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THE INFLUENCE OF STUDENT KNOWLEDGE AND AWARENESS SHARIA INSURANCE ON INTEREST TO BUY INSURANCE SHARIA PERSONAL ACCIDENT

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ABSTRACT

Sharia personal accident insurance is protection against all risks of a person resulting in death and accidents to that person. In their daily activities, students face many risks, such as traveling from home to campus that experiences a disaster or unwanted events that result in serious injuries and hinder students in their activities. The purpose of this study is to find out whether knowledge and awareness have a significant and simultaneous effect on the interest of Sharia Insurance students at FEBI UIN SU to buy sharia personal accident insurance products. This study uses a quantitative approach by conducting t-test and F-test. This study uses multiple regression analysis. The variables used in this study are knowledge and awareness and buying interest to buy Sharia personal accident insurance. The results of this study indicate that the knowledge coefficient has a partial effect on buying interest in sharia personal accident insurance products. The coefficient of awareness partially affects the interest in buying sharia personal accident product. There is a significant influence of knowledge and awareness on interest in buying sharia personal accident insurance products.

1. INTRODUCTION

An insurance company is a non-bank company that has a role that is not much different from a bank, which is engaged in the services provided to the public in overcoming risks that will occur in the future. In Indonesia now there are many non-bank institutions, especially sharia, but even though Islamic financial institutions are starting to spread in various corners of the country, many people are not familiar with sharia insurance products.

The study of insurance is very interesting among the principles of Islamic economics. The study of sharia insurance was born in one package with the study of sharia banking, which both surfaced when the Islamic world was interested in studying in depth what and how to actualize the concept of sharia economics. The word insurance comes from the Dutch language, *assurantie*, which in Dutch law is called *verzekering* which means coverage. From the term *assurantie* then arises *anssuradeur* for the insurer and *greassuranceerde* for the insured. In Arabic, insurance is called *at-ta'min*, the insurer is called *mu'ammin*, while the insured is called *mu'amma* lahu or *musta'min*. to pray for something, which means that a person pays the installments so that he or his heirs get the amount of money as agreed, or to get compensation for their lost property.

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Sharia insurance is an effort to protect and help each other between a number of people or parties through investments in the form of assets that provide a pattern of returns to face certain risks through contracts (commitments) that are in accordance with sharia (Sula, 2014). In Indonesia, sharia institutions are now growing very rapidly, both insurance and banking and other businesses based on sharia principles. as a student should be able to know more about sharia insurance, both developments, understanding, benefits, risks and others.

In essence, theoretically the spirit contained in an insurance institution cannot be separated from the social spirit and mutual help. as ordinary people no one knows what risks will happen in the future, even tomorrow we do not know what will happen. Risks in the future can occur to a person's life such as death, illness or being fired from work. Even in the business faced, it is possible that there will be risks such as fire, loss or damage. Every risk that will be faced must be overcome so that it does not cause even greater losses, it is necessary to have a company that can bear the risk, namely an insurance company. Efforts and attempts to avoid the risks do with how delegate it to another party, then the most appropriate choice at the institution called insurance.

Basically the insurance company in its activities, openly hold offer or offer some protection or protection and hope in the future will come to individuals or groups in society or other institutions, or are likely to suffer further losses because terjadinya events unspecified or not sure. In addition, insurance companies also provide guarantees for the fulfillment of one's income, because right where the person concerned works, his survival is guaranteed. Thus, it can be said that the presence of an insurance company in society is far more beneficial to all parties than its absence. Insurance means having reserves just in case, if in the course of life an accident occurs that makes the main income lost. For example due to premature death. This reserve can save the family from an economic catastrophe. With the existence of insurance benefits, the continuity of family income as breadwinners is guaranteed, money for daily living needs including the cost of the child's education is available. Surely families who experience events like this will feel the benefits of insurance.

Sharia insurance in Indonesia has been stipulated in law number 2 of 1992 concerning the insurance business, then insurance is an agreement between two or more parties, by which the insurer binds himself to the insured, by receiving insurance premiums, to provide compensation to the insured due to loss, damage or loss of expected profits or legal liability of third parties that may be suffered by the insured, arising from an uncertain event, or providing a financing based on the death or life of an insured person.

According to the National Sharia Council No.21/DSNMUI/X/2001, Sharia insurance is an effort to protect and help each other among a number of people through investment in the form of assets and or tabarru' funds that provide a pattern of taking to face certain risks or dangers through contracts. compliant with sharia. Commercial law code (KUHD), regarding insurance for life insurance, CHAPTER 9, article 246: "Insurance or coverage is an agreement whereby an insurer binds himself to an insured, by receiving a premium, to provide compensation to him for an loss, damage or loss of expected profits, which he may suffer due to an unspecified event." In view of economics, insurance is a method to reduce risk by moving and combining the uncertainty will their financial losses. With the risks of loss that can arise, then through insurance institutions it can be transferred to overcome them, namely by providing compensation if the risk actually occurs. The insurance world provides various products that can provide benefits for everyone who participates in insurance, be it death, fire, loss insurance, including personal accident insurance. The number of insurance products contained in General Insurance, one of which is personal accident insurance (*Personal Accident*). Personal accident insurance (*personal accident*) is insurance that provides insurance or protection against the risk of death, permanent disability and the cost of care or treatment caused by an accident.

Personal accident insurance, is protection against all risks of a person resulting in death and accidents to that person. Airplane travel insurance is a personal accident insurance product that provides protection when traveling by plane. Products offered by life insurance such as travel insurance by plane have protection for each individual, but this product has coverage and protection for a certain period of time. Of the many personal accidents, there are several types of accidents that are protected or types of accidents that can be claimed such as traffic accidents, whether land, sea, air, poisoning due to inhalation of toxic gases or vapors, falling on solid objects, fire and accidents that result in serious injury. .

In their daily activities, students face many risks, such as traveling from home to campus that experiences a disaster or unwanted events that result in serious injuries and hinder students in their activities. It is important for students to know about the transfer of risk that will be experienced by these students in carrying out lecture activities. Because the risk can be transferred to a third party, for example, an insurance company.

If the risk does occur to students, the losses that arise are not only in the form of economic losses, but also physical and mental losses for those who are affected by disasters such as losing one of the limbs so that it can result in loss of confidence in the recipient of the risk and then hinder them in carrying out their activities. activity. So insurance is needed for students who are active in activities, as a form of self-protection, not avoiding risk but minimizing risk. Seeing the importance of student awareness of Takaful will personal accident insurance sharia, would be one of the capital that is needed by the public to use Takaful products, especially personal accident insurance sharia. This means, in doing this, apart from internal factors (factors that come from within students), the main challenge for students is due to external factors (factors that come from outside), namely student awareness, especially sharia insurance students about the importance of using Islamic insurance. sharia insurance, especially sharia personal accident insurance.

UIN North Sumatra Medan, especially the sharia insurance department, is a new department at the Faculty of Islamic Economics and Business which was established in 2015. Many companies, such as Takaful, Prudential, Bumiputera and Sunlife, invite them to work together, generally to advise students to take insurance in order to minimize the risk. But of the thousands of students at UIN North Sumatra Medan, especially sharia insurance students, only a small percentage have insurance products, especially sharia personal accident insurance products, therefore I want to know the knowledge and awareness of students about personal accident insurance products for insurance interests.

This research was conducted at the Faculty of Islamic Economics and Business with the research subject being students of the Department of Sharia Insurance because according to the author, students majoring in sharia insurance are those who understand the development of sharia insurance itself, especially sharia personal accident products, and also this research can be completed on time, as well as efficient and effective. Knowledge of insurance students about insurance, that insurance students understand insurance theory but insurance students have not implemented the practice of insurance itself, so they still understand the theory and do not practice it. So based on this background, researchers are interested in researching "The Influence of Knowledge and Awareness of Sharia Insurance Students at FEBI UINSU on Interest in Buying Sharia Personal Accident Insurance Products."

2. LITERATURE REVIEW

Definition of Insurance

The word insurance comes from the Dutch language, *assurantie*, which in Dutch law is called *Verzekering* which means coverage. From the term *assurantie*, then the term *assurateur* for the insurer and *geassureerde* for the insured emerges.

Sharia Insurance

Sharia insurance (*ta'min, takful or tadhmun*) is an effort to protect and help each other among a number of people/parties through investment in the form of assets and/or *tabarru'* which provides a pattern of returns to face certain risks through an appropriate contract with sharia (Fatwa Dewan Syariah Majelis Ulama Indonesia, 2001). Sharia insurance leads to the establishment of a society that stands on top of helping and supporting each other, because every Muslim is against another Muslim as a building that mutually reinforces some to others.

Sharia Personal Accident Insurance

Shari'ah personal accident is an accident insurance product in activities or work which becomes a life risk that can occur at any time. Having a sharia personal accident insurance product is an effort to keep our beloved family away from financial disasters due to accidents that make us no longer able to work to fulfill our financial obligations for them.

Sharia Insurance Legal Basis

The Legal Basis of Sharia Insurance The legal basis of sharia insurance is the source of legal adoption of sharia insurance practices. Because from the beginning, sharia insurance was interpreted as a form of insurance business based on the values contained in Islamic teachings, namely the Qur'an and the Sunnah of the Prophet, as well as the opinions of Ulama or Fuqaha contained in his works. Verses of the Qur'an that have the value of insurance practice, the command of Allah SWT to help each other and cooperate Surah al-Maidah (5):2

اَوْتُوا لِي لِيَبْرَ لَتَقُوِي لَا اَوْتُوا لِي لِاِثْمِ الْعَدُوِي اَللّٰهُ لَعِقَابٍ....

Meaning: "...And please help you in (doing) virtue and piety, and do not help in sins and transgressions. Fear Allah, verily Allah is very severe in punishment."

Knowledge

Knowledge is something that is known related to the learning process. This learning process is influenced by various internal factors such as motivation and external factors in the form of available information facilities and socio-cultural conditions (Wulandari dan Suyanto, 2014). Knowledge is information that has been interpreted by someone using his history, experience, and interpretation schemes. Knowledge by large dictionary language Indonesia is all choco atu known, intelligence (Indarti dan Dyahjatmayanti, 2014).

Awareness

Awareness is a person's alertness to events in his environment as well as cognitive events which include memory of thoughts, feelings and physical sensations. Consciousness has two sides, namely, on the understanding of the surrounding environment and the stimulus will occasion his own mental. Awareness allows us to make movements made by our own will based on decisions, not instincts or reflexes, to produce a good end result. Many textbooks simply define awareness as the individual's current level of alertness to external and internal stimuli, meaning to environmental events and bodily sensations, memories and thoughts (Solso dkk, 2007).

Interest

Interest according to the experts, interest is the tendency in an individual to be interested in an object or enjoy an object, according to the Big Indonesian Dictionary the definition of interest is a high tendency of the heart towards something, passion and desire (Igbinovia, 2016). Purchase intention is part of the behavioral component in the attitude of consuming. Buying interest is part of the component of consumer behavior in consuming attitudes, the tendency of respondents to act before the buying decision is actually implemented. According to Husein (2010), Interests are personal (individual), there is a difference between the interests of one person and another. Interest

causes discriminatory effects. Closely related to motivation, influencing and being influenced by motivation. Interest is something that is learned, not innate and can change depending on needs, experience, and fashion.

Student

A student is someone who is in the process of gaining knowledge or studying and is registered to be undergoing education at one of the forms of higher education consisting of academics, polytechnics, high schools, institutes and universities. Students can be defined as individuals who are studying at the tertiary level, both public and private or other institutions that are at the level of higher education. Students are considered to have a high level of intelligence, intelligence in thinking and planning in acting quickly and precisely are traits that tend to be inherent in each student, which are complementary principles.

3. RESEARCH METHODS

This study uses a quantitative approach, a research that emphasizes the aspect of measuring objectively on social phenomena. To be able to make measurements, each social phenomenon is translated into several problem components, variables and indicators. Each determined variable is measured by giving different numerical symbols according to the category of information related to the variable. By using these numerical symbols, mathematical quantitative calculation techniques can be carried out so as to produce a generally accepted conclusion in a parameter.

The population can be defined as a collection of all elements of similar but can be distinguished from each other. The population used in this study is the Student Islamic Insurance Fakultas Ekonomi and Business Islam Universitas Islamic State Sumatera Utara , the people who are registered as active student as evidenced by charging Study Plan Card (KRS) in semester concerned. Until now, there have been 5 batches registered as active students, but the researchers took only 2 batches, namely in 2017 -2018 as the population in this study which amounted to 209 students. The following is the data for the 2017-2018 Islamic insurance student data .

4. RESEARCH RESULTS AND DISCUSSION

All of the data has fulfilled the normality, heteroscedasticity, and multicollinearity tests. And following result of multiple regression model test.

Table 4.1
Regression Model Test Results

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig |
|--------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | ,988 | 3,783 | | 261 | ,795 |
| Knowledge | ,206 | ,076 | ,277 | 2,719 | ,008 |
| Awareness | ,864 | ,145 | ,606 | 5,950 | ,000 |

a. Dependent Variable : Interest_Beli_Produk

Source: SPSS Data Processing Results

Based on the results of multiple regression analysis in table 4.13, the following regression equation is obtained :

$$Y = 0.988 + 0,206 X_1 + 0.864 X_2 + e$$

From the model, it is found that the regression coefficients for all variables are positive:

- The constant value of 0.988 means that if the knowledge and awareness variable is in a constant state or does not change (equal to zero), then buying in sharia personal accident insurance products will be worth 0.988 units.
- The knowledge regression coefficient value=0.206 indicates that if knowledge increases by one point, it will result in an increase in buying interest of variable uinsu insurance students by 0.206 units.
- The value of the consciousness regression coefficient =0.864 indicates that if awareness increases by one point, it will result in an increase in buying interest of variable febi uinsu insurance students by 0.268 units.

Then, determination test (R^2) as follows:

Table 4. 2
Tests of determination (R^2)

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .830 ^a | .690 | .680 | 3.880 |

a. predictors: (constant), Awareness (X2), Knowledge (X1)

b. Dependent Variable: Buying Interest (Y)

Source: *The results of distributing questionnaires to students of sharia insurance at FEBI UINSU processed with SPSS version 20*

From 4:16 table terminated coefficient (R^2) indicates the number of R square 0.690 or 69,% which means that the variable buying interest can be explained by variabel knowledge and awareness, the remaining 31% can be explained by other variables outside the research variables.

5. CONCLUSION

Based on the results of research and discussions that have been carried out in this study, which aims to find out whether knowledge has a significant effect on the interest of Islamic Insurance students at FEBI UIN SU to buy sharia personal accident insurance products , to find out whether awareness has a significant effect on the interest of sharia insurance students at FEBI UIN SU to buy Sharia Personal Accident Insurance Products . And to find out whether knowledge and awareness simultaneously have a significant effect on the interest of Islamic Insurance students at FEBI UIN SU to buy sharia personal accident insurance products . Based on the results of the research that has been done, the conclusions of this research are as follows:

- Based on the results of the partial test (t test), on the knowledge variable, it can be seen that H_{a1} is accepted, so it can be concluded that the coefficient of knowledge partially affects the interest in buying sharia personal accident insurance products. With the knowledge given to sharia insurance students at FEBI UINSU, it will increase interest in buying sharia insurance products, because basically knowledge is a process of increasing awareness of insurance students on the importance of insurance in everyday life.
- Based on the partial results (t test) on the awareness variable , it can be seen that H_{a1} is accepted, so it can be concluded that the awareness coefficient partially affects the interest in buying sharia personal accident insurance products. With the awareness that is embedded in students, it can increase interest in buying sharia personal accident insurance products, because a high level of awareness reflects a great sense of

responsibility for oneself, taking care and being more careful in doing anything in everyday life for the sake of self safety.

3. Based on the results of the simultaneous test (F test), the independent variables included in the model have a joint influence on the dependent variable, it can be seen that H_{01} and H_{02} are rejected and H_{a1} and H_{a2} are accepted, this shows that simultaneously states that there is a significant influence of knowledge and awareness on interest in buying sharia personal accident insurance products. And the R Square table shows that knowledge and awareness have an effect of 69% on interest in buying sharia personal accident insurance products, while the remaining 31% is influenced by other variables or factors.

Suggestions

1. This research is able to maintain and improve knowledge, especially in the world of sharia insurance in order to support the insurance development process, especially insurance sharia into the community later.
2. For the next research Should adding or using independent variables that other supports.
3. For universities, the success of implementing Islamic insurance does not regardless of the role of the lecturer, through this research it is hoped that the Sharia insurance study program at UIN North Sumatra pays attention best for students so that students play an important role in The development of sharia insurance is not only through becoming an agency but to participate (customers) so that the insurance development process is more visible among the wider community.

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