

## Abstract

**Title** : The Influence of Restaurant Advertising on Online Social Network to Consumer Response Process

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The study was carried out to attention to the influence of restaurant advertising on online social network to consumer response process. The samples in this study were 412 samples. Statistics used for data analysis were frequency, percentage, mean, standard deviation, T-test, Likert Scale, One-Way Analysis of Variance and Pearson Product Moment Correlation Coefficient at significant level of 0.05. The results of the study showed that online social network users with the different gender and age have different response process at statistically significant level of 0.05.

Most of online social network users are male, aged 25-40 years old, single, having income 15,000-30,000 Bath per month. Facebook is a social network that is used the frequently. They use online social network for more than 5 hours everyday during 6:01 p.m. –00:00 a.m.. Therefore they are the important target. The restaurant owner should handle the marketing mix to suit the target group.

Keyword: Consumer behavior, Advertising, online Social networking.