

ABSTRACT

**THE INFLUENCE OF OF PARTNERSHIP MARKETING
AND PERSONAL SELLING REGARDING INSURANCE POLICY SALES
THROUGH CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
(Research on Customers or Policy Holders at PT BRI Insurance Tasikmalaya City)**

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The objectives of this research were to determine and analyze the Partnership Marketing, Personal Selling, Customer Relationship Marketing and Insurance Policy Sales at PT BRI Insurance Tasikmalaya City. As well as the influence of Partnership Marketing and Personal Selling on insurance policy sales through Customer Relationship Management at PT BRI Insurance Tasikmalaya City. The research method used in this research is a survey method, while the type of data used in this research is primary data. The object of this research is customers of BRI Insurance policy holders in Tasikmalaya City, with a sampling technique using the purposive sampling method. The data analysis techniques used are path analysis and Sobel Test. The results of this test prove that Partnership Marketing and Personal Selling have a positive and significant effect on insurance policy sales through Customer Relationship Management at PT BRI Insurance, Tasikmalaya City.

Keywords: *Customer Relationship Marketing, Insurance Policy Sales, Partnership Marketing, Personal Selling.*

ABSTRAK

**PENGARUH *PARTNERSHIP MARKETING*
DAN *PERSONAL SELLING* TERHADAP PENJUALAN POLIS ASURANSI
MELALUI *CUSTOMER RELATIONSHIP MANAGEMENT (CRM)*
(Penelitian pada Nasabah atau Pemegang Polis di PT BRI Insurance Kota Tasikmalaya)**

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis *Partnership Marketing*, *Personal Selling*, *Customer Relationship Marketing* dan Penjualan Polis Asuransi pada PT BRI Insurance Kota Tasikmalaya. Serta pengaruh *Partnership Marketing* dan *Personal Selling* terhadap Penjualan Polis asuransi melalui *Customer Relationship Management* pada PT BRI Insurance Kota Tasikmalaya. Metode penelitian yang digunakan dalam penelitian ini adalah metode survey, sedangkan jenis data yang digunakan dalam penelitian ini adalah data primer. Objek penelitian ini adalah Nasabah pemegang polis BRI Insurance Kota Tasikmalaya, dengan teknik penarikan sampel menggunakan metode sampel *puposive sampling*. Teknik analisis data yang digunakan adalah analisis jalur (*path analysis*) dan *Sobel Test*. Hasil pengujian ini membuktikan bahwa *Partnership Marketing* dan *Personal Selling* berpengaruh positif dan signifikan terhadap Penjualan Polis asuransi melalui *Customer Relationship Management* pada PT BRI Insurance Kota Tasikmalaya.

Kata Kunci: *Customer Relationship Marketing*, *Partnership Marketing*, *Personal Selling*, Penjualan Polis Asuransi.