

## **ABSTRACT**

A sophisticated development of technology become one of the supporting factor for some business which market their product by using Internet media. A marketing by using the internet both with social media or website make a product can be sold in a wider. A social networking site's which most widely accessed is twitter. For the company, a promotion by using social media can reduce a cost compared by using offline promotion. A social media "twitter" is used by the Ouval Research as a media promotion in marketing their product.

In this research, the writer used a simple linear regression method. The population of this research is a Bandung society, and took the 100 respondent as a sample research. The twitter aims to help a consumer in viewing information issued by Ouval Research.

A promotion through a social media twitter influenced significantly towards the decisions of the product purchase from ouval research. This is because Ouval Research vigorous in promoting their product to their consumer or their candidates consumer through social media twitter.

**keywords: Promotion, Twitter, Purchasing Decisions**