

ABSTRACT

This study aims to determine whether the variable sales skills to have an influence on the purchasing decisions of consumers in choosing insurance . The population in this study is a health insurance customers in the city of Palembang . Samples were determined using purposive sampling method in the can is as much as 96 respondents. Data analysis technique used is simple linear regression analysis with SPSS ver. 20. The results obtained found that the variable sales skills positive and significant impact on purchasing decisions in choosing insurance.

Keywords: sales skill, purchasing decisions