

STRATEGIC ALLIANCES EVALUATION IN BANCASSURANCE DIVISION PT. ASURANSI ALLIANZ LIFE INDONESIA

(A case study on PT. Asuransi Allianz Life Indonesia)

ABSTRACT

The purpose of this study was to analyze the effectiveness of an alliance strategy that is currently run by PT Asuransi Allianz Life Indonesia and PT Bank Danamon Indonesia, Tbk. Cooperation in bancassurance product marketing. The evaluation was done based on the characteristics of each company's next to explaining the competitive position and competitive advantages of PT Asuransi Allianz Life Indonesia.

Research case study using qualitative analysis method based on the analysis of external and internal. Several methods are used as the analyzer is a PEST (political, economic, social, cultural and technological), Porter's Five Forces Model, SWOT analysis and using the method of analysis Resource-Based View with doing an analysis of strategic resources which are owned by the company, using data acquisition premium as a measurement which can then be used as a tool of control over their company a competitive edge to compete in.

From the research, the authors concluded that the alliance strategy undertaken by PT Asuransi Allianz Life Indonesia is less effective because the alliance strategy focused solely on reducing operational costs while ignoring the ability to obtain new customers of policyholders and increase the acquisition premium. Use of resources is not optimal to increase the volume of sales of bancassurance products. Strong bargaining power and internal strength of insurance owned by Allianz, backed with resources and capabilities that exist to provide opportunities that are still very large to be managed better to produce the volume of a larger acquisition premiums and increase the company's position in the competition in the insurance industry .

Keywords: Strategic Alliance, Insurance, Bancassurance, PEST, SWOT, Resource-Based View Method.