

ABSTRACT

The development of advanced digital technology makes the entrepreneurs and a company is required to be more creative to do a marketing of their products. This is done so that prospective consumers interested to see the product of the entrepreneur or company. Starbucks and the LINE messenger app finally work together to create an Official Account. Official Account is expected to be a means of delivering promotions provided by Starbucks to the consumer audience .. This study aims to determine the effect of Tumbler Day promotion on the official account line to consumer purchasing decisions Starbucks Living Plaza. Researchers use AISAS theory and Purchase Decision. The number of respondents who studied was as many as 100 people of Starbucks Living Plaza customers who also follow the official account Starbucks Line. The approach taken is Quantitative approach using explanatory research method.

Keywords: Promotion, purchasing decision, Starbucks