

**PENGARUH DAYA TARIK IKLAN DI *OFFICIAL ACCOUNT* LINE STARBUCKS
COFFEE “TUMBLER DAY” TERHADAP BRAND LOYALTY**

(Survei kepada *Followers Official Account* LINE Starbucks Coffee)

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh daya tarik iklan di *Official Account* LINE Starbucks Coffee “Tumbler Day” (survei kepada *Followers Official Account* LINE Starbucks Coffee). Konsep atau Teori yang relevan dalam Penelitian ini antara lain *Stimulus-Organisme-Response*, Daya Tarik Iklan, dan *Brand Loyalty*. Penelitian ini dilakukan dengan menggunakan pendekatan penelitian kuantitatif. Metode penelitian yang digunakan ialah survei. Populasi penelitian ini adalah *Followers Official Account* LINE Starbucks Coffee dengan jumlah 100 sampel. Teknik penarikan sampel dalam penelitian ini menggunakan metode purposive menggunakan *total sampling*, artinya teknik penentuan sampel dengan pertimbangan tertentu memilih orang yang benar-benar mengetahui topik penelitian. Teknik analisis pengaruh variabel Y terhadap variabel X menggunakan uji koefisien determinasi. Teknik pengujian data diproses menggunakan program SPSS (*Statistical Product and Service Solutions*) versi 21. Hasil dari penelitian ini menunjukkan bahwa korelasi dari variabel X dengan variabel Y sebesar 0,697. Berdasarkan hasil perhitungan koefisien determinasi diperoleh hasil adanya pengaruh variabel X terhadap variabel Y sebesar 48,5%. Dengan demikian perhitungan $t_{hitung} > t_{tabel}$ yaitu $9,622 > 1,660$ maka dapat disimpulkan H_0 ditolak dan H_a diterima. Dengan demikian dapat disimpulkan terdapat pengaruh yang signifikan antara daya tarik iklan di *Official Account* LINE Starbucks Coffee “Tumbler Day” terhadap *Brand Loyalty* (survei kepada *Followers Official Account* LINE Starbucks Coffee).

Kata Kunci : Daya Tarik Iklan, *Brand Loyalty*, *Official Account* LINE, Starbucks Coffee.

**INFLUENCE THE ATTRACTIVENESS OF ADVERTISING IN THE OFFICIAL
ACCOUNT LINE STARBUCKS COFFEE "TUMBLER DAY" TOWARDS BRAND
LOYALTY**

(Survey to Followers Official Account LINE Starbucks Coffee)

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Abstract

This research aims to know the influence the attractiveness of advertising in the Official Account LINE Starbucks Coffee "Tumbler Day" (Survey to Followers Official Account LINE Starbucks Coffee). The concept or Theory that are relevant in this study include Stimulus-Organism-Response, the appeal of Advertising, and Brand Loyalty. This research was conducted with the use of quantitative research approach. The research method used is survey. The population of this research is the Official Followers Account LINE Starbucks Coffee with a total of 100 samples. Sample withdrawal technique in this study using the method of purposive sampling using a total, meaning the technique of determination of samples with specific considerations choosing the person who really knows the topic of research. The technique analysis of influence of variable Y against X variable using the coefficient determination test. The technique of testing data is processed using program SPSS (Statistical Product and Service Solutions) version 21. The results of this research show that the correlation of the variable X with the variable Y of 0.697. Based on the result of the calculation of the coefficient of determination is obtained the results of the presence of the influence of variables X against Y variables of 48.5%. Thus the calculations $t_{\text{calculate}} > t_{\text{table}}$ i.e. $9.622 > 1.660$ then it can be inferred H_0 denied and H_a is received. Thus it can be concluded there was significant influence between the appeal of advertising in the Official Account LINE Starbucks Coffee "Tumbler Day" towards Brand Loyalty (survey to Followers Official Account LINE Starbucks Coffee).

Key Words : *Attractiveness Of Advertising, Brand Loyalty, Official Accounts
LINE, Starbucks Coffee*