

proksimal yakni kedekatan emosional. Oleh karena itu, Partai NasDem perlu memperkuat dinamika relasional seperti membangun pola komunikasi yang lebih partisipatif, kehadiran yang berkelanjutan, serta respon yang sensitif terhadap kebutuhan lokal masyarakat sebagai langkah strategis untuk memperkuat kedekatan emosional dengan masyarakat. Selain itu, Partai NasDem juga perlu menumbuhkan sikap integritas melalui konsistensi antara janji, implementasi kebijakan, transparansi dalam pengambilan keputusan, serta komitmen terhadap nilai-nilai moral yang sejalan dengan harapan masyarakat.

Daftar Pustaka

- Adinugroho, I. (2021). Understanding the Psychological Perspective of Political Trust in Indonesia Context. *Buletin Psikologi*, 29(2), 161–177. <https://doi.org/10.22146/buletinpsikologi.57311>
- Agustin, I. N., & Lysion, F. (2021). Analisis Faktor-Faktor yang Mempengaruhi Pengambilan Keputusan Investasi Saham pada Investor Generasi Milenial di Kota Batam yang dengan Locus of Control sebagai Variabel Moderasi. *Journal CoMBInES*, 1(1).
- Albintani, M. (2016). Budaya Demokrasi di Sulawesi Selatan: Perspektif Struktural. *Jurnal Ilmu Pemerintahan*, 15(25), 32–39.
- Amaliah, R., Rivai, A. K., & Sari, D. A. P. (2025). Analisis Tingkat Customer Trust Pasca Kasus Pertamina Oplosan : Studi pada Pelanggan SPBU Pertamina. *Jurnal Semesta Ilmu Manajemen Dan Ekonomi (J-SIME)*, 2(1), 637–655.
- Ardiansyah, M., Mustanir, A., & Barisan. (2025). Strategi Politik Partai Nasdem Dalam Meningkatkan Elektabilitas Di Daerah Pemilihan IV DPRD Kabupaten Sidenreng Rappang. *Jurnal Ilmu Sosial Dan Ilmu Politik*, 7(1), 48–63.
- Aspinall, E. (2014). When Brokers Betray: Clientelism , Social Networks , and Electoral Politics in Indonesia Clientelism , Social Networks, and Electoral Politics in Indonesia. *Critical Asian Studies*, 4(46), 545–570. <https://doi.org/10.1080/14672715.2014.960706>
- Ansar. (2025, Juli 7). Rentetan Masalah Kader Nasdem Jelang Rakernas di Makassar, 1 Libatkan Wanita Cantik. Makassar Tribun Timur.com. Diakses pada 11 September 2025, dari <https://makassar.tribunnews.com/2025/08/07/rentetan-masalah-kader-nasdem-jelang-rakernas-di-makassar-1-libatkan-wanita-cantik>
- Awal, Andi. (2024, Desember 1). Menangkan 16 Pilkada di Sulawesi Selatan, NasDem Sulsel Cetak Sejarah. Netralnews.com. Diakses pada 20 Juni 2025,

dari <https://www.netralnews.com/menangkan-16-pilkada-di-sulawesi-selatan-nasdem-sulsel-kembali-cetak-sejarah/dHpuMUsrczVCdmV3bE4rUTdCeHBOUT09>

Azwar, S. (2017). *Metode Penelitian Psikologi Edisi II*. Pustaka Pelajar.

Azwar, S. (2019). *Reliabilitas dan Validitas Edisi IV*. Pustaka Pelajar.

Bandalos, D. L., & J. Finney, S. (2001). Item Parceling Issues in Structural Equation Modeling. In *New Developments and Techniques in Structural Equation Modeling* (pp. 269–293).

Bandura, A. (2009). Social Cognitive Theory of Mass Communication. *Media Psychology*, 3(3), 265–299. https://doi.org/10.1207/S1532785XMEP0303_03

Bornstein, B. H., & Tomkins, A. J. (2015). Institutional trust: An introduction. *Nebraska Symposium on Motivation*, 62, 1–11. https://doi.org/10.1007/978-3-319-16151-8_1

Chen, Y. (2018). The Influence of Political Trust and Social Trust on the Political Participation of Villagers: Based on the Empirical Analysis of 974 Samples in 10 Provinces. *Open Journal of Social Sciences*, 06(06), 235–248. <https://doi.org/10.4236/jss.2018.66021>

Colquitt, J. A., Scott, B. A., & Lepine, J. A. (2007). Trust, Trustworthiness, and Trust Propensity: A Meta-Analytic Test of Their Unique Relationships With Risk Taking and Job Performance. *Journal of Applied Psychology*, 92(4), 909–927. <https://doi.org/10.1037/0021-9010.92.4.909>

Detiknews. (2025, September 1). Daftar Anggota DPR Dinonaktifkan Buntut Ucapan Sakiti Rakyat. Detiknews.com. Diakses pada 11 September 2025, dari <https://news.detik.com/berita/d-8089773/daftar-anggota-dpr-dinonaktifkan-buntut-ucapan-sakiti-rakyat>

Dirks, K. T., & Ferrin, D. L. (2002). Trust in Leadership: Meta-Analytic Findings and Implications for Research and Practice. *Journal of Applied Psychology*, 87(4), 611–628. <https://doi.org/10.1037/0021-9010.87.4.611>

DiStefano, C., Zhu, M., & Mindrila, D. (2009). Understanding and Using Factor Scores: Considerations for the Applied Researcher. *A Peer-Reviewed Electronic Journal*, 14(20).

Djumadin, Z., & Dowansiba, A. (2023). Strategi Partai Nasdem dalam Meningkatkan Suara pada Pemilu 2019 di Jakarta Selatan. *Jurnal Ilmu Pemerintahan*, 5(1), 329–340.

Fajrussalam, H., Apriliyani, A., Aprianti, A. D., Aulia, F. N., & Lusvinaningtyas. (2022). Tingkat Kepercayaan Masyarakat Muslim Terhadap Partai Politik. *JPG: Jurnal Pendidikan Guru*, 3(4), 268.

<https://doi.org/10.32832/jpg.v3i4.7374>

Fakhrudin, A., & Roellyanti, M. V. (2022). Loyalitas konsumen: implikasi dari nilai pelanggan, kualitas pelayanan, kedekatan emosional. *Jurnal Ekonomi, Keuangan Dan Manajemen*, 18(3), 501–512. <https://doi.org/10.29264/jinv.v18i3.10636>

Faturochman. (2023). *Kepercayaan Interpersonal*. Pustaka Pelajar.

Faturochman, & Kismono, G. (2024). *Kepercayaan Organisasional* (1st ed.). Pustaka Pelajar.

Faturochman, Minza, W. M., & Firmansyah, M. R. (2020). Trust and Trustworthiness of Friendship Relation In Yogyakarta and Makassar. *Jurnal Psikologi*, 47(2), 75. <https://doi.org/10.22146/jpsi.44827>

Febrina, R. (2020). Pengaruh Bukti Fisik, Keandalan, Daya Tanggap, Jaminan, Dan Empati Terhadap Kepuasan Wajib Pajak Kendaraan Bermotor Pada Sistem Administrasi Manunggal Satu Atap (Samsat) Bukittinggi. *El-Kahfi | Journal of Islamic Economics*, 1(01), 22–35. <https://doi.org/10.58958/elkahfi.v1i01.29>

Festenstein, M. (2019). Political Trust, Commitment and Responsiveness. *Journal of Political Studies, Forthcoming*, 1–34.

Firmansyah, M. R., Amalia, R., Faturochman, F., & Minza, W. M. (2019). Benevolence, Competency, and Integrity: Which Is More Influential on Trust in Friendships? *Jurnal Psikologi*, 18(1), 91. <https://doi.org/10.14710/jp.18.1.91-105>

Firmansyah, M. R., Faturochman, F., & Minza, W. M. (2021). Do closeness, support, and reciprocity influence trust in friendship? *Jurnal Psikologi Sosial*, 19(1), 59–68. <https://doi.org/10.7454/jps.2021.07>

Francis, F. (1995). *Trust: the social virtues and the creation of prosperity*. Neuva York, The Fress Press.

Grimmelikhuijsen, S., & Knies, E. (2017). Validating a scale for citizen trust in government organizations. *International Review of Administrative Science*, 83(3), 583–601. <https://doi.org/10.1177/0020852315585950>

Guritno, T & Setuningsih, N. (2023, Oktober 5). Surya Paloh Akui Kasus Korupsi yang Jerat 2 Menteri Nasdem Ganggu Elektabilitas Anies-Muhaimin. Kompas.com. Diakses pada 20 Juni 2025, dari <https://nasional.kompas.com/read/2023/10/05/19041061/surya-paloh-akui-kasus-korupsi-yang-jerat-2-menteri-nasdem-ganggu>

Hapsari, A. Y., Suryana, Y., & Syahidin, R. (2025). Pengaruh Bukti Fisik , Keandalan dan Daya Tanggap Terhadap Kepercayaan Pasien Di Instalasi

Rawat Jalan RS Juanda. *Jurnal Manajemen*, 6(1), 1–8.

Hardin, R. (1998). Trust in Government. In V. Braithwaite & M. Levi (Eds.), *Trust and Governance* (pp. 9–27).

Haryanto, H. C., Rahmania, T., Mubarok, A. R., Dopo, A. B., Fauzi, H., & Fajri, E. (2015). Bagaimanakah Persepsi Keterpercayaan Masyarakat terhadap Elit Politik? *Jurnal Psikologi*, 42(3), 243. <https://doi.org/10.22146/jpsi.9913>

Hasche, N., Höglund, L., & Mårtensson, M. (2020). Intra-organizational trust in public organizations—the study of interpersonal trust in both vertical and horizontal relationships from a bidirectional perspective. *Public Management Review*, 1–21. <https://doi.org/10.1080/14719037.2020.1764081>

Hofstede, G. (2011). Dimensionalizing Cultures : The Hofstede Model in Context. *Online Readings in Psychology and Culture*, 2(8), 1–26. <https://doi.org/http://dx.doi.org/10.9707/2307-0919.1014>

Hooghe, M. (2020). Partisanship and political trust. *Research Handbook on Political Partisanship*, December, 358–367. <https://doi.org/10.4337/9781788111997.00035>

Humaira, F., Agung, S., & Kuraesin, E. (2019). Pengaruh Integritas dan Pengembangan Karir Terhadap Kinerja Karyawan. *Jurnal Ilmu Manajemen*, 12(3), 329–242. http://scioteca.caf.com/bitstream/handle/123456789/1091/RED2017-Eng-8ene.pdf?sequence=12&isAllowed=y%0Ahttp://dx.doi.org/10.1016/j.regsciurbeco.2008.06.005%0Ahttps://www.researchgate.net/publication/305320484_Sistem_Pembetulan_Terpusat_Strategi_Melestari

Isywari, C. A. (2024). Kepercayaan Kepada Organisasi Publik. In Faturochman & G. Kismono (Eds.), *Kepercayaan Organisasi* (pp. 28–44). Pustaka Pelajar.

Johnson, D., & Grayson, K. (2005). Cognitive and affective trust in service relationships. *Journal of Business Research*, 58(4), 500–507. [https://doi.org/10.1016/S0148-2963\(03\)00140-1](https://doi.org/10.1016/S0148-2963(03)00140-1)

Kamal, A., Fitri, R., Rusman, Y., & Sohrah, S. (2022). REKASATWA : Jurnal Ilmiah Peternakan 4(1): 12-21 Keandalan (Reliability) Dan Daya Tanggap (Responsiveness) Pada Kinerja Pelayanan Di Showroom MBC. *Jurnal Ilmiah Peternakan*, 4(1), 12–21. <https://creativecommons.org/licenses/by-sa/4.0/deed.id>

Khairunnisa, & Inayatillah. (2023). Pengaruh Kedekatan Emosional dan Komitmen Terhadap Loyalitas Nasabah. *Journal of Islamic Banking and Finance*, 5(1), 2684–8454.

- Kline, R. B. (2023). *Principles and Practice of Structural Equation Modeling*. The Guilford Press.
- Kramer, R. M. (1999). Trust and Distrust in Organizations: Emerging Perspective, Enduring Questions. *Annual Review of Psychology*, 50, 569–598.
- Latupapua, C. V., Lewaherilla, N. C., & Risambessy, A. (2020). Role of The Organizational Citizenship Behavior as Mediation of Organizational Trust and Knowledge Sharing Behavior. *Jurnal Konsep Bisnis Dan Manajemen*, 6(2), 2407–263. <https://doi.org/10.31289/jkbm.v6i2.3753>
- Lee, Y., & Li, J. Y. Q. (2021). The role of communication transparency and organizational trust in publics' perceptions, attitudes and social distancing behaviour: A case study of the COVID-19 outbreak. *Journal of Contingencies and Crisis Management*, 29(4), 368–384. <https://doi.org/10.1111/1468-5973.12354>
- LSI (2022, Agustus 31). Rilis Survei Nasional LSI; Penilaian Publik atas Masalah-masalah Hukum Terkini dan Kinerja Lembaga Penegak Hukum. LSI.com. Diakses pada 20 Juni 2025 dari <https://www.lsi.or.id/post/rilis-survei-31-agustus-2022>
- Levi, M., & Stoker, L. (2000). Political trust and trustworthiness. *Annual Review of Political Science*, 3(February), 475–508. <https://doi.org/10.1146/annurev.polisci.3.1.475>
- Lincincia, B., Tinneke, K., & Tumbel, M. (2022). Pengaruh Bukti Fisik, Keandalan, Daya Tanggap, Jaminan, dan Empati terhadap Kepuasan Nasabah PT. Bank Rakyat Indonesia (BRI) Unit Tateli. *Jurnal Productivity*, 3(3), 271–278.
- Mahfud, R. (2023). Tingkat Kepercayaan Masyarakat Terhadap Partai Politik Di Kabupaten Pidie. *Seminar Nasional Unigha 2023*, 470–480. <https://journal.unigha.ac.id/index.php/SemNas/article/viewFile/1931/1378>
- Marlina. (2018). Structural Equation Modeling (SEM): Bergunakah bagi Penelitian Akuntansi? *JIATAX (Journal of Islamic Accounting and Tax)*, 1(2), 134. <https://doi.org/10.30587/jiatax.v1i2.761>
- Martínez-Monteagudo, M. C., Delgado, B., García-Fernández, J. M., & Rubio, E. (2019). Cyberbullying, aggressiveness, and emotional intelligence in adolescence. *International Journal of Environmental Research and Public Health*, 16(24). <https://doi.org/10.3390/ijerph16245079>
- Martínez-Tur, V., & Peiró, J. M. (2009). The trust episode in organizations: Implications for private and public social capital. *Social Science Information*, 48(2), 143–174. <https://doi.org/10.1177/0539018409102404>

- Maxwell, T. (1997). *Trust : The Social Virtues and the Creation of Prosperity* (Vol. 25, Issue 2).
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An Integrative Model Of Organizational Trust. *Academy of Management Review*, 20(3), 709–734. <https://doi.org/10.5465/amr.1995.9508080335>
- McAllister, D. J. (1995). Affect- and Cognition-Based Trust as Foundations for Interpersonal Cooperation in Organizations. *Academy of Management Journal*, 38(1), 24–59. <https://doi.org/10.5465/256727>
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 58(3), 20. <https://doi.org/10.2307/1252308>
- Najmi, F. (2017). Pengaruh Keandalan Dan Prosedur Pelayanan Terhadap Kepuasan Masyarakat Pada Kantor Urusan Agama Liang Anggang Kota Banjarbaru. *Jurnal Ilmiah Ekonomi Bisnis*, 3(2), 251–263. <https://doi.org/10.35972/jieb.v3i2.102>
- Newton, K. N. (2001). Trust, Social Capital, Civil Society, and Democracy. *International Political Science*, 22(October), 201–214. <https://doi.org/10.1177/019251210102200204>
- Nuari, A., & Riyanto, K. (2023). Pengaruh Nilai Pelanggan Kedekatan Emosional Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Di Auto2000 Cikarang Utara. *Journal of Economics and Business UBS*, 12(4), 2185–2203. <https://doi.org/10.52644/joeb.v12i4.362>
- Nur, H., Sumandiyar, A., & Yanto, M. R. (2022). Peningkatan Perolehan Kursi Partai NasDem Pada Pemilihan Legislatif 2019 di Kabupaten Maros. *Journal of Sociology*, 1(1), 28–39.
- Okolikj, M., Goubin, S., Stiers, D., & Hooghe, M. (2024). Trust in political parties and ideological proximity voting in Europe: the role of trust in political parties as a heuristic mechanism. *Journal of Elections, Public Opinion and Parties*, 34(1), 116–135. <https://doi.org/10.1080/17457289.2022.2113088>
- Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common Method Biases in Behavioral Research : A Critical Review of the Literature and Recommended Remedies. *American Psychological Association*, 88(5), 879–903. <https://doi.org/10.1037/0021-9010.88.5.879>
- Pradana, M. Y. A. (2019). Relasi Sosial Elit Politik Dan Sesepuh Desa Melalui Langgar Di Kabupaten Malang. *Jurnal Sosiologi Agama*, 13(1), 181. <https://doi.org/10.14421/jsa.2019.131-07>

- Purwaningsih, T. (2015). Jurnal Politik Politik Kekerabatan dan Kualitas Kandidat di Sulawesi Selatan Politik Kekerabatan dan Kualitas Kandidat di Sulawesi Selatan 1. *Jurnal Politik*, 1(1). <https://doi.org/10.7454/jp.v1i1.1101>
- Purwanto, E. (2020). *Metodologi Penelitian Kuantitatif*. Pustaka Pelajar.
- Putra, M. A. P., Rahman, H., & Muhammadih. (2022). Pola Rekrutmen Politik Partai Nasdem Kota Makassar Menuju Pemilihan Legislatif tahun 2024. *Journal of Government Studies*, 2(1), 9–20.
- Rahayu, N. P., Ayuningsih, N., & Aulia, V. (2024). Partai Politik dan Representasi Kepentingan: Analisis Peran Partai dalam Mewakili Beragam Kelompok Masyarakat. *Jurnal Multidisiplin Ilmu Akademik*, 1(3), 558–569. <https://ejurnal.kampusakademik.co.id/index.php/jmia/article/view/1572%0A> <https://ejurnal.kampusakademik.co.id/index.php/jmia/article/download/1572/1451>
- Raihan, M., Yakub, A., & Kambo, G. A. (2023). Gelar Akademik Dan Citra Politik (Studi Kasus : Strategi Kemenangan Nurdin Abdullah Dalam Pemilihan Gubernur Sulawesi Selatan Tahun 2018). *Journal Publicuho*, 6(1), 202–207.
- Randall, W. S., Gravier, M. J., & Prybutok, V. R. (2011). Connection, trust, and commitment: Dimensions of co-creation? *Journal of Strategic Marketing*, 19(1), 3–24. <https://doi.org/10.1080/0965254X.2010.537760>
- Rotenberg, K. J. (2022). *The Psychology of Trust*. Pustaka pelajar.
- Rousseau, D. M., Sitkin, S. B., Burt, R. S., & Camerer, C. (1998). Not so different after all: A cross-discipline view of trust. *Academy of Management Review*, 23(3), 393–404. <https://doi.org/10.5465/AMR.1998.926617>
- Sakti, A. M. S., Al-Hamdi, R., & Kurniawan, B. D. (2020). Strategi kampanye partai nasionalis: pengalaman partai nasdem pada pemilu 2019. *Jurnal Politik Profetik*, 8(1), 155–185.
- Schiffman, L., Thelen, S. T., & Sherman, E. (2010). Interpersonal and political trust: Modeling levels of citizens' trust. *European Journal of Marketing*, 44(3–4), 369–381. <https://doi.org/10.1108/03090561011020471>
- Simons, T. (2002). Behavioral Integrity : The Perceived Alignment Between Managers ' Words and Deeds as a Research Focus. *Journal Organization Science*, 13(1), 18–35.
- Soepriyono, N. N. S. (2025). Pengaruh Independensi , Motivasi Kerja , dan Integritas Terhadap Kinerja Auditor Dengan Budaya Organisasi Sebagai Variabel Moderasi Pada BPK Perwakilan Provinsi Papua. *Procedding of National Conference on Accounting & Finance*, 7, 83–94.

- Tajibu, K., Tike, A., & Fahlevi, A. F. (2024). Komunikasi Elit Politik Partai Nasdem dalam Membangun Citra Partai di Kota Makassar. *Jurnal Diskursus Islam*, 12(1), 1–14. https://journal.uin-alauddin.ac.id/index.php/diskursus_islam/
- Tina, A. (2022). Pengaruh Kompetensi Auditor Terhadap Kualitas Audit Dengan Integritas Sebagai Variabel Moderasi Pada Kantor Akuntan Publik Kota Medan. *Jurnal Akuntansi Kompetif*, 5(3), 243–251. <https://doi.org/10.35446/akuntansikompetif.v5i3.1010>
- Wahyuni, S. (2020). Pengaruh Penerapan E-Kinerja dan Integritas Terhadap Kinerja Pegawai. *JESS (Journal of Education on Social Science)*, 4(2), 153–164.
- Widhiarso, W. (2020). KATEG: Program Bantu Analisis Kategorisasi Skor. Fakultas Psikologi, Universitas Gadjah Mada, Yogyakarta.