



The impact of social media use and online word-of-mouth on consumers' purchase decisions, using trust as a mediator

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ABSTRACT

This study aims to analyze the effect of social media usage and electronic word of mouth on purchase decisions with trust as a mediating variable for Orion coffee shop Padang consumers. The research population is consumers who shop for the first time at Orion Coffee Shop Padang. The number of samples in this study were 150 respondents. Data was collected by distributing questionnaires online via google form and data processing was carried out using the SmartPLS software. The results of this study indicate that (1) social media usage has a positive and significant effect on purchase decision, (2) electronic word of mouth has a positive and significant effect on purchase decision, (3) social media usage has a positive and significant effect on trust, (4) electronic word of mouth has a positive and significant effect on trust, (5) trust has a positive and significant effect on purchase decision, (6) social media usage has a positive and significant effect on purchase decision through trust as mediating variable, (7) electronic word of mouth has a positive and significant effect on purchase decision through trust as a mediating variable.

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INTRODUCTION

Trends and technology continue to develop and develop rapidly, and people's lifestyles also develop in line with existing developments. The rapid development of globalization has brought changes in all areas of life. In this era of globalization, entrepreneurs and business people are required to be more creative and innovative in doing business. This will be a decision that will allow us to compete with other competitors. In recent years, busy businesses such as coffee shops and coffee shops have emerged. This is also evidenced by the significant increase in the number of coffee shops and coffee consumption. Not only is this business being run by professional entrepreneurs, many young people are starting to enter the business world by starting a business in the culinary field such as opening a coffee shop.

Based on a preliminary survey (2023), several reasons why the people of Padang City choose to visit coffee shops are because they follow current lifestyle trends. Apart from following trends, another reason to visit a coffee shop is to see interesting coffee shop social media content posts, besides that by visiting a coffee shop they can get the comfort, fun and calm they might need. This preliminary survey was conducted by utilizing one of the features of the Instagram social media platform, namely the question box, which asked the reasons why they wanted to visit the coffee shop.

Table 1. Social Media Usage Coffe Shop

No.	Store Name	Instagram Name	Followers Instagram	Post
1	Kopi Rasa	tokokopirasa	8227	64
2	Vcoffee	vcoffees	6713	390
3	Situ Coffee	situkoffie	6809	123
4	Sasana Coffee	sasanakopi	2697	163
5	Orion Coffee	orioncoffee.id	1238	88
6	Dua Pintu Coffee	duapintucoffee	6340	314
7	Parewa Coffee	parewacoffee	10000	429
8	Menyala Coffee	menyala.coffee	11800	339

Source : *Survey Instagram Januari (2023)*

Based on a survey on Instagram social media at the nearest coffee shop to Orion Coffee, it can be seen from the table above, the least followers are Orion Coffee Instagram social media, but in terms of posts, Orion Coffee is in the midst of content competition on social media in the city of Padang. Social media can be described in the form of a platform that utilizes the internet network in its media, where users have the opportunity to interact and present themselves, either directly or indirectly. According to (Prasad et al., 2017) the development of increasingly advanced social media has an impact on business people in running their business. Large and small companies use social media in marketing and providing services.

The impact of social media makes someone to visit coffee shops. One way to attract potential customers is to use promotional techniques using social media and digitization. By utilizing internet-based media and technology, coffee shop businesses can reach consumers in a more focused and personal way, as well as potential consumers who can be reached very broadly and have no boundaries at all, plus the average Indonesian society has made the media as a means of information and entertainment.

Trust is one of the factors to improve relationships with a brand and can be used to create a relationship with consumers in the future (Angela, 2016). In the transaction process, social media marketing is a new medium in terms of exchanging information and offering products from a company. The use of social media as a new tool because this marketing strategy has the potential to launch a company goal, namely by creating brand trust (Abu-Rumman & Alhadid, 2014). By managing social media professionally, it will be able to generate trust in the brands managed by the social media. Social media provides a window for marketers that is not only useful for marketing products and services, but useful for listening to suggestions from consumers."

(Amanda, T., Tj, H. W., Kusniawati, A., & Surjaatmadja, 2021) E-WOM is a communication network that disseminates information about products and businesses in the form of positive or negative feedback by customers. According to Amanda et al. (2021) e-WOM is a type of communicative media used by consumers in discussing the use of products or services through social media. The ease and accuracy offered by the use of social media such as Tiktok, Instagram Facebook, Twitter, provides various options for businesses to implement word of mouth promotions online (Hamdani et al., 2021).

To generate purchasing decisions, with an increasingly modern society, coffee shops are now a favorite place for the younger generation in cities, currently coffee shops are also used as a gathering place with friends and have become a habit among young people nowadays. recently. Coffee shop visitors also have a habit of doing activities in coffee shops. (Suharto & Suryoko, 2017) revealed that the lifestyle in today's society urges business people to be able to innovate to improve quality in winning a competition, it must be in accordance with today's modern lifestyle and a business must have advantages and unique characteristics, as well other supports in the form of pocket-friendly prices, a strategic location and an "intagramable" coffee shop atmosphere, as well as the facilities available to meet customer needs so that consumers choose a place to "visit" with various considerations.

LITERATURE REVIEW

Social media usage

According to Prasad et al., (2017) states that the development of social media has generated a lot of excitement for business people. More than two-thirds of companies use social media for marketing and services. Identifying the size of information content and social media platforms, the company monitors and analyzes the site for the size perception of customers. According to Vongurai et al., (2018) states that social media is internet-based media which allows users to have the opportunity to interact and achieve themselves, both immediately and delayed, with a wide audience or does not encourage the value of user generated content and perceptions of interaction with others. Social media is a tool used to create awareness, recognition, memory and even action towards a brand, product, business, individual or group, either directly or indirectly by using tools from the social web such as blogging, microblogging and social networking (Kurniasari & Budiarmo, 2018). Several indicators of Social Media Usage according to Prasad et al., (2017) there are 8 indicators that measure social media, namely:

1. To enhance relationship
2. To monitor other runners
3. To follow sales and promotions
4. To monitor events
5. To reach firms
6. To improve my relationship with different brands
7. To keep current on events and trends
8. To communicate with firms

Electronic word of mouth

According to Vongurai et al., (2018) states that electronic word of mouth (e-WOM) is a WOM process that uses internet or web media, where in promotional media that influences purchase decisions, one of them is electronic word of mouth (e-WOM). This is in line with the results of research conducted by (Prasad et al., 2017) which said that this research can also be useful in building positive perceptions about products and services because positive electronic word of mouth (e-WOM) will consequently influence purchase decisions. Research from (Hasan and Niken, 2015) divides e-WOM into six indicators, namely:

1. Information
2. Recommendations
3. Positive feelings
4. Price Benefits
5. Efficiency
6. Interactive media.

Purchase decision

According to P. Kotler & Armstrong, (2017) a purchasing decision is an individual activity of obtaining and using the goods offered directly through the stages of the purchasing decision process. The purchasing decision is to buy the most preferred brand, meaning that someone can make a decision with several alternative choices. In purchasing decisions, customers must go through several stages or processes. According to Alma, (2018) purchasing decisions are consumer decisions that are influenced by the arrival of stimulation from information about products, prices, places, promotions, physical evidence, people, and processes, also considering other factors such as technological, economic, financial, cultural and political issues. Consumers will process all of this information in the form of answers or responses to draw conclusions about what product to buy or which store to go to. It is very important to understand why, and how customers make buying decisions or not, because then marketing strategies can be well and appropriately perceived for the future (Rizal et al., 2017). (P. and G. A. Kotler, 2012) also suggests that there are five indicators for measuring purchasing decisions, namely:

1. Problem Recognition
2. Information search
3. Evaluation of alternatives
4. Purchase decision
5. Post purchase behavior

Trust

(Kesumayuda et al., 2020) Trust is one party's belief in the reliability, durability, and integrity of another party, in relationship and belief that their actions are of very good interest and will produce a positive side for the party they trust. According to Chinomona, (2016) the role of trust is to minimize uncertainty and information asymmetry and create a feeling of comfort between the customer and the brand. Based on some of these definitions, it can be concluded that brand trust is the consumer's expectation of the reliability of the brand to be able to carry out its functions according to its recognition which leads to a long-term relationship. According to Mayer et al in (Haekal & Widjajanta, 2016) there are several indicators that measure trust, namely as follows:

1. Ability
2. Benevolence
3. Integrity

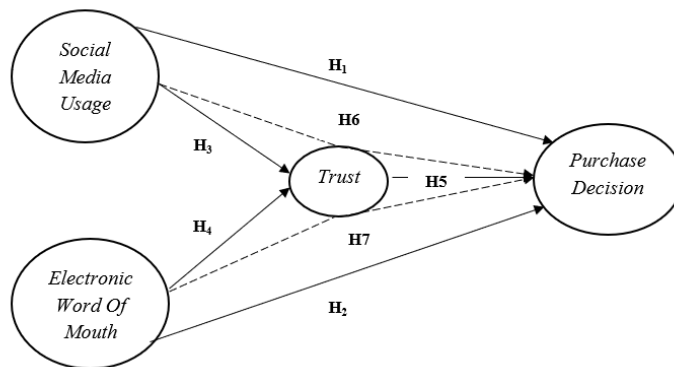


Figure 1. Conceptual Framework

RESEARCH MODELS AND HYPOTHESES

- H1: Social media usage has a significant positive effect on Purchase Decision.
 H2: Electronic word of mouth has a significant positive effect on Purchase Decision.
 H3: Social media usage has a significant positive effect on Trust.
 H4: Electronic word of mouth has a significant positive effect on Trust.
 H5: Trust has a significant positive effect on Purchase Decision.
 H6: Social media usage has a significant positive effect on Purchase Decision through Trust.
 H7: Electronic word of mouth has a significant positive effect on Purchase Decision through Trust.

METHOD

This study was designed to determine the effect of Social Media Usage and Electronic Word Of Mouth (E-WOM) on Purchase Decisions with Trust as a Mediation Variable in Orion Coffe Shop Padang Consumers. This research was conducted with a quantitative descriptive approach. In this study the writer will prove a theory about the hypothesis. In determining the sample size, it was carried out using a non-probability sampling method with a purposive sampling technique. In this study, 25 indicator items were used, namely 14 indicators from independent variables, 6 indicators from intervening variables and 5 indicators from dependent variables.

The sample size that researchers used in this study was 150 respondents. The data collection technique used in this research is field research using the Google form. To measure and analyze how

strong the respondents agreed or disagreed with the questions given by the researcher, a Likert scale was used. To test and analyze data, this study used Structural structural equation modeling (SEM) using SmartPLS 4.0 software. The measurement model is used to test the validity and reliability of research instruments, while the structural model is used to test causality. In this study there were 4 variables including the independent variable (X1 = Social media usage, X2 = e-WOM) with the mediating variable (M = Trust) and the dependent variable (Y = Purchase Decision).

Table 2. Variable Table

No.	Variable	Indicator	Scale	Source
1	Social Media Usage (X1)	To enhanced relationship To monitor other runner To follow sales and promotion To monitor events To reach firms To improve my relationship with different brands To keep current on events and trend To communicate with firms	Likert 1-5	(Prasad et al., 2017)
2	Electronic Word of Mouth (E-WOM) (X2)	Information Recommendations Positive feelings Price Benefits Efficiency Interactive media.	Likert 1-5	(Hasan & Niken, 2015)
3	Trust (Z)	Ability Benevolence Integrity	Likert 1-5	Mayer et al in (Haekal & Widjajanta, 2016)
4	Purchase Decision (Y)	Problem Recognition Information search Evaluation of alternatives Purchase decision Post purchase behavior	Likert 1-5	Kotler & Amstrong (2012)

Source: Primary Data 2023

RESULT DISCUSSION

The PLS (Pairtial Least Squaire) data analysis model which is a structural equation modeling analysis (SEM) is used to test validity and reliability, while the structural model is used to test causality (hypothesis testing with predictive model.s). The results of processing using SmartPLS 4.0 can be seen in the following table, the value of the outer model or the correlation between constructs and variables shows that overall the loading factor value is greater than 0.6 so that the constructs for all variables are valid from the model. Another way to assess convergent validity is to look at the AVE value. If the AVE value is greater than 0.50 then this research indicator can be said to be valid. The following table 3. describes the value of outer loading:

Table 3. Initial Outer Loading

Variable	Electronic Word of Mouth (X2)	Purchase Decision (Y)	Social Media Usage (X1)	Trust (Z)
Electronic Word of Mouth 1	0.751			
Electronic Word of Mouth 2	0.827			
Electronic Word of Mouth 3	0.765			
Electronic Word of Mouth 4	0.846			
Electronic Word of Mouth 5	0.805			
Electronic Word of Mouth 6	0.818			
Purchase Decision 1		0.870		
Purchase Decision 2		0.830		
Purchase Decision 3		0.818		
Purchase Decision 4		0.858		
Purchase Decision 5		0.814		
Social Media Usage 1			0.760	
Social Media Usage 2			0.752	
Social Media Usage 3			0.747	
Social Media Usage 4			0.763	
Social Media Usage 5			0.750	
Social Media Usage 6			0.761	
Social Media Usage 7			0.795	
Social Media Usage 8			0.736	
Trust 1				0.849
Trust 2				0.834
Trust 3				0.894
Trust 4				0.855
Trust 5				0.852
Trust 6				0.840

Source: Primary Data 2023

The results of processing using SmartPLS 4.0 can be seen in the table above, the value of the outer model or the correlation between constructs and variables shows that overall the loading factor value is greater than 0.6 so that the constructs for all variables are valid from the model. Another way to assess convergent validity is to look at the AVE value. If the AVE value is greater than 0.50 then this research indicator can be said to be valid. The following is the AVE value for each research variable:

Table 4. Average Variance Extracted (AVE)

Average Variance Extracted (AVE)	
<i>Social Media Usage (X1)</i>	0.541
<i>Electronic Word Of Mouth (X2)</i>	0.585
<i>Trust (Z)</i>	0.608
<i>Purchase Decision (Y)</i>	0.623

Source: Primary Data 2023

The value can be seen from table 4. In testing the average variance extracted (AVE) value as a whole, all variables are obtained as a result of estimation where the value is > 0.50 so that it can be declared valid. Thus it can be concluded that all indicators in the study have met convergent validity as measured by the outer loading value and the AVE value.

Table 5. Cross Loading Value

	Electronic Word of Mouth (X2)	Purchase Decision (Y)	Social Media Usage (X1)	Trust (Z)
Electronic Word of Mouth 1	0.701	0.606	0.484	0.711
Electronic Word of Mouth 2	0.731	0.566	0.595	0.610
Electronic Word of Mouth 3	0.759	0.662	0.653	0.682
Electronic Word of Mouth 4	0.833	0.696	0.576	0.712
Electronic Word of Mouth 5	0.747	0.635	0.570	0.617
Electronic Word of Mouth 6	0.811	0.707	0.658	0.722
Purchase Decision 1	0.802	0.853	0.651	0.811
Purchase Decision 2	0.622	0.800	0.613	0.680
Purchase Decision 3	0.618	0.701	0.567	0.596
Purchase Decision 4	0.646	0.815	0.586	0.720
Purchase Decision 5	0.637	0.771	0.597	0.673
Social Media Usage 1	0.595	0.602	0.764	0.590
Social Media Usage 2	0.494	0.547	0.739	0.528
Social Media Usage 3	0.557	0.556	0.709	0.532
Social Media Usage 4	0.581	0.553	0.735	0.583
Social Media Usage 5	0.595	0.548	0.730	0.625
Social Media Usage 6	0.567	0.531	0.731	0.530
Social Media Usage 7	0.545	0.562	0.733	0.589
Social Media Usage 8	0.598	0.594	0.744	0.651
Trust 1	0.726	0.777	0.649	0.815
Trust 2	0.637	0.720	0.602	0.779
Trust 3	0.733	0.734	0.672	0.824
Trust 4	0.666	0.621	0.641	0.757
Trust 5	0.701	0.606	0.484	0.711
Trust 6	0.684	0.677	0.634	0.789

Source: Primary Data 2023

Based on table 5. above, it can be seen that the correlation values of the indicators with respect to the variables are greater than the correlation values with other constructs so that it can be said that all indicators are valid.

Table 6. Reliability Test

	Cronbach's Alpha	Composite Reliability
<i>Social Media Usage (X1)</i>	0.879	0.880
<i>Electronic Word Of Mouth (X2)</i>	0.857	0.860
<i>Trust (Z)</i>	0.871	0.874
<i>Purchase Decision (Y)</i>	0.848	0.856

Source: Primary Data 2023

Based on table 6. it can be concluded that the constructs for all meet the criteria of being reliable. This is indicated by the value of Cronbach's Alpha and composite reliability obtained from the estimation results of SmartPLS 4.0. It can be concluded that this research has been said to be good and can be tested at a later stage.

Table 7. R square

	R Square	Adjusted R Square
<i>Purchase Decision</i>	0.809	0.805
<i>Trust</i>	0.812	0.810

Source: Primary Data 2023

Based on table 7. the R-Square value of the Purchase Decision (Y) variable can be explained by social media usage, electronic word of mouth, and trust of 80.5%, the remaining 19.5% is explained by other factors. While the trust variable can be explained by social media usage and electronic word of mouth at 80.1%, the other side is explained by other factors. So the higher the R-square value, the greater the ability of the independent variable to explain the dependent variable so that the better the structural equation and vice versa, the lower the R-square value, the smaller the ability of the independent variable to explain the dependent variable.

Table 8. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviasi	T-statistics	P values	information
Social Media Usage (X1) → Purchase Decision (Y)	0.125	0.128	0.063	1.989	0.047	Significant
Electronic Word Of Mouth (X2) → Purchase Decision (Y)	0.243	0.243	0.115	2.113	0.035	Significant
Social Media Usage (X1) → Trust (Z)	0.260	0.260	0.081	3.196	0.001	Significant
Electronic Word Of Mouth (X2) → Trust (Z)	0.685	0.687	0.079	8.649	0.000	Significant
Trust (Z) → Purchase Decision (Y)	0.573	0.571	0.121	4.739	0.000	Significant
Social Media Usage (X1) → Trust (Z) → Purchase Decision (Y)	0.149	0.149	0.057	2.597	0.009	Significant
Electronic Word Of Mouth (X2) → Trust (Z) → Purchase Decision (Y)	0.392	0.392	0.095	4.132	0.000	Significant

Source: Primary Data 2023

Table 7 displays the results of data processing using PLS with the following conclusions:

1. **Hypothesis 1** : Based on the results of testing the hypothesis in table 7, it can be seen that the Social Media Usage and Purchase Decision variables have a t-statistic value of 1,989 where the t-statistic results are greater than the t-table value, namely 1.96 and p-values < 0.05, then H0 is rejected, meaning that there is a significant influence between Social Media Usage on Purchase Decision.
2. **Hypothesis 2** : Based on the results of hypothesis testing in table 7, it can be seen that the Electronic Word Of Mouth and Purchase Decision variables have a t-statistic value of 2.113 where the t-statistic results are greater than the t-table value of 1.96 and p-values < 0.05 , then H0 is rejected, meaning that there is a significant influence between Electronic Word Of Mouth on Purchase Decision.

3. **Hypothesis 3** : Based on the results of testing the hypothesis in table 7, it can be seen that the Social Media Usage and Trust variables have a t-statistic value of 3,196 where the t-statistic result is greater than the t-value, namely 1.96 and p-values <diary 0.05, so H0 is rejected, H1 in this study is accepted, meaning that there is a significant influence between Social Media Usage and Trust.
4. **Hypothesis 4** : Based on the results of testing the hypothesis in table 7, it can be seen that the Electronic Word of Mouth and Trust variables have a t-statistic value of 8,649 where the t-statistic results are greater than the t-table value, namely 1.96 and p-values <0.05, if H0 is rejected, H1 in this study is accepted, meaning that there is a significant influence between Social Media Usage and Trust
5. **Hypothesis 5** : Based on the results of testing the hypothesis in table 7, it can be seen that the Trust and Purchase Decision variables have a t-statistic value of 4,739 where the t-statistic results are greater than the t-table value, namely 1.96 and p-values <diary 0.05, then H0 rejected, H1 in this study is accepted meaning that there is a significant influence between Trust on Purchase Decision
6. **Hypothesis 6** : The results of the calculations which can be seen from table 7 show that the t-statistic for the indirect effect of Social Media Usage on Purchase Decisions mediated by Trust is 2,597 with an original sample of 0.149 where the result of the t-statistic value is greater than 1.96, then H0 is rejected. It can be concluded that Social Media Usage has a significant positive effect on Purchase Decision mediated by Trust at Orion Coffee Shop Padang.
7. **Hypothesis 7** : The results of the calculations which can be seen from table 7 show that the t-statistic for the indirect effect of Electronic Word of Mouth on Purchase Decisions mediated by Trust is 4.132 with an original sample of 0.392 where the result of the t-statistic value is greater than 1.96, then H0 is rejected. It can be concluded that Electronic Word Of Mouth has a significant positive effect on Purchase Decision mediated by Trust at Orion Coffee Shop Padang.

DISCUSSION

Effect of Social Media Usage on Purchase Decision

The results of this study have similarities with research (Prasad et al., 2017) in his research which states that social media usage and purchase decisions have a significant relationship and have a positive effect. This research is also contrary to previous research conducted by (Tjhin & Aini, 2019) which states that social media usage does not have a significant effect on purchase decisions. Apart from having similarities with the two studies above, this research is also in line with research from Munir et al., (2018) which states that social media usage has an impact on purchase decisions. According to (Prasad et al., 2017), currently people tend to spend more time with their gadgets than communicating with their surroundings, there has also been a shift in making friends, when the millennial generation gathers to spend more time playing their respective gadgets so there is not much communicate. Millennials pay less attention to the opinions of colleagues or friends and tend to trust more on social media or reviews in cyberspace in determining purchase decisions (Zhang et al., 2017; Prasad et al., 2017).

Effect of Electronic Word of Mouth on Purchase Decision

The results of this study are in agreement with research (Prasad et al., 2017) in his research which states that electronic word of mouth and purchase decisions have a significant relationship and have a positive effect. This research also has similarities with the findings (WiraAndryana I Made Joshi, 2021) in a previous study which identified that the e-WOM variable had a positive and significant effect on purchase decisions at the Bali Becik and Denpasar Florist weddings. This is the same as research (Tjhin & Aini, 2019) which states that e-WOM has a significant effect on purchase decisions. This research also has similarities with research (Saputra & Sharif, 2022) where electronic word of mouth influences purchase decision involvement. This proves that the more consumers see or read Starbucks Indonesia's electronic word of mouth which is related to comments or reviews on Instagram about Starbucks Indonesia, the higher consumer involvement will be when making a purchase decision.

Effect of Social Media Usage on Trust

The findings of this study concur with research (Sanjaya & Budiono, 2021), which found that social media has a beneficial and substantial impact on trust. Another study by Prasad et al. (2017) confirmed this finding, showing that social media use has an impact on trust. Consumers often consult product reviews when making purchasing decisions. Customers may share details about their own experiences when purchasing goods or services on Internet forums. Positive product reviews undoubtedly have a positive impact on business and increase customer confidence. Naturally, people will be eager to make a purchase if you can build trust. (Sanjaya & Budiono, 2021). According to (Tanjung, 2019) in a business, consumer trust plays an important role in the success of the business itself. Trust is one of the factors that encourage consumers to make purchasing decisions.

Effect of Electronic Word of Mouth on Trust

EWOM has had a beneficial and substantial impact on trust. EWOM has an impact on trust, as shown by the second study conducted by (Rusli, C. A., Matana, U. And Matana, 2019) which also came to the same conclusion. Respondents' response to statement no. 1 is, which is evident from the data above: "I got information about Orion Coffee through reviews on Social Media." This shows that the level of confidence of respondents when buying Orion Coffee products was influenced by reviews from other people, based on other people's reviews EWOM communication between consumers is successful, the information shared by consumers with other consumers will be more directed at good products and in accordance with consumer preferences, which will attract consumers to make purchases (Syafaruddin, Suharyono And Kumadji, 2016). The more favored electronic word of mouth is spread, the more confident consumers are. (Fhonna & Utami, 2018)

Effect Trust on Purchase Decision

The findings of this study are consistent with previous research by Vongurai (2018), which found that trust influences purchase decisions in a beneficial and substantial way. Other research conducted by also stated the same result that trust has a significant effect on purchasing decisions. According to (Fhonna & Utami, 2018) trust serves as a driving factor for customers to make purchases, impacting participation in consumer purchasing choices. Because consumers cannot interact personally with sellers when making purchases online, trust is vital. If consumers have trust in a company, they will be more likely to make an informed purchase decision. According to Rusli et al. (2019), one of the elements that influence purchasing decisions is trust. A consumer bases their first decision to transact or buy something on their level of trust. Customers will not buy a product or service if they don't trust the company

The Effect of Social Media Usage on Purchase Decision through Trust as an Intervening Variable

The results of this study have similarities with research (Prasad et al., 2017) in their research which states that social media usage has a positive impact on purchase decisions and e-trust plays an important mediating role in this context. This research also has similarities with the research of Munir et al. (2018) who found social media usage had an impact on purchase decisions with a mediating variable. This is the same as research (Giam & Megawati, 2019) which states that social media influences the decision to choose a tourist destination by taking a case study in Nusa Penida, Indonesia using the e-trust variable as a mediating variable.

The Effect of Electronic Word of Mouth on Purchase Decisions through Trust as an Intervening Variable

According to (Yap et al., 2013) argued that eWOM provides positive or negative data because consumers may suggest or warn others about goods based on their experiences. It was found that eWOM influences product purchasing decisions because it is mediated by the trust that has been obtained from previous consumers. The results of this study have similarities with research (Prasad et

al., 2017) in his research which states that electronic word of mouth has a positive impact on purchase decisions and e-trust plays an important mediating role in this context. This research also has similarities with research (Munir, J., Shafi, K., Khan, F. A., & Ahmed, 2018) which found electronic word of mouth had an impact on purchase decisions with the presence of mediating variables. This is the same as research (Giam & Megawati, 2019) which states that electronic word of mouth influences the decision to choose a tourist destination by taking a case study in Nusa Penida, Indonesia using the e-trust variable as a mediating variable.

CONCLUSION

1. The results show that social media usage has a positive and significant effect on purchase decisions. This indicates that Orion Coffee Shop Padang customers use social media to convince purchase decisions at Orion Coffee Shop Padang. The better social media content from Orion Coffee Shop Padang has an impact on decisions in purchasing products at Orion Coffee Shop Padang.
2. The results of the study show that electronic word of mouth has a positive and significant effect on purchase decisions. The more positive consumer reviews, the more positive the purchase decision will be. electronic word of mouth that has been well embedded in the minds of consumers. Because the more positive electronic word of mouth on social media and the internet encourages consumers to consider a purchase, thus increasing electronic word of mouth has its own appeal to consumers. Therefore word-of-mouth online discussions can increase purchase decisions.
3. The results of testing the third hypothesis found that social media usage has a significant positive effect on trust in consumer decisions in purchasing Orion coffee shop Padang products. Based on the use of social media from Orion Coffee Shop, it has an impact on consumer trust with the content and information conveyed on social media
4. The results of testing the fourth hypothesis found that electronic word of mouth has a significant positive effect on the trust felt by consumers in visiting and purchasing Orion coffee shop Padang products.
5. The results of testing the fifth hypothesis found that trust has a significant positive effect on the purchase decision on the purchasing decision of the Padang coffee shop Orion product. Before making a purchasing decision, consumers consider looking at social media and reviews from the Padang coffee shop Orion.
6. The results show that social media usage has a positive and significant effect on purchase decisions through trust as an intervening variable. Trust has a significant influence between social media usage variables on purchase decisions at Orion Coffee Shop Padang. In other words, trust is able to mediate the effect of social media usage on purchase decisions. This indicates that the perceived social media usage of Orion Coffee Shop Padang creates a sense of trust which then impacts the purchase decision of Orion Coffee Shop Padang.
7. The results show that electronic word of mouth has a positive and significant effect on purchase decisions through trust as an intervening variable. This is evidenced by research results stating that eWOM provides positive or negative data because consumers may suggest or warn others about goods based on their experiences. It was found that eWOM influences product purchasing decisions because it is mediated by trust that has been obtained from previous consumers, consumers will make shopping transactions when they have trusted reviews and comments on social media about a brand/product.

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