# Strategic Political Marketing: The Role of Coopetition in Voter Decision-Making

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## ABSTRACT

Contemporary political marketing has evolved beyond traditional campaign communication into a complex ecosystem characterized by strategic interaction, collaborative value creation, and psychological negotiation among political actors and voters. In emerging democracies such as Indonesia, political competition increasingly occurs within coalition-oriented systems where political actors simultaneously compete and collaborate to secure electoral legitimacy and governance stability. This study develops an integrated conceptual framework by synthesizing Rational Choice Theory, Service-Dominant Logic (SDL), cognitive dissonance theory, cultural value theory, and coopetition analysis to explain political decision-making within the Indonesian and Balinese sociopolitical context. This research employs a quantitative explanatory approach using Structural Equation Modeling–Partial Least Squares (SEM-PLS). Data were collected from 600 respondents across five regencies/cities in Bali Province, including political party administrators, campaign volunteers, community leaders, and active voters. The study examines the relationships among Cultural Values, Coopetition, Cognitive Dissonance, and Political Decision-Making within political marketing strategies. Cultural values and coopetition significantly influence cognitive dissonance and political decision-making. Voters who strongly internalize collectivist norms and social harmony tend to experience psychological tension when political realities contradict cultural expectations. Coopetition also creates ambiguity in voter evaluations due to simultaneous political collaboration and competition. Furthermore, cognitive dissonance significantly mediates the relationships between cultural values, coopetition, and political decisions. The study contributes theoretically by integrating multiple perspectives into a unified political marketing framework and positioning cognitive dissonance as a central mechanism in management of political value co-creation and voter behavior.

**Keywords:** Job Training, Career Development, Job Satisfaction, Employee Performance.

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## INTRODUCTION

Contemporary political marketing has evolved beyond traditional campaign communication into a multidimensional process involving strategic interaction, symbolic communication, psychological negotiation, and value co-creation between political actors and voters. In many emerging democracies, including Indonesia, political competition is no longer dominated by rigid ideological polarization, but increasingly characterized by coalition-building, pragmatic alliances, and collaborative interactions among competing political actors. This condition reflects the emergence of political coopetition, namely the simultaneous practice of competition and cooperation within the same political ecosystem (Walley, 2007). Existing political marketing literature has extensively examined political branding, campaign communication, voter segmentation, and electoral behavior. However, limited attention has been given to explaining political marketing through the simultaneous interaction of coopetition strategies, cultural values, and cognitive dissonance within a Service-Dominant Logic perspective. This study advances the state of the art by extending political marketing from a communication-based paradigm toward an ecosystem perspective in which political value is co-created through collaboration between political actors and citizens.

The phenomenon of political coopetition is highly visible in Indonesia's democratic development. Political parties frequently compete intensely during legislative elections while simultaneously cooperating within presidential coalitions and governing alliances. Coalition arrangements are often formed based on electoral pragmatism, governance stability, and political survival rather than ideological consistency (Mietzner, 2016; Tomsa, 2018). Similar dynamics are also evident in Bali, where political actors strategically emphasize narratives of social harmony, cultural unity, and collective welfare while continuing to engage in implicit electoral competition. Such conditions create a paradoxical political environment in which competitive political interests coexist with strong cultural expectations of harmony and social cohesion.

Within culturally embedded societies such as Bali, political legitimacy is strongly influenced by collectivist values, symbolic representation, local identity, and cultural philosophies such as menyama braya and Tri Hita Karana (Geriya, 2008; Wardana, 2019). Consequently, political behavior cannot be explained solely through Rational Choice Theory, which assumes voters behave as utility-maximizing actors evaluating political alternatives based on expected benefits and costs.

In addition, Service-Dominant Logic (SDL) conceptualizes political marketing as a process of value co-creation in which political actors function as value proposers while voters actively construct political meaning through participation, interpretation, and legitimacy attribution (Vargo & Lusch, 2008; O'Cass, 2009). Political value therefore emerges not only from policy offerings, but also from how voters interpret political narratives within their socio-cultural environment.

However, the simultaneous presence of political collaboration and competition frequently generates psychological tension among voters. The action-based model proposes that cognitive dissonance arises when cognitions with action implications conflict with one another, creating psychological discomfort that motivates individuals to restore consistency so that effective action can occur. (Harmon-Jones et al., 2015).. In the Indonesian context, voters may rationally recognize the governance benefits of political coalitions while emotionally rejecting alliances perceived as inconsistent with ideological commitments or cultural expectations. Empirical findings indicate that many voters simultaneously support political competition while rejecting political conflict, and support political collaboration while remaining skeptical toward politicians' motives. This demonstrates the coexistence of rational evaluation, cultural expectations, and psychological inconsistency within political decision-making. The novelty of this study lies in developing an integrated political marketing framework that combines Coopetition Theory, Cultural Value Theory, Cognitive Dissonance Theory, Rational Choice Theory, and Service-Dominant Logic. Unlike previous political marketing studies that primarily emphasize campaign communication, branding, or voter persuasion, this framework conceptualizes political marketing as a collaborative value co-creation process in which political products are jointly interpreted and evaluated through strategic interaction, cultural meaning, and psychological consistency. Despite the growing complexity of democratic political interaction, existing political marketing literature has paid limited attention to the integration of coopetition, cultural values, and cognitive dissonance within political decision-making processes, particularly in culturally grounded democracies.

This study is important because contemporary political marketing has shifted from a campaign-oriented activity toward a strategic marketing process focused on creating long-term value, stakeholder engagement, and political relationship management. As political markets become increasingly collaborative and culturally embedded, understanding how coopetition, cultural values, and cognitive dissonance shape voters' perceptions becomes essential for developing effective political marketing strategies that strengthen political trust, voter engagement, and sustainable political value creation. Accordingly, this study aims to develop an integrated political marketing framework that explains how coopetition and cultural values influence political product choice through cognitive dissonance as a psychological mechanism of value co-creation. Grounded in Service-Dominant Logic and Rational Choice Theory, the proposed framework seeks to enrich political marketing literature by providing a more comprehensive explanation of how political marketing strategies create voter value, strengthen political relationships, and enhance political marketing effectiveness within the context of Indonesian democracy.

## LITERATURE REVIEW

### Rational Choice Theory in Political Decision-Making

Rational Choice Theory posits that individuals behave as rational actors seeking to maximize utility through strategic evaluation of alternatives. Within political contexts, voters evaluate candidates, parties, and political programs based on expected benefits, governance performance, economic outcomes, and political stability. Political support is therefore understood as the outcome of cost-benefit calculations.

However, political rationality is bounded by information asymmetry, institutional norms, media influence, and cultural expectations. In Indonesia, electoral decisions are frequently shaped not only by policy evaluation but also by patronage networks, identity politics, and symbolic legitimacy (Aspinall & Sukmajati, 2016).

### Service-Dominant Logic and Political Value Co-Creation

Service-Dominant Logic conceptualizes value as co-created through interaction among actors embedded within service ecosystems (Vargo & Lusch, 2008). Political actors do not deliver political value unilaterally; instead, value emerges through engagement, interpretation, participation, and legitimacy attribution by voter-citizens.

In Bali, political value is strongly mediated by cultural values such as social harmony, communal identity, and local traditions. Political actors who successfully align political narratives with culturally embedded meanings tend to generate stronger legitimacy and voter trust. Political value is therefore socially constructed rather than objectively determined.

### Coopetition in Political Ecosystems

Coopetition refers to the simultaneous existence of competition and collaboration among strategic actors Within political systems, coopetition emerges through coalition politics, power-sharing arrangements, and strategic alliances among competing political parties. Indonesian democracy provides substantial empirical evidence of coopetitive political structures. Political parties frequently cooperate within presidential coalitions while competing in legislative elections. Such arrangements create strategic ambiguity for voters, particularly when coalitions lack ideological consistency (Mietzner, 2016; Tomsa, 2018).

### Cognitive Dissonance in Political Evaluation

Cognitive dissonance occurs when individuals experience psychological discomfort resulting from contradictory beliefs or behaviors. According to Harmon-Jones et al. (2015), cognitive dissonance is

an action-oriented motivational process in which individuals actively reduce psychological inconsistency to facilitate decision-making and subsequent behavior. Within political contexts, voters may simultaneously support democratic competition while rejecting political conflict, or support collaboration while distrusting politicians' motives. According to Harmon-Jones (2015), cognitive dissonance is not merely a psychological reaction to inconsistency but an action-oriented motivational process that encourages individuals to restore cognitive consistency in order to facilitate effective decision-making and subsequent behavior.

In collectivist societies such as Bali, cognitive dissonance may intensify because political competition can contradict cultural expectations emphasizing harmony and communal cohesion. Psychological tension therefore becomes a critical mechanism influencing political evaluation and voting behavior.

**Hypothesis**

$H_1$: Cultural Values and Cognitive Dissonance: Cultural Values significantly influence Cognitive Dissonance because voters who strongly internalize collectivist norms, social harmony, and local cultural expectations tend to experience psychological tension when political realities contradict culturally embedded values and symbolic meanings.

$H_2$: Cultural Values and Political Decision-Making: Cultural Values significantly influence Political Decision-Making because voters' political preferences and electoral behavior are shaped not only by rational evaluation but also by cultural norms, communal identity, and socially constructed perceptions of political legitimacy.

$H_3$: Coopetition and Cognitive Dissonance: Coopetition significantly influences Cognitive Dissonance because simultaneous political collaboration and competition create strategic ambiguity and inconsistency that increase voters' psychological discomfort and uncertainty in political evaluation.

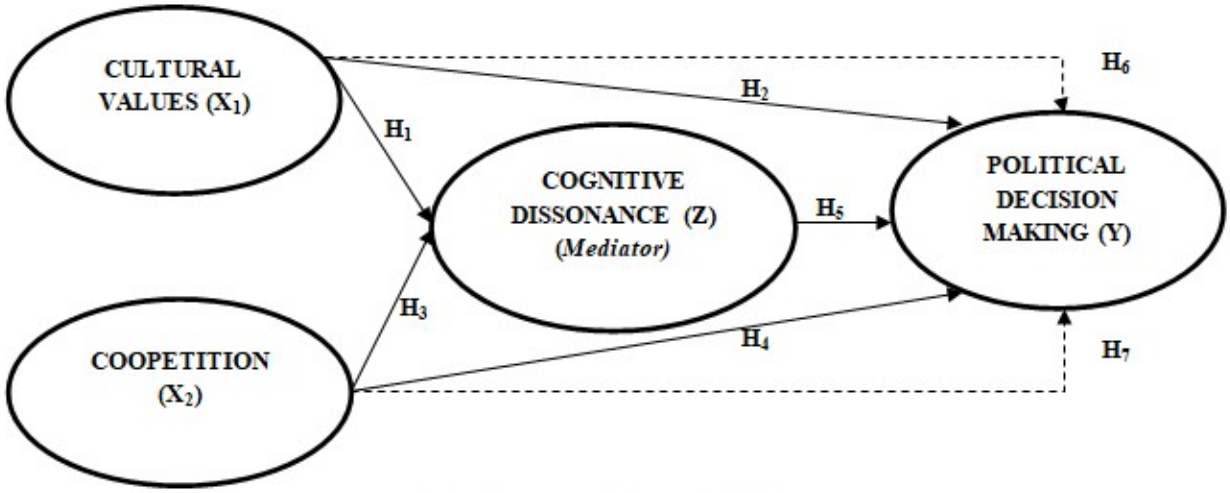
$H_4$: Coopetition and Political Decision-Making: Coopetition significantly influences Political Decision-Making because political collaboration and competition simultaneously affect voter perceptions regarding political credibility, coalition legitimacy, and electoral trust.

$H_5$: Cognitive Dissonance and Political Decision-Making: Cognitive Dissonance significantly influences Political Decision-Making because psychological inconsistency and emotional discomfort affect how voters interpret political information, rationalize political choices, and construct electoral preferences.

$H_6$: Mediating Role of Cognitive Dissonance between Cultural Values and Political Decision-Making: Cognitive Dissonance mediates the relationship between Cultural Values and Political Decision-

Making because voters interpret political realities through psychological adjustment processes when cultural expectations conflict with political conditions.

$H_7$: Mediating Role of Cognitive Dissonance between Coopetition and Political Decision-Making: Cognitive Dissonance mediates the relationship between Coopetition and Political Decision-Making because voters experience psychological tension when evaluating simultaneous political competition and collaboration, which subsequently shapes electoral decisions.




Source: Processed Primary Data, 2026

**Figure1. Conseptual Framework**

## RESEARCH METHODS

This study employed a quantitative explanatory design using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The research aimed to examine the relationships among Cultural Values, Coopetition, Cognitive Dissonance, and Political Decision-Making.

### Variable Identification

Cultural Values are conceptualized as socially embedded norms and orientations that shape voters' political perceptions and behavior. This variable includes collectivist orientation, adherence to social norms, respect for hierarchy, internalization of local cultural values, and orientation toward social harmony. These indicators reflect the extent to which voters prioritize communal interests, cultural traditions, authority structures, and harmonious social relationships in evaluating political actors and political situations.

Coopetition refers to the simultaneous interaction of collaboration and competition among political actors within the political ecosystem. This construct consists of political collaboration, strategic cooperation, programmatic competition, aggressive competition, and political synergy. The variable

explains how political actors cooperate to achieve governance stability while simultaneously competing for legitimacy, influence, and electoral support.

Cognitive Dissonance is defined as the psychological tension experienced by voters when political realities conflict with personal beliefs, cultural values, or social expectations. The construct includes psychological discomfort, rationalization tendency, value inconsistency, social pressure, and self-justification. These indicators describe how voters attempt to maintain cognitive consistency when confronted with contradictory political information or complex political alliances.

Political Decision represents the voter's final political preference and behavioral tendency in the electoral process. This variable includes confidence in political choice, candidate preference, attraction toward political programs, satisfaction, and political loyalty tendency. The construct reflects the degree to which voters feel certain, satisfied, and committed to particular political actors, parties, or policy platforms after evaluating political alternatives.

**Participants and Setting**

The study involved 600 respondents distributed proportionally across five regencies/cities in Bali Province. The respondents in this study consisted of political party administrators, district-level political executives, campaign volunteers, political supporters, community leaders, and active voters in Bali Province. These respondent groups were selected to represent diverse perspectives within the political ecosystem, ranging from political strategy formulation and campaign implementation to public participation and voter behavior. Their involvement provided comprehensive insights into how cultural values, coopetition dynamics, and cognitive dissonance influence political decision-making and political marketing practices within the Balinese sociopolitical context.

**Measurement**

The measurement model evaluation aimed to assess the validity and reliability of the research constructs before testing the structural relationships among variables. In SEM-PLS, outer model evaluation is crucial to ensure that the indicators accurately measure their respective latent constructs.

**RESULT**

**Convergent Validity**

Convergent validity refers to the degree to which indicators of a specific construct share a high proportion of variance. According to Hair et al. (2022), indicator loadings above 0.70 indicate that the indicators adequately represent the latent construct.

**Table 1. Outer Loading Results**

| Variable | Indicator | Loading |
|---|---|---|
| Cultural Values | CV1 | 0.821 |
| Cultural Values | CV2 | 0.846 |
| Cultural Values | CV3 | 0.809 |
| Cultural Values | CV4 | 0.832 |
| Cultural Values | CV5 | 0.815 |
| Coopetition | CP1 | 0.804 |
| Coopetition | CP2 | 0.842 |
| Coopetition | CP3 | 0.817 |
| Coopetition | CP4 | 0.829 |
| Coopetition | CP5 | 0.811 |
| Cognitive Dissonance | CD1 | 0.854 |
| Cognitive Dissonance | CD2 | 0.828 |
| Cognitive Dissonance | CD3 | 0.809 |
| Cognitive Dissonance | CD4 | 0.847 |
| Cognitive Dissonance | CD5 | 0.831 |
| Political Decision | PD1 | 0.842 |
| Political Decision | PD2 | 0.861 |
| Political Decision | PD3 | 0.819 |
| Political Decision | PD4 | 0.835 |
| Political Decision | PD5 | 0.824 |

Source: Primary Data, 2026

The results indicate that all indicator loading values exceeded the minimum threshold of 0.70, demonstrating strong convergent validity across all constructs. This finding confirms that the indicators used in this study consistently represented the dimensions of Cultural Values, Coopetition, Cognitive Dissonance, and Political Decision-Making.

The highest loading value within the Cognitive Dissonance construct (CD1 = 0.854) suggests that psychological discomfort after political decision-making constitutes the strongest dimension of cognitive dissonance among voters. Similarly, the high loading values within the Cultural Values construct confirm that collectivist orientation, social harmony, and adherence to cultural norms strongly characterize political perceptions within Balinese society.

These findings indicate that political behavior in Bali is strongly embedded within cultural and psychological structures rather than purely rational electoral calculations.

**Average Variance Extracted (AVE)**

AVE measures the amount of variance captured by a construct relative to measurement error. An AVE value above 0.50 indicates satisfactory convergent validity.

All AVE values exceeded the recommended threshold of 0.50, confirming adequate discriminant validity and construct consistency. The Cognitive Dissonance construct demonstrated the highest AVE

value (0.702), indicating that the indicators used in this study strongly explained the latent psychological tension experienced by voters.

**Table 2. AVE Results**

| Variable | AVE |
|---|---|
| Cultural Values | 0.683 |
| Coopetition | 0.671 |
| Cognitive Dissonance | 0.702 |
| Political Decision | 0.694 |

Source: Primary Data, 2026

This finding suggests that psychological inconsistency constitutes a highly coherent construct within the context of political decision-making in Bali. The strong AVE values also indicate that the proposed conceptual model possesses strong explanatory capability for understanding political perceptions and electoral behavior.

**Reliability Test**

Reliability analysis evaluates the internal consistency of indicators within each construct. Cronbach's Alpha and Composite Reliability values above 0.70 indicate acceptable reliability.

**Table 3. Reliability Results**

| Variable | Cronbach Alpha | Composite Reliability |
|---|---|---|
| Cultural Values | 0.884 | 0.915 |
| Coopetition | 0.871 | 0.908 |
| Cognitive Dissonance | 0.892 | 0.921 |
| Political Decision | 0.887 | 0.918 |

Source: Primary Data, 2026

The reliability results demonstrate excellent internal consistency across all constructs. Cognitive Dissonance showed the highest Composite Reliability value (0.921), indicating that the construct consistently captured psychological discomfort, rationalization tendencies, social pressure, and self-justification behaviors among respondents.

The strong reliability scores confirm that the measurement instruments used in this study were stable and suitable for explaining political behavior within culturally embedded democratic systems.

**Structural Model Evaluation (Inner Model)**

The structural model evaluation examined the explanatory power and predictive relationships among latent variables.

**R-Square Analysis**

R-Square values indicate the proportion of variance explained by exogenous variables.

**Table 4. R-Square Results**

| Endogenous Variable | R-Square |
|---|---|
| Cognitive Dissonance | 0.648 |
| Political Decision | 0.713 |

Source: Primary Data, 2026

The results indicate that Cultural Values and Coopetition explain 64.8% of the variance in Cognitive Dissonance. This demonstrates substantial explanatory power, indicating that psychological tension among voters is significantly shaped by cultural expectations and political interaction dynamics.

Furthermore, Cultural Values, Coopetition, and Cognitive Dissonance jointly explain 71.3% of the variance in Political Decision-Making. This result indicates that political decisions in Bali are strongly influenced not only by rational political evaluation but also by cultural orientations and psychological consistency mechanisms. The high R-Square value confirms the relevance of integrating Rational Choice Theory, Service-Dominant Logic, Coopetition Theory, and Cognitive Dissonance Theory into a unified political marketing framework.

**Hypothesis Testing**

Bootstrapping analysis using 5,000 subsamples was conducted to test the significance of the hypothesized relationships.

**Table 5. Path Coefficients**

| Relationship | Coefficient | t-statistic | p-value | Result |
|---|---|---|---|---|
| Cultural Values → Cognitive Dissonance | 0.417 | 7.118 | 0.000 | Supported |
| Coopetition → Cognitive Dissonance | 0.389 | 6.804 | 0.000 | Supported |
| Cultural Values → Political Decision | 0.261 | 4.912 | 0.000 | Supported |
| Coopetition → Political Decision | 0.307 | 5.428 | 0.000 | Supported |
| Cognitive Dissonance → Political Decision | 0.462 | 8.015 | 0.000 | Supported |

Source: Primary Data, 2026

The findings reveal that Cultural Values significantly influence Cognitive Dissonance (β = 0.417). This indicates that stronger internalization of collectivist norms and social harmony increases the likelihood of psychological discomfort when political realities contradict cultural expectations. This finding is particularly relevant within Balinese political culture, where social cohesion and communal identity are deeply institutionalized. Voters experience psychological tension when political competition becomes excessively antagonistic or when political coalitions appear inconsistent with local cultural norms.

Similarly, Coopetition significantly influences Cognitive Dissonance (β = 0.389). This result demonstrates that simultaneous political collaboration and competition create ambiguity in voter perceptions. Political actors who cooperate pragmatically while maintaining competitive rhetoric generate uncertainty regarding political authenticity and ideological consistency.

Cognitive Dissonance also significantly influences Political Decision-Making (β = 0.462), representing the strongest direct relationship within the model. This finding confirms that psychological consistency mechanisms play a central role in electoral behavior. Voters experiencing higher dissonance tend to reinterpret political information, rationalize political choices, and reassess candidate preferences before finalizing voting decisions.

The significant influence of Coopetition on Political Decision-Making (β = 0.307) further confirms that coalition politics substantially shape voter evaluation processes. Political alliances may increase perceptions of political stability and governance capacity, but they may simultaneously reduce ideological clarity and increase voter skepticism.

**Table 6. Mediation Analysis**

| Mediation Path | Indirect Effect | t-statistic | p-value |
|---|---|---|---|
| Cultural Values → Cognitive Dissonance → Political Decision | 0.193 | 5.814 | 0.000 |
| Coopetition → Cognitive Dissonance → Political Decision | 0.180 | 5.392 | 0.000 |

Source: Primary Data, 2026

The mediation analysis confirms that Cognitive Dissonance significantly mediates the relationships between Cultural Values, Coopetition, and Political Decision-Making. This finding suggests that cultural norms and political interaction dynamics do not directly influence voter decisions alone; rather, their effects operate through psychological interpretation processes. Voters actively construct cognitive consistency between political realities and internalized cultural expectations before making electoral choices. The mediation effect also confirms that political marketing effectiveness depends heavily on the ability of political actors to minimize psychological inconsistency through coherent narratives, transparent coalition strategies, and culturally resonant communication.

## DISCUSSION

Contemporary political marketing can also be understood through the market-shaping perspective, which conceptualizes political markets as adaptive ecosystems continuously constructed through interactions among multiple actors rather than fixed arenas of electoral competition. Jaworski et al. (2000) argue that marketing extends beyond responding to existing markets toward actively shaping market structures through strategic actions. Nenonen et al. (2014) further explain that market actors collectively influence institutional arrangements and market evolution over time. Mele et al. (2015) emphasize that markets emerge from ongoing resource integration among interconnected actors rather than isolated transactions. Likewise, Hawa et al. (2020) demonstrate that market-shaping activities transform stakeholder perceptions through coordinated strategic practices. Coopetition represents an increasingly important strategic orientation within contemporary marketing literature. Bengtsson and Kock (2014) demonstrate that coopetition enables actors to combine complementary resources while maintaining competitive differentiation. Ritala (2012) further argues that coopetition enhances innovation capability and collective value creation within complex ecosystems.

The findings also reinforce Institutional Rational Choice Theory which argues that rationality is socially conditioned by institutional norms and cultural expectations. Although voters may rationally recognize the practical benefits of political coalitions and strategic alliances, they may simultaneously experience psychological discomfort when such coalitions appear inconsistent with socially internalized values emphasizing authenticity, harmony, and moral legitimacy. From a marketing perspective, cultural values function as strategic intangible resources that influence how political brands are interpreted by citizens. Keller (2013) argues that strong brands are developed through meaningful associations that resonate with consumers' identities and social values. Kotler and Keller (2022) similarly explain that contemporary marketing increasingly depends upon value alignment rather than functional superiority alone. Vargo and Lusch (2016) further argue that value emerges through resource integration within social contexts. Consequently, local cultural philosophies such as Tri Hita Karana and menyama braya become symbolic marketing resources capable of strengthening political legitimacy and reducing voter uncertainty. This finding strongly supports Hofstede's (2001) cultural dimensions theory, particularly regarding collectivist societies where group expectations and social harmony play dominant roles in shaping individual behavior.

Indonesian political parties frequently engage in coalition-building arrangements that prioritize electoral viability and governance stability over ideological coherence (Mietzner, 2016; Tomsa, 2018). While such coopetitive strategies may enhance governmental functionality, they also complicate voter evaluation because political actors simultaneously present themselves as competitors and collaborators. This phenomenon is especially relevant in Indonesia's multiparty political system, where coalition

pragmatism has become normalized within democratic practice. Voters therefore face difficulty interpreting political authenticity because coalition dynamics frequently contradict previous campaign narratives and ideological positioning. This ambiguity intensifies psychological tension among voters attempting to maintain cognitive consistency between political expectations and political realities.

The findings further demonstrate that Cognitive Dissonance constitutes the strongest predictor of Political Decision-Making within the proposed model. This result significantly extends Festinger's original cognitive dissonance theory by positioning psychological consistency not merely as a post-decision adjustment mechanism but as a central determinant of political evaluation itself. Voters experiencing dissonance tend to selectively reinterpret political information, rationalize inconsistencies, strengthen emotional attachment to preferred candidates, or disengage politically to reduce psychological discomfort. Solomon (2020) explains that consumers frequently seek cognitive consistency between their prior beliefs and subsequent purchasing decisions. Schiffman and Wisenblit (2019) argue that post-purchase evaluation commonly involves rationalization processes designed to reduce psychological discomfort. Kotler and Keller (2022) likewise emphasize that perceived inconsistency between expectations and marketplace experiences significantly influences satisfaction and loyalty formation.

This finding is highly relevant within contemporary democratic environments characterized by information overload, media fragmentation, and symbolic political communication. Political narratives today are increasingly shaped not only by policy substance but also by emotional framing, symbolic representation, and identity construction. Consequently, voters frequently rely on psychological consistency mechanisms rather than purely rational evaluation processes.

This result strongly aligns with Service-Dominant Logic (Vargo & Lusch, 2008), which conceptualizes value as co-created through interaction rather than delivered unilaterally. Political value therefore emerges not from objective political offerings alone but from voters' interpretation of political experiences within broader social and cultural contexts. Vargo and Lusch (2016) argue that value is always phenomenologically determined by beneficiaries through interaction. Chandler and Vargo (2011) similarly conceptualize value co-creation as a dynamic process occurring within service ecosystems characterized by multiple institutional arrangements. O'Cass and Voola (2011) further explain that customer value emerges through active participation rather than passive consumption.

The findings also highlight the growing importance of symbolic coherence within political marketing strategies. In culturally embedded societies such as Bali, political actors who fail to maintain consistency between political narratives, coalition behavior, and cultural expectations risk generating significant voter dissonance. Aggressive political competition may be perceived as socially disruptive, while excessively pragmatic coalitions may be interpreted as opportunistic and ideologically inconsistent. Morgan and Hunt (1994) propose the Commitment-Trust Theory, arguing that trust and commitment

constitute the primary determinants of enduring relational exchange. Grönroos (2017) similarly emphasizes that relationship quality depends upon consistent interaction and mutual value creation over time.

This explains why respondents simultaneously support democratic competition while rejecting political conflict, and support political collaboration while distrusting politicians' motives. Such paradoxical perceptions illustrate that democratic legitimacy increasingly depends on political actors' ability to balance competition, collaboration, cultural legitimacy, and psychological trust simultaneously.

The study therefore contributes to the theoretical advancement of political marketing by integrating Rational Choice Theory, Service-Dominant Logic, Coopetition Theory, Cultural Value Theory, and Cognitive Dissonance Theory into a unified analytical framework. This integration offers a more comprehensive explanation of political behavior within emerging democracies where political rationality, cultural identity, coalition politics, and psychological consistency interact dynamically.

From a broader marketing perspective, the findings of this study demonstrate that political marketing in contemporary democracies increasingly resembles relationship-based and value-oriented marketing ecosystems rather than conventional transactional campaign communication. Political actors no longer function merely as message senders attempting to persuade passive voters; instead, they operate within complex symbolic marketplaces where political legitimacy, trust, emotional attachment, and cultural resonance are continuously negotiated through interaction with citizens. This condition strongly reflects the fundamental assumptions of Service-Dominant Logic (SDL), which conceptualizes value as co-created through interaction among multiple actors embedded within social ecosystems (Vargo & Lusch, 2008). Storbacka and Nenonen (2011) argue that organizations compete through ecosystems where multiple stakeholders jointly influence value creation processes. Nenonen and Storbacka (2020) further explain that successful market-shaping strategies depend upon continuous institutional adaptation and stakeholder collaboration.

Finally, the findings possess significant implications for political practitioners. Political actors should avoid excessively antagonistic campaigning strategies that intensify social polarization and psychological discomfort among voters. Instead, political communication should emphasize programmatic competition, transparent coalition-building, culturally adaptive narratives, and symbolic consistency capable of strengthening voter trust and reducing cognitive dissonance.

## CONCLUSION

The findings demonstrate that contemporary political marketing should be understood as a dynamic, culturally embedded, and relationship-oriented ecosystem in which political legitimacy is continuously shaped through interactions among political actors, institutions, and voters. Political

competition and collaboration (coopetition) are not necessarily contradictory but represent strategic dynamics that require a balance between electoral interests, ideological consistency, and social expectations. In Indonesia's multiparty democratic system, pragmatic coalition-building may enhance political stability; however, inconsistencies between political narratives, coalition behavior, and cultural values can generate cognitive dissonance and weaken voter trust.

The study further establishes Cognitive Dissonance as the strongest predictor of Political Decision-Making, highlighting the significant role of psychological consistency in shaping voters' political evaluations and choices. Voters do not assess political actors solely through rational calculations of political benefits but also through emotional responses, cultural expectations, perceived authenticity, and the need for consistency between their beliefs and political realities. In this regard, local cultural philosophies serve as important symbolic resources for strengthening political legitimacy, fostering social harmony, and reducing voter uncertainty.

Theoretically, this study contributes to political marketing literature by integrating Rational Choice Theory, Service-Dominant Logic, Coopetition Theory, Cultural Value Theory, and Cognitive Dissonance Theory into a comprehensive framework for understanding political decision-making in emerging democracies. It extends conventional political marketing perspectives by emphasizing that political value is co-created through stakeholder interactions and shaped by institutional arrangements, cultural identities, and psychological processes. Consequently, political marketing increasingly operates as a relationship-based and value-oriented ecosystem rather than merely a transactional process of electoral persuasion.

From a practical perspective, political actors should develop marketing strategies that balance democratic competition with constructive collaboration, maintain consistency between political messages and actual political behavior, and incorporate culturally relevant values into political communication. Transparent coalition-building, programmatic competition, and culturally sensitive communication are essential for strengthening political trust, reducing voter dissonance, and sustaining democratic legitimacy. Ultimately, the effectiveness of contemporary political marketing depends not only on the ability to attract electoral support but also on the capacity to create meaningful political value, maintain symbolic and ideological coherence, and establish enduring relationships with citizens.

## SUGGESTION

Future research should further examine the dynamics of political marketing by incorporating additional psychological, cultural, and institutional factors that may influence voter decision-making across different political and regional contexts. Comparative studies involving diverse cultural settings and democratic systems would provide deeper insights into how cultural values, political coalitions,

coopetition strategies, and cognitive dissonance interact in shaping political preferences and electoral behavior. Furthermore, future studies could adopt longitudinal and mixed-method approaches to capture changes in voter perceptions over time and explore how political communication, coalition consistency, and symbolic cultural representations influence political trust, legitimacy, and long-term voter engagement. Such investigations would strengthen the theoretical development of political marketing and provide more comprehensive insights for designing culturally sensitive, transparent, and sustainable political marketing strategies.

## CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

**Daniel Manek**: Conceptualization, Data curation, Formal analysis, Investigation, Methodology, Project administration, Resources, Software, Validation, Visualization, Writing – original draft, and Writing – review & editing. **Diah Yulisetiarini**: Conceptualization, Supervision, Validation, and Writing – review & editing.

## DECLARATION OF COMPETING INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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## DATA AVAILABILITY

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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## ETHICAL APPROVAL

This study involved human participants who voluntarily completed research questionnaires after receiving information regarding the purpose of the study. Participation was voluntary, respondents'

anonymity and confidentiality were maintained, and all collected data were used solely for research purposes. The study did not collect patient-identifying information or involve clinical interventions.

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