

ABSTRACT

At this time the insurance industry experienced competition between companies that are very sharp. Marked by the emergence of new companies that are increasingly tightened competition, a consequence of the existence of an increasingly tight competition that gave rise to three possible IE retired from business activities, sticking with the business activities There has been, or still superior and growing.

This situation causes an insurance company sued immediately performs the steps of adjustment policies and anticipation of facing further changes. This research aims to test the influence of the quality of service, against the decision of the wearing of Prudential life insurance Assurance Services Branch Prustars BD 6 Bandung, the population of this research are all clients of Prudential Insurance branch of Bandung domiciled in the city of Bandung, a sample of these studies amounted to 100 people. The instrument of data collection using the questionnaire with the Ordinal scale of each already tested and have met the conditions of validity and reliability, Hypothesis testing using multiple linear regression.

Multiple linear regression analysis of the results shows that the variable service quality research results reveal the magnitude of the value of the quality of service of a high category 73.96%, while the value of the purchase decisions of 76.24% in category height. On the research of linear regression equation also obtained namely $Y = 19,025 + 0,288X$. Which means that any X 19 increased, then Y will be increased by 19.313.

Keywords: *The quality of the service, Purchasing decisions*