

Literacy and Attitude to Community Interest in Syariah Accident Insurance (Survey of Online Ojek Drivers in Bandung)

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Abstract: Sharia accident insurance is a product of Sharia insurance that offers protection and minimizes the risk of accidents, particularly those caused by motor vehicle accidents, through contracts that comply with Sharia principles. Despite the positive developments in Sharia accident insurance products, they have not yet become a favored choice among the public, even with the high accident rates in Indonesia. This study aims to investigate the influence of literacy and attitudes on the public's interest in Sharia accident insurance. This explanatory research employs a quantitative approach, utilizing multiple linear regression for data analysis. The population consists of online motorcycle drivers operating along Buah Batu Street, Cijagra, Lengkong District, Bandung City. A non-probability sampling method, specifically incidental sampling, was used to select a sample of 50 respondents. The findings reveal that literacy does not significantly affect interest in Sharia accident insurance, whereas attitudes do have a significant impact. Additionally, literacy and attitudes collectively influence the public's interest in Sharia accident insurance. The implications of this research suggest that enhancing both literacy and positive attitudes towards Sharia accident insurance could increase public interest in these products. This study provides valuable insights for insurers and policymakers aiming to promote Sharia-compliant insurance products.

Keywords: Sharia Accident Insurance, Literacy, Attitudes, Interests.

INTRODUCTION

Of the various kinds of insurance products, one of the insurance products that is quite famous in Indonesia is accident insurance; considering the large use of motorized vehicles from year to year and the increasing number of accidents increasingly makes accident insurance relevant in demand (Abraham & Rabin, 2019). Understanding accident insurance (*personal accident*) is insurance that provides compensation for the risk of death, total disability, and medical costs caused by risks that come suddenly or unexpectedly (Rokhim et al., 2017). The benefit of accident insurance is that it provides a sense of security in the event of an accident risk and eases the financial burden. Various guarantees are offered by this insurance. Both guarantee when on the move or not on the move, working, driving, or on the go, for 24 hours (Sasikirana et al., 2021).

Accident insurance is designed to provide compensation for the risk of death, disability and the impact of financial losses arising from the cost of medical treatment or hospitalization due to an accident suffered by the insured, both due to traffic accidents and work accidents.

The trend of accident insurance in Indonesia in 2019 also showed positive growth. Executive Director of the Indonesian Life Insurance Association (AAJI) TogarPasaribu claimed that:

"Total premiums derived from accident insurance have increased from until the second quarter of 2019" (Okonkwo & Okeke, 2019). The afore mentioned Indonesians who are using vehicles, both private and public. Unfortunately, AAJI does not yet have specific data related to accident insurance products, but the growth of total life insurance premiums until the end of 2019 is estimated to increase by around 10.5%.

Therefore, it is expected that accident insurance products will also show positive growth. However, according to the Head of Marketing & Communication of the Indonesian Life Insurance Association (AAJI), Wiroyo Karsono stated, that:

"Bancassurance products have the largest contribution to total premiums of 41.8%, followed by Agency at 39.9% and other alternatives at 18.4%" (Bahaswan, 2020).

In other words, bancassurance insurance products are insurance products that are most in demand by insurance customers in general because they contribute a total national premium of 41.8% of the total (Kim & Park, 2019). Bancassurance products are banking services that provide insurance products to meet customers' long-term financial needs (Li et al., 2017). The bancassurance product itself is a collaboration between banks and insurance companies.

The large use of insurance can also have a positive impact, one of which is in the economic sector, where economic growth requires adequate investment support, so efforts are needed to mobilize investment funds, especially those sourced from public savings. Economic growth, according to Islamic economics, is not only related to the increase in goods and services but also related to aspects of morality and moral quality as well as the balance between worldly goals and ukhrawi (Rozali et al., 2022).

Although accident insurance is experiencing a positive trend in 2019, its contribution has not been able to become the largest premium contributor on a national scale, and it is still far behind bancassurance insurance and agency insurance products (Binder & Mußhoff, 2017). Given that the number of public and private vehicles continues to increase, and in 2018 in Indonesia, it reached 146,858,759 units, accident insurance products should have the potential to become one of the most popular insurance products and become one of the largest national-scale premium contributors among other insurance products.

There are many factors that can affect insurance demand; these factors are both economic factors (insurance premiums, promotions, income) and non-economic factors (literacy, attitudes, education level, and number of children) (Shettima, 2020). Then there is the money or income factor as one of the important variables; the position of income is seen as a very strategic function within the economic frame and is difficult to replace with other variables (Alim & Suryadi, 2021), including insurance demand. According to the Deputy Director of Insurance Supervision of the Financial Services Authority (OJK), I Wayan Wijana's public literacy or awareness of insurance products was low. He said, from OJK research in 2013, the level of public literacy in insurance products was still at 17.84% of the total population of Indonesia (Niswah & Legowati, 2019). This can lead to low insurance penetration. The low penetration of insurance in Indonesia can be caused by various factors (Oktiani et al., 2017). One of them is the lack of insurance literacy or the public's unawareness of the importance of having insurance (Driver et al., 2018). On the other hand, the territory of Indonesia, which has more than 17,504 islands, is also a challenge in literacy and equitable access to insurance (Pambudianti et al., 2020). It is unfortunate because insurance is very important in all aspects. In the socio-economic aspect, insurance provides protection against future losses and invests funds collected from policyholders into various economic sectors, which will certainly support economic growth (Wulandari & Narmaditya, 2018).

Research conducted by (Maduwinarti, 2023) states that financial literacy has a significant positive effect on life insurance awareness. In this case, literacy plays an important role in one's interest in insurance, with literacy, one's awareness will be more open about the advantages and benefits of insurance, this is what can then arouse interest in insurance.

Then, research conducted by (Sumadi & Muslichah, 2018) about attitudes states that attitude variables to insurance have a positive role; these results can prove as a driving factor (interest) for consumers to participate in insurance. Based on previous issues, phenomena, and research, the author wants to know how much influence literacy and attitudes have on public interest, especially interest in sharia accident insurance in Bandung City, so a study was conducted entitled "*Literacy and Attitudes Towards Public Interest in Sharia Accident Insurance (Survey on Online Ojek Drivers in Bandung)*" using online ojek drivers respondents because their jobs are vulnerable to the risk of accidents, online motorcycle taxi drivers are considered relevant to be used as respondents in this study. The theory used to support this research is the *Theory of Planned Behavior*, where interest can be formed by attitude factors (attitudes), subjective norms, and behavioral control (literacy).

RESEARCH METHODS

The object of research to be studied in this study is three variables consisting of two variables (X), namely literacy and attitude, and one variable (Y), namely interest. This study will explain how the influence of literacy and attitudes toward public interest in accident insurance, especially Sharia.

The population of this study is the general public, which has their own motorized vehicles, often and always uses motorized vehicles in activities, and is domiciled in the city of Bandung or works as an online motorcycle taxi driver. Especially online motorcycle taxi drivers who operate individually and in groups along Buah Batu Road, Cijagra Village, and Bandung on weekdays the large number of schools, various fast food restaurants, and shopping centers make the area always crowded with the presence of online ojek drivers.

Then, the approach to this study is quantitative. The quantitative approach is the measurement of objective quantitative and statistical data through scientific calculations derived from a sample of people or residents who are asked to answer a number of questions about a survey to determine the frequency and percentage of their responses.

While the method used for data collection in this study is the explanatory method, according to (Subedi, 2016), the explanatory method is research that highlights the relationship between variables using a framework of thought first, then formulated in the form of a hypothesis.

The instrument used in this study was a questionnaire/questionnaire developed using an interval scale. The interval scale used is the *agree-disagree scale*, which will produce affirmative or disagreeing answers in various categories of values. To find out whether the questionnaire/questionnaire prepared is valid, the correlation between scores or the value of each question item with the total score of the questionnaire needs to be tested. There are several instruments that can be used to measure validity, one of which is *Construct Validity* using *SPSS 22* software (Saidi & Siew, 2019).

RESULTS AND DISCUSSION

The results of the study correlate with the answers to the formulation of the research problem and research hypotheses based on the results of analysis and data processing. The results of the study are descriptive analysis and interpretation of all research data or field findings that contain a general description of research variables.

The following are the results of data processing from 50 respondents based on literacy, attitudes, and interest in accident insurance:

Table 1. Respondents based on interest in accident insurance

Range	Category	Frequency	Percentage
$X > 33$	High	10	20%
$21 \leq X < 33$	Medium	35	70%

From the table above, it can be seen that as many as 35 out of 50 respondents have an interest in Sharia accident insurance, which is categorized as moderate, followed by 10 respondents who have high interest and 5 respondents who have low interest.

Table 2. Respondents Based on Literacy in Accident Insurance

Range	Category	Frequency	Percentage
$X > 22$	High	5	10%
$14 \leq X < 22$	Medium	42	84%
$14 \leq X$	Low	3	6%

From the table above, it can be seen that as many as 42 out of 50 respondents have an interest in sharia accident insurance which is categorized as moderate, followed by 5 respondents who have high interest and 3 respondents who have low interest.

Table 3. Respondents Based on Attitudes on Accident Insurance

Range	Category	Frequency	Percentage
X>25	High	11	22%
16≤X<25	Medium	35	70%
16≤ X	Low	4	8%

From the table above, it can be seen that as many as 35 out of 50 respondents have an interest in Sharia accident insurance, which is categorized as moderate, followed by 11 respondents who have high interest and 4 respondents who have low interest. Then, hypothesis testing discusses how much influence each independent variable has in explaining the variation of the dependent variable, partially using the t-test and the f-test to determine the influence of the dependent variable stimulative on the independent variable. Then, a coefficient of determination test was also carried out to see how much the ability of the independent variable was to explain the dependent variable.

The acquisition of t-count values and significance levels on literacy variables and attitudes toward interest are as follows:

Table 4. Literacy Variable t-Test Results (X1)

Coefficient	t-count	t-table	Prob.	Remark
0,041	0,340	1,677	0,735	Not Significant

Hypothesis testing with t-tests on literacy variables was carried out with a significance level of 10% or 0.1 at a confidence level of 90% with $df = n-k (49-3) = 46$ so that a t-table value of 1.677 was obtained. Based on the estimation results contained in Table 4.4 show that the level of significance of the influence of literacy on interest in Sharia accident insurance products is $0.735 > 0.1$, which means it is not significant. Therefore, the results of this study reject H1 in the hypothesis because the results of the study show that literacy does not have a significant effect on interest in Sharia accident insurance products

Table 5. Attitude Variable t-Test Results (X2)

Coefficient	t-count	t-table	Prob.	Remark
0,977	10,460	1,677	0,000	Signifikan

Hypothesis testing with t-tests on attitude variables was carried out with a significance level of 10% or 0.1 at a confidence level of 90% with $df = n-k (49-3) = 46$ so that a t-table value of 1.677 was obtained. Based on the estimation results contained in Table 4.5, it shows that the level of significance of the influence of attitudes towards interest in Sharia accident insurance products is $0.000 < 0.1$, which means significant. Therefore, the results of this study consider H1 in the hypothesis because the results of the study show that attitudes have a significant effect on interest in Sharia accident insurance products.

Then, the f-test aims to determine the effect of all independent variables (X) on the dependent variable (Y). The decision-making criterion with the level of significance (α_i) = 0.1 to compare the value of f-count with f-table; if $f\text{-table} < f\text{-count}$, then H0 is rejected and H1 is accepted; if $f\text{-table} > f\text{-count}$, then H0 is accepted and H1 is rejected.

Table 6. F-Test Results

f-count	f-table	Prob.	Remark
62,368	2,42	0,000	Signifikan

Based on the table, it can be seen that the $f\text{-count} > f\text{-table}$ is $62.368 > 2.42$, and the probability

< The significance level is $0.000 < 0.1$. So it can be concluded that H1 is accepted or all independent variables (X), namely literacy and attitude, simultaneously affect the dependent variable (Y), namely public interest in Sharia accident insurance products.

CONCLUSION

Individual literacy of online motorcycle taxi drivers who usually operate along Buah Batu road, Cijagra Village, Lengkong District, Bandung City is included in the medium category. It can be interpreted that literacy, especially respondents' finances, can be categorized as Sufficient Literate (quite good); this is because individuals are familiar with Sharia accident insurance products in general. The attitude in this study is in the medium category; this means that the respondents' attitude is quite positive in looking at Sharia accident insurance; they know and perceive that Sharia insurance can be trusted and preferred, even better than conventional accident insurance. Then the interest in Sharia accident insurance in respondents is also included in the medium category; it can be interpreted that respondents have attention, interest, and desire to have Sharia accident insurance products, and decision-making to have Sharia accident insurance which is quite high. Literacy did not have a significant effect on interest in sharia accident insurance products for online motorcycle taxi drivers who usually operate along Buah Batu road, Cijagra Village, Lengkong District, Bandung City, but respondents' literacy scores on sharia accident insurance products were included in the medium category (quite good). So, it can be concluded that literacy with moderate grades (good enough) alone is not enough to influence individuals to have an interest in Sharia accident insurance products. Attitude has a significant effect on interest in Sharia accident insurance products and is in a positive direction; this is due to the attitude of respondents who tend to have attention, interest, and assumption that Sharia accident insurance products are better than conventional. So, it can be known that interest in Sharia accident insurance products can be based on the positive/negative attitude of the community towards Sharia accident insurance products themselves. The rapid growth of the Islamic financial industry requires Islamic economists to be able to understand the demands and needs of consumers/customers as a top priority. Customer preferences for a product will continue to change over time. Therefore, it is important to explore consumer preferences for a product (Dwihapsari, Suryana, & J. Juliana, 2019), in this case, Sharia accident insurance products.

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