

ABSTRACT

The rapid changing world everyday makes the Life Insurance Companies racing in putting their company's Web site to Internet. They create and upload it just as a company image and have almost the same content, it seems transfer the printed information to the Web.

This research studied how far the customers' interest in buying life insurance policy online. Influence factors are demographic environment, such as: age range, education background, marital status, and occupation, economic environment, especially income level, what kind information that needed by customers from a Life Insurance Company's Web site, customer's support, privacy, and also accessibility to the Internet.

Data used are quantitative data from questionnaire distributed randomly to the adult people in Jakarta who already know about life insurance and familiar with the Internet, asking questions about their interest in buying life insurance policy online. The research analysis was done by Chi-Square test to test the independency of two attributes and multiple regression analysis to show whether several independent variables affect a dependent variable.

From this research, it is found that age range, occupation, income level, knowledge about life insurance, status as customer of Life Insurance Company, information and privacy provided by the Web site of Life Insurance Company, and Internet accessibility affect the interest of buying life insurance policy online.

Keywords: *life insurance, buying online, Internet, Web site.*

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