

## ABSTRACT

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**Psychological Wel-Being Influenced The Adaptive Selling In Life Insurance Agents.  
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The aim of this research is to know the contribution of psychological well-being to adaptive selling in life insurance agents. This study involved 205 participants of insurance sales agents from life insurance companies, namely MNC Life, Prudential, and AJB Bumiputera 1912. The result showed that psychological well-being influenced the adaptive selling in life insurance agents ( $t = 8.486$ ,  $p = < 0.01$ ). Based on regression results psychological well-being influenced the adaptive selling in life insurance agents is  $R^2$  (R Square) = 0.262,  $p = 0.000 < 0.01$ . This study also showed the biggest contribution from the six dimension of psychological well-being to adaptive selling was personal growth, and the smallest contribution was environmental mastery.

Keywords: psychological well-being and adaptive selling.