The Influence Of Storytelling, Social Media Marketing, and Customer Reviews Of Coffee Roasters On The Purchase Decision Of Single-Origin Arabica Coffee Beans By Coffee Shops

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Abstract. The coffee industry, centered on Arabica and Robusta beans, relies heavily on coffee shops for delivering quality products, particularly single-origin Arabica coffee. Coffee roasters, operating in the B2B market, supply coffee shops, shaping product quality and customer satisfaction. This study examines the impact of marketing strategies—storytelling, social media, and customer reviews—on coffee shop owners' decisions to purchase Arabica beans. Utilizing a quantitative approach with 222 respondents and multiple linear regression analysis in SPSS, findings show a significant positive influence of these strategies on purchase decisions. Together, they explain 70.6% of the variance, with remaining factors beyond the study's scope. This underscores the crucial role of marketing strategies in shaping coffee purchasing decisions for coffee shops.

Keywords: Coffee Business, Customer Reviews, Purchase Decision, Social Media Marketing, Storytelling

INTRODUCTION

Coffee is a globally significant commodity primarily sourced from two main species: Arabica and Robusta. Arabica dominates approximately 70% of global coffee production, with Robusta making up the remainder (Sumirat, 2016). Coffee shops are key consumers of coffee beans, particularly Arabica, to offer high-quality products to customers. The rise in awareness of coffee attributes, such as Single Origin Arabica, has prompted increased interest among coffee shop patrons (David, Intania, Purnama, & Iswaldi, 2023).

Coffee Roasters and Market Dynamics

Genzler defines coffee roasters as entities processing raw "green beans" acquired from various sources. Roasters employ specialized equipment to roast green beans into mature coffee beans, ensuring consistent quality through cupping (Genzler, 2004). Roasters operate in both wholesale (B2B) and retail (B2C) markets, engaging in direct sales to consumers and businesses (Pavlovic, Reyneke, & Boyd, 2021).

Role of Coffee Shops

Coffee shops serve as crucial conduits for delivering high-quality coffee experiences to customers through single-origin Arabica beans. The selection of coffee roasters significantly

influences brand image, product quality, and customer satisfaction, shaping the overall operational success of coffee shops (Wahyudi & Yusianto, 2016).

Marketing Strategies of Coffee Roasters

Coffee roasters employ storytelling, social media marketing, and customer reviews to promote their coffee beans. Cited from Madura and Nowacki (2018), Storytelling involves communicating the unique origin and production processes of coffee beans to enrich customer experiences and perceptions (Green et al., 2015). Social media marketing expands market reach by engaging with coffee shop owners and sharing unique stories about coffee beans (Prasath & Yoganathen, 2018). Customer reviews offer valuable insights into coffee bean quality and taste preferences, aiding coffee shop owners in making informed purchasing decisions (Michelli, 2007).

Research Objective

This study aims to explore the influence of storytelling, social media marketing, and customer reviews on coffee shop owners' decisions regarding the purchase of single-origin Arabica coffee beans from coffee roasters. By understanding these factors, coffee shops can make more informed decisions aligned with their brand image and customer preferences.

LITERATURE REVIEW

The coffee industry represents a dynamic ecosystem encompassing various stakeholders such as Coffee Roasters, Coffee Shops, and the unique product offering of Single-Origin Arabica coffee beans. Understanding the interplay among these elements is crucial for comprehending the complexities and nuances within the coffee business.

Coffee Business Landscape

Coffee has a rich global heritage, traded for centuries, and deeply ingrained in cultures worldwide. The evolution of coffee consumption from traditional to specialty markets has spurred innovation and market growth (Panhuysen & Pierrot, 2014). Key coffee-producing countries like Brazil, Colombia, Vietnam, and Indonesia significantly contribute to global coffee supplies (Hartatri, Mawardi, & Wahyudi, 2016). This global landscape influences trends in coffee consumption, market demands, and the strategic positioning of coffee businesses.

Roles of Coffee Roasters and Coffee Shops

1. Coffee Roasters

These entities specialize in the critical process of roasting coffee beans, determining the flavor, aroma, and overall quality of the final product (Edvan, Edison, & Same, 2016). The

relationship between Coffee Roasters and Coffee Shops is symbiotic, with Roasters supplying the essential raw material – coffee beans – to the Shops.

2. Coffee Shops

From traditional to specialty coffee shops, the industry has witnessed a surge in establishments catering to diverse consumer preferences (Wahyudi & Yusianto, 2016). Specialty Coffee Shops, focusing on Single-Origin Arabica coffee and employing artisanal brewing methods, have gained popularity among discerning coffee enthusiasts (Lee & Ruck, 2022). These shops not only serve coffee but also curate unique experiences, emphasizing quality, origin stories, and brewing techniques.

Single-Origin Arabica Coffee

Single-Origin Arabica coffee beans have emerged as a hallmark of quality and uniqueness in the coffee market. Sourced from specific geographic regions, these beans embody distinct flavors influenced by terroir – encompassing altitude, soil composition, and climate conditions (David, Intania, Purnama, & Iswaldi, 2023). The cultivation and processing of Single-Origin Arabica beans prioritize meticulous practices to preserve their inherent qualities and traceability, appealing to consumers seeking exceptional coffee experiences (Ismayadi, Yusianto, & Mawardi, 2016).

Storytelling

Storytelling plays a crucial role in branding, acting as a concise and efficient narrative platform for organizational marketing and communication, also known as narrative branding. Authenticity and sincerity are key characteristics of successful brands integrated seamlessly into customers' lives, becoming indispensable elements (Kotler, Keller, & Chernev, 2022). Narrative branding, rooted in deep metaphors connected to memories, associations, and personal stories, uses storytelling to convey the brand essence. It is not just a tool for selling products but also a way to convey deep messages, evoke emotions, and build deeper relationships with Coffee Shop owners, who are their primary customers.

Media Social Marketing

In today's business landscape, social media marketing is a crucial tool for sales representatives, emphasizing the online presence of companies. This digital facet not only shapes company relationships with individual accounts but also serves as a strategic means to identify accounts needing personal interaction, facilitating direct contact and even securing initial orders, showcasing its vital role in the sales process (Kotler, Keller, & Chernev, 2022). Social media marketing has become a primary foundation in marketing strategies for Coffee Roasters in the coffee industry. They utilize social media platforms to expand market reach,

introduce new products, and build closer relationships with Coffee Shop owners, their main customers.

Customer Review

Utilizing customer reviews as a learning tool emerges as a crucial strategy in pursuing business excellence. Nielsen's survey found that customer reviews are the second most trusted source of brand information (after recommendations from friends and family) (Nielsen, 2012). Integrating reviews into training programs not only provides employees with skills to excel in their roles but also fosters motivation, engagement, and team unity (Michelli, 2007). Customer reviews play a vital role in the Coffee Roaster and Coffee Shop relationship, reflecting the satisfaction of Coffee Shop owners regarding the products, services, and quality provided by Coffee Roasters.

Purchase Decision

Purchase decisions refer to the process of selecting and purchasing products or services influenced by factors such as needs, preferences, product evaluation, and external environment (Kotler, Keller, & Chernev, 2022). These decisions are pivotal in the operational processes of Coffee Shops, affecting not only product supply but also brand image and customer satisfaction. The high frequency of purchase, supplier diversification, innovation, and competitive advantages in the local market are essential factors influencing the purchase decisions of Coffee Shop owners regarding Single Origin Arabica coffee beans from specific Coffee Roasters.

HYPOTHESIS DEVELOPMENT

The following hypotheses are formulated based on the literature review and understanding of the coffee business ecosystem, focusing on the impact of Storytelling, Social Media Marketing, and Customer Reviews on the purchasing decisions of Single-Origin Arabica Coffee Beans by Coffee Shops in Coffee Roasters.

Impact of Storytelling on Coffee Purchasing Decisions

H1: Storytelling influences the purchasing decisions of Single-Origin Arabica Coffee Beans by Coffee Shops in Coffee Roasters.

Storytelling plays a pivotal role in brand perception, emotional connection with customers, and brand loyalty (Ushchapovska, 2021). Effective storytelling strategies can create strong emotional connections and positive brand perceptions, influencing Coffee Shop owners' purchasing decisions in selecting coffee bean suppliers (Ranaa, Dirgantara, & Aryandika, 2023).

Influence of Social Media Marketing on Coffee Purchasing Decisions

H2: Social Media Marketing influences the purchasing decisions of Single-Origin Arabica Coffee Beans by Coffee Shops in Coffee Roasters.

Social media marketing has become integral for Coffee Roasters to expand market reach, introduce new products, and build strong relationships with Coffee Shop owners (Kotler, Keller, & Chernev, 2022). Active interactions and engagement on social media platforms significantly impact purchasing decisions, customer engagement, and brand awareness (Hee & Yen, 2018; Prasath & Yoganathen, 2018).

Effect of Customer Reviews on Coffee Purchasing Decisions

H3: Customer Reviews influence the purchasing decisions of Single-Origin Arabica Coffee Beans by Coffee Shops in Coffee Roasters.

Customer reviews directly reflect experiences and satisfaction levels, affecting Coffee Shop owners' perceptions and decisions regarding Coffee Roaster suppliers (Zhao, Xu, & Wang, 2019; Khedkar & Shinde, 2018). Positive reviews enhance brand reputation and influence potential customers' buying decisions.

Combined Influence of Storytelling, Social Media Marketing, and Customer Reviews

H4: Storytelling, Social Media Marketing, and Customer Reviews collectively influence the purchasing decisions of Single-Origin Arabica Coffee Beans by Coffee Shops in Coffee Roasters.

Previous studies suggest that effective storytelling, impactful social media marketing, and positive customer reviews collectively contribute to brand equity, customer engagement, and purchase decisions (Pravitaswari, 2018; Sembiring, 2023; Fadhlillah, 2022). Understanding the combined impact of these factors is crucial in developing comprehensive marketing strategies in the coffee business ecosystem.
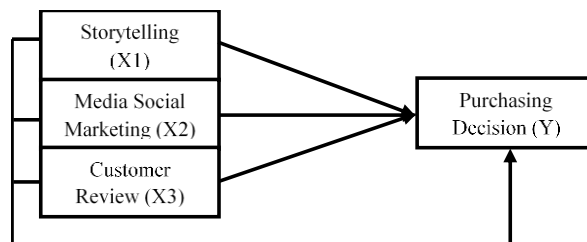

Figure 1. Research Model

RESEARCH METHODS

The research adopts a quantitative approach, specifically a non-experimental causal method, to investigate the factors influencing the purchasing decisions of Single-Origin Arabica Coffee Beans by Coffee Shops in Coffee Roasters. The independent variables include Storytelling (X1), Social Media Marketing (X2), and Customer Reviews (X3) from Coffee Roasters, while the dependent variable is the purchasing decision of Coffee Shops (Y) regarding Arabica Single-Origin Coffee Beans.

The population studied comprises Coffee Shops or cafes located in the Malang Raya area, totaling around 500 establishments. The sample size was determined using the Slovin's formula with a 5% margin of error, resulting in a sample size of 222 coffee shops. The questionnaire was distributed to 250 cafe owners and workers within the target population. A total of 222 fully completed responses were received, forming the dataset analyzed in this research.

Data for this study were collected using an online questionnaire consisting of 40 questions. The questionnaire included items rated on a 5-point Likert scale ranging from 1 (representing "strongly disagree") to 5 (representing "strongly agree"). These Likert scale items were utilized for quantitative data analysis. Additionally, open-ended questions were included to supplement descriptive analysis and gather qualitative insights.

Data Quality Testing

Validity testing ensures that the data collected is accurate and reliable. This study employed Pearson Correlation to assess validity, with a coefficient >0.5 indicating valid data (Bandur & Prabowo, 2021; Ghozali, 2018). On the other hand, reliability testing was conducted to ensure the consistency and stability of the measurement instruments. Cronbach's Alpha was used for reliability testing, with a coefficient >0.60 indicating reliable data (Sekaran, 2003; Kumar, 2011).

Classical Assumptions Testing

Normality testing was performed to ensure that the data followed a normal distribution, a prerequisite for inferential statistical tests like regression. The Kolmogorov-Smirnov test was employed, where a p-value >0.05 indicates normal distribution (Bandur & Prabowo, 2021). Multicollinearity testing was also conducted to check for significant correlations between independent variables in regression models. A VIF <10 indicates no multicollinearity issues (Ghozali, 2018). Furthermore, heteroskedasticity testing using the Breusch Pagan test was conducted to determine if the variance of residuals across observations in the regression model is constant (Ghozali, 2018).

Data Analysis Techniques

The data analysis techniques used in this study included multiple linear regression analysis, which measures the impact of multiple independent variables on a dependent variable and predicts outcomes (Ghozali, 2018). Partial hypothesis testing (t-test) assessed the significance of individual independent variables on the dependent variable within the model (Ghozali, 2018). Simultaneous hypothesis testing (F-test) determined the combined significance of independent variables on the dependent variable (Ghozali, 2018). Additionally, the coefficient of determination testing was employed to measure how well the model explained the combined influence of independent variables on the dependent variable, with higher R^2 values indicating better predictive ability (Ghozali, 2018).

FINDINGS AND DISCUSSION

Findings

1. Descriptive Statistics

The description of research data using descriptive statistics as a branch of mathematics that presents facts without interpretation includes numeric measures such as median, mean, minimum, maximum, and standard deviation (Wijayanti, 2022).

Table 1. Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
x1	222	19.00	42.00	39.1667	2.32713
x2	222	27.00	45.00	39.4324	2.47566
x3	222	18.00	38.00	34.7432	2.19869
y	222	24.00	47.00	43.4865	2.48203
Valid N (listwise)	222				

Source: Data Processed by SPSS (2024).

Storytelling (X1) has a mean of 39.17 and a standard deviation of 2.32, Social Media Marketing (X2) has a mean of 39.43 and a standard deviation of 2.47, Customer Reviews (X3) has a mean of 34.74 and a standard deviation of 2.20, and Purchase Decision (Y) has a mean of 43.49 and a standard deviation of 2.48. Based on this data, the standard deviation is smaller than the mean, indicating that the mean effectively represents the overall sample.

2. Validity Test

The validity test is a test related to how well the concept used assesses the accuracy of the measurement tool used. A questionnaire is considered valid if the resulting p-value is less than 0.05 using Pearson Correlation (Situmorang, 2019).

Table 2. Validity Test

Correlations

		x1	x2	x3	y
x1	Pearson Correlation	1	.419**	.749**	.797**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	222	222	222	222
x2	Pearson Correlation	.419**	1	.442**	.488**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	222	222	222	222
x3	Pearson Correlation	.749**	.442**	1	.753**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	222	222	222	222
y	Pearson Correlation	.797**	.488**	.753**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	222	222	222	222

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processed by SPSS (2024).

The p-value obtained with a 2-tailed test is <0.01, which is smaller than the 5% error level or 0.05, thus indicating that all items in the research questionnaire are valid and can be used as data collection instruments.

3. Reliability Test

Reliability testing is used to measure respondents' confidence in answering the questionnaire. A questionnaire is considered reliable if it has a Cronbach's Alpha value of ≥ 0.6 (Situmorang, 2019).

Table 3. Reliability Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
.858	.861

Source: Data Processed by SPSS (2024).

The reliability test result is 0.86, which is greater than 0.6, indicating that the items in this research questionnaire are reliable for use in the study.

4. Normality Test

Kolmogorov-Smirnov test is used to determine if data is normally distributed. If the p-value is less than 0.05, the data is considered normally distributed. Conversely, if the p-value is greater than 0.05, the data is considered not normally distributed (Quraisy, 2020).

Table 4. Normality Test

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
x1	.206	222	<.001	.724	222	<.001
x2	.178	222	<.001	.874	222	<.001
x3	.209	222	<.001	.796	222	<.001
y	.190	222	<.001	.772	222	<.001

a. Lilliefors Significance Correction

Source: Data Processed by SPSS (2024).

The test above shows that the p-value obtained for all variables is <0.001, which is smaller than 0.05. Therefore, it is stated that the data for each variable in the study is normally distributed.

5. Multicollinearity Test

The multicollinearity test is conducted to determine the correlation between each independent variable based on the Variance Inflation Factor (VIF) and Tolerance (TOL). If the VIF is ≤ 10.0, then there is no multicollinearity (Setiawati, 2021).

Table 5. Multicollinearity Test

Collinearity Statistics	
Tolerance	VIF
.429	2.332
.787	1.270
.418	2.390

Source: Data Processed by SPSS (2024).

The results show that the Variance Inflation Factor (VIF) values are 2.33 for Storytelling (X1), 1.3 for Social Media Marketing (X2), and 2.39 for Customer Reviews (X3). These values indicate that all variables have VIF ≤ 10.0, indicating no multicollinearity issues.

6. Heteroskedasticity Test

The heteroskedasticity test is used to test the regression model for the presence of unequal variance of residuals across observations. If the probability value is >0.05, then it is considered free from heteroskedasticity (Ghozali, 2018).

Table 6. Heteroskedasticity Test

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.781	1.086		4.402	<.001
	x1	-.041	.027	-.135	-1.542	.125
	x2	-.030	.031	-.081	-.965	.335
	x3	-.029	.027	-.083	-1.106	.270

a. Dependent Variable: Abs_RES

Source: Data Processed by SPSS (2024).

The results of the Glejser test indicate that there is no heteroskedasticity problem in the research model. This is evidenced by the probability values being greater than the significance value of 0.05 for Storytelling (X1) at 0.12, Social Media Marketing (X2) at 0.33, and Customer Review (X3) at 0.27.

7. Regression Model

This analysis is conducted to predict changes in the dependent variable explained by independent variables as predictor factors using the model, research parameters, and analysis results (Prasetyo, 2022).

Table 7. Multiple Linear Regression Analysis Test

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.636	1.795		2.583	.010
	x1	.538	.060	.505	9.001	<.001
	x2	.139	.041	.139	3.353	<.001
	x3	.353	.064	.313	5.511	<.001

a. Dependent Variable: y

Source: Data Processed by SPSS (2024).

BD= 4.636 (a)+0,538 (ST)+ 0,139 (SMM) + 0,353 (CR)+ µ

1) The constant value is 4,636. Therefore, if there is a change in ST, SMM, and CR, the PD (Purchase Decision) is expected to increase by about 4,64 percent.

2) The regression coefficient for the ST (Storytelling) is 0,54, indicates that if the ST (Storytelling) increases, PD (Purchase Decision) are likely to increases 0,54 percent.

3) The regression coefficient for the SMM (Social Media Marketing) is 0,14, indicates that if the SMM (Social Media Marketing) increases, PD (Purchase Decision) are likely to increases 0,14 percent.

4) The regression coefficient for the CR (Customer Review) is 0,35, indicates that if the CR (Customer Review increases, PD (Purchase Decision) are likely to increases 0,35 percent.

8. Hypothesis Test

a. Individual Significance (t Test)

T Test is used to analyze the influence of each independent variable on the dependent variable partially. If the t-statistic is < 1.96 (t table), then the hypothesis is accepted, indicating a partial influence (Lestari, 2019).

Table 8. Individual Significance Test

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.636	1.795		2.583	.010
	x1	.538	.060	.505	9.001	<.001
	x2	.139	.041	.139	3.353	<.001
	x3	.353	.064	.313	5.511	<.001

a. Dependent Variable: y

Source: Data Processed by SPSS (2024).

Based on the table, the t statistics is bigger than 1,96, Storytelling (x1) with t statistics 9,00, Social Media Marketing (x2) with 3,35, and Customer Review (x3) 5,51. Therefore, it can be concluded that independent variable partially affect the Purchase Decision (y).

b. Model Accuracy Test (F Test)

The F-test is used to determine the level of significance of the simultaneous influence of independent variables on the dependent variable. If the probability value is > 0.05, then there is an influence of all independent variables on the dependent variable (Lestari, 2019).

Table 9. Model Accuracy Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	961.114	3	320.371	174.452	<.001[b]
	Residual	400.346	218	1.836		
	Total	1361.459	221			

a. Dependent Variable: y

b. Predictors: (Constant), x3, x2, x1

Source: Data Processed by SPSS (2024).

Based on the table, the probability value is <0,001, that smaller than the significant value 0,05. Therefore, it can be concluded that all independent variables simultaneously affect the Purchase Decision (y).

9. Determination Coeffecient (R-squared)

The coefficient of determination is used to describe the percentage of variation in the dependent variable explained by the independent variables. If the R-squared value approaches

1, then the independent variables can provide almost all of the information in predicting the dependent variable (Padilah, 2019).

Table 10. R-Squared Test

Model	R	R Square	Adjusted R Square
1	.840[a]	.706	.702

a. Predictors: (Constant), x3, x2, x1
b. Dependent Variable: y

Source: Data Processed by SPSS (2024).

Based on the result, the coefficient of determination is 70.6. Therefore, 70.6 percent of Purchase Decision (y) can be explained by the independent variables included Storytelling (x1), Social Media Marketing (x2), and Customer Review (x3). Furthermore, the remaining of 29.4 percent is influenced by other factors not included in this research.

DISCUSSION

1. The Influence of Storytelling on the Purchase Decision Single Origin Arabica Coffee Beans by the Coffee Shop at Coffee Roaster

Coffee brands need to implement innovative and creative strategies to persuade the audience and increase purchase intention, one of which is through Storytelling approach. Based on the result of this research, Storytelling can increase the Purchase Decision of Single Origin Arabica Coffee Beans by Coffee Shops at Coffee Roasters. Storytelling is not only related to the products and quality offered, but also conveys important information and messages to the general audience on how they can distinguish the product from others. The findings of this research are consistent with (Fadilah, 2022), which suggests that Storytelling will enhance the image of the product and convey impressions through semiotics in the form of providing information and everyday events or the origins of the product. Moreover, this is also formed through the meaning of creative content such as texts containing myths that can occupy leisure time and evoke reflective thoughts in the minds of customers, thereby influencing purchase decisions (Fadilah, 2022). Furthermore, in previous research by (Mucundorfeanu, 2018), it was also revealed that promotion would be more effective if it involved a story because customers tend to feel interested and remember a product.

2. The Influence of Social Media Marketing on the Purchase Decision Single Origin Arabica Coffee Beans by the Coffee Shop at Coffee Roaster

Implementation of marketing through social media can be seen as an opportunity or as a medium capable of reaching customers more easily and extensively. This social media marketing is considered effective in reaching customers and connecting with their products through the internet network and developing product trust in the minds of customers. Based on the result of this research, Social Media Marketing can increase the Purchase Decision of Single Origin Arabica Coffee Beans by Coffee Shops at Coffee Roasters. The results of this research are consistent with (Febriani, 2023) stating that there is a direct influence of social media marketing on the purchase decision because customers can learn about a product offered only through devices, especially related to the excellence of the product through marketing content presented on social media. According to (Mahardika, 2022), social media marketing can influence purchase decisions because it can increase customer attraction to buy products which then affects their purchase decisions, as well as allows sellers to spread promotions and engage directly with customers.

3. The Influence of Customer Review on the Purchase Decision Single Origin Arabica Coffee Beans by the Coffee Shop at Coffee Roaster

Customer Reviews are an important aspect of sales activities because in every review, whether positive or negative, it can help customers and potential customers decide to purchase a particular product. Based on the result of this research, Customer Reviews can increase the Purchase Decision of Single Origin Arabica Coffee Beans by Coffee Shops at Coffee Roasters. The results of this research are consistent with (Welsa, 2022) stating that customer reviews have a significant positive impact on purchase decisions because positive reviews will have a good impact on purchasing decisions and influence customers in evaluating a product. In addition, it can increase attractiveness in purchasing products through the value of experiences shared by others, especially related to the excellence of a product. According to (Karundeng, 2023), customer reviews are part of word of mouth given by someone based on a real experience, and can help determine a person's purchasing decision. Thus, through positive customer reviews, it will also increase the purchase decision of customers and potential customers towards a product.

4. The Influence of Storytelling, Social Media Marketing, and Customer Review on the Purchase Decision Single Origin Arabica Coffee Beans by the Coffee Shop at Coffee Roaster

Based on the results of this research, Storytelling, Social Media Marketing, and Customer Review simultaneously can increase the Purchase Decision of Single Origin Arabica Coffee Beans by Coffee Shops at Coffee Roasters. This is supported by the research of (Pravitaswari, 2018) which indicates that storytelling delivered with planning such as target audience, message content, scenarios, and characters mentioned, can enhance the purchase decision of a product because it helps customers remember the product and aids in recall processes, thus embedding it in customers' memories. The results of this research also align with (Fadilah, 2022), stating that during the customer's decision-making process for a purchase, there is a product information search phase provided by marketers or searched by customers on social media platforms. Therefore, marketing conducted through social media can positively influence customers' purchase decisions. Furthermore, based on the research by (Saputri, 2022), customer reviews can significantly impact purchase decisions, especially for cautious customers who pay attention to reviews given by previous customers to minimize risks. These reviews may contain evaluations or product information in various aspects including quality, experience, and benefits experienced by previous customers, thus positive reviews strengthen the purchase decision.

CONCLUSION AND RECOMMENDATION

Storytelling, Social Media Marketing, and Customer Review, both partially and simultaneously, can indeed influence and increase the Purchase Decision of Single-Origin Arabica Coffee Beans by Coffee Shops at Coffee Roasters. Sales will be more effective when incorporating a narrative through Storytelling because customers tend to become interested and engaged. Customers can also gain insights into a product offered through social media, especially its strengths and product information. Furthermore, real experiences shared by previous customers through positive reviews will enhance the appeal to decide on purchasing the product. This study is limited to the population area of Coffee Shops located in the city of Malang, East Java. Therefore, a suggestion for future research would be to expand the population ar

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