

ABSTRAK

Dyah Novita Hedyani, dengan judul “Pengaruh *Personal Selling* dan *Advertising* terhadap Keputusan Pembelian Polis Asuransi Jiwa PT. Prudential *Life Assurance*”. Penelitian ini bertujuan untuk mengetahui signifikansi pengaruh simultan *personal selling* dan *advertising* terhadap keputusan pembelian polis asuransi jiwa PT. Prudential *Life Assurance*.

Penelitian ini dilakukan pada PT. Prudential *Life Assurance*, model penelitian adalah dengan penelitian lapangan (*field research*), yaitu penelitian yang dilakukan dengan cara menyebarkan kuesioner kepada nasabah PT. Prudential *Life Assurance* di wilayah Jakarta Pusat. Metode analisis yang digunakan adalah analisis regresi berganda, uji f dan uji t. regresi berganda.

Hasil penelitian ini menunjukkan bahwa variabel *advertising* memiliki pengaruh terhadap keputusan pembelian polis asuransi jiwa pada PT. Prudential *Life* sedangkan *personal selling* tidak berpengaruh terhadap keputusan pembelian polis asuransi jiwa pada PT. Prudential *Life*.



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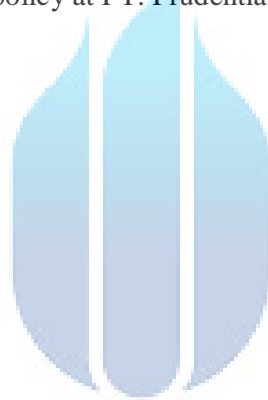
Kata kunci : Prersonal selling, Advertsing, Keputusan Pembelian

ABSTRACT

Dyah Novita Hedyani, entitled “The influence of Personal Selling and advertising on purchase decision a life insurance policy PT. Prudential Life Assurance”. In the preparation of this thesis the author under the guidance of. This study aims to know the significance of simultaneous effect of the personal selling and advertising to purchase decision of life insurance policy at PT. Prudential Life Assurance.

The research was conducted at PT. Prudential Life Assurance. research model is a field research, the research doing by speared questionnaire to customers of PT. Prudential Life Assurance in Central Jakarta.

The result indicate that the variable advertising have a significant influence on purchase decision of life assurance policy at PT. Prudential Life Assurance but personal selling do not have a significant influence on purchase decision of life assurance policy at PT. Prudential Life Assurance.



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Key Words: Prersonal selling, Advertsing, Purchase Dicision