

ABSTRACT

The rapid advancement of the modern era, coupled with the widespread influence of globalization, has positioned Indonesia within the Industry 4.0 landscape, where the dissemination of information occurs swiftly due to cultural acculturation particularly in food preferences and consumption trends. The consistent year-over-year growth of the global vegan and plant-based food industry has encouraged food businesses in Indonesia to innovate and compete in offering healthy and plant-based food products to meet the rising consumer demand, one such brand responding to this trend is Burgreens. This study aims to examine the influence of storytelling marketing, brand awareness, and consumer empathy on purchase decisions toward Burgreens, both individually (partially) and collectively (simultaneously).

This research employs a quantitative approach with descriptive analysis. The sampling technique utilized is non-probability sampling, and the sample size of 385 respondents was determined using the Cochran formula. The data were analyzed using two statistical methods: descriptive analysis and multiple linear regression analysis.

The findings reveal that storytelling marketing, brand awareness, and consumer empathy each have a positive and significant influence on purchase decisions toward Burgreens. Moreover, these three variables, when examined simultaneously, also exert a positive and significant impact on consumer purchase decisions. Collectively, storytelling marketing, brand awareness, and consumer empathy account for 70.3% of the variance in purchase decisions, with the remaining 29.7% influenced by other variables not explored in this study.

Key Word: *Storytelling Marketing, Brand Awareness, Consumer Empathy, Purchase Decisions*