

**PENGARUH DAYA TARIK IKLAN STARBUCKS DI MEDIA  
SOSIAL LINE TERHADAP KEPUTUSAN  
PEMBELIAN KONSUMEN  
(Survei pada *Followers Official Account Starbucks Indonesia*  
di Media Sosial LINE)**

**Zara Alisandra**

**Abstrak**

Latar Belakang Iklan Starbucks di media sosial LINE berupa promo *special price* Rp 25.000,- diberikan kepada *followers* Starbucks Indonesia di media sosial LINE yang memiliki daya tarik iklan yang dapat menimbulkan ketertarikan bagi *followers*, produk dikenal banyak orang, dan meningkatkan pembelian. Tujuan Penelitian adalah untuk mengukur pengaruh daya tarik iklan terhadap keputusan pembelian konsumen. Tinjauan Pustaka Komunikasi, Komunikasi Massa, Periklanan, Pengaruh, Daya Tarik Iklan, Media *Online*, Keputusan Pembelian Konsumen. Metodologi Penelitian yang digunakan adalah pendekatan kuantitatif, jenis penelitian eksplanatif, dan metode penelitian survei. Populasi penelitian ini adalah *followers* Starbucks Indonesia di LINE sebanyak 1.742.623 dengan sampel penelitian 100 dari rumus slovin. Hasil Penelitian uji korelasi, nilai r sebesar 0,706 terdapat hubungan positif yang kuat. Uji regresi, nilai positif sebesar 7,616 jika mengalami kenaikan 1 poin akan mengalami kenaikan sebesar 0,958. Uji t, diperoleh t hitung sebesar 9,864 > t tabel 0,195 artinya  $H_0$  ditolak dan  $H_a$  diterima. Saran iklan Starbucks di media sosial LINE menarik perhatian, menyebarkan informasi promo yang ada di Starbucks melalui media sosial LINE akan memberikan dampak positif terhadap keputusan pembelian konsumen.

Kata Kunci : Daya Tarik Iklan, Starbucks, Keputusan Pembelian Konsumen

**THE INFLUENCE OF STARBUCKS'S AD ATTRACTIVENESS  
IN THE SOCIAL MEDIA LINE TO THE CONSUMENT'S  
PURCHASE DECISION  
(Survey from Followers Starbucks Indonesia LINE's Official  
Account in Social Media)**

**Zara Alisandra**

**Abstract**

Background of this research is analyze the Starbucks advertising in the social media LINE. Starbucks launch the LINE special price promo for IDR 25.000,- through LINE official account in order to grab more customer, share promo and product, and to increase the income. Purpose of this research is to measure attractiveness of Starbucks's LINE promo to the consument's purchase decision. Literature Communication, Mass Communications, Advertising, Ad Attractiveness, Online Media, Consument's Purchase Decision. Research Method using the quantitative approach, it is a kind of eksplanative research, and using survey method. This research's population is the Starbucks Indonesia LINE official account's followers for 1.742.623 and took 100 research sample using the solvin pattern. Research results from the correlation of r value of 0,706 shows a positive and strong connection. Regression test, from positive value for 7,616 will having 0,958 increment if gaining 1 point. Test t,resulting t count for 9,864 > t table 0,195 means that ho is rejected and ha accepted. Advice advertising Starbucks media social LINE promo is very attractive,share the promo information through the social media LINE will give a positive impact to the consumnet's purchase decision.

Keywords : Ad Attractiveness, Starbucks, Consument's Purchase Decision