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The influence of Premium Insurance and Sales Distribution Method on Customer Buying Decision (A case study at PT Asuransi Allianz Utama Indonesia Semarang Branch)

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ABSTRACT

This research aims to explain the influence of premium insurance and sales distribution method on customer buying decision of marine insurance in PT Asuransi Allianz Utama Indonesia Semarang Branch. The independent variables used in this study were premium insurance and sales distribution method, while the dependent variable was customer buying decision. The methods of data collection used in this study were literature studies and questionnaires with 38 samples. The analysis results from this research showed that both premium insurance and sales distribution method had significant and positive effect on customer buying decision partially and stimulously. The value of t count in premium insurance was greater than t table (2.564 > 2.03011) with significant value 0.015 < 0.05 and the value of t count in sales distribution method was also greater than t table (5.140 > 2.03011) with significant value of 0.00. The F test stated that both premium insurance and sales distribution method simultaneously had a significant effect on customer buying decision. It was indicated with significant value of 0.000 < 0.05 and the value of F count > F table (36.225 > 4.110). This study shows premium insurance and sales distribution methood were able to contribute on customer buying decision by 67.4% and the remaining 32.6% influenced by other variables not examined in this research.

Keywords: Premium Insurance, Sales Distribution, Buying Decision.

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Pengaruh Premi Asuransi dan Metode Distribusi Penjualan pada Keputusan Pembelian (Studi kasus pada PT Asuransi Allianz Utama Indonesia Cabang Semarang)

Abstrak

Penelitian ini bertujuan untuk menjelaskan pengaruh premi asuransi dan metode distribusi penjualan terhadap keputusan pembelian nasabah asuransi laut di PT Asuransi Allianz Utama Indonesia Cabang Semarang. Variabel bebas yang digunakan dalam penelitian ini adalah premi asuransi dan metode distribusi penjualan, sedangkan variabel terikatnya adalah keputusan pembelian konsumen. Metode pengumpulan data yang digunakan dalam penelitian ini adalah studi pustaka dan kuesioner dengan 38 sampel. Hasil analisis dari penelitian ini menunjukkan bahwa premi asuransi dan metode distribusi penjualan berpengaruh signifikan dan positif terhadap keputusan pembelian nasabah secara parsial dan secara simultan. Nilai t hitung pada premi asuransi lebih besar dari t tabel (2,564 > 2,03011) dengan nilai signifikan 0,015 < 0,05 dan nilai t hitung pada metode distribusi penjualan juga lebih besar dari t tabel (5,140 > 2,03011) dengan nilai signifikan 0,00. Uji F menyatakan bahwa premi asuransi dan metode distribusi penjualan secara simultan berpengaruh signifikan terhadap keputusan pembelian nasabah. Hal ini ditunjukkan dengan nilai signifikansi 0,000 < 0,05 dan nilai F hitung > F tabel (36,225> 4,110). Hasil penelitian menunjukkan bahwa premi asuransi dan metode distribusi penjualan mampu memberikan kontribusi terhadap keputusan pembelian konsumen sebesar 67,4% dan sisanya 32,6% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

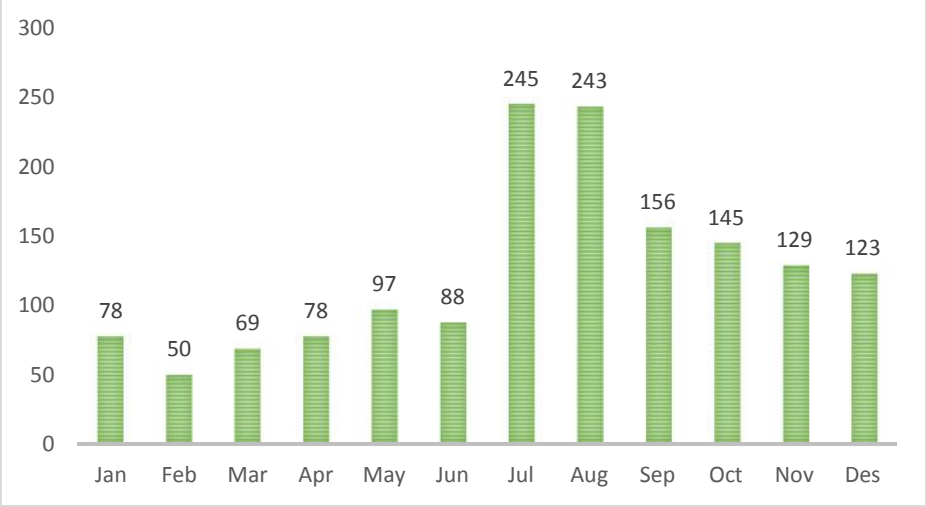
Kata kunci : Premi, Distribusi Penjualan, Keputusan Pembelian.

INTRODUCTION

Nowadays people are not only want to fulfill those three needs but also begin to have other needs that must be fullfilled, one of their needs is the need for security and guarantee especially in terms of things that cannot be predicted. The advancement of modern technology and human knowledge has begun the concept of guarantee for a sense of security over the unpredictable things called insurance. The term insurance comes from several languages. In French it is called "Assurance" which means to bear something that happened. In Dutch it is called "Assuranite" which consists of the word *assuradeur* which means the guarantor and *geassureeede* which means the insured. Insurance can be divided into various types of insurance such as life insurance, property insurance, marine insurance, etc. Insurance can help humans in overcoming all risk problems it faces. Insurance is formed by entering into an agreement risk transfer where the insured party is bound to pay premiums and the guarantor must pay a sum of money if it occurs events that cause losses to the insured.

As the fourth most populous country with total population of 26 million people, Indonesia as a maritime country is a country consisting of 17,504 islands and has extensive water areas. In order to be able to always connect from one island to another, transportation facilities would be needed. One of the facilites that is growing rappidly is marine transportation. However, the shipping industry has high potential risks related to the safety of both crew members and ship cargo. Ship accidents have various consequences related to human safety, financial and environment, it can be caused by several factors such as when transporting goods to the ships and along waterways. Lately, in Indonesia there are also frequent accidents in terms of transportation of goods, especially sea transportation. The number of events regarding sea accidents that often occur in Indonesia provide business opportunities for several institutions, especially insurance. With the high demand of public regarding the use of ships as a marine transportation, certainly the community should expect maximum service and security. This matter encourages companies to take a glance at the importance of insurance services as an anticipation of guarantees of the security and safety of shiploading goods againts unpredictable matters.

Figure 1. Allianz Freight Insurance Sales 2019



Source : PT Asuransi Allianz Utama Indonesia (Data Processed)

The definition of marine insurance is not limited to the marine environment, but also includes land and inland waters environtment (rivers and lakes). Marine Insurance act 1906 stated, "a contract of marine insurance is a contract whereby the insurer undertakes to indemnify the assured, in manner and to the extent thereby agreed, against marine losses, that is to say, the losses incident to marine adventure", it is also stated that the damages covered are not only limited to the damage that occur at sea, but also to the onward damages that can occur during transportation. There are around 138 insurance agencies that have been registered by the financial services authority or known as OJK who also offer insurance services including marine insurance. PT Asuransi Allianz Utama Indonesia is also one of the leading insurance agencies in Indonesia. It is also recognized as top 10 Most Trusted Insurance Companies in Indonesia General Insurance Award 2019.

According to Allianz Freight Insurance Sales in 2019, freight insurance services that had been handled by PT Asuransi Alianz Utama Indonesia were 1501 in total. The freight insurance sales always fluctuate between January and Juny. July and August are the months when insurance sales are at their peak, but in the following month the number dropped significantly. After that the number of marine insurance doesn't fluctuate much in the next three months. Looking at the Allianz marine insurance sales data which has been decreasing after the rapid sales in July and August, certainly there are things that affect PT Asuransi Allianz Utama Indonesia to face some problem regarding to the freight insurance sales. The existence of competition among fellow insurance agencies certainly makes it not easy, especially competing with other 137 insurance agencies across Indonesia. The customer's decision becomes the most important factor as fulfilling the existence of an insurance company. An insurance agency will continue to exist in the market as long as they get a positive response to their product. Consumer buying decision can be caused by various factors such as price and how sales methods are used to attract consumers.

According to Kotler and Armstrong (cited in Sari, 2017) price is the sum of all values given by customers to get benefit from owning or using a product or service. In insurance companies, premium insurance can be categorized as a price so that the amount premiums can affect the customer demand on buying the insurance. Price becomes the important factor in purchasing and determining market share, customers will definitely compare how much the premium insurance price listed by Allianz compared to other agencies. Premium is something that is given as a gift or something that is paid extra as a driver or designer or something extra payment above the normal payment (Irmayanto, 1997). Meanwhile, Muhammad (cited in Marlina 2013) stated insurance premium is a basic obligation that must be fulfilled by the insured to the guarantor. The determination of the level of insurance premiums must be based on risk analysis calculation. The amount of premium to be paid by the insured is determined based on the risk assessment carried by the guarantor (Muhammad, 2011).

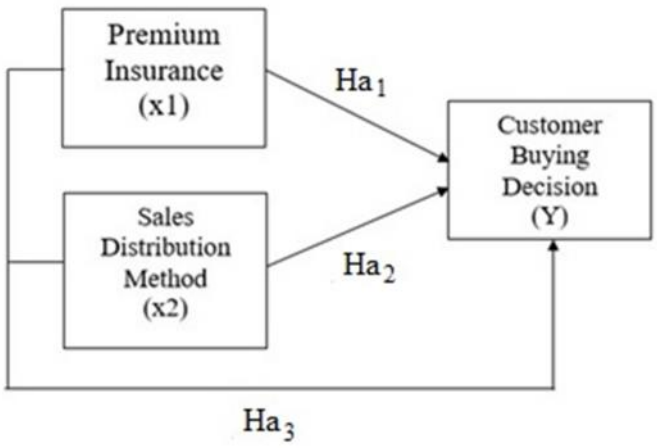
Research conducted by Sunday Adebisi (2006) stated that sales promotion technique is a marketing effort that serves to inform customers about the benefits of the product in order to persuade customers to be interested in buying the product. A Company must also determine what kind of approach is suitable for distributing the their products and services to customers. According to the American Marketing Association (AMA) quoted by Tjiptono and Anastasia (2016), marketing is an activity, a set of intuitions, and the process of creating, communicating, delivering, and exchanging bids (offerings) of value to customers, clients, partners and the community general. Meanwhile, according to Tjiptono (2014), distribution channels are series organizational participant who performs all the functions needed for deliver

products or services from the seller to the final buyer. Again he stated distribution channels can be interpreted as marketing activities that seek to expedite and facilitate the delivery of goods and services from consumer producers, so that their use is in accordance with what is expanded (type, amount, price, place and when needed). However, service companies can also influence a customer to use the services offered as long as they can persuade these customers to use their services. In an insurance company the approach related to promotion is carried out by several techniques or methods which are then known as the sales distribution method. Sales distribution method will later determine how many customers a company can get.

Therefore this research aims to explain the influence of premium insurance and sales distribution method on customer buying decision of marine insurance in PT Asuransi Allianz Utama Indonesia Semarang Branch. It is hoped that the results of this study can be considered by the company in order to increase marine insurance sales.

Theoretical Framework

Figure 2. Theoretical Framework



Research Hypothesis

Based on the theoretical framework, the hypothesis of this study is as follows:

a. H01 : There is no significant influence between insurance premium on customer buying decision.
b. H02 : There is no significant influence between sales distribution method on customer buying decision
c. H03 : There is no significant influence between insurance premium and sales distribution method on customer buying decision.
d. Ha1 : There is an influence between insurance premium on customer buying decision.
e. Ha2 : There is an influence between sales distribution method on customer buying decision.
f. Ha3 : There is an influence between insurance premium and sales distribution method on customer buying decision.

METHOD

Object of this research is PT Asuransi Allianz Utama Indonesia, located on Gajah Mada street no 78, Semarang, Central Java.

Sampling technique used in this research is purposive sample. This research will require special criteria so that the samples taken are in accordance with the research objectives and can provide more representative value. In this study, the specific characteristic is customers of PT Asuransi Allianz Utama Indonesia Semarang Branch engaged in the export-import business and at least have renewed Allianz marine insurance services in 2019 which are 38 people. The data sources used in this research were primary data and secondary data. Collecting data methods used was questionnaire. Multiple linear regression and classic assumption test were used to test this research hypothesis.

RESULT AND DISCUSSION

Descriptives Analysis of Respondents Characteristics

In this research there are 38 marine insurance customers of PT Asuransi Allianz Utama Indonesia Semarang Branch as respondents. The characteristics of respondents include age, gender, educational level, and salary.

Respondents based on age were used to identify how many respondents were aged 17-21 years, 22-26 years, 27-31 years, and ≥ 32 years. the majority of this research were between 27 – 31 years old with total precentage of 73.7% and the lowest frequency was customers between 22 – 26 years old with total precentage of 7.9%.

Respondents based on gender are used to identify how many respondents were male and how many respondents who were female. the majority of marine insurance customers were man. This is indicated by the number of male respondents amounted to 27 with percentage of 71.1% and the number of female respondents were 11 employees with a total percentage of 28.9%.

Respondents based on their educational level are used to identify how many respondents are educated up to high school, diploma, bachelor, and postgraduate. From 38 customers, there are 4 respondents with a percentage of 10.5% having the latest high school education and 24 respondents with a percentage of 63.2% having bachelor as their educational level. Then followed by 9 respondents with a percentage of 23.7% having diploma degree while only one respondent with a percentage of 2.6% has postgraduate education level.

Respondents based on the amount of salary per month to identify the respondent's income. from 38 respondents, the majority of customers have an income of between 5 million to 14.9 million, namely 24 respondents with a percentage of 63.2%. As many as 8 respondents have salaries between 15 million or more up to 25 million with a percentage of 21%. Respondents with monthly salary below 5 million were only 5 respondents with a percentage of 13.2% and only 1 respondent who has a salary above 25 million with a percentage of 2.6%.

Validity Test

Validity tests are used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the question in the questionnaire is able to express something that will be measured by the questionnaire. If r count is greater than r table and positive value then the item or question or indicator is declared valid. (Ghozali, 2018: 51). Based on the validity result the r count > r table (0,3202) and significance value < 0.05, then the instrument was declared as valid.

Reliability Test

According to Ghozali (2018: 45), Reliability is actually a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to a statement is consistent or stable over time. Sujarweni (2014) stated that a construct or variable is said to be reliable if it gives the

value of Cronbach Alpha > 0.60. if the value of Cronbach's Alpha is > 0.6 then the research instrument is reliable. If value Cronbach's Alpha < 0.6, the research instrument is not reliable. The reliability test result of this researches are above 0.6 it can be concluded that all variables declared reliable.

Classic Assumption Test

To obtain data analysis results that meet the requirements of a good regression model test, the model must also be free from the classical assumption test deviation. The classical assumption test consists of multicollinearity test, heteroscedasticity test, normality test and linearity test.

The multicollinearity test aims to test whether the regression model is found to have a correlation between independent variables. (Ghozali, 2018). Multicollinearity test is used to determine the presence of a deviation from the classic assumption of multicolonearity. In this case test it can be seen by looking at the value of inflation factor (VIF). If the tolerance value is above 0.100 and Variance Inflation Factor (VIF) is less than 10.00, then the data does not have multicollinearity deviations.

Table 1. Multicollinearity Test

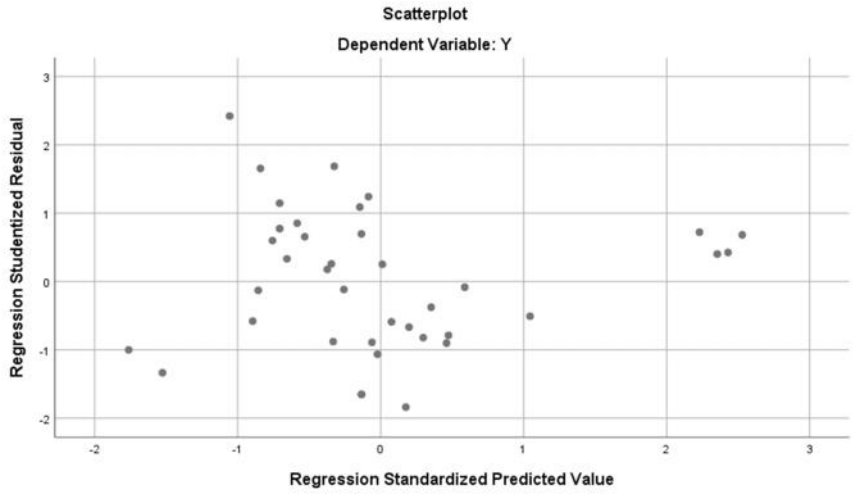
Variables	Collinearity Statistics	
	Tolerance	VIF
Premium Insurance	0,4625	1.502
Sales Distribution Method	0,4625	1.502

Source : Processed Primary Data, 2020

The multicollinearity test results in table 1 shows that the tolerance value for each equation is greater than 0.100 and the VIF value is less than 10.00. So it can be concluded that the model regression does not contain multicollinearity.

The heteroscedasticity test aims to test whether in the regression model variance inequality occurs from one residual to another observation. If the residual variance from one observation to another observation remains, it is called Homoscedasticity and if it's different, it is called Heteroscedasticity (Ghozali, 2018).

Figure 3. Scatter Plot

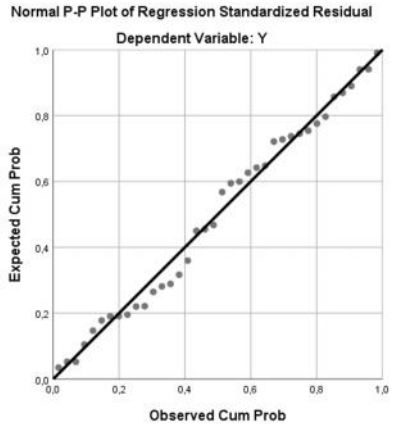


Source : Processed Primary Data, 2020

Scatter plot on figure 3 shows that the dots are spreading and do not form a certain clear pattern as well as the dots are spreading on above and below the 0 on the Y axis. Then, it can be concluded that in this regression model heteroscedasticity does not occur.

The normality test aims to test whether in the regression model, the disturbing or residual variables have a normal distribution (Ghozali, 2018: 161). The normality test is used to determine whether the data population is normally distributed or not. Furthermore, the normality test is can be done by looking at the Probability Plot diagram pattern. If the data distribution follows a diagonal line or the histogram graph shows a normal distribution, it means that the regression model fulfill the normality assumption.. Conversely, if the data distribution does not follow the diagonal line or the histogram graph does not show a normal distribution. Figure 4 is the result of the normality test output.

Figure 4. Normality Test Output



Source : Data Processing Output IBM SPSS Statistics 25, 2020

From Normality Test Output on Figure 4, it can be seen in the graph the dots spread around or near the diagonal line and follow the direction of the diagonal line which indicates that the regression model has a distribution normal.

Normality test can also be tested with Kolmogorov-Smirnov test which is more accurate method. The following Table 2 is the result of Kolmogorov Smirnov test by SPSS.

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test

	Unstandarized Residual
N	38
Test Statistic	0,085
Asymp. Sig. (2-tailed)	,200[c,d]

Source : Processed Primary Data, 2020

The one-sample kolmogorov-smirnov test in table 2 shows that the significant value (Asymp. Sig 2 tailed) is 0.200 > 0.05, that means the data has a normal distribution.

Linearity test is used to see whether the specifications of the model used are correct or not. This test is used to determine whether two or more variables have a significant linear relationship or not. (Ghozali, 2018). Linearity Test can be done by using Lagrange Multiplier test (LM tets). The LM test is based on the chi-square distribution with a degree of freedom by the number of independent variables. If the LM statistical value is greater than the critical value of the chi-square statistic then the model is linear. The R square value on this research is 0,674 with N = 38. C2 value = 38 x 0,674 = 25,612. Then C2 value is compared to the C2 table which is 50,99846, obtained from df = 38 – 2 = 36 and significance level of 0,05. From the result we can conclude that C2 value is lower than C2 table which is 25,612 < 50,99846, that means the model in this research is linear.

Multiple Linear Regression

The analytical method used in this study is multiple linear regression analysis using statistical test tools namely IBM SPSS 25.0 program. The variables studied are Premium Insurance and Sales Distribution Method as independent variables and Customer Buying Decision as dependent variable.

Table 3. Multiple Linear Regression Result

Model	Unstandardized Coefficients B	Sig.
(Constant)	11.798	0.253
Premium Insurance (X1)	0.432	0.015
Sales Distribution Method (X2)	0.572	0.000

Source : Processed primary data, 2020

Table 3 shows insurance premiums and sales have a positive and significant effect on consumer buying decision. The equation can be written as follows:

Y = 11.798 + 0.432X1 + 0.572X2

The regression equation above can be explained as follows:

a. Constant = 11.798
   The constant value in the multiple linear regression is 11.798. it means the level of the premium insurance and sales distribution method variables if considered constant or ignored (zero).
b. Premium Insurance Coefficient = 0.432
   If there is an increase in Premium Insurance variable while Sales Distribution Method remains constant, then it will increase Customer Buying Decision by 0.432. Based on the significance of regression model it can be seen Premium Insurance has 0.015 significance value which is less than the significance limit (0.05) and the coefficient is positive. It means there is a significant effect and positive relationship between Premium Insurance and Customer Buying Decision.
c. Sales Distribution Method Coefficient = 0.572
   If there is an increase in Sales Distribution Method variable while Premium Insurance remains constant, then it will increase Customer Buying Decision by 0.572. Based on the

significance of regression model it can be seen that Sales Distribution Method has 0.000 significance value which is less than the significance limit (0.05) and the coefficient is positive. It can be concluded that there is a significant effect and positive relationship between Sales Distribution Method and Customer Buying Decision.

Coefficient Determination

The coefficient of determination is used to predict how much influence the independent variables will contribute to the dependent variable. It can be seen that the coefficient of determination (adjusted R2) obtained is 0.674%. It means that 67.4% of customer buying decision is affected by premium insurance and sales distribution method and the remaining 32.6% of customer buying decision is influenced by other variables which are not examined in this study.

Partial/t Test

T Test is used to determine the effect of each independent variables influence (partially) dependent variable with a significance level of 0.05 and t table is 2.03011. Hypothesis testing can done by doing a significance test and comparing static values as follows:

a. Comparing t coun to t table
   If t count < t table, it means Ho is accepted and Ha is rejected.
   If t count > t table, it means Ho is rejected and Ha is accepted
b. Using significant probability
   If the significant value > 0,05, it means Ho is accepted and Ha is rejected.
   If the significant value < 0,05, it means Ho is rejected and Ha is accepted.

Table 4. Partial/t Test

Model		t	Sig.
1	(Constant)	1.162	0,253
	X1	2.564	0,015
	X2	5.140	0.000

Source : Processed Primary Data, 2020

The significant value of premium insurance is 0.015 whcih is less than 0.05 and the value of t count is 2.564 which is greater than the t table (2.03011). The result showed that Ha1 is accepted and H02 is rejected. It can be concluded that premium insurance has significant effect on customer buying decision. The significant value of sales distribution method is 0.000 whcih is less than 0.05 and the value of t count is 5.140 which is greater than the t table (2.03011). The result showed that Ha2 is accepted and H02 is rejected. It can be concluded that sales distribution method has significant effect on customer buying decision.

Simultan/F Test

The F test is a test to see how the effect of all the independent variables on the dependent variable simultaneously (Ghozali, 2016). The independent variables are premium insurance and sales distribution method while the dependent variable is customer buying decision. Testing through this F test by comparing significance value α = 5% or 0.05 and F table is 4.110, with criteria as follows:

a. Comparing F count with F table
   If F count > F table then Ho is rejected and Ha is accepted.
   If F count < F table then Ho is accepted and Ha is rejected

b. Using significant probability
   If significant value > 0,05 then Ho is accepted and Ha is rejected
   If significant value < 0,05 then Ho is rejected and Ha is accepted

Table 5. Simultan/F Test

ANOVA				
Model		df	F	Sig.
1	Regression	2	36.225	.000[b]
	Residual	35		
	Total	37		

Source : Processed Primary Data, 2020

The value of F count is greater than F table (36.225 > 4.110) and the significant value is less than 0.05. it can be concluded that H_{03} is rejected and H_{a3} is accepted, it means premium insurance and sales distribution method stimultaneously have significant influence on customer buying decision.

CONCLUSION

Based on the results of the influence of Premium Insurance and Sales Distribution Method on Customer Buying Decision of Marine Insurance in PT Asuransi Allianz Utama Indonesia Semarang Branch, here are the discussions regarding to the objection of the study:

1. Premium insurance has a significant effect on customer buying decision with significant value 0.015 < 0.05 and the value of t count is greater than t table (2.564 > 2.03011). These results indicate that H_{a1} is accepted, there is an influence between premium insurance and customer buying decision.
2. The result of this study shows a significant influence between sales distribution method and customer buying decision. The value of t count is greater than t table (5.140 > 2.03011) with significant value of 0.00. It can be concluded that Ha2 is accepted where there is an influence between sales distribution method and customer buying decision.
3. Based on the result of this study, both premium insurance and sales distribution method simultaneously have a significant effect on customer buying decision. It is indicated with significant value of 0.000 < 0.05 and the value of F count > F table (36.225 > 4.110). These results show that H_{a3} is accepted, where there is an influence between insurance premium and sales distribution method on customer buying decision.
4. This study shows the variables premium insurance and sales distribution methood were able to contribute on customer buying decision by 67.4% and the remaining 32.6% influenced by other variables not examined in this research.
5. Based on the analysis result, Sales Distribution Method is more dominant than Premium Insurance variable.

Implication

Based on this research, several recommendations were obtained in the form of suggestions as follows:

1. PT Asuransi Allianz Utama Indonesia (Semarang Branch) needs to pay more attention on how to set premium insurance for each insurance products especially Marine Insurance. From a marketing point of view, price is a

monetary unit or other measure (goods and services) that are exchanged in order to obtain ownership rights or use of a good or service If Allianz wants to increase consumer buying decision, it is very necessary to pay attention to the factor of increasing prices by improving service quality that is still lacking and maintaining what is already good. Setting a price that is relatively expensive does not mean that the product will not sell well. The price set is also adjusted to the quality of the service to be provided and is aimed at certain target markets according to the price that has been set, instead of pursuing prices with other competitors Allianz can focus more on other things such as providing customers with several prices and variants of marine insurance packages.

2. Based on the respondents research result it seems that sales distribution method is the most dominant variable. Allianz needs to pay attentio about their method of distributing their products to the customers. Not all respondents chose an agent as an intermediary between customers and the insurance agency. Although, most customers bought Allianz marine insurance products through agents, they expect new approaches besides agents. The result of this study shows that sales distribution method has significant effect on customer buying decision where sales distribution method is the dominant variable as well. Allianz needs to consider more varied sales method or an improved sales-to-customer approach. For example, Aznet app owned by Allianz is used to make it easier for agents to offer Allianz insurance products and make requests for insurance policy issues. Until now the Aznet only has features for insurance products such as business and property insurance. It is hoped that in the future Allianz can learn from Aznet to create an app or web assistant between agents and customers so that they can make it easier to apply for a marine insurance policy.
3. Allianz needs to introduce more about themselves since marine insurance is not a type of insurance that can be extended. The services provided are only in accordance with a predetermined time, unlike life or property insurance which can be extended for a long period of time. Therefore, to convince customer to choose Allianz as their marine insurance business partner, Allianz needs to pay attention to the sales methods used by agents. The agent must be able not only to convince customers about the products and features of allianz marine insurance services but also to introduce allianz completly. It can also build a good relationship between Allianz and potential customers.

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