

Analysis of Self-Quality Sharia Life Insurance Agents as Sharia Human Resources Competitiveness

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Abstract

Islamic Insurance agents as sharia human resources are the spearhead of the insurance industry. The improvement of the quality from sharia insurance agent which consist of: physical and health qualities, intellectual quality and spiritual quality must be maintained in order to have the ability to compete. Therefore, an analysis of the agent's self-quality needs to be known more deeply to improve the competitiveness of human resources in order to be able to compete in the international arena. This study uses a qualitative method using Analysis Networking Process (ANP). Primary research data were obtained through interviews with agency branch leaders, Million Dollar Round Table (MDRT) and Indonesia Islamic Insurance Association (AASI), secondary data were obtained from literature studies. The result show that quality as a solution to increasing the competitiveness of Islamic insurance agents are: simultaneously there is an agreement among respondents regarding the priority order of Islamic insurance agents as much as 77 percent with the highest priority, it is spiritual quality; simultaneously there was an agreement among respondents regarding the priority order of alternative strategies for sharia insurance agents as much as 68 percent with the highest priority, it is training and education.

Keywords: Quality, Self-Quality, Competitiveness, sharia insurance agents.

Introduction

Every year shariah insurance tends to develop when viewed from in the increase in the total number of Islamic insurance companies. However, this is still far from the author's expectations given the strong influence of conventional insurance companies that are sharia business units. This condition shows that the prospect of Islamic insurance companies will progress every year, through the performance of Islamic insurance agents.

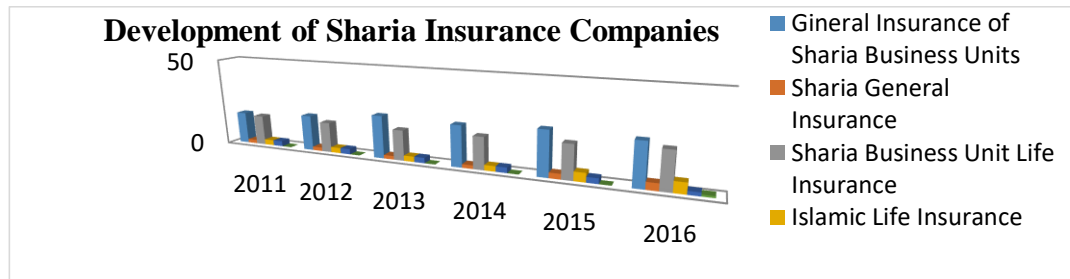


Figure 1. Development of Sharia Insurance Companies

Agent is the spearhead of the successful achievement of organizational goals (Prihartono, 2001, p.6). The agency system grows because its services are needed to market Islamic insurance products efficiently. All transactions carried out by agents to consumers is a tiring job and requires a lot of time. In addition, agents will be able to help consumers to make a comprehensive plan regarding the required insurance program (Soerono, 1998, p.518). Setyabudi (2018), assures digital technology will not shift agency distribution channels. The same thing was conveyed by Rahim (2018) as Chairman of AAJI, that around 80 percent of insurance premium income comes from agency distribution because the agent's role has emotional closeness with policy holders, accordance with the result of his research in 2013. Husnayanti (2017), Stated that insurance agents are demanded to be more professional, which all cannot be obtained instantly, because agents must have a license to protect customers, and after obtaining an agent's license, they follow an advanced program, Continues Professional Development in order to have service competence and product knowledge.

The increasing number of internet and smartphone users in Indonesia has led to a shift in people's lifestyle that is simpler and more practical. Meanwhile, technology optimization for insurance agents is very helpful because it is considered more efficient because it can explain information related to Islamic insurance through the internet and smartphones. Ease of digital access also helps agent accelerate their performance in sharia insurance transactions, because customers can download and report online.

The current phenomenon that occurs when many insurance agents are non-productive or fail because: Agents a lack selling skill; The agent has no knowledge of business; the agent has no desire to learn; Agents are not in a competitive atmosphere; Undisciplined agent: The agent does not have a truck success. Therefore, various strategies are attempted to solve the problems experienced so that the quality of the agent is getting better. Quality and competitiveness in Islam cannot be separated, because good quality will make competitiveness good and healthy, Meanwhile, based on the current phenomenon of human resource competitiveness, it is more orientated to results as a measure while based on the Qur'an, performance orientation is quality (QS. At-Taubah: 105), while currently the performance orientation of insurance agents is considered professional if it reaches the premium target (MDRT) as the financial Professionals Premier Association.

Several previous studies similar to this research have not been found, but supporting and related studies have been carried out including: Research from Fu and Dishpande (2014), The results show that a climate of care has a direct and significant impact on job satisfaction, organizational command and employee performance. The public image of the insurance industry in China in negative, unethical behavior such as twisting meanings, misinterpreting or misleading customers often occurs. Moral hazar, poor social image from unethical behavior of insurance agents impacts the normal operation of insurance company and reduce the confidence of insurance applicants.

Adiputra and Khasanah (2016), said that product quality affects the decision to use insurance services, it is the decision to use insurance services, brand image also affects the decision to use insurance services, perception of price also affects the decision to use insurance service. Fassarozi (2017), that the level of technology orientation has no effect on company performance, the more service quality will result in higher company performance, the higher the company's performance will result in higher competitive advantage. Putra and Sukihana (2020), that one of the industries currently engaged in digital is insurance industry. In Indonesia, there have been many digital services such as websites or cellphone applications, which are expected to help customers' problems when they want to submit claims and view policies only via cellphones. With this digital service launched, many doubt the position of insurance agents, but in fact, even though there have been many digital transformations, the position of customers and potential customers to buy the insurance products offered. Agents also act as confidant friends with customers or prospective customers in determining the right insurance product for the customer's needs, so that customer's feel satisfied with the insurance product they choose.

From previous research, it examines the quality of service, not the quality of the agent itself as a driving force, and examines insurance companies and technology, not the performance of insurance agents as technology users. Based on previous research, this research focuses on the context of human resources and economics. Where helps the role of the government to improve the quality of insurance agents as human resources in advancing the economy through Islamic insurance companies.

Literature Review

1. Quality and Competitiveness based on the Qur'an

Self Quality based on the Qur'an

The function of man in the Qur'an is described as *abdun* (servant) and as *khalifatul fil ardh* (leader in Allah's earth). This function, must run optimally, they are: As a servant to carry out all the commands of Allah and stay away from all the prohibitions of Allah; As a leader, they are God's representative in protecting the world and managing the world as well as possible. Therefore, the demand for quality is needed both as an *abdu* and as a *khalifah* (QS. Al-Baqarah: 208). Some term that describes human based on Mujiono (2013:369) research are: human beings who believe (QS. Al-Hujarat: 14) and do-good deeds (QS.at-Tin: 6), given knowledge (QS.al-Isra': 85, al-Mujadalah: 11, Faatir: 28), pious (QS. Al-Ankabut: 43), wise (QS.al-Mulk: 10), man as *khalifah* (QS.al-Baqarah: 208), *muttaqin* (QS. Al-Baqarah: 2), *taqwa* (QS. Al-Baqarah: 183), *mu'min*, *muhsiniin*, *syakirin*, *muflihin*, *shalihin*. These terms are interrelated and interchangeable, so it can be said that the concepts and characteristics of human quality are not unique but comprehensive and complementary. Then he shared the characteristics of human quality based on the Qur'an must be supported by the establishments of 4 supporting qualities, they are: Quality of faith (QS. At-Taqaabun: 11); Quality of knowledge (QS.al-Baqarah: 31, al-Mujadalah: 11, Az-Zumar: 9); Quality of *amal sholeh* (QS. At-Tin: 5-6); Quality of social.

Competitiveness based on the Qur'an

Islam teaches that competition must be based on sound and correct principles, all business activities from production to good arriving at the market are aimed at winning hearts or building the image of consumers by giving the best and to do something quality oriented, because Allah explains that what we give we will receive, so to get the best results it is recommended to give the best too (QS.al-Zalزالah: 7-8). The Center for the Study and Development of Islamic Economics classifies strengths in Islamic competitiveness including: Price competitiveness (QS. Al-Furqan: 7; An-Nisa':29), Quality competitiveness (QS. Ali Imran: 92; Al-Baqarah: 267), Marketing

competitiveness (QS. Al-Jumuah: 10, An-Najm: 24-25), Networking competitiveness (QS. Al-Shaff: 4).

2. Quality and Competitiveness of Human Resources

Quality of sharia insurance agents

Gaspersz (2000, p.4), Classify quality in two definitions, they are conventional definitions and strategic definitions. The conventional quality perspective describes the direct characteristics of a product, such as performance, reliability, ease of use, esthetics and so on. Danim (1995, p.44), said that in the era of long-term development the expected quality of human resources that meet the criteria of physical quality (health), intellectual quality (knowledge and skill) then mental/spiritual quality (the fighting). Indicators of the quality of human resources according to Sudarwan Danim in his book are "*Transformasi Sumber Daya manusia*".

3. Human Resource Competitiveness

Porter's diamond model was perfected by prof. Dong Sung Cho from Seoul National University, South Korea, he added that the human factor excellence is Dong Sung Cho was 9 Factor Model (International Competitiveness). This development occurs to explain the context of the phenomena that occur in resource-poor countries that give rise to economic and business power, such as Japan, Korea and Singapore. The quality of Human Resources is better able to explain this phenomenon, they are as a stimulating factor for business dynamics. The human quality factor is a determinant of competitiveness in the knowledge-based economy (Sung Cho & HwY Chang, 2000).

4. Sharia Insurance Agents

Marketing agents are the spearhead that serves as the image of the company and the insurance industry in society (Hafidhuddin et al., 2009, p.147). Sharia insurance agents must not misinform products, promote products to sell products. The professionalism of insurance marketing agents, a balance of sharia knowledge and economic knowledge. Who are handling agents and also agents who do not have any ties to the insurer (Muis, 1996, p.54). The main problem that occurs with agents is the agent's competence in explaining insurance products clearly and well, because it can cause miscommunication between agents and prospective customers. The quality and mentality are also much more important because the agent provides services and affects the sales rate of the insurance policy. Agency involves three parties are: principle, agents and third party. Agent is the spearhead of the successful achievement of organizational goals. The agency system grows because its services are needed in marketing Islamic insurance products efficiently. All transactions carried out by agents to consumers is a tiring job and requires a lot of time. Agents will be able to help consumers to make a comprehensive plan regarding the required insurance program. (Soerono, 1998, p.518)

This condition illustrates the role of agents who are important for the insurance industry, so that the quality of the agent as a solution to recruitment problems in order to be able to compete is needed. An illustration of quality and efforts to improve HR competitiveness can be seen in the following ANP networking image.

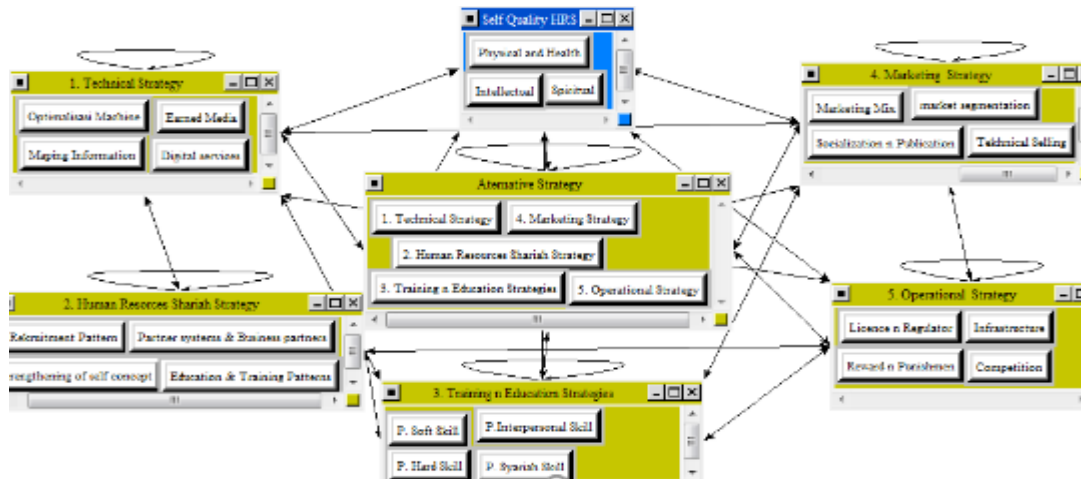


Figure 2. ANP network for self-quality as a driver of competitiveness of Sharia Insurance Agents

Research Methods

The scope of this research is specifically for Islamic insurance companies in North Sumatera which are members of the Indonesian Sharia Insurance Association (AASI). The research focus, specifically on the work behavior of Islamic insurance agents, is related to the quality of agents who have international competitiveness, view based knowledge. The quality of the sharia insurance agents is physical and health qualities, intellectual qualities and spiritual quality. While competitiveness of individuals in working professionally, it is prioritizing quality. The choice of the chosen sharia insurance agent is an agent that already has certain quality criteria. In accordance with the problems and research objectives as well as the research assumptions of previous theories and research. The using of qualitative research and answer the problems of quality and competitiveness. Case study of agents the Islamic insurance companies in North Sumatera. Sources of data in this study are library data (books, scientific magazines, journals, articles, from archives and electronic media, the internet and other official documents) and field data were 7 respondent to be given the ANP questionnaire and conduct depth interviews, they are: (1) Practitioner (IAD Agency leader Sun Life Syariah and MDRT, HI Agency leader Prudential Syariah and MDRT, HS Agency leader Takaful Syariah); (2) Association as regulator delegation (SU general secretary AASI, MN head of the agency decision AASI); (3) Academics (MH vice dean FEBI UIN Ar-raniry, AS dean FEBI UIN-SU). Description of the synthesis results in the quality cluster and the alternative strategies cluster, based on the results of the synthesis using *Super Decision* software, the quality priority is obtained according to the opinion of all respondents.

Results and Discussion

1. Quality in Enhancing the Competitive Strategy of Sharia Insurance Agents in Indonesia

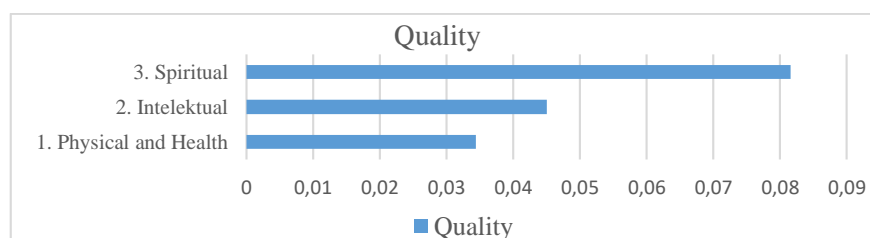


Figure 3. Quality cluster

The Figure 3, shows that based on the combined opinion of the respondents, the implementation of quality that has the most priority is the improvement of spiritual quality, then intellectual quality, then physical quality and health. The result of the agreement value of all respondents is 77 percent. This means that all respondents agree on the priority order in an effort to increase the competitiveness of Islamic insurance agents by 77 percent.

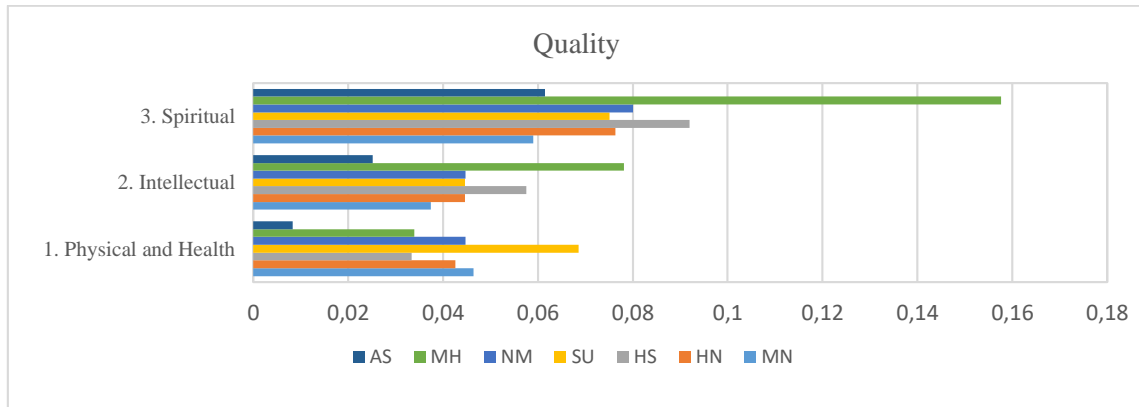


Figure 4. Quality priority synthesis results based the value of each respondent

The Figure 4, shows that the results of the priority synthesis of each respondent from the seven respondents, shows that all respondents agree to make spiritual quality their top priority, then four respondents answered intellectual and two people answered that physical and health were the second priority, and one person answered equally important. So that according to the opinion of individual respondents, which is a priority in determining the model for improving the competitiveness of Islamic insurance agents is the spiritual quality so that they can be implemented in all alternative competitive strategies for Islamic insurance agents.

Table 1. The order based on quality priority

Practitioner	Association	Academics
Spiritual	Spiritual	Spiritual
Intellectual	Physical and Health	Intellectual
Physical and Health	Intellectual	Physical and Health

Based on this table, it is clear that between practitioners and academics there is an agreement on the order of priority that affects.

2. The Best Strategy in Increasing the Competitive of Sharia Insurance Agents in Indonesia

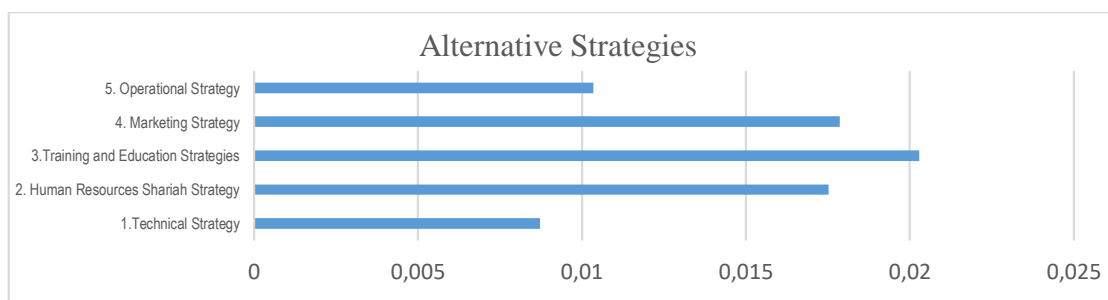


Figure 5. Cluster alternative strategies

The Figure 5, shows that based on the combined opinion of the respondents, in an effort to the competitiveness of the sharia insurance agents, the best alternative choice of competitive strategy and needs to be improved is training and educating, then marketing and followed by increasing sharia human resources, then operational improvements and followed, by technical. The result of the agreement value of all respondents is 68 percent. This means that all respondents agree on the priority order in an effort to increase the competitiveness of Islamic insurance agents by 68 percent.

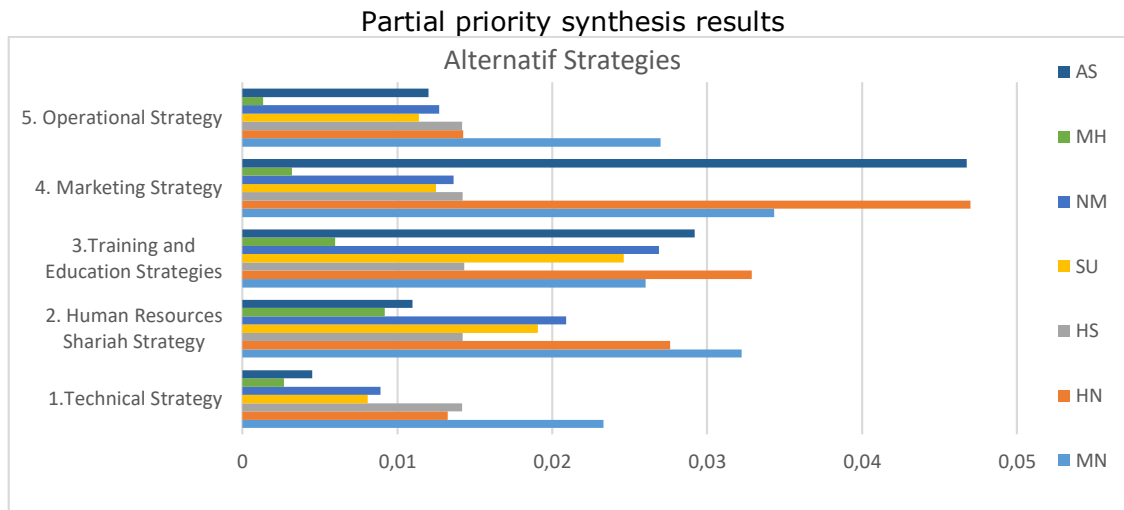


Figure 6. Alternative priorities synthesis results based the value of each respondent

The Figure 6, shows that the results of the priority synthesis of each respondent from the seven respondents, shows that three respondents chose alternative priorities, they are training and education and marketing and 1 respondent made sharia human resources because of alternative priorities the main choice, then four respondents answered technical and three people answered operational last choice. So according to the opinion of individual respondents, who area priority in determining the model for improving the competitiveness of Islamic insurance agents the main alternative strategy is to improve training and education in order to be able to improve the quality of Islamic insurance agents, then it can be implemented in alternative competitive strategies for Islamic insurance agents.

Table 2. The order based on alternative priority

Practitioner	Association	Academics
Marketing	Training&Education	Marketing
Human Resouces Sy	Human Resouces Sy	Training&Education
Training&Education	Marketing	Human Resouces Sy
Operational	Operational	Operational
Technical	Technical	Technical

Based on this table, it is clear that between practitioners, associations, and academics there is an agreement on the priority order of alternative strategies that affect operational competitiveness in the fourth position and technical at the fifth position. However, they differ in the order of priority 1-3. The highest position of practitioners and academics is marketing, meanwhile association is training and educations. Practitioners and associations consider sharia human resource in second place while academics place training and education, while association put down technical, and academics put Islamic human resources.

Conclusion

Based on the result of research and discussion of quality analysis on sharia insurance agents in North Sumatera that have been described previously, it can be concluded that: quality as a solution to increasing the competitiveness of Islamic insurance agents is: (1) Simultaneously there is an agreement between respondents on the priority order of Islamic insurance agents as much as 77percent with the highest priority is spiritual quality; (2) Simultaneously there is an agreement among respondents on the priority order of alternative strategies for sharia insurance agents as much as 68 percent with the highest priority are training and education

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