

ABSTRACT

Nowdays, the evolvement of modern era especially on communication field, cast a significant impact at many other fields, particularly in the field of economy. Lots of global competition and advanced market challenge require company to be more innovative for establish their promotion program in order to compete at market. One of the strategy is by promotion using twitter as a social media. Traveloka is a travel agent company for flight and online hotel tickets. Due to supporting its sales promotion, they are using social media called twitter. With twitter account name @traveloka, they provide information about promotion offered to their followers. The purpose of this research is to see the influence of Traveloka promotion by using twitter toward consumer purchasing decision. The type of this research is quantitative research which was done by distributing questionnaires and using 100 respondents drawn from the traveloka twitter account followers as for sample. Descriptive analysis technique and simple linear regression are used as the data analysis techniques. Based on the t test examination, the result shows that $t_{count} > t_{table}$, so H_0 is rejected and H_1 is accepted, with explained value of t_{count} (7.295) > t_{table} (1.984). Based on the coefficient of determination also, it shows that the variable of purchasing decision can be influenced by promotion via Twitter amounted to 35.2% while the remaining 64.8% is influenced by other variables.

Keywords: Promotion via Twitter, Purchase Decision