SUMMARY

SARIFA MARWA. Analysis of Marketing Mix Services Influence to Purchasing Decisions of Individual Life Insurance in Bogor. Supervised by UJANG SUMARWAN and RITA NURALINA.

The purpose of this study is to determine how marketing mix influences the purchase decisions of individual life insurance, what the marketing mix affects the most purchase decision, give effective recommendations for management to be able to influence consumers’ attitudes in deciding to purchase individual life insurance. The study was conducted because the growth of life insurance premiums is increasing from year to year, however the number of life insurance penetration and density in Indonesia is still low, which according to the experts this indicates that the insurance market potential in Indonesia is still evolving. Setting an effective marketing mix strategies effective marketing mix is one of the tools for life insurance companies to compete and to win both new and existing customers. Some research on the service marketing mix analysis and its influence on the purchase decision has been widely applied in various fields. Specifically, the research of the effect of marketing mix on purchase decisions of individual life insurance in Indonesia, particularly in Bogor has not done yet. This research is analysing the effect of marketing mix dimensions of life insurance purchase decision.

This research was conducted in Bogor, West Java and primary data collection was conducted in May-June 2014. Processing techniques and data analysis conducted descriptive and logistic regression. This study used 200 respondents and is divided into two, namely the 100 people who do not have life insurance and 100 other people have had life insurance. The survey was conducted by distributing questionnaires to the Bogor people in certain locations, ie at leading shopping malls such as the Bogor Botanical Square, Ekalokasari and some places which is a business center in Bogor.

Based on the results of this study concluded that at least one variable of the marketing mix has significantly influence the purchase decision. As for the result of the influence of each variable of the services marketing mix for people who have not life insurance shows that product, process, promotion, physical evidence, and the price significantly influence the purchase decisions of individual life insurance. Variable products are the most influential variables significantly. The results of the study respondents who already have life insurance showed none of the variables that significantly affect the life insurance purchase decision.

Managerial implications that can be recommended to the company in the terms of marketing mix are setting competitive price and adjusting the price to the benefit obtained, offering a wide range of life insurance products that suit the needs of society, combining the product with other products that add value to the product itself, using the latest technology in the process and services to prospective customers and customers, for instance change website page to be more informative and interactive, the use of e-mail for claim process, either at the time of filing or payment. Life insurance companies should allocate more of budgets for promotion expense by giving gifts to customers who purchase a life insurance policy with high premiums, putting advertisement in various media to
increase the awareness of prospective customers and giving the information of the benefits by having insurance.

Keyword: Life insurance, logistic regression analysis, marketing mix, purchasing decisions