

ABSTRACT

Culinary business development in Bandung is currently growing rapidly, it can be seen from the number of restaurants and café in Bandung city annually increased. In line with that phenomenon, Bandung city is also listed as the city's most active in Twitter users with a sequence of 6th in worldwide.

The purpose of this research is to determine the influence of Social Media Twitter and Experiential Marketing on Brand Awareness formation and its implications to Purchasing Decision. The method used in this research is descriptive verification research method, with data analysis techniques using path analysis that's divided into two sub-structures. To determine how much the influence of independent variable on dependent variable either partially or simultaneously, then performed a regression analysis. Next, to knowing the relationship between independent and dependent variables partially, then performed partial correlation and Spearman Rank correlation test. Furthermore, to examine the relationship between variables simultaneously, then performed double correlation test.

From the results of this research on the first sub-structure, it is concluded that the Social Media Twitter and Experiential Marketing has a significant influence on the formation of Brand Awareness simultaneously with a significance level of $0.000 < 0.05$. While the results of research on the second sub-structure, it is concluded that the Social Media Twitter, Experiential Marketing, and Brand Awareness has a significant influence on the purchasing decision with a significance level of $0.000 < 0.05$.

Keywords: Marketing, Social Media Twitter, Experiential Marketing, Brand Awareness and Purchase Decision.