

## ABSTRACT

Having insurance for individuals or companies are common as the necessities of life. Every individual has a need for the comfort and safety of their assets, such as homes, vehicles, money and even health. So also with the company, as an example of a company engaged in financial services has the security needs of the company as it relates to various types of assets primarily related to finance. Therefore, individuals and companies must ensure that insurers are selected according to the needs and desired conditions, so it does not harm one or both sides. Selection of insurance by paying attention to some of the existing criteria may allow companies to choose which insurance according to need. General criteria used in this study, namely *Premi (P)*, *Prosedur (Pro)* and *Kondisi Perusahaan (Kp)*. Analytical Network Process (ANP) were used in this study is one way to get the weight of each of the criteria, while the method of Rank Inclusion Criteria hierarchies (RICH) is a method to get ranked on criteria interrelated, so it can be easily will determine which alternative to choose the best solution. In this study, after some good testing test weights or comparison against the experts, that the application of the results obtained by the method of ANP nor ANP-RICH both generate a percentage level of similarity results of recommendations from experts and a system of 100%. It means that in this case, according to the results of the expert, the weighting method ANP nor ANP-RICH can be issued the same recommendation results. While the testing against the weight of the *user* generated percentage similarity to ANP of 53.3% and for the ANP-RICH of 46,7%. Importance level against the selected criteria are also influential on alternative recommendations resulting.

**Key Word:** criteria, Analytical Network Process, Rank Inclusion Criteria hierarchies, accuracy