

ABSTRACT

This research aims to find out how big the influence of promotion through social media twitter against purchasing decision Lotteria in Bandung. Where the growth of the population in Indonesia which increased by 1.49% annually become opportunities for entrepreneurs or investors who want to build business industry and food and beverage industry is also growing due to the occurrence of change in consumption pattern of society that changes from slow food become fast food mainly in the big cities in Indonesia.

As for the independent variable i.e. Social Media twitter Promotion comprising context, communication, collaboration, connection and the dependent purchase decisions. As for the research method used is the quantitative approach method to the type of research used descriptive verifikatif, data collection through questionnaire as many as 100 respondents. In conducting the data analysis, the author uses a simple Linear regression analysis to find out how much influence social media twitter promotion variables against the purchasing decision.

Based on the hypothesis test results influence social media twitter promotion against purchasing decision Lotteria, the variable (X) has a significant). Based on a simple linear regression analysis of the Lotteria in Bandung gained the result $Y = 16.691 + X 0.618$. Based on a test of the determination of the coefficient, the influence of social media twitter promotions that significantly to purchase decisions with a value of 35.8% while the rest of 64.2% were influenced by other factors.

Keywords: *Promotion, Media Social twitter, and Purchasing Decision.*