

## DAFTAR PUSTAKA

1. \_\_\_\_\_, **Bisnis Asuransi Jiwa di Indonesia, Tahun 1997**, Dewan Asuransi Indonesia - Bidang Jiwa. h.2.
2. Hanke, John E and Reitsch, Arthur G, **Business Forecasting**, Prentice-Hall International Editions, New Jersey, 1995, h.256 .
3. **Ibid.,h. 213.**
4. Kotler, Philip, **Marketing Management: Analysis, Planning, Implementation and Control**, Prentice-Hall International Editions, New Jersey, 1994, h. 698.
5. \_\_\_\_\_, **Operasional Perusahaan Asuransi Jiwa**, Lembaga Pendidikan Asuransi Indonesia, Jakarta,h.19.
6. **Ibid., h. 20.**
7. \_\_\_\_\_, **Pengetahuan Dasar Asuransi Jiwa**, Lembaga Pendidikan Asuransi Indonesia, Jakarta.,h.9.
8. **Ibid., h. 9.**
9. Strickler, Nancy E., **Marketing Life and Health Insurance**, Life Management Institute LOMA, Atlanta, 1986, h. 230.
10. Huggins and D. Land, **Operations of Life and Helath Insurance Companies**, Life Management Institute, LOMA, 1992, h.274 .