

ABSTRACT

Currently, business development in the culinary field, especially cafés, is experiencing higher growth. The number of alternative cafés offered makes the competition higher, where consumers are more selective in determining purchasing decisions at a café. Therefore, café business actors must carry out various promotional methods to attract consumer's attention. This study aims to determine how the influence of Storytelling Marketing and Electronic Word of Mouth on the Purchase Decision of the Kisah Manis Café Jalan Sunda in Bandung City through the TikTok's Creator Content Marketing Variable.

The research method used by the researcher is descriptive quantitative method and uses Structural Equation Modeling (SEM) analysis technique using SmartPLS 3.0 software. The sampling technique used in this research is non-probability sampling using a purposive sampling approach with a total of 100 respondents.

Based on the results of descriptive analysis, it can be concluded that the Storytelling Marketing variable with a value of 81.8% is in the good category. Electronic Word of Mouth with a score of 82.085% in good category. Purchase Decision with a value of 84.04% very good category. TikTok's Creator Content Marketing with a score of 84.975% very good category.

Based on the results of this study, it is concluded that the results of hypothesis testing indicate that Storytelling Marketing has a positive and significant effect on TikTok's Creator Content Marketing. Electronic Word of Mouth has no and insignificant effect on TikTok's Creator Content Marketing. Storytelling Marketing has a positive and significant effect on Purchase Decisions. Electronic Word of Mouth has a positive and significant effect on Purchase Decisions. TikTok's Creator Content Marketing has a positive and significant impact on Purchase Decisions. Storytelling Marketing has a positive and significant effect on Purchase Decisions through TikTok's Creator Content Marketing. Electronic Word of Mouth has a positive and significant effect on Purchase Decisions through TikTok's Creator Content Marketing.

Keywords: *Storytelling Marketing, Electronic Word of Mouth, Purchase Decision, TikTok's Creator Content Marketing.*