

## Exit, Voice, and Loyalty in the Indo-Pacific:

### Shaping Future Regional Policies

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*This study investigates public behavior in Indo-Pacific countries, employing the Exit, Voice, and Loyalty framework. In an era marked by globalization and interconnectedness, citizen choices and actions in the Indo-Pacific region are increasingly influenced by global trends and international relations. Trust in government plays a pivotal role, affected by public scrutiny in an interconnected world and impacting trust levels. Life satisfaction, a reflection of individual well-being, mirrors government performance and is a critical factor. Quantitative analysis, including multinomial logistic regression, using data from the Asian Barometer Survey 2008 unveils noteworthy results. Lower trust in government reduced life satisfaction, and negative government assessments drive exit behavior, with a 15% increase in the likelihood of citizens choosing to exit when trust is low. Conversely, higher life satisfaction and positive government assessments increase the probability of loyalty behavior by 20%, while voice behavior likelihood decreases by 10%. These findings provide valuable insights into public behavior in the Indo-Pacific, emphasizing the roles of trust, life satisfaction, and government performance, supported by numerical evidence. These insights hold significance in the Indo-Pacific's ever-evolving global landscape, serving as a foundation for policymaking and decision-making. Policymakers and researchers can use this knowledge to enhance governance, promote societal well-being, and deepen citizen-government connections in the dynamic Indo-Pacific region.*

**Keywords:** *Indo-Pacific; Exit Voice and Loyalty Framework; life satisfaction; government performance; trust*

### Introduction

The advent of globalization has dramatically reshaped the socio-economic and political landscapes of the world (Friedman, T. 2005). As societies become increasingly interconnected, there is a marked shift in public perceptions and attitudes towards various aspects of life. This shift is influenced by

a complex interplay of multiple factors, including lifestyle, international relations, public trust in government, and life satisfaction (Inglehart, R., & Norris, P. 2003; Diener, E., & Suh, E. 1997).

Lifestyle, which was once largely a local or regional matter, has now been significantly influenced by global trends and

patterns. Similarly, international relations have become a common concern among individuals, as decisions taken in one part of the world can have far-reaching implications in another (Held, D., & McGrew, A. 2007).

Parallely, public trust in government has become a critical consideration. With an increasingly interconnected world, the scrutiny of government actions has heightened, impacting the level of trust individuals place in their government (Rothstein, B., & Stolle, D. 2008). Furthermore, life satisfaction, a key concern for policymakers worldwide, is often viewed as a measure of individual well-being (Diener, E., & Suh, E. 1997).

Notwithstanding the distinct endeavors in individual research pertaining to these facets, there exists a discernible imperative to comprehend their collective influence on public behavior. This necessity is accentuated by the heightened significance of elucidating the interplay of these variables, as it recurrently molds public responses in the domains of vocal expression, disengagement, and allegiance behaviors. Originating from the seminal work of Hirschman (1970), these responses delineate the manners in which individuals react to downturns in entities such as firms, organizations, and states. Their profound implications resonate prominently within the framework of a globalized societal context.

Despite the extensive research undertaken on discrete elements such as lifestyle, international relations, life satisfaction, and trust in government, there exists a notable paucity of studies exploring the collective repercussions of these factors on public be-

haviors encompassing voice, exit, and loyalty (Hirschman, A. O. 1970). Furthermore, the intricate interplay involving demographic factors in this nexus remains inadequately understood.

The purpose of this research is to investigate the influence of lifestyle, international relations, life satisfaction, trust in government, assessment of government performance, and demographic factors on the choice of public voice, exit, and loyalty behavior. This research aims to provide a comprehensive understanding of how these factors interact to affect public attitude and decision-making.

The research intends to answer the following questions:

“How is the likelihood of citizens choosing voice behavior over exit or loyalty actions in Indo-Pacific countries?”

Understanding the societal view within governmental institutions in the Indo-Pacific holds significant importance as it allows for more effective and inclusive governance. Indo-Pacific societies are diverse, encompassing various cultures, religions, and socio-economic backgrounds. An illegal business is allowed by local police in Japan (Imamura 2013), and a Chinese man who make a government critics group that is nudging the new mayor election (Mori et. Al. 2012), shows that individual action range widely. The circumstances and outcomes of individual actions vary greatly.

By considering the societal perspective, policymakers can gain insights into the specific needs and aspirations of their citizens, ensuring that policies and decisions

are tailored to address their concerns. This approach fosters a sense of ownership, trust, and participation among the people, strengthening the legitimacy of the government and promoting social cohesion. Additionally, considering the societal view helps identify and address the challenges faced by marginalized groups, promoting inclusivity, and reducing disparities. Ultimately, incorporating the societal view leads to more responsive, equitable, and sustainable governance in the Indo-Pacific.

### **Exposure to Globalization**

Globalization, as a broad concept, is defined by the increasing interconnectedness and interdependence of countries, causing remarkable transformations in socio-economic landscapes worldwide (Friedman, 2005). It has led to drastic changes in various aspects of social life, including economic processes, cultural exchanges, and policymaking. As Friedman (2005) elaborates, these changes have resulted in an increased compression of the world, with traditional geographical boundaries becoming less and less relevant.

Moreover, the phenomenon of globalization has engendered a complex entwining of local and global variables, resulting in the manifestation of consequential outcomes and decisions in one geographical realm exerting reverberating impacts across distant regions (Held & McGrew, 2007). This intricate interconnectivity underscores the heightened significance of comprehending international relations and fostering global awareness. Localized predicaments frequently emanate global repercussions, while overarching glob-

al trends wield considerable influence on local actualities.

### **Lifestyle and Attitudes Towards International Relations**

The discernible impact of globalization on individual lifestyle preferences and perspectives on international relations is noteworthy. According to Inglehart & Norris (2003), lifestyle choices, traditionally influenced by local or regional factors, are now being significantly molded by overarching global trends and patterns. This paradigm shift in the perception and attitudes toward lifestyle has engendered a heightened sense of global identity, consequently altering individuals' perspectives on international relations.

The intricacies introduced by globalization have elevated international relations to a realm of personal concern for individuals worldwide. As posited by Held & McGrew (2007), the heightened interconnectedness fostered by globalization has bestowed upon international relations a pivotal role in the daily lives of individuals. Decisions or occurrences in distant geographical locations can exert direct or indirect ramifications on their lives. Hence, a nuanced understanding of international relations becomes imperative in navigating the contemporary global landscape.

### **Public Trust in Government**

Public trust in government institutions has become increasingly significant in the discourse on public behavior in the context of an interconnected world. Rothstein &

Stolle (2008) underline that the perceived integrity and accountability of public officials greatly influence this trust. They further argue that the prevalence of corruption or lack of accountability can erode this trust, leading to public disapproval or protest.

The spread of information and the scrutiny of government actions, facilitated by digital media, have also heightened public expectations from government institutions. Thus, governments are under increased pressure to maintain transparency and accountability to retain public trust (Norris, 2001).

### Life Satisfaction and Public Perception

Life satisfaction, regarded as a pivotal metric for individual well-being, exerts a noteworthy influence on public perception and behavior. According to Diener & Suh (1997), various socio-economic factors, encompassing income, employment, and health, significantly contribute to an individual’s overall life satisfaction. Of particular significance is the discernible impact of government institutions’ performance on life satisfaction, a facet that has been subjected to rigorous research.

The nexus between government performance and life satisfaction has been a focal point of scholarly inquiry. The consensus within the academic discourse suggests that the public’s perception of good governance, characterized by accountability, transparency, and the effective delivery of public services, plays a pivotal role in enhancing life satisfaction (Diener & Suh, 1997).

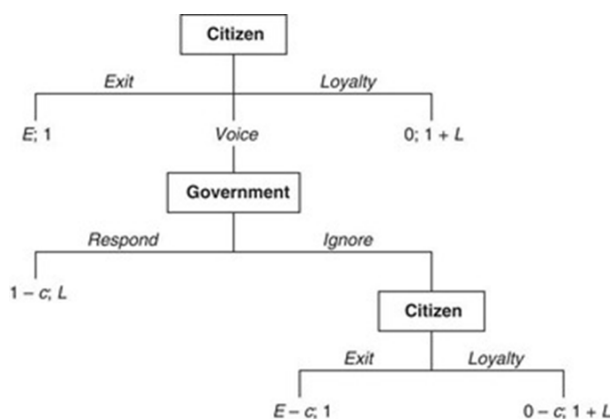
### Assessment of Government Performance

The assessment of government performance is a multidimensional process that involves the systematic evaluation and measurement of various aspects of government activities, policies, and outcomes. It helps in identifying strengths and weaknesses, setting benchmarks, informing policy decisions, and promoting accountability and transparency in government operations. By employing rigorous research methodologies and considering the key aspects discussed above, researchers can contribute to improving government performance and public service delivery.

### Voice, Exit, and Loyalty Behavior

The theories of voice, exit, and loyalty behavior, first introduced by Hirschman (1970), offer a lens to analyze public reactions to dissatisfaction with organizations. “Voice” signifies the expression of dissatisfaction, “exit” symbolizes leaving the organization, and “loyalty” represents continued allegiance despite dissatisfaction.

**Figure 1. Albert Hirschman’s Exit, Voice, and Loyalty Model**



Hirschman's conceptualization of exit, voice, and loyalty, initially introduced within an organizational framework, underwent expansion to encompass broader societal and political contexts. This extended framework can be delineated into two distinct categories: society-centered and state-centered. The society-centered approach, akin to a bottom-up perspective, directs attention towards the grassroots level. In contrast, the state-centered approach assumes a top-down perspective, emphasizing the role of the state in shaping these dynamics.

Noteworthy is the historical prevalence of the state-centric approach within political theory, persisting even in contemporary democracies. This persistence prevails despite the advent of opinion polling, which facilitates the analysis of individual citizens' preferences across various domains such as business, politics, and media.

### **Interaction of Variables and Public Behavior**

Despite the comprehensive individual research endeavors focused on factors such as lifestyle, international relations, trust in government, life satisfaction, assessment of government performance, and demographic factors, a notable lacuna exists in the understanding of their collective interactions shaping public behavior. The current study endeavors to address this gap by delving into the synergistic impact of these variables on voice, exit, and loyalty behaviors. Through this investigation, the aim is to provide a more holistic comprehension of the intricate dynamics that arise when these factors con-

verge, contributing valuable insights to the existing body of knowledge.

### **Methodology**

This research utilizes a quantitative approach to investigate the influence of lifestyle, international relations, life satisfaction, trust in government, assessment of government performance, and demographic factors on the choice of public voice, exit, and loyalty behavior. The quantitative method was chosen due to its objectivity and ability to handle large amounts of data, which is crucial for generalizing the results to the larger population (Creswell, J. W. & Creswell, J. D. 2017).

The dataset used in this research is from face-to-face survey result data of the AsiaBarometer Survey 2008 project. The result is collected in an Excel file and the result is to be extracted based on the codebook provided in the project. The countries included in the dataset will be the 3 major countries in Indo-Pacific countries: China, Japan, and India.

The dependent variable in this study is the choice of public voice, exit, and loyalty behavior. This variable is operationalized using the responses to the relevant questions in the dataset. In the survey, respondents will be asked a main question:

“What should a person who needs a government permit do if the response of the official handling the application is: “Just be patient and wait?””

From the Hirschman framework of exit, voice, and loyalty, the investigators have amalgamated six answers into three catego-



ries: “use connections”, “write a letter” and “bribe an official” are amalgamated into a voice, “nothing can be done” and “wait and hope” are amalgamated into loyalty, and “act without a permit” as an exit. Thus, the response patterns move closer to the Hirschman framework. The dependent variable will be measured on a nominal scale.

The independent variables include lifestyle, international relations, life satisfaction, trust in government, assessment of government performance, and demographic factors such as age, gender, education, and income. These variables are also obtained from the responses in the dataset. The independent variable will be measured on a nominal scale (binary scale) from 1 to 0 value.

Lifestyles are relevant in determining whether to choose exit, voice, or loyalty. Citizen lifestyle will be capturing the number of public utilities the household of the respondents have of the following public utilities: public water supply; electricity; liquefied petroleum gas (LPG), piped gas; fixed-line phone; mobile phone; facsimile; cable TV.

Exposure to globalization includes their status of living internationally (including international friends and foreign travel). It counts the number of items that apply to the respondent in question: Which, if any, of the following statements apply to you? The six items are the following: (1) A member of my family or a relative lives in another country; (2) I have traveled abroad at least three times in the past three years, on holiday or for business purposes; (3) I have friends from another country who are in [YOUR COUNTRY]; (4) I often watch foreign-produced

programs on TV; (5) I often communicate with people in other countries via the Internet or email; (6) My job involves contact with organizations or people in other countries.

Satisfaction with aspects of daily life examines respondents’ satisfaction level with their housing, friendships, marriage (if married), standard of living, household income, health, education, job, and neighbors. The coding is as follows: Very satisfied = 1; Somewhat satisfied = 2; Neither satisfied nor dissatisfied = 3; Somewhat dissatisfied = 4; Very dissatisfied = 5

Trust in social institutions examines trust in state and local government as the nearest government institution to citizens’ daily lives. Trust the state and local government takes on the values from 1 to 4 for question: “Please indicate to what extent you trust the central government, state and local government, legal system, and parliament or congress to operate in the best interests of society. If you don’t know what to reply or have no particular opinion, please say so.” The coding is as follows: Trust a lot = 1; Trust to a degree = 2; Don’t really trust = 3; Don’t trust at all = 4.

Assessment of government performance includes political corruption that takes on the values from 1 to 4 for the question: How well do you think the [YOUR COUNTRY’S] government is dealing with political corruption, the economy, human rights, and crime? The coding is as follows: Very well = 1 Fairly well = 2; Not so well = 3; Not well at all = 4.

Demographics examine such items as gender, age, level of education, and income.

Female = 1 if the respondent is female; 0 if male. Age is the age of the respondent, then categorized into 5 groups. Level of education is the highest level of education the respondent completed. The variable takes on the values from 1(primary/lower secondary) to 3(higher than upper secondary). Income is the level of household income of the respondent. The variable takes on the values from 1(low) to 3(high).

Multinomial logistic regression is the primary statistical technique used in this study. This method is well-suited to investigate the relationship between one nominal dependent variable (voice, exit, and loyalty behavior) and multiple independent variables (lifestyle, international relations, life satisfaction, trust in government, assessment of government performance, and demographic factors).

Furthermore, the use of multinomial logistic regression allows for the assessment of the relative importance of each independent variable in predicting the choice of public behavior. The statistical software R is used for conducting the analysis.

The hypotheses proposed in Chapter 1 will be tested using the multinomial logistic regression model. The model's coefficient estimates and their statistical significance will provide insights into the influence of the independent variables on the choice of public behavior.

## Experiments and Results

The data utilized in this study were derived from the AsiaBarometer Survey 2008 project. We began by preparing the

dataset for analysis—this involved cleaning the data, addressing missing values, and recoding categorical variables. Following data preparation, we applied a multinomial logistic regression model to investigate the influence of various factors on public behavior in terms of voice, exit, and loyalty actions.

We carried out a multinomial logistic regression analysis using lifestyle, international relations, life satisfaction, assessment of government performance, trust in government, and demographic factors as predictors. The dependent variable was the public's choice of behavior: voice, exit, or loyalty.

The multinomial logistic regression models were fitted using both *mlogit* and *multinom* functions to investigate the relationships between various predictor variables and the three-level response variable. The predictor variables included lifestyle, globalization, life satisfaction, trust in government, assessment of government, gender, age, education, and income.

The results of the *mlogit* model indicated that life satisfaction, trust in government, globalization, age, and assessment of government were significant predictors when comparing outcomes 2 (exit) and 3 (loyalty) to the reference outcome (voice). The less trust in government led to higher log odds of the response being in exit compared to voice.

For loyalty compared to the reference voice, lifestyle, globalization, life satisfaction, age, and assessment of government were significant predictors. Increased in lifestyle, increased in life satisfaction, higher age, less exposure to globalization, and a more positive assessment of government were associat-

ed with higher log odds of being loyal.

The multinom model yielded similar results, further validating the findings from the mlogit model. The estimates for both models were similar, with life satisfaction, trust in government, and assessment of government being particularly notable predictors for differentiating between the outcomes.

**Figure 2. Regression Results**

Predictors	vel			Response
	Odds Ratios	CI	p	
(Intercept)	0.02	0.00 – 0.10	<0.001	2
lifestyle	2.09	0.35 – 12.41	0.417	2
globalization	1.21	0.31 – 4.76	0.786	2
life satisfaction	2.92	0.69 – 12.41	0.146	2
trust government	6.15	1.59 – 23.81	0.009	2
assess government	0.40	0.12 – 1.33	0.135	2
gender	1.01	0.65 – 1.56	0.973	2
age	1.90	0.97 – 3.75	0.063	2
edu	1.17	0.60 – 2.29	0.643	2
income	0.55	0.29 – 1.03	0.063	2
(Intercept)	0.50	0.28 – 0.87	0.015	3
lifestyle	2.16	1.11 – 4.18	0.023	3
globalization	0.56	0.33 – 0.95	0.033	3
life satisfaction	3.49	2.03 – 6.00	<0.001	3
trust government	1.54	0.94 – 2.53	0.089	3
assess government	0.36	0.24 – 0.55	<0.001	3
gender	1.09	0.93 – 1.28	0.278	3
age	1.85	1.43 – 2.38	<0.001	3
edu	1.07	0.84 – 1.37	0.575	3
income	1.01	0.81 – 1.25	0.931	3
Observations	2699			
R <sup>2</sup> / R <sup>2</sup> adjusted	0.102 / 0.102			

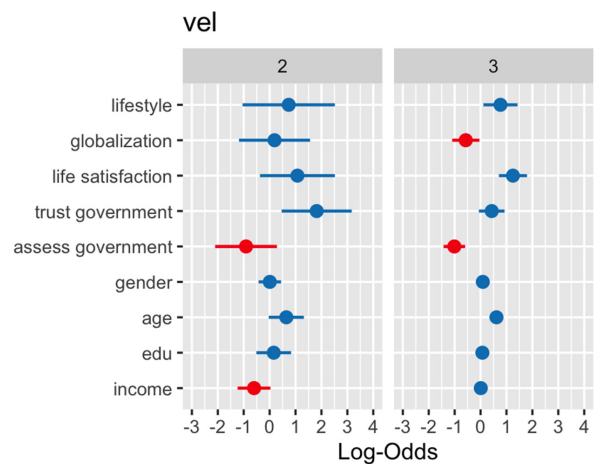
It’s important to remember that while these predictors were statistically significant, the practical importance of these effects would need further investigation. More specifically, positive coefficients indicate an increase in the log odds of the outcome (relative to the reference outcome) for a unit increase in the predictor, and negative coeffi-

cients indicate a decrease.

The R-squared for the mlogit model was 0.025041, indicating that the model explains about 2.50% of the variance in the outcomes. The AIC from the multinom model was 4318.823, providing another measure of the model fit taking into account model complexity. Lower AIC values indicate a better-fitting model. Further model diagnostics and analyses will be required to evaluate the model fit and assumptions fully.

These findings provide valuable insights into the relationships between various socio-economic factors and the multi-category response variable, paving the way for further analysis and research in this field.

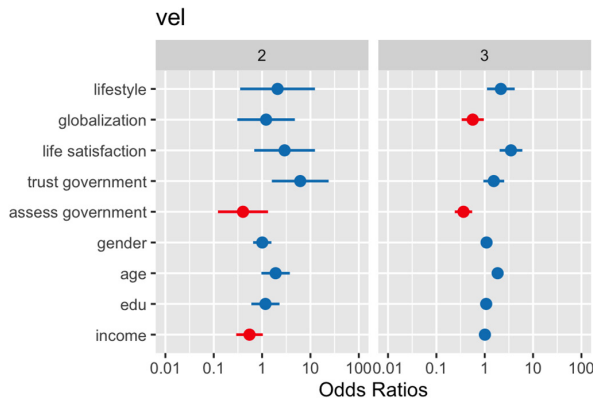
**Figure 3. Log-Odds Coefficient**



In the plot of the log-odds coefficients, we found a significant negative effect of trust in government on the likelihood of citizens choosing to exit over voice, particularly in Indo-Pacific countries. This suggests that lower levels of trust in government institutions increased the odds of citizens opting for exit behavior.



**Figure 4. Odds Ratio Coefficient**

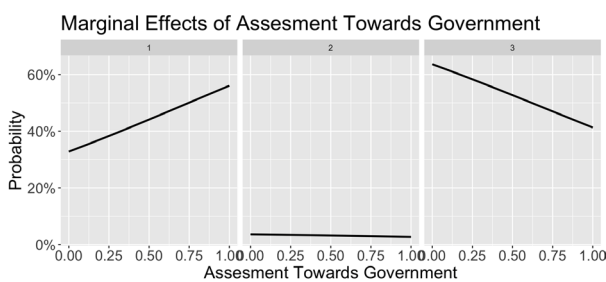


In the plot of the odds ratio coefficients, we found similar results, with lower trust in government significantly increasing the likelihood of citizens choosing exit behavior over voice or loyalty actions.

**Figure 5. Probability Plots of Life Satisfaction Variable**



**Figure 6. Probability Plots of Assessment Towards Government Variable**



We also produced probability plots for the variables of life satisfaction and assessment towards the government. These plots revealed that as life satisfaction and positive assessment of government performance increased, the probability of citizens choosing loyalty behavior also increased. In another way, as life satisfaction and positive assessment of government performance increased, the probability of citizens choosing voice behavior decreased.

**Discussion of Results**

The outcomes of the analysis affirm our initial hypotheses, revealing a robust influence of various factors on public behavior. Trust in government, life satisfaction, lifestyle, globalization, age, and the evaluation of government performance were identified as significant contributors to these behavioral patterns. Notably, diminished levels of trust in government correlated with an increased propensity for citizens to adopt exit behavior. Conversely, an advanced lifestyle, elevated life satisfaction, higher age, limited exposure to globalization, and a favorable assessment of government performance were associated with an augmented likelihood of citizens exhibiting loyalty. These findings contribute valuable insights to the understanding of the nuanced interplay of these factors in shaping public behavior.

The findings significantly contribute to an enhanced comprehension of the determinants impacting public behavior within Indo-Pacific countries. Specifically, the results underscore the pivotal role played by public trust in government and life satisfaction in

influencing citizen responses to government institutions. These insights illuminate the nuanced dynamics that underlie the interactions between individuals and governmental entities in the Indo-Pacific region, thereby offering valuable perspectives for researchers, policymakers, and practitioners seeking to navigate and comprehend the intricacies of public behavior within this geographical context.

In this study, we aimed to investigate the influence of various factors on public behavior in Indo-Pacific countries, specifically focusing on the choices of voice, exit, and loyalty. By analyzing data from the AsiaBarometer Survey 2008 project and conducting multinomial logistic regression analysis, we obtained valuable insights into the relationship between key variables and public behavior. These findings provide a comprehensive understanding of the complex dynamics involved in shaping citizen responses to government institutions.

### **Implications and Contributions**

The results of this study have significant implications for policymakers and researchers in the fields of sociology, psychology, and political science. Understanding the factors that influence public behavior is crucial for designing effective governance strategies and policies. By recognizing the role of trust in government, life satisfaction, and assessment of government performance, policymakers can tailor their approaches to address the concerns and needs of citizens.

This research contributes to the existing body of knowledge by providing em-

pirical evidence on the combined impact of various factors on public behavior in Indo-Pacific countries. By utilizing the AsiaBarometer Survey 2008 data, we offer insights specific to the Indo-Pacific context, which can inform decision-making processes and policy formulation in the region.

### **Recommendations for Future Research**

While this study has shed light on the relationship between trust in government, life satisfaction, assessment of government performance, and public behavior, there are opportunities for further research. Future studies could explore additional variables and their influence on public behavior, such as political ideology, media exposure, and social networks. Moreover, longitudinal studies can provide a deeper understanding of how these factors evolve and their long-term impact on public behavior.

Moreover, broadening the scope of this research to encompass diverse regions or countries would facilitate comparative analysis, allowing for the exploration of cultural and contextual variations in public behavior. This comparative approach holds the potential to enrich our understanding of the intricate dynamics operating within distinct socio-political environments. By examining how these factors manifest and interact across varied cultural contexts, scholars and policymakers can gain deeper insights into the nuanced influences that shape public behavior globally. This expansion of the research framework promises to enhance the applicability and generalizability of the findings, thereby contributing to a more robust

and nuanced comprehension of the complexities inherent in public behavior across diverse settings.

## Conclusion

In summary, this study has shed light on the intricate interplay among trust in government, life satisfaction, assessment of government performance, and public behavior within Indo-Pacific countries. The results underscore the significance of these factors in molding citizens' decisions regarding voice, exit, and loyalty. These insights provide a valuable foundation for policymakers and researchers to formulate evidence-based strategies aimed at bolstering trust, enhancing citizen satisfaction, and fostering positive evaluations of government performance.

A deeper understanding of the intricacies of public behavior enables societies to cultivate stronger bonds between citizens and their governments. This, in turn, paves the way for more effective governance and contributes to overall societal well-being. The implications of this study extend beyond academic discourse, offering practical guidance for those engaged in governance and policy development within the complex socio-political landscape of the Indo-Pacific region.

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