

## INTISARI

Penelitian ini bertujuan untuk mengetahui *marketing mix* yang terdiri dari produk, harga, promosi, saluran distribusi, orang, proses, bukti fisik terhadap kepuasan nasabah pada PT. Tokio Marine Life Insurance Surabaya.

Sesuai dengan karakteristik populasinya, maka dalam penelitian ini ditentukan jumlah sampel sebesar 80 orang. Jenis penelitian ini adalah pendekatan kuantitatif, yaitu dengan menyebarkan kuesioner pada nasabah PT. Tokio Marine Life Insurance Surabaya. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan menggunakan program SPSS.

Hasil penelitian ini menunjukkan bahwa produk, harga, promosi berpengaruh tidak signifikan terhadap kepuasan nasabah PT. Tokio Marine Life Insurance Surabaya sedangkan saluran distribusi, orang, proses dan bukti fisik berpengaruh signifikan terhadap kepuasan nasabah PT. Tokio Marine Life Insurance Surabaya.

**Kata kunci :** *Marketing Mix*, Perusahaan Jasa, Kepuasan Nasabah.

## ABSTRACT

This research aimed to find out the effect of marketing mix which consisted of product, price, promotion, distribution, people, process and physical evidence on customers' satisfaction of PT. Tokio Marine Life Insurance, Surabaya.

The research was quantitative. While, the population was PT. Tokio Marine Life Insurance, Surabaya. Moreover, the instrument in data collection technique used questionnaires. The questionnaires were distributed to respondents. In line with, there were 80 respondents of customers of PT. Tokio Marine Life Insurance, Surabaya. Furthermore, the data analysis technique used multiple linear regression with SPSS.

The research result concluded both product and price had insignificant effect on customers' satisfaction of PT. Tokio Marine Life Insurance, Surabaya. Likewise, promotion had insignificant effect on customers' satisfaction of PT. Tokio Marine Life Insurance, Surabaya. On the other hand, distribution as well as people had significant effect on customers' satisfaction of PT. Tokio Marine Life Insurance, Surabaya. Similarly, both process and physical evidence had significant effect on customers' satisfaction of PT. Tokio Marine Life Insurance, Surabaya.

**Keywords:** Marketing Mix, Service Company, Customers' Satisfaction