

ABSTRACT

In the digital era, companies are competing to become consumers' first choice by highlighting their values. Crocs has a unique design that is different on the market, but previously Crocs had no interest at all because of its bad design. Through Customer Relationship Management, product attributes, and brand image, companies can provide an impression and value that differentiates them from competitors, all of which play an important role in influencing consumer purchasing interest.

This research refers to previous research which found a significant positive relationship between Customer Relationship Management (CRM) and consumer purchasing interest. CRM is a strategic approach that aims to maximize relationships with customers. Apart from that, previous research also found a significant relationship between product attributes and consumer buying interest. Product attributes are specific qualities or characteristics of a product that may influence how consumers perceive it and make purchasing choices. Previous research also shows that brand image has a significant positive impact on consumer purchasing interest. Thus, this research aims to analyze the influence of customer relationship management and product attributes on consumer buying interest through brand image.

The sample used in this research was 150 respondents using purposive sampling technique. The population in this study were people in Bandung aged teenagers to adults. The data collection method used is the questionnaire method using Google Form. Data analysis used SmartPLS 3.0 SEM (Structural Equation Model) software.

The results of this research are that CRM has a significant effect on buying interest, while product attributes do not have a significant effect on buying interest, while brand image has a significant effect on buying interest, and CRM and product attributes through brand image have a significant influence on buying interest. This research shows that developing CRM, product attributes and brand image is the key to increasing consumer buying interest and making companies the first choice in today's digital era.

Keywords: *Customer Relationship Management, Brand Image, Product Attribute, Purchase Intention.*