ABSTRACT

ANALYSIS OF MARKETING STRATEGY IN EFFORT TO INCREASE SALES OF INSURANCE PRODUCTS SERVICES PT. INSURANCE PURI ASIH LAMPUNG BRANCH

By:

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PT. Insurance Puri Asih Lampung Branch is a company engaged in the business of general insurance services. Insurance is a financial tool in order domestic life, both in dealing with the underlying risks such as risk of death, or in the face of risk to property owned.

The problem companies face is the volume of sales that do not meet the targets that have been launched by the company before, and the position of market share which only ranked fourth as a market follower. The problem raised was whether the marketing strategy in PT. Insurance Puri Asih Lampung Branch was appropriate in marketing their products. The objective is to determine the application of marketing strategy at PT. Insurance Puri Asih Lampung Branch.

The hypothesis is formulated marketing strategy undertaken by PT. Insurance Puri Asih Lampung Branch still needs to be revised because it still has not been able to increase product sales volume and business services. Methods of data collection using the interview is to do questions and answers

directly to the respondents in this research is the head of the marketing department is at PT. Insurance Puri Asih Lampung Branch and that there are at competitor companies, while also using the methods of documentation,
which collects data through documents relating to writing and using the questionnaire method, which gives a list of questions and then filled in by respondents.

Based on the results of analytical calculations performed using SWOT analysis known that PT. Insurance Puri Asih Lampung Branch have excellence in service and potential human resources available, but has a disadvantage in terms of insufficient numbers of sales agents, the limitations of the maximum value coverage, limited skills and lack of knowledge of the agent so that marketing promotional products less than the maximum. The market opportunity is owned by PT. Insurance Puri Asih Lampung Branch large enough so long as consistent with good attention from local government but have a threat in terms of competition with insurance companies alike.

Noting the above, it is recommended to the company, that companies need to anticipate the weaknesses and threats and to increase the power possessed and take advantage of existing opportunities by creating the right marketing strategy, including product quality and promotion needs to be improved for the market can be further expanded and more and more consumers who netted.