

## ABSTRAK

Penelitian ini ditunjukkan untuk mengetahui pengaruh dari variabel kualitas pelayanan, *personal selling*, kepercayaan konsumen terhadap keputusan pembelian pada PT. Indolife Pensionsama cabang bintaro, Objek penelitian ini adalah nasabah PT. Indolife Pensionsama. Penelitian ini dilakukan terhadap nasabah PT. Indolife Pensionsama cabang bintaro berjumlah 95 responden. Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian yang digunakan adalah desain penelitian kausal. Data yang diambil merupakan kuisioner terhadap Nasabah PT Indolife Pensionsama. Analisis data yang digunakan adalah analisis statistic dalam bentuk uji regresi linier berganda dengan aplikasi SPSS versi 23. Hasil penelitian menunjukkan bahwa variable Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Keputusan Pembelian asuransi. variabel *personal selling* berpengaruh positif dan signifikan terhadap Keputusan Pembelian asuransi, variable kepercayaan konsumen berpengaruh positif dan signifikan terhadap Keputusan Pembelian asuransi pada PT. Indolife Pensionsama cabang bintaro.

**Kata Kunci :** Kualitas Pelayanan, *Personal Selling*, Kepercayaan Konsumen, terhadap Keputusan Pembelian



## **ABSTRACT**

*This study was shown to determine the effect of service quality, personal selling and consumer confidence of consumer decisions in PT Indolife Pensiontama at bintaro , The object in this research is store consumers indolife pensiontama branch office at bintaro. This research have been conducted toward store consumers indolife pensiontama branch office at bintaro with 95 total respondent. This research used quantitative approach. There search design that have been use discausal research. The data that has been taken is question naire data that has been distributed to store consumers decision on PT. Indolife Pensiontama branch office at bintaro. The data analysis that used in this research is statistical analysis in a form of multiple linear regression with SPSS version 23. The result of this research shows that service quality variable positively and significantly effect to about the Purchase insurance Decision, personal selling variable positively and significantly effect to about the Purchase insurance Decision, and consumer confidence variable positively and significantly effect to about Purchase insurance Decision In PT. Indolife Pensiontama Branch Office at bintaro.*

**Keyword** : *service quality, personal selling, and consumer confidence of consumer decisions*

