ABSTRACT

LELY KURNIA. Analysis Characteristics of The Sosiologis Respondent Pre-Election in 2009 using Loglinear and CHAID Method. Under Direction of BUNAWAN SUNARLIM and UTAMI DYAH SYAFITRI.

This research studied about the respondents’ characteristic at the legislative pre-general election in 2009. The researcher used statistic analysis to see the association and structural connection between variables as the characteristic of voters’ behavior. The data used in this study is gotten from the result of a survey on voters’ behavior in the form of counting and category data, that’s why the statistic methods used here were loglinear and CHAID. The result of loglinear analysis on the characteristics of pre-general election (gender, economic status, age, and party choice) showed that there were effect between the variables and their interaction, the second and third interaction. The main variables which significant were economic status, age and party choice, mean while the second interaction which significant were economic status and party, age and party choice and the third interaction are gender, economic status and age. In other way the Analysis of CHAID showed that the variables having the strongest association with the party choice is age. CHAID method at the analysis of respondent characteristics of voters in the election resulted in five segments of the party choice of respondents. In each segment, the old party is still the party that is trusted by respondents to represent their voice in parliament.

Keywords : Contingency tables, voting behavior, loglinear methods and CHAID methods