

## ABSTRAK

Utami, Ni Komang Dharmi Yudhi (2022). *Pengaruh Relationship Marketing dan Cross Selling Terhadap Kinerja Pemasaran Produk Asuransi PT. Sun Life Indonesia Sales Office Singaraja.*

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Kata-kata kunci: *Cross selling*, Kinerja Pemasaran, Regresi Linear Berganda, *Relationship marketing*

Penelitian ini bertujuan untuk menganalisis pengaruh *relationship marketing* dan *cross selling*, baik secara parsial maupun simultan, terhadap kinerja pemasaran produk asuransi di PT. *Sun Life Indonesia Sales Office Singaraja*. Lokasi penelitian yaitu PT. *Sun life Indonesia Sales Office Singaraja*. Subjek dalam penelitian ini seluruh agen yang memiliki kriteria berlisensi, lama bekerja, aktif datang ke kantor, aktif memproduksi (*closing*). Objek penelitian ini adalah *relationship marketing*, *cross selling*, dan kinerja pemasaran . Populasi pada penelitian ini adalah semua tim *financial consultant* yang berjumlah 110. Teknik pengambilan data menggunakan metode kuisioner yang diisi melalui *Google Form*. Teknik analisis data menggunakan uji analisis regresi linear berganda. Hasil penelitian menunjukkan: (1) *Relationship marketing* berpengaruh positif dan signifikan terhadap kinerja pemasaran, artinya semakin kuat hubungan antara perusahaan dengan pelanggan, maka kinerja pemasaran meningkat. (2) *Cross selling* berpengaruh positif dan signifikan terhadap kinerja pemasaran, artinya semakin tinggi jumlah transaksi penjualan serta memperluas segmentasi pelanggan dan area penjualan, maka hal ini akan meningkatkan kinerja pemasaran di PT. *Sun life Indonesia Sales Office Singaraja*. (3) *Relationship marketing* dan *cross selling* berpengaruh signifikan secara simultan terhadap kinerja pemasaran produk asuransi di PT. *Sun life Indonesia Sales Office Singaraja*.

## ABSTRACT

Utami, Ni Komang Dharmi Yudhi (2022). The Influence of *Relationship Marketing* and *Cross Selling* on Marketing Performance of Insurance Products PT. Sun Life Indonesia Sales Office Singaraja.

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Keywords: *Cross selling*, Marketing Performance, Multiple Linear Regression, *Relationship marketing*.

This study aimed to analyze the effect of *relationship marketing* and *cross selling* on the marketing performance of insurance products at PT. Sun Life Indonesia Sales Office Singaraja. The research conducted in PT. Sun life Indonesia Sales Office Singaraja. The subjects in this study were all agents who has the licensed, actively coming to the office, active in production (closing). The object of this research are *relationship marketing*, *cross selling*, and marketing performance. The population of this study were all 110 financial consultant teams. The data collection technique using a questionnaire method filled in via Google Form. The data analysis technique used multiple linear regression. The results of the research were: (1) *Relationship marketing* has a positive and significant effect on marketing performance, meaning that the stronger the relationship between the company and its customers, the marketing performance will increase. (2) *Cross selling* has a positive and significant effect on marketing performance, meaning that the higher the number of sales transactions and expanding customer segmentation and sales area, this will increase the increase in marketing performance at PT. *Sun life Indonesia Sales Office Singaraja*. (3) *Relationship marketing* and *cross selling* have a significant effect simultaneously on the marketing performance of insurance products at PT. Sun life Indonesia Sales Office Singaraja.