

ABSTRACT

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Psychological Capital Influenced The Adaptive Selling In Life Insurance Agents. Dr. Rostiana, M. Psi., Psi. Undergraduate Program in Faculty of Psychology, Tarumanagara University, (i-xii, 52 pages, R1-R3, Appdx 1-32)

The aim of this research is to know the contribution of psychological capital to adaptive selling in life insurance agents. This study involved 205 participants of insurance sales agents from life insurance companies, namely MNC Life, Prudential, and AJB Bumiputera 1912.

The result showed that psychological capital influenced the adaptive selling in life insurance agents ($t = 15.014$, $p = < 0.01$). Based on regression results psychological capital influenced the adaptive selling in life insurance agents is R^2 (R Square) = 0.526, $p = 0.000 < 0.01$

This study also showed the biggest contribution from the fourth dimension of psychological capital to adaptive selling was hope, and the smallest contribution was optimism.

Keywords: psychological capital and adaptive selling.