

Sikap terhadap risiko sebagai moderator dari pengaruh ketidakpastian terhadap preferensi politik pada kandidat penantang versus petahana = Risk attitude as a moderator of the effect of uncertainty to political preference toward challenger versus incumbent

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Abstrak

[ABSTRAK

Penelitian ini tentang pengaruh ketidakpastian dalam informasi kandidat terhadap preferensi politik. Selain itu, penelitian ini juga ingin melihat pengaruh sikap terhadap risiko sebagai moderator dari pengaruh ketidakpastian terhadap preferensi politik. Penelitian ini melibatkan 83 Mahasiswa Diploma dan Strata-1 yang ada di berbagai fakultas di Universitas Indonesia. Ketidakpastian dilihat dari informasi kandidat, dengan kandidat petahana yang memiliki ketidakpastian rendah, dan kandidat penantang dengan ketidakpastian tinggi. Untuk mengukur sikap terhadap risiko digunakan alat ukur Domain Specific Risk Attitude Scale (DOSPERT). Preferensi politik diukur melalui penilaian positif terhadap masing-masing kandidat. Melalui teknik statistik Mixed-Anova, hasil dari penelitian ini tidak menunjukkan adanya pengaruh ketidakpastian dalam informasi kandidat terhadap preferensi politik seseorang untuk memilih kandidat, dan tidak adanya pengaruh moderasi dari sikap terhadap risiko pada pengaruh ketidakpastian terhadap preferensi politik <hr>

ABSTRACT
This research is about the effect of uncertainty in the candidates information on political preferences In addition this study also wants to see the effect of risk attitude as the moderator of the effect of uncertainty political preferences The study involved 83 students Diploma and Strata 1 in various faculties at the University of Indonesia Uncertainty seen from the information the candidates the incumbent candidates who have low uncertainties and challenger candidates with high uncertainties Domain Specific Risk Attitude Scale DOSPERT used to measure risk attitude Political preferences measured by a positive assessment of each candidate Through Mixed ANOVA statistical techniques the results of this study did not show any effect of This research is about the effect of uncertainty in the candidates information on political preferences. In addition, this study also wants to see the effect of risk attitude as the moderator of the effect of uncertainty political preferences. The study involved 83 students Diploma and Strata-1 in various faculties at the University of Indonesia. Uncertainty seen from the information the candidates, the incumbent candidates who have low uncertainties, and challenger candidates with high uncertainties. Domain Specific Risk Attitude Scale (DOSPERT) used to measure risk attitude. Political preferences measured by a positive assessment of each candidate. Through Mixed-ANOVA statistical techniques, the results of this study did not show any effect of uncertainty in the information candidates against one's political preference for choosing a candidate, and there is no moderating effect of risk attitude of the effect of uncertainty to political preferences.;This research is about the effect of uncertainty in the candidates information on political preferences In addition this study also wants to see the effect of risk attitude as the moderator of the

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