ABSTRACT

The writing of this final work will research on health insurance participants of PT. BNI Life Insurance particularly health insurance participants in Jakarta. The object of the final work research is health insurance participants of BNI Life particularly those who are living in five areas of Jakarta.

Data used are primary and secondary data in which primary data are taken from questioner distributed to respondents of health insurance participants whereas secondary data are taken from marketing books functioning to support the writing of this final work.

The technique of taking sample is using Quota sampling. Attribute multi attitude analysis method of Fishbein is used in order to know the participants' attitude to health insurance product of BNI Life.

It is concluded from the research that: respondents think that service factor of fast claim payment in accordance with the valid provision of standard operational procedure in insurance company, information delivery through good promotion media as well as good services attitude from customer care of BNI Life have got the highest assessment in the assessment of BNI Life, and the attitude of BNI Life participants to health insurance product of BNI Life is included in good category. And because the research has obtained dominant factors and lowest factors regarding to health insurance participants of BNI Life that have given assessment considered to be agreed that the issues are important and needs to be noticed, moreover the evaluation result of health insurance product that has been experienced by the participants of BNI Life health insurance can be reference and consideration to get improvement on strategy to improve consumers' satisfaction overall so that BNI Life can fulfill the expectation and requirements of BNI Life participants so that the satisfaction of health insurance product of BNI Life that is expected by health insurance participants can be fulfilled.