ABSTRACT

This study was conducted to see how much influence the use of social media Twitter for the purchase decision process in cafes and restaurants in the city of Bandung.

In this study the use of social media into variable X and the purchase decision process into variable Y. The use of social media has four main dimensions of context, communication, collaboration, and connection. The purchase decision process has five stages, among others, the introduction of needs, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. The method in this study using multiple linear regression techniques. The sampling technique used is a non-probability sampling with sampling incidental types. Data analysis techniques used in this research is multiple linear regression.

Context variable is the only variable that had no significant effect. The value of correlation coefficient (R) is positive, which indicated that there was a relationship between the use of social media unidirectional twitter with the purchase decision process. The use of social media twitter influence the purchase decision process in cafes and restaurants in Bandung by 40.5%.

the use of social media Twitter and purchase decision process in cafes and restaurants in Bandung assessed as well. Needs to be done in-depth research and analysis techniques of different research methods to investigate the influence the purchase decision process.

Keywords: Social Media, Twitter, Purchase Decision Process, Cafes and Restaurants, Bandung