



The CRM and product attribute toward purchase intention: the mediating role of brand image in Indonesia

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ABSTRACT

The rapid development of consumer's top choice by highlighting the value over. Through Customer Relationship Management (CRM), product attributes, and brand image, companies could provide impressions and values that distinguish them from competitors, all of which play an essential role in influencing consumer purchases. The study indicates the impact of customer relationship management and product attributes on consumer purchasing interests through brand image. The research employed a purposive sampling technique to select 150 respondents for the sample. Metode pengumpulan data melalui pemanfaatan kuesioner Google Forms. Data analysis using SmartPLS SEM Software (Structural Equation Model). The study's found that purchase intention is significantly influenced by CRM. On the other hand, Purchase intention is highly influenced by brand images, CRM, and product attribute through brand image; product characteristics have no discernible effect on purchase intention. This research suggests that CRM development, product attributes, and brand image are crucial to boosting consumer purchasing interests and making companies the top choice in today's digital age.

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INTRODUCTION

Rapid and evolving technological developments have brought significant changes to Indonesian society, 2023 Indonesia's Internet user population has reached 212.9 million or about 77.0% of the total population by 2023, and the Internet user in Indonesia has increased by 5.2 million (+10%) Between 2022 and 2023 (Fauzia et al., 2023). Society has begun to accept and leverage these technological developments, creating new lifestyles heavily dependent on technology and the Internet. One of the most tangible examples is the shift of shopping activity to the digital realm. Presently, people can shop anytime and anywhere with the help of the internet, cell phones, and marketplace apps. This phenomenon has changed consumer behaviour, considering various factors such as price, promotions, and convenience when shopping online or offline. To survive

and succeed in this competition, companies must strive to achieve their goals while lining customer interest in their products.

According to (Savitri et al., 2021), describing CRM as a promotion strategy, enabling companies to build good relationships with corporate goals, while involving consumers in revenue-generating exchanges, CRM initiatives have been shown to improve brand appreciation, and consumer attitudes that are more supportive of brands that support those goals, and ultimately lead to increased sales and consumer purchasing intentions. Meanwhile, research (Yunus et al., 2022) states that Customer relationship marketing strategies might be designed to boost purchase intentions. Moreover, it is supported by research (Bellman et al., 2019), thus asserts that customer relation and experience level have an impact on purchase intention. According to (Hadi et al., 2022), Customer Relationship Management (CRM) is a technique that may be used to retain current customers and attract new ones so they can support the company's product marketing efforts. According to Kumar & Reinartz in (Hadi et al., 2022), new customers may be interested in buying company products by offering discounts or other incentives to do so. According to (Emaluta et al., 2019), CRM is the practice of strengthening ties between businesses and clients by raising client satisfaction levels. In conclusion, customer relationship management (CRM) is a strategic method that aims to attract new customers through incentives like discounts and focuses on retaining existing customers by enhancing their satisfaction. Building and maintaining relationships can significantly influence a customer's intention to purchase. A well-implemented CRM strategy can make customers feel valued and understood, increasing their likelihood of purchasing and loyalty to the company.

One of the keys to the success of the marketing of a product or service is that a brand's ability to successfully sell a product depends on the product's features matching the desires of the customer (Yolanda Putra et al., 2023). Product attributes can also affect customer satisfaction and consumer purchase intention (Pali, 2023). According to (Oscar & Megantara, 2020), a product attribute is everything that defines the benefits of a product, which is inherent in the product itself and is considered necessary by consumers in making purchasing decisions. In this study, using Crocs in the Shopee is the research object.

Consequently, the official Crocs shop on Shopee offers a plethora of orderly, basic, and uncomplicated items in addition to a range of engaging Shopee features and functions. A few of these include the official store's Rating level, follower count, and chat performance. Having these features makes it simple for customers to look up information about products, like whether the goods are available or whether the seller can respond to inquiries or assist customers in selecting the ideal item. By doing this, clients and potential consumers will have a useful purchasing experience. (Tanuwijaya & Ellitan, 2023). Crocs has taken advantage of the Dishopee feature in its CRM strategy. Having an official shop on Shopee and getting a 4.9 out of 2,700 ratings shows that Crocs is building customer relationships. Moreover, with 35,000 followers, Crocs has managed to attract many consumers (Shopee, 2023).

Before making a purchase, the prospective consumer will go through an important step: gathering information about the goods from various sources. Consumers can obtain the required information about the goods to be purchased through a description given by the brand or by communicating directly with the seller through the chat option in online transactions (Rosyidah, 2022). Chat performance is also an important indicator in CRM. With a quick response and good service in the chat, Crocs can increase customer satisfaction and ultimately increase consumer purchasing interest. According to Dachyar and Banjarnahor in (Aileen et al., 2021) the definition of intention to make a purchase or transaction on a shopping site is the buyer's plan to participate in an exchange relationship, such as exchanging information in a business relationship or carrying out a commercial transaction. According to Haque et al. in (Notonagoro & Bernarto, 2021), Purchase intention refers to a customer's desire and choice to acquire a certain item or service.

In essence, purchase intention is a buyer's plan to engage in a transaction, influenced by product attributes and brand image. The customer decides to buy a specific product or service, which numerous elements can shape. In addition, positive consumer ratings can also improve Crocs's brand image. A good brand image will increase consumer confidence and boost consumer interest in buying (Santika, 2022). According to (Firmansyah, 2019), Brand Image is the thought and emotion elicited by hearing or seeing a brand's name. also according to Bhandari & Rodgers, 2018 in (Nimas Bidari et al., 2023) explain where it relates to how consumers describe what they think and their feelings about a brand. However, according to the official Crocs store shopee data, many consumers are giving reviews of poor service, even harmful. Based on the conclusion of research (Frandi et al., 2023), a good brand image and effectiveness in the minds of consumers can increase consumer interest in buying a product. According to (Purba, 2020), customer experience positively influences re-purchase intentions in KAI access applications. According to research results (Kristianti et al., 2023), effective CRM management, such as accessible and responsive customer service, can stimulate consumer purchasing interest because a good CRM can exceed customer expectations and provide more excellent value to the goods or services. A good CRM can also ease the purchasing process, from problem-solving to finally choosing to buy it (Kristianti et al., 2023).

This research is intended to determine if there is a role in customer relationship management and product attributes to purchase intention through brand image. Taking into account the characteristics of the variables to be tested, the formulation of the hypothesis is: (H1) Customer relationship management influences purchase intention (H2) Product attributes influence purchase intention, (H3) Brand image influences purchase intention, (H4) Customer relationship management and product attributes influence through the brand image on purchase intention.

Previous studies have demonstrated how CRM has a beneficial impact on customers' intents to buy (Dastane, 2020). This shows implementing effective customer relationship management can increase customer satisfaction and loyalty, contributing to buying interest (Ningsih et al., 2016). Other research shows that because of the relationship between consumers and brands, brand loyalty has a favorable influence on purchase intentions, which is why customers often find it difficult to move to other brands (Tanzaretha & Rodhiah, 2021). Research by (Hidayat et al., 2012), shows that product attributes, such as product quality, brand equity, facilities, atmosphere, and service quality, have a significant relationship with consumer purchasing interest. Good product attributes can create positive perceptions about the brand and encourage purchasing interest. Therefore, companies must pay attention to the attributes of their products to increase consumer buying interest.

This study used an intervening variable brand image. According to (Aziz & Sulistiono, 2020), brand image has an important role in increasing consumer buying interest. According to (Laditri et al., 2023), the better the brand image is implemented, the more consumer buying interest will increase. (Tangka et al., 2022) explains that the more appropriate the company's strategy for building a brand image, the more it will increase consumer buying interest, confirmed by (Ahmad et al., 2020) because brand image influences buying interest. Therefore, in order to better manage brand quality and continue to prioritize product excellence in order to build customer confidence to have an interest in buying a product, brand image is therefore an important factor for a brand. From these two studies, it can be concluded that brand image has an important role in increasing consumer buying interest. Therefore, companies must focus on establishing and improving their brand image to attract consumer interest and drive sales. Continuous evaluation of brand image implementation is also important to ensure the strategies used are still relevant and effective.

This research focuses on how customer relationship management (CRM) and product attributes influence consumer purchasing interest through brand image in Indonesia. This research explores how CRM strategy and product attributes such as quality, design, features, and price

influence consumer purchasing interest. Additionally, it will examine how brand image mediates this influence. It is hoped that the results of this research will provide better insight into consumer behavior in Indonesia, which can help companies design and implement more effective marketing strategies, such as customer service, loyalty programs and social media interactions.

Furthermore, from the description of the phenomenon above, the appearance of consumers can be influenced by various factors that generate interest in a product. Researchers interested in researching the "The CRM and Product Attribute Toward Purchase Intention: The Mediating Role of Brand Image In Indonesia" with the formula problem in this study is as follows, Does customer relationship management influence consumer purchase intention?, Do product attributes influence consumer purchase intention?, Does Brand Image influence Customer purchase intention?, Do customer relationship management and Product Attributes through Brand Image influence purchase intention?

RESEARCH METHOD

Research of this kind is quantitative in nature. It is a scientific approach, according to (Sekaran & Bougie, 2017a), whose data is represented by numbers or numbers that may be processed and examined by statistical or mathematical computations. Four variables make up the research: Product Attributes with Product Quality, product Features, and Product Design dimension; Buying Interests with Attention, Interest, Desire, and Action; and Brand Image with the Dimensions of Co-Cooperate Image, User Image, Product Image. Customer Relationship Management has functional quality, Confidence Benefit, and Special Treatment Benefit dimensions. The Likert Scale, according to (Sekaran & Bougie, 2017b), is a tool used to gauge how much a respondent agrees with a statement. The study's demographic consists of Shopee users who are familiar with Crocs products. As to (Joseph F Hair et al., 2021), a sample size of at least 100 should be used. There were 150 samples used in this investigation. Google Forms is used to distribute questionnaires that are used to gather data.

This study used the non-probability sampling technique, because not all existing populations will be sampled in this study (Sekaran & Bougie, 2017a). According to (Sekaran & Bougie, 2017b), in non-probability samplings, elements in populations do not have any inherent probability of being selected as sample subjects.

This study used a 5% accuracy (α), with a 95% confidence rate, resulting in a $Z = 1.96$ value. The error rate is defined as 10% or 0.1 because the study is limited by time, and the error rate of 10% is considered sufficient for research in the field of social sciences. Meanwhile, the probability that the questionnaire is true (accepted) or wrong (rejected) is 0.5, respectively. The authors would distribute as many questionnaires as possible with a minimum of 96.04 respondents, but according to (J F Hair et al., 2019), a good sample size ranges from 100 to 200 respondents.

RESULTS AND DISCUSSIONS

The study is entitled "The CRM and Product Attribute Toward Purchase Intention: The Mediating Role of Brand Image In Indonesia". The data collection method used is the distribution of questionnaires through Google Forms Online, which are distributed through social media such as Instagram and WhatsApp.

The characteristics of respondents in this survey are determined by age, sex, and occupation. In terms of gender, the distribution of the respondents who filled out the questionnaire was balanced, with 50% female and 50% male. Most respondents were aged 21-25 years, comprising 69 respondents or 46% of the total. The most common occupation among respondents was a student, with 76 respondents, or 50.7% of all respondents.

Outer Model

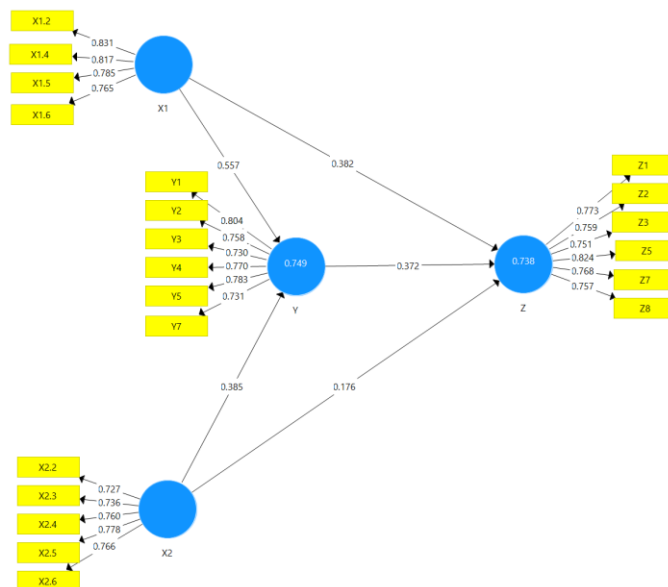


Figure 1. Outer Model

In this study, convergent validity is measured, namely outer loading and AVE, where the value of Outer loading is > 0.7 , and the value of AVE is > 0.5 (Joseph F Hair et al., 2021). Based on Figure 2. The data processing results show that interest in purchases is influenced by Customer relationship management (X1) with a value of 0.435, Product attributes (X2) with a score of 0.133, and brand image (Y) with a rating of 0.366.

The Value of outer loading each variable is more significant than 0.7. However, some indicators should be deleted because the value of the indicator is less than 0.7, i.e. indicator X1.1 with a value of 0.587, X1.3 with a price of 0.623, X2.1 with a price of 0,674, Y6 with a rate of 0.674, Z4 0.666, Z6 0.585, thus considered valid and worthy of further investigation (Joseph F Hair et al., 2021).

Table 1. Result of Composite Reliability dan AVE

Variable	Cornbach's Alpha	Composite Reliability	AVE	Conclusion
X1	0.812	0.877	0.640	VALID
X2	0.810	0.868	0.568	VALID
Y	0.856	0.893	0.582	VALID
Z	0.865	0.899	0.597	VALID

Based on Table 2, Therefore, it can be said that every variable in this research satisfies the dependability requirements. This is indicated by the Cronbach Alpha value which is greater than 0.6 and the Composite Reliability value which is greater than. (J. J. F. Hair et al., 2021). With an AVE value higher than 0.5, it can be said that any variable in this study is reliable (Joseph F Hair et al., 2021).

Estimating For Path Coefdcients

In this research, it was done through bootstrapping techniques. According to (Joseph F Hair et al., 2021), bootstrapping techniques are used in Structural Equation Modeling (SEM) to estimate path coefficients. The data obtained from the path coefficient can then be used to test the direct influence hypothesis. In the context of SEM, the path coefficient's significance is evaluated using the T and P values. According to (Joseph F Hair et al., 2021), the value T-value and the value P are

used in the testing of the hypothesis to determine whether an effect is statistically significant. The criteria for accepting or rejecting the hypothesis are if the significance value of T Value > 1.96 and/or P-Value < 0.05 at a significance level of 5% ($\alpha 5\%$) then H_a is accepted and H_0 is rejected, conversely if T-Value < 1.96 and or the P-Value value is > 0.05 at a significance level of 5% ($\alpha 5\%$) then H_a is rejected and H_0 is accepted.

Table 2. Result of Path Coefficient

Relationship	Original Sample	STDEV	T Value	P Value	Decision
X1 -> Z	0.382	0.104	3.674	0.000	Support
X2 -> Z	0.176	0.077	2.289	0.011	Support
Y -> Z	0.372	0.361	3.328	0.000	Support

Based on table 2, you can see the T Value and P Value which will be used in hypothesis testing. The criteria for the T Value are if the value is greater than 1.96 and/or the P Value is less than 0.05 at a significance level of 5% ($\alpha 5\%$), then the alternative hypothesis (H_a) is accepted and the null hypothesis (H_0) is rejected. Conversely, if the T Value is less than 1.96 and/or P Value is greater than 0.05 at a significance level of 5% ($\alpha 5\%$), then the alternative hypothesis (H_a) is rejected and the null hypothesis (H_0) is accepted (Joseph F Hair et al., 2021).

Based on Table 3, testing the hypothesis in this study is done using two methods: direct and indirect.

a. H1: Customer Relationship Management (X1) influenced Purchase Intention(Z):

The T Value is 3.674 and the P Value is 0.000. Because T Value > 1.96 and P Value < 0.05 it is significant. Thus H1 is accepted and H_0 is rejected. Customer relationship management directly has a significant influence on purchasing intention.

b. H2: The Product(X2) attribute influences Purchase Intention (Z):

The T Value is 2.289 and the P Value is 0.011. Since the T Value is > 1.96 and the P Value is > 0.05 , it is not significant, so in situations like this, it is usually better not to reject the null hypothesis, because the P value indicates that there is a fairly high probability that the observed effect may have occurred by chance. Thus H_0 is rejected. It can be concluded that there is a significant indirect influence. Product attributes do not directly have a significant influence on purchase intention.

c. H3: Brand Image(Y) influences Purchase Intention (Z):

The T Value is 3.328 and the P Value is 0.000. Because T Value > 1.96 and P Value < 0.05 , it is significant. Thus H3 is accepted and H_0 is rejected. Brand image directly has a significant effect on purchasing intention.

Thus, it can be concluded that customer relationship management and product attributes significantly influence brand image and purchase intention, except for the influence of product attributes on buying interest.

Test Mediation Hypothesis (indirect)

Table 3. Specific Indirect Effects

Relationship	Original Sample	STDEV	T Value	P Value	Decision
X1 -> Y -> Z	0.207	0.066	3.139	0.001	Support
X2 -> Y -> Z	0.143	0.053	2.693	0.004	Support

Based on Table 3, hypothesis testing can be carried out for indirect effects. Indirect hypothesis testing aims to find out whether there are intermediary variables that influence the relationship between the independent and dependent variables. In other words, the author wants to see whether the influence of the independent variable on the dependent variable changes when

other variables are added to the model. The following is a further explanation about testing the indirect influence hypothesis.

In indirect hypothesis testing, the author looks at the influence of the independent variable on the dependent variable through the mediating variable. In this research, Brand Image is a mediating variable.

- a. Customer Relationship Management(X1) through Brand Image(Y) influences purchase intention(Z): The T value is 3.139 and the P value is 0.001. It is significant since the T value is > 1.96 and the p value < 0.05. Thus, Ho is rejected. It can be concluded that there is a significant indirect influence of Customer relationship management on purchase intention through the Brand Image.
- b. The Product attribute(X2) through the brand image (Y) affects purchase intention (Z): The value of T is 2.693, and the value of P is 0,004. Because of the value T > 1.96 and P value < 0,05, it is significant. This could be a confusing situation. However, the T value shows a significant effect. Thus, Ho was rejected. It can be concluded that the Product Attribute significantly indirectly influences purchase intention through the Brand Image.

In this study, H4: Customer Relationship Management(X1) and Product Attribute(X2) through Brand image(Y) influenced purchase intention(Z). Customer relationship management and Product attributes are independent variables, Brand Image is the mediated variable, and Buying interest is the dependent variable.

Customer Relationship Management and Product Attributes significantly influence the Brand Image, affecting purchase intention. It shows that good customer relationship management and attractive product attributes can enhance the brand image, increasing consumer purchase intention.

R Square

Table 4. Result of R Square

Variable	R Square	Effect Size
Y	0.749	Significant
Z	0.738	Significant

The R Square brand image (Y) value of 0.749 shows that the Y variable directly influences 74.9%. The remainder, 25.1%, is influenced by other variables not discussed in this study. Meanwhile, the R Square value for Buy Interest of 0.738 indicates that purchase intention (Z) directly impacts CRM and Product Attributes of 73.8%, while the remaining 26.2% is affected by another variable not covered in the study. R Square, as a measure of the predictive strength of the model in the sample, shows the extent to which the variance in endogenous construction is described by the model, with values of 0.75, 0.50, and 0.25, respectively, showing exogenous influences on weak, moderate, and strong endogens (Joseph F Hair et al., 2021).

Analysis

On the basis of the described research outcomes and discussions, conclusions can be derived to address the problem statement of this study.

- a. Customer relationship management (X1) significantly influences purchase intention (Z) with a T value of 4.522 and P value of 0,000, so it is obtained to have a significant positive relationship.
- b. This research shows that product attributes (X2) have no significant influence on purchase intention (Z) with a T value of 1.619 and a P Value of 0.027, so obtained has no significant positive relationship. Thus, the product attribute (X2) hypothesis of influence on purchase intention (Z) has an insignificant and acceptable effect, with product attribute variables using

- indicators of Product Quality, Product Features, and Product Design, which can cause no significant influence.
- c. Brand image (Y) significantly influences purchase intention (Z). This research shows that a good brand image can increase purchase intention (Z) with a T Value value of 3,414 and a P-value of 0,001, so it is obtained to have a significant positive relationship. Thus, the Brand Image(Y) hypothesis influences purchase intention (Z).
 - d. Customer Relationship Management (CRM) and Product Attributes significantly influence purchasing interests indirectly through the Brand Image. Through the first indirect hypothesis test ($X1 \rightarrow Y \rightarrow Z$), the T value is 3.139, and the P value is 0.001. Since T is more significant than 1.96 and P is less than 0.05, this shows that CRM has a significant positive relationship with buying interests through the brand Image. Meanwhile, through the test of the indirect hypothesis ($X2 \rightarrow Y \rightarrow Z$), the value T is 2.693, and the value P is 0,004. Since the T-value is also larger than 1.96 and the P value is less than 0,05, the Product Attribute also has significant positive relationships to purchase interests via the brand image. It shows that companies can boost consumer purchasing interest by improving the quality of their CRM and Product Attributes and building a strong Brand Image. However, it is essential to note that although these results are significant, other factors not studied in this study may still influence purchasing interest. Therefore, further research is needed to understand fully the factors that affect consumer buying interest.
 - e. As an intervening variable, brand image significantly influences Customer Relationship Management (CRM) and product attributes in influencing purchase intention. With an R Square value of 0.749, based on (J. J. F. Hair et al., 2021) then, the classification of the R Square values is moderate, this suggests that Brand Image explains about 74.9% variation in the relationship between CRM and the product attribute with the purchase intention. Buying interest variable with a R square value of 0,738, based (J J.F. Hair and al., 2021), then classifying the R Square value as moderate, suggesting that CRM, product attribution, and Brand Image jointly explain about 73.8% variations in the purchase intention. This means that about 73,8% of purchase intention changes can be explained by CRMs, product attributes, and brand image variations.

CONCLUSION

Customer Relationship Management, product attributes, and brand image can increase customer purchase intention, based study of 150 respondents shows that Customer Relationship Management (CRM) has a significant influence on purchasing interests, according to a study conducted by(Dastane, 2020). A good relationship between a company and a customer can boost purchase intention. An effective CRM can create customer loyalty and influence their purchasing decisions. However, this study also found that product attributes do not significantly influence purchasing interests, which is consistent with the research carried out by (Hidayat et al., 2014). Although product attributes such as quality, design, and features are essential, they are not always the main factors influencing customer purchasing decisions. In addition, the study also found that brand image has a significant 72.8% influence on CRM and product attributes in influencing purchasing interests. This research provides important insights for companies on the importance of CRM, product attributes, and brand image in driving purchasing interest. Although product attributes are not found to be a significant factor, companies still need to consider this attribute in their marketing strategy. However, this research has limitations regarding other factors affecting consumer purchasing interests. Therefore, further research is needed to identify and understand other factors influencing consumer purchasing interests.

From the study results obtained, companies can invest more in improving their CRM strategies, such as customer service, loyalty programs, and social media interactions, also

companies can consider adjusting their product attributes according to consumer preferences. therefore, companies can focus on improving their brand image through marketing and branding campaigns. This research can also help companies better understand consumer behavior in Indonesia, which in turn can help them design and implement more effective and targeted marketing strategies. This study suggests that companies should focus on developing andining aspects of CRM, product attributes, and brand image to stimulate purchase intention and drive sales. It also shows that firms should consider other factors in their marketing strategies that may affect consumer purchase intention. This research provides an opportunity for further researchers to develop the results of this research and explore other factors that may impact consumer purchase intention.

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