

**“PENGARUH *STORYTELLING MARKETING* DAN *BUZZ MARKETING*
LEMONILO TERHADAP *PURCHASE INTENTION* GENERASI
MILLENNIAL”**

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ABSTRAK

Penelitian ini bertujuan untuk menilai pengaruh variabel *storytelling marketing* dan *buzz marketing* lemonilo secara simultan maupun parsial terhadap *purchase intention* generasi millennial. Teknik pengumpulan data yang digunakan yaitu dengan kuesioner online melalui *google form*. Penelitian ini mendapatkan tanggapan dari responden sebanyak 102. Teknik Pengambilan sampel yang digunakan dalam penelitian ini yaitu *non probability sampling* dengan *purposive sampling*. Metode yang digunakan dalam penelitian ini adalah regresi linier berganda. Hasil penelitian menunjukkan bahwa *storytelling marketing* dan *buzz marketing* berpengaruh secara simultan terhadap *purchase intention* generasi millennial, *storytelling marketing* berpengaruh secara parsial terhadap *purchase intention* generasi millennial dan *buzz marketing* berpengaruh secara parsial terhadap *purchase intention* generasi millennial.

Kata kunci: Generasi Millennial, *Storytelling Marketing*, *Buzz Marketing* dan *Purchase Intention*

“THE EFFECT OF LEMONILO’S STORYTELLING MARKETING AND BUZZ MARKETING ON PURCHASE INTENTION OF THE MILLENNIAL GENERATION”

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ABSTRACT

This study aims to assess the effect of the storytelling marketing and buzz marketing Lemonilo simultaneously or partially on the purchase intention of the millennial generation. The data collection technique used is an online questionnaire via google form. This study received responses from 102 respondents. The sampling technique used in this study is non-probability sampling with purposive sampling. The method used in this research is multiple linear regression. The results show that storytelling marketing and buzz marketing have a simultaneous effect on the purchase intention of the millennial generation, storytelling marketing has a partial effect on the purchase intention of the millennial generation and buzz marketing has a partial effect on the purchase intention of the millennial generation.

Keywords: *Millenial Generation, Storytelling Marketing, Buzz Marketing and Purchase Intention*