

ABSTRACT

In the current era of globalization, the development of information technology has experienced very rapid development. One of them is social media, especially Instagram. Instagram social media has become a promotional medium for Starbucks to build brand image, provide information about Starbucks products and ongoing promotions. Negative comments regarding promotions carried out by Starbucks on Instagram can influence consumers' purchasing decisions and there are comments regarding boycotting products that are thought to have ties to Israel which directly affect Starbucks' brand image and trust in the brand. The aim of this research is to determine and explain the influence of Instagram promotion and brand image on Starbucks consumer purchasing decisions with brand trust as an intervening variable on Instagram social media.

The methodology used in the research is a quantitative method. The population in this study had a total of 200 samples, using non-probability sampling methods to determine the sample and purposive sampling for the sampling technique. Data was collected using a questionnaire via Google Form, and the data analysis technique used in this research was SEM-PLS with SmartPLS 3.0 software.

Based on the research results, promotion has a positive and significant effect on brand trust, brand image has a positive and significant effect on brand trust, promotion has a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions, brand trust has a positive effect positive and significant on purchasing decisions, the promotion variable has a positive and significant effect on the purchasing decision variable through brand trust, the brand image variable has a positive and significant effect on the purchasing decision variable through brand trust.

Advice that can be given to Starbucks is to maintain a positive image of the brand, continue to carry out promotions, and pay attention to consumer trust in the brand. By paying attention to the existing suggestions, it is hoped that Starbucks can continue to improve its marketing strategy via Instagram and can utilize promotions, brand image and brand trust to increase purchasing decisions.

Keywords: Instagram Promotion, Brand Image, Purchasing Decisions, Brand Trust, Instagram Social Media