

Analisis pengaruh word of mouth tentang asuransi jiwa syariah terhadap keputusan pembelian pada generasi Y (studi kasus Prudential) =  
Analysis of the effect of word-of-mouth about sharia life insurance on generation Y's buying decision (Prudential case study) /  
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Abstrak

**ABSTRAK**

Skripsi ini bertujuan untuk menganalisis adanya pengaruh antara satisfaction dan trust terhadap word of mouth tentang asuransi jiwa syariah, serta pengaruhnya terhadap keputusan pembelian pada generasi Y. Penelitian ini menggunakan metode kuantitatif dengan jumlah responden 112 orang dan diolah melalui metode Structural Equation Model (SEM). Hasil penelitian ini menunjukkan bahwa satisfaction berpengaruh positif dan signifikan terhadap word of mouth, namun trust berpengaruh negatif dan tidak signifikan terhadap word of mouth. Word of mouth berpengaruh positif dan signifikan terhadap keputusan pembelian pada generasi Y. Asuransi jiwa syariah dimiliki oleh umat Muslim dan Non-Muslim.

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**ABSTRACT**

This research aims to analyze the influence of satisfaction and trust on word of mouth about sharia life insurance, and its influence on buying decisions in generation Y. This study uses a quantitative method with a number of respondents 112 people and processed through the Structural Equation Model (SEM) method. The results of this study indicate that satisfaction has a positive and significant effect on word of mouth, but trust has a negative and not significant effect on word of mouth. Word of mouth has a positive and significant effect on buying decision on generation Y. Sharia life insurance is owned by Muslims and Non-Muslims.