

ABSTRACT

Given a life full of uncertainty and risk, then there is insurance services to both individuals and groups as the person who provides security risk to users of insurance services . Of these conditions would cause the insurance company should be able to provide insurance according to customer needs in order to compete with a similar number of insurance companies that are in Indonesia . The phenomenon led to the purchase decision process in PT Asuransi Jiwasraya. Purpose of this study was to determine and analyze how much influence the marketing mix to the purchase decision process in PT. Asuransi Jiwasraya (Persero). The method used is descriptive quantitative. Analysis of the data used is multiple linear regression analysis with the classical assumption. using a sample of 100 respondents and data collection using questionnaires.

The results showed that the customers at PT Asuransi Jiwasraya is dominated by men over the age of 40 years and income above 5 million rupiah. Marketing Mix can be quite good with a percentage of 64.7% and the purchase decision process is said to be quite good with a percentage of 58.48%.

Conclusions from the study is the independent variable on the dependent variable marketing mix purchase decision process by 61%, while the remaining 39% is explained by other variables outside independent variables studied. Marketing Mix consists of variable Price and Promotion partially significant effect on the purchase decision process in PT. Asuransi Jiwasraya (Persero), Product, Place, People, Proces and Physical Evidance. has no significant effect on the purchase decision process in PT. Asuransi Jiwasraya

Keywords : Insurance, Marketing mix, purchase decision process.