

ABSTRACT

The aim of this study was to analyze the effect of service quality, brand image, promotion of customer satisfaction in claim service of motor vehicle insurance. The research was conducted at PT. Asuransi Cakrawala Proteksi, Branch Office of Lampung, especially in procedure of claim service in motor vehicle insurance. The type of data used primary data and secondary data. Primary data were obtained from the distribution of a list of statements or questionnaires to consumers of PT. Asuransi Cakrawala Proteksi, Branch Office of Lampung with five alternative answers. The method of data analysis used the method of multiple linear regression analysis. This analysis used to measure the effect of service quality, brand image, promotion of customer satisfaction in claim service of motor vehicle insurance at PT. Asuransi Cakrawala Proteksi, Branch Office of Lampung. The results showed that service quality, brand image, promotion had a significant effect on customer satisfaction in claim service of motor vehicle insurance. It is suggessted to make improvements of service quality, brand image, promotion with increasing of personnel marketing of products, and more acquaint the facilities of product from the company in facilitating the clients to feel more satisfied about the services.

Keywords: Service quality, brand image, promotion, customer satisfaction, insurance claim services.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas pelayanan, citra merek, promosi terhadap kepuasan konsumen dalam pelayanan klaim asuransi kendaraan bermotor. Penelitian dilakukan di PT. Asuransi Cakrawala Proteksi Kantor Cabang Lampung, khususnya dalam hal pelayanan klaim asuransi kendaraan bermotor. Jenis data yang digunakan berupa data primer dan data sekunder. Data primer diperoleh dari penyebaran daftar pernyataan atau kuesioner kepada konsumen PT. Asuransi Cakrawala Proteksi Cabang Lampung dengan lima alternatif jawaban. Metode analisis data menggunakan analisis regresi linear berganda. Analisis ini digunakan untuk mengukur pengaruh kualitas layanan, citra merek, promosi terhadap kepuasan nasabah dalam klaim asuransi kendaraan bermotor di PT. Asuransi Cakrawala Proteksi Cabang Lampung. Hasil penelitian menunjukkan bahwa kualitas pelayanan, citra merek, promosi berpengaruh signifikan terhadap kepuasan nasabah dalam pelayanan klaim asuransi kendaraan bermotor. Disarankan untuk melakukan peningkatan kualitas pelayanan, citra merek, promosi dalam bentuk memperbanyak personil pemasaran produk, mensosialisasikan fasilitas produk yang dikeluarkan oleh perusahaan dalam memfasilitasi para nasabah agar lebih merasa puas terhadap pelayanan yang diberikan.

Kata kunci : Kualitas pelayanan, citra merek, promosi, kepuasan konsumen, pelayanan klaim asuransi.