ABSTRACT

(Erin, NIM: 092011 "Analysis of the influence of customer value, attraction advertising, and salespeople competency customer loyalty on prudential insurance policyholder in the city of Palembang").

This study aimed to analyze the effect of customer value, attraction advertising, and salespeople competency customer loyalty on prudential insurance policyholder in the city of Palembang. The sample used in this study were 100 respondents were obtained by purposive sampling method. The data has been obtained is then inputted into excel, then the data is processed by using SPSS (Statistical Package for Social Science) version 16.0. This study used descriptive analysis and multiple linear regression. Where the descriptive analysis, the average score on the variable customer value (X1) in the category of agree, it is proved that PT. Prudential Life Assurance has delivered value to the expectations of its customers. The average score on the variable ad appeal (X2) in the category of agree, this suggests that the ad was designed by PT. Prudential Life Assurance easy to understand and easy to get the attention of the public. The average score on the variable competence salesperson (X3) in the category of agree, this suggests that respondents recognize the salesperson presentation skills PT. Prudential Life Assurance well. The average score on the loyalty variable (Y) is the category of agree, it indicates that the respondents are customers of PT. Prudential Life Assurance, which has a high level of loyalty that makes the main Prudential insurance option. And in a multiple linear regression analysis, the variables of customer value, attractiveness advertising, and salespeople have influence to competency policyholder loyalty.

Keywords : customer value, attraction advertising, competence salesperson and policyholder loyalty.