

## **ABSTRACT**

This study focuses on the implementation of the service of a company engaged in the insurance policy. As a company that provides insurance services, Pekalongan Branch Office of PT. Askes (Persero) should be able to provide excellent service, which is a very good service in accordance with the customer expectations. One of the efforts is the company create the Chronic Disease Management Program. This program is for Askes customers who suffer from chronic diseases such as diabetes mellitus and hypertension in order to obtain health services more easily. And it is expected that by implementing this program, the diseases could be managed so that no complications occur. This study is aimed to answer the question of "How to increase interest in using the Chronic Disease Management Program?"

In solving the problem of the study, literature reviews were conducted aiming to developed five hypotheses of the four constructs studied. The hypothesis was tested using Structural Equation Modeling analysis techniques (SEM) which is operated through the AMOS program. Empirical data needed to test this hypothesis was obtained from 100 questionnaires distributed to respondents who are the customers of Pekalongan Branch Office of PT. Askes (Persero).

From the analysis of the research model showed that it is statistically proven that customer attitudes are influenced by the quality of services of the programs and product attractiveness. And the interest in using the product of the Chronic Disease Management Program is statistically proven to be affected by consumer attitudes, quality of service, and product attractiveness.

**Keywords: quality of service, product attractiveness, customer attitude, interest in using**