

Analysis of Community Needs Level with Life Insurance Interest

Iin Afrina

Department of Management, STIE Trisna Negara, South Sumatera, Indonesia

Keywords: Community needs, interest in life insurance

Abstract: Life Insurance is one type of insurance business that focuses on health, education, savings, and old-age insurance, but for some people who know it actually assume that life insurance is very useful but for others, it is actually life insurance that will get strong criticism from the community. They feel afraid that if they are deceived by life insurance by just taking the money, they also feel threatened that death will approach them. This study aims to provide public confidence that life insurance is important for the community to obtain savings, health insurance, education, and guarantees in old age. This life insurance has been established for more than 90 years and has expanded all over the world.

1 INTRODUCTION

A person's soul is very influential in the life lived by each individual. If someone's soul wants to get more treatment, then it must be wise to use the money to get it, namely by getting life insurance, in addition to getting health protection, education, savings also get assets on the old days. This life insurance is not haphazard in choosing agents who are registered at the head office because previously prospective customers go through oral tests and written examinations that are very strict, if one does not pass it can not run the life insurance agent profession, therefore responsibility towards customers is prioritized for the sake of the smooth life insurance company.

This life insurance has positive and negative impacts from the community because, for some people, this life insurance is useful and beneficial, but for others, it will be criticized, and they fear death will quickly come to them when it is included in the life insurance. Beginning in the history of life insurance, founded in 1984 in London, this company is the largest life insurance company and the largest retail financial service in the world that controls 25 million customers. This life insurance is listed on the London Stock Exchange (1924) and New York. In 1912 Life Insurance claimed Titanic Disaster and obtained an AA + rating from standard & poor, s and Moody, s as world recognition in managing a very healthy and strong financial condition. In 2009 Forbes magazine gave a statement in which it was stated that there were 100 world companies that would survive for another

100 years, and one of them was the Prudential life insurance company.

Prudential Life Insurance was established in Indonesia in 1995 and had experience in Indonesia for more than 17 years, and this insurance is also the market leader for unit-linked products (life insurance products that are linked to investment) in Indonesia. This insurance has the best award, namely, in 2002-2006, the Best Asset Life Insurance above Rp.1 Triliun. In 2007, the Best Asset Life Insurance was over IDR 5 Trillion. In 2008-2010 the Best Asset Life Insurance above Rp. 7.5 trillion. In 2011-2012 the Best Asset Life Insurance was above Rp. 15 Trillion. The concept possessed by this insurance is an education fund, wealth accumulation, and an emergency fund.

The world's first well-recorded policy was issued in England on June 15, 1583, on behalf of William Gybbons, one of London's salt merchants who were afraid of rumors of an infectious plague that was contagious at the time. Gybbons asked for coverage of \$ 400 for a one-year protection period and paid \$ 32 in return to the guarantor, a group of money owners who used to gather at a coffee shop. The basis for the purchase of life insurance by William Gybbons at the time was the spread of word of mouth that said that for 70 years, there would be contagious infectious diseases that attacked the city of London and its surroundings five times. Every time the disease came, at least 20% of the population of London who died and to overcome the panic of citizens, in 1603, the city of London issued a Bills of Mortality to prove that the deaths that occurred were

not as big as the rumors. In its development, Bills of Mortality is the basis of the Table of Mortality, and now the term is known as Life Insurance.

2 RESEARCH METHODS

Samples used in this study are data *time series*, including housewives, civil servants, farmers, entrepreneurs. Types and sources of data used are secondary quantitative data. The data collection technique used is the documentation method. This study uses secondary data from the unity insurance book and insurance book, including data on health funds, education funds, pension funds, savings, death funds from various countries.

Correlation analysis method *Productmoment* is used to find an outdegree of the linear relationship between one variable with another variable (Suliyanto, 2008). Data analysis using SPSS software. The research model to determine the effect of the level of community needs on life insurance interests.

3 RESULTS

The results of data processing using Life Insurance product-moment correlation analysis methods with various types or classes selected include A, B, C, D, shown in table 1.

Table 1: Correlation Analysis Product Moment Asuran Life

type	Education Fund	Fund mortality	health Fund	pension fund	Savings
Class	AJ	AJ	AJ	AJ	AJ
A	0.964	0.991	0.965	0.963	0.963
B	0.981	0.941	0.967	0.957	0.976
C	0.310	0.696	0.669	0.521	0.097
D	0.897	0.906	0.903	0.881	0.848

Source: Results of Data Processing with SPSS

In class A, the results of the correlation of AJ have a value of $r = 0.964$, (significant) the correlation is positive and is in very strong criteria. The results of the correlation of education funds have a value of $r = 0.991$ (significant); the correlation is positive and is in very strong criteria. The results of the correlation of death funds have a value $= 0.965$ (significant); the correlation is positive and is in very strong criteria. The results of the correlation of health funds have a value of $r = 0.963$ (significant); the correlation is positive and is in very strong criteria. The correlation results of pension funds and savings have a value of r

$= 0.963$ (significant); the correlation is positive and is in very strong criteria.

In class B, the results of the correlation of education funds have a value of $r = 0.981$ (significant); the correlation is positive and is in very strong criteria. The results of the correlation of death funds have a value of $r = 0.941$ (significant) positive correlation and are in very strong criteria. The results of the correlation of health funds have a value of $r = 0.967$ (significant); the correlation is positive and is in very strong criteria. The correlation results of pension funds have a value of $r = 0.957$ (significant); the correlation is positive and is in very strong criteria. The results of the correlation of savings have a value of $r = 0.976$ (significant); the correlation is positive and is in very strong criteria.

In class C, the results of the correlation of education funds have a value of $r = 0.310$ (not significant); the correlation is positive and is in the weak criteria. The results of the correlation of death funds have a value of $r = 0.696$ (not significant); the correlation is positive and is in the medium criteria. The results of the correlation of health funds have a value of $r = 0.669$ (not significant); the correlation is positive and is in the medium criteria. The results of the pension fund correlation have a value of $r = 0.521$ (not significant); the correlations are positive and are in the medium criteria. The results of savings correlations have a value of $r = 0.097$ (not significant); the correlation is positive and is in very weak criteria.

In class D, savings funds have a value of $r = 0.897$ (significant), the correlation is positive and is in very strong criteria. Results of the correlation of death funds have a value of $r = 0.906$ (significant); the correlation is positive and is in very strong criteria. The results of the correlation of health funds have a value of $r = 0.903$ (significant); the correlation is positive and is in very strong criteria. The correlation results of pension funds have a value of $r = 0.881$ (significant); the correlation is positive and is in very strong criteria. Savings correlation results have a value of $r = 0.848$ (significant); the correlation is positive and is in very strong criteria.

Table 2. Correlation Analysis Product Moment Insurance

class Type	Education Fund	Fund death	Fund health	pension fund	Savings
A	0.509	0.452	0.500	0.476	0.496
B	0.299	0.238	0.144	-0.544	-0.495
C	-0.407	0.000	0.176	-0.544	-0.495
D	0.299	0.354	0.223	0.188	0.147

Source: Results of Data Processing with SPSS

Results of data processing using the method of correlation of life insurance product-moment according to type A, B, C, D are shown in Table 2.

In class A, the results of the correlation of education funds have a value of $r = 0.509$ (not significant), the correlation is positive and is in the medium criteria. The results of the correlation of death funds have a value of $r = 0.452$ (not significant); the correlation is positive and is in the weak criteria. Health fund correlation results have a value of $r = 0.500$ (not significant); the correlation is positive and is in the medium criteria. The results of the pension fund correlation have a value of $r = 0.476$ (not significant); the correlation is positive and is in the weak criteria. The results of the correlation of savings have a value of $r = 0.496$ (not significant); the correlation is positive and is in the weak criteria.

In class B, the results of the correlation of education funds have a value of $r = 0.299$ (not significant); the correlation is positive and is in very weak criteria. The results of the correlation of death funds have a value of $r = 0.238$ (not significant); the correlation is positive and is in very weak criteria. The results of the correlation of health funds have a value of $r = 0.144$ (not significant); the correlation is positive and is in very weak criteria. The correlation results of pension funds have a value of $r = -0.544$ (not significant); the correlation is negative and is in very weak criteria. Savings correlation results have a value of $r = -0.495$ (not significant); the correlation is negative and is in very weak criteria.

In class C, the results of the correlation of education funds have a value of $r = -0.407$ (not significant) the correlation is negative and is in the medium criteria. The results of the correlation of death funds have a value of $r = 0,000$ (not significant); the correlation is positive and is in very weak criteria. The results of the correlation of health funds have a value of $r = 0.176$ (not significant); the correlation is positive and is in very weak criteria. The correlation results of pension funds have a value of $r = -0.544$ (not significant); the correlation is negative and is in the medium criteria. Savings correlation results have a value of $r = -0.495$ (not significant); the correlation is negative and is in the weak criteria.

Table 3. Correlation Analysis Product Moment Insurance

class type	Fund education	fund death	health fund	pension funds	Savings
			CU	CU	
A	0.509	0.452	0.500	0.476	0.496
B	0.299	0.238	0.144	-0.544	-0.495
C	-0.407	0.000	0.176	-0.544	-0.495
D	0.299	0.354	0.223	0,188	0,147

Source: Results of Data Processing with SPSS

The results of data processing using the life insurance product-moment correlation analysis method, according to type A, B, C, D class, are shown in Table 2.

In class A, the results of the correlation of education funds have a value of $r = 0.509$ (not significant), correlation positive value, and are in the medium criteria. The results of the correlation of death funds have a value of $r = 0.452$ (not significant); the correlation is positive and is in the weak criteria. Health fund correlation results have a value of $r = 0.500$ (not significant); the correlation is positive and is in the medium criteria. The results of the pension fund correlation have a value of $r = 0.476$ (not significant); the correlation is positive and is in the weak criteria. The results of the correlation of savings have a value of $r = 0.496$ (not significant); the correlation is positive and is in the weak criteria.

In class B, the results of the correlation of education funds have a value of $r = 0.299$ (not significant); the correlation is positive and is in very weak criteria. The results of the correlation of death funds have a value of $r = 0.238$ (not significant); the correlation is positive and is in very weak criteria. The results of the correlation of health funds have a value of $r = 0.144$ (not significant); the correlation is positive and is in very weak criteria. The correlation results of pension funds have a value of $r = -0.544$ (not significant); the correlation is negative and is in very weak criteria. Savings correlation results have a value of $r = -0.495$ (not significant); the correlation is negative and is in very weak criteria.

In class C, the results of the correlation of education funds have a value of $r = -0.407$ (not significant) the correlation is negative and is in the medium criteria. The results of the correlation of death funds have a value of $r = 0,000$ (not significant); the correlation is positive and is in very weak criteria. The results of the correlation of health funds have a value of $r = 0.176$ (not significant); the correlation is positive and is in very weak criteria. The correlation results of pension funds have a value of $r = -0.544$ (not significant); the correlation is negative and is in the medium criteria. Savings correlation results have a value of $r = -0.495$ (not significant); the correlation is negative and is in the weak criteria.

In class D, the results of the correlation of education funds have a value of $r = 0.299$ (not significant); the correlation is positive and is in very weak criteria. The results of the correlation of death funds have a value of $r = 0.354$ (not significant); the correlation is positive and is in the weak criteria. The results of the correlation of health funds have a value of $r = 0.223$ (not significant); the correlation is positive and is in very weak criteria. The results of the pension fund correlation have a value of $r = 0.188$ (not significant); the correlation is positive and is in very

weak criteria. The results of the savings correlation have a value of $r = 0.147$ (not significant); the correlation is positive and is in very weak criteria.

The results of data processing using the product-moment correlation analysis method for class A, B, C, D types are shown in Table 3.

In class A, the correlation results for education funds have a value of $r = -0.650$ (not significant); the correlation is negative and is on the medium criteria. The results of the correlation of death funds have a value of $r = -0.669$ (not significant); the correlation is negative and

is in the medium criteria. The results of the correlation of health funds have a value of $r = -0.643$ (not significant); the correlation is negative and is in medium criteria. The correlation results of pension funds have a value of $r = -0.632$ (not significant); the correlation is negative and is in the medium criteria. The results of the correlation of savings have a value of $r = -0.628$ (not significant); the correlation is negative and is in the medium criteria.

In class B, the results of the correlation of education funds have a value of $r = -0.067$ (not significant); the correlation is negative and is in very weak criteria. The results of the correlation of death funds have a value of $r = -0.131$ (not significant); the correlation is negative and is in very weak criteria. The results of the correlation of health funds have a value of $r = -0.142$ (not significant); the relationship is negative and is in very weak criteria. The correlation results of pension funds have a value of $r = -0.047$ (not significant); the correlation is negative and is in very weak criteria. Savings correlation results have a value of $r = -0.108$ (not significant); the correlation is negative and is in very weak criteria.

Table 4: Results of correlation Analysis Product Moment of Life Insurance class

type Class	of Education	Fund Death	Fund Health	Fund Pension Fund	Savings
A	-0,650	-0,669	-	-0,632-	-0,628-
BB	-0,067-0,067	-0,131-0,131	-0,142-0,142	-0,047-0,047	-0,108-0,108
CC	0,4070,407	-0,174-0,174	-- 0,287	0,406	0,172
D	-0,122	-0,200	-0,125	-0,101	-0,072

Source: Results of Data Processing with SPSS

In class C, the correlation results of education funds have a value of $r = 0.407$ (not significant); the correlation is positive and is in the weak criteria. The results of the correlation of death funds have a value of $r = -0.174$ (not significant); the correlation is

negative and is in very weak criteria. The results of the correlation of health funds have a value of $r = -0.287$ (not significant); the correlation is negative and is in very weak criteria. The correlation results of pension funds have a value of $r = 0.406$ (not significant); the correlation is positive and is in the weak criteria. The results of the correlation of savings have a value of $r = 0.172$ (not significant); the correlation is negative and is in very weak criteria.

In class D, the results of the correlation of education funds have a value of $r (Y) -0.122$ (not significant); the correlation is negative and is in very weak criteria. The results of the correlation of death funds have a value of $r = -0.200$ (not significant); the correlation is negative and is in very weak criteria. The results of the correlation of health funds have a value of $r = -0.125$ (not significant); the correlation is negative and is in very weak criteria. The correlation results of pension funds have a value of $r = -0.101$ (not significant); the correlation is negative and is in very weak criteria. Savings correlation results have a value of $r = -0.072$ (not significant); the correlation is negative and is in very weak criteria.

4 CONCLUSIONS AND SUGGESTIONS

Based on the results of the analysis and discussion in this study, it is concluded that there is a correlation between classes A, B, C, and D with all the performance of Life Insurance that includes education funds, death funds, health funds, pension funds, and savings. Class types A, B, C, D, correlate with all performance *life insurance*, including education funds, death funds, health funds, pension funds, savings. Public interest is correlated with the entire life insurance performance, including education funds, death funds, health funds, pension funds, savings.

The findings of this study contribute to Life Insurance agents to more effectively process new customers so that the interest of other communities increases even more in getting the desired policy, and accordingly, more and more customers participate in life insurance.

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