

ABSTRACT

The development of electronic media technology such as Internet has changed the pattern of community interaction before ending at the stage became conventional interactive feedback produces both within an organization and the individual, as an example is the interaction of business, economic, social, and cultural. Jakarta as a cosmopolitan city in Asia has become one of the central development of the fashion industry in recent years. The fashion industry players continue to create the latest designs and variety of promotional events one of which is the promotion via Twitter on a regular basis to provide convenience and transaction information to consumers. One company that has been using Twitter to promote is Penny Jakarta. Penny Jakarta is a company who engaged in the fashion sector skate street wear. Penny Jakarta sell the items that can be said to be limited edition

This research is a quantitative method of causality. Researchers used a sample of 100 respondents with incidental sampling technique and the technique of simple linear regression analysis in which the independent variable is promotion through Twitter and the purchase decision as the dependent variable.

The results of this study can be concluded that the promotion via Twitter categorized is already high with a percentage of 78.3% and purchasing decision by 78.8% and there is a significant effect of the promotion via Twitter on product purchasing decisions Penny in Jakarta.

Based on the analysis and discussion, the regression model used to predict purchasing decisions are influenced by promotion through Twitter can be used, because of the table above shows that $t_{count} > t_{table}$ ($9.985 > 1.984$). Then the decision is H_0 is rejected and H_1 is accepted, so it can be concluded Promotion through Twitter have a significant effect on product purchasing decisions Penny in Jakarta.

Keywords : Promotion through Twitter, purchasing decisions