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PENGARUH *STORYTELLING MARKETING* DAN *CONSUMER EMOTION* TERHADAP *REPURCHASE INTENTION*
(Survei terhadap *Followers TikTok Grabid*)

SKRIPSI

Diajukan untuk Memperoleh Gelar Sarjana Pendidikan
Pada Program Studi Pendidikan Bisnis



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FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2024

**PENGARUH *STORYTELLING MARKETING* DAN *CONSUMER EMOTION*
TERHADAP *REPURCHASE INTENTION***
(Survei terhadap *Followers* TikTok Grabid)

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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar Sarjana
Pendidikan pada Program Studi Pendidikan Bisnis

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Universitas Pendidikan Indonesia
Desember 2024

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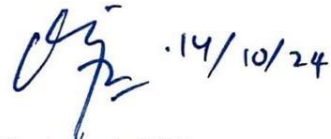
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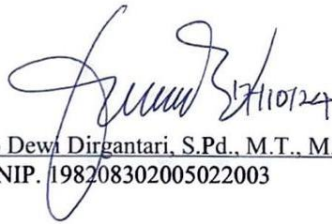
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PERNYATAAN KEASLIAN ISI SKRIPSI

Dengan ini, saya menyatakan bahwa skripsi dengan judul **“Pengaruh *Storytelling Marketing* dan *Consumer Emotion* terhadap *Repurchase Intention* (Survei terhadap *Followers* TikTok Grabid)”** beserta seluruh isi di dalamnya adalah benar-benar hasil karya asli saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara yang tidak sesuai dengan etika keilmuan yang berlaku.

Atas pernyataan ini, saya siap menanggung resiko atau sanksi yang dijatuhkan kepada saya apabila ternyata adanya pelanggaran terhadap etika keilmuan dalam karya yang saya buat, maupun klaim dari pihak lain terhadap keaslian skripsi ini.

Bandung, 23 Oktober 2024

Yang Membuat Pernyataan



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ABSTRAK

Dea Julia Anugrah (2006505) “**Pengaruh *Storytelling Marketing* dan *Consumer Emotion* terhadap *Repurchase Intention* (Survei terhadap *Followers TikTok Grabid*)**” di bawah bimbingan Dr. H. Dian. Herdiana Utama, M.Si. dan Dr. Dita Amanah, MBA.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *storytelling marketing* dan *consumer emotion* terhadap *repurchase intention* (Survei terhadap *Followers TikTok Grabid*). Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 372.300 orang dengan sampel berjumlah 110 responden yang merupakan *followers* *TikTok grabid* dengan teknik *simple random sampling*. Uji instrumen yang digunakan yaitu uji validitas dan reliabilitas serta teknik analisis yang digunakan yaitu uji regresi berganda dengan alat bantu IBM *Statistical Product for Service Solutions* (SPSS) 26.0 for Windows. Hasil temuan pada penelitian ini menemukan bahwa *storytelling marketing*, *consumer emotion*, dan *repurchase intention* berada pada kategori baik. Sementara itu, secara simultan *storytelling marketing* dan *consumer emotion* memiliki pengaruh terhadap *repurchase intention*. Temuan pada penelitian ini menunjukkan bahwa penerapan *storytelling marketing* dan *consumer emotion* dapat membentuk dan meningkatkan *repurchase intention* pada *followers* *TikTok Grabid*. Berdasarkan hasil penelitian, peneliti merekomendasikan untuk meningkatkan penyampaian pesan dalam konten dan terus melakukan peningkatan *storytelling marketing* sehingga tercipta *consumer emotion* yang mendorong *repurchase intention* pada *followers* *TikTok Grabid*.

Kata Kunci: *Storytelling Marketing, Consumer Emotion, Repurchase Intention*.

ABSTRACT

Dea Julia Anugrah (2006505) ***“The Effect of Storytelling Marketing and Consumer Emotion on Repurchase Intention (Survey of TikTok Grabid Followers)”*** under the guidance of Dr. H. Dian. Herdiana Utama, M.Si. and Dr. Dita Amanah, MBA.

an overview and influence of storytelling marketing and consumer emotion on repurchase intention (Survey of TikTok Grabid Followers). This research uses descriptive and verification methods with a quantitative approach. The population in this study amounted to 372,300 people with a sample of 110 respondents who were TikTok grabid followers with simple random sampling technique. The instrument test used is the validity and reliability test and the analysis technique used is the multiple regression test with the IBM Statistical Product for Service Solutions (SPSS) 26.0 for Windows tool. The findings in this study found that storytelling marketing, consumer emotion, and repurchase intention are in the good category. Meanwhile, simultaneously storytelling marketing and consumer emotion have an influence on repurchase intention. The findings in this study indicate that the application of storytelling marketing and consumer emotion can shape and increase repurchase intention in TikTok Grabid followers. Based on the results of the study, researchers recommend improving message delivery in content and continuing to improve storytelling marketing so as to create consumer emotion that encourages repurchase intention in TikTok Grabid followers.

Keywords: Storytelling Marketing, Consumer Emotion, Repurchase Intention.

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Skripsi ini dikerjakan penulis dengan sebaik dan seoptimal mungkin dengan harapan dapat bermanfaat serta menjadi sumbangan yang berarti bagi kemajuan dunia pemasaran mengenai topik *storytelling marketing*, *consumer emotion*, dan *repurchase intention*. Penulis menyadari bahwa skripsi ini masih terdapat kekurangan dan kesalahan, sehingga kritik dan saran yang membangun sangat diharapkan untuk dijadikan landasan perbaikan yang berguna bagi pengembangan ilmu pengetahuan dan penulisan selanjutnya.

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