

ABSTRACT

Starbucks, which is the largest coffee shop company in the world with 32,050 coffee shops spread across 61 countries in the world, experienced a decline in global sales. With the decline in sales, Starbucks continues to carry out various marketing strategies in order to maintain business consistency and present the latest and interesting information from the products offered, one of the strategies undertaken by Starbucks is through the use of social media by utilizing one of the social media platforms, namely Official Account LINE. One of the uses of LINE's social media is to increase consumption by consumers and is expected to participate in increasing their consumptive behavior. This research was conducted to determine consumer responses and to see the influence between variables regarding promotion and consumptive behavior on Starbucks consumers in the city of Bandung.

This research uses quantitative methods with descriptive and causal research types. The sampling technique used a non-probability sampling technique, the type of accidental sampling, with the number of samples used as many as 100 respondents. The data analysis technique used descriptive analysis, method of successive interval, normality test, heteroscedasticity test, simple linear analysis, and coefficient of determination.

Based on the results of descriptive analysis, promotion and consumptive behavior as a whole are in the good category. The results of simple linear regression show that promotion has an effect on consumptive behavior with an influence level of 5.5%.

Keywords: Promotion, Consumptive Behavior, Simple Linier Regression