#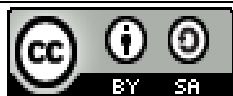 Does Story Telling Marketing Influence Consumer Purchase Decisions? A Case of A Classic Mocktail Made From Salak Bean Coffee

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Article History	Abstract
	Storytelling Marketing is usually used in marketing service products or tourism products for the purpose of emotionally influencing consumer decisions in buying the products sold. However, this is different from the usual products, in this case aiming to measure whether storytelling marketing effectively influences potential consumers to buy classic mocktail beverage products made from salak bean coffee. The data collection technique uses purposive sampling, with the target being mocktail connoisseurs. The data collection instrument used a questionnaire. While the data analysis method uses, simple regression, correlation and coefficient of determination. The results showed that there was an influence between story telling marketing and consumer purchasing decisions, besides that the resulting correlation was strong, then the contribution of the story telling factor was significant to consumer decisions in buying mocktails with the basic ingredients of snake fruit coffee.

INTRODUCTION

Waste production is increasing along with the increase in population and public consumption, (Yunus, 2018). Garbage or waste is the result of daily waste that has been discarded by human activities, which in its nature consists of two parts or types commonly referred to as organic waste in the form of waste from living things such as animals, plants or humans and inorganic which is waste derived from non-living materials that are difficult to decompose naturally, such as plastic, glass, metal, and paper etc (Yudistirani, et.al, 2015). Currently, this environmental problem can arise from the source of waste where people do not handle it properly, dispose of it carelessly, or it is already in the trash can, but has accumulated and managed properly.

In developed countries, waste has been well managed, or can be recycled into certain products, even such as plastic waste has been managed into fuel, (Wahyudi, et.al, 2018). Currently, technology is available to recycle waste, especially inorganic waste, which can produce resources that support life processes. What about organic waste that is also produced by humans or other living things such as agricultural crop residues, leaves and domestic waste. This type of waste has also been well managed into compost, even cow dung into biogas, (Dahlianah, 2015; Sulistiyanto, et.al, 2016). Related to this waste, its utilization is more to support human activities, meaning that it does not become part of the human body, not for consumption. There are some plant products that are considered useless such as banana peels turned into flour, or *salak* fruit seeds made into coffee, (Anwar, et.al, 2021; Raharja, et.al, 2021).

Ayuni, et.al 2017 in their research found that *salak* seed coffee received a positive response where the level of consumer satisfaction with *salak* seed coffee products reached 75.35% or at the satisfied level. Based on this research, recently, a research team involving students modified the basic variant of the mocktail by using *salak* seed coffee as a dessert drink after enjoying the main course. Mocktails are non-alcoholic drinks made by mixing fruit juices, soft drinks, syrups, milk or soda. Mocktails can also have cream, spices and herbs added for flavor. Mocktails have a refreshing taste and aroma, and can be made in the same way as cocktails: shaken, stirred or mixed. Basically, these drinks are suitable for everyone, especially for those who do not consume alcoholic beverages. In addition, it is popular in countries that restrict or prohibit the circulation of alcoholic beverages that uphold culture and religion. So, the bottom line is that it is very suitable if it is developed like in Indonesia. The results showed that a mocktail with a variant of coffee-based ingredients was successfully made, but the problem was whether this drink could be accepted by mocktail connoisseurs, or guests who usually finish their meal and then enjoy a different dessert drink than usual? Using story telling techniques, the team designed a marketing method using story telling. Does this method influence consumers' decision in making their choice?

LITERATURE REVIEW
Story Telling Marketing

Story telling is a tool to promote a product by relying more on the power of the story behind the process of making a product until the product is finished and ready to be marketed by prioritizing feelings to involve the emotions of potential buyers in making a product purchase decision, with the hope that from the story experience, consumers are able to market by word of mouth, (Kaufman, 2003). In building the image of a brand and its philosophy, story-telling is considered capable of translating what a product hopes to bridge the technical aspects of the production process until it becomes a product that is ready to be launched to the market, story-telling has become a good medium to translate all the manufacturer's longings. Building emotions and feelings from potential buyers, towards a product and its attached brand, so it can be concluded that through story telling a product can have a soul and life. In the end, storytelling has become part of today's marketing strategy because it is considered capable of building prospective buyers' emotions in determining purchasing decisions, (Fongo, et.al, 2019). In contrast to Denning

(2006) who states that storytelling must be done effectively, the right story, the right conditions and the right time. Thus, in the context of coffee-based mocktails where story telling utilizes storytelling techniques starting from the idea of sustainable environmental issues, and the utilization of parts of fruit products that are usually not used but are used as basic ingredients for mocktails, to influence consumer decisions in making choices for consumption and even purchase.

Consumer Purchase Decision

Consumer buying interest is related to the desire to choose and consume products or services where interest arises because it is influenced by the quality and strength of the product and even the information obtained by consumers. Usually this interest is influenced by transactional, referential and exploratory. (Utomo, & Dwiyanto, 2022; Ernawati, & Koerniawan, 2023; (Puspita, & Budiatmo, 2020); Maino, et.al, 2022; (Algiffary, et.al, 2020); Mustika, 2023). In buying interest there are decisions that must be made by potential consumers. This decision can be continued to buy or cancel. Consumer decisions are also related to the choices that potential consumers have to make regarding the products and services offered, where this is influenced by the period, place, product choice, brand, supplier, quantity and method of payment (Peter, & Olson, 1990; Kotler and Keller, 2016). Connected to the focus of story-telling marketing products that explain a manufacturing process, methods, time and ongoing issues from the basic ingredients of mocktail products, namely from salak seeds, affect consumers in determining attitudes, deciding to buy and at the same time recommending this product to others.

Therefore, the purpose of this study is whether story telling marketing influences consumer decisions in buying mocktails made from *salak* seed coffee.

RESEARCH METHOD

The analysis method used is descriptive quantitative. In collecting research data, it is determined by using purposive sampling with consideration of coffee connoisseurs and also mocktails, by visiting lounges in potential hotels and cafes. In this case the researcher has set a target for respondents, namely 100 people. For hotel locations, namely 5-star hotels with a total of 2 hotels and located in the city of Manado, while there are three cafes, as part of a product trial. To collect data, researchers distributed questionnaires during the product trial process which was carried out at the same time as the story telling method was delivered. Preparation of a list of questions / statements in this questionnaire, using an attitude scale, with interval answers; Strongly Agree (SS) = 5; Agree (S) = 4; Undecided (R) = 3; Disagree (TS) = 2 and Strongly disagree (STS) = 1. While the variables measured are: variable X (story telling marketing) while variable Y (consumer decisions). While the data analysis method uses, simple liner regression, correlation and coefficient of determination, followed by testing the hypothesis. Research hypothesis: Ho, story-telling marketing does not affect consumer decisions to buy mocktails; while H1 story telling marketing affects consumer decisions to buy mocktails.

.

RESULT AND DISCUSSION

1. Research Result

A.   Validity test for variable x (story telling marketing).

Table 1. Validity Test of Story Telling Marketing (X)

No Item	r' Count	r' Table	Conclusion
STM1	0,786		
STM2	0,892		
STM3	0,813		
STM4	0,786		
STM5	0,892		
STM6	0,813	0,196	Valid
STM7	0,498		
STM8	0,786		
STM9	0,480		
STM10	0,813		

(STM means Story Telling Marketing)
Source: processed data with SPSS 16 (2024)

As shown in table 1, it shows the results of measuring the validity of a questionnaire that was compiled, especially variable X, where for the variable the number of questions is 10, and the respondents who are the target sample are 100 people. The results show that the average value of r count for the 10 questions is greater than r table (r count> r table) in this case r table 0.196. Thus, for factor variable X this is declared valid. Furthermore, the validity of the test for variable Y (Consumer Decision)

Table 2. Validity Test of Consumer Decision (Y)

No Item	r' Count	r' Table	Conclusion
CD1	0,836		
CD2	0,831		
CD3	0,597	0,196	Valid
CD4	0,742		
CD5	0,597		

(CD means Consumer Decision)
Source: processed data with SPSS 16 (2024)

The same thing also applies to table 2 where the measurement of the validity of the questionnaire for variable Y. Where in variable Y the number of questions is 5 with the same target respondents, namely 100 people. The results obtained that the value of r count is greater than r

table (r count> r table) while the value of r table is the same, namely 0.196. Thus variable factor Y is declared valid

B. Reliable test for variable X and Y

Table 3. Reliability for variables X and Y

Variable	Cronbach Alpha	Conclusion
X	0,919	Reliable
Y	0,759	Reliable

Source: processed data with SPSS 16 (2024)

Meanwhile, table 3 shows the results of the calculation for the reliability of questions on variables X and Y where Cronbach Alpha> 0.60 is determined, but the calculation results show that Cronbach Alpha is greater, so it can be stated that the questions in this questionnaire are reliable.

C. Simple Linear Regression
The following are the results of data processing through SPSS, to obtain regression equations.

Table 4. Simple Linear Regression
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.414	1.069		4.130	.000
	Story_Telling_Marketing	.244	.030	.628	7.987	.000

a. Dependent Variable: Consumer_Decision
Source: processed data with SPSS 16 (2024)

Significance level and acceptance/rejection region α = 5%. By looking at the regression table (Table 5), it has illustrated that purchasing decisions by buyers have been influenced by story-telling marketing. The regression equation obtained is as follows

$Y = a + bX$
$Y = 4.414 + 0,244X$
Where:

Y = Consumer Decision
X = Story Telling Marketing
a.   The constant is 4.414, meaning that if the story telling marketing (X) value is 0 then the output result (Y) value is negative, namely 4.414.
The regression coefficient of 0.244 means that story telling marketing (X) has increased by 1%, the output result (Y) has increased by 0.244%.

D. Correlations

Table 5. Correlations
Correlations

			Story_Telling_Marketing	Consumer_Decision
Spearman's rho	Story_Telling_Marketing	Correlation Coefficient	1.000	.659**
		Sig. (2-tailed)	.	.000
		N	100	100
	Consumer_Decision	Correlation Coefficient	.659**	1.000
		Sig. (2-tailed)	.000	.
		N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
Source: processed data with SPSS 16 (2024)

Significance level and acceptance/rejection region α = 5%. By looking at the correlation table (table 5), it shows that there is a relationship between variables X (Story Telling Marketing) and Y (Consumer Decision) is "strong", and unidirectional (0.60 - 0.799) meaning that if the independent increases, the dependent also increases, and the correlation value is at 0.659 (positive).

E. Determination Coefficient

To get the coefficient of determination, the correlation value is usually raised by 2, or commonly abbreviated as r^2, where the results look as follows:

DC = r^2
DC = 0.659
DC = 0,434

This means that the contribution rate of the story telling marketing variable is 0.434. This means that there are other factors outside the storytelling marketing factor that can also be considered to contribute to this study, but these factors are not taken into account or not examined.

F. Hypothesis testing through Anova

Table 6. Anova

ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	170.636	1	170.636	63.798	.000ᵃ
	Residual	262.114	98	2.675		
	Total	432.750	99			

a. Predictors: (Constant), Story_Telling_Marketing

b. Dependent Variable: Consumer_Decision

Source: processed data with SPSS 16 (2024)

Table 6. Anova shows a P: score: 0.000 where: significance area at a = 5% means: 0.000 <0.05, this indicates that hypothesis 0 (H0) is rejected while hypothesis 1 (H1) is accepted. In this case, it can be emphasized that there is a positive influence in this case story telling marketing on consumer purchasing decisions on classic mocktails made from *salak* coffee beans.

2. DISCUSSION

The results of some of these analyses can be interpreted as follows: the regression equation shows: 4.414 + 0.244X, indicating that the b value of 0.244X means that any change in variable X (Story telling marketing) by 1 score will cause a change in variable Y (consumer decisions) by 4.414 scores, so that any increase in X (Story telling marketing) will cause an increase in Y (consumer decisions) and vice versa any decrease in X (Story telling marketing) will cause a decrease in Y (consumer decisions). In this case, there is a positive influence between storytelling marketing practiced on classic mocktail drinks using the basic ingredients of *salak* seed coffee. That any changes to this classic mocktail product but being able to be explained in story telling techniques will still have an impact on purchasing decisions positively.

Furthermore, from the results of the correlation coefficient test, it was obtained r = 0.659, meaning that the correlation coefficient figure above is r = 0.659 or 66%, this shows that there is a relationship between storytelling marketing of classic mocktail products made from *salak* coffee beans and consumer purchasing decisions. In addition, the relationship shown is a strong and unidirectional relationship, (0.60-0.799). This can be explained that when a mocktail product made from coffee beans undergoes changes in the form of taste, or the appearance of the packaging and is able to be explained through story telling marketing techniques, it will directly change the buyer's decision on this product, and can change up or down.

In the analysis of the coefficient of determination (r2) where the coefficient of determination that has been obtained from the correlation results (r) is multiplied by 2, thus the result is r2 = 0.434 or 43%. This means that the contribution of the storytelling method to consumer decisions

is 43% and other factors in this study are not taken into account or not examined. The focus of this research is only on examining the storytelling marketing factor in classic mocktail beverage products made from *salak* coffee beans, on consumer decisions in buying this product.

Anova results show the value of P: score: 0.000 where: significance area at a = 5% means: 0.000 <0.05, This shows that hypothesis 0 (H0) in this case which states that there is no influence between storytelling marketing and consumer decisions is rejected, while hypothesis 1 (H1) is accepted, meaning that the influence of storytelling marketing on consumer decisions in buying classic mocktails made from *salak* seed coffee.

CONCLUSION

The conclusion that can be drawn is that story telling affects consumer decisions in buying mocktails, besides that the two variables have a strong relationship. In addition, for the coefficient of determination, there are other factors that are not examined in this study. Thus, it is hoped that the next researcher can add certain variables that are not of concern to researchers in this project.

FURTHER STUDY

The researcher's suggestion for future research is that respondents need to be added, by taking a larger study and involving respondents from abroad. If this is tested in tourist destinations, it is very suitable so that it can take foreign tourists as respondents, so that it can find out how foreign tourists perceive mocktails with snake fruit seed coffee as an ingredient. Given that this snake fruit seed-based product is a recycled product.

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