



The influence of product knowledge and customer relationship marketing on interest customer buy at PT. RHB Sekuritas Indonesia Medan

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ARTICLE INFO	ABSTRACT
<p><i>Article history:</i> Received May 25 2024 Revised May 27, 2024 Accepted May 30, 2024</p> <p><i>Keywords:</i> Customer Relationship Marketing; Product Knowledge; Purchase Intention.</p>	<p>This research aims to determine the influence of Product Knowledge and Customer Relationship Marketing on Customer Buying Interest at PT. RHB Securities Indonesia Medan. The research methodology used is a quantitative descriptive method. The research population that will be used in the research is all prospective customers who will make purchases from the company during the 2023 period, the exact number of which is not known. Due to the unknown population and bias in the number of consumers who make purchases, using the Hairs formula, 100 respondents were obtained, while the sampling technique was to use accidental sampling. The results of the research analysis show that the variable has a significant positive influence partially and simultaneously between Product Knowledge and Customer Relationship Marketing on customer buying interest at PT. RHB Securities Indonesia.</p> <p><i>This is an open access article under the CC BY-NC license.</i></p>



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1. INTRODUCTION

When the economy is performing well and the capital markets are stable, consumer confidence tends to increase. This confidence translates into higher purchasing power and a greater willingness to spend on goods and services. Conversely, during economic downturns or periods of market volatility, consumer confidence can decrease, leading to reduced buying interest as people become more cautious about their finances. A strong economy and stable capital markets typically offer attractive investment opportunities, such as stocks, bonds, and mutual funds. When investors perceive these opportunities as favorable, they may allocate more of their funds towards investments, thereby reducing disposable income available for discretionary spending on consumer goods and services. On the other hand, during economic downturns, investors may seek safer investments or even liquidate assets, potentially increasing available funds for consumer spending. Economic growth and market performance can impact income levels and employment opportunities. During periods of economic expansion, job creation tends to increase, leading to higher incomes and greater consumer purchasing power. Conversely, economic downturns can result in layoffs and income reductions, constraining consumer

spending as people prioritize essential expenses over discretionary purchases. The economic and capital market situation in Indonesia directly influences consumer buying interest by shaping factors such as confidence levels, investment opportunities, borrowing costs, income levels, and market sentiments. Understanding these dynamics is essential for businesses and policymakers to anticipate consumer behavior and tailor strategies accordingly.

Indonesia has a capital market which plays an important role in the country's economy. Investors who have excess funds can invest their money in various securities in the hope of making a profit. Companies that need funds can use these funds to develop their projects. Alternative financing through the capital market allows companies to run and develop their businesses and allows the government to finance various company activities thereby increasing national economic activity and the wider community. The Indonesian capital market was established to connect investors (financiers) with companies and government institutions. Investors are parties who have excess funds, while the business world and government agencies need funds to finance various projects. Investment activities in the capital market are activities that have high risks, this can be seen from stock investments.

The capital market has an important role in a country's economy because the capital market has two functions, namely as a means for business funding or as a means for companies to obtain funds from the investing public (investors). Funds obtained from the Capital Market can be used for business development, expansion, additional working capital. The second function is that the Capital Market can be a means for people to invest short term and long term in financial instruments (stocks, bonds, mutual funds).

Investment is the main element in economic development. The capital market is an investment alternative for investors. Through the capital market, investors can invest in several companies by purchasing new securities offered or traded on the capital market. In the current development of the Indonesian economy, the capital market has become one of the best alternatives for investing. Broadly speaking, investment has many meanings, where in general investment can be explained as an activity to place excess funds in the form of money in the present with the hope of making a profit in the future and avoiding the negative effects of inflation. Investment is needed to be able to allocate part of the income earned to meet future needs. The choice of investment instruments is varied, where ordinary people are more familiar with investment through instruments in the form of gold and property. Only a small number know about investment options through the capital market.

A securities company is a company that has a business license from the OJK (Financial Services Authority) to be able to carry out activities as a securities underwriter, securities trading intermediary or investment manager. Securities Companies are better known as Securities Companies. Securities is a securities broker that is familiar among the public. Securities themselves provide many conveniences for investors. For example, the ease of transactions provided by implementing an online buying and selling system, providing research or analysis of market conditions and movements at that time on a regular basis so that they can be taken into consideration, and the services provided.

PT. RHB Sekuritas Indonesia is a securities company based in Jakarta, Indonesia and was founded in 1990. PT. RHB Sekuritas Indonesia has branches in various regions of Indonesia and one of them is Medan which is located at Jalan Perintis Independen number 3I-3J, Kesawan, Kec. New Medan, Medan City. Based on initial observations made by the author, there is a phenomenon regarding a decrease in customer buying interest in the services offered by the company.

Purchase intention is a statement from within the consumer that tends to show an interest in buying a number of products within a certain period that can be utilized by marketers as a basis for predicting what consumers want. In terms of companies, there are several factors that are suspected to influence the decline in customers' purchase

intentions for the services offered by the company, which include the influence of Product Knowledge and Customer Relationship Marketing (Astuti, et al. 2023). Purchase interest is a feeling of interest or desire for an object that arises from within oneself or an individual's attitude so that there is a series of positive behaviors in order to carry out purchasing decision activities (Gunawan, 2022). Purchase interest is a form of product knowledge where someone has the desire to buy a product or service (Hartanto, 2022). Buying interest is the concentration of attention on something accompanied by a feeling of pleasure towards the item, then the individual's interest gives rise to a desire so that a convincing feeling arises that the product or service has benefits which in the end the individual owns the item by paying or exchanging it for money (Rinnanik, 2022). Purchase intention is often used to analyze product knowledge (Nim'ah, 2022).

Product Knowledge is one of the most important points in sales that should not be overlooked. Product Knowledge relates to all knowledge about product characteristics, including usage, price, features, and other detailed information. Product Knowledge is a collection of various kinds of information about products (Firmansyah, 2018). Product Knowledge is a collection of various information about products that includes product categories, brands, product terminology, attributes, product features, prices, and beliefs about the product (Herdianto, 2016), (Wijoyo, et al. 2020). Product knowledge is a collection of various information about a product, this knowledge includes product category, brand, product terminology, product attributes or features, product price, and product beliefs (Arinawati and Suryadi, 2019).

Meanwhile, Customer Relationship Marketing is a business philosophy, a strategic orientation, which focuses on maintaining and enhancing relationships with existing customers rather than acquiring new customers. This is because retaining customers is cheaper than attracting new ones. Customer Relationship Marketing is the process of identifying, building, maintaining, accelerating, and whenever necessary, terminating relationships with customers and other stakeholders of the company to gain profit, thereby achieving the goals of all involved parties (Rizal, 2020). Relational marketing is a marketing strategy that relies on relationships or networks to exchange goods or services with the primary goal of developing marketing productivity and increasing mutual value (Suwanto, 2023). Customer relationship marketing is an emphasis on efforts to retain customers by building long-term relationships (Saleh and Said, 2019). Customer relationships are the types of relationship explanations established by a company with customers to maintain certain customer segments (Kurniulah, 2021). Relationship marketing is a concept that focuses on patterns of harmonious relationships between stakeholders that are oriented towards creating long-term relationship value (Rusman, 2020).

The phenomenon regarding customers' Product Knowledge shows that there are several shortcomings in customers' knowledge about the product categories offered by the company because there are still many customers who do not fully understand the products offered by the company. Some customers also seem confused when the company explains product terminology because they are still relatively new to securities and thus do not fully understand all the terms involved. Furthermore, many customers are still unaware of the benefits that the company's services can provide because they feel that even if they use the company's services, it is based only on analysis and still has the potential for losses, making the use of the company's services seem futile. This lack of knowledge makes them decide not to join.

The phenomenon regarding Customer Relationship Marketing shows that customers' trust in the product makes them fear losses and often hesitate or do not trust the services offered by PT. RHB Sekuritas Indonesia, resulting in prospective customers not opening stock accounts at PT. RHB Sekuritas Indonesia to buy stocks. Additionally, some brokers often do not act professionally when serving customers who have joined PT. RHB Sekuritas Indonesia, causing customers to feel disappointed with various

complaints such as slow responses that are not as good as the initial offering, slow and frequently error-prone applications, and so on. Initially, customers were promised ease of transactions with various facilities provided by the company. Moreover, the lack of a good familiarity level in the broker-customer relationship approach makes customers feel doubtful and increasingly distrustful of brokers, leading them to decide to seek brokers from other securities companies that can provide them with comfort in transactions. These phenomena affect customers' interest in trying the services offered by PT. RHB Sekuritas Indonesia.

PT. RHB Sekuritas Indonesia has not provided any response or reaction regarding the dissatisfaction experienced by customers, which has strained the relationship between customers and the company and led customers to consider trying other securities applications. The phenomenon is supported by the study conducted by Sarmigi, et al. (2022) titled "The Influence of Service Quality and Relationship Marketing on the Public's Interest in Becoming Customers of PT. Pegadaian (Persero) UPC Kota Sungai Penuh," the results showed a positive and significant influence of service quality and relationship marketing on the public's interest in becoming customers of PT. Pegadaian UPC Kota Sungai Penuh, both partially and simultaneously. This study also supported by research conducted by Augusta, et al (2019) entitled Effect Of Country Of Origin Image, Product Knowledge, Brand Familiarity To Purchase Intention Korean Cosmetics With Information Seeking As A Mediator Variable: Indonesian Women's Perspective where the results show both partially and simultaneously country of origin, Product Knowledge, and brand familiarity have a significant effect on purchase intention.

The objectives of this research are to determine whether there is an influence of Product Knowledge on Customer Purchase Interest at PT. RHB Sekuritas Indonesia. To determine whether there is an influence of Customer Relationship Marketing on Customer Purchase Interest at PT. RHB Sekuritas Indonesia. To determine whether there is an influence of Product Knowledge and Customer Relationship Marketing on Customer Purchase Interest at PT. RHB Sekuritas Indonesia. Based on the background description, the researcher is interested in conducting a study titled "The Influence Of Product Knowledge And Customer Relationship Marketing On Customers' Purchase Intention at PT. RHB Sekuritas Indonesia Medan."

2. RESEARCH METHOD

The research location is PT. RHB Sekuritas located at Jalan Perintis Kemerdekaan No. 3I – 3J, Medan. The research period will start from February 2024 to April 2024. The data used in the statistics are quantitative data. In the context of quantitative data analysis, quantitative data are data in the form of numbers. In conducting this research, the data sources consist of primary data sources and secondary data sources. The research population to be used in this study includes all prospective customers who will make purchases at the company during the 2023 period, with the exact number unknown. Because the population size is unknown and there is a bias in the number of consumers making purchases, Hair, et al. (2017) recommend that the minimum sample size is 5 times and the maximum is 10 times the number of indicators. In this study, there are 10 indicators, so the number of indicators used is: Minimum sample = number of indicators x 5 = 10 x 5 = 50 respondents, Maximum sample = number of indicators x 10 = 10 x 10 = 100 respondents. In this research, the researcher determines the sample size to be used is 100 respondents from the company's customers, while the sampling technique is accidental sampling, where sample members are randomly selected from the population without considering the existing strata in that population.

3. RESULTS AND DISCUSSIONS

3.1 Normality Test

The residual normality test is used to test whether the residual value resulting from the regression is normally distributed or not (Gunawan, 2020). A good regression model is to have residuals that are normally distributed. There is some method to do the normality test such as histogram graphic, normal probability plot of regression graphic and one sample Kolmogorov Smirnov statistic.

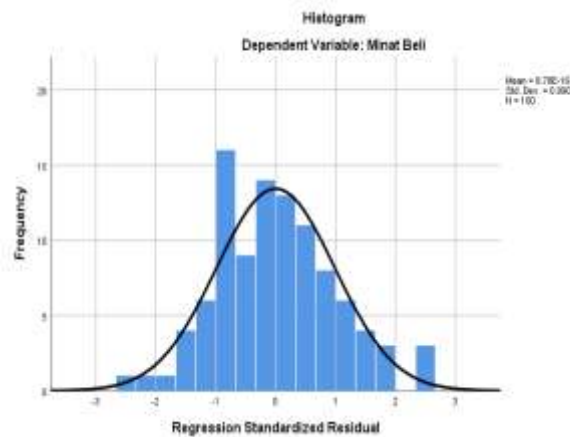


Figure 1. Histogram Graphic

Based on the picture above, it can be seen that the line forming a bell, not going left or right. This shows that the data is normally distributed and meets the assumptions of normality.

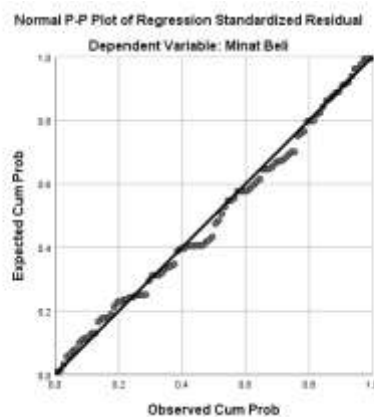


Figure 2. Normal Probability Plot of Regression Graphic

Based on the picture above, it shows that the data (dots) spreads around the diagonal line and follows the diagonal line. So from this figure it is concluded that the regression model residuals are normally distributed.

Table 1. One-Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.16409532
Most Extreme Differences	Absolute	.068
	Positive	.068
	Negative	-.036
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Research Result, 2024

Based on the table above, the results of the Kolmogorov-Smirnov normality test prove that the significant value is greater than 0.05 (Enterprise, 2018), namely 0.200, it can be concluded that the data is classified as normally distributed.

3.2 Multicollinearity Test

Multicollinearity is a condition in the regression model where there is a perfect or near perfect correlation between independent variables where a good regression model should not have a perfect or nearly perfect correlation between the independent variables (Trigunawan, 2020). The commonly used test method is to look at the Tolerance and Variance Inflation Factor (VIF) values in the regression model where the VIF value is less than 10 and has a Tolerance value of more than 0.1 (Ghodang, 2020).

Table 2. Multicollinearity Test

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6.793	1.332		5.101	.000		
	Product Knowledge	.502	.073	.441	6.880	.000	.640	1.564
	Customer Relationship Marketing	.554	.068	.523	8.164	.000	.640	1.564

a. Dependent Variable: Purchase Intention

Source: Research Result, 2024

Based on the table above show that all the variables have a tolerance value more than 0.1 and VIF value less than 10 which can be concluded that there is no problem found in multicollinearity test.

3.3 Heteroscedasticity Test

Heteroscedasticity is a condition where in the regression model there is an inequality of variants from the residuals from one observation to another where a good regression model does not occur heteroscedasticity (Priyatno, 2018).

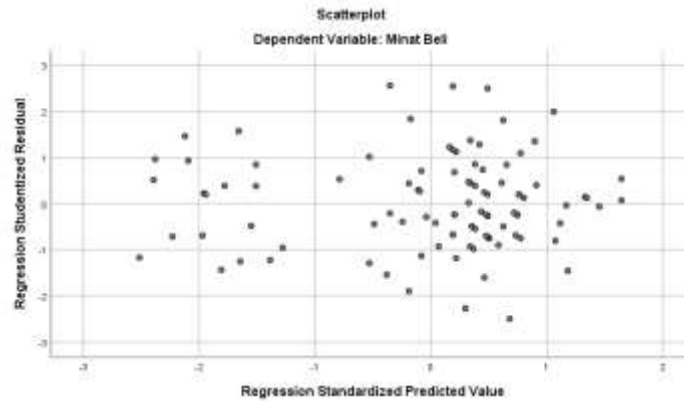


Figure 3. Scatterplot Graphic

Based on the scatterplot graph presented, it can be seen that the dots spread randomly and do not form a clear pattern and are spread either above or below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict achievement based on the input of the independent variable.

3.4 Multiple Linear Regression Analysis

Multiple regression analysis is an analysis to determine whether there is a significant influence between two or more independent variables on one independent variable (Purnomo, 2019).

Table 3. Multiple Linear Regression Analysis Test

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance
	B	Std. Error	Beta				
1 (Constant)	6.793	1.332		5.101	.000		
Product Knowledge	.502	.073	.441	6.880	.000	.640	1.564
Customer Relationship Marketing	.554	.068	.523	8.164	.000	.640	1.564

a. Dependent Variable: Purchase Intention

Source: Research Result, 2024

Purchase Intention = 6,793 + 0,502 Product Knowledge + 0,554 Customer Relationship Marketing + e (1)

The constant (α) = 6.793 indicates the constant value. If the value of the independent variables (X1) Product Knowledge and (X2) Customer Relationship Marketing is 0, then the Purchase Intention remains at 6.793. The coefficient X1 (b_1) = 0.502 indicates that the variable Product Knowledge (X1) has a positive influence on Purchase Intention. For every increase in Product Knowledge (X1), Purchase Intention will increase by 50.2%. The coefficient X2 (b_2) = 0.554 indicates that the variable Customer Relationship Marketing (X2) has a positive influence on Purchase Intention by 0.554. This means that for every increase of 1 unit in Customer Relationship Marketing (X2), Purchase Intention will increase by 55.4%.

3.5 Coefficient Determination

Analysis of determination or also called R Square symbolized by R^2 is used to determine the magnitude of the influence of the independent variable (X) together on the dependent variable (Y) where the smaller the coefficient of determination, this means the

effect of the independent variable (X) on the dependent variable (Y) is getting weaker. Conversely, if the coefficient of determination is closer to number 1, then the effect of the independent variable on the dependent variable is getting stronger (Riyanto and Hatmawan, 2020). Thus, if coefficient determination is 0, this indicates that there is no percentage contribution of influence given by the independent variable to the dependent variable. However, if the coefficient of determination is 1, then there is a contribution that the independent variable gives to the dependent variable is perfect.

Table 4. Coefficient Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 ^a	.745	.740	2.186

a. Predictors: (Constant), Customer Relationship Marketing, Product Knowledge

b. Dependent Variable: Purchase Intention

Source: Research Result, 2024

Based on the table above, the obtained value of R Square (R²) or the coefficient of determination is 0.745, which means that 74.5% of the variability in the Purchase Intention variable can be explained by the Product Knowledge and Customer Relationship Marketing variables, while the remaining 25.5% is influenced by other factors outside the research model.

3.6 Simultaneous Hypothesis Test (F Test)

F test or regression coefficient test is used to determine whether simultaneously the independent variable has a significant effect on the dependent variable (Setyadi and Desmawan, 2021). In this case, to find out whether simultaneously the independent variable has a significant effect on the dependent variable or not. The test uses a significance level of 5%. The criteria for evaluating the hypothesis in this F test are:

H_0 Accepted if: $F_{count} < F_{table}$

H_a Accepted if: $F_{count} > F_{table}$

Table 5. ANOVA Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1356.062	2	678.031	141.851	.000 ^b
	Residual	463.648	97	4.780		
	Total	1819.710	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Customer Relationship Marketing, Product Knowledge

Source: Research Result, 2024

Based on the table above, the obtained value of the F-test (141.851). For a confidence level of 95%, with $df_1 = 2$ and $df_2 = 97$, the critical value from the F-table is 3.09. Since the obtained F-value is greater than the critical value ($F_{hitung} > F_{tabel}$), the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. The significance value is 0.000, which is less than 0.05. Based on the test results, it can be concluded that Product Knowledge and Customer Relationship Marketing simultaneously have a positive and significant effect on Purchase Intention at PT. RHB Sekuritas Indonesia. Thus, Hypothesis three (H3) is supported.

3.7 Partially Hypothesis Test (t Test)

The t test or partial regression coefficient test is used to determine whether partially the independent variable has a significant effect on the dependent variable or not. In this case, to find out whether partially the independent variable has a significant effect on the dependent variable or not. The test uses a significance level of 0.05 and a

two-sided test. The criteria for evaluating the hypothesis in this t test are H_0 Accepted if: $t_{count} < t_{table}$, H_a Accepted if: $t_{count} > t_{table}$

Table 6. Partial Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	6.793	1.332			5.101	.000		
Product Knowledge	.502	.073	.441		6.880	.000	.640	1.564
Customer Relationship Marketing	.554	.068	.523		8.164	.000	.640	1.564

a. Dependent Variable: Purchase Intention
Source: Research Result, 2024

Based on the table above, it can be seen that the results show that Product Knowledge has a regression coefficient of 0.502, indicating a positive direction of the regression coefficient. This means that Product Knowledge has a positive influence on Customers' Purchase Intention at PT. RHB Sekuritas Indonesia, Medan. The obtained t-value (6.880) is greater than the critical t-value (1.984). Therefore, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted, indicating that Product Knowledge partially influences Customers' Purchase Intention at PT. RHB Sekuritas Indonesia, Medan. The significance value of Product Knowledge is 0.000, which is less than 0.05, indicating that Product Knowledge is significant because the significance value is less than $\alpha = 0.05$. Based on the results of the analysis, it can be concluded that Product Knowledge positively influences Customers' Purchase Intention at PT. RHB Sekuritas Indonesia, Medan. Thus, Hypothesis one (H_1) is supported. The results show that Customer Relationship Marketing has a regression coefficient of 0.554, indicating a positive direction of the regression coefficient. This means that Customer Relationship Marketing has a positive influence on Customers' Purchase Intention at PT. RHB Sekuritas Indonesia, Medan. The obtained t-value (8.164) is greater than the critical t-value (1.984). Therefore, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted, indicating that Customer Relationship Marketing partially influences Customers' Purchase Intention at PT. RHB Sekuritas Indonesia, Medan. The significance value of Customer Relationship Marketing is 0.000, which is less than 0.05, indicating that Customer Relationship Marketing is significant because the significance value is less than $\alpha = 0.05$. Based on the results of the analysis, it can be concluded that Customer Relationship Marketing positively influences Customers' Purchase Intention at PT. RHB Sekuritas Indonesia, Medan. Thus, Hypothesis two (H_2) is supported.

3.8 Discussion

a. The Influence of Product Knowledge on Purchase Intention

For the Product Knowledge variable (X_1), it can be concluded that there is a significant positive influence, partially, between Product Knowledge and Purchase Intention at PT. RHB Sekuritas Indonesia. These research findings are consistent with the study conducted by Santoso et al. (2018) titled "Product Familiarity and Purchase Intention of Frozen Food: The Role of Product Knowledge, Packaging, and Social Environment," where the results showed that both partially and simultaneously, product knowledge, packaging, and social environment significantly influence product familiarity and purchase intention. Product knowledge is a deep understanding of the characteristics, features, benefits, usage, and advantages of a product. This knowledge is crucial in various business aspects, especially in the contexts of sales, marketing, and customer service. Product knowledge plays a crucial role in shaping consumer purchase intention. By enhancing product knowledge, either through direct education or

informative marketing campaigns, companies can positively influence consumer purchasing decisions, increase customer satisfaction, and build long-term loyalty.

b. The Influence of Customer Relationship Marketing on Purchase Intention

For the Customer Relationship Marketing variable (X2), it can be concluded that there is a significant positive influence, partially, between Customer Relationship Marketing and Purchase Intention at PT. RHB Sekuritas Indonesia. These research findings are consistent with the study conducted by Sarmigi et al. (2022) titled "The Impact of Service Quality and Relationship Marketing on Public Interest in Becoming Customers of PT. Pegadaian (Persero) UPC Kota Sungai Penuh," where the results showed that both partially and simultaneously, service quality and relationship marketing significantly influence purchase intention. Customer Relationship Marketing (CRM) is a marketing strategy that focuses on managing customer relationships to enhance their satisfaction, loyalty, and long-term value. CRM helps build strong and sustainable relationships with customers. By understanding their needs and preferences, companies can provide more personalized and satisfying services, which, in turn, increases customer loyalty. Retaining existing customers is more cost-effective than attracting new ones. CRM enables companies to better understand their customers and take proactive actions to retain them, such as through loyalty programs or special offers. With data collected through CRM, companies can segment their markets and offer more relevant products or services to each customer group. This personalization enhances marketing campaign effectiveness and increases customer satisfaction.

c. The Influence of Product Knowledge and Customer Relationship Marketing on Purchase Intention

Based on the simultaneous hypothesis testing results using the F-test, it is known that there is a significant influence between Product Knowledge and Customer Relationship Marketing, simultaneously, on Purchase Intention at PT. RHB Sekuritas Indonesia. The obtained R Square (R²) value or coefficient of determination is 0.745, which means that 74.5% of the Purchase Intention variable can be explained by the Product Knowledge and Customer Relationship Marketing variables, while the remaining 25.5% is influenced by other factors outside the research model. These research findings are consistent with the study conducted by Lestari et al. (2021) titled "The Influence of Product Knowledge, Organic Label Community, and Information Search Behavior on Purchase Intention of Organic Products in the Indonesian Organic Community," where the results showed that both partially and simultaneously, product knowledge, organic label, and information search behavior significantly influence purchase intention. Similarly, with the study conducted by Augusta et al. (2019) titled "Effect of Country of Origin Image, Product Knowledge, Brand Familiarity on Purchase Intention of Korean Cosmetics with Information Seeking as a Mediator Variable: Indonesian Women's Perspective," where the results showed that both partially and simultaneously, country of origin, product knowledge, and brand familiarity significantly influence purchase intention. Purchase intention, or purchase intention, is the desire or tendency of consumers to buy a particular product or service. Purchase intention is an important indicator in marketing and business as it reflects future sales potential. Purchase intention provides insight into the effectiveness of marketing campaigns. If a campaign successfully increases purchase intention, it means that the marketing message has successfully captured attention and stirred consumer desire. Measuring purchase intention helps companies project future sales. By understanding consumers' purchase intention towards specific products or services, companies can estimate demand and plan production and distribution more effectively.

4 CONCLUSION

The result obtained from multiple linear regression analysis shows that if the values of Product Knowledge (X1) and Customer Relationship Marketing (X2) are zero, then Purchase Intention is equal to the constant. For every one-unit increase in Product Knowledge (X1), Purchase Intention will increase by b1. Similarly, for every one-unit increase in Customer Relationship Marketing (X2), Purchase Intention will increase by b2. The t-test results indicate that the t-value is greater than the critical t-value with significance, suggesting that there is a significant positive partial effect of Product Knowledge on Purchase Intention at PT. RHB Sekuritas Indonesia. The t-test results also show that the t-value is greater than the critical t-value with significance, indicating that there is a significant positive partial effect of Customer Relationship Marketing on Purchase Intention at PT. RHB Sekuritas Indonesia. The F-test results demonstrate that the F-value is greater than the critical F-value with significance, suggesting that there is a significant influence between Product Knowledge and Customer Relationship Marketing simultaneously on Purchase Intention at PT. RHB Sekuritas Indonesia. The obtained R Square (R²) or coefficient of determination indicates that the Purchase Intention variable can be explained by the Product Knowledge and Customer Relationship Marketing variables, while the remaining variability is influenced by other factors outside the scope of this research model.

PT. RHB Sekuritas Indonesia is advised to pay attention to the long-term benefits that customers will gain, as customers joining undoubtedly seek satisfying benefits for themselves, thus attracting them to purchase the services offered by the company. PT. RHB Sekuritas Indonesia is advised to consider the complaints directly given by customers as they can influence the relationship between customers and the company. The more familiar the company becomes to the customers, the higher their trust will be, ultimately making customers interested in joining the company and using its services. One limitation of this study is the lack of diverse respondents as the survey distribution was only taken from a few customers. It is hoped that future research can expand its geographical coverage, for example, to include all securities companies in Medan. Due to time, manpower, and cost constraints, this study only sampled 100 respondents. Therefore, for future research, it is recommended to increase the number of respondents to better represent the actual situation. For future researchers interested in further investigating this study, it is suggested to continue this research by exploring other variables that may influence Purchase Intention at PT. RHB Sekuritas Indonesia Medan, besides the Product Knowledge and Customer Relationship Marketing variables.

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