

## **ABSTRACT**

### **AGUS SUBRATA. The Effects of Service Quality, Corporate Image and Premium Rate On Customer Satisfaction in PT. Berdikari Insurance**

PT. Berdikari Insurance is a local general insurance company established in 1953 in Jakarta.

This study analyzed in detail in respect of service quality, corporate image and premium rate effecting customer satisfaction. The analysis tool used in this study is a multiple linear regression analysis to measure the effect of Service Quality, Corporate Image and premium rates variable may explain the dependent variable of customer satisfaction. The Hypothesis was measured by using t-test to analyze the effect of independent variables on the dependent variable partially.

The coefficient of determination (R-square) is obtained equal to 0.808 (80.80%) reflecting the variation of the variable changes in customer satisfaction. The customer satisfaction is determined by all variables at 80.80%. The results of this study also shows that there is a significant effect of corporate image and Premium rate on customer satisfaction at the p-value (sig) below 0.05.

The results of this study may contribute to PT. Insurance Berdikari to make changes and improvements in terms of service quality, corporate image and suitable premium rates to face strong competitiveness in the insurance market.

**Key Words : Service Quality, Corporate Image, Premium Rate, Customer Satisfaction**