

THE IMPACT OF STORYTELLING MARKETING ON PURCHASE INTENTION: A STUDY OF MAIMI

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**BUSINESS STUDY PROGRAM
SCHOOL OF BUSINESS
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ABSTRACT

ADIGNA PUTERI INANKA. The Impact of Storytelling Marketing on Purchase Intention: The Study of Maiimi. Supervised by ASADUDDIN ABDULLAH and SITI JAHROH.

Storytelling marketing has become a powerful strategy for building emotional connections with consumers in the digital era. This study aims to identify respondents' perceptions of Maiimi's TikTok storytelling marketing, analyze the impact of entertainment, memorability, and electronic word-of-mouth (e-WOM) on purchase intention, and propose practical strategies to enhance effectiveness. The research was conducted from April to July 2025 using a quantitative survey of 140 Indonesian TikTok users aged 18–30 familiar with @maiimi.official. Data were analyzed with descriptive statistics and PLS-SEM. Results of respondents' perceptions show that entertainment (78%) and purchase intention (78%) fall in the strong category, while memorability (82%) and e-WOM (84%) are in the very strong category. SEM analysis confirms that all three dimensions significantly and positively influence purchase intention, with e-WOM having the strongest effect. Practical recommendations include adding clear call-to-actions, running small giveaways, pinning positive reviews, using trending songs and relatable situations, and combining humor with user-generated content and soft selling techniques. These strategies can strengthen emotional connections, enhance recall, boost engagement, and increase consumers' intention to purchase.

Keywords: entertainment, e-WOM, memorability, SEM-PLS

ABSTRAK

ADIGNA PUTERI INANKA. *Dampak Pemasaran Storytelling terhadap Niat Beli: Studi pada Brand Maiimi*. Dibimbing oleh ASADUDDIN ABDULLAH dan SITI JAHROH.

Pemasaran berbasis storytelling telah menjadi strategi yang kuat untuk membangun koneksi emosional dengan konsumen di era digital. Penelitian ini bertujuan untuk mengetahui persepsi responden terhadap pemasaran storytelling Maiimi di TikTok, menganalisis pengaruh hiburan, daya ingat, dan electronic word-of-mouth (e-WOM) terhadap niat beli, serta mengusulkan strategi praktis untuk meningkatkan efektivitasnya. Penelitian dilakukan pada April hingga Juli 2025 dengan survei kuantitatif terhadap 140 pengguna TikTok Indonesia berusia 18–30 tahun yang mengenal akun @maiimi.official. Data dianalisis menggunakan statistik deskriptif dan PLS-SEM. Hasil persepsi responden menunjukkan bahwa hiburan (78%) dan niat beli (78%) berada pada kategori kuat, sedangkan daya ingat (82%) dan e-WOM (84%) berada pada kategori sangat kuat. Analisis SEM menegaskan bahwa ketiga dimensi tersebut berpengaruh positif dan signifikan terhadap niat beli, dengan e-WOM memiliki pengaruh paling kuat. Rekomendasi praktis meliputi penambahan ajakan bertindak yang jelas di akhir video, penyelenggaraan giveaway kecil, penyorotan ulasan positif, penggunaan lagu trending dan situasi sehari-hari yang relevan, serta mengombinasikan humor dengan konten buatan pengguna dan teknik soft selling. Strategi ini dapat memperkuat koneksi emosional, meningkatkan daya ingat, mendorong keterlibatan, dan meningkatkan niat beli konsumen.

Kata Kunci: e-WOM, hiburan, daya ingat, niat pembelian, SEM-PLS

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THE IMPACT OF STORYTELLING MARKETING ON PURCHASE INTENTION: A STUDY OF MAIIMI

ADIGNA PUTERI INANKA

Thesis

As one of the requirements to obtain a degree of
Bachelor of Business
at
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PREFACE

All praise and gratitude be to Allah subhanaahu wa ta'ala for His infinite blessings, guidance, and mercy, which have made it possible for this scientific work to be completed successfully. This research, carried out from April 2025 to August 2025, explores the field of marketing under the title “The Impact of Storytelling Marketing on Purchase Intention: A Study of Maiimi.” The author is sincerely grateful to all individuals and parties who have provided support, encouragement, and guidance throughout the process of completing this study, without which this work would not have been possible.

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Bogor, August 26th 2025

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