

ABSTRACT

This study was conducted to determine how consumer responses regarding the implementation of the Social Media Marketing on Boedjangan meatballs and also to see how much influence social media use Twitter on the purchase decision process on Boedjangan Meatballs in Bandung.

In this study the use of social media into a variable X and the purchase decision process becomes variable Y. The use of social media has four main dimensions that context, communication, collaboration, and connection. 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 simple linear regression techniques. The sampling technique used is non-probability sampling with incidental sampling types. Data analysis techniques used in this study is a simple linear regression.

Social Media Marketing variables significantly influence the purchase decision variables. The value of correlation coefficient (R) is positive, which indicates the direction of a relationship between the use of social media twitter with the purchase decision process. The use of social media twitter influence the purchase decision process on Boedjangan Meatballs in Singapore by 40,5%.

The use of Twitter and social media in the purchase decision process Boedjangan Meatballs in Bandung assessed the respondents either. Needs to be done in-depth research with analytical techniques and different research methods to investigate the influence the purchase decision process.

Keywords: Social Media, Twitter, Purchase Decision Process