

## ABSTRACT

*The scope of marketing has undergone significant transformation thanks to internet technology, with narrative advertising and electronic word-of-mouth (e-WOM) playing a role in it. Generation Y and Generation Z, accustomed to technology, exhibit unique preferences and purchasing behaviors. The research aims to explore the influence of narrative advertising and electronic word-of-mouth (e-WOM) on purchase intention mediated by persuasion knowledge among generation Y and generation Z in Indonesia, with a focus on Marjan syrup advertising.*

*This research employs a quantitative research design with a survey method using questionnaires distributed to respondents who meet predefined criteria. Subsequently, the results are analyzed using multiple linear regression using SPSS For Windows Version 26.0. The total sample size used is 252 people who have seen Marjan syrup ads of the generation Y and generation Z in Indonesia.*

*Research results show that although generation Z grew up alongside technology, while generation Y is more technology-driven, both now share a similar digital environment, resulting in minor differences in responses to electronic marketing strategies. While the influence of narrative advertising on persuasion knowledge is minimal, electronic word-of-mouth (e-WOM) shows a significant positive influence. Electronic word-of-mouth (e-WOM) also has a greater impact on purchase intention compared to narrative advertising, primarily due to consumers' high trust in online recommendations compared to advertisements. This research is expected to provide insights into factors influencing consumer purchase intentions, thus enabling the determination of appropriate strategies for marketing products.*

*Keyword: narrative advertising, electronic word-of-mouth (e-WOM), persuasion knowledge, and purchase intention*