

Abstract

This study discusses the extent of the influence of 3 variables, namely: Products, Determination of Premium Prices, and Service Processes to Customer Satisfaction Insurance products. From these 3 variables the researcher makes a research framework, namely: a) The extent to which the Product influences Customer Satisfaction, b) Determination of Premium Prices affects Customer Satisfaction, c) Service Processes affect Customer Satisfaction, and d) The extent to which Products, Determination of Premium Prices and Processes Services together affect Customer Satisfaction. The questionnaire method was chosen by researchers in gathering data to be processed using quantitative methods, multiple linear regression, while the hypothesis test used was the hypothesis t-test, the hypothesis test f with a significant level of 5%.