

**Pengaruh Harga, *Image*, Promosi, Produk, Kualitas Pelayanan Terhadap Keputusan
Pembelian Asuransi Kesehatan Premium Global Health
PT Asuransi Aviva Indonesia**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Harga, *Image*, Promosi, Produk, Kualitas Pelayanan Terhadap Keputusan Pembelian Asuransi Kesehatan Premium Global Health PT Asuransi Aviva Indonesia. Selain itu ingin diuji pula apakah variabel Harga, *Image*, Promosi, Produk, Kualitas Pelayanan secara simultan berpengaruh signifikan terhadap Keputusan Pembelian Asuransi Kesehatan Premium Global Health PT Asuransi Aviva Indonesia. Dalam penelitian ini jumlah sample yang digunakan sebanyak 83, tehnik pengumpulan data dilakukan dengan cara *Sample Random Sampling*. Model analisis yang digunakan Regresi Linear Berganda. Hasil penelitian menunjukkan bahwa adanya pengaruh yang positif dan signifikan pada variabel harga, *image*, promosi, produk, kualitas pelayanan terhadap tindakan keputusan pembelian PT Asuransi Aviva Indonesia.

Kata kunci : Harga, *Image*, Promosi, Produk, Kualitas Pelayanan, Keputusan Pembelian

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***The Impact Of Price, Image, Promotion, Product and Service Quality
on Purchase Decision For Premium Global Health Insurance
of PT PT Asuransi Aviva Indonesia***

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ABSTRACT

This research examines the impact of perceived price, image, promotion, product, and service quality on the purchase decisions of customers toward Premium Global Health, a health insurance product offered by PT Asuransi Aviva Indonesia. Both secondary and primary data were obtained. Secondary data were obtained from various publications such as journals and books. Primary data were obtained using self-administered questionnaire which were distributed to the respondents through offline method using convenience sampling technique, a total sampling 83 were obtained validity and reliability were employed to examined the research instruments. Statistical data were analyzed by SPSS software version 19.0 the multiple linear regression analysis was employed to verify hypothesis. The result shows that price, image, promotion, product, and service quality variables have positive and significant influence on customers's purchase decision on AVIVA's product.

Keyword : price, image, promotion, product, service quality, purchase decision

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