

ABSTRACT

Businesses in Indonesia are experiencing a change, especially in the insurance sector. With the rise of insurance companies and community support that are beginning to be aware of the importance of insurance. It is realized by BNI Life Insurance company which currently has increased sales from 2013 to 2017. While the sales kept on increasing, a research was conducted to find out and analyze how the Optima Group Health Product Quality, how BNI Life Jakarta Insurance Customers Interest, and the effect of the Helima Group's Optima Product Quality on BNI Life Jakarta Insurance Customers' Buying Interest.

This research uses quantitative method with descriptive clause using regressive analysis technique. Independent variable is the Optima Group Health Product Quality and Dependent Variable is the customer interests. The sampling is done by using non-probabilty sampling method with accidental sampling, with the respondents as much as 100 respondents who have already purchased Group Health Optima Product Insurance.

Based on the results of this study showed that the quality of Optima Group Health effect positively and significantly to buy interest in BNI Life in Jakarta. Simple regression analysis based on the results obtained the value $Y = 1,334 + 0.271 X$ such that the value of the koefesien regression (b) + 0.271. This means, any improvement in product quality prediction 1 can increase interest in purchase of 0.271. Koefesien analysis of the determination, then it can be concluded that the quality of the products is a significant effect against the buying interest of 62.9% 37.1% while the rest is influenced by other factors.

Based on the research results, it is recommended to increase the influence of the quality of optima group health purchasing Interest against then BNI Life should provide a standard of quality auransi and maintain good relationships with consumers in order to purchase consumer interest do not move to another company.

Keywords: *management of marketing, marketing mix, product quality, service quality, the interest in buying, Factors – factors that affect the purchasing Interest, Insurance.*