

## ***The Effect of Customer's Level of Understanding on the Purchase of Sharia Education Insurance Products (Case Study at PT. Asuransi Jiwa Syariah Bumiputera KPS Medan)***

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### **ABSTRACT**

*Sharia Education Insurance is a type of insurance that provides protection against the needs of children's education costs. This study aims to determine the effect of the level of customer understanding on the purchase of Islamic education insurance products. This study uses primary data generated from respondents' questionnaire data. The population in this study are customers who use Islamic education insurance products, the sample is taken using the sample probability technique with a total of 95 respondents obtained using the slovin formula. The data analysis used in this research is the data instrument test, classical assumption test, simple linear regression analysis, and t test. The results of this study indicate that the variable of customer understanding (independent variable) with the results of tcount 6.134 > ttable 0.202, and a significance value of 0.003 < 0.005. So it can be concluded that the customer understanding variable (independent variable) has a positive and significant effect on the purchase of Islamic education insurance products (the dependent variable) with an influence level of 28.8% which is included in the moderate relationship level, this is caused by the existence of factors that affect customers.*

**Keywords:** *Customer Understanding, and Purchase of Sharia Education Insurance Products*

### **INTRODUCTION**

In the development of human civilization towards the industrial era, practically all things are done quickly and precisely. This makes the pattern of people's social life shift and change more in order to adapt themselves, but this adjustment does not break away from human habits that are always dealing with risks.

Public awareness in dealing with the risks that are around it is an interesting phenomenon, because every community will have its own way to deal with their respective risks, both traditional and modern.

Currently, there have been developing various kinds of insurance institutions or commonly called insurance. Insurance is a means of protection or protection against a risk that has been packaged in a modern way, which is defined as the protection or protection provided has been separated from mystical things, namely by sharing risk in sharia insurance and transfer risk in conventional insurance.

Insurance has many products, one of which is education insurance, education insurance is a contract between an insurance company and parents which states that parents agree to pay a certain amount of insurance premiums periodically to the insurance company to then get a certain amount of education funds from the insurance company when their child is born. enter school age in accordance with the level of education. Education insurance is one alternative that is considered to be able to meet the costs of education and is designed in such

a way, so that it is only for the purposes of children's education in accordance with the child's education level.

The increasingly expensive education costs certainly have an impact on the difficulty of education being reached by the community. This unstable condition makes the government make many changes. One of the actions that can be taken to deal with the high cost of education is to register for education insurance. Although there are many methods to deal with risk, insurance is the most widely used method because insurance promises protection to the insured against the risks faced by individuals and the risks faced by the company.

Based on Islamic Financial Literacy data, the development of Islamic insurance in Indonesia shows a significant increase. Because in Indonesia there are so many people who are predominantly Muslim, now there are many non-bank institutions that operate, especially sharia.

**Table 1 Development of Sharia IKNB (Non-Bank Financial Industry) in Sharia Life Insurance Companies (in IDR billion) 2018-2020 period**

No	Year	Total Assets of Saria IKNB	Total Assets of Nationel IKNB	Market Share	Ethnity (actor)	
					Full	UUS
1	2018	34,474	555,107	6,21%	7	23
2	2019	37,487	590,701	6,35%	7	23
3	2020	36,317	544,204	6,67%	7	23

Source: OJK <https://www.ojk.go.id/id/kanal/syariah/data-dan-statistik/laporan-perkembangan-keuangan-syariah-indonesia/default.aspx>

From the table above, it can be seen that financial developments in Sharia Life Insurance companies are growing from year to year, starting from the total assets of sharia NBFIs which show an increase every year from 34,474, an increase of 3,013 to 37,487, to a decrease of 1,170 to 36,317. Then the development of the total assets of the National IKNB, namely 555,107, increased by 35,594 to 590,701, and decreased by 46,497 to 544,204. Then on the Market Share there was a growth of 6.21%, an increase of 0.14% to 6.35%, then an increase of 0.32% to 6.67%. And lastly, developments on Ethnicities (actors), namely Full 7 and UUS 23 which show they are on a neutral line where there is no increase or decrease. From this information, it shows that the customer's understanding is quite good for sharia life insurance because in table 1.1, the development of sharia finance in sharia life insurance companies shows a significant increase in numbers, but this understanding needs to be improved for both companies and customers.

PT. Bumiputera Sharia Life Insurance started with the Sharia Life Insurance Unit (UUS) of Bumiputera Sharia Life Insurance 1912 which was formed in 2002. In line with business growth and in order to improve services to the community. As for PT. Bumiputera Sharia Life Insurance, KPS Medan has a sharia education insurance product, namely Mitra Iqrar Plus Product. The Mitra Iqrar Plus product is a good solution in dealing with finances in education. This product is specially designed to be a learning partner for children, so parents don't worry about their children's education, so that children can study as high as possible and have a

bright future. In introducing its products to the public, Bumiputera Sharia Life Insurance KCP Medan has a different strategy from most other companies, namely through consumers' own understanding of insurance, the importance of insurance, and the benefits of insurance.

**Table 2 Number of Bumiputera KPS Medan Sharia Life Insurance Customers Iqra Plus Partner Education Insurance Products for the period 2017-2021**

No	Year	Number of Customers
1	2017	480
2	2018	362
3	2019	458
4	2020	356
5	2021	381

Source: PT.Asuansi Jiwa Syariah Bumiputera KPS Medan

From the table above, it can be seen that the number of Bumiputera Syariah Life Insurance customers has fluctuated in the last five years. In 2017 the number of education insurance customers for iqra plus partners was 480 customers, while in 2018 it decreased by 118 customers to 362 customers, then in 2019 it increased to 458 customers with the addition of 96 customers, in 2020 there was a decrease of 108 customers up to 356 customers and in 2021 there will be an additional 25 customers so that it becomes 381 customers. Based on these results, it can be concluded that during the 2017-2021 period the number of customers of PT. The Bumiputera KPS Medan Sharia Life Insurance experienced an ups and downs in the number of customers who purchased the Mitra Iqra Plus education insurance product.

Taking into account these conditions, it can be seen that there are problems for PT. Sharia Life Insurance in the sale of Sharia Education Insurance products (Iqra Plus Partner Products). This trend of fluctuations in sharia insurance customers when viewed in terms of causes, can be related to factors related to customers, including the understanding of customers / prospective customers themselves about sharia education insurance.

PT. Bumiputera KPS Medan Sharia Life Insurance realizes the importance of understanding the factor in relation to attracting customers. For that PT. Bumiputera KPS Medan Sharia Life Insurance has made various efforts to increase marketing every year, including through outreach to community groups, advertisements in the mass media to websites that can be accessed by the public to obtain information about the products at PT. Bumiputera KPS Medan Sharia Life Insurance.

Islamic insurance grows and develops along with the development of Islamic banking. However, many customers do not understand what and how Islamic insurance is. This causes a lot of problems between companies and customers because they only buy without understanding what Islamic insurance products are like. For this reason, it is necessary to conduct research on "The

Influence of Customer Understanding Levels on Purchasing Islamic Education Insurance Products (Case Study at PT. Syariah Life Insurance, KPS Medan".

## **Theory and Hypothesis**

According to Anas Sudjiono, understanding is "a person's ability to understand something after something is known and remembered". That is, understanding is knowing about something and being able to see it from various angles. Comprehension is a level of thinking ability that is at a higher level than memory and memorization.

Factors Affecting Customer Understanding:

- a. Education
- b. Knowledge
- c. Social and Environmental Factors
- d. Information

According to Sudjana, understanding is categorized into 3 parts, namely:

- a. Translate
- b. Interpretation
- c. Extrapolation

Then Purwanto involves understanding as part of the realm of learning outcomes knowledge, which is grouped into three aspects: cognitive, affective, and psychomotor. So, the researchers took the understanding grouping to be a research indicator of the variable level of customer understanding, namely as follows:

- a. Cognitive aspect, which includes everything related to mental or brain activities which include knowledge, understanding, application, analysis, synthesis, and evacuation.
- b. The affective aspect, which includes everything related to feelings and emotions, such as interests, attitudes, appreciation, motivation, and ways of adjustment. Includes acceptance, response, assessment, organization, and characteristics.
- c. Psychomotor aspect, which includes everything related to physical movement and coordination, motor skills, and physical abilities. Includes imitation, manipulation, experience, acculturation and determination.

Galloway defines purchasing as procuring materials or materials at the right quality and quantity available for use in operations at the right time and place.

According to Philip Kotler, a product is anything that can be offered to a market for attention, purchase, use or consumption, that satisfies needs and wants.

Factors Affecting Product Purchase:

- a. Cultural influence, which is formed from culture, sub-culture, and social class. So this has a very broad influence on consumer behavior.
- b. Social influence, because many people have different attitudes from other groups, this can affect purchasing decisions.
- c. Community influence, this greatly affects consumer consumption patterns. A person's consumption pattern is influenced by several factors, namely age, gender, job title, ethnicity and nationality, religion, income and education.

d. Family influence, family is the closest environment to a person or individual and greatly influences a person's value and behavior in buying/obtaining certain goods or services.

The indicators for the variable purchase of Islamic education insurance products are:

- a. Trust
- b. Satisfaction
- c. Knowledge level

Kotler & Keller said that consumer behavior is the study of how individuals, groups and organizations choose, buy, use and place goods, services, ideas or experiences to satisfy their wants and needs.

In general, the definition of education insurance is a type of insurance that provides protection for the needs of children's education costs. In other words, if you have registered with this type of insurance, the parents have guaranteed various educational costs that must be incurred later. The advantage of having education insurance is that it is a solution, when parents are suffering from financial difficulties. Including giving peace to children, when parents experience paralysis, so they can no longer work. Even when parents die. With these various emergencies, the child he left behind will still receive insurance funds for all his educational needs.

#### **Types of Education Insurance**

In general, there are two types of education insurance, namely:

a. Endowment education insurance is a combination product between life insurance and money market instruments. Namely life insurance that provides protection or protection and there are savings in it. Insurance will cover the cost of the child's education if later the parents can no longer earn a living due to death or total disability. In addition, the results from savings provide a definite return value, which can be disbursed within a certain period of time with the amount in accordance with the contract that has been agreed between the customer and the insurance provider.

b. Unit-linked education insurance is life insurance which has an investment element in it. The life insurance contained in the unit-linked education insurance is different from the savings in the dual-purpose education insurance, where the premium paid every month not only protects the future of education but also manages investment products such as mutual funds. Thus, the profits from the investment will be distributed according to the level of school children, for example when entering elementary, junior high, or high school.

According to Suparwanto, the benefits of education insurance include:

a. If the insured lives or dies during the insurance period, then the policyholder or the designated person is paid and continuing to study.

b. At the end of the insurance period, the person appointed will still be given the scholarship payment funds at once or periodically.

c. If the insured dies during the insurance period, the designated person is paid the death claim insurance, the policy becomes premium free.

d. If the designated child dies during the insurance contract period or during the periodic payment of scholarship funds, a replacement can be appointed (another child) to receive scholarship funds on a regular basis which

has not been given according to the applicable schedule based on the age of the intended child who dies.

The hypothesis in this study is as follows:

H0 : The level of customer understanding does not affect the purchase

Product Islamic education insurance

Ha : The level of customer understanding affects product purchases

Islamic education insurance.

## **Research Methods**

This study uses a quantitative approach, namely research that emphasizes the aspect of measuring objectively on social phenomena. In this research method approach, it is a way to obtain data and certain useful purposes. Where the researchers visited and distributed questionnaires to customers of Islamic education insurance at PT. AJS Bumiputera KPS Medan is related to sharia education insurance and their understanding of the sharia education insurance product. Then manage the results of the questionnaire by using SPSS 24.

The population of this research is sharia education insurance customers, namely the product of iqra plus partners at PT. AJS Bumiputera KPS Medan 2017-2021, totaling 2,037 customers. The sampling technique uses the probability sampling technique, which is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a member of the sample. The sample to be taken is 95.32 respondents who are rounded up to 95 respondents based on the slovin formula.

The sources of data in this study are:

a. Primary data is data obtained directly from the source directly that is sourced from the source of informants (customers) Islamic education insurance at PT. AJS Bumiputera KPS Medan through the distribution of questionnaires.

b. Secondary data, namely data obtained from other parties such as books, journals, and others.

Data collection techniques are the most strategic step in research. Questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to be answered. The measurement scale used in this study is the Likert scale, the Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena.

## **Discussion Result**

Based on the age level of 95 respondents in this study, there were 9 respondents (9.5%), aged 30-39, 37 respondents (38.9%), aged 40-49 years totaled 45 respondents. (47.4%), and the last one >50 years old is the least respondent, which is 4 respondents (4.2%). Based on the gender of the 95 respondents, 44 (46.3%) were male and the remaining 51 (53.7%) were female. So it can be concluded that the dominant respondent is female. Based on the education level of 95 respondents, 28 respondents (29.5%), D-1/D-2/D-3 education level were 31 respondents (32.6%), and S education level -1/S-2/S-3 are 36 respondents (37.9%) which is the highest level of education. Based on the

level of employment of 95 respondents, most of the respondents work as employees, namely 44 respondents (46.3%), then entrepreneurs by 31 respondents (32.6%), traders by 12 respondents (12.6%) and the last one by 8 respondents (8.4%) which is the smallest occupational group.

## Validation Test

Validation test can be interpreted as accuracy or truth, which shows the extent to which the instrument or measuring instrument is able to measure what it wants to measure. To find out the validation of the questionnaire/questionnaire, it was done by comparing the  $r$  count with the  $r$  table, for the degree of freedom ( $df$ ) =  $n-2$ , in this study the number of samples was  $n-95$  so that the magnitude of  $df = 95-3 = 93$  with a significance level of 5% (0.05) so that the  $r$  table is 0.202. If  $r$  count >  $r$  table, then the instrument is declared valid.

The following are the results of the analysis of the validation test for the variable Customer Understanding Level (X) and Purchase of Sharia Education Insurance Products (Y) using the SPSS 24 program.

**Table 3 Customer Understanding Level Validation Test Results (X)**

Statement	Corrected Item Total Correlation	$r$ table	Information
P1	,462**	0,202	Valid
P2	,596**	0,202	Valid
P3	,679**	0,202	Valid
P4	,462**	0,202	Valid
P5	,679**	0,202	Valid
P6	,596**	0,202	Valid
P7	,343**	0,202	Valid
P8	,415**	0,202	Valid
P9	,471**	0,202	Valid

Source: result of data processing SPSS 24

**Table 4 Results of Validation Test for Purchase of Sharia Education Insurance Products (Y)**

Statement	Corrected Item Total Correlation	$r$ table	Information
P1	,725**	0,202	Valid
P2	,810**	0,202	Valid
P3	,356**	0,202	Valid
P4	,326**	0,202	Valid
P5	,521**	0,202	Valid
P6	,482**	0,202	Valid
P7	,398**	0,202	Valid

P8	,459**	0,202	Valid
P9	,810**	0,202	Valid

Source: result of data processing SPSS 24

Based on the results of the validation test data processing above, it shows that, all questions on the variable level of customer understanding (X) and on the variable purchase of Islamic education insurance products (Y) produce a value of  $r_{\text{count}} > r_{\text{table}}$ , so it is declared valid or suitable for use in research.

### Reliability Test

A data is said to be reliable if it is measured using a tool that produces relatively the same size and several measurements. Reliability test is the extent to which the results of a measurement can be trusted. In this study, the Cronbach Alpha Coefficient formula was used to see whether the questionnaire/questionnaire was reliable or not. The variable is said to be reliable if it meets the Cronbachs Alpha value  $> 0.6$ .

**Table 5**  
**Reliability Test Results**

Information	Reliability Statistics	
	Cronbach's Alpha	N of Items
Customer Understanding (X)	,667	9
Purchase of Sharia Education Insurance Products (Y)	,707	9

Source: result of data processing SPSS 24

Based on the results of the reliability test data processing above, it shows that the Cronbach Alpha value on the customer understanding variable (X) is 0.667, meaning  $0.667 > 0.6$ . Meanwhile, the Cronbach Alpha value in the Islamic education insurance product variable (Y) is 0.707, meaning  $0.707 > 0.6$ .

### Coefficient of Determination (R<sup>2</sup> Test)

This method is used to measure how well the regression line fits the actual data. The results of testing the coefficient of determination are seen from R Square. The coefficient of determination is used to determine the percentage influence of the independent variable (X) on the dependent variable (Y) so that the value of determination is determined by R<sup>2</sup> (R Square).

**Table 6**  
**Coefficient of Determination Test Results (R<sup>2</sup>)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,537 <sup>a</sup>	,288	,280	2,819



- 
- a. Predictors: (Constant), Pemahaman Nasabah (X)  
b. Dependent Variabel: Produk Asuransi Pendidikan

Syariah (Y)

Source: result of data processing SPSS 24

Based on the results of data processing, the coefficient of determination  $R^2$  shows that the value of  $R^2$  is  $0.288 = 28.8\%$ , meaning that customer understanding can explain its effect on Islamic education insurance products by 28.8% and the remaining 71.2% is influenced by other variables not discussed in this article. this research.

### Simple Linear Analysis

Simple linear analysis is a test used to determine how much influence the level of understanding between variables has. The variable in this study is the level of customer understanding of Islamic education insurance products, from the results of SPSS 24 analysis it is known that simple linear regression is as follows:

**Table 7**  
**Simple Linear Regression Test Results**

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	12,012	,3878		3,097	,003
	Pemahaman Nasabah (X)	,676	,110	,537	6,134	,000

a. Dependent Variable: Produk Asuransi Pendidikan Syariah (Y)

Source: result of data processing SPSS 24

Based on this equation, it can be seen that the constant of 12.012 indicates that if there is no change in the customer understanding variable (X) or the independent variable is equal to zero, then the purchase variable for Islamic education insurance products (Y) will remain 12.012. The regression coefficient of customer understanding (X) is 0.676, which means that if customer understanding increases by 1%, it will affect the purchase of Islamic education insurance products (Y) by 67.6%. With an understanding level in the range of "0.400-0.599" which means it is at a moderate level.

### Hypothesis (T)

This test is used to test the significance of the relationship, that is, whether the specified relationship applies to the entire population.

In this study, the test criteria are if  $t \text{ count} > t \text{ table}$  then there is a significant effect between the independent variable (X) and the dependent variable (Y). On the other hand, if  $t \text{ count} < t \text{ table}$ , there is no significant effect between the independent variable (X) and the variable (Y).

**Table 8**  
**T . Test Results**

Coefficients						
Model		Unstandar dized Coefficients		Stand ardized Coefficients	t	Sig.
		B	Std. Error	Beta		
(Constant)		1 2,012	3 ,878		3 ,097	, 003
	Pemahaman Nasabah (X)	,6 76	, 110	,537	6 ,134	, 000
a. Dependent Variable: Produk Asuransi Pendidikan Syariah (Y)						

Source: result of data processing SPSS 24

Based on the results of the t test above, it can be seen that the t test results show that the significance value of the influence of customer understanding (X) on the purchase of Islamic education insurance products (Y) is  $0.003 < 0.05$ , and the t value is  $6.134 > t \text{ table}$  value is  $0.202$ , then  $H_a$  accepted  $H_o$  rejected. This means that there is an effect of customer understanding (X) on the purchase of Islamic education insurance products (Y) significantly.

## CONCLUSION

Based on the results of research conducted, data processing, and the above discussion in the previous chapter regarding the Effect of Customer Understanding on the Purchase of Sharia Education Insurance Products, the following conclusions can be drawn:

There is a significant influence on the level of customer understanding of the purchase of Islamic education insurance products. This can be seen from the results of the t test which shows that the significance value of the influence of the level of customer understanding is  $0.003 < 0.05$ , and the t arithmetic value is  $6.134 > t \text{ table}$  value ( $df = N-2, = 95-2 = 93, = 0.05$ )  $0.202$ , then  $H_a$  is accepted,  $H_o$  is rejected.

The influence of the customer's level of understanding on Islamic education insurance is 28.8% and the remaining 71.2% is influenced by other variables not discussed in this study. From the test results indicate that the customers of PT. AJS does not understand Islamic education insurance products, seen from the distribution of questionnaires that have been carried out in this study of 28.8%, which means that customers' understanding of educational insurance products is in the moderate range.

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