

DETERMINANTS OF NON-MUSLIMS INTENTION TO HAVE ISLAMIC INSURANCE PRODUCTS

Andri Soemitra¹
Ririn Khairiyah¹

¹FEBI UINSU Medan

e-mail: andrisoemitra@uinsu.ac.id, ririnkhairiyah97@gmail.com

ABSTRACT

The Islamic insurance industry is developing along with the development of the Islamic finance industry. Islamic finance has universal characteristics, namely that it can not only be used by Muslims but also by non-Muslims. This study aims to examine the determinants of non-Muslim communities using sharia insurance products. This study uses quantitative research by collecting data through the distribution of questionnaires with a Likert scale to research respondents totaling 34 people. Respondents were identified as being Hindu, Buddhist, Protestant, Catholic, and Confucian. The analysis technique used in this research is Multiple Linear Regression Analysis. The results of this study clearly show that premium rates, products, and promotions partially affect the intention of non-Muslims to use Islamic insurance products. The Islamic insurance literacy variable does not partially affect the non-Muslims intention to use Islamic insurance products. Variables Rates (Premiums), Product Quality, Promotion, and understanding simultaneously influence the intention of non-Muslims to use Islamic insurance. The non-Muslims intention to have sharia Islamic can be explained by the tariff variable, product quality variable, promotion variable, and understanding of 41.4%, while the remaining 58.6% is influenced by other variables outside the variables used in this study.

Keywords: Islamic Insurance, Non-Muslims, determinants, intentions

1) INTRODUCTION

The uneven distribution of literacy and financial inclusion of the Indonesian people still seems to be a problem that still needs to be improved. For the level of inclusion, the government targets 90% of Indonesians to have access to financial institutions by 2024. Based on the results of the OJK Financial Literacy and Inclusion National Survey in 2021, the Indonesian financial literacy index is 40% and Indonesia's financial inclusion reaches 81.40 percent. This data shows that from 100 adults in Indonesia 40 people understand financial products and services and from 100 adults in Indonesia 81.40 people have used formal financial products or services.

However, the results of the Indonesian Financial Authority (OJK) survey show that there is an imbalance in the level of literacy and financial inclusion of the Indonesian people between the banking sector and other financial services. When examined further, the data shows that the percentage of respondents' financial literacy based on the financial sector is the highest occupied by

the banking sector with a value of 36.12%. This is an indicator that the majority of Indonesian people know more about banking as access to their financial service needs. The level of community inclusion in the banking sector was able to reach 73.88%. This condition shows that although the literacy level of 100 people is 36.16 people who understand banking, people who have used banking products and services out of 100 Indonesians have reached 73.88 people.

This condition is inversely proportional to the literacy rate of the Indonesian people in the insurance sector which is only at 19.40% with financial inclusion only reaching 13.15%. This shows the number who know about insurance products and services from 100 people reaches 19.40 people, but only 13.15% people who have used insurance products and services out of 100 people. This situation shows that there is a problem in the insurance industry in Indonesia where there are several people who know about insurance products and services who do not use insurance products and services. According to World Bank data as of 2020, Indonesia's insurance penetration is relatively low compared to neighboring countries such as Malaysia, Thailand, and the Philippines.

The financial industry in Indonesia, apart from offering conventional financial products and services, also offers Islamic financial products and services. In recent years the development of the Islamic finance industry has attracted a lot of attention. However, despite the increasing popularity of the Islamic finance industry, data shows that Islamic financial literacy in Indonesia is still at 8.93% and Islamic financial inclusion in Indonesia is at 9.1%. This condition is certainly a problem, considering that Indonesia is a country with a population of 270 million, with a majority Muslim population. The data shows that for Islamic insurance the literacy rate of Islamic insurance is only 2.51% and the inclusion of Islamic insurance has only reached 1.92%. This data shows the low level of intention of the Indonesian people in using insurance products and services, even for those who know insurance.

This phenomenon is a challenge behind which there are wide opportunities for the development of Islamic insurance considering that the available market is still very open. Moreover, Islamic economics and finance in principle are not only intended for Muslims but are open to using by non-Muslims. Islamic financial products and services may be used by people who are Muslim or non-Muslim because of the universal characteristics of Islamic financial products and services aimed at improving the general welfare of society.

Many factors determine the inclusion of society into a product or financial service, both internal and external factors. Internally, some factors that influence people's decisions to buy financial products and services include literacy, self-efficacy, income levels, and social capital. Externally, public financial inclusion is influenced by several factors, including promotion, price, product quality, and services offered by financial institutions. This condition also occurs in the Islamic finance industry.

Regarding the public's intention to use Islamic insurance products, it was found that several studies have been carried out, including Achwan (2019) which suggests that the level of understanding of sharia and the level of product quality influence the decisions of the Islamic insurance community. Handayani et al (2020) research examine the effect of services, promotions, and products on customer intentions to buy Islamic insurance. However, so far, research on the determinants of variables that affect the intention of non-Muslims to buy Islamic insurance products has not been found.

Because research to examine the determinants that influence non-Muslim communities to buy sharia insurance products is still rarely done, it is important to do research. This research needs to be done considering the characteristics of Islamic insurance that are universal and inclusive, not only

for prospective customers who are Muslim but also open to prospective customers who are non-Muslims. Moreover, according to the estimates of the International Financial Services Professional Association or the Million Dollar Round Table (MDRT), the potential for Islamic insurance in Indonesia in the next three years is 19 percent of which is predicted to come from non-Muslim customers. The purpose of this study is to examine whether the factors of insurance premium rates, promotions, products, and literacy of Islamic insurance affect the intention of non-Muslims to use Islamic insurance products.

2) LITERATURE REVIEWS

Islamic Insurance according to DSN MUI Fatwa No. 21 of 2001 is an effort to protect and help each other between some people/parties through investments in the form of assets and or *tabarru'* which provides a pattern of returns to face certain risks through contracts (commitments) that are following sharia. Conceptual insurance does not conflict with Islamic principles because it contains elements of helping fellow members in dealing with the risks faced by fellow members as customers of Islamic insurance companies. Insurance that conducts business under sharia principles eliminates elements that are prohibited in the insurance operational mechanism, namely eliminating usury, *maysir*, *zhalim*, and *gharar*. In addition, the contracts used in Islamic insurance transactions, both *tabarru'* contracts and commercial contracts used in insurance products used by customers or used as an investment mechanism, the collected funds have been adjusted to the contracts in Islamic teachings.

In the history of Islamic insurance in Indonesia, starting from the establishment of the first sharia life insurance, namely PT Asuransi Takaful Keluarga (Family Takaful) on May 5, 1994. Furthermore, Islamic insurance companies began to grow so that currently Islamic Insurance is experiencing development both in terms of customers, assets, and evolving management. Based on data from the Financial Services Authority (OJK), the number of sharia life insurance in Indonesia in 2021 will reach 7 full sharia companies and 23 sharia units. As for general sharia insurance, there are 5 full sharia companies and 24 units. So, the total number of insurance and reinsurance companies in Indonesia will reach 62 companies by 2021. As for assets, Islamic insurance as of June 2021 was recorded at IDR 42.81 trillion which was divided into a portion of sharia life insurance assets of 80.45 percent with a value of Rp34.44 trillion; followed by sharia general insurance by 14.68 percent with a value of Rp6.29 trillion; and Islamic reinsurance by 4.87 percent or with a value of Rp2.09 trillion.

Islamic finance is particularly inclusive (Ahmed and Salleh: 2016). Shinkafi et al. 2020) confirm that many factors such as government policies, public awareness, literacy, and Islamic financial infrastructure affect public inclusion in financial institutions for all groups. Based on this inclusive character, Islamic Insurance is in principle open, not only can be purchased by Muslims but can also be purchased by non-Muslims.

The intention is a decision to act in a certain way, or an urge to take any action, either consciously or unconsciously. This shows that in deciding to act on something someone is driven to do that action by several certain factors. In terms of purchasing insurance products, of course, a person's intention to buy Islamic insurance products is influenced by some factors. There are internal and external factors that influence people's intention to use Islamic insurance products.

Kurniawaty (2017) in her research suggests that Corporate Image and Premium Rates on insurance purchase intentions. Achwan (2019) in his research results shows that simultaneously services, promotions, and products have a positive and significant effect on customer intentions. Sandi and Arafah (2020) state that company image, premium rates, and service quality influence the

decision to become a customer in Islamic insurance. Handayani et al (2020) in their research shows that the most significant factors influencing people in deciding to have Islamic insurance are the level of understanding of sharia, and the level of product quality. The premium and promotion variables are still unknown to the research respondents. In addition, other studies show variables that affect the intentions of the Islamic insurance community. Aristyanto et al. (2021) in their research states that some factors influence the customer's intention to have insurance products, including religiosity, service, and premium rates.

Islamic Insurance Premium Rates

Tariff (Premium) is the amount that must be paid by Islamic insurance customers which have been determined by the insurance company based on the consideration of the customer's condition as a fee for the insurance policy as compensation for the occurrence of the agreed risk. In Islamic insurance premiums are also known as contributions, namely the participants' funds together after deducting the insurance company management fee. There are three types of premium payments, namely tabarru' premiums, tijarah premiums (savings or investments), and fee premiums. The amount of premium on Islamic insurance is very dependent on the type of insurance product taken, whether general insurance or life insurance. The amount of premium paid by customers on Islamic insurance can also be adjusted to the customer's financial condition and customer needs. The amount of premium paid by the customer determines the insurance benefits that will be received by the customer in the event of a claim. Several studies show that Islamic insurance rates/premiums affect people's intentions to buy Islamic insurance products and services, including research conducted by Lumempouw et al. (2019). The results of this study indicate that based on the partial test results, insurance premiums have a significant effect on the intention to become a customer.

Islamic Insurance Products

A product can be defined as something that is offered to the market so that it can be bought, used, or consumed by potential consumers. In Islamic insurance, the products offered by general insurance and life insurance are following the needs and financial conditions of prospective customers. The condition of the products offered by Islamic insurance will determine the intention of prospective customers to buy these products because people will like quality products and can meet consumer expectations. Several research results show that Islamic insurance products affect people's intentions to buy Islamic insurance products and services, namely Hanafi and Agustina's research (2021) suggests that public knowledge of products affects the intention to buy Islamic insurance.

Islamic Insurance Promotion

Promotion is an effort to inform or offer a product or service to attract potential consumers to buy or consume it. In Islamic insurance, promotion is the effort made by Islamic insurance to introduce Islamic insurance products and services to the public. Several research results show that promotion affects the intention to buy Islamic insurance, including research by Devi et al (2020) which suggests that promotion affects the intention to become a customer of the insurance under study. Harahap and Devi (2021) show that the Islamic insurance promotion strategy affects the purchase of Islamic insurance.

Islamic Insurance Literacy

Literacy of Islamic insurance is knowledge, skills, and beliefs that influence attitudes and behavior to improve the quality of decision-making and financial management to obtain protection through Islamic insurance. Several studies show that knowledge or understanding or literacy affects people's

intentions to use Islamic insurance products, including Nur's research and Zayusman & Riyaldi's research (2019).

3) METHODS

This research was conducted in North Sumatra in October 2021 where the samples involved were non-Muslim communities, namely people who were Hindus, Buddhists, Protestants, Catholic Christians, and people who were Confucian. Research respondents amounted to 34 people. The analysis technique used in this research is Multiple Linear Regression Analysis. This technique was chosen to see how much influence the independent variable has on the dependent variable. The data used in this study is cross-sectional data, where the tool used to collect data is in the form of a questionnaire using a Likert scale of 1-4 while the software used to perform multiple linear regression using SPSS Version 25.

4) RESULTS AND DISCUSSION

a. Characteristics of Respondents

Table 1.1
Characteristics of Respondents

No	Description	Quantity
1	Gender	
	- Male	- 14
	- Female	- 20
2	Age	
	- <20 years	-
	- 20 to 30 years	- 28
	- 31 to 40 years	- 5
	- 41 years up	- 1
3	Religion	
	- Hindu	- 1
	- Budha	- 5
	- Kristen Protestan	- 20
	- Kristen Katolik	- 7
	- Kong Hu Cu	- 1
4	Education	
	- Primary School	-
	- Junior High School	-
	- Senior High School	- 18
	- Diploma	- 1
	- Undergraduate	- 14
	- Post Graduate	- 1
5	Occupation	
	- Civil Servant	- 4
	- Self Business	- 6
	- Students	- 10
	- Private Employee	- 12

Source: Research Questionnaire 2021

From these data, it can be seen that female respondents dominate more than male respondents, namely women, 20 respondents. In terms of age, respondents are dominated by the age range of 20-30 years. Respondents who are Protestant are the largest, namely 20 people, then followed by people who are Catholic, which is 7 people. From the educational background of the respondents in this study, most of them had high school education, namely 18 people, followed by 14 people in the 1st degree. The respondent's occupation is dominated by private employees as many as 12 people, followed by 10 students. The Protestant community dominates it is in line with the number of Protestants as the second highest in Indonesia, after Islam based on annual population data.

b. Validity and Reliability Test

To test the validity and reliability, the authors use analysis with the SPSS computer application, the following are the results of the test.

1. Validity Test

For the level of validity, a significant test was carried out by comparing the value of count with the value of the r table for the degree of freedom ($df = n - 2$), in this case, n is the number of samples. In this case, the amount of df can be calculated as $34 - 2$ or $df = 32$ with an alpha of 0.05, we get an r table of 0.339. If the calculated r (for each question item) can be seen in the corrected item-total correlation column) is greater than the r table and the r value is positive, then the question item is said to be valid.

Table 1.2
Validity Test Results for X

Variables	Questions	Correct Item Pertanyaan Total Correlation	r Table	Results
Tariff (Premium) (X1)	Tariff 1	0.771	0.339	Valid
	Tariff 2	0.908	0.339	Valid
	Tariff 3	0.784	0.339	Valid
	Tariff 4	0.673	0.339	Valid
	Tariff 5	0.686	0.339	Valid
	Tariff 6	0.892	0.339	Valid
Product (X2)	Product 1	0.856	0.339	Valid
	Product 2	0.652	0.339	Valid
	Product 3	0.887	0.339	Valid
	Product 4	0.790	0.339	Valid
	Product 5	0.304	0.339	Valid
Promotion (X3)	Promotion 1	0.773	0.339	Valid
	Promotion 2	0.664	0.339	Valid
	Promotion 3	0.953	0.339	Valid
	Promotion 4	0.743	0.339	Valid
	Promotion 5	0.845	0.339	Valid
	Promotion 6	0.644	0.339	Valid
Literacy (X4)	Literacy 1	0.773	0.339	Valid
	Literacy 2	0.664	0.339	Valid

Literacy 3	0.935	0.339	Valid
Literacy 4	0.743	0.339	Valid
Literacy 5	0.845	0.339	Valid
Literacy 6	0.644	0.339	Valid

Source: primary data processed by SPSS

Table 1.3
Validity Test of Results for Y

Variable	Questions	Correct Item Total Questions Correlation	R Table	Results
Intension (Y)	Intension 1	0.816	0.339	Valid
	Intension 2	0.657	0.339	Valid
	Intension 3	0.672	0.339	Valid
	Intension 4	0.759	0.339	Valid
	Intension 5	0.693	0.339	Valid
	Intension 6	0.814	0.339	Valid

Source: primary data processed by SPSS

1. Reliability Test

Reliability test shows that the extent to which these measurements provide relatively undifferentiated results are re-measured on the same subject. Reliability tests were carried out on all items of the questionnaire given, there were 34 respondents. Question items are declared reliable if Cronbach's Alpha > 0.60 . The results of the reliability test can be seen in the following table:

Table 1.4
Reliability Test Results

Variable	Coefficient Reliability	Alpha	Results
Tariff Premium (X1)	6 Questions	0.896	Reliable
Product (X2)	5 Questions	0.956	Reliable
Promotion (X3)	6 Questions	0.956	Reliable
Literacy (X4)	6 Questions	0.956	Reliable
Intension	5 Questions	0.966	Reliable

Source: primary data processed by SPSS

c. Multiple Linear Regression Analysis

Multiple linear regression analysis was carried out to know the magnitude of the influence of the independent variable on the dependent variable. Multiple regression analysis in this study was carried out using the SPSS 26 program. The results of multiple regression analysis regarding the determinants of non-Muslim communities, regarding community understanding and non-Muslim community intentions towards Islamic insurance.

Table 1.5
Partial Test Results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.385	.432		.890	.380
	Tariff (premium)	.135	.026	.680	5.242	.000

a. Dependent Variable: Intension

Table 1.6
Partial Test Results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.651	.403		1.615	.116
	Product	.144	.029	.660	4.972	.000

a. Dependent Variable: Intension

Table 1.7
Partial Test Results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.651	.403		1.615	.116
	Promotion	.144	.029	.660	4.972	.000

a. Dependent Variable: Intension

Table 1.8
Partial Test Results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.577	.382		4.128	.000
	Literacy	.425	.152	.443	2.795	.009

a. Dependent Variable: Intension

Source: primary data processed by SPSS

Based on the table above, the multiple linear regression equation in this study can be formulated as follows: $Y = 3.654 + -0.385 X_1 + 0.651 X_2 + 0.103 X_3 + 0.425 X_4$. The multiple linear regression equation can be described as follows:

1. The constant value of 3,654 indicates that when the independent variables (Tariff, product quality, promotion, understanding) are assumed to be worth 1 unit, it will increase the intention of non-Muslims to use Islamic insurance.
2. The coefficient of tariff (premium) variable (X1) is -0.385. This can be interpreted, if the rate variable increases by 1 unit, it will reduce the intention of non-Muslim communities in using Islamic insurance by 0.385. Thus, it can be said that the greater the rate (premium), it will reduce the intention of non-Muslims to use Islamic insurance.
3. The coefficient of the product quality variable (X2) is 0.651. This can be interpreted, if the product quality variable increases by 1 unit, it will increase the intention of non-Muslim communities to use Islamic insurance by 0.651. Thus, it can be said that the higher the quality of Islamic insurance products, the higher the intention of non-Muslims to use Islamic insurance.
4. The coefficient of the promotion variable (X3) is 0.103. This can be interpreted, if the promotion variable has increased by 1 unit, it will increase the intention of non-Muslim communities to use Islamic insurance by 0.103. Thus, it can be said that the higher the promotion, the higher the intention of non-Muslims to use Islamic insurance, assuming the other variables remain constant.
5. The coefficient of understanding variable (X4) was obtained at 0.425. This can be interpreted, if the understanding variable increases by 1 unit, it will increase the intention of non-Muslim communities to use Islamic insurance by 0.425. Thus, it can be said that the higher the public's understanding, the higher the intention of non-Muslims to use Islamic insurance, assuming the other variables remain constant.

T-test (Partial Test)

The t-test or partial test aims to show how far one independent variable can partially explain the variation of the dependent variable. The test is done by comparing the value of sig t with a significance level of 5% (0.05).

a. Testing the effect of tariffs on the intention of non-Muslims to use Islamic insurance.

Based on table 1.5, the results of the significance test of the tariff variable (X1) are 0.00, which means it is smaller than 0.05. That is, the tariff variable partially influences the variable of non-Muslim people's intention to use Islamic insurance (Y).

b. Testing the effect of the product on the intention of non-Muslims using Islamic insurance.

Based on table 1.6, the results of the significance test of the tariff variable (X2) are 0.00, which means it is smaller than 0.05. This means that the product variable partially influences the non-Muslim community's intention to use Islamic insurance (Y).

c. Testing the effect of promotion on the intention of non-Muslims using Islamic insurance.

Based on table 1.7, the results of the significance test of the promotion variable (X3) are 0.00, which means it is smaller than 0.05. That is, the Promotion variable partially has an influence on the non-Muslim community's intention to use Islamic insurance (Y).

d. Testing the effect of understanding on the intentions of non-Muslim communities using Islamic insurance.

Based on table 1.8, the results of the significance test of the tariff variable (X4) are 0.09, which means it is greater than 0.05. That is, the variable of understanding partially has no effect on the variable of non-Muslim people's intention to use Islamic insurance (Y).

F Test (Simultaneous Test)

Table 1.9
Simultaneous Test Results (F-Test)

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.820	4	2.455	6.835	.001 ^a
	Residual	10.416	29	.359		
	Total	20.235	33			

a. Predictors: (Constant), Literacy, Product, Promotion, Tariff (premium)

b. Dependent Variable: Intension

Source: primary data processed by SPSS

Based on the results of the analysis presented in table 1.9, the significance value obtained is 0.001 with an F count of 6.835, where F count > F table 2.69, 6.835 > 2.69. Thus, it can be said that the variables of Tariff (Premium), Product Quality, Promotion, and understanding simultaneously influence the intention of non-Muslims to use Islamic insurance.

Coefficient of Determination Test (R2)

The coefficient of determination test (R2) serves to describe how much influence the independent variable has in explaining variations or changes in the dependent variable by using the coefficient of determination (R2).

The value of the coefficient of determination (R2) is shown in the range 0-1, if the value of the coefficient of determination (R2) is getting closer to one, then the independent variable in the study provides almost all the information needed to predict the variation of the dependent variable.

The results of the coefficient of determination test (R2) for the Variable Tariff (Premium), Product Quality, Promotion, and Understanding of the intentions of non-Muslim communities using Islamic insurance can be seen in table 1.10

Table 1.10
R2 Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.697 ^a	.485	.414	.599

a. Predictors: (Constant), Literacy, Kualitas Product, Promotion, Tariff (premium)

Source: primary data processed by SPSS

Based on table 1.10, the coefficient of determination (adjusted R2) is 0.414. Thus, it can be interpreted that the non-Muslim community's intention to use Islamic insurance can be explained by

the tariff variable, product quality variable, promotion variable, and literacy of 41.4%, while the remaining 58.6% is influenced by other variables outside the variables used in this study.

Discussion

The effect of premium rates on the variable of non-Muslim people's intention to use Islamic insurance.

The premium rate variable partially influences the non-Muslim community's intention to use Islamic insurance (Y). The results of this study are in line with the results of research by Kurniaway (2017) and Lumempouw et al. (2019) which found that the premium rate affected the variable of people's intention to buy insurance products. This study strengthens the theory and the results of previous studies that the non-Muslim prospective consumers also found the same results that Islamic insurance rates or premiums are also one of the influencing considerations. This condition shows that the premium rate is a universal condition that is considered by both Muslims and non-Muslims in using Islamic insurance products, namely the price of Islamic insurance products is affordable, the calculation of the premium rate stipulated in Islamic insurance products must be following government and sharia rules, Premium Rates Islamic insurance products must compete with the Premium Rates of conventional insurance products, the hope that Islamic insurance products will not have additional administrative costs that burden the customer, the hope that when the customer claims there will be no additional costs for claims and the expectation of convenience in paying premiums because they can be paid in cash. e-mail, transfer, ATM, digital banking, and other payment media.

The effect of the product on the intention of non-Muslims to have Islamic insurance.

The results of this study indicate that the product variable partially influences the non-Muslim community's intention to use Islamic insurance (Y). This result is in line with the results of research by Achwan (2019) and Hanafi & Agustina (2021) who found that Islamic insurance products affect people's intentions to use Islamic insurance products. The results of this study indicate that non-Muslims also consider the use of Islamic insurance products based on an assessment of the condition of Islamic insurance products, namely in terms of quality, they must be good, have many choices, the benefits provided are under the needs of prospective customers, provide good and fast service when claiming, and Islamic Insurance Products must be able to compete with conventional insurance products.

The effect of promotion on the intention of non-Muslims to have Islamic insurance.

Promotional variables partially influence the non-Muslim community's intention to use Islamic insurance (Y). This is in line with the results of research by Achwan (2019), Devi et al (2020), and Harahap and Devi (2021) which show that Islamic insurance promotion strategies affect the purchase of Islamic insurance. The results of this study indicate that for prospective non-Muslim customers the promotion of Islamic insurance is also one of the important factors that encourage them to use Islamic insurance products.

The influence of understanding on the intention of non-Muslim communities to use sharia insurance.

The understanding variable partially does not affect the non-Muslim community's intention to use sharia insurance (Y). The results of this study are not in line with the research results of Handayani

et al (2020) who found that understanding affects people's intentions to buy sharia insurance products. The results of this study indicate that for prospective non-Muslim customers, understanding of sharia insurance is not a determining factor in their intention to use sharia insurance products. This is understandable because they have different religious beliefs from Muslims. Prospective non-Muslim customers consider the use of Islamic insurance products as a commercial product rather than a product based on religious beliefs. Therefore, Islamic insurance companies must be able to prioritize the universalism aspect of Islamic insurance products and services so that prospective non-Muslim customers are interested in using Islamic insurance products.

5) CONCLUSION

The Islamic finance industry has universal characteristics which mean that it can be used not only by Muslims but also by non-Muslims. The universal characteristics of the Islamic finance industry also apply to Islamic insurance products. Islamic insurance is open to non-Muslim communities who are Hindus, Buddhists, Protestant Christians, Catholic Christians, and people of the Confucian religion who have the intention to meet their insurance needs. The results of this study indicate that partial premium rates, products, and promotions affect the intention of non-Muslims to use Islamic insurance products. The Islamic insurance literacy variable does not partially affect the non-Muslim intention to use Islamic insurance products. However, simultaneously the variables of Tariff (Premium), Product Quality, Promotion, and understanding affect the intention of non-Muslims to use Islamic insurance. This study also shows that the non-Muslim community's intention to use Islamic insurance can be explained by the tariff variable, product quality variable, promotion variable, and understanding of 41.4%, while the remaining 58.6% is influenced by other variables outside the variables used in this study. This research implies that Islamic insurance needs to prioritize universal aspects that can be accepted not only by the Muslim community but also by non-Muslim communities such as affordable premium prices, products that can meet people's insurance needs, promotions that can move the community to have Islamic insurance products.

REFERENCES

- Achwan, A. F. (2019). Analisis Perilaku Nasabah Asuransi Syariah. *CALYPTRA*, 8(1), 2099-2011.
- Ahmed, H. and Salleh, A.M.H.A.P.M. (2016), "Inclusive Islamic financial planning: a conceptual framework", *International Journal of Islamic and Middle Eastern Finance and Management*, Vol. 9 No. 2, pp. 170-189. <https://doi.org/10.1108/IMEFM-01-2015-0006>
- Aristyanto, E., Putra, A. P., & Riduwan, R. (2021). Pengaruh Religiusitas, Pelayanan dan Tarif Premi terhadap Kepuasan Nasabah Asuransi Syariah dengan Intension Berasuransi Syariah Sebagai Variabel Intervening di Perusahaan Asuransi Syariah Cabang Surabaya. *Perisai: Islamic Banking and Finance Journal*, 5(2), 174-203.
- Devi, N. L. P. Y., Anggraini, N. P. N., & Hendrawan, I. G. Y. (2020). Pengaruh Promotion Dan Kualitas Pelayanan Terhadap Intension Menjadi Nasabah Pt. Asuransi Allianz Life Genteng Biru Agency. *VALUES*, 1(3), 161-170.
- Hanafy, H., & Agustina, L. A. (2021). PENGARUH PENDAPATAN, PENGETAHUAN PRODUCT DAN PROMOTION TERHADAP INTENSION MASYARAKAT DALAM BERASURANSI SYARIAH (STUDI PADA DESA KABANDUNGAN KABUPATEN SUKABUMI). *Syar'Insurance: Jurnal Asuransi Syariah*, 7(1), 11-24.
- Handayani, T., Yetty, F., & Priyatno, P. D. (2020). Apa Pertimbangan Masyarakat Berasuransi Syariah di Jabodetabek?. *Jurnal Akuntansi Dan Keuangan Islam*, 8(1, April), 39-54.

- Harahap, R. S. P., & Devi, S. (2021). Pengaruh Strategi Promotion Asuransi Syariah Terhadap Nasabah Asuransi Jiwa Axa Pada Bank Syariah Mandiri. *AT-TAWASSUTH: Jurnal Ekonomi Islam*, (1), 58-65.
- Kurniawaty, E. (2017). Pengaruh Citra Perusahaan dan Tarif Premi terhadap intension beli yang berdampak pada kepuasan pelanggan di PT Asuransi Cigna Jakarta. *Jurnal Kreatif Pemasaran, Sumber Daya Manusia dan Keuangan*, 5.
- Lumempouw, K. K., Mananeke, L., & Tampenawas, J. L. (2019). PENGARUH PREMI ASURANSI, KUALITAS PELAYANAN DAN TINGKAT KEPERCAYAAN TERHADAP INTENSION MENJADI NASABAH PT. ASURANSI JIWA SINARMAS MANADO. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 7(4).
- Nur, D. D. M. Pengaruh Kesadaran, Norma Subyektif Dan Kepercayaan Terhadap Intension Menggunakan Product Asuransi Syariah Dengan Pengetahuan Sebagai Variabel Moderasi Di Pekanbaru. *Jurnal Tepak Manajemen Bisnis*, 12(1), 86-105.
- Sandi, M. W. A., & Arafah, S. (2020). PENGARUH CITRA PERUSAHAAN, TARIF PREMI, DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN MENJADI NASABAH ASURANSI JASINDO SYARIAH (Studi Kasus: Customer PT. Astra International Daihatsu Medan Krakatau). *Jurnal Mahasiswa Fakultas Ekonomi dan Bisnis*, 1(1), 419-429.
- Shinkafi, A.A., Yahaya, S. and Sani, T.A. (2020), "Realising financial inclusion in Islamic finance", *Journal of Islamic Marketing*, Vol. 11 No. 1, pp. 143-160. <https://doi.org/10.1108/JIMA-02-2017-0020>
- Zayusman, R., & Riyaldi, M. H. (2019). Pengaruh Literacy Dan Peran Agen Terhadap Intension Nasabah Memilih Asuransi Takaful Keluarga Banda Aceh. *Jurnal Ilmiah Mahasiswa Ekonomi Islam*, 1(2).