

## **Abstract**

A storytelling strategy has been one of the most common marketing strategies for SMEs to deliver and approach their target market. Coffee industry is one of the businesses that believe in storytelling strategy. There is a variable which make a good brand storytelling called narrative engagement which consist of authenticity, conciseness, reversal, and humor. When the brand successfully make a good engagement with customers, it will increase the intention of the customers to purchase the products. Information motivation will be a mediator between brand engagement and purchase intention relationship. There are ten hypotheses in total to explore the influence of storytelling on customer brand engagement which in this case, applied to a coffee shop industry. After running a few of assessments using PLS-SEM analysis with SmartPLS 3.2.8, the three hypothesis is rejected and the seven hypothesis is accepted. Further findings will discuss further in this study.

Keywords: Storytelling; Narrative Engagement; Brand Engagement; Purchase Intention; Coffee Industry