

**PENGARUH PROMOSI NON-MONETER SERTA INSENTIF EKONOMI
TERHADAP SARAN PELANGGAN, *WORD-OF-MOUTH*, DAN INTERAKSI
SOSIAL MEDIA DENGAN DUKUNGAN YANG DIRASAKAN SEBAGAI
VARIABEL MEDIASI**

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Penelitian ini bertujuan untuk menganalisis: 1) pengaruh promosi non-moneter terhadap saran pelanggan, 2) pengaruh promosi non-moneter terhadap *Word-Of-Mouth*, 3) pengaruh promosi non-moneter terhadap interaksi sosial media, 4) pengaruh insentif ekonomi terhadap saran pelanggan, 5) pengaruh insentif ekonomi terhadap *Word-Of-Mouth*, 6) pengaruh insentif ekonomi terhadap interaksi sosial media, 7) pengaruh promosi non-moneter terhadap saran pelanggan dengan dukungan yang dirasakan sebagai variabel mediasi, 8) pengaruh promosi non-moneter terhadap *Word-Of-Mouth* dengan dukungan yang dirasakan sebagai variabel mediasi, 9) pengaruh promosi non-moneter terhadap interaksi sosial media dengan dukungan yang dirasakan sebagai variabel mediasi, 10) pengaruh insentif ekonomi terhadap saran pelanggan dengan dukungan yang dirasakan sebagai variabel mediasi, 11) pengaruh insentif ekonomi terhadap *Word-Of-Mouth* dengan dukungan yang dirasakan sebagai variabel mediasi 12) pengaruh insentif ekonomi terhadap interaksi sosial dengan dukungan yang dirasakan sebagai variabel mediasi. Populasi dalam penelitian ini adalah seluruh mahasiswa di Yogyakarta yang berasal dari luar wilayah Daerah Istimewa Yogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling*, data yang diperoleh dengan membagikan kuesioner pada 100 orang responden. Teknik analisis dalam penelitian ini menggunakan analisis deskriptif, metode analisis menggunakan program aplikasi *Smart Partial Least Square (PLS)* 3.1. Hasil penelitian menunjukkan bahwa: 1) promosi non-moneter berpengaruh signifikan terhadap saran pelanggan, 2) promosi non-moneter berpengaruh signifikan terhadap *Word-Of-Mouth*, 3) promosi non-moneter berpengaruh signifikan terhadap interaksi sosial media, 4) insentif ekonomi berpengaruh signifikan terhadap saran pelanggan, 5) insentif ekonomi berpengaruh signifikan terhadap *Word-Of-Mouth*, 6) insentif ekonomi berpengaruh signifikan terhadap interaksi sosial media, 7) promosi non-moneter berpengaruh signifikan terhadap saran pelanggan dengan dukungan yang dirasakan sebagai variabel mediasi, 8) promosi non-moneter berpengaruh signifikan terhadap *Word-Of-Mouth* dengan dukungan yang dirasakan sebagai variabel mediasi, 9) promosi non-moneter berpengaruh signifikan terhadap interaksi sosial media dengan dukungan yang dirasakan sebagai variabel mediasi, 10) insentif ekonomi berpengaruh signifikan terhadap saran pelanggan dengan dukungan yang dirasakan sebagai variabel mediasi 11) insentif ekonomi berpengaruh signifikan terhadap *Word-Of-Mouth* dengan dukungan yang dirasakan sebagai variabel mediasi, 12) insentif ekonomi berpengaruh signifikan terhadap interaksi sosial media dengan dukungan yang dirasakan sebagai variabel mediasi.

Kata kunci: promosi non-moneter, insentif ekonomi, saran pelanggan, *word-of-mouth*, interaksi sosial media, dan dukungan yang dirasakan.

THE INFLUENCE OF NON-MONETARY PROMOTION AND ECONOMY INCENTIVES TOWARDS CUSTOMER SUGGESTIONS, *WORD-OF-MOUTH*, AND SOCIAL MEDIA INTERACTIONS WITH PERCEIVED SUPPORT AS A MEDIATING VARIABLE

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This study aims to analyze: 1) the influence of non-monetary promotions towards customer suggestions, 2) the influence of non-monetary promotions towards Word-Of-Mouth, 3) the influence of non-monetary promotions towards social media interactions, 4) the influence of economic incentives towards customer suggestions, 5) the influence of economic incentives towards Word-Of-Mouth, 6) the influence of economic incentives towards social media interaction, 7) the influence of non-monetary promotions towards customer suggestions with perceived support as a mediating variable, 8) the influence of non-monetary promotions towards Word-Of-Mouth with perceived support as a mediating variable, 9) the influence of non-monetary promotions towards social media interactions with perceived support as a mediating variable, 10) the influence of economic incentives towards customer suggestions with perceived support as a mediating variable, 11) the influence of economic incentives towards Word-Of-Mouth with perceived support as a mediating variable, 12) the influence of economic incentives towards interaction with perceived support as a mediating variable. The population in this study were all students in Yogyakarta. The sampling technique used purposive sampling, the data was obtained by distributing questionnaires to 100 respondents. The analysis technique in this study used descriptive analysis, the analytical method uses the application program Smart Partial Least Square (PLS) 3.1. The results show that: 1) non-monetary promotions had a significant influence towards customer suggestions, 2) non-monetary promotions had a significant influence towards Word-Of-Mouth, 3) non-monetary promotions had a significant influence towards social media interaction, 4) economic incentives had a significant influence towards customers suggestions, 5) economic incentives have a significant influence towards Word-Of-Mouth, 6) economic incentives have a significant influence towards social media interactions, 7) non-monetary promotions have a significant influence towards customer suggestions with perceived support as a mediating variable, 8) non-monetary promotions have a significant influence towards Word-Of-Mouth with perceived support as a mediating variable, 9) non-monetary promotions have a significant influence towards social media interactions with perceived support as a mediating variable, 10) economic incentives have a significant influence towards customer suggestions with perceived support as a mediating variable, 11) economic incentives have a significant influence towards Word-Of-Mouth with perceived support as a mediating variable, 12) economic incentives have a significant influence towards social media interactions with perceived support as a mediating variable.

Keywords: non-monetary promotion, economic incentives, customer advice, word-of-mouth, social media interaction, and perceived support

