

ABSTRACT

The rapid development of digital technology has driven e-commerce platforms such as Shopee to adopt innovative marketing strategies, one of which is storytelling. This study aims to analyze the influence of storytelling in marketing videos on consumer repurchase decisions on Shopee in Indonesia. The research uses a quantitative method with a simple linear regression approach to examine the relationship between storytelling and repurchase decisions. Data were collected through questionnaires distributed to active Shopee users, with storytelling indicators including narrative, visualization, emotion, credibility, and interactivity. The results show that storytelling significantly influences consumer repurchase decisions, with emotional elements and narrative emerging as the dominant factors in building emotional engagement with consumers. This research provides strategic recommendations for Shopee and other e-commerce players to develop narrative-driven marketing content that is strong, relevant, and emotional to enhance customer loyalty. The practical implications highlight the importance of a human-centered approach in digital marketing communication to retain customers amid the increasingly competitive e-commerce landscape.

Keywords: *storytelling, e-commerce, Shopee, digital marketing, customer loyalty, repurchase decision*