

## FAKTOR PENGARUH ABCD TERHADAP KEPUTUSAN PEMBELIAN ASURANSI PRULINK PRUDENTIAL

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The development life insurance company in Indonesia has grown from year to year. In line with the growth of this industry, competition among life insurance companies also increased. As life insurance companies, Prudential need a strategies to achieve the goals which have been determined. Prudential need to know the behavior patterns of consumer when they make decisions to purchase product.

This research aims to study the extent to which implementation strategies can influence buying decision of Prulink Term. This research employ descriptive correlation method In this research descriptive approach is used to give overview of related strategies like marketing communication, product knowledge, survey undertaken by Prudential. Whereas the correlation approach is used to determine how big the customer purchasing decision.

Independent variable of this study is that strategies are divided into several independent variables, among others, advertisement, sales promotion, direct and interactive marketing, personal sales. Whereas for the dependent variable of this study is the consumer purchasing decision of Prulink Term insurance product.

Based on the analysis and study, direct and interactive marketing activities are applicable to consumers do not have significant influence on consumer purchasing decision. And flour three different categories of marketing communications used advertising, sales promotion and sales personal to significantly affect consumer purchasing decisions.