

Abstract

Life insurance enthusiasm would in Central Java public still very low. Life insurance business player increasingly increases however is not followed with development ownership of new client soul insurance policy. This research done to elaborate factor - dominance factor influencing enthusiasm to buy life insurance Great Eastern Life Indonesia.

This research interest factor analysis life planner and power factor draws promotion influencing enthusiasm to buy life insurance. This research sample amounts to 100 responders has not become life insurance client Great Eastern and which has have ever been prospect by life planner Great Eastern Central Java area. Analyzer applied is Regresi Linier at program SPSS.

Result of regression analysis fulfills criterion reliable, valid, free of multikolonierity, homoscedasticity, and fulfills normality. Research model submitted fulfills *Goodness of Fit* with F value = 275,788 and R-square = 0,847 and signifikan. This empiric finding indication that interest life planner influential positive to enthusiasm buys with correlation value 0,538; fascination of promotion influential positive to enthusiasm buys with correlation value 0,496.

Keyword : Competence, Promotion, Enthusiasm Buys, and Life insurance