

ABSTRACT

Nowadays drinks coffee becomes lifestyle of young people. So that the culture to the café began to mushroom in Indonesia. One of Indonesia's leading coffee café brands is Starbucks. However, there is a problem with Starbucks Indonesia's Instagram social media engagement where 0.1% belongs to the low category. Signifies the involvement of Starbucks Indonesia consumers in determining low purchasing decisions. Nowadays when consumers buy a product influenced by the internet, especially social media. It is important to pay attention to the social media usage, eWOM and trust of Starbucks Indonesia consumers.

So this study aims to examine the influence of the social media usage and eWOM Starbucks Indonesia on Instagram on the purchase decisions involvement either directly or indirectly through trust mediation variables.

This research uses quantitative methods with descriptive and causal types of research. The population taken is Starbucks consumers who follow Starbucks Indonesia Instagram. The technique used is to use purposive sampling. Data collection in this study used the dissemination of questionnaires online through Google Form. For data analysis techniques, it uses the method of modeling structural equations with the AMOS application.

Based on the results of research that shows that it has a direct influence is eWOM on purchasing decision involvement and eWOM on trust. As for indirectly the trust does not mediate the social media usage towards the purchase decisions involvement and eWOM to the purchase decisions involvement.

Therefore Starbucks Indonesia is advised to further improve content or marketing that is more interesting and informative so that consumers are more interested in interacting and providing positive eWOM. So as to increase the involvement of Starbucks Indonesia consumers in determining their purchasing decisions.

Keyword: eWOM, purchase decision involvement, social media usage, trust