

## ABSTRACT

*The rapid development of today's technology, resulting in the growth of the number of social media users. With the increase in social media users, E-WOM in the current era has become the most commonly used medium for sharing and exchanging information about various products from a brand. These developments require companies to convince customers in making purchasing decisions for the goods sold. Related to this, the purpose of this study was to analyze the effect of E-WOM on purchasing decision making and customer satisfaction through brand trust in Starbucks consumers in Semarang City.*

*The population in this study are Starbucks consumers in Semarang City, who actively use social media TikTok. The research sample used was a total of 110 respondents and the sample was collected using the purposive sampling method and then the data would be processed using SPSS 21 and AMOS 24.*

*The results of the study show that E-WOM has a positive and significant effect on Brand Trust, and then Brand Trust has a positive and significant effect on Purchase Decision and Customer Satisfaction.*

*Keywords: E-WOM, Brand Trust, Purchase Decision and Customer Satisfaction.*