THE ANALYSIS OF PREMIUM STRATEGY AND VEHICLE CLAIMS IN INCREASING REVENUES OF PT ASURANSI SINAR MAS TANGERANG

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ABSTRACT

This research conducted to determine the premium strategy and insurance claims at PT. Asuransi Sinar Mas Branch of Tangerang period 2005-2015 using SWOT analysis method. Through SWOT analysis can be known the premium strategy that can be applied by the company, This research used the qualitative and quantitative study Methods (combined method). Overall research results show that the SWOT analysis to increase the premium can be seen through the target premium set during one year that has reached the target by way of marketing mix, cooperate with some leasing, the company issued a car insurance product no claim money back, and with the tariff change from OJK where its motor vehicle line rises so that the premium goes bigger, as well as the number of new vehicle types out so that it becomes the stimulus for the customers to change the vehicle and usually insured. While the claim strategy used to suppress the number of claims that is with the acceptance control that is from the year 2005-2010 amounted to 9.51% decreased to 8.35% starting in 2011-2015 in the hope of increasing the underwriting income.

Keywords: Premium Strategy, Claim and Income

PROEM

Insurance as a service business, customer satisfaction is a top priority that must be put forward, where insurance companies are competing to provide the best service for their customers. Aware of the intense competition, many insurance companies take the claim management or known TPA (Third Party Administration). It aims to provide services to customers more effectively and efficiently, although insurance companies must increase the cost of these services. The cooperation there is a positive side, the insurance company can work together with the provider of TPA provider, while one of the benefits received is the provision of discount on premium vehicle insured party at the time of insurance, the discount is certainly not given free of charge but if the premium paid in accordance with the agreed timeframe. However, the implementation in the field there are some premiums that are paid late

so that the expected claim payment discount is not realized. As regulated by the Financial Services Authority (OJK), the company shall determine the premium price corresponding to the insured product. In addition, the insurer shall establish technical reserves with methods and assumptions consistent with relevant product characteristics and risk profiles consistent for similar products, consistent across the reporting period, ensuring fair and fair liability recognition for all policyholders, in accordance with the benefits promised or guaranteed under the policy, and in accordance with generally accepted actuarial practice standards. The establishment of premiums and reserves by the company shall be in accordance with generally accepted actuarial principles and at least comply with such provisions. The following will be explained about the insurance income of Sinar Mas Branch of Tangerang in 2005 to 2015.

Table 1. Revenue of PT. Asuransi Sinar Mas Tangerang

Tahun	Gross Premi (IDR)	Komisi (IDR)	Reasuransi (IDR)	Komisi Reas (IDR)	Cadangan Premi (IDR)	Biaya Klaim (IDR)	Pendapatan (IDR)
2005	1,605,469.07	(31,274.29)	(88.35)	(639.35)	(431,866.07)	(365,620.73)	165,363.52
2006	1,249,312.84	(18,563.96)	(138.91)	(677.69)	(66,436.78)	(509,040.41)	211,136.38
2007	1,222,877.18	(44,624.14)	(8,828.91)	(1,675.74)	54,955.15	(706,199.23)	117,151.28
2008	1,884,814.32	(37,843.62)	(20,129.74)	(306.92)	(518,633.92)	(5,472.33)	374,713.72
2009	2,865,952.44	(32,614.47)	(24,339.11)	(771.33)	(935,724.89)	(884,848.52)	280,414.29
2010	3,930,408.26	(17,647.16)	(249.12)	(8.52)	(1,098,870.90)	(1,550,415.62)	278,963.02
2011	2,080,503.58	(36,596.47)	(31,715.87)	(1,468.84)	740,958.28	(1,752,453.39)	5,302.41
2012	1,574,707.78	(84,756.80)	(545.65)	(5,016.71)	794,494.35	(1,175,439.39)	791,154.73
2013	2,191,310.78	(105,103.38)	(28,794.08)	(3,997.95)	(49,501.89)	(811,789.43)	777,725.47
2014	3,733,787.21	(678,380.82)	(96,144.58)	(2,959.48)	(1,101,769.19)	(773,933.07)	804,123.44
2015	3,431,285.67	(757,571.49)	(62,565.06)	(6,430.40)	(243,954.12)	(868,065.18)	11,112.06

Source: PT. Asuransi Sinar Mas Tangerang

Due to the increasing number of claims submitted by the insurer into one of the factors that affect the gross premium revenue This can be seen from the decline in the number of policyholders (policy holders).

Although PT. Sinar Mas Insurance Tangerang has a SWOT strategy contained in the Vehicle Insurance Policy Chapter IX on claim procedures, but still weak supervision given cause the number of claims is increasing. As an illustration, the total claims paid by PT. Sinar Mas Insurance to its suppliers and total losses due to weak supervision of claims procedures.

Table 2. Growth Claim PT. Asuransi Sinar Mas Tangerang

Tahun	Jumlah Tertanggung Asuransi (Orang)	Jumlah Tertanggung (Orang)	Pertumbuhan Klaim (%)
2005	16087	1018	6.33%
2006	16700	1170	7.01%
2007	10818	1170	10.82%
2008	19818	1715	8.65%
2009	32476	2153	6.63%
2010	40763	3315	8.13%
2011	29601	2134	7.21%
2012	22176	1576	7.11%
2013	23658	1457	6.16%
2014	32303	3826	11.84%
2015	27603	2598	9.41%

Source: PT. Asuransi Sinar Mas Tangerang

THEORETIC

According Handoko (2011: 8) Management is the process of planning, organizing, directing and supervising the efforts of organization members and use organizational resources in order to achieve organizational goals.

Premiums in insurance are the liability of the insured, where the proceeds of the insured liability will be used by the insurer to compensate the losses suffered by the insured. Meanwhile, according Hermawan (2006: 37) premium is the price charged against each unit of coverage (protection). The premium function is the purchase price of the dependent that must be provided by the insurer or in exchange for the risk that the distracted coverage is made, unless the mutual bear coverage. Some Basic Concepts Premiums are determined by diverting the rate by the number of units of protection purchased. This protection unit is different on various insurance. The insurance company's income from the premium should be sufficient to cover losses and costs. To obtain from this premium the insurance company should foresee the demands for the payment of losses (claims) and distribute those anticipated expenses to various classes of police holder. The final premium (premium final) paid by the contractor is called gross premium or gross premium and is based on gross rate. Gross rate consists of two parts, the first designed to provide payment against loss, and the second is called the loading (loading) to cover the costs of the company's operations.

The increasing volume of vehicles in Indonesia, while road accommodation is not adequate, accidents are frequent. In addition, there is often theft of vehicles, especially with the existence of non-standard equipment that diverse the target of theft. Such accidents and thefts can occur unexpectedly and suddenly resulting in financial losses, so many people who use insurance services make vehicle claims to repair vehicles damaged by accident or loss. Claim is a request or filing a consumer loss against the insurance company concerned, such as loss or damage suffered by the insured against the object insured caused by the risk guaranteed in the policy. While the insurance claim is an official request to the insurance company, to request payment under the terms of the insurance policy. The proposed insurance claim will be reviewed by the company for its validity and then paid to the insured party upon approval. The purpose of insurance claims is to provide benefits in accordance with the provisions in the insurance policy to the policyholder (the insured). In order for an insurance claim to be processed and paid for by an insurance company, there are important provisions regarding the filing of a claim to be considered. Claim according to what is stated in the policy. Before submitting an insurance claim, make sure that you have the benefits that correspond to those recorded in the insurance policy.

Statement of Financial Accounting Standards No. 23 revenue is the gross inflows of economic benefits arising from the normal activities of a firm during a period when inflows result in an increase in equity, which does not originate from the contribution of the investor.

METHOD

In order to obtain the data, which suits the needs of research, then conducted data collection. The research instrument used is distributing questionnaires to customers and interviews with company leaders, claim division and marketing division. Then the next step is the analysis with SWOT method. Basically SWOT analysis is a method in qualitative research, namely data collection, data preparation, and descriptive analysis so that known deficiencies that must be improved and the advantages that must be improved (Sugiyono, 2009).

RESULT

To know premium strategy and claim at PT. Asuransi Sinar Mas Tangerang, then conducted qualitative analysis, with explanation of result of analysis from direct observation and interview with company side. Qualitative analysis is done by EFAS and IFAS method, which then determines where company position is based on SWOT analysis, in order to know how effective premium strategy and claim strategy has been done so far.

Table 3. IFAS Matrix Of PT. Asuransi Sinar Mas Tangerang

Indicator	Score	Rank	Value (Score x Rank)
Strengths			
a. Network	0.10	4	0.40
b. *Customized Product*	0.10	4	0.40
c. IT support system	0.10	4	0.40
d. *Team Sales*	0.10	3	0.30
e. 30 branch offices	0.05	3	0.15
f. *Customer Service/Hotline* 24 Hour	0.05	3	0.15
Sub Total 1	**0.50**		**1.80**
Weakness			
a. Slow policies	0.25	1	0.25
b. Less professional sales force	0.15	2	0.30
c. Promotional marketing is out of focus	0.10	1	0.10
Sub Total 2	**0.50**		**0.65**
Total (Sub total 1 + Sub Total 2)	**1.00**		**1.80 + 0.65 = 2.45**

Source: Research data, 2017

Score : 0.00 – 0.125   = Small Influence

0.126 – 0.25   = Medium Influence

0.251 – 0.357 = Great Influence

0.376 – 0.50   = Huge Influence

Rank on IFAS Matrix:

1 = Main weaknesses

2 = Minor weakness

3 = Minor strength

4 = Main strength

In the strength indicator, it is known that PT Asuransi Sinar Mas is weak in terms of availability of service office and 24 hours customer complaint service. However, the excellence in PT Asuransi Sinar Mas is a wide network, attractive insurance products offered and insurance services supported by adequate information technology. It is expected that with the increase, it can improve the company's position in the insurance industry and be perceived by the community, so that in the future PT Asuransi Sinar Mas becomes the insurance company of public choice.

In the weakness indicator, it is known that PT Asuransi Sinar Mas is weak in terms of policy accuracy and lack of professional staff. This has a significant impact on the weakness of corporate image. Therefore, it is not surprising that PT Sinar Mas's insurance is still far behind compared to other companies, such as Squies Life, MNC Life, AXA Insurance, Prudential and others.

Based on the above analysis, PT Asuransi Sinar Mas must pay attention to maximize the insurance network, for example by establishing cooperation with reinsurance company, opening branch office, and making insurance application. This is done as a form of reinforcement to the position of PT Sinar Mas in the insurance industry, especially vehicle Insurance (Fayshal dan Henry, 2013).

Furthermore, it is no less important that PT Asuransi Sinar Mas continues to make improvements to the weaknesses, especially regarding the less flexible insurance policies and limited qualified employees. The important thing in the improvement of the policy is the element of ease and insurance guarantee for the customer. While in improving the competence of employees is to be given regular training, but the most important thing is the existence of certification of insurance expertise recognized by the state. The interesting thing from both analysis above is that Sinar Mas's superiority is still more dominant in comparison to its weakness.

therefore it is expected that the leadership ranks can be more focused in making improvements and serious dealing with weaknesses (Kristia, 2016).

Table 4. EFAS Matrix Of PT. Asuransi Sinar Mas Tangerang

Indicator	Score	Rank	Value (Score x Rank)
Opportunities :			
a. The need for insurance increases	0.15	4	0.60
b. Technology advances	0.20	3	0.60
c. Lifestyle changes	0.15	4	0.60
Sub Total 1	**0.50**		**1.80**
Threats :			
a. The weakening of the banking business	0.10	2	0.20
b. Lack of knowledge about vehicle insurance	0.15	1	0.15
	0.10	1	0.10
c. The level of competition is high	0.15	1	0.15
d. Insurance image is perceived as unfavorable by society			
Sub Total 2	**0.50**		**0.60**
Total (Sub Total 1 + Sub Total 2)	**1.00**		**1.80 + 0.60 = 2.40**

Source: Research data, 2017

Score : 0.00 – 0.125   = Small Influence

0.126 – 0.25   = Medium Influence

0.251 – 0.357 = Great Influence

0.376 – 0.50   = Huge Influence

Rank on EFAS Matrix:

1   = Has a very small chance and a huge threat

2   = Has small opportunities and big threats

3   = Has great opportunities and very small threats

4   = Has a huge opportunity and very little threat

Table 5. SWOT Matrix Of PT. Asuransi Sinar Mas Tangerang

EFAS / IFAS	Opportunities 1. The need for insurance increases 2. Technology advances 3. Lifestyle changes	Threats 1. The weakening of the banking business 2. Lack of knowledge about vehicle insurance 3. The level of competition is high 4. Insurance image is perceived as unfavorable by society
Strenghts 1. Network 2. *Customized Product* 3. IT support system 4. *Team Sales* 5. 30 branch offices 6. *Customer Service/Hotline* 24 Hour	SO Strategy 1. Improve employee competence. 2. provide socialization to the public about the importance of insurance continuously 3. Improve the insurance services by offering various facilities based on information technology 4. providing required insurance products and providing warranty	ST Strategy 1. Enhance brand and corporate image through product reinforcement 2. Maximize marketing mix, especially promotion through the preparation of qualified agents 3. Build networks through cooperation with various stakeholders, such as reinsurance companies, repair shops, and build branch offices 4. Socialization intensively
Weakness 1. Slow policies 2. Less professional sales force 3. Promotional marketing is out of focus	WO Strategy 1. Improve information technology systems through insurance applications that can be accessed by phone 2. Develop promotions in various forms, such as socialization, advertising, and so forth 3. Provide regular training to employees	WT Strategy Strengthen brand and corporate image through market share satisfaction 1. Have qualified employees with a certificate of state-approved insurance 2. Creating strategic policies, such as making the insurance process easy and secure 3. shows the company's superiority as competitiveness with other companies

Source: Research data, 2017

After going through SWOT analysis, can know the advantages, weaknesses, threats and opportunities owned by the company. From here then the company began to plan strategies and policy implementation that can improve the performance of marketing. The policy of the company to increase corporate earnings through SWOT analysis for premium strategy and for claims strategy using acceptance control. Enhanced efforts of the SWOT strategy can provide input and knowledge to

capitalize on existing opportunities and anticipate barriers that may occur. The results of strategy implementation and policy recommendations are also conducted to be an evaluation for the company in the future.

CONCLUSION

Based on the above analysis, it can be presented the following research conclusions.

1. Premium strategy in increasing revenue at PT. Asuransi Sinar Mas Tangerang Branch is by applying marketing mix strategy, and SWOT matrix with technology usage, technology based promotion, and human resource quality improvement.

2. claims Strategy in increasing revenue of PT. Asuransi Sinar Mas Tangerang is by suppressing the number of claims with acceptance control with percentage percentage starting from 2005 to 2010 before using acceptance control that is 9.51% while after using acceptance control which has been running from 2011 until 2015, average percentage decreased to 8.35%.

The results of the above research, it can be put forward suggestions as follows

1. In general, it is advisable for the company to observe the customers' needs to obtain adequate business environment information in order to increase the company's revenue.

2. Financial services companies in the insurance sector that can exceed the expectations of customers, marketing personnel, staff and shareholders further improve customer service, provide quality products, professional and committed marketing personnel and generate profitable investment income.

3. PT Asuransi Sinar Mas focuses on increasing employee competency, continuous socialization, improving service facility through application, strengthening brand and corporate image through marketing mix, and building networks.

4. PT Asuransi Sinar Mas focuses on strengthening excellence and making continuous improvement on weaknesses, as well as solving the company's position.

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