

## ***ABSTRACT***

This study was to determine the effect of promotion, service quality and bancassurance distribution channels on increasing understanding of the market for marine cargo insurance products at PT. BCA General Insurance. The object of this research is to increase market evaluation on marine cargo insurance products with a sample of 100 respondents. This study uses quantitative descriptive. Therefore, the data analysis used is statistical analysis in the form of multiple linear regression analysis tests. The results of this study indicate that partial promotion, service quality and bancassurance distribution channels have a significant effect on market growth. This is evidenced from the results of multiple linear analysis that shows significant values of the variables that support the hypothesis. Therefore, the results of this study state that there are influences from promotion, service quality and bancassurance distribution lines on increasing the market for sea freight insurance products at PT. BCA General Insurance.

Keywords: promotion, service quality, bancassurance distribution lines and market distribution

