

PENGARUH *STORYTELLING MARKETING* TERHADAP *PURCHASE INTENTION* YANG DIMEDIASI OLEH *BRAND IMAGE*
(Survei Toner Avoskin Pada Tiktok)

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ABSTRAK

Perkembangan media sosial mendorong perusahaan menerapkan *storytelling marketing* untuk membangun kedekatan emosional dengan konsumen. Platform TikTok menjadi media efektif dalam penyampaian pesan. Salah satu merek skincare lokal yang menggunakan strategi ini adalah Avoskin. Namun, penurunan peringkat penjualan toner Avoskin menunjukkan adanya kesenjangan antara aktivitas promosi dan *purchase intention*. Penelitian ini bertujuan untuk menganalisis pengaruh *storytelling marketing* terhadap *purchase intention* dengan *brand image* sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif terhadap 150 responden dengan teknik purposive sampling. Variabel penelitian meliputi *storytelling marketing* (*credibility, resonance, extensibility*), *brand image*, dan *purchase intention*. Analisis data menggunakan Structural Modeling berbasis Partial Least Square (SEM-PLS). Hasil menunjukkan *storytelling marketing* berpengaruh signifikan terhadap *brand image* dan *purchase intention*. Namun, *brand image* berpengaruh tidak signifikan terhadap *purchase intention* serta tidak mampu memediasi pengaruh *storytelling marketing* terhadap *purchase intention*. Temuan ini menegaskan bahwa peningkatan niat beli tidak hanya dipengaruhi citra merek, tetapi juga faktor lain seperti kualitas produk dan kepercayaan konsumen.

Kata kunci: *Storytelling marketing, credibility, resonance, extensibility, brand image, purchase intention.*

***THE EFFECT OF STORYTELLING MARKETING ON PURCHASE
INTENTION MEDIATED BY BRAND IMAGE
(A Survey on Avoskin Toner on TikTok)***

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ABSTRACT

The rapid growth of social media has encouraged companies to implement storytelling marketing strategies to build emotional connections with consumers. TikTok has emerged as an effective platform for delivering marketing messages. One of the local skincare brands that utilizes this strategy is Avoskin. However, the decline in Avoskin toner sales ranking indicates a gap between promotional activities and consumers' purchase intention. This study aims to analyze the effect of storytelling marketing on purchase intention, with brand image as a mediating variable. A quantitative approach was employed, involving 150 respondents selected through purposive sampling. The research variables include storytelling marketing (credibility, resonance, and extensibility), brand image, and purchase intention. Data were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS). The results reveal that storytelling marketing has a significant effect on both brand image and purchase intention. However, brand image does not have a significant effect on purchase intention and is unable to mediate the relationship between storytelling marketing and purchase intention. These findings suggest that purchase intention is influenced not only by brand image but also by other factors, such as product quality and consumer trust.

Keyword: *Storytelling marketing, credibility, resonance, extensibility, brand image, purchase intention.*