

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Harga, Kualitas Pelayanan Dan Promosi Terhadap Keputusan Pembelian Asuransi Kendaraan Pada PT. Mandiri Axa General Insurance (MAGI). Populasi dalam penelitian ini adalah nasabah Asuransi MAGI di Kantor Cabang Jakarta Selatan dengan jumlah populasi sebanyak 304 nasabah. Pengambilan sampel menggunakan teknik random sampling dan didapat sebanyak 172 responden. Metode analisis data menggunakan Partial Least Square. Penelitian ini membuktikan bahwa harga memiliki pengaruh signifikan terhadap keputusan pembelian, kualitas pelayanan memiliki pengaruh signifikan terhadap keputusan pembelian dan promosi memiliki pengaruh yang signifikan terhadap keputusan pembelian.

**Kata Kunci: Harga, Kualitas Pelayanan, Promosi, Keputusan Pembelian.**

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## **ABSTRACT**

*An abstract is a brief summary of a research article, thesis, review, This study aims to analyze the effect of price, service quality and promotion on the decision to purchase vehicle insurance at PT. Mandiri Axa General Insurance (MAGI). The population in this study were MAGI Insurance customers at the South Jakarta Branch Office with a total population of 304 customers. Sampling using random sampling technique and obtained as many as 172 respondents. Methods of data analysis using Partial Least Square. This study proves that price has a significant influence on purchasing decisions, service quality has a significant influence on purchasing decisions and promotions have a significant influence on purchasing decisions.*

**Keywords: Price, Service Quality, Promotion, Purchase Decision.**



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