ABSTRACT

Life insurance has become a primary requirement for most of Indonesia's population (okezone.com, 2017). People began to care about life insurance in anticipation of risk. The life insurance industry in Indonesia will continue to grow and develop as evidenced by the increasing number of life insurance in 2015 to 54.96 million people and in 2016 to 55.34 million customers. In the year 2014 the life insurance industry in Bandung slowdown of 1.22%. Companies must make measurements using the right performance measures, so that the strategies implemented become targeted. Therefore, this study aims to determine the factors that affect the sale of life insurance in Bandung.

This study uses a quantitative approach. In this study data were collected through 150 questionnaires used for sales of marketing personnel. But the questionnaires that can be used in this research is 110. Further done factor analysis on the data obtained.

From the research results obtained the factors that make up the factors and the number of customers, as well as the customer factor of. Variance percentage of each factor was 45,556%, 9,117% and 8,144%. Thus growth and income factors are the dominant factors. From factor factor obtained by total percentage equal to 62,867%. This factor can explain 62,867% from all factors and other factors equal to 37,133% which is also one important factor for life insurance company in Bandung city.

Keywords: *factor analysis, performance, sales performance, life insurance.*