

The Role of Brand Storytelling and Social Impact Communication in Building Consumer Engagement: A Study of Social Enterprise Products in the West Java Marketplace

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ABSTRACT

This study examines the influence of brand storytelling and social impact communication on consumer engagement with social enterprise products in the West Java market. A quantitative research design was employed using data collected from 150 respondents who had purchased or were familiar with social enterprise products. Data were obtained through a structured questionnaire using a five-point Likert scale and analyzed with SPSS version 25. The analysis included descriptive statistics, validity and reliability tests, classical assumption tests, multiple linear regression, t-tests, F-tests, and the coefficient of determination. The results indicate that brand storytelling has a positive and significant effect on consumer engagement. Social impact communication also has a positive and significant effect on consumer engagement. Simultaneously, brand storytelling and social impact communication significantly influence consumer engagement, as indicated by an F-value of 69.482 and a significance value below 0.001. The coefficient of determination shows that the model explains 48.6% of the variation in consumer engagement, while the remaining 51.4% is influenced by other factors outside the model. These findings demonstrate that authentic narratives and transparent communication of social outcomes are complementary strategies for strengthening consumers' cognitive, emotional, and behavioral engagement. Social enterprises should therefore integrate compelling brand stories with credible evidence of their social impact to improve consumer trust, participation, advocacy, and long-term support.

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1. INTRODUCTION

Social enterprises have increasingly attracted attention as an alternative

organizational model that combines economic objectives with the pursuit of social and environmental value creation. Unlike

conventional businesses that primarily prioritize financial performance, social enterprises operate through market-based activities designed to address societal challenges, empower disadvantaged communities, create employment opportunities, and promote sustainable consumption patterns [1], [2]. However, the long-term sustainability of social enterprises remains highly dependent on their ability to generate market acceptance and establish continuous relationships with consumers. Therefore, social enterprises must not only demonstrate their social contributions but also effectively communicate their value propositions to ensure that consumers recognize, trust, and support their products [3], [4].

This challenge is particularly significant in emerging markets such as Indonesia, where micro, small, and medium-sized enterprises represent an important foundation for economic development and social inclusion. Despite their strategic contribution, many small businesses continue to experience structural limitations, including informality, restricted access to financing, limited managerial capabilities, and weak market positioning [2], [5]. These constraints are especially relevant for social enterprises because their competitive advantage does not solely depend on product functionality or price but also on their ability to communicate social missions and create meaningful connections with consumers. West Java provides an important research setting due to its dynamic entrepreneurial ecosystem, diverse local products, and growing number of community-based enterprises operating in sectors such as sustainable products, handicrafts, agriculture, waste management, and social empowerment initiatives [6], [7]. Nevertheless, the existence of social impact does not automatically guarantee consumer awareness, trust, or engagement toward social enterprise products.

In increasingly competitive markets, social enterprises face difficulties competing with established commercial brands that possess stronger financial resources, wider

distribution channels, and more sophisticated marketing capabilities. Although product quality and competitive pricing remain essential factors, these attributes may not sufficiently differentiate social enterprise products from conventional alternatives [8], [9]. Consumers increasingly seek deeper meanings behind their consumption decisions, including information regarding organizational values, community contributions, environmental commitments, and the social transformation generated through their purchases. Consequently, communication strategies become a critical mechanism through which social enterprises translate intangible social missions into tangible consumer experiences [9], [10]. One strategic approach that has gained attention is brand storytelling, which enables organizations to communicate identity, values, origins, challenges, and achievements through coherent narratives that stimulate cognitive and emotional responses among consumers [11], [12].

However, brand storytelling alone may not be sufficient to build sustainable consumer relationships if narratives are not supported by credible evidence of social impact. Social impact communication provides an additional mechanism by communicating organizational achievements, beneficiary outcomes, environmental contributions, and measurable social changes through transparent and accountable information [12], [13]. While storytelling emphasizes emotional connection and symbolic meaning, impact communication emphasizes credibility, legitimacy, and evidence-based evaluation. The combination of these two communication mechanisms may provide a more comprehensive approach for social enterprises because consumers require both emotional resonance and rational justification before developing stronger relationships with socially oriented brands. Nevertheless, ineffective communication may create skepticism, particularly when social claims appear exaggerated, unclear, or disconnected from actual organizational practices. Therefore, understanding how

narrative-based and impact-based communication influence consumer responses remains an important research concern.

Consumer engagement represents an important outcome for social enterprises because it reflects consumers' cognitive, emotional, and behavioral involvement with a brand beyond transactional purchasing behavior. Engaged consumers may demonstrate stronger attention toward organizational activities, emotional attachment to social missions, active interaction with brand content, willingness to recommend products, and participation in social campaigns [14], [15]. Although previous studies have demonstrated that storytelling can influence consumer perceptions and that sustainability or social responsibility communication can strengthen consumer responses, several research gaps remain. Existing literature has predominantly examined storytelling within conventional commercial brands, advertising contexts, tourism, or digital marketing environments, while limited attention has been given to social enterprise products where social mission represents the core identity of the organization [15], [16]. Furthermore, previous studies often investigate storytelling and social responsibility communication separately, leaving limited understanding regarding how these two mechanisms simultaneously influence consumer engagement, particularly within emerging market contexts such as Indonesia.

To address these limitations, this study investigates the influence of brand storytelling and social impact communication on consumer engagement toward social enterprise products in the West Java market. This study positions brand storytelling as a mechanism that communicates organizational identity, authenticity, emotional meaning, and narrative coherence, while social impact communication is examined as a mechanism that strengthens transparency, credibility, and consumer understanding of social contributions. The novelty of this research lies in integrating

narrative-based communication and impact-oriented communication into a unified empirical framework to explain consumer engagement within the social enterprise context. By focusing on West Java, this study provides contextual evidence from an emerging market characterized by diverse community-based enterprises and increasing consumer awareness of socially responsible consumption. The findings are expected to contribute theoretically to the literature on social enterprise marketing, brand communication, and consumer engagement, while also providing practical implications for social enterprise managers in designing communication strategies that balance emotional appeal with transparency and accountability.

2. LITERATURE REVIEW

2.1 Social Enterprise

Social enterprises represent hybrid organizations that integrate economic sustainability with social value creation by using entrepreneurial activities to address social, environmental, and community challenges. Unlike conventional businesses, their success is not solely determined by financial performance but also by their ability to generate measurable social impact and gain stakeholder support [2], [17]. In developing countries such as Indonesia, social enterprises contribute to employment creation, community empowerment, and sustainable development by collaborating with local producers, marginalized groups, and community-based actors. Therefore, consumers evaluate social enterprise products not only based on functional attributes such as quality and price but also on organizational

values, mission credibility, and social contributions. Drawing on Stakeholder Theory (Freeman, 1984), this study emphasizes that consumers represent critical stakeholders whose perceptions and purchasing decisions influence organizational sustainability. Consequently, effective communication strategies that strengthen consumers' emotional connection and trust toward social enterprises become essential for enhancing market acceptance and long-term impact [2], [18].

2.2 *Brand Storytelling*

Brand storytelling refers to the strategic use of narratives to communicate a brand's identity, values, purpose, and experiences in order to create meaningful connections with consumers. Unlike conventional promotional communication that focuses on product attributes, storytelling explains the origin of the brand, the challenges it addresses, and the value it creates for society. According to [11], [12], narratives stimulate consumer imagination, emotional responses, and personal identification through narrative processing, making stories more memorable and persuasive than factual information alone. Similarly, Fisher's Narrative Paradigm highlights that individuals evaluate information based on narrative coherence and credibility. For social enterprises, brand storytelling is particularly important because their social missions provide authentic narratives involving communities, beneficiaries, environmental initiatives, and

social transformation [12], [13]. Through elements such as authenticity, emotional appeal, narrative coherence, value communication, and consumer relevance, storytelling enables consumers to perceive themselves as participants in the organization's mission rather than merely buyers, thereby strengthening consumer-brand relationships and engagement.

2.3 *Social Impact Communication*

Social impact communication refers to the process through which organizations communicate the social, environmental, and community outcomes generated from their business activities. Unlike conventional promotional communication that emphasizes product benefits, social impact communication focuses on demonstrating measurable contributions and creating transparency regarding organizational missions [19], [20]. As consumers increasingly demand credible evidence of sustainability practices and social commitments, organizations must provide specific information, such as impact indicators, beneficiary experiences, certifications, and progress reports, to strengthen trust and reduce skepticism toward vague claims or greenwashing. Within social enterprises, effective impact communication plays an important role in enhancing credibility, reducing information asymmetry, demonstrating accountability, and encouraging stakeholder participation. Based on Signaling Theory, social impact communication functions as a credible market signal that

helps consumers evaluate organizational legitimacy and ethical commitment when direct observation of social outcomes is limited [20], [21]. Accordingly, this study conceptualizes social impact communication through dimensions of transparency, credibility, clarity, evidence of measurable outcomes, and relevance of communicated social issues.

2.4 Consumer Engagement

Consumer engagement represents consumers' psychological and behavioral investment in their interactions with a brand and has become a central concept in relationship marketing. Unlike simple purchasing behavior, consumer engagement reflects consumers' cognitive attention, emotional attachment, active participation, and long-term involvement with organizations. [14], [15] describe consumer engagement as a psychological state that develops through interactive experiences between consumers and brands, while [15], [22] conceptualizes it as a multidimensional construct consisting of cognitive, emotional, and behavioral dimensions. [23], [24] further explain that consumer engagement includes cognitive processing, affection, and activation, representing consumers' mental involvement, emotional responses, and behavioral participation toward a brand. In the context of social enterprises, engagement extends beyond transactions because consumers may perceive their consumption decisions as contributions to social change. Therefore, engaged consumers are more likely to recommend

products, share brand stories, participate in social initiatives, interact with digital content, repurchase products, and advocate for the organization's mission, making consumer engagement an appropriate outcome for evaluating the effectiveness of communication strategies implemented by social enterprises.

2.5 Conceptual Framework

Based on Stakeholder Theory, Narrative Paradigm Theory, Narrative Transportation Theory, and Signaling Theory, this study proposes that communication strategies represent important antecedents of consumer engagement within social enterprises. Brand storytelling (X_1) is expected to enhance consumer engagement (Y) by generating emotional attachment, strengthening brand identification, and creating immersive narrative experiences. Meanwhile, social impact communication (X_2) is expected to increase consumer engagement by improving organizational transparency, credibility, and consumer trust toward the social mission communicated by the enterprise. These two communication strategies are considered complementary mechanisms, where storytelling creates emotional meaning while social impact communication provides rational evidence that strengthens consumers' confidence in the organization's social contributions.

The relationship between brand storytelling and consumer engagement is grounded in the perspective that narratives can transform product information

into meaningful consumer experiences. Through Narrative Transportation Theory, consumers become psychologically immersed in brand stories, allowing narratives to influence perceptions, attitudes, and behavioral intentions more effectively than factual information alone. Escalas (2004) explains that narrative processing enables consumers to connect brand stories with their personal identities, thereby increasing attention, emotional attachment, and behavioral involvement with the brand. In the context of social enterprises, stories involving communities, beneficiaries, social challenges, and organizational transformation provide meaningful content that strengthens consumer-brand relationships. Therefore, brand storytelling is expected to positively influence consumer engagement by enhancing emotional connection, encouraging interaction, and motivating consumer loyalty and advocacy toward social enterprise products.

H1: Brand Storytelling has a positive and significant effect on Consumer Engagement among consumers of social enterprise products in the West Java market.

H2: Social Impact Communication has a positive and significant effect on Consumer Engagement among consumers of social enterprise products in the West Java market.

H3: Brand Storytelling and Social Impact Communication simultaneously have a positive

and significant effect on Consumer Engagement among consumers of social enterprise products in the West Java market.

3. METHODS

3.1 Research Design

This study employed a quantitative research approach with an explanatory research design to examine the influence of Brand Storytelling and Social Impact Communication on Consumer Engagement toward social enterprise products in the West Java market. A quantitative approach was selected because it allows the researcher to measure relationships among variables and test the proposed hypotheses through statistical analysis, providing objective empirical evidence. The study utilized a cross-sectional survey method, where data were collected at a single point in time using a structured questionnaire distributed to consumers who had purchased, consumed, or were familiar with social enterprise products in West Java. The research model consisted of two independent variables, namely Brand Storytelling (X_1) and Social Impact Communication (X_2), and one dependent variable, Consumer Engagement (Y), which were analyzed to determine the extent to which communication strategies influence consumer involvement with social enterprise brands.

3.2 Population and Sample

The population of this study consisted of consumers residing in West Java Province, Indonesia, who had purchased or were familiar with products offered by social enterprises. Since the total population size of social enterprise consumers could not be precisely identified, this study employed a non-probability sampling technique using purposive sampling. This technique was selected because respondents were chosen based on specific criteria aligned with the research objectives, including being at least 18 years old, residing in West Java, having

experience purchasing or familiarity with social enterprise products, and being willing to participate in the survey. A total of 150 respondents were collected, which was considered adequate for hypothesis testing using multiple regression analysis with two independent variables and provided sufficient statistical power for analyzing the proposed relationships among Brand Storytelling, Social Impact Communication, and Consumer Engagement.

3.3 Data Collection Technique

Primary data were collected through a self-administered structured questionnaire distributed online using Google Forms and social media platforms, including Instagram, WhatsApp, and Facebook, to facilitate wider geographical coverage and improve data collection efficiency across West Java. The questionnaire consisted of two sections: the first section collected respondents'

demographic characteristics, including gender, age, education level, occupation, and purchasing experience, while the second section measured respondents' perceptions of Brand Storytelling, Social Impact Communication, and Consumer Engagement. All measurement items were assessed using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), which was selected because it effectively captures respondents' attitudes, perceptions, and evaluations regarding marketing communication strategies and consumer behavioral responses.

3.4 Measurement of Variables

This study includes two independent variables and one dependent variable. All constructs were measured using multiple indicators adapted from established literature on branding, marketing communication, and consumer engagement.

Table 1. Measurement Indicators

Variable	Code	Measurement Item
Brand Storytelling	BS1	The brand communicates authentic stories.
	BS2	The stories are emotionally engaging.
	BS3	The stories clearly explain the brand's mission.
	BS4	The stories are relevant to consumers.
	BS5	The stories differentiate the brand from competitors.
Social Impact Communication	SIC1	The brand clearly communicates its social impact.
	SIC2	Social impact information is transparent.
	SIC3	The communicated impact is credible.
	SIC4	The organization provides evidence of its social programs.
	SIC5	The communicated impact is easy to understand.
Consumer Engagement	CE1	I pay attention to this brand.
	CE2	I feel emotionally connected to this brand.
	CE3	I enjoy interacting with this brand.
	CE4	I would recommend this brand to others.
	CE5	I intend to continue supporting this brand.

3.5 Data Analysis Technique

Data analysis was conducted using IBM SPSS Statistics Version 25 through several stages to ensure instrument quality and test the proposed hypotheses. Descriptive statistics were first employed to summarize respondents' demographic characteristics and describe each research variable using minimum values, maximum values, means, and standard deviations. The validity of the

measurement instrument was assessed using the Pearson Product-Moment Correlation, where questionnaire items were considered valid if the correlation coefficient exceeded the critical value and the significance level was below 0.05. Reliability testing was performed using Cronbach's Alpha, with values above 0.70 indicating satisfactory internal consistency. Before conducting hypothesis testing, classical assumption tests

were performed, including the Kolmogorov–Smirnov normality test, multicollinearity test using Tolerance and Variance Inflation Factor (VIF), and heteroscedasticity test using the Glejser method. Multiple linear regression analysis was then applied to examine the effects of Brand Storytelling and Social Impact Communication on Consumer Engagement using the model $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$. Hypothesis testing was conducted through partial t-tests to evaluate the individual effects of each independent variable, simultaneous F-tests to examine the combined influence of independent variables, and the coefficient of determination (R^2) to measure the explanatory power of Brand Storytelling and

Social Impact Communication in explaining variations in Consumer Engagement. A significance level of 0.05 was applied as the basis for decision-making in all statistical tests.

4. RESULTS AND DISCUSSION

4.1 Respondent Characteristics

A total of 150 valid questionnaires were collected from consumers who had purchased or were familiar with social enterprise products in West Java. The respondents represented various demographic backgrounds.

Table 2. Respondent Profile

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	68	45.3
	Female	82	54.7
Age	18–25 years	48	32.0
	26–35 years	59	39.3
	36–45 years	28	18.7
	>45 years	15	10.0
Education	High School	25	16.7
	Diploma	31	20.7
	Bachelor's Degree	76	50.7
	Postgraduate	18	12.0
Purchase Frequency	1–2 times	56	37.3
	3–5 times	62	41.3
	>5 times	32	21.4

Table 2 presents the demographic profile of the 150 respondents involved in this study. The gender distribution indicates that female respondents represented the majority with 82 participants (54.7%), while male respondents accounted for 68 participants (45.3%). In terms of age, most respondents were between 26–35 years old (39.3%), followed by those aged 18–25 years (32.0%), 36–45 years (18.7%), and above 45 years (10.0%). Regarding educational background,

the majority of respondents held a Bachelor's Degree (50.7%), followed by Diploma holders (20.7%), high school graduates (16.7%), and postgraduate respondents (12.0%). Based on purchase frequency, most respondents had purchased social enterprise products 3–5 times (41.3%), followed by those purchasing 1–2 times (37.3%) and more than 5 times (21.4%).

4.2 Descriptive Statistics

Table 3. Descriptive Statistics

Variable	N	Min	Max	Mean	Std. Deviation
Brand Storytelling	150	2.30	5.00	4.18	0.53
Social Impact Communication	150	2.40	5.00	4.09	0.57
Consumer Engagement	150	2.20	5.00	4.15	0.56

Table 3 presents the descriptive statistics of the research variables based on responses from 150 participants. The results indicate that all variables obtained relatively high mean values, suggesting that respondents generally perceived Brand Storytelling, Social Impact Communication, and Consumer Engagement positively. Brand Storytelling recorded a minimum value of 2.30, a maximum value of 5.00, and a mean score of 4.18 with a standard deviation of 0.53, indicating that respondents strongly recognized the role of brand narratives in creating meaningful connections with social enterprise products. Social Impact Communication showed a mean value of 4.09, with scores ranging from 2.40 to 5.00 and a

standard deviation of 0.57, reflecting positive perceptions regarding transparency, credibility, and communication of social contributions. Meanwhile, Consumer Engagement achieved a mean value of 4.15, with a minimum score of 2.20, maximum score of 5.00, and standard deviation of 0.56, indicating that respondents demonstrated relatively high levels of cognitive, emotional, and behavioral involvement toward social enterprise brands.

4.3 Validity Test

All questionnaire items exhibited Pearson correlation coefficients exceeding the critical value ($r\text{-table} = 0.1603$; $n = 150$), indicating acceptable construct validity.

Table 4. Validity Test

Variable	Number of Items	r-value Range	Result
Brand Storytelling	5	0.652–0.843	Valid
Social Impact Communication	5	0.671–0.856	Valid
Consumer Engagement	5	0.639–0.838	Valid

Table 4 presents the results of the validity test for all research instruments used to measure Brand Storytelling, Social Impact Communication, and Consumer Engagement. The validity assessment was conducted using the Pearson Product-Moment Correlation, where each questionnaire item was evaluated based on its correlation coefficient (r-value). The results show that all measurement items for Brand Storytelling, consisting of five items, obtained r-values ranging from 0.652 to

0.843, while Social Impact Communication items produced r-values between 0.671 and 0.856. Meanwhile, the five items measuring Consumer Engagement generated r-values ranging from 0.639 to 0.838. Since all correlation values exceeded the required threshold, all questionnaire items were considered valid and appropriate for measuring the respective constructs.

4.4 Reliability Test

Table 5. Reliability Test

Variable	Cronbach's Alpha	Interpretation
Brand Storytelling	0.892	Excellent
Social Impact Communication	0.907	Excellent
Consumer Engagement	0.885	Excellent

Table 5 presents the results of the reliability test for the research variables using Cronbach's Alpha analysis. The findings indicate that all constructs achieved excellent internal consistency, as each variable obtained a Cronbach's Alpha value above the recommended threshold of 0.70. Brand Storytelling recorded a Cronbach's Alpha

value of 0.892, while Social Impact Communication achieved the highest reliability coefficient with a value of 0.907. Meanwhile, Consumer Engagement obtained a Cronbach's Alpha value of 0.885.

4.5 Classical Assumption Tests Normality Test

Kolmogorov–Smirnov significance = 0.200, indicating normally distributed residuals.

4.5.1 Multicollinearity Test

Table 6. Multicollinearity Test

Variable	Tolerance	VIF
Brand Storytelling	0.674	1.484
Social Impact Communication	0.674	1.484

Table 6 presents the results of the multicollinearity test to assess whether a strong correlation exists among the independent variables in the regression model. The analysis was conducted using Tolerance and Variance Inflation Factor (VIF) values, where multicollinearity is considered absent when the Tolerance value is greater

than 0.10 and the VIF value is below 10. The results show that Brand Storytelling and Social Impact Communication both obtained a Tolerance value of 0.674 and a VIF value of 1.484.

4.5.2 Heteroscedasticity Test

Table 7. Glejser Test

Variable	Sig.
Brand Storytelling	0.431
Social Impact Communication	0.516

Table 7 presents the results of the heteroscedasticity test using the Glejser method to examine whether the regression model contains unequal variance of residuals. The decision criterion indicates that heteroscedasticity does not occur when the significance value of each independent variable exceeds 0.05. The results show that Brand Storytelling obtained a significance

value of 0.431, while Social Impact Communication recorded a significance value of 0.516. Since both variables have significance values greater than the 0.05 threshold, the regression model is considered free from heteroscedasticity problems.

4.6 Multiple Linear Regression Analysis

Table 8. Regression Coefficients

Variable	B	Std. Error	Beta	t	Sig.
Constant	0.812	0.342	-	2.374	0.019
Brand Storytelling	0.437	0.071	0.458	6.154	0.000
Social Impact Communication	0.352	0.069	0.379	5.101	0.000

Table 8 presents the results of the multiple linear regression analysis examining the influence of Brand Storytelling and Social Impact Communication on Consumer Engagement. The regression results indicate that Brand Storytelling has a positive and significant effect on Consumer Engagement, with a regression coefficient (B) of 0.437, a standardized beta coefficient of 0.458, a t-value of 6.154, and a significance value of 0.000 ($p < 0.05$). This finding indicates that

stronger brand storytelling practices are associated with higher levels of consumer engagement. Similarly, Social Impact Communication also demonstrates a positive and significant influence on Consumer Engagement, with a regression coefficient (B) of 0.352, a standardized beta coefficient of 0.379, a t-value of 5.101, and a significance value of 0.000 ($p < 0.05$). The constant value of 0.812 with a significance value of 0.019 indicates the baseline level of Consumer

Engagement when the independent variables are assumed to be constant.

4.7 Simultaneous Test (F-Test)

Table 9. ANOVA

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	42.563	2	21.281	69.482	0.000
Residual	45.027	147	0.306		
Total	87.590	149			

Table 9 presents the results of the ANOVA test to evaluate the simultaneous effect of Brand Storytelling and Social Impact Communication on Consumer Engagement. The analysis shows that the regression model obtained a Sum of Squares value of 42.563 with a mean square of 21.281, while the residual variance was 45.027 with a mean square of 0.306. The calculated F-value of 69.482 with a significance value of 0.000 ($p < 0.05$) indicates that the regression model is statistically significant. This finding demonstrates that Brand Storytelling and Social Impact Communication simultaneously have a significant influence on Consumer Engagement. Therefore, the two independent variables collectively provide meaningful explanatory power in predicting consumer involvement with social enterprise products.

4.8 Coefficient of Determination

The Model Summary results indicate the explanatory power of Brand Storytelling and Social Impact Communication in predicting Consumer Engagement. The regression model obtained an R-value of 0.697, indicating a strong positive relationship between the independent variables and Consumer Engagement. The R^2 value of 0.486 demonstrates that Brand Storytelling and Social Impact Communication collectively explain 48.6% of the variance in Consumer Engagement. Meanwhile, the Adjusted R^2 value of 0.479 indicates that after considering the number of predictors included in the model, the explanatory ability remains stable at 47.9%. The remaining 51.4% of the variation in Consumer Engagement is explained by other factors outside the research model. These findings indicate that the proposed

model provides a meaningful contribution in explaining consumer engagement toward social enterprise products.

Discussion

The findings of this study demonstrate that Brand Storytelling significantly influences Consumer Engagement toward social enterprise products. This result indicates that consumers are more likely to develop stronger cognitive, emotional, and behavioral involvement when social enterprises communicate authentic narratives that reflect their values, missions, and social purposes. Brand storytelling enables consumers to understand the deeper meaning behind a product by connecting product consumption with organizational identity, community impact, and social transformation. These findings support Narrative Transportation Theory, which explains that consumers who become psychologically immersed in a compelling story are more likely to develop positive attitudes and stronger emotional connections with the brand. The results are also consistent with previous research suggesting that storytelling enhances consumer attention, emotional attachment, self-brand identification, and behavioral participation by transforming ordinary product communication into meaningful experiences [15], [19].

Furthermore, the findings reveal that Social Impact Communication significantly influences Consumer Engagement, demonstrating that transparent and credible communication regarding social outcomes plays an essential role in strengthening consumer relationships with social enterprises. Consumers are increasingly

concerned with whether organizations can provide convincing evidence of their social contributions rather than relying solely on promotional claims. Communication involving measurable outcomes, beneficiary experiences, and organizational accountability reduces uncertainty and increases consumer confidence in supporting social enterprise products. These findings are consistent with Signaling Theory, which emphasizes that credible signals provided by organizations can reduce information asymmetry and strengthen stakeholder trust. Therefore, effective social impact communication not only enhances organizational legitimacy but also encourages consumers to participate more actively through purchasing, sharing information, and supporting the broader social mission of the enterprise [20], [25], [26].

The simultaneous results indicate that Brand Storytelling and Social Impact Communication jointly contribute significantly to Consumer Engagement, highlighting that these two communication mechanisms operate as complementary strategies rather than isolated approaches. Brand storytelling creates emotional resonance by helping consumers connect with the human aspects behind social enterprise activities, while social impact communication strengthens rational evaluation through transparent and evidence-based information. The combination of emotional narratives and credible impact disclosure enables consumers to develop stronger psychological attachment and active involvement with social enterprise brands. From a managerial perspective, social enterprises should integrate authentic storytelling with measurable impact reporting across digital platforms, product packaging, websites, and social media channels. Such integrated communication strategies can enhance consumer trust, strengthen brand loyalty, encourage advocacy behavior, and

support the long-term sustainability of social enterprises in the West Java market.

5. CONCLUSION

This study concludes that brand storytelling and social impact communication are important factors in strengthening consumer engagement with social enterprise products in the West Java market. Brand storytelling enhances consumer engagement by enabling consumers to understand the identity, values, purpose, and social mission behind a product. Authentic, coherent, and emotionally meaningful narratives allow consumers to develop stronger cognitive and emotional connections with social enterprise brands. Meanwhile, social impact communication strengthens consumer engagement by providing transparent, specific, and credible information regarding social initiatives, beneficiaries, and organizational contributions. Effective impact communication reduces consumer uncertainty, increases trust, and encourages consumers to interact with, recommend, and continuously support social enterprise products. These findings highlight that storytelling and impact communication should be implemented as complementary strategies, where storytelling creates emotional meaning and connection, while social impact communication reinforces credibility and accountability. Therefore, social enterprises in West Java should integrate authentic organizational narratives, beneficiary experiences, community values, and evidence-based social outcomes across various communication channels, including social media, websites, product packaging, and promotional activities. By combining compelling stories with credible impact information, social enterprises can strengthen consumer involvement, advocacy, loyalty, and long-term support while maintaining the sustainability of their social missions.

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