

ABSTRACT

This study attempts to know how big the influence of social media marketing through official account line starbucks indonesia towards interest in buying bandung consumers. This study using the independent variable social media marketing by online communities, dimensions , interaction sharing of content, accesbility, and credibility. The dependent variable, buying interest its dimensions transaksional, interest refensial, interest prefensial, interest . This study using quantitative methods to technique descriptive, data analysis the, normality the simple, linear regression the determination and the hypothesis. Sampling techniques used in research is the probability of sampling simple random sampling , using slovin formula , with the number of 100 respondents

The hypothesis shows that social media marketing through official account line starbucks influences consumer buying interest in the city of bandung. $t_{hitung} (24.831) > t_{tabel} (1.660)$, and the results of the determination shows that social media marketing (online communities , interaction sharing of content, accesbility, and credibility) to exert an influence upon purchase of 86,1%, while the rest 13,9% influenced by other factors that is not incorporated into this research. So, it can be concluded that social media marketing can not stand alone in buying interest on a, But it requires other factors like e-wom, advertising and customer enagement.

Key Word : social media marketing, minat beli , official account LINE