

ABSTRACT

Indonesia has entered an increasingly advanced era of globalization in this case makes every company compete fiercely, which is the insurance service business where insurance agents are a major factor in the company's success. The Purpose of this research is to determine and analyze the influence of soft skills and motivation on the performance of insurance agent salespeople. soul in the city of Bandung.

The research method used in this research is a quantitative method with descriptive-causality research. Sampling was done by using non probability sampling technique used was purposive sampling the number of respondents 100 respondents insurance agents at PT. Prudential Life Assurance. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

The results of the study based on descriptive analysis for the soft skill variable were in the good category with a percentage of 75.52%, the motivation variable was in the good category with a percentage of 69.16%, the salesperson's performance variable was in the good enough category with a percentage of 66.76. and soft skills and motivation variables have a significant effect on the performance of private life insurance salespeople in Bandung city partially with the magnitude of the influence of 42,7% and simultaneously with the magnitude of the influence of 19.6% and the remaining 80.4% is influenced by other factors not examined.

Kata Kunci: *Soft Skill, Motivation, Perfomance, PT. Prudential Life Assurance.*