

**ANALISIS PREFERENSI INVESTOR TERHADAP PENGAMBILAN
KEPUTUSAN INVESTASI (STUDI KASUS : KANTOR AGENCY PT.
PRUDENTIAL LIFE ASSURANCE KABUPATEN PATI).**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis Preferensi Investor Terhadap Pengambilan Keputusan Investasi. Subjek Penelitian ini adalah nasabah Agency PT. Prudential Kabupaten Pati. Objek Penelitiannya adalah Kantor Agency PT Prudential Life Assurance Kabupaten Pati. Data dikumpulkan dengan metode kuesioner kepada nasabah dengan jumlah sampel 84 orang dan dokumentasi yang selanjutnya dianalisis dengan analisis statistik deskriptif. Hasil penelitian menunjukkan bahwa analisis preferensi investor terhadap pengambilan keputusan investasi di Kantor Agency PT. Prudential Kabupaten Pati telah dilaksanakan dengan baik mulai dari proses, hambatan, dan cara penyelesaian yang ditetapkan oleh PT. Prudential Pati. Selain itu pihak Kantor Agency PT. Prudential Pati telah melibatkan beberapa bagian antara lain: (1) GA Operation, (2) GA Charment, (3) Pegawai fungsional, (4) Agent.

Kata Kunci : Asuransi, Pengambilan Keputusan Investasi dan Nasabah.

**ANALYSIS OF INVESTOR PREFERENCE ON INVESTMENT DECISION
(CASE STUDY: AGENCY OFFICE OF PT PRUDENTIAL LIFE
ASSURANCE PATI REGENCY)**

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ABSTRACT

This research aim to analyze Investor Preference on investment decision. The subject of this research is clients of PT. Prudential Life Assurance Pati regency. The object of this research is PT. Prudential Life Assurance is official agency. Data collected by questioner method which the sample are 84 people, then the document analyzed with descriptive statistic analyze. The result of this research shows that investor preference on investment decision in the agency office has been done well, starts from the process, problems, and how to solve the problems which was appropriated by PT. Prudential Pati. Also PT. Prudential Pati has been involved the several parts such as: (1) GA Operation, (2) GA Charment, (3) Fungtional Employee, (4) Agent.

Keyword : assurance, Investment Decision and Clients.