

## **Abstract**

Life insurance plays a crucial role in financial planning by providing security and stability to policyholders and their families. This study conducts a comparative analysis of life insurance products, focusing on key parameters such as premium rates, coverage benefits, claim settlement ratios, customer service, and additional riders offered by various providers. The research aims to assist consumers in making informed decisions and identify the competitive strengths of different life insurance companies.

A mixed-method approach was utilized, involving a detailed examination of policy documents, industry reports, and customer feedback. Data was analyzed to highlight differences in product offerings, pricing strategies, and service quality. The findings reveal that while some insurers excel in providing affordable premiums and comprehensive coverage, others stand out for their superior claim settlement processes and innovative policy features. However, gaps such as a lack of transparency in terms and conditions and limited customer support were identified in certain providers.

The study concludes that understanding the unique attributes of life insurance products is essential for consumers to choose policies that best meet their needs. Recommendations include promoting transparency in policy terms, leveraging technology for enhanced customer support, and tailoring products to address specific consumer segments. This research provides valuable insights for both consumers and insurers, aiming to improve product offerings and customer satisfaction in the competitive life insurance market.