

## ABSTRAK

**LOLITA NAOMI SIMAMORA, NIM 7142210012 “Pengaruh *Interaction*, *Trust* dan *Image* Terhadap *Perceived Valeu* di Asuransi Jiwa Bersama Iskandar Muda Medan”. Skripsi Jurusan Manajemen, Fakultas Ekonomi, Universitas Negeri Medan, Tahu 2018.**

Permasalahan yang diangkat dalam penelitian ini adalah apakah terdapat pengaruh *interaction*, *trust* dan *image* terhadap *perceived value* di Asuransi Jiwa Bersama Iskandar Muda Medan. Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh *interaction*, *trust* dan *image* terhadap *perceived value* di Asuransi Jiwa Bersama Iskandar Muda Medan

Tehnik analisis data yang digunakan pada penelitian ini adalah analisis regresi linear berganda dengan rumus  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ . Dari hasil penelitian ini diperoleh  $Y = 8,791 + 0,434X_1 - 0,238X_2 + 0,569X_3 + e$ . Dengan koefisien determinasi ( $R^2$ ) sebesar 0,422. Yang berarti variabel *Interaction* ( $X_1$ ) *Trust* ( $X_2$ ) dan *Image* ( $X_3$ ) secara bersama-sama sebesar 42,2% dan sisanya 57,8% dipengaruhi oleh variabel lain diluar model penelitian. Uji parsial t dengan nilai *Interaction* berpengaruh positif dan signifikan terhadap *Perceived Valeu* dengan nilai  $t_{hitung} = 5,217 > t_{tabel}$  sebesar 1.661 dan probabilitas 0,000, *Truss* berpengaruh negatif dan signifikan terhadap *Perceived Valeu* dengan nilai  $t_{hitung} = -2,000 > t_{tabel}$  sebesar 1.661 dan probabilitas 0,049, dan *Image* positif dan signifikan terhadap *Perceived Valeu* dengan nilai  $t_{hitung} = 4,331 > t_{tabel}$  sebesar 1.661. Uji simultan  $F_{hitung} > F_{tabel}$  sebesar  $= 21,928 > 2.15$  dengan *level of significant* ( $\alpha$ )  $0,000 < 0,10$  yang berarti bahwa variabel *Interaction*, *Trust* dan *Image* secara bersama-sama (simultan) berpengaruh terhadap *Perceived Valeu* di Asuransi Jiwa Bersama Iskandar Muda Medan, artinya hipotesis diterima.

**Kata kunci : *Perceived Valeu*, *Interaction*, *Trust* dan *Image***



## ABSTRACT

**LOLITA NAOMI SIMAMORA, NIM 7142210012 "The Effect of Interaction, Trust and Image of Perceived Value in Life Insurance with Iskandar Muda Medan". Thesis Management Department, Faculty of Economics, State University of Medan, Year 2018.**

The problem raised in this study is whether there is influence of interaction, trust and image on perceived value in Life Insurance with Iskandar Muda Medan. This study aims to determine and explain the effect of interaction, trust and image on perceived value in Life Insurance with Iskandar Muda Medan.

The data analysis technique used in this study is multiple linear regression analysis with the formula  $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$ . From the results of this study obtained  $Y = 8.791 + 0.434 X_1 - 0.238X_2 + 0.569X_3 + e$ . With a coefficient of determination ( $R^2$ ) of 0.422. Which means that the Interaction variable ( $X_1$ ) Trust ( $X_2$ ) and Image ( $X_3$ ) together is 42.2% and the remaining 57.8% is influenced by other variables outside the research model. Partial t test with Interaction value has a positive and significant effect on Perceived Valeu with  $t_{count} = 5.217 > t_{table}$  of 1.666 and probability of 0.000, Truss has a negative and significant effect on Perceived Valeu with  $t_{count} = -2,000 > t_{table}$  of 1.666 and probability of 0.049, and Image positive and significant for Perceived Valeu with a  $t_{count} = 4.331 > t_{table}$  of 1.661. Simultaneous test  $F_{count} > F_{table}$  is = 21,928 > 2.15 with level of significant ( $\alpha$ ) 0,000 < 0,10 which means that the Interaction, Trust and Image variables together (simultaneous) have an effect on Valeu's Marketing in Life Insurance with Iskandar Muda Medan, meaning hypothesis accepted.

***Keywords: Perceived Valeu, Interaction, Trust and Image***

