

ABSTRAK

Analisis Reputasi Perusahaan dan Promosi terhadap Minat Pembelian Produk Asuransi pada PT Jasaraharja Putera Cabang Palembang

Rafael Mario Calvin
NPM 062240632840

Penelitian ini bertujuan untuk menganalisis pengaruh reputasi perusahaan dan promosi terhadap minat pembelian produk asuransi pada PT Jasaraharja Putera Cabang Palembang. Penelitian ini dilatarbelakangi oleh pentingnya reputasi perusahaan dan promosi dalam meningkatkan minat masyarakat terhadap produk asuransi di tengah persaingan industri yang semakin ketat. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan asosiatif. Populasi penelitian berjumlah 15.600 nasabah PT Jasaraharja Putera Cabang Palembang, dengan sampel sebanyak 106 responden yang dipilih menggunakan teknik simple random sampling. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan regresi linear berganda. Hasil penelitian menunjukkan bahwa reputasi perusahaan dan promosi secara simultan berpengaruh positif dan signifikan terhadap minat pembelian produk asuransi. Secara parsial, reputasi perusahaan berpengaruh positif dan signifikan terhadap minat pembelian. Demikian pula, promosi berpengaruh positif dan signifikan terhadap minat pembelian produk asuransi. Hasil penelitian mengindikasikan bahwa semakin baik reputasi perusahaan dan semakin efektif kegiatan promosi yang dilakukan, maka semakin tinggi minat masyarakat untuk membeli produk asuransi pada PT Jasaraharja Putera Cabang Palembang. Oleh karena itu, perusahaan perlu mempertahankan reputasi yang baik serta meningkatkan efektivitas program promosi untuk meningkatkan minat pembelian nasabah.

Kata Kunci: Reputasi Perusahaan, Promosi, Minat Pembelian, Produk Asuransi.

ABSTRACT

Analysis of Corporate Reputation and Promotion on Purchase Intention of Insurance Products at PT Jasaraharja Putera Palembang Branch

Rafael Mario Calvin
NPM 062240632840

This study aimed to analyze the influence of corporate reputation and promotion on the purchase intention of insurance products at PT Jasaraharja Putera Palembang Branch. The study was motivated by the importance of corporate reputation and promotional activities in increasing public interest in insurance products amid increasingly competitive industry conditions. This study employed a quantitative method with an associative approach. The population consisted of 15,600 customers of PT Jasaraharja Putera Palembang Branch, while the sample consisted of 106 respondents selected using a simple random sampling technique. Data were collected through questionnaires and were analyzed using multiple linear regression. The results showed that corporate reputation and promotion simultaneously had a positive and significant effect on the purchase intention of insurance products. Partially, corporate reputation had a positive and significant effect on purchase intention. Likewise, promotion had a positive and significant effect on the purchase intention of insurance products. The findings indicated that better corporate reputation and more effective promotional activities increased public interest in purchasing insurance products at PT Jasaraharja Putera Palembang Branch. Therefore, the company needed to maintain a positive reputation and improve the effectiveness of its promotional programs to enhance customers' purchase intention.

Keywords: *Corporate Reputation, Promotion, Purchase Intention, Insurance Products.*