

ABSTRACT

This study analyzes the effect of social media usage and Electronic word of mouth (eWOM) on purchase decisions, with trust as a mediating variable on the Instagram account @mcdonaldsid. The boycott phenomenon against McDonald's due to socio-political issues serves as the background of this research, considering its impact on consumer perceptions and behavior, particularly among university students from Generation Z in Bandung. The study employs a quantitative method with a survey of 170 active university students who are Instagram users and McDonald's consumers. Data were analyzed using Structural Equation Modeling with a Partial Least Squares (SEM-PLS) approach via SmartPLS, including outer model testing for validity and reliability, as well as inner model testing for relationships between variables. The results show that social media usage and EWOM have a positive and significant effect on purchase decisions, and consumer trust also has a positive effect on purchase decisions. Furthermore, consumer trust significantly mediates the effect of EWOM on purchase decisions. These findings highlight the importance of digital marketing strategies based on interaction and trust on social media, as well as the power of EWOM in shaping purchase decisions in the digital era, especially among university students from Generation Z. This research provides practical implications for companies to design relevant, credible, and interactive communication strategies to build consumer loyalty and trust.

Keywords: *Social Media, Electronic word of mouth (eWOM), Consumer Kepercayaan, Purchase Decision, Instagram McDonald's Indonesia.*