.

The Influence of Marketing on Instagram and Ewom Social Media on Purchase Decisions is Mediated by Brand Trust at Fore Coffee Ngagel Surabaya

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Abstract
This study aims to analyze the impact of marketing through social media, Instagram, and Electronic Word of Mouth (EWOM) on purchasing decisions, considering the mediating roles of Brand image and Brand trust at the Fore Coffee branch in Ngagel, Surabaya. The method used in this research is quantitative with a survey approach, where the questionnaire is the primary data collection tool. The obtained data were analyzed using the Structural Equation Model (SEM) with the assistance of WarpPLS 7.0 software. The results indicate that Instagram and EWOM positively and significantly influence purchasing decisions directly and indirectly through Brand image and Brand trust. Instagram contributes 27.6% to purchasing decisions, while EWOM contributes 14.8%. Additionally, Brand image and Brand trust act as mediators in the influence of Instagram and EWOM on purchasing decisions, with contributions of 22% and 23.1%, respectively. This research provides practical implications for Fore Coffee in optimizing marketing strategies through Instagram and enhancing service quality to maintain customer satisfaction.

INTRODUCTION

Coffee is one of the primary commodities in the plantation sector that significantly contributes to the Indonesian economy, at 16.15%. This contribution includes its role as a source of state foreign exchange, job creation, and regional development (Wijaya, 2021). East Java, one of Indonesia's provinces with the highest coffee production rate, produced 48.10 thousand tons in 2023. This achievement ranks this province fifth nationally (Central Statistics Agency, 2023). The existence of Coffee in people's lives is inseparable from various factors that support its production and consumption. The coffee industry continues to experience rapid development, especially with the rise of coffee shops as part of modern lifestyle trends. Surabaya, the capital of East Java Province and a metropolitan city has developed into a center for the growth of coffee shops. Based on data from the Surabaya City Regional Revenue Office (2022), the number of coffee shops in Surabaya has increased significantly from 2017 to 2020. This growth is driven by the lifestyle of urban people who make coffee shops a favorite place to socialize and enjoy Coffee (Gumulya & Helmi, 2017).

Competition in the coffee industry is getting tighter, encouraging each coffee shop to create a competitive advantage to attract and retain customers (Adriana, 2017). Fore Coffee, one of the relatively new coffee shop brands, has grown rapidly by opening 42 branches in various regions of Indonesia in 2021. Despite being known for the quality of its products, Fore Coffee faces challenges in maintaining customer

satisfaction, especially regarding the consistency of taste, service, and customer experience. Based on negative reviews and comments on Instagram and Google Maps social media, customers have complained about service time, cleanliness, and parking facilities.

The use of social media, especially Instagram, has been proven to be an effective means of establishing relationships with customers and increasing brand *awareness* (Ibrahim et al., 2021). On the other hand, *Electronic Word of Mouth (EWOM)* or online consumer feedback has a crucial role in shaping perceptions and influencing purchasing decisions (Armawan, 2023). However, negative reviews indicate that Fore Coffee needs to improve its marketing strategy and service quality to improve *its brand image* and trust in the *Brand trust*.

Instagram social media has become a very effective tool in influencing consumers' purchasing decisions. According to Wahyuni (2022), Instagram is a platform for sharing information and a very influential promotional medium. Research by Nurhidayati (2022) states that Instagram significantly positively impacts purchase decisions. These findings indicate that marketing strategies through Instagram can greatly influence consumers' purchasing decisions.

In addition to the role of social media, *Electronic Word of Mouth (EWOM)* also contributes to shaping perceptions and influencing purchasing decisions. According to Jalilvand (2012), EWOM significantly impacts consumer behavior. Sari, Saputra, and Husein's (2017) research supports the finding that EWOM significantly affects purchasing decisions.

The brand image is a mediator that bridges the influence of Instagram and EWOM social media on purchase decisions. According to Anizir and Wahyuni (2017), marketing activities through social media can increase *brand image*, which further impacts purchase decisions. Ridho (2013) also stated that e-marketing positively influences *brand image*. In addition, a positive EWOM can strengthen *the brand image*, as explained by Prabandari et al. (2018). *A strong brand image* can increase consumer trust and encourage them to purchase.

Brand trust also plays an important role in mediating the influence of Instagram and EWOM social media on purchase decisions. According to Sanny et al. (2020), marketing through Instagram social media positively impacts *brand trust*. A positive EWOM can also build trust in the brand, as Jansen et al. (2009) revealed. A high level of *brand trust* will increase consumer loyalty and encourage purchasing decisions (Mamahit et al., 2015).

This research is expected to enrich the development of theories related to the role of social media, such as Instagram, EWOM, *brand image*, and *brand trust*, in consumer purchase decision-making. Practically, this Research benefits Fore Coffee by improving its marketing strategy and increasing customer satisfaction

LITERATURE REVIEW
Instagram Social Media
Instagram is one of the results of internet advances and is classified as a social media platform that today's audience loves. (Irawan and Yusuf, 2017).
Instagram is an application used to share photos and videos. Instagram itself is still part of Facebook, which allows Facebook friends to follow us on Instagram's social media accounts. The increasing popularity of Instagram as an application for sharing photos has resulted in many users plunging into business heaters, such as social business accounts promoting their products via Instagram. (M Nisrina, 2015).

Electronic Word of Mouth
Ismagilova et al. (2017) state that Electronic Word of Mouth (EWOM) is all positive and negative statements based on consumer experiences of products, services, and companies that many people can access via the Internet. EWOM is a form of communication through electronic media that can make consumers get

information about company products and services from people they know or a group of people in different geographic areas who have experience with these products and services (Goyette et al., 2010).

Brand Image
According to Kotler and Alma (2012), perceiving a brand image/product is a process in which a person selects, organizes, and interprets input information to create a meaningful picture. Meanwhile, according to Tjiptono (2012), the definition of brand image is a description of consumer associations and beliefs about a particular brand.

Brand Trust
Brand trust is the ability of a brand for consumers to believe that the brand can fulfill the value of needs properly and intensely (Hendrayanti & Terini, 2021). Brand trust is the willingness of the average consumer to rely on a brand to fulfill needs and desires (Kurniawati & Ervina, 2022). Brand trust is an expectation of a brand's reliability and good intentions. Brand trust has two important components: the product can fulfill the promised value, and the brand can prioritize consumer interests (Firmansyah, 2019).

Purchase Decision
Decision-making is an individual activity directly involved in obtaining and using the goods offered. Purchasing decisions refer to the mental process of choosing the most desirable alternative among the available alternatives. The evaluation stage states that consumers will select a product to become intense. Consumers will buy objects they think are better (Kotler & Keller, 2009).

METHODS
        This research was conducted at the Fore Coffee Ngagel branch in Surabaya, which was chosen because of its strategic location and because it is a well-known new branch. According to Wiratna Sujarweni (2014), the location of the research refers to the place where the research is carried out. The method used in this study is a quantitative method with a survey approach, where questionnaires function as the main instrument in data collection.

Population and Sample
The population in this study is all consumers of Fore Coffee Ngagel branch, Surabaya. According to Nanang Martono (2015), the population is all objects or subjects that meet specific criteria related to research problems. Sampling was conducted using non-probability sampling techniques through purposive and accidental sampling methods. Sugiyono (2019) states that accidental sampling is a sample determination technique that depends on chance. Individuals who accidentally meet the researcher can be used as samples.

Sample criteria include:
• Consumers of coffee products at Fore Coffee Ngagel, Surabaya.
• Age range 17-60 years and above
• I have purchased coffee products at Fore Coffee at least twice.
The number of samples was determined using the Cochran formula, with a 10% error rate, resulting in 97 samples rounded to 100 respondents to ensure a robust representation. Sugiyono (2019) says using the Cochran formula is suitable for large populations, but the exact number is unknown.

Data Collection Techniques and Instrument Development
Data is collected through two sources:
• Primary data was obtained through questionnaires distributed using Google Forms and interviews conducted with Fore Coffee consumers. According to Sugiyono (2019), primary data is a source of

information obtained directly by researchers, such as the results of questionnaires or interviews.
- Secondary data was obtained from various literature, journals, articles, and other online sources to support the research. According to David (2021), secondary data is information other parties have previously collected for a specific purpose.

The research instrument used a Likert scale with five points (1 = Strongly Agree to 5 = Strongly Agree) to measure variables in the study, such as social media Instagram, EWOM, Brand image, Brand trust, and purchase decisions. According to Ferdinand (2014), the Likert scale is a tool used to assess respondents' attitudes, opinions, and perceptions of a social phenomenon.

Data Analysis Techniques
The data analysis in this study was carried out through two main approaches: descriptive and quantitative. These two approaches were used to understand and test the relationship between the variables studied, especially the influence of marketing on Instagram and EWOM social media on purchase decisions mediated by Brand image and Brand trust at Fore Coffee Ngagel, Surabaya.

Descriptive Analysis
Descriptive analysis was used to describe the characteristics of respondents and statistical research variables. The primary purpose of this analysis is to present an overview of the data that has been Collected without intending to draw generalizations or conclusions that can be applied to the broader population (Sugiyono, 2019).

Quantitative Analysis
The quantitative analysis in this study applied the Structural Equation Model (SEM) using WarpPLS.
7.0 software. SEM is a multivariate analysis technique that integrates factor analysis and regression analysis to test the relationship between variables in a model (Hair et al., 2021). SEM consists of two main models: the outer and inner models.

Outer Model
The outer model is used to assess the validity and reliability of constructs measured through specific indicators. This evaluation includes:
- Convergent Validity: Aims to assess how much the indicators that measure a construct correlate significantly. The criterion in the convergent validity test is that the loading factor value is required to exceed the reference value of 0.7 (for confirmatory studies) or at least 0.6 (for exploratory studies). In addition, the Average Variance Extracted (AVE) value is required to exceed the reference value of 0.5 (Hair et al., 2021).
- Discriminant Validity: Aims to assess how much a construct differs significantly from others. The discriminant validity testing criterion is that each indicator's cross-loading value must be higher on the measured construct than the other. In addition, the square root of AVE must exceed the reference value of the correlation between constructs (*Fornell- Larcker Criterion*).
- Reliability: Aims to measure the consistency and accuracy of the instrument when measuring a construct. The criteria in the reliability test are that Cronbach's Alpha and Composite Reliability values are required to exceed the reference value of 0.7 (Djakasaputra, 2021).

Inner Model
The inner model is used to test the causal relationships between latent variables. This evaluation includes:
- R-Square (Coefficient of Determination) aims to measure the predictive strength of a structural model. The R-Square value is considered strong if it exceeds the reference value of 0.75, moderate if it exceeds the reference value of 0.50, and weak if it exceeds 0.25 (Purwanto et al., 2021).

- Variance Inflation Factor (VIF) aims to measure the level of multicollinearity between independent variables. The VIF value is required not to exceed the reference value of 3.3 to avoid the problem of multicollinearity (Hair et al., 2021).
- Cross-validated redundancy (Q-Square) aims to measure the predictive relevance of the model. The Q-Square value must exceed the reference value of 0 to show the model has significant predictive capabilities (Khan et al., 2020).
- Path Coefficient aims to measure the strength and significance of relationships between variables. The range of the path coefficient values is -1 to +1. The closer it is to +1, the stronger the correlation between variables. The p-value is required not to exceed a reference value of 0.05 to demonstrate statistical significance (Aburumman et al., 2022).
- The Fit model aims to measure the overall fit of the model. Some of the indices used include Average Path Coefficient (APC), Average R-Squared (ARS), and Tenenhaus GoF. A model is considered fit if it meets the criteria that have been set (Kock, 2022).

Hypothesis Testing

Hypothesis testing was carried out to confirm the relationship between variables. Two criteria are used: the T-value, which is calculated to exceed the reference value of 1.96 to show statistical significance, and the p-value, which is required not to exceed the reference value of 0.05 at a confidence level of 95% (Yuliawan, 2021). The following is a research hypothesis related to the influence of Instagram social media and EWOM on purchase decisions mediated by brand image and trust.

1) Instagram's social media influence led to the purchasing Fore Coffee Surabaya coffee products.
2) There is an influence of Instagram social media on the brand image of coffee products at Fore Coffee Ngagel, Surabaya.
3) There is an influence of Instagram social media on the brand trust of coffee products at Fore Coffee Ngagel, Surabaya.
4) EWOM influences the purchase decision of coffee products at Fore Coffee Surabaya.
5) EWOM influences the brand image of coffee products at Fore Coffee Ngagel, Surabaya.
6) EWOM influences the purchase decision of coffee products at Fore Coffee Surabaya.
7) EWOM influences the brand image of coffee products at Fore Coffee Ngagel, Surabaya.
8) EWOM influences the brand trust of Fore Coffee Ngagel and Surabaya
9) Coffee products.
10) Brand trust influences the decision to purchase coffee products at Fore Coffee Surabaya.
11) Brand image influences the decision to purchase coffee products at Fore Coffee Surabaya.
12) There is an Instagram social media influencer on purchase decisions mediated by brand image and brand trust of coffee products at Fore Coffee Ngagel, Surabaya.
13) There is an Instagram social media influencer on purchase decisions mediated by brand image and brand trust of coffee products at Fore Coffee Ngagel, Surabaya.

Mediation Test

The mediation test was conducted to understand the role of mediation variables (Brand image and Brand trust) in explaining the relationship between independent variables (marketing on Instagram and EWOM) and

dependent variables (purchase decisions). The method used is Variance Accounted For (VAF) (Rosli et al., 2022).
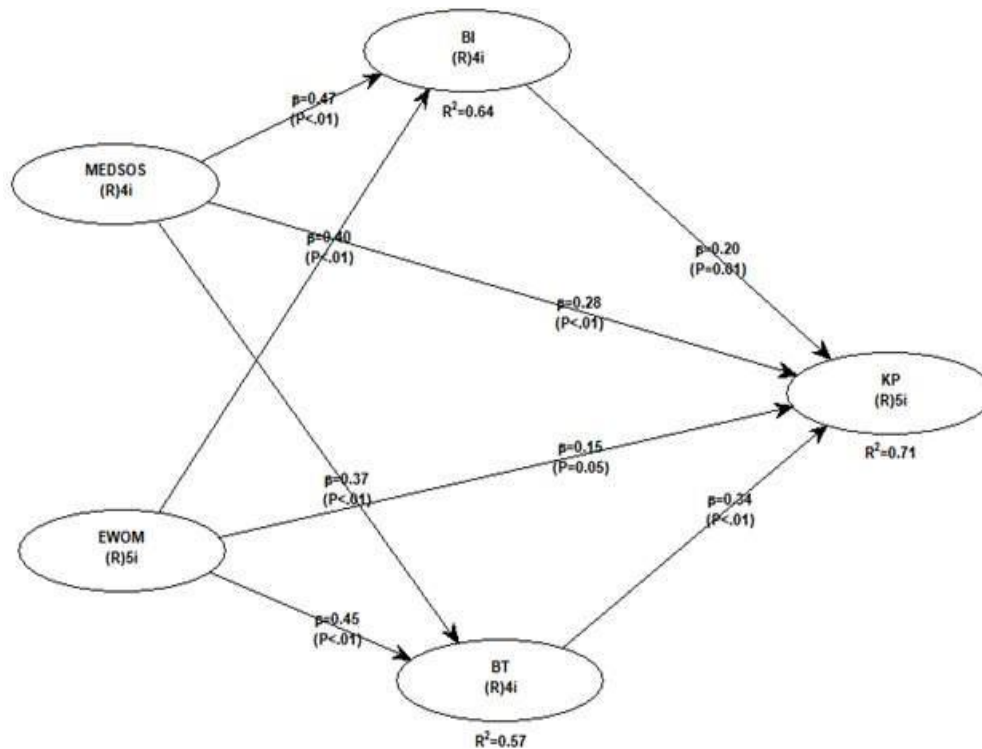
Figure 1. Path Coefficients

Source: Processed primary data with WarpPLS, 2025

RESULT AND DISCUSSION

Responsive Features

Coffee's consumers include Generation Z, Generation Y, Gen X, and Boomer Generations, with demographics that include both men and women. Most are students, followed by private employees with dense activities and upper-middle-income levels. Fore Coffee uses Instagram social media as a means for digital marketing strategies through marketing content, while the frequency of consumers viewing this content is one to three times a month. The purchase of Fore Coffee coffee products is most in demand in the Salted Caramel Mocha and Double Iced Shaken Latte variants.

Outer Model Validity Test

a. Convergent Validity

Table 1. Combined Loading and Cross-Loadings Output Results

	IN	EWOM	KP	BI	BT	*Type*	SE	*P Value*
IN1	0.875	-0.045	0.078	0.025	-0.123	*Reflect*	0.073	<0.001
IN2	0.914	-0.041	0.013	0.039	0.036	*Reflect*	0.073	<0.001
IN3	0.894	0.119	-0.165	-0.055	0.071	*Reflect*	0.073	<0.001
IN4	0.879	-0.035	0.077	-0.008	0.014	*Reflect*	0.073	<0.001
EW1	-0.176	0.888	0.004	0.106	0.103	*Reflect*	0.073	<0.001
EW2	0.202	0.858	-0.345	-0.121	-0.015	*Reflect*	0.074	<0.001
EW3	-0.030	0.908	-0.058	0.170	-0.013	*Reflect*	0.073	<0.001
EW4	0.049	0.913	0.187	-0.101	-0.016	*Reflect*	0.073	<0.001
EW5	-0.039	0.871	0.201	-0.059	-0.060	*Reflect*	0.074	<0.001
KP1	-0.098	-0.036	0.832	0.095	-0.065	*Reflect*	0.074	<0.001
KP2	-0.253	0.097	0.853	-0.006	0.024	*Reflect*	0.074	<0.001
KP3	-0.208	0.181	0.843	-0.120	-0.086	*Reflect*	0.074	<0.001
KP4	0.152	-0.123	0.724	0.141	-0.253	*Reflect*	0.076	<0.001
KP5	0.475	-0.153	0.764	-0.097	0.379	*Reflect*	0.076	<0.001
BI1	-0.176	0.026	0.101	0.950	0.080	*Reflect*	0.072	<0.001
BI2	0.027	-0.035	-0.139	0.940	-0.016	*Reflect*	0.072	<0.001
BI3	0.087	0.078	0.005	0.958	-0.079	*Reflect*	0.072	<0.001
BI4	0.061	-0.070	0.032	0.959	0.016	*Reflect*	0.072	<0.001
BT1	-0.092	0.050	0.140	-0.027	0.868	*Reflect*	0.074	<0.001
BT2	0.021	0.156	-0.038	-0.105	0.899	*Reflect*	0.073	<0.001
BT3	-0.015	-0.134	-0.095	0.102	0.812	*Reflect*	0.075	<0.001
BT4	0.081	-0.082	-0.012	0.039	0.906	*Reflect*	0.073	<0.001

The filler factor value for each indicator is more than 0.70, and the p-value is less than 0.001, as shown in Table 1. Therefore, it can be concluded that all indicators used to measure research variables have met or met the criteria and have been declared valid

b. Discriminant Validity Test

Table 2. Loading Values of Latent Constructs to Respective Indicators

	IN	EWOM	KP	BI	BT	*Type*	SE	*P Value*
IN1	0.875	-0.045	0.078	0.025	-0.123	*Reflect*	0.073	<0.001
IN2	0.914	-0.041	0.013	0.039	0.036	*Reflect*	0.073	<0.001
IN3	0.894	0.119	-0.165	-0.055	0.071	*Reflect*	0.073	<0.001
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KP1	-0.098	-0.036	0.832	0.095	-0.065	*Reflect*	0.074	<0.001
KP2	-0.253	0.097	0.853	-0.006	0.024	*Reflect*	0.074	<0.001
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KP4	0.152	-0.123	0.724	0.141	-0.253	*Reflect*	0.076	<0.001
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BI1	-0.176	0.026	0.101	0.950	0.080	*Reflect*	0.072	<0.001
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BT4	0.081	-0.082	-0.012	0.039	0.906	*Reflect*	0.073	<0.001

Source: Processed primary data with WarpPLS, 2025

Based on Table 2, the loading factor values of each indicator show a higher correlation with each latent construct compared to the other latent constructs. For example, the IN1 indicator of the Instagram social media variable has the highest loading factor value (0.914), exceeding the loading factor value of other indicators (EWOM, KP, BI, BT).

Reliability Test

Table 3. Results of the Reliability Value Test

	IN	EW	KP	BI	BT
Composite Reliability	0.939	0.949	00.902	0.975	0.927
Cronbach's Alpha	0.913	0.933	0.863	0.965	0.894

Source: Processed primary data with WarpPLS, 2025

Based on Table 3, it can be seen that the value of Composite Reliability and Cronbach's Alpha is ≥0.70 for each variable. This shows that these indicators can measure the variables correctly, or it can be said that the five variables are reliable. From the results of the tests, it can be concluded that all variables are qualified and considered reliable. Expanding on these findings, reliability assessments

show that all variables not only meet the required criteria. However, they are also considered reliable, thus increasing confidence in the reliability of the data provided

Tabel 4. Path Coefficient Value Test

Indirect Effect	Total	Description
Social Media Instagram → *Brand Image* → *Brand Trust* → Purchase Decision	0,220	
EWOM → *Brand Image* → *Brand Trust* → Purchase Decision	0,231	
Direct Effect		
Instagram Social Media → Purchase Decisions	0,276	
Media Sosial Instagram → *Brand Image*	0,468	
Media Sosial Instagram → *Brand Trust*	0,374	
EWOM → Purchase Decision	0,148	
EWOM → *Brand Image*		
EWOM → *Brand Trust*	0,400	
Brand Image → Purchase Decision	0,448	
	0,200	
Brand Trust → Purchase Decision		
	0,337	
Total Effect		
Instagram Social Media, *Brand Image, Brand Trust,* and Purchase Decision (0,220 + 0,276)	0,496	Partial Mediation
EWOM, *Brand Image, Brand Trust,* and Keputusan Pembelian (0,231 + 0,148)	0,379	Partial Mediation

Source: Processed primary data with WarpPLS, 2025

Based on Table 4, it can be explained that brand image (BI) and brand trust (BT) play a role in partial mediation, which shows that these two variables function as significant mediators in this study. The path coefficient value of the indirect influence of Instagram social media (IN) on purchase decisions (KP) mediated by brand image (BI) and brand trust (BT) reached 49.6%. In contrast, the rest was influenced by other factors and indicators from variables not analyzed in this study. Furthermore, the path coefficient value of the indirect influence of electronic word of mouth (EWOM) (EW) on purchase decisions (KP) mediated by brand image (BI) and brand trust (BT) was 37.9%, with other factors and indicators not studied in this study also

contributing to the rest. Meanwhile, the direct influence of Instagram (IN) social media on purchase decisions (KP) was 27.6%.

In comparison, the influence of Instagram social media (IN) on brand image (BI) was 46.8%, and brand trust (BT) was 37.4%. The direct influence of EWOM (EW) on purchase decisions (KP) is 14.8%, on brand image (BI) by 40.0%, and on brand trust (BT) by 44.8%. In addition, brand image (BI) affects purchasing decisions (KP) by 20.0%, while brand trust (BT) influences 33.7%. Based on these findings, it can be concluded that in order to maintain a purchase decision (KP), Fore Coffee needs to implement a more intensive strategy to retain customers. These efforts can be made by improving product quality, improving services, creating a comfortable atmosphere, and maintaining a leading position in the coffee shop industry.

Model Fit Test

Table 5. Model Fit Test Results

Model Fit and Quality Indices	Kriteria Fit	Hasil	Keterangan
Average path coefficient (APC)	P<0.001	0.331	Approved
Average R-squared (ARS)	P<0.001	0.641	Approved
Average adjusted R-squared (AARS)	P<0.001	0.633	Approved
Average block VIF (AVIF)	*acceptable if <= 5, ideally <= 3.3*	2.254	Approved
Average full collinearity VIF (AFVIF)	*acceptable if <= 5, ideally <= 3.3*	2.890	Approved
Tenenhaus GoF (GoF)	*small >= 0.1, medium >= 0.25, large >= 0.36*	0.707	Approved
Sympson's paradox ratio (SPR)	*acceptable if >= 0.7, ideally = 1*	1.000	Approved
R-squared contribution ratio (RSCR)	*acceptable if >= 0.9, ideally = 1*	1.000	Approved
Statistical suppression ratio (SSR)	*acceptable if >= 0.7,*	1.000	Approved
Nonlinear bivariate causality direction ratio (NLBCDR)	*acceptable if >= 0.7*	1.000	Approved

Source: Processed primary data with WarpPLS, 2025

Table 5 shows that the APC index has a value of 0.331 with a p-value of < 0.001, indicating that the result is acceptable. The ARS value of 0.641 and the AARS value of 0.633 also have a p-value of < 0.001 and show acceptable results. In addition, AVIF and AFVIF values of less than 3.3 indicate the absence of symptoms of multicollinearity between the indicator and the exogenous variable. The SPR, RSCR, SSR, and NLBCDR indices also show exact measures, which indicate the absence of causal symptoms in the research model. These collective indicators contribute to a comprehensive evaluation of the research model. These indicators comprehensively evaluate the model's suitability, underlining its validity and reliability in capturing the complex dynamics studied.

The ARS value of 0.641 and the AARS of 0.633 each have a p-value of <0.001 and show acceptable results, while the APC index has a value of 0.331 with a p-value of <0.001. In addition, AVIF and AFVIF values of less than 3.3 indicate no symptoms of multicollinearity between the indicator and the exogenous variable. In addition, the SPR, RSCR, SSR, and NLBCDR indices also showed precise measurements, which indicated the absence of causality symptoms in the study model. In order to conduct a thorough

evaluation of the research model, these collective indicators help to conduct a thorough evaluation of the model's suitability, underlining the validity and credibility of the model in describing the complex dynamics being studied.

The Influence of Instagram Social Media on Purchase Decisions
This study found a positive and significant influence of Instagram social media on purchase decisions, with a Path Coefficients value of 0.276 and a p-value of 0.001. This means that Instagram social media contributed 27.6%, indicating an increase in purchase decisions of 27.6% due to the increase in Instagram social media. This finding is in line with research conducted by Nurhidayanti (2022). Fore Coffee uses Instagram social media as an effective means of promotion through engaging and informative content, encouraging consumer interaction before purchasing. Wahyuni (2022) states that Instagram social media is the most effective promotional platform, while Boyd and Ellison (2007) emphasize its role in building social bonds. Kaplan and Haenlein (2010) define social media as an internet-based platform that allows the exchange of user-generated content, making Instagram a strategic tool in marketing.

The Influence of Instagram on Brand Image
This study revealed that Instagram social media positively and significantly influences brand image, with a Path Coefficients value of 0.468 and a p-value of 0.001. This means that Instagram's social media contributes 46.8%, showing that the increase in the use of Instagram's social media can increase the brand image by 46.8%. These findings align with the research of Anizir and Wahyuni (2019) and Ridho (2013). Instagram social media helps Fore Coffee build a brand image through communication and interaction with consumers, increasing brand recognition and positive perception. Instagram's social media marketing content is key to forming a strong brand image, making it a strategic tool for strengthening consumer relationships.

The Influence of Instagram on Brand Trust
It was found in this study that Instagram had a positive and significant influence on brand trust, with a Path Coefficients value of 0.374 and a p-value of 0.001. This means that Instagram contributed 37.4%, indicating an increase in Brand trust of 37.8% due to an increase in Instagram. These findings are in line with the research of Bernardo et al. (2020). Instagram helps Fore Coffee build Brand trust through informative marketing content and interactions that reduce uncertainty. Sanny et al. (2020) affirm that Instagram strengthens Brand trust through reliable information, making it an important tool for building consumer loyalty.

The Influence of EWOM on Purchase Decisions
It was found in this study that EWOM had a positive and significant influence on the purchase decision, with a Path Coefficients value of 0.148 and a p-value of 0.048. EWOM contributed 14.8%, indicating an increase in purchasing decisions of 44.8% due to an increase in EWOM. These findings align with the research of Jalilvand (2012) and Sari, Saputra, and Husein (2017). EWOM helps Fore Coffee attract consumers through positive reviews and recommendations, making it a strategic tool for purchasing decisions.

The Influence of EWOM on Brand Image
The results of this study show that EWOM has a positive and significant effect on brand image, with a Path Coefficients value of 0.400 and a p-value of 0.001. EWOM contributed 40%, indicating an increase in the brand image of 40% due to the increase in EWOM. These findings are in line with the research of Prabandari et al. (2018). EWOM strengthens Fore Coffee's brand image through positive reviews and consumer recommendations, thereby increasing brand loyalty and awareness

The Influence of EWOM on *Brand Trust*

It was found in this study that EWOM had a positive and significant influence o*n brand trust*, with a *Path Coefficients value of 0.448 and a p-value* of 0.001. EWOM contributed 44.8%, indicating an increase in *brand trust* of 44.8% due to the increase in EWOM. These findings support the H6 hypothesis and align with the research of Stefanny et al. (2022). EWOM forms *Brand Trust* through three factors: brand characteristics, company characteristics, and consumer brand characteristics (Riana, 2008). Positive reviews and credible information strengthen consumers' trust in Fore Coffee, making EWOM an important tool in building brand loyalty.

The Influence *of Brand Image* on Purchase Decisions

It was found in this study that the brand image had a positive and significant influence on the purchase decision, with a *Path coefficient value of 0.200 and a p-value* of 0.012. *Brand image* contributes 20%, indicating that improving *brand image* can increase purchasing decisions by 20%. These findings align with the research of Saputri and Pranata (2014) and Samad and Wibowo (2016). *A strong brand image.* It attracts consumer interest and increases the company's competitiveness, as found in the research of Rosita and Novitaningtyas (2021). Positive consumer experiences with Fore Coffee, such as product quality and satisfactory service, contribute to improved *brand image* and purchase decisions. The stronger *the brand image*, the higher the consumer's tendency to make a repeat purchase.

The Influence *of Brand Trust* on Purchase Decisions

Brand trust has been proven to positively and significantly affect purchase decisions, with *a Path Coefficients value of 0.337 and a p-value* of 0.001. *Brand trust* contributed 33.7%, indicating an increase in purchase decisions of 33.7% due to an increase in *brand trust*. These findings align with the research of Mamahit et al. (2015). *Brand trust* is formed from trust in the brand, safety, honesty, and reliability, which reduces the risks consumers feel. According to Kotler and Armstrong (2016), *brand trust* arises from consumers' expectations of positive results from a brand. This trust increases loyalty and drives purchasing decisions, as found in the research of Pramezwary et al. (2021).

The Indirect Influence of Instagram Social Media on Purchase Decisions through Brand Image and Brand Trust

Instagram had an indirect and significant influence on purchase decisions mediated by *brand image* and *trust*, with a *path coefficient of 0.220 and a p-value* of 0.006. This indirect influence is 22%, indicating an increase in purchase decisions of 22% due to the increase in Instagram social media through *Brand image* and *Brand trust*. These findings align with the research of Solihin and Ahyani (2022). Instagram social media builds *brand image* and *trust* through interesting communication and interaction, increasing consumer buying interest. *Strong brand trust*, supported by brand safety and reliability, strengthens purchasing decisions. Website quality plays the best role in repurchase intention, if the company's website offers good quality and attractive products or services, then the consumer's intention to reuse the website is higher (Ilham Syacroni et al., 2023).

EWOM's Indirect Influence on Purchase Decisions through *Brand Image* and *Brand Trust*

There was an indirect and significant influence of EWOM on purchase decisions mediated by *Brand image* and *Brand trust*, with a *Path coefficient value of 0.231 and a p-value* of 0.004. This indirect influence was 23.1%, indicating an increase in purchase decisions of 23.1% due to the increase in EWOM through *brand image* and *trust*. These findings align with Mahlizah et al.'s (2021) and Hartin (2023) research. EWOM builds *Brand image and trust* through positive and credible reviews, increasing consumer confidence in purchasing decisions. *Strong brand trust* reduces perceived risk and increases purchasing propensity.

CONCLUSION

Instagram contributes 27.6% to purchase decisions, suggesting that increased marketing activity through Instagram can increase consumer buying interest. Fore Coffee uses Instagram as an effective promotional platform through engaging content and consumer interaction. EWOM contributed 14.8%, indicating that positive reviews and consumer recommendations can influence purchasing decisions. EWOM is a strategic tool for Fore Coffee to attract consumer buying interest. *Brand image* contributes 20%, indicating that *a strong brand image* can improve purchasing decisions. *A positive brand image* is formed through the consumer experience through the quality of Fore Coffee's products and services. *Brand trust* contributed 33.7%, indicating that consumer trust in brands can drive purchasing decisions. This trust is formed from the reliability, safety, and quality of the products offered by Fore Coffee. Instagram contributes 46.8% to *Brand image* and 37.4% to *Brand trust*. This shows that marketing activities through Instagram can build *brand image* and consumer trust.

EWOM contributes 40% to *Brand image* and 44.8% to *Brand trust*. Positive reviews and recommendations from consumers help to form *a strong brand image* and increase consumer trust. Instagram and EWOM indirectly influence purchase decisions through *Brand image* and *Brand trust*, with contributions of 22% and 23.1%. This shows that *brand image and trust* play an important role in explaining the relationship between marketing activities on Instagram and EWOM and purchase decisions.

Based on the results of the research, Fore Coffee can optimize its marketing strategy through Instagram by improving the quality of content and interaction with consumers. In addition, Fore Coffee needs to pay attention to consumer reviews (EWOM) and respond quickly to maintain a positive *Brand image* and *Brand trust*. Improved service quality, consistency of taste, and adequate facilities are also necessary to maintain customer satisfaction and increase brand loyalty. Thus, Fore Coffee can continue to compete in an increasingly tight coffee industry.

This research provides benefits that can significantly contribute to optimizing Fore Coffee's marketing strategy in the future, especially strategies to shape consumer perception of Instagram social media. These reviews drive purchase decisions, brand image, and brand trust of the coffee product by positioning consumers as partners to help provide product recommendations to potential new customers. The company also provides a solution to maintain the relationship between consumer purchase decisions and social media, EWOM, which involves the existence of brand image and brand trust in the competitive market.

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