

ABSTRACT

Engineering Insurance of PT. Jasindo has decline in their salesperson performance. This can be seen from the declining of it customer loyalty. The problem of this research is how to improve salesperson performance through insurance customer loyalty. The aims of this research are to investigate the influence of salesperson selling expertise and trust of salesperson to satisfaction of customer to the salesperson.

Population of this research is customer of Engineering insurance from PT. Jasindo Semarang Branch, which comprises of 224 companies. Sample of 144 respondents are taken with purposive sampling technique. Data are collected with questionnaires. Data are analyzed using Structural Equation Modeling under AMOS program

Result and theoretical implication of this research is: this research supports previous researches postulating that expertise and trust to salesperson influences satisfaction to them positively. In managerial terms, this research contributes to decision makers to pay more attention to the expertise of salesperson in purpose to improve customer satisfaction and loyalty behavior.

Keywords: salesperson's expertise, trust to salesperson, satisfy to salesperson, customer loyalty behavior