

Abstrack

The development of technology to make employers are increasingly innovating to conduct marketing activities. Starbuck took the opportunity to offer their products through of Line messenger that using official account. This study aims to determine the effect of the campaign carried through the official account Starbuck Line on purchasing decisions. Respondents were examined in this study as many as 100 people are followers of the official account Starbuck on Line. This study analyzed using simple linear regression. The results showed that there are significant promotions offered through the official account Starbuck Line on purchasing decisions. Starbuck promotional use through the official account Line as much as 78.98%. while the purchasing decision also showed a high rate that is equal to 73.62%. For the regression coefficient of X by 0.572 means that the variable X has positive influence on purchase decisions. The coefficient is positive, it means there is a positive relationship between the variables X to variable Y.

Key Words: Promotion, purchase decision