

## Storytelling Marketing and e-Wom: Effects On Purchase Decision Through Brand Image (HMNS Perfume Users)

Abdillah Agustya Siwi Nashiroh<sup>1\*</sup>, Sudarmiatin<sup>2</sup>, Agus Hermawan<sup>3</sup>

<sup>1\*,2,3</sup> Faculty Economics and Business, Universitas Negeri Malang, Indonesia

Corresponding Author: [Abdillah.agustya.2304138@students.um.ac.id](mailto:Abdillah.agustya.2304138@students.um.ac.id)<sup>1)</sup>

**Keyword:** Storytelling Marketing, Electronic Word of Mouth, Brand Image, Purchase Decision, Parfum HMNS

**Abstract:** The purchase decision represents the point at which consumers finalize their choice of a product or service. People evaluate a number of criteria before making a decision, such as marketing campaigns, costs, product quality, brand perception, distribution strategies, and other aspects. Therefore, to improve purchasing decisions and build brand recognition, businesses need to plan their marketing efforts deliberately. For example, HMNS uses various marketing strategies, including storytelling marketing, to encourage consumer purchasing behavior. The reputation of the HMNS brand depends on maintaining product quality, such as the longevity of its fragrances. Adding these factors to the scope of research can provide a deeper understanding of how they influence consumer choices and brand perceptions. The study uses a quantitative technique in conjunction with a descriptive and explanatory methodology. Purposive sampling, a non-probability sampling approach, was used to choose the participants. 385 HMNS perfume users who follow the @HMNS Instagram account were included in the sample. SmartPLS 4.0 software was used to analyze the data using inferential analysis (also known as partial least squares, or PLS) and descriptive statistics. The findings show that: 1) Brand image is positively and considerably impacted by storytelling marketing; 2) e-WOM has a positive and large impact on brand image; 3) Purchase decisions are not much impacted by storytelling marketing; 4) Purchase decisions are positively and considerably influenced by e-WOM; 5) Purchase decisions are positively and significantly impacted by brand image; 6) Storytelling Marketing fully mediates the relationship between brand image and purchase decisions; 7) e-WOM somewhat mediates the influence of brand image on purchasing decisions. With research, we can explore more deeply that brand image can have a deeper influence on purchase decisions. Which can be proven by storytelling marketing, which cannot have a positive and insignificant influence on purchase decisions directly but with the existence of a brand image, this relationship becomes positive and significantly influence purchase decisions among HMNS perfume users.

## Introduction

With the development of the era and digital technology, making purchasing decisions increasingly complex and dynamic. So that makes companies have to consider carefully in choosing a marketing strategy in order to influence consumers in making decisions to buy the product. Purchasing decisions are a process where customers can select the product or service to be purchased or not (Kotler & Keller, 2016). There are several stages in the purchasing decision that consumers can go through before making a purchasing decision (Kotler & Keller, 2007). Purchasing decisions can be influenced by several factors, including price, promotion, and quality of the product, in addition to several other factors such as brand image, distribution, etc. (Lystia et al., 2022). If the product is packaged with a promotion that can attract consumer interest, it will influence customer purchasing decisions. One of the marketing strategies that is currently popular is storytelling marketing.

Storytelling marketing is a marketing strategy where the content and form are narratives with the aim of attracting consumer interest through both commercial and non-commercial stories (Júnior & Coelho, 2022; Shavitt & Barnes, 2020). Pravitaswari (2017) stated that storytelling marketing is one method that can be used to create consumer emotions. Storytelling marketing is a development of experiential marketing trends where marketing utilizes consumer feelings, thoughts, and actions (Za et al., 2021). Basically, a story can form a strategic position in a company by defining and aligning the brand and ensuring that storytelling can be strengthened with communication and brand equity will be built (Martinus & Chaniago, 2017). In the world of marketing, one of the storytelling activities is to create interactions between brands and consumers by providing personal stories or stories that have meaning rather than emphasizing the functional characteristics of the product itself (Kim et al., 2018). Storytelling marketing itself was first introduced by the Coca-Cola brand in late 2011 by raising the theme of community and conversation to make it easier to understand in winning the market. Coca-Cola uses storytelling marketing as one of the important elements in its marketing (Ditsani et al., 2023; Du Plessis, 2015; Rizkia & Oktafani, 2020). Storytelling is the process of changing words or language into visual images or sounds that are delivered to the brain through the sense of sight or hearing. Good storytelling does not always create a good product, but a good product must have a story behind it (Lin & Liou, 2016). Nowadays, in the digital world and the increasing use of social media, many people, especially the millennial generation and Gen Z, are more interested in marketing that uses the concept of storytelling because by carrying this concept, consumers see a differentiation from other marketing. Indonesia is one of the countries with the most social media users. According to Statista (2024), the number of Instagram users as of January 2024 was 2,000 million. This can be concluded that social media is one of the most effective platforms used in marketing because its use will always increase every day. In storytelling marketing, there are 4 (four) indicators (Alexander, 2017): 1) action, 2) communication, 3) story aspect, and 4) digital achievement.

Electronic word of mouth (e-WOM) or word of mouth communication is an ethical communication process where a person or group of people provides recommendations

regarding a product or service with the aim of conveying reliable information (Kotler et al., 2012). Electronic word of mouth (e-WOM) is an adaptation of word of mouth (WOM) which is considered one of the most influential informal communication media among consumers, businesses, and the general public (Tingga et al., 2022). Electronic word of mouth (e-WOM) can be information that expresses negative or positive feelings after consumers make a purchase and is then informed through social media or internet media (Hiola, 2022; Velita & Saptarini, 2019). Electronic word of mouth (e-WOM) is currently the most effective and efficient marketing communication media because it does not require a lot of costs and can reach a wide range with rapid distribution (Lestari & Gunawan, 2021). According to We Are Social's report of all internet users in Indonesia aged 16-64 years, Instagram is in second place with a user proportion of 85.3% (Databoks, 2024). So it can be concluded that the Instagram social media platform is a very effective and efficient media used as a promotional media. With these data and statements, companies and business actors must maximize marketing through social media, either by using e-WOM or other marketing strategies such as Storytelling Marketing that utilizes its marketing content. By using a good marketing strategy, it will be able to improve the image of a brand to the public and increase awareness of the brand. Because brand image has the potential to influence consumer purchasing decisions (Nurasmi & Andriana, 2024). The indicators of electronic word of mouth (e-WOM) proposed by Goyette et al., 2010 in (Tingga et al., 2022) are: 1) positive valence and 2) content.

Brand image can increase a company's equity (Oscar & Keni, 2019) because brand image is an important factor used in the process of building a brand (Kim et al., 2018). According to Kotler & Keller (2009), brand image is the perception and belief held by consumers, which is reflected in the association embedded in the customer's memory, which is always remembered first when hearing the brand slogan and embedded in the consumer's mind. Brand image is the perception and belief obtained by consumers, as reflected in the association embedded in the consumer's memory when they first hear a product slogan (Kotler & Keller, 2009). Because consumers trust products that have a good brand image more (Lestari & Gunawan, 2021). In the purchasing decision process, consumers often consider brand image first and then consider other factors such as quality, price, and benefits (Keller, 2008; Nurhandayani et al., 2019). When a product has a positive image, it will make customers more confident in the product (Lestari & Gunawan, 2021). Aaker (2015) stated that there are 4 indicators in brand image, namely: 1) recognition; 2) affinity; 3) domain; and 4) [Note: The original text seems to miss one indicator; Aaker's model typically includes loyalty as the fourth indicator].

HMNS perfume is a local brand that currently has an existence in the perfume industry in Indonesia. HMNS was founded by Rizky Arief Dwi Prakoso with the concept of premium brand positioning but still affordable for use by various groups (Madeforhmns.com, 2019). HMNS itself has received one Tokopedia Beauty Award 2021 as Best Fragrance. However, HMNS has not yet occupied the Top Brand Index (TBI) in Indonesia. Even so, this HMNS perfume is ranked first in the local brand perfume recommendations (Compas.co.id, 2021). Thus, Rizky, as the founder and owner of HMNS, uses a slightly different STP from other local brands, namely by using a marketing strategy in the form of storytelling marketing to promote his products (Oktaviani et al., 2024). HMNS offers a fairly affordable price with high quality,

but some consumers feel that the value received is not commensurate with the subscription price, especially related to the durability of the perfume scent (Niswatussolihah et al., 2023). However, this HMNS perfume is always the top 1 local brand perfume in Indonesia today. This shows that there are problems in the decision to purchase HMNS perfume. Therefore, this study aims to analyze and further examine what factors can influence the decision to purchase HMNS perfume.

Several studies focus on customer satisfaction to attract purchase interest and purchase loyalty. Such as research conducted by (Wijayanti, 2022) which states that customer satisfaction obtained from HMNS storytelling content can have an effect on subsequent purchases. However, this quantitative study did not examine in more depth other factors that can increase purchasing decisions for HMNS perfume. In addition, research conducted by (Angelia & Widjaja, 2024; Tuyu & Moniharapon, 2022) found the fact that electronic word of mouth (e-WOM) did not have a significant effect on purchasing decisions. Although the subjects in the study were not HMNS, this can be studied in more depth with the subject of HMNS as a novelty.

There is limited research related to storytelling marketing; the research was conducted by (Mavilinda et al., 2023; Za et al., 2021) which found that storytelling marketing did not have a significant effect on purchasing decisions. With different supporting variables and different methods, this research is new.

This research aims to analyze the influence of storytelling marketing on brand image; the influence of Electronic Word of Mouth (e-WOM) on brand image; the influence of storytelling marketing on purchasing decisions; the influence of Electronic Word of Mouth (e-WOM) on purchasing decisions; the influence of brand image on purchasing decisions; the influence of storytelling marketing on purchasing decisions through brand image; the influence of Electronic Word of Mouth (e-WOM) on purchasing decisions through brand image. The subjects of this research were HMNS perfume users. From the explanation above, the researcher wants to examine whether there is an influence between storytelling marketing and electronic word of mouth (e-WOM) on purchase decision through brand image as an intervening variable with a study of HMNS perfume users. So that the hypothesis of this study can be formulated as follows:

- H1: Storytelling Marketing has a positive and significant influence on Brand Image on HMNS perfume products.
- H2: Electronic Word of Mouth (e-WOM) has a positive and significant influence on Brand Image of HMNS perfume products.
- H3: Storytelling Marketing has a positive and significant influence on Purchase Decisions on HMNS perfume products.
- H4: Electronic Word of Mouth (e-WOM) has a positive and significant influence on Purchase Decisions for HMNS perfume products.
- H5: Brand Image has a positive and significant influence on Purchase Decision on HMNS perfume products.

H6: Storytelling Marketing has a positive and significant influence on Purchase Decisions through the Brand Image of HMNS perfume products.

H7: Electronic Word of Mouth (e-WOM) has a positive and significant influence on Purchase Decision through the Brand Image of HMNS perfume products.

## Research Method

This study uses descriptive and explanatory research analysis methods using a quantitative approach. The data analysis technique in this study uses the Structural Equation Modelling (SEM) technique in the form of multiple linear regression through SmartPLS 4.0 software. The following is a conceptual model diagram using SmartPLS 4.0.

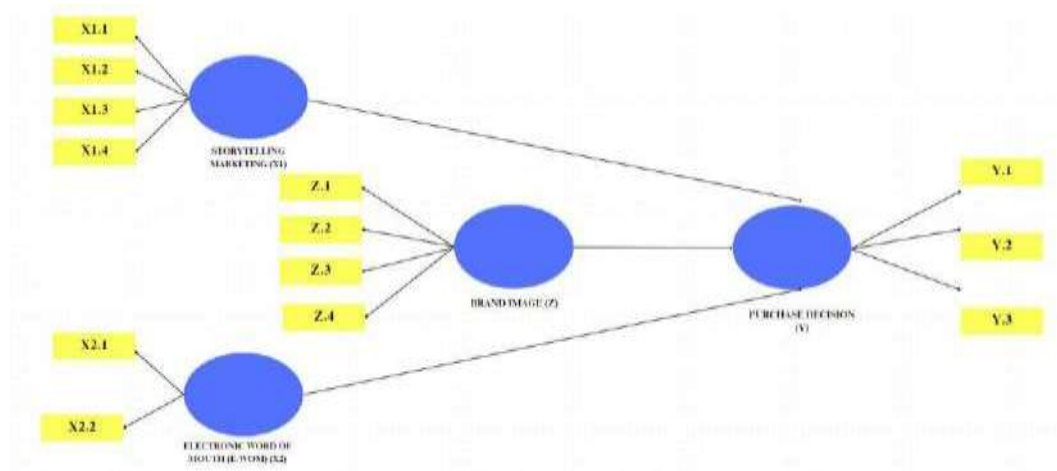


Figure 1: PLS-SEM Model

Population is a group of individuals who have one or more characteristics that are relevant to the focus of the study (Creswell & Poth, 2018). The population of this study were HMNS perfume users and followed the Instagram account @HMNS.Id. So the population of this study can be categorized as an infinite population or a population whose exact number cannot be known. The sample is part of the number and characteristics in the population (Creswell & Poth, 2018). The sampling method used by the researcher is the nonprobability sampling method. While the sampling technique uses purposive sampling, namely, a sample determination technique by providing certain criteria that have been set by the researcher (Creswell & Poth, 2018). So the total sample used by the researcher in this study was 385 respondents.

## Result and Discussion

The respondents of this study were HMNS perfume users, the majority of whom were female with an age range of 23-29 years, and the majority of respondents were students.

### Outer Model

Result of convergent validity and composite reliability

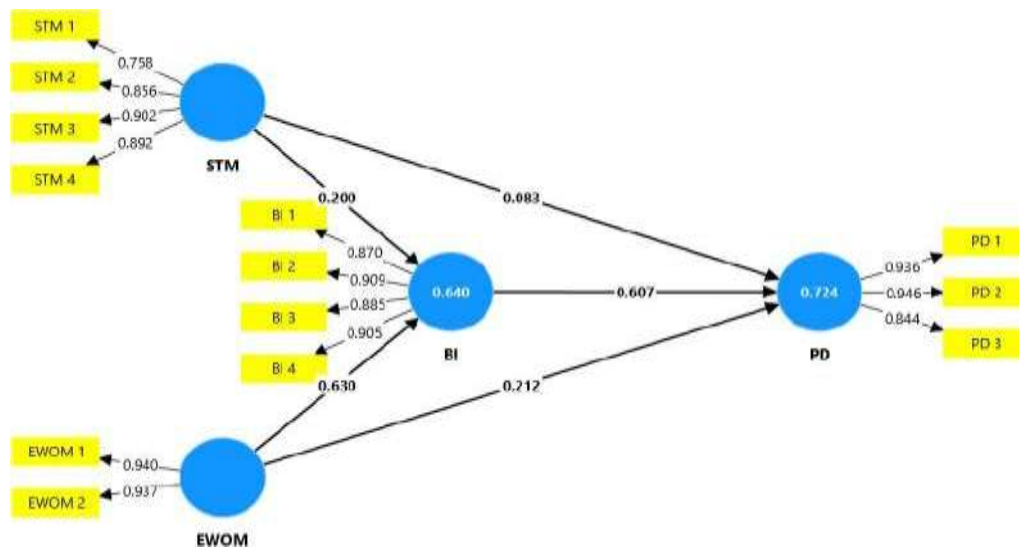


Figure 2: Measurement Model

Source: SmartPLS 4.0 output (2025)

From the image above, the SEM-PLS analysis used by researchers tests and analyzes the direct and indirect influence between variables. The storytelling marketing variable has 4 (four) indicators, the electronic word of mouth (e-WOM) variable has 2 (two) indicators, the brand image variable has 4 (four) indicators, and the purchase decision variable has 3 (three) indicators.

Convergent validity can be seen from the correlation between the indicator score and the variable score. An indicator is considered valid if it has an AVE value  $>0.5$  (Hair et al., 2019). Then, for discriminant validity, it can be seen from the cross-loading value for each variable; if the value is  $>0.7$ , then it can be said to have a good discriminant validity value (Hair et al., 2019).

Table 1. Convergent validity

No	Variable	Indicators	Outer Loadings	Description
1	Storytelling Marketing (STM)	STM1	0.758	Valid
		STM2	0.856	Valid
		STM3	0.902	Valid
		STM4	0.892	Valid
2	Electronic Word of Mouth (eWOM)	eWOM1	0,940	Valid
		eWOM2	0,937	Valid
3	Brand Image (BI)	BI1	0,870	Valid
		BI2	0.909	Valid
		BI3	0.885	Valid
		BI4	0.905	Valid
4	Purchase Decision (PD)	PD1	0,936	Valid
		PD2	0,946	Valid
		PD3	0,844	Valid

Source: SmartPLS 4.0



The results of the outer model analysis show that this study produces a strong level of validity for its indicators because each indicator produces a value greater than 0.5, thus producing a valid value for each indicator.

Table 2. Avelragel variancel elxtracteld (AVEI)

No	Variable	AVE Value	Standar AVE	Description
1	Storytelling Marketing	0,729	0,5	Valid
2	Electronic Word of Mouth (e-WOM)	0,881	0,5	Valid
3	Brand Image	0,796	0,5	Valid
4	Purchase Decision	0,828	0,5	Valid

Source : SmartPLS 4.0

The results of the analysis above show that the storytelling marketing variable, electronic word of mouth (e-WOM) variable, brand image variable, and purchase decision variable obtained an AVE value greater than 0.5. This shows that all instruments from the statements used to measure each variable are declared valid.

Table 3. Discriminat Validity (fornell-larcker criterion)

	Brand Image	Electronic Word of Mouth (e-WOM)	Purchase Decision	Storytelling Marketing
Brand Image	0,892			
Electronic Word of Mouth (e-WOM)	0,791	0,938		
Purchase Decision	0,834	0,759	0,910	
Storytelling Marketing	0,707	0,804	0,683	0,854

Source: SmartPLS 4.0

The results of the discriminant validity analysis show that each variable construct is fulfilled with a diagonal thickness value of  $>0.7$ , except for the storytelling marketing construct on purchasing decisions, which shows a thickness value of  $<0.7$  but is still within the recommended minimum threshold of 0.5. Thus, confirming that the indicators used in this study have good discriminant validity values and strengthen confidence in measuring construct variables in the context of this study.

#### Inner Model

Table 4. Model R Square

Variable	R-Square
Brand Image (Z)	0,640
Purchase Decision (Y)	0,724

Source: SmartPLS 4.0

From the results of the R-squared model analysis, it shows that the brand image variable obtained a value of 0.640 or 64%, so it falls into the moderate predicate category. This means that the diversity of brand image variables can be explained by the storytelling marketing, electronic word of mouth (e-WOM), and purchasing decisions variables by 64%. While the remaining 36% is explained by other variables not discussed in this study.

And the purchasing decision variable obtained a value of 0.724 or 72%, so it is included in the strong predicate. This means that the purchasing decision variable can be explained by the storytelling marketing, electronic word of mouth (e-WOM), and brand image variables by 72.4%. While the remaining 27.6% is explained by other variables not discussed in this study.

### Goodness of Fit Model

Table 5. Goodness of fit model valule

Mean AVE	Mean R-Square	GoF Index	Description
0,808	0,682	0,742	Strong

Source: SmartPLS 4.0

From Table 5, it can be seen that the calculation of the GoF value of 0.742 is included in the high GoF category because the GoF value is more than 0.36 (Hair et al., 2019). This means that empirical data is able to explain the measurement model and structural model with a high/good level of fit.

### Hypothesys Testing

Table 6. Hypothesis Testing

Exogenous Variables	Intervening Variable	Endogenous Variable	Path Coefficient	P-Value	Description
Storytelling Marketing	Brand Image		0,200	0,001	Accepted
Electronic Word of Mouth (e-WOM)	Brand Image		0,630	0,000	Accepted
Storytelling Marketing		Purchase Decision	0,083	0,095	Rejected
Electronic Word of Mouth (e-WOM)		Purchase Decision	0,212	0,002	Accepted
Brand Image	Purchase Decision		0,607	0,000	Accepted
Storytelling Marketing	Brand Image	Purchase Decision	0,121	0,001	Accepted Full Mediation
Electronic Word of Mouth (e-WOM)	Brand Image	Purchase Decision	0,383	0,000	Accepted partial Mediation

Source: SmartPLS 4.0

### The Influence of Storytelling Marketing on Brand Image

There is a positive and significant influence between storytelling marketing and brand image. Because based on Table 4.18, the path coefficient is 0.200 with a p-value of 0.001. So H1 is accepted. Because it is in line with the research hypothesis mentioned in Chapter 1,



which states that storytelling marketing has a positive and significant influence on brand image on HMNS perfume products.

With these results, it can show the same results and is in line with research conducted by (Kim et al., 2018), which states that storytelling marketing has a strong influence on brand image. So it can be seen in this study that the direction of the positive relationship is in the respondents' answers, which indicate that storytelling marketing is the right strategy to improve the brand image of HMNS perfume.

Storytelling marketing is considered to be the right marketing strategy in the era of social media use to improve and strengthen a product's brand image. This can be proven by HMNS, which uses storytelling marketing as its marketing strategy, which is able to make HMNS perfume always in the minds of consumers and through the content created and uploaded on the Instagram account @HMNS.Id is able to attract wider consumer interest. HMNS also creates its storytelling marketing content with creative ideas and attracts consumer interest so that consumers can find out more information about HMNS perfume and also enjoy the storytelling content it creates. In addition, with storytelling content, HMNS's brand image becomes better and is always remembered by consumers for its storytelling content, which is different from others. This can be seen from the results of the analysis, which explains that storytelling content is able to attract consumers' attention and get new followers. HMNS uses in-depth narratives and utilizes emotions in its marketing so that the brand can communicate more meaningfully with followers and HMNS users.

The results of this study indicate that well-structured storytelling and good storytelling quality can increase consumer memory of the brand so that it sticks in their minds, and this can affect their attitudes. This happens because stories and storytelling can trigger stronger cognitive and emotional responses. In addition, through storytelling marketing, brands can display their values and contributions to customers' lives. So this can help build a strong brand image and differentiate it from other brands where the market is currently increasingly competitive. By telling interesting and quality stories, brands can strengthen positive impressions in the minds of consumers.

#### *The Influence of Electronic Word of Mouth (e-WOM) on Brand Image*

There is a positive and significant influence between electronic word of mouth (e-WOM) on brand image. Because based on Table 4.18, the path coefficient is 0.630 with a p-value of 0.000. So H2 is accepted. This is in line with the research hypothesis mentioned in Chapter 1, which states that electronic word of mouth (e-WOM) has a positive and significant influence on brand image on HMNS perfume products.

With these results, in line with research conducted by (Lestari & Gunawan, 2021), which states that electronic word of mouth (e-WOM) has a positive and significant influence on brand image. With this, the direction of the positive relationship can be seen from the answers given by respondents, which shows that electronic word of mouth (e-WOM) has a positive influence on increasing the brand image of a product.

In today's digital era, electronic word of mouth (e-WOM) is one of the important aspects in building brand image. Electronic word of mouth (e-WOM) can be in the form of giving positive comments, positive testimonials, or recommendations on social media platforms. This can have a significant impact on brand image because currently people tend to trust other people's opinions and experiences more than traditional advertising. In addition, using an electronic word of mouth (e-WOM) marketing strategy can be an effective strategy because with electronic word of mouth (e-WOM), product marketing can be reached more widely by the audience and also at a relatively low cost. In addition, brands can interact directly with consumers and can build good relationships with consumers. That way, consumers will tend to write positive comments both about product quality and brand responses to consumers on social media.

This study also provides evidence that electronic word of mouth (e-WOM) is able to improve the brand image of HMNS. HMNS users provide testimonials, other positive comments, and also recommend on social media so that HMNS perfume products have a positive brand image and make the public more familiar with HMNS products.

#### *The Influence of Storytelling Marketing on Purchase Decisions*

There is a positive but insignificant influence between storytelling marketing and purchasing decisions. Because based on Table 4.18, the path coefficient value is 0.083 with a p-value of 0.095. With a path coefficient value of 0.083 indicating a weak relationship and a p-value of greater than 0.05, it is considered insignificant. Thus, although the path coefficient does not show negative results because the p-value shows results of greater than 0.05, it is considered rejected because there is insufficient evidence to support a real influence. Thus, H3 is rejected. Because this is not in line with the research hypothesis mentioned in the introduction, which states that storytelling marketing has a positive and significant effect on purchasing decisions on HMNS perfume products.

The results of this study are not in line with the research conducted by (Rachmah & Madiawati, 2022) but in line with the research conducted by (Mavilinda et al., 2023), which states that storytelling marketing does not have a direct influence on purchasing decisions. In other words, storytelling marketing can have a positive influence on purchasing decisions but must be mediated by other supporting variables. This can happen because consumers, in making decisions to buy a product, there are several things that must be reconsidered before finally deciding to buy the product (Kotler & Keller, 2016). Thus, this shows that storytelling marketing carried out by HMNS on social media does not have a direct influence on purchasing decisions. Although storytelling can improve brand image, it is not strong enough to make consumers make purchases. This can happen for several reasons, namely price, quality, or maybe other external factors. Or maybe even though you have created strong and quality storytelling content to build emotional relationships with consumers, it is not strong enough to encourage someone to make a purchase.

#### *The Influence of Electronic Word of Mouth (e-WOM) on Purchase Decisions*

There is a positive and significant influence between electronic word of mouth (e-WOM) on purchasing decisions. This is based on Table 4.18, the path coefficient is 0.212 with a p-value of 0.002. So H4 is accepted. This remains in line with the research hypothesis mentioned in Chapter 1, which states that electronic word of mouth (e-WOM) has a positive and significant influence on purchasing decisions on HMNS perfume products.

These results are in line with research conducted by (Rahayu, 2020), which states that electronic word of mouth (e-WOM) has a positive and significant effect on purchasing decisions. This can be seen from the direction of the positive relationship from the answers given by respondents, which shows that electronic word of mouth (e-WOM) has a positive influence on the purchasing decisions of HMNS perfume users. Thus, electronic word of mouth (e-WOM) has been proven to be able to influence consumer purchasing decisions in the current digital era. Electronic word of mouth (e-WOM) includes positive comments, testimonials, and recommendations on social media. Purchasing is not just an action but also several things that consumers do that are interrelated (Rahayu, 2020).

#### *The Influence of Brand Image on Purchase Decision*

There is a positive and significant influence between brand image and purchasing decisions. Because based on Table 4.18, the path coefficient is 0.607 with a p-value of 0.000. So H5 is accepted. This is in line with the research hypothesis mentioned in Chapter 1, which states that brand image has a positive and significant influence on purchasing decisions on HMNS perfume products.

This result is in line with research conducted by (Irfansyah, 2023), which states that brand image has a positive and significant effect on purchasing decisions. So it can be proven that brand image has a very strong influence in making someone buy a product. Because consumers tend to choose products with a good and positive brand image.

#### *The Influence of Storytelling Marketing on Purchase Decision through Brand Image as an Intervening Variable*

There is a positive and significant influence between storytelling marketing on purchasing decisions through brand image as an intervening variable. This is based on Table 4.18, the path coefficient is 0.121 with a p-value of 0.001. So H6 is accepted. This is still in line with the research hypothesis mentioned in Chapter 1, which states that storytelling marketing has a positive and significant influence on purchasing decisions through the brand image of HMNS perfume products. Storytelling marketing does not have a significant direct influence on purchasing decisions. While through brand image as mediation, storytelling marketing has a full influence on purchasing decisions. So this shows that there is full mediation in Hypothesis 6.

So the results show that Hypothesis 6 is accepted. This is in line with research conducted by (Kim et al., 2018; Oscar & Keni, 2019; Rachmah & Madiawati, 2022; Suryana, 2024), which explains that storytelling marketing has a positive effect on brand image, storytelling

marketing has a positive effect on purchase decisions, and brand image has a positive effect on purchase decisions. So this can indirectly draw a relationship that storytelling marketing can have a positive effect on purchase decisions through brand image.

With these results, it can be interpreted that the hypothesis is full mediation where the storytelling marketing variable cannot directly influence purchasing decisions but must go through mediation, namely brand image. Brand image acts as a full mediator whose job is to connect the story conveyed by the HMNS perfume product with consumer purchasing decisions. Because with strong and emotional storytelling marketing, it can increase consumers' emotional attachment to the brand, build trust, and create a strong positive perception so that it will make the HMNS perfume brand image stronger and more positive. With a positive brand image, consumers tend to decide to buy the product because they will trust the brand that sticks in their minds more.

Storytelling marketing is a strategy that utilizes narratives and stories, both fictional stories and stories from other people, which can attract the attention of the audience and create emotional connections with consumers (Rachmah & Madiawati, 2022). By using quality, unique, and interesting narratives in its marketing, this not only increases awareness and interest in the brand but can also strengthen the brand image in the eyes of consumers. Consumers will be emotionally connected to the brand when the brand creates storytelling that is relevant and meaningful to them, thus creating a strong positive association with the brand. This positive brand image will then act as an intervention in influencing purchasing decisions. In other words, storytelling marketing can influence purchasing decisions by strengthening the brand image first. From this study, storytelling marketing is able to effectively create a strong and positive brand image, which ultimately drives purchasing decisions. So with this, the storytelling content created by HMNS has not only succeeded in building emotional communication but has also been able to improve the brand image and then influence the purchasing decisions of HMNS perfume users.

#### *The Influence of Electronic Word of Mouth (e-WOM) on Purchase Decisions through Brand Image as an Intervening Variable*

There is a positive and significant influence between electronic word of mouth (e-WOM) on purchasing decisions through brand image as an intervening variable. Because based on Table 4.18, a path coefficient of 0.383 is obtained with a p-value of 0.000. Then H7 is accepted. This is in line with the research hypothesis mentioned in Chapter 1, which states that electronic word of mouth (e-WOM) has a positive and significant influence on purchasing decisions through the brand image of HMNS perfume products. Electronic word of mouth (e-WOM) can provide a direct and significant influence on purchasing decisions even though it has gone through brand image as a mediator. So this shows that the mediation that occurs is partial mediation. In partial mediation, some of the influence of electronic word of mouth on purchasing decisions occurs through brand image as a mediator, but electronic word of mouth also has a positive and significant direct influence on purchasing decisions.

With this, in line with research conducted by (Stefanny et al., 2022), which states that electronic word of mouth (e-WOM) has a positive and significant effect on purchasing decisions mediated by brand image. Thus, this study shows that Electronic Word of Mouth (e-WOM) has a positive and significant effect on purchasing decisions through brand image. Electronic word of mouth (e-WOM) includes positive comments, testimonials, and recommendations spread across social media platforms. When consumers see positive comments from other users on social media, their perception of the brand also tends to increase. So this will improve the HMNS brand image. Because a positive brand image will be formed when consumers receive consistent and positive information about the product (Bernardo et al., 2020). In this study, electronic word of mouth (e-WOM) plays an important role in creating a strong brand image for HMNS perfume because consumers tend to trust other people's experiences more. So by increasing the brand image, it will make consumers make purchasing decisions for HMNS perfume products.

## Conclusion

Based on the results of research, data management, data analysis, and discussions that have been conducted by researchers on the influence of storytelling marketing and electronic word of mouth (e-WOM) on purchasing decisions through brand image as an intervening variable on HMNS perfume users, the following conclusions can be drawn:

1. There is a positive and significant influence of storytelling marketing on brand image in HMNS perfume users. So it means that the higher the storytelling marketing, the better the brand image will be.
2. There is a positive and significant influence between electronic word of mouth (e-WOM) on brand image in HMNS perfume users. So it means that the higher the electronic word of mouth (e-WOM), the better the brand image.
3. There is a non-positive and non-significant relationship between storytelling marketing and purchase decisions in HMNS perfume users. So it means that storytelling marketing is not the main factor and is not strong enough to influence purchase decisions.
4. There is a positive and significant influence between electronic word of mouth (e-WOM) on purchase decisions in HMNS perfume users. So it means that the higher the electronic word of mouth (e-WOM), the better the purchase decision.
5. There is a positive and significant influence between brand image and purchase decision on HMNS perfume users. So it means that the higher the brand image, the higher the purchase decision.
6. There is a positive and significant influence between storytelling marketing and purchase decisions through brand image on HMNS perfume users. So it means that the higher storytelling marketing can improve brand image, the more it tends to increase purchase decisions.
7. There is a positive and significant influence between electronic word of mouth (e-WOM) and purchase decision through brand image on HMNS perfume users. So it means that the

higher the electronic word of mouth (e-WOM) can improve brand image, the more it tends to increase purchase decisions.

This study has a number of limitations, one of which is that there is currently little research that directly looks at the impact of storytelling marketing factors on purchase decisions through brand image. Therefore, in order to find research that looks at these aspects, it is required to investigate more closely and study more thoroughly.

Therefore, the following are recommendations for additional research:

- a) Future scholars should be able to study the HMNS brand utilizing a greater variety of factors, including brand trust, customer loyalty, brand engagement, brand storytelling, etc.
- b) It is envisaged that more research would be able to use brand image characteristics, purchase decisions, electronic word-of-mouth (e-WOM), and storytelling marketing to study other companies, so that you can use these factors to learn more about other disciplines.

## References

- Aaker, D. (2015). *Branding: 20 Prinsip esensial mengelola dan mengembangkan merek*. PT. Gramedia Pustaka Utama.
- Alexander, B. (2017). *The New Digital Storytelling: Creating Narrative with New Media (Revised)*. Praeger, an Imprint of ABC-CLIO, LLC.
- Angelia, M., & Widjaja, W. (2024). Pengaruh Selebgram Endorsement dan E-Wom terhadap Keputusan Pembelian Konsumen Bittersweet by Najla melalui Niat Beli. *Studi Akuntansi, Keuangan, Dan Manajemen*, 4(1), 13–31. <https://doi.org/10.35912/sakman.v4i1.3074>
- Bernardo, I., Berlianto, M. pink, Meilano, Y. F. C. P., Masman, R. R., & Suryawan, I. N. (2020). The Influence of Brand Awareness, Brand Image, and Brand Trust on Brand Loyalty. *Jurnal Manajemen*, 24(3), 412. <https://doi.org/10.24912/jm.v24i3.676>
- Compas.co.id. (2021). *Keharuman 7 Brand Parfum Lokal ini Mendominasi di E-Commerce*. Compas.Co.Id. <https://compas.co.id/article/data-penjualan-parfum-lokal/>
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches (Fourth)*. Sage Publication Inc.
- Databoks. (2024, February 27). *Jumlah Pengguna Internet di Indonesia per Januari (2014-2024)*. Databoks. <https://databoks.katadata.co.id/datapublish/2024/02/27/ada-185-juta-pengguna-internet-di-indonesia-pada-januari-2024#:~:text=Ada%20185%20Juta%20Pengguna%20Internet%20di%20Indonesia%20pada%20Januari%202024,-Teknologi%20%26%20Telekomunikasi&text=No.&text=Menurut%20laporan%20We%20Are%20Social,berjumlah%20278%2C7%20juta%20orang>



- Ditsani, A. G., Ulfa, N. S., & Sunarto. (2023). Pengaruh Daya Tarik Video Storytelling Marketing Dan Daya Tarik Packaging Terhadap Persepsi Merek Hmns Perfumery. <https://www.fisip.undip.ac.id>
- Du Plessis, C. (2015). BRAND STORYTELLING: THE CASE OF COCA-COLA'S JOURNEY CORPORATE WEBSITE.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hiola, R. (2022). Peran Brand Image Memoderasi Electronic Word of Mouth (E- Wom) Terhadap Keputusan Pembelian Online di Gorontalo. *Jurnal Indonesia Sosial Sains*, 3(3), 389–398. <https://doi.org/10.36418/jiss.v3i3.562>
- Irfansyah, M. (2023). Pengaruh Electronic Word Of Mouth (E-WOM) Dan Brand Image Terhadap Keputusan Pembelian. *Nusantara Journal of Multidisciplinary Science*, 1(4). <https://jurnal.intekom.id/index.php/njms>
- Júnior, J. R. D. O., & Coelho, R. L. F. (2022). THE STORYTELLING EFFECT ON CONSUMERS' PURCHASING BEHAVIOR: A SYSTEMATIC LITERATURE REVIEW WITH BIBLIOMETRIC APPROACH.
- Keller, K. L. (2008). *Strategy Brand Management Building, Measur-ing, and Managing Brand Equity* (Third Edition). Pearson Education.
- Kim, H.-J., Park, S.-Y., & Park, H.-Y. (2018). A Study on the Effect of Storytelling Marketing on Brand Image and Brand Attitude. *International Convergence Management Association*, 6(4), 1–16. <https://doi.org/10.20482/jemm.2018.6.4.1>
- Kotler, P., & Keller, K. L. (2007). *Manajemen Pemasaran: Vol. Dua Belas (Kedua Belas)*. PT Indeks Kelompok Gramedia.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran: Vol. Satu (Ketiga belas)*. PT. Gelora Aksara Pratama.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Edition). Pearson Education, Inc.
- Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2012). *Marketing Manajemen* (14th ed.). Pearson. <https://repository.iimb.ac.in/handle/2074/12344>
- Lestari, E. D., & Gunawan, C. (2021). Pengaruh E-Wom Pada Media Sosial Tiktok Terhadap Brand Image Serta Dampaknya Pada Minat Beli. *EMBISS (JURNAL EKONOMI, MANAJEMEN, BISNIS DAN SOSIAL)*, 1(2), 75. <https://embiss.com/index.php/embiss>
- Lin, W.-T., & Liou, S. (2016, November 5). HOW SOCIAL ENTERPRISE ATTRACT PUBLIC AWARENESS USING STORYTELLING. <https://doi.org/10.20472/iac.2016.022.034>
- Lystia, C., Winasis, R., Widiанти, H. S., & Hadibrata, B. (2022). Determinasi Keputusan Pembelian: Harga, Promosi Dan Kualitas Produk (Literature Review Manajemen Pemasaran). 3(4). <https://doi.org/10.31933/jimt.v3i4>
- Madeforhmns.com. (2019). About HMNS. <https://madeforhmns.com/pages/about-hmns>
- Martinus, H., & Chaniago, ; Fachmi. (2017). Analysis Of Branding Strategy Through Instagram With Storytelling In Creating Brand Image On Proud Project. *HUMANIORA*, 8, 201–210.

- Mavilinda, H. F., Putri, Y. H., & Nazaruddin, A. (2023). Is Storytelling Marketing Effective in Building Customer Engagement and Driving Purchase Decisions? *Jurnal Manajemen Bisnis*, 14(2), 274–296. <https://doi.org/10.18196/mb.v14i2.17830>.
- Niswatussolihah, S., Sembiring, B. K., Marhayanie, & Siregar, S. H. (2023). Pengaruh Social Media Marketing, Perceived Quality Dan Online Customer Review Terhadap Minat Beli Parfum Local Brand Hmns Pada Pengguna Instagram Dan Twitter. *Jurnal Penelitian EkonomiManajemen Dan Bisnis*, 2(4), 231–243. <https://doi.org/10.55606/jekombis.v2i4.2589>.
- Nurasmi, & Andriana, A. N. (2024). Pengaruh Peran Beauty Vlogger, Electronic Word Of Mouth (E-Wom), Dan Brand Image Terhadap Keputusan Pembelian Produk Skincare Skintific Di Samarinda. *Management Studies and Entrepreneurship Journal*, 5(2), 4901–4920. <http://journal.yrpiiku.com/index.php/msej>.
- Nurhandayani, A., Syarief, R., Syarief, R., & Najib, M. (2019). The Impact of Social Media Influencer and Brand Images to Purchase Intention. *Universitas Brawijaya Journal of Applied Management (JAM)*, 17(4), 650–661. <https://doi.org/10.21776/ub.jam.2019.017.04.09>
- Oktaviani, Basyari Aziz, R., Akbar, R., & Indrawati, W. (2024). Pengaruh Brand Ambassador, Brand Storytelling, Dan E-Wom Terhadap Keputusan Pembelian Parfum Hmns. In *Prosiding SEMANIS : Seminar Nasional Manajemen Bisnis (Vol. 2)*.
- Oscar, Y., & Keni. (2019). Pengaruh Brand Image, Persepsi Harga, dan Service Quality Terhadap Keputusan Pembelian Konsumen. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 3(1), 20–28. <https://doi.org/https://doi.org/10.24912/jmieb.v3i1.3300>
- Pravitaswari, N. (2017). PENGARUH STORYTELLING MARKETING TERHADAP BRAND EQUITY DAN KEPUTUSAN PEMBELIAN.
- Rachmah, S. A., & Madiawati, N. (2022). Pengaruh Storytelling Marketing dan Electronic Word of Mouth terhadap Keputusan Pembelian Café Kisah Manis Jalan Sunda di Kota Bandung melalui Content Marketing Creator TikTok. In *ATRABIS: Jurnal Administrasi Bisnis (Vol. 8, Issue 1)*.
- Rahayu, D. M. (2020). The Effect Of E-Wom And Brand Love On The Purchasing Decisions In Online Shopping. 8(2), 57–64.
- Rizkia, R., & Oktafani, F. (2020). The Effect Of Storytelling Marketing On Purchasing Decisions Through Brand Equity As Intervening Variable On Gojek In Jakarta. *International Journal of Management, Entrepreneurship, Social Science and Humanities*, 3(1), 48–55. <https://doi.org/10.31098/ijmesh.v3i1.190>.
- Shavitttt, S., & Barnes, A. J. (2020). Culture and the consumer journey. *Journal of Retailing*, 96(1), 40–54.
- Statista. (2024). Social Media - Statistics & Facts. <https://www.statista.com/topics/1164/social-networks/#topicOverview>.
- Stefanny, N., Rahmiati, F., & Roni, M. (2022). The Role Of Brand Image And Brand Trust In Mediating The Influence Of E-Wom On Purchase Decision (Case Of Video-On-Demand

- Netflix). IDEAS: Journal of Management and Technology, 2(1), 12–21. <http://e-journal.president.ac.id/presunivojs/index.php/IDEAS>.
- Suryana, P. (2024). Building a Strong Brand Image: The Role of Storytelling in Marketing-Popo Suryana Building a strong brand image: the role of storytelling in marketing. Journal of Economics and Business (JECOMBI), 4. <https://doi.org/10.54209/jecombi.v4i02>.
- Tingga, C. P., Sholihat, W., Susanto, P. C., Handayani, T., Junedi, I. W. R., Putra, I. K. A. M., Wardhana, A., Pertiwi, W. N. B., Grace, E., Martini, E., & Jafalini, S. (2022). Seni Pemasaran Kontemporer (A. Sudirman, Ed.). CV. Media Sains Indonesia. <https://www.researchgate.net/publication/358981599>.
- Tuyu, V., & Moniharapon, S. (2022). The Effect Of Online Advertising And E-Wom On Online Product Purchase Decisions (Study On Consumer Bag Store Manado). 10(3), 526–537.
- Velita, R. , B. A. R. P., & Saptarini, V. (2019). Pengaruh e-Wom dan Review Produk pada Market Place Shopee Terhadap Keputusan Pembelian Pakaian Jadi Di Bandar Lampung. VISIONIST, 8(1). <https://doi.org/http://dx.doi.org/10.36448/jmv.v8i1.1688>.
- Wijayanti, R. (2022). PENGARUH KONTEN STORYTELLING TERHADAP KEPUTUSAN PEMBELIAN PRODUK PARFUM BRAND LOKAL “HMNS.”
- Za, S. Z., Tricahyadinata, I., Robiansyah, R., Darma, D. C., & Achmad, G. N. (2021). Storytelling Marketing, Content Marketing, and Social Media Marketing on the Purchasing Decision. <https://doi.org/10.33258/birci.v4i3.2150>.