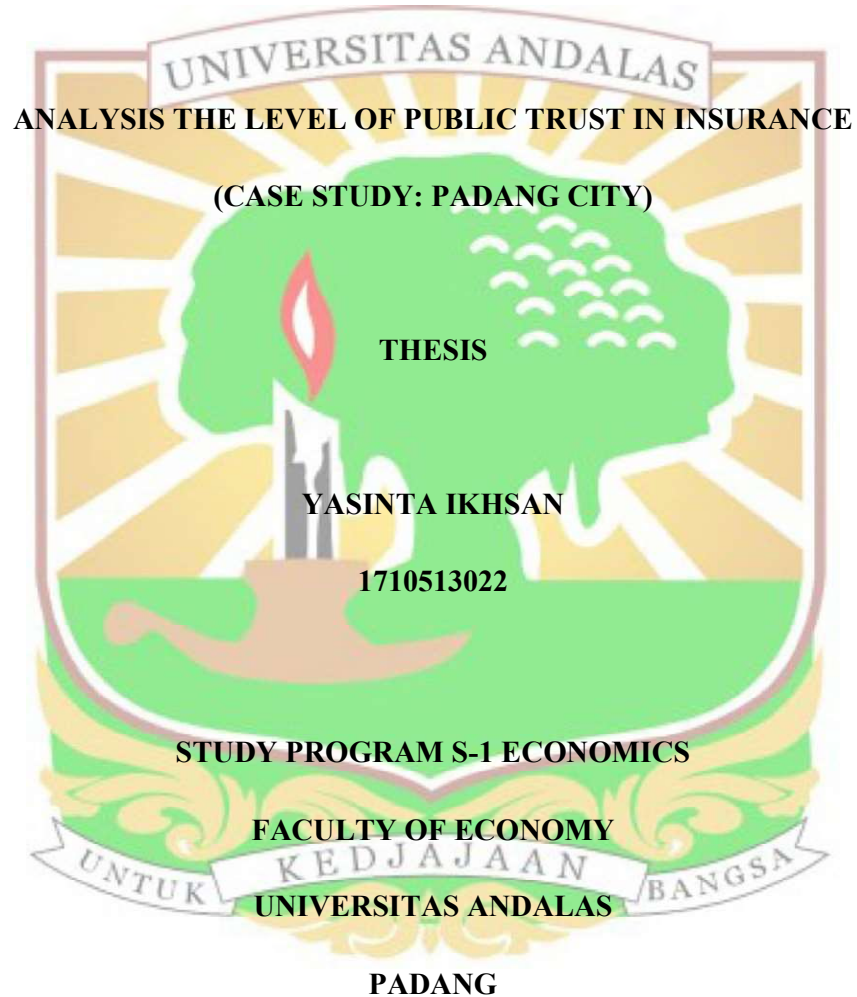




**UNIVERSITAS ANDALAS**



**ANALYSIS THE LEVEL OF PUBLIC TRUST IN INSURANCE**

**(CASE STUDY: PADANG CITY)**

**THESIS**

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**FACULTY OF ECONOMY**

**UNIVERSITAS ANDALAS**

**PADANG**

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**ANALYSIS THE LEVEL OF PUBLIC TRUST IN INSURANCE  
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by

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**ABSTRACT**

This research aimed to determine how public trust against insurance in Padang City using descriptive quantitative method with purposive sampling techniques. For this study, 100 respondents of people in Padang City which has taken any insurance before were surveyed online through the google form. From the descriptive statistics analyze of public trust variable, this study's public trust level is in high category with female higher than a male and respondent who has education level until senior high school or less than senior high school is greater than respondent who has education more than senior high school. By using multiple linear regression test, with partial test the result indicates that there is no significant influence of public knowledge on trust. However, there is a positive and significant influence of both public perception and public experience on public trust in insurance.

Keywords : Trust, Insurance, Knowledge, Perception and Experience

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