

*The competition in the business world in Indonesia is getting tougher by the day, after the Covid-19 pandemic. During the Covid-19 pandemic, online food delivery services boosted the Cloud Kitchen-based culinary business. According to the Datareportal in 2022, internet growth in Indonesia has increased every year. One of them is social media Instagram. In line with the development of technology in various aspects and the ease with which gadgets are used, everything has become digital. One aspect that has entered the digitalization era is in the culinary business world, for example restaurants which are now turning into food delivery. The type of digital expenditure during COVID-19 which is sourced from Katadata (2020) of food orders is ranked first at 97%. This study uses quantitative methods of descriptive research. The sample used is 400 respondents. The analytical technique used is SEM. Based on the research results, EWOM has a positive effect on Brand Attitude on Travelokaeats on Instagram, EWOM has a positive effect on Purchase Intention on Travelokaeats on Instagram, Brand Attitude has a positive effect on Purchase Intention on Travelokaeats on Instagram, and Electronic Word of Mouth has a positive effect on Intervening Purchase Intentions. by Brand Attitude on Travelokaeats on Instagram. It is recommended to the Travelokaeats company to increase EWOM by intensifying promotions by providing discounts and providing postage discounts to users.*

**Keyword:** *elektronic word of mouth, purchase intention, brand attitude*