

ABSTRAK

Judul : Pengaruh *Brand Image* dan *Purchase Intention* terhadap *Willingness to Pay* pada PT. AIA Financial di Jakarta

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Salah satu industri yang tumbuh pesat hingga sekarang adalah industri asuransi sebab perkembangannya ditunjang dengan bertambah luasnya sarana kebutuhan akan kesehatan. Dapat dikatakan perusahaan asuransi, satu lembaga yang menyediakan berbagai polis asuransi untuk melindungi nasabahnya dari berbagai macam resiko kerugian. Oleh karena itu perusahaan dituntut untuk bisa memberikan jasa maupun produk yang berkualitas sehinggalah akan tercipta citra merek yang baik dimata konsumen. Dengan citra merek yang baik dapat membantu para pembeli untuk memutuskan cara mengalokasikan kekuatan penggunanya pada berbagai jenis barang atau jasa asuransi. Penelitian ini bertujuan untuk mengetahui pengaruh *brand image* dan *purchase intention* terhadap *willingness to pay* pada PT. AIA Financial Jakarta. Sampel yang digunakan sebanyak 130 nasabah PT. AIA Financial Jakarta. Data dianalisis dengan *Structural Equation Model* (SEM). Hasil penelitian ini menyimpulkan *brand image* berpengaruh terhadap *purchase intention* pada PT. AIA Financial Jakarta, *purchase intention* berpengaruh terhadap *willingness to pay* pada PT. AIA Financial Jakarta dan *brand image* berpengaruh terhadap *willingness to pay* pada PT. AIA Financial Jakarta.

Kata kunci: *brand image*, *purchase intention*, *willingness to pay*, asuransi

ABSTRACT

Title : *The Effect of Brand Image and Purchase Intention on Willingness to Pay at PT. AIA Financial Jakarta*
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One industry that is growing rapidly until now is the insurance industry because its development is supported by the increasing breadth of facilities for health needs. It can be said that insurance companies, an institution that provides a variety of insurance policies to protect customers from various types of risk of loss. Therefore companies are required to be able to provide quality services and products so that a good brand image will be created in the eyes of consumers. With a good brand image can help buyers to decide how to allocate their user strength to various types of insurance goods or services. This study aims to determine the effect of brand image and purchase intention on willingness to pay at PT. AIA Financial Jakarta. The sample used was 130 customers of PT. AIA Financial Jakarta. Data were analyzed with Structural Equation Model (SEM). The results of this study concluded that brand image affects purchase intention at PT. AIA Financial Jakarta, purchase intention affects the willingness to pay at PT. AIA Financial Jakarta and brand image influence the willingness to pay at PT. AIA Financial Jakarta.

Key words: brand image, purchase intention, willingness to pay, asurance