksakal & Ulucan, 2024). Currently, Gen Z is one of the majority age groups of voters in Indonesia, according to data from the KPU in 2023, nationally the majority of voters in the 2024 Indonesian presidential election are from the Gen Z group with a percentage reaching 22.85% and millennials with a percentage reaching 33.60%. This figure shows that Gen Z as the second largest majority of voters has a great influence in the 2024 presidential election.

In addition, Gen Z is also an age group that is very calculated in electoral contestation in Indonesia and internationally in a fairly long period of time in the future (Simamora et al., 2024), this is influenced by the fact that even though the total number of Gen Z voters with an age range above 17 years is still smaller than the total voters from the Millennial generation in the 2024 election, according to the 2020 population census data from BPS, it is stated that the total population of Gen Z in Indonesia has reached 27.94%, higher than the millennial generation which only reached 27.87%. As a population with the majority of total voters in Indonesia, Gen Z has the potential to be one of the winners who influence the outcome of elections and state politics in the future (Kurniawan et al., 2023).

Apart from being the group with the majority of voters nationally, Gen Z, which is a group of novice voters, is considered the most potential group to be the target of election candidates' campaigns. The closeness of novice voters from the Gen Z group to social media is the key that influences how the strategies and approaches taken by presidential and vice presidential candidates to attract the votes of novice voters by utilizing social media (Kurniawan et al., 2023). This is evidenced by the presence of various election campaigns that focus on targeting Gen Z groups as campaign targets on social media by all presidential and vice presidential candidates competing in the 2024 presidential election.

For example, candidate 01 Anies - Muhaimin, who utilizes the live streaming feature on the Tiktok platform as a space for their interaction with potential young voters. In addition, there is candidate 02 Prabowo-Gibran, explained in Jurnalison (2018) that Prabowo, who was previously often known in the mass media as a rigid figure with a militant and serious image due to his background as a retired TNI General (Ginasari et al., 2024), changed his approach in the 2024 campaign allegedly because their main target was Gen Z, so candidate 02 adopted a more 'giggly' image by utilizing artificial intelligence (AI) according to the interests of their target audience (BBC News Indonesia, 2023). And social media campaigning efforts were also made by candidate 3 Ganjar-Mahfud, who always appeared in a typical youth fashion style as a form of youth representation in their campaign movement. These three examples show how important Gen Z is as one of the campaign targets of the presidential and vice presidential candidates in the 2024 presidential election contestation.

Certainly, Gen Z is not only a consumer of campaign content on social media. As one of the age groups interested in social, environmental, and equality issues, Gen Z also plays a



significant role in shaping the discourse during political campaigns (Yavuz Aksakal & Ulucan, 2024). The topics and issues that interest Gen Z have an impact on the discussions, vision, and mission of presidential and vice presidential candidates in the 2024 elections. Given the substantial influence of Gen Z on the total voting population, the role of social media in shaping Gen Z's political behavior, and the presence of first-time Gen Z voters, it is clear that Gen Z is a key player in shaping the future of Indonesian politics. Therefore, further research on Gen Z as the largest voting population in Indonesia's future presidential elections is necessary to provide political insights for communication strategies and political campaigns by candidates in the 2029 and 2034 Indonesian presidential elections.

The research related to Gen Z voter behavior patterns is a continuation of previous research conducted by Herkulanus Roni entitled "*Behavior Patterns of Beginner Voters in the 2012 West Kalimantan Governor Election (Study in Bengkayang District, Bengkayang Regency)*" which examines how to analyze voter behavior patterns based on sociological, psychological factors, and also rational thoughts. This research was conducted in 2012 and focused on research in the Bengkayang District area and resulted in the conclusion that the factors that most influence voter behavior patterns are sociological factors by paying attention to candidate choices based on ethnicity and religion (Roni, 2013).

The next previous research was conducted by Novi Budiman and Irwandi entitled "*Mapping Millennial Voter Behavior Preferences in the 2020 Tanah Datar Regency Pilkada*" which analyzes millennial voter behavior based on sociological, psychological, and rationality approaches, while the results of his research show that Millennial voter behavior in the 2020 Pilkada in Tanah Datar Regency is predominantly rational voters. However, rational voters there do not always succeed in maintaining their rationality for the common interest. The rationalization still refers to personal interests (Budiman & Irwandi, 2020).

In contrast to previous research that focused on research related to patterns of voter behavior in Kalimantan and Sumatra with the object of research on millennial generation groups, our research focuses more on Gen Z as a generation born along with the development of the internet and the rapid advancement of technology, Gen Z has a considerable influence on the development of popular culture, social life, and politics (Simamora et al., 2024). Then also with the specification of the location of our research in DKI Jakarta Province, because one of the provinces in Indonesia that has a great influence in the 2024 presidential election, this is influenced by DKI Jakarta, which until the implementation of the 2024 presidential election is still the State Capital and is also considered a miniature of the Republic of Indonesia and also a form of miniature Indonesian diversity (Nurhaliza, 2023).

In addition to being the capital of the country, DKI Jakarta, which is the province of the economic center of Indonesia, certainly attracts many people from all over Indonesia to work and live in DKI Jakarta, so that DKI Jakarta is not only inhabited by local DKI Jakarta people, but also filled with migrants every year. 2 The research focus instrument is specifically different from previous studies, which only discuss voter characteristics in a more general context such as research from Wasisto Raharjo Jati entitled "*Rational Voting Behavior in Contemporary Indonesian Elections: A Comparison of the 2014 and 2019 Elections*" (Jati, 2013, 2022).

## **METHOD**

Method used is quantitative research which employs systematic approaches to investigating phenomena by collecting quantitative data and employing statistical techniques to analyze it (Creswell, 2017). For this research study the population targeted was Gen Z living in DKI Jakarta who were affiliated with the 2024 Election process. As per Hair Jr et al's recommendations (2021), sample size should at least equal the most complex indicator or paths leading to latent construct in model (in our case 170 samples were chosen as our target population).

Data analysis involves several steps. Descriptive statistics provide a means of summarizing collected information without generalizing findings to wider populations (Sugiyono 2017: 147) After using Smart PLS statistical analysis is employed to test and model relationships among variables within a structural model through outer model analysis, inner model analysis, and hypothesis testing. Outer model analyses assess convergent validity by verifying indicators measure the same construct consistently; criteria can include significant loading factor >0.7 and an AVE value >0.5 as well as composite reliability exceeding 0.7 (Hair et al., 2019). Meanwhile, inner model analyses assess relationships among latent constructs by considering indicators like R-squares, path coefficients, T-statistics F squares as well as linear multico tests (Hair Jr et al., 2021).

**RESULTS AND DISCUSSION**

Based on questionnaire instrument data and questionnaire instrument testing, social variables with 3 statement items, psychosocial with 3 statements, rational choice with 2 statement items and voting behavior with 1 statement are declared valid and reliable because the outer loading value (>0.7), AVE value (>0.5), Composite reliability (>0.7), and the root AVE of the variable is greater than the correlation between variables. To get these values, several stages are needed, such as looking at outer loading to analyze Convergent Validity as in Table 1. The Outer Loading value of each statement that is <0.7 has been eliminated, so that only valid statements remain. The model has met the Convergent Validity criteria. The next step is to evaluate Discriminant Validity by looking at cross loading.

**Table 1. Output Outer Loading Value**

	Psychosocial	Rational	Social	Voting Behavior
Social 1			0.824	
Social 2			0.860	
Social 3			0.719	
Psycho 1	0.773			
Psycho 2	0.880			
Psycho 3	0.850			
Rational 1		0.870		
Rational 2		0.807		
Voting Behavior 1				1.000

Source: Smart PLS 4 data processing, 2024

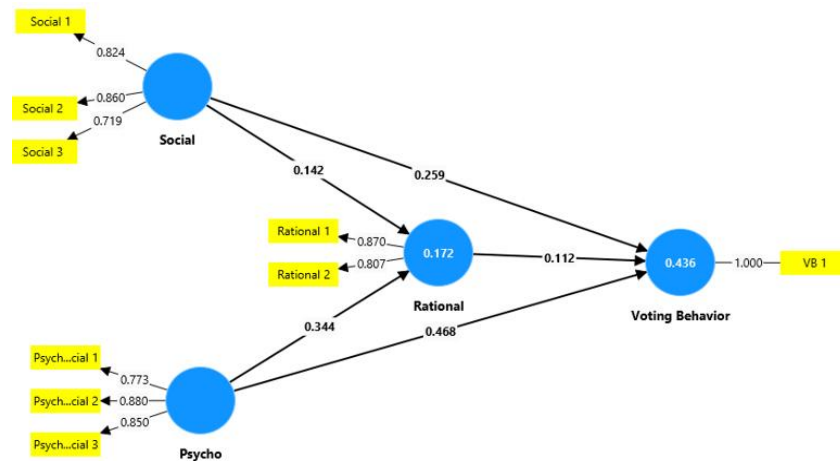
**Table 2. Output Outer Loading Value**

	Composite Reliability	Average Variance Extracted (AVE)	Description
Psycho	0.873	0.698	Reliable
Rational	0.826	0.704	Reliable
Social	0.845	0.646	Reliable
Voting Behaviour	0.755	0.612	Reliable

Source: Smart PLS 4 data processing, 2024

Based on the table above, the Psychosocial, social, rational choice, and voting behavior variables are measured reflectively consisting of loading factor > 0.70 composite reliability > 0.70 AVE > 0.50, so the level of reliability for each measurement item is acceptable.

## Analysis of Factors Affecting Voting Behavior Based on Social, Psychosocial, and Rational Choice Model Analysis



Source: Smart PLS 4 data processing, 2024

Figure 1. Model SEM – PLS

Hypothesis testing in this study was carried out using the bootstrap method. The test is based on the results of testing the inner model (structural model), which includes the r-square output, parameter coefficients, and t-statistics. To determine whether the hypothesis is accepted or rejected, it is seen from the significance value between constructs, t-statistics, and p-value. Hypothesis testing in this study was assisted by SmartPLS 4.0 free trial. These values can be obtained through boot scraping (Hair et al., 2019). The criteria in this measurement are t-statistics > 1.96 with a significance level of p-value of 0.05 (5%) and a positive beta coefficient.

Social variable 1 in figure 1 shows that Gen Z began to pay attention to political issues because of the 2024 presidential election campaign seen on social media, social variable 2 shows that after following the 2024 presidential election campaign information on social media, Gen Z felt more confident in their choice of candidates, while social variable 3 shows that Gen Z stated that the campaign on social media made Gen Z who were previously not interested become interested in voting in the 2024 presidential election.

The understanding of 'social' for Gen Z has evolved, where social media plays a major role in their interactions. Social media platforms such as Instagram, Twitter or now renamed X, and TikTok are not only a source of information but also a place to discuss and debate political issues. This reflects that for generation z, social activities happen more in digital spaces than traditional face-to-face interactions (Anderson & Jiang, 2018; Twenge, 2017). This research shows that Gen Z engagement is heavily influenced by social media, making it a crucial aspect of modern political campaign strategies (Ginasari et al., 2024).

The social media phenomenon has taken center stage in the 2024 presidential election, especially for Gen Z. Platforms such as TikTok, which are popular among Gen Z, are used to spread political content quickly and widely (Karimi & Fox, 2023). Phenomena such as the presence of account X with the username "Anies Bubble" show how supporters of candidate 1 Anies Baswedan from Gen Z collaborate the concept of social media campaigns that are packaged like the concept of Kpop fans who are informing and promoting their idol, which in this campaign is Anies Baswedan (Fauziah & Putri, 2024). In addition, campaign gimmicks such as "Gimik Gemoy" by candidate No. 2 Prabowo Subianto utilized humorous elements to attract Gen Z's attention (Jannah, 2023), while "Tabrak Prof", a discussion program by candidate No. 3 Ganjar Pranowo, sparked controversy to increase engagement (Gibraltar, 2024). Instagram Live was also used by the candidates during the presidential debates to interact directly with young voters (Taher & Saputri, 2024).

From the survey results on social variables, it is seen that some traditional social aspects, such as local community gatherings and political discussions within the family, were not chosen by respondents. This reflects the shift in Gen Z's preference for digital interactions. This research shows that social media is becoming the main space for Gen Z to participate in political discussions, which reinforces the survey results that the social variables in this study refer more to activities on social media. This shift reflects a fundamental change in the way Gen Z interacts and participates in political issues.

In contrast to social variables, the Psychosocial model or psychological model in this study shows how the influence of past events of candidate pairs and also parties influences Gen Z's voting decisions. In this study, Psychosocial variable 1 shows that past historical events of candidate pairs affect Gen Z's political choices in the 2024 presidential election, Psychosocial variable 2 shows that past historical events of parties affect Gen Z's political choices in the 2024 presidential election, and Psychosocial variable 3 shows that positive or negative issues from candidate pairs and parties affect Gen Z's political choices in the 2024 presidential election.

Past historical events are the track record of each candidate pair and also the supporting party in the general election, where the past historical events of candidates and parties can be seen from how the experience and track record of candidates and parties in the past are used as a reference for assessing current political candidates and parties (Antunes, 2010). Analyzing the 2024 presidential election, each presidential and vice presidential candidate has different experiences, track records, as well as educational, social, and economic backgrounds, so Gen Z voters see this background experience as an important aspect in making choices.

In looking at the track record and leadership experience of the 2024 Indonesian presidential and vice presidential candidates, presidential candidate number 1 Anies Baswedan has a track record as the Governor of DKI Jakarta, a Minister of Education and Culture, and a Rector at Paramadina University, Prabowo Subianto as presidential candidate number two has a long career in the military, a chairman of the Gerindra party, and also a defense minister in the era of President Joko Widodo's leadership, while Ganjar Pranowo with number three has experience leading Central Java Province and also as a member of the House of Representatives. In addition to paying attention to the track record of the job, voters can also find out about how the candidate's behavior when in office and also the party's policies when in power through information in mainstream media news or other sources of information.

In addition to the influence of the candidate's past history and also the supporting party, positive or negative issues from candidates and parties affect Gen Z's political choices in the 2024 presidential election. One example of a phenomenon that can influence voters psychologically is the presence of the documentary film "Dirty Vote" in the middle of the quiet period of the 2024 presidential election. Dirty Vote is a documentary film directed by Dandy Dwi Laksono that criticizes the presidential election process in Indonesia by showing the potential for structural fraud committed by interested parties in winning the 2024 presidential election (Nathaniella & Triadi, 2024). The Dirty Vote documentary received various positive and negative responses from the public, positive responses because the film boldly and blatantly showed the potential for fraud from each candidate and also political parties, and also received a negative response because it was broadcast during the quiet period of the 2024 election to present various speculations regarding the objectives and motivations for screening the documentary (Nathaniella & Triadi, 2024). With the development of various positive issues that support the film and also negative issues that question the background of filmmaking, it can have an impact on Gen Z voting behavior.

As for the rational choice model, there are two variables that describe how the rational mindset of Gen Z voters in determining their choices. In the rational choice 1 variable, it



shows that the personal interests of the candidate pairs in winning the 2024 presidential election affect Gen Z's political choices, and the rational choice 2 variable shows that Gen Z compares each candidate pair and party that is likely to provide greater benefits for Gen Z. In the campaign process, each candidate pair will convey the vision and mission as well as promises of development and development of the country.

In the campaign process, each pair of candidates will convey the vision and mission as well as the promise of development and development of the country in the future, in the rational choice model, Gen Z voters tend to pay attention to how the candidate's personal interest in winning the 2024 presidential election and also assess which candidates are most beneficial to them if elected in accordance with the political promises of the candidate pair and also the party. Both variables are included in the rational choice model which sees that voter behavior has a relationship with how the market economy develops, so that the political dynamics of the community and political parties can be seen as a picture of a company with the community having an interest in utilizing their voting rights, while political parties also have an interest in gaining benefits when occupying certain strategic positions, so that rational choices will always talk about interests and potential benefits (Antunes, 2010).

**Analysis of the Level of Influence of Social, Psychosocial, and Rational Choice Variables on Voting Behavior**

**Table 3. Multicollinearity Test**

	Psychosocial	Rational	Social	Voting Behavior
Psycho		1.129		1.272
Rational				1.208
Social		1.129		1.154
Voting Behavior				

Source: Smart PLS 4 data processing, 2024

**Table 4. R Square Value**

	Psychosocial
Rational	0.172
Voting Behavior	0.436

Source: Smart PLS 4 data processing, 2024

Berdasarkan Tabel 3, nilai R-Square konstruk rational 0,172 atau sebesar 17,2%, yang menggambarkan bahwa pengaruh yang diterima oleh rational dari variabel Social dan Psychosocial adalah sebesar 0,172 (17,2%). Sementara nilai R-square untuk untuk konstruk voting behavior sebesar 0,436 atau sebesar 43,6% menunjukkan bahwa variabel social, psychosocial dan rational choice mempengaruhi voting behavior sebesar 0,436 (43,6%). Semakin tinggi nilai R-Square maka semakin besar kemampuan konstruk eksogen tersebut dalam menjelaskan variabel endogen sehingga semakin baik persamaan struktural yang terbentuk.

**Table 5. Hypothesis Test**

Hipotesis	Path Coefficient	p- value	95% Path Coefficient Confidence Interval		F Square	T statistic
			Lower Limit	Upper Limit		
H1. Social > Rational	0,142	0,061 > 0,05 Tidak Signifikan	-0,006	0,291	0,022	1,874
H2. Psychosocial > Rational	0,344	0,000 < 0,05 SIG	0,188	0,497	0,127	4,309
H3. Social > Voting behavior	0,259	0,001 < 0,05 SIG	0,110	0,415	0,103	3,276

H4. Psycosocial > Voting behavior	0,468	0,000 < 0,05 SIG	0,308	0,610	0,305	6,090
H5. Rational > Voting behavior	0,112	0,121 > 0,05 Tidak Signifikan	0,254	0,254	0,019	1,551

Source: Smart PLS 4 data processing, 2024

**Level of Influence of Social, Psychosocial, and Rational Choice Variables on Voting Behavior**

Figure 1 shows that there are two patterns that emerge in analyzing the voting behavior patterns of Gen Z in the 2024 presidential election. The first pattern shows that Gen Z's social and psychosocial factors influence the creation of Gen Z's rational choice so that it has an impact on Gen Z's voting behavior, this pattern shows an indirect influence from social and psychosocial factors on voting behavior. Meanwhile, the second pattern shows the direct influence of social factors and psychosocial factors on voting behavior. The detailed analysis related to the two behavior patterns can be seen from the following discussion points:

1. Indirect Influence of Social Variables on Voting Behavior through Rational Choice Variables

Based on this analysis, there is no significant positive effect of social variables on rational choice variables with path coefficient (0.142) and p-value (0.061 > 0.005). To meet the criteria for a significant influence, the p-value should be <0.005. So although there is an influence, it is not significant. Thus, social variables do not directly affect rational choice, which means that social factors such as social media interactions, group discussions, and the influence of friends are not strong enough to form rational choices in Gen Z's behavior patterns when choosing.

2. Indirect Influence of Psychosocial Variables on Voting Behavior through Rational Choice Variables

Analyzing related psychosocial factors on Gen Z's rational choice, it can be seen from the significant positive influence between psychosocial on rational choice with path coefficient (0.344) and p-value (0.000 <0.005). Although Psychosocial on rational choice has an influence at a moderate level (f square = 0.127), this figure still shows that any change in psychological factors in Gen Z will increase their rationality.

Based on the results of research in looking at Gen Z behavior patterns by paying attention to psychosocial factors through rational choice variables, it is found that psychosocial factors such as past events of candidate pairs and political parties as well as issues that develop during the campaign have an influence on Gen Z's rational choices related to determining candidate choices based on analysis of candidate interests and also comparisons of potential benefits. So that Gen Z voters see the interests of candidates in the future and also the potential benefits they will get after the election is over based on past history and also the track records of candidate pairs and parties and issues that develop during the campaign.

3. Direct Influence of Social Variables on Voting Behavior

In contrast to the influence of social variables on voting behavior through rational choice variables, there is a significant positive influence between social on voting behavior with path coefficient (0.259) and p-value (0.001 <0.005). Any change in Gen Z social will increase voting behavior. Social to voting behavior has a low level of influence (f square = 0.103). This means that Gen Z social behavior patterns have a positive effect on voting behavior significantly but still in the low category.

This finding shows that Gen Z's social interactions, such as activities on social media, conversations with friends, and online communities, play an important role in their decision to vote. Gen Z who are more active in political discussions on social media or

who are influenced by their social networks tend to have higher levels of electoral participation.

Although significant, the influence of social variables on voting behavior is low. This shows that although social factors are important, there are still other variables that are more dominant in influencing Gen Z's voting behavior. Such as psychosocial factors and rational choice. Therefore, campaign strategies should not only focus on social aspects, but also need to pay attention to other factors that influence voter decisions.

4. Direct Influence of Psychosocial Variables on Voting Behavior

There is a significant positive influence of psychosocial on voting behavior with path coefficient (0.468) and p-value (0.001 <0.005). This shows that any change in Gen Z psychosocial factors can have a direct impact on voting behavior. In the 95% confidence interval, the influence of psychosocial factors on voting behavior lies between (0.308) and (0.610). Psychosocial influence on voting behavior has a medium to high level (f square = 0.305).

This shows that some psychosocial factors such as the past history of candidates and parties, as well as issues that develop during the campaign period have a major impact on Gen Z's behavior patterns. Even when compared to the influence of social factors and also the value of rational choice, psychosocial factors have the greatest impact on Gen Z voter behavior patterns (Fitri et al., 2023). So even though the first pattern shows that psychosocial factors influence rational choice in determining Gen Z behavior patterns, psychosocial direct influence factors have more impact on Gen Z Voting Behavior which ultimately affects Gen Z political choices in the 2024 presidential election.

5. Direct Influence of Rational Variables on Voting Behavior

In the analysis of the direct influence of rational choice variables on voting behavior, it is explained that rational choice is influenced by social and psychosocial factors, so that even though it has insinuated variables related to the analysis of candidate interests and the comparison of the greatest potential benefits, rational choice is still influenced by the social and psychological environment of voters.

However, based on the research results, it was found that there was no significant positive effect of rational mindset on voting behavior with path coefficient (0.112) and p-value (0.121 > 0, 05). This shows that despite creating the first Gen Z behavior pattern with the indirect influence of social factors and also psychosocial factors, Gen Z does not consider rational choices in determining their choices in the 2024 presidential election, so that compared to choosing a president and vice president by comparing the interests of candidates and parties, Gen Z is more influenced by social factors, namely social media and also psychosocial factors such as analysis of past history and track records that directly impact voting behavior.

**Table 6. Indirect Effect**

Hipotesis	Path Coefficient	p-value
Psycho > Rational > voting behavior	0,039	0.180
Social > rational > voting behavior	0,036	0.268

Source: Smart PLS 4 data processing, 2024

The structural analysis shows that the path coefficient between the psychosocial construct and the voting behavior construct is 0.039 with a p-value of 0.180. This indicates that although there is a very weak positive relationship between psycho and voting behavior through rational choice, this relationship is not statistically significant (p > 0.05). Therefore, the psychosocial influence on voting behavior indirectly influenced by rational choice has no significant effect in this study. Likewise, the social influence on voting behavior through rational choice with a path coefficient of 0.036 and p-values of 0.268 shows a very weak positive relationship and has an insignificant influence because (p > 0.05).

## CONCLUSION

Several factors influence the voting behavior of Gen Z, analyzed through three instruments: social variables, psychosocial variables, and rational choice variables. Social variables, closely related to social media, play a significant role. Gen Z begins to engage with political issues, particularly in the 2024 presidential election, due to social media campaigns. Social media also impacts their trust in candidate pairs and motivates previously uninterested Gen Z individuals to participate in the election by attending polling stations (TPS) to vote.

Psychosocial variables indicate that the history of candidate pairs and parties, along with the issues that arise during the campaign period, psychologically impact Gen Z's voting behavior. The rational choice variable reveals that Gen Z considers factors such as the personal interests of the candidate pairs if they win the election and prioritizes candidates who offer the greatest benefit to them. However, despite the influence of each factor, the degree of impact on voting behavior varies.

The research demonstrates that psychological factors have a more substantial influence on Gen Z's voting decisions than rational thinking, indicating that Gen Z does not rely heavily on the rational choice model in determining their political preferences. Similarly, social behavior and its components do not require rational thinking to affect voting behavior. Social factors, in fact, have a more significant impact on voting behavior without mediation by rational thinking.

Among the three instruments, social, psychosocial, and rational choice, psychosocial variables, particularly the past history of candidates and parties and the issues during the election period, exert a more substantial influence on voting behavior patterns than social variables and rational choice. Therefore, the voting behavior of Gen Z in DKI Jakarta is more influenced by psychological factors than by social factors or rational thinking.

For future research on Gen Z voter behavior patterns, it is recommended to explore this relationship with a larger sample size, other mediator/moderator variables, or in different contexts to validate the findings. Additionally, future studies can focus on the significant direct influence on voting behavior without the rational choice intermediary. Further research can also investigate other mediators or test hypotheses in varied contexts.

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