

ABSTRACT

THE EFFECT OF BUSINESS DIGITALIZATION AND REBRANDING ON PURCHASING DECISIONS WITH CRM AS AN INTERVENING VARIABLE AT PJM TOWING

by

Bayu Septiadi

This study aims to analyze the influence of business digitalization and rebranding on purchasing decisions with Customer Relationship Management (CRM) as an intervening variable at PJM TOWING, a nationally growing tow truck service company. The phenomenon of low conversion rates from website visits to purchasing decisions forms the main basis of this study. The semi-conventional business model, the lingering local brand image, and the suboptimal implementation of CRM and digitalization are strategic issues examined scientifically. This study employs a quantitative approach using Structural Equation Modeling (SEM) based on AMOS with 355 respondents. The model testing results indicate that Business Digitalization significantly influences Purchase Decisions. Rebranding does not significantly influence Purchase Decisions. Business Digitalization does not significantly influence CRM. Rebranding does not significantly influence CRM. CRM does not significantly influence Purchase Decisions. Business Digitalization does not have an indirect influence on Purchase Decisions through CRM, and Rebranding does not have an indirect influence on Purchase Decisions through CRM. The research model meets the goodness-of-fit criteria with a Chi-square value of 179.851, sig = 0.552, RMSEA = 0.000, GFI = 0.955, AGFI = 0.944, CMIN/DF = 0.983, TLI = 1.001, and CFI = 1.000. These findings indicate that an increase in Business Digitalization will enhance Purchase Decisions, but not through rebranding—neither directly on Purchase Decisions nor indirectly through CRM. Similarly, Business Digitalization does not indirectly enhance Purchase Decisions through CRM.

Kata Kunci : Business Digitalization, Rebranding, CRM, Purchasing Decisions, PJM TOWING