

***The Influence of CRM and Brand Image on NCT Dream Product Purchasing  
Decisions***

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***Abstract***

*This quantitative research aims to determine the influence of customer relationship management and brand image on purchasing decisions for NCT Dream products. Researchers used a sample of 100 NCT Dream fan respondents aged over 17 years and domiciled in DKI Jakarta who had ever purchased NCT Dream merchandise or albums. The sampling technique uses purposive sampling and snowball sampling. The data analysis used is the t test using the SmartPLS application. Based on the research results, it can be concluded that customer relationship management influences purchasing decisions. Meanwhile, another independent variable, namely brand image, has influences but not significant on purchasing decisions.*

***Keywords :*** *Brand image, customer relationship management, and purchase decision.*

# **Pengaruh CRM dan *Brand Image* Terhadap Keputusan Pembelian Produk NCT Dream**

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## **Abstrak**

Penelitian kuantitatif ini memiliki tujuan untuk mengetahui pengaruh customer relationship management dan brand image terhadap keputusan pembelian produk NCT Dream. Peneliti menggunakan sampel sebanyak 100 responden penggemar NCT Dream yang berusia di atas 17 tahun dan berdomisili di DKI Jakarta yang pernah membeli merchandise atau album NCT Dream. Teknik pengambilan sampel menggunakan purposive sampling dan snowball sampling. Analisis data yang digunakan yaitu uji t dengan menggunakan bantuan aplikasi SmartPLS. Berdasarkan pada hasil penelitian dapat disimpulkan bahwa *customer relationship management* berpengaruh terhadap keputusan pembelian. Sedangkan, variabel independen lainnya yaitu *brand image* berpengaruh tetapi tidak signifikan terhadap keputusan pembelian.

**Kata kunci:** *Brand image, customer relationship management*, dan keputusan pembelian