

**PENGARUH *PERSONAL SELLING* DAN *BRAND TRUST* TERHADAP
KEPUTUSAN PEMBELIAN POLIS ASURANSI JIWA PT. ASURANSI
ALLIANZ LIFE INDONESIA**

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh *Personal selling* terhadap keputusan pembelian polis asuransi jiwa Asuransi PT.Asuransi Allianz Life Indonesia dan Untuk mengetahui pengaruh *Brand Trust* secara positif terhadap keputusan pembelian polis asuransi jiwa Asuransi PT.Asuransi Allianz Life Indonesia di Jombang. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi dan sampel adalah nasabah pemegang polis asuransi Asuransi PT.Asuransi Allianz Life Indonesia di Jombang yang berjumlah 188 nasabah, analisa data dengan menggunakan metode analisis Regresi Linier berganda dan pengujian hipotesis. Berdasarkan hasil penelitian menunjukkan bahwa *Personal Selling* bereperan terhadap keputusan pembelian polis asuransi di Asuransi PT.Asuransi Allianz Life Indonesia, semakin baik *Personal Selling* semakin tinggi keputusan pembelian polis Asuransi PT.Asuransi Allianz Life Indonesia, begitupun sebaliknya dan *Brand Trust* berperan terhadap keputusan pembelian polis asuransi di PT.Asuransi Allianz Life Indonesia, semakin tinggi brand trust semakin tinggi keputusan pembelian polis asuransi di PT.Asuransi Allianz Life Indonesia, begitupun sebaliknya.

Kata Kunci : Personal Selling, Brand Trust dan Keputusan Pembelian

**EFFECT OF PERSONAL SELLING AND BRAND TRUST ON DECISION OF
PURCHASE OF INSURANCE POLICY
PT. ASURANSI ALLIANZ LIFE INDONESIA**

ABSTRACT

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This study aims to determine and explain the influence of personal selling on the life insurance policy purchases Insurance PT.Asuransi Allianz Life Indonesia and To determine the effect of brand trust positively to the life insurance policy decision Insurance PT.Asuransi Allianz Life Indonesia in Jombang. The research used explanatory research method implemented through data collection in the field. The population and samples are insurance customers of Allianz Life Insurance Insurance PT.Asuransi in Jombang which amounted to 188 customers, data analysis using multiple linear regression analysis method and hypothesis testing. Based on the results of the study indicate that Personal Selling is split on the purchase decision of insurance policy in Asuransi PT.Asuransi Allianz Life Indonesia, the better Personal Selling the higher the purchasing decision of insurance policy of PT.Asuransi Allianz Life Indonesia, vice versa and Brand Trust role to the purchasing decision of insurance policy in PT.Asuransi Allianz Life Indonesia, the higher the brand trust the higher the purchase decision of insurance policy in PT.Asuransi Allianz Life Indonesia, vice versa.

Keywords: Personal Selling, Brand Trust and Purchase Decision