

***FACTORS AFFECTING CONSUMER PURCHASE DECISIONS OF  
LIFE INSURANCE (CASE STUDY OF PT AIA FINANCIAL  
IN TASIKMALAYA CITY)***

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***ABSTRACT***

*The purpose of this study was to determine the income, price, service quality, deadline and religious value of the purchase decision of AIA life insurance in Tasikmalaya City. In this study using descriptive quantitative research methods. This research was conducted on AIA life insurance customers in Tasikmalaya City with a sample of 100 people. Statistical analysis of the data used in this study is multiple linear regression analysis. Based on the research results, the average monthly income of AIA customers is IDR 7,269,000. Partially, income variables, deadlines, religious values have a significant positive effect, while price and technology variables are not significant, and service quality has a significant positive effect on AIA Life Insurance purchasing decisions. Taken together, the variables of income, price, service quality, technology, deadline, and religious value have a significant effect on purchasing decisions of AIA Life Insurance.*