

ABSTRACT

Twitter is one of the biggest social media platform that commonly used in Indonesia. Not only used as personal account, many companies also have Twitter account to reach their consumers. One of them is Flameon Footmate, a handmade women shoes brand from Bandung that uses Twitter as effective and efficient promoting tools through by word of mouth marketing.

This research aims to analyze the effect of independent variable of word of mouth marketing which consists of *talkers*, *topics*, *tools*, *taking part* and *tracking* on Flameon Footmate's Twitter, to dependent variable which is purchase decision. The sample used in this analysis are @FLAMEONfootmate Twitter account's followers who bought Flameon Footmate products, as many as 100 respondents by using *incidental sampling* technique. The type of research that is used in this study is descriptive causal (verificative) research. The research method is quantitative and the data analysis technique used in this research is multiple linear regression analysis.

Based on the results of the study, both of respondent's responses to *word of mouth marketing's* and consumer's purchasing decisions in Flameon Footmate perceived in criteria very well. Through the result from partial testing, four out of five elements of word of mouth marketing are proven to provide significant and positive influence on consumer's purchasing decisions, those are *talkers*, *topics*, *tools*, and *tracking*, while *taking part* have no significant influence to purchase decision. Elements of word of mouth marketing influence the consumer's purchasing decisions with a total contribution of 39.5%, while the remaining 60.5% is influenced by other factors that are not examined in this study.

Keywords : Twitter, Word of Mouth Marketing, Purchase Decision