

ABSTRACT

Indonesia is a developing country that has poverty problems. However, the Indonesian government is trying to find solutions to reduce the poverty rate. Not only the government, but business people also play an important role in this problem. Poverty can occur due to high unemployment rates. Therefore, it is necessary to create jobs. In general, a business has the aim of providing profits for the owner/certain group. However, now a new concept has emerged in business activities called Sociobusiness. The Sociobusiness concept emerged as an answer to become an alternative choice in overcoming these social problems.

The method used in this research is quantitative methods and descriptive analysis. The sample was obtained using Cochran's formula as many as 385 respondents using Structural Equation Modeling (SEM) and Partial Least Square (PLS) analysis techniques using SmartPLS 4 software. The results of the research carried out obtained 385 respondents who fell into the sample criteria.

Based on the results of the descriptive analysis, it can be concluded that Based on the results of the descriptive analysis, the storytelling marketing variable is in the very good category with a percentage of 87.02%, Consumer Empathy is in the very good category with a percentage of 86.17%, Purchase Intention is in the very good category with a percentage of 86.39%, Purchase Decisions are in the very good category with a percentage of 86.61%.

Based on the research results, it can be concluded that the results of the hypothesis test show that the Storytelling Marketing variable has a positive and significant influence on Purchase Intention. The Consumer Empathy variable has a positive and significant influence on Purchase Intention. The Marketing Storytelling variable has a positive and significant influence on Purchasing Decisions. The Consumer Empathy variable has a positive and significant influence on Purchasing Decisions. The Purchase Decision variable has a positive and significant influence on Purchase Intention. The Storytelling marketing variable has a positive and significant influence on Purchase Decisions through Purchase Intention. The Consumer Empathy variable has a positive and significant influence on Purchase Decisions through Purchase Intention.

Keywords: *Storytelling Marketing, Consumer Empathy, Purchase Decision, Purchase Intention*