

ABSTRAK

Perubahan dalam bermasyarakat saat ini terjadi karena adanya pengaruh dari perkembangan internet yang mendorong munculnya berbagai macam Media Sosial, salah satunya LINE. Hal itu dimanfaatkan oleh perusahaan Starbucks Indonesia yang menggunakan LINE sebagai media dalam mempromosikan berbagai program salah satunya “Its Thursday Special. Penelitian ini bertujuan untuk menganalisis pengaruh Promosi Online “*It’s Thursday Special*” di Media Sosial LINE Starbucks Indonesia terhadap Minat Beli. Penelitian ini menggunakan teori *Elaboration Likelihood Model* (ELM) dan metode kuantitatif dengan teknik pengumpulan data Nonprobability sampling melalui penyebaran kuesioner kepada 150 responden. Hasil penelitian menunjukkan bahwa terdapat korelasi yang lemah pada hubungan antara Online Promotion dan Purchase Intention dengan hasil korelasi pearson product moment senilai 0,379. Hasil dari hipotesis Online Promotion “*It’s Thursday Special*” di Media Sosial LINE Starbucks Indonesia terhadap Minat Beli dinyatakan berpengaruh dengan hasil nilai t hitung $>$ t tabel, yaitu sebesar $4.892 > 1,655$.

Kata Kunci: Promosi Online, Minat Beli, LINE Starbucks Indonesia, Teori *Elaboration Likelihood Model* (ELM)

ABSTRACT

Changes in society are currently occurring due to the influence of internet developments which have encouraged the emergence of various types of social media, one of which is LINE. This was exploited by the Indonesian Starbucks company which used LINE as a medium to promote various programs, one of which was "Its Thursday Special. This research aims to analyze the influence of the "It's Thursday Special" Online Promotion on LINE Starbucks Indonesia Social Media on Purchase Interest. This research uses the Elaboration Likelihood Model (ELM) theory and quantitative methods with nonprobability sampling data collection techniques by distributing questionnaires to 150 respondents. The research results show that there is a weak correlation between Online Promotion and Purchase Intention with a Pearson product moment correlation of 0.379. The results of the "Online Promotion It's Thursday Special" hypothesis on Starbucks Indonesia's LINE Social Media on Purchase Interest were stated to be influential with the results of the calculated t value $> t$ table, namely $4,892 > 1.655$.

Keywords: Online Promotion, Purchase Intention, LINE Starbucks Indonesia, Elaboration Likelihood Model (ELM)