

# **PENGARUH PROMOSI DUNKIN DONUTS MELALUI *OFFICIAL ACCOUNT* LINE TERHADAP KEPUTUSAN PEMBELIAN**

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## **ABSTRAK**

Latar belakang dalam penelitian ini menjelaskan promosi berbagai kegiatan yang dilakukan oleh perusahaan yang menonjolkan keistimewaan-keistimewaan produknya dengan membujuk konsumen agar dapat terpengaruh dan menarik minat agar konsumen membeli produknya. Dunkin Donuts memilih *Official Account* sebagai ajang promosi dan menginformasikan produknya pada para pengguna LINE dengan cara melakukan *broadcast message* maupun lewat *timeline* ke pengguna LINE. Sehingga para penikmat Dunkin Donuts akan mendapatkan informasi produk serta promosi yang diadakan Dunkin Donuts yang cepat melalui *Official Account* Dunkin Donuts. Hal ini membuat penulis meneliti Pengaruh Promosi Dunkin Donuts Melalui *Official Account* LINE Terhadap Keputusan Pembelian. Penulis menggunakan *Hierarchy of Effect Model* dengan populasi dalam penelitian ini adalah pelanggan dari *outlet* Dunkin Donuts Cinere, Depok yang pernah atau sering melihat promosi Dunkin Donuts melalui *Official Account* LINE, sebanyak 2.490 responden, jumlah sampel yang didapatkan berdasarkan rumus Yamane sebanyak 84 responden. Promosi diukur berdasarkan empat dimensi yaitu Modifikasi Tingkah Laku, Memberitahu, Membujuk dan Mengingat. Keputusan Pembelian diukur berdasarkan empat dimensi yaitu Perhatian, Ketertarikan, Keinginan dan Tindakan. Hasil analisis regresi menunjukkan bahwa, dari persamaan regresi dapat dilihat bahwa promosi Dunkin Donuts melalui *Official Account* LINE memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian dan promosi Dunkin Donuts melalui *Official Account* LINE berkontribusi dengan persentase sebesar 42,5% terhadap keputusan pembelian.

**Kata Kunci :** Promosi, Keputusan Pembelian, *Hierarchy of Effect Model*

**THE EFFECT OF DUNKIN DONUTS PROMOTION THROUGH OFFICIAL  
ACCOUNT LINE ON PURCHASE DECISION**

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**ABSTRACT**

*The background in this study describes the promotion of various activities undertaken by the company that highlight the features of its products by persuading consumers to be affected and attract interest to consumers to buy their products. Dunkin Donuts selects Official Accounts as promotional events and informs its products to LINE users by broadcasting messages or via timelines to LINE users. So the Dunkin Donuts lovers will get product information as well as promotions by Dunkin Donuts that are fast through Official Account Dunkin Donuts. This makes the author examine the influence of Dunkin Donuts Promotion Through Official LINE Account Against Purchase Decision. The author uses the Hierarchy of Effect Model with the population in this study are customers from outlet Dunkin Donuts Cinere, Depok who ever or often see the promotion Dunkin Donuts through LINE Official Account, as many as 2,490 respondents, the number of samples obtained based on the Yamane formula as much as 84 respondents. Promotions are measured by four dimensions: Behavior Modification, Notify, Persuade and Remind. Purchase decisions are measured by four dimensions of Attention, Interest, Desire and Action. The result of regression analysis shows that, from the regression equation it can be seen that the promotion of Dunkin Donuts through LINE Official Account has a positive and significant influence on the purchasing and promotion decision of Dunkin Donuts through LINE Official Account by contributing 42.5% percentage to the buying decision.*

**Keywords:** *Promotion, Purchase Decision, Hierarchy of Effect Model*