

ABSTRACT

PT. Kereta Api Indonesia (Persero) is a state owned enterprise engaged in the field of land transport services and being loved by the people of Indonesia. Badan Pusat Statistik (BPS) recorded 2014 train passengers increased by 37.22% compared to last year. The growth together with the increasing number of internet users in Indonesia. In 2014 the Association of Indonesian Internet Service Provider (APJII) recorded internet users in Indonesia has reached 88.1 million people, an increase of 34.9% compared to 2013. With the increasing number of internet users, it can be an opportunity for companies to conduct campaigns through the media internet and interact to its customers. Social media is becoming a trend to establish a good interaction and promote their offerings to consumers and one of the social media is twitter. PT Kereta Api Indonesia is one of the companies using the twitter social media to promote and interact with consumers. This research method is quantitative. Sampling technique using Bernoulli formula with nonprobability Sampling technique purposive sampling type. The sample in this study is a follower twitter @ KAI121 ever used the services Rail transport. The analysis used in this study include validity, reliability, simple linear regression analysis, and hypothesis testing that includes t-test, F, and the coefficient of determination (R²). The results show the value of Social Media Marketing in the amount of 79.86% which is in the high category, while the value of purchase decision that is equal to 85.89%, which is in the very high category. Values Social Media Marketing to Purchase Decision by 30.9% while the remainder is equal to 69.3% is explained by other variables that are not described in the model proposed in this study.

Keyword: *Social Media Marketing, Purchase Decision, Train*