

ABSTRACT

This research was based a decrease in sales at PT Avrisc Assurance in the period 2008-2011. This research aims to determine the effect of Promotions, Price, and Quality of Insurance Purchasing Decisions at PT Avrisc Assurance in Semarang.

This study used a survey method with 80 samples from PT Avrisc Assurance customers. The sampling technique of this research is non probability sampling with the method of purposive sampling. The analysis techniques used in the research are validity test, reliability test, classic assumptions test, normality test, multiple linear regression analysis and hypothesis test including the t test, F test, and coefficient of determination (R²).

There is a significant positive relationship between the two variables (price and quality of service) in the Purchasing Decision at PT Avrisc Assurance. Dependent variable, Customer Purchasing Decisions, can be explained by all the independent variables are promotion, price and quality of services of 47.5%. Prices have the greatest influence of the other independent variables is equal to 0.439. While remaining 52.5% is explained by other variables not included in this study.

Keywords: Promotion, Price, Quality Service, Purchasing Decisions, PT Avrisc Assurance.