

ABSTRACT

Currently, the present of insurance will solve our risk better, or at least we can minimize the future lost of the risk. To sell their life insurance product, PT Asuransi Jiwasraya (Persero) Bandung Barat Branch Office needs a good collaboration from all level of the employee include Marketing Associate.

The objective of this research is to understand how's employee motivation effect on Marketing Associate PT. Asuransi Jiwasraya (Persero) Bandung Barat Branch Office performance. Descriptive associative method is used for this research. Sample determination of this research used probability sampling such as simple random sampling. This research used 61 respondents using slovin formula and simple linear regression analysis. Hypothesis testing result show that all the motivation factors have a significant effect on marketing associate PT. Asuransi Jiwasraya (Persero) Bandung Barat Branch Office performance. This is can be reveal on value analyses that show $t_{hitung} > t_{tabel}$ which is $7,978 > 2,001$. Based on determination coefisien, we can understand that motivation effect the marketing associate performance is 51,9 %, and the rest 48,1% is effect by another factors that not discuss in this research.

Keyword : motivation, performance, marketing associate