JESOCIN

Manage Insurance Customer Satisfaction with Premiums and Perceived Quality Assessments.

M. Rizqi Padma Negara [1*], Zaenal Aripin[2], Kosasih[3] ,
[1]Magister Akuntansi, Universitas Sangga Buana, Bandung, 40124, Indonesia, Padmarizqi99@gmail.com
[2]Magister Manajemen, Universitas Sangga Buana, Bandung, 40124, Indonesia, Zaenal.arifin@usbypkp.ac.id
[3]Magister Manajemen, Universitas Sangga Buana, Bandung, 40124, Indonesia, Kosasih@usbypkp.ac.id

Abstract :

The competition among insurance companies is getting fiercer. The development of the industry today is very competitive; this can be seen from a large number of people in industries with enormous potential in the current era, with developments causing competition in similar industries. This study determines whether customer satisfaction can be achieved with affordable premium prices and good service quality. (Basic method of quantitate active approach, Respondents use questionnaire random sampling method to insurance customers, sampling through primary and secondary techniques, Data quality test instrument, Data processing procedure using SPSS (Statistical Package for Social Sciences) 26.0) To find out the quality of service, find out the affordable premium price and its effect on customer satisfaction of insurance services, find out the affordable premium price and its impact on insurance customer satisfaction. Their analysis results that Service Quality (X1) is positively related to Customer Satisfaction, increasing by 44.4%. In addition, Premium (X2) is also positively associated with Customer Satisfaction, rising by 19.9%. Overall, Service Quality (X1), Premium (X2), and Customer Satisfaction (Y) significantly affect each other. Customer satisfaction is influenced by two main factors, namely premium price and service quality. Affordable premium prices make people interested in using insurance policies, especially if the Premium than Premium is higher than the value of other insurance. In addition, service quality also plays a critical essential influencing customer satisfaction. Insurance marketers must be responsive in handling customer complaints and be friendly and polite. Good and Excellent office facilities also contribute to customer satisfaction. In addition, is insurance explained in the product clearly and easily understood by customers? By paying attention to these factors, insurance companies can increase customer satisfaction and gain a competitive advantage in the market.

Keywords: insurance; customer; satisfaction; premiums; services; quality

I.

Background:

The competition among insurance companies is getting fiercer. The development of today's industry is very competitive, and this can be seen from a large number of people in the industry with massive potential in the current era, with the development of causing competition in similar industries.

This study determines whether customer satisfaction can be achieved with affordable premium prices and good service quality.

Research Methode:

(Basic method of the quantitative method, Respondents use random method questionnaire sampling to insurance customers, sampling through primary and secondary techniques, Data quality test instrument, Data processing procedure using SPSS (*Statistical Package for Social Sciences*) 26.0)

Results and Conclusion:

To find out the quality of service, find out the affordable premium price and its effect on insurance customer satisfaction

Contribution:

Insurance customers

Keywords: Manage insurance, customer satisfaction, premiums, quality assessments

Introduction

The competition among insurance companies is getting fiercer. The development of today's today day's today's this can be seen from a large number of people in the industry with massive potential in the current era, with the development of causing competition in similar industries. This is a diverse offer for consumers so that they will get good service. It can cause satisfaction so that they can repeat purchases (Hult et al., 2019). With the appearance of uncertainty in the economy, insurance premiums increase and increase your time to pay for insurance (Gupta et al., 2019). With the development of the number of people sitting, the impact of the industry is that there is much concern about the environment, which can give rise to a threat (Dagestani et al., 2022). Humans need protection all the time. Each does not have several protections that have calculated the possibilities of risk (Hudson et al., 2019). Regulations that are not integrated and can give p protection that is expected from b as service assurance auto debit risk (Soto-Montes-de-Oca et al., 2020). The price of insurance premiums must be affordable. The company reinsurance is unique for the profit that it charges the insured. There are available non-profit public reinsurance companies and special risk neutral household insurance companies (Hudson et al., 2019). The characteristics of the importance of the company are to calculate the company's benefits or from the acquisition of the company's other (Romanosky et al., 2019).Quality service must be provided to customers. A piece of research shows that the quality of service that is good to customers can give l royalties that are high d an amount m give k satisfaction to these customers (Alzoubi et al., 2020). Customer satisfaction is an assessment of how the service provided by the customer fulfills the customer's service customer's the skills you provide to provide the service and quality help reputation, increasing sum engine subscriber p potential (Raza et al., 2020).Customer satisfaction benefits the company. The satisfaction of the customer affects the company's p of company. It can be considered as an actor's estimated profit in the future Karena see d are index satisfaction from last years before with impact p ada laba company the following years (Eklof et al., 2020). The company prepares a standard interest to make you feel that it has a subscription so that it can generate satisfaction with quality against the company (Sudari et al., 2019). Customers complain a lot about insurance services. Dalam strategi p emasaran kunci sukses dari p elanggan yang p uas (Eklof et al., 2020). Good service is a good service that serves a custom company with alarge number of companies (Mello et al., 2020). The premium price is considered too expensive. The company has raised its efforts to improve the quality of its service (Rauw et al., 2020). With an expensive price, it is assumed that they will get a quality product or service (Vitale et al., 2020). Insurance claims are different from what was promised. Factors influencing customer satisfaction are perceptions of service value, service quality, price, and better service improvement (Alzoubi et al., 2020). Providing quality services to company employees, it will have an impact on the company and can increase new customers (Raza et al., 2020). Insurance companies face many problems. The risks arising from asuras can be covered more because it shares

responsibilities from various parties (Soto-Montes-de-Oca et al., 2020). Many financial companies include insurance and banking measuring instruments to calculate the customer satisfaction and loyalty (Eklof et al., 2020). The public felt the insurance was unnecessary. The occurrence of losses that have befallen many people has an impact on the perception of the need for insurance (Ecer &; Pamucar, 2021). Insurance companies can offer their products to people in areas with limited insurance services from other companies (Soto-Montes-de-Oca et al., 2020). People need affordable premium prices from insurance companies. Quality is essential for consumer acceptance, satisfaction, repeat purchases, and also price (Warner et al., 2022). consumers' pay service prices are a tool for company continuity (Vitale et al., 2020). Insurance services' quality must align with people's exppeople'ss to increase trust. There is a relationship between service quality, customer satisfaction, and customer loyalty (Afthanorhan et al., 2019). The relationship between service quality and price influences customer satisfaction (Alzoubi et al., 2020). A quality performance is needed to ensure better future development plans (Inda et al., 2022). Despite the shortcomings, quality servers are needed (Mello et al., 2020). Customer satisfaction can be achieved with affordable premium prices and good service quality. The overall quality of the buying experience and customer expectations are becoming strong driving factors for customer satisfaction (Hult et al., 2019). To create a positive relationship between customer satisfaction and loyalty, it is necessary to prioritize customer needs and satisfaction so that they become more loyal to service (Raza et al., 2020).

Research Method

This study used quantitative methods. Descriptive statistics are used to summarize quantitative data and identify items considered most important (Fang et al., 2022). The systematic use of research instruments related to existing research circumstances can improve the comparability of study results and advance quantitative meta-analyses in the field (Deutscher &; Braunstein, 2023). This study used a random sampling method with 100 samples. This research involves an overview of the research methodology, including research design, sampling, questionnaire design, and statistical analysis. The results are discussed, focusing on research objectives and hypotheses, and final conclusions are presented (Afthanorhan et al., 2019). This study used purposive sampling with two criteria as a sampling method (Abror et al., 2020). Data is collected through primary and secondary means. The emergence of potential variations in standard methods is a problem that needs attention (Iglesias et al., 2019). These factors become obstacles in evaluating quality trends with existing data (Re et al., 2022). The best multivariate statistical workflow selection is usually influenced by experimental objectives and the quality of the data collected (Rocchetti &; O'Callaghan, 2021).

Data analysis using Data Quality Test, Classical Assumption Test, Multiple Linear Regression, and Hypothesis Test. The sample is divided into sub-samples based on four ranking categories for data analysis (Li et al., 2020). Data analysis was carried out by two-sided testing (Liu &; Lee, 2019)

Results and Discussion

Through this description, the extent of respondents' perceptions of the variables that are indicators in the study is known. Here is a more comprehensive picture of the description of the questionnaire answers received:

(1) Service Quality Variable (X_1) / result in table form:

Table Description of Questionnaire Question Results

Service Quality Variable (X_1)

Indicators	Respondent's Answers					Total	Average
	STS	TS	N	S	SS		
X1.1	2	4	10	46	38	100	4.14
X1.2	1	10	23	47	19	100	3.73
X1.3	1	12	30	41	16	100	3.59
X1.4	4	1	14	58	23	100	3.95
X1.5	2	15	32	35	16	100	3.48
Total	**10**	**42**	**109**	**227**	**112**	**500**	**3.78**
Percentage	**2.00%**	**8.40%**	**21.80%**	**45.40%**	**22.40%**	**100.00%**	

Source: Results of the author's analysis (2023)

The table above shows that the questionnaire statement in the Service Quality indicator variable (X_1) consists of 5 indicators, with the average in this statement being **3.78**, which means that in interpretation, the interval falls into the "**Good**" category. In addition, it can be seen that **X1.1** has the highest average of **4. 14**, and **X1.5** has the lowest average of **3.48.**

(2) Variable Premium (X2) / Result in table form:

Description of Questionnaire Question Results

Variable Premium (X_2)

Indicators	Respondent's Answers					Total	Average
	STS	TS	N	S	SS		
X2.1	1	11	25	50	13	100	3.63
X2.2	1	7	28	58	6	100	3.61
X2.3	1	5	16	70	8	100	3.79
X2.4	1	5	19	67	8	100	3.76
X2.5	1	4	24	67	4	100	3.69
Total	**5**	**32**	**112**	**312**	**39**	**500**	**3.70**
Percentage	**1.00%**	**6.40%**	**22.40%**	**62.40%**	**7.80%**	**100.00%**	

Source: Results of the author's analysis (2023)

Based on the table above shows that for the questionnaire statement, the variable indicator Premium (X_2) consists of 5 indicators, with the average in this statement being **3.70**, which means that in interpretation, the interval falls into the category "**Good**." In addition, it can be seen that **X2.3** has the highest average of **3. 79**, and **X2.2** has the lowest average of **3.61**.

(3) Customer Satisfaction Variable (Y) / results in table form:

Table Description of Customer Satisfaction Variable Questionnaire Question Results (Y)

Indicators	Respondent's Answers					Total	Average
	STS	TS	N	S	SS		
Y.1	0	20	9	57	14	100	3.65
Y.2	2	17	44	32	5	100	3.21
Y.3	0	4	2	94	0	100	3.90
Y.4	1	3	13	76	7	100	3.85
Y.5	1	5	6	75	13	100	3.94
Total	**4**	**49**	**74**	**334**	**39**	**500**	**3.71**
Percentage	**0.80%**	**9.80%**	**14.80%**	**66.80%**	**7.80%**	**100.00%**	

Source: Results of the author's analysis (2023)

Based on the table above, shows that the questionnaire statement in the variable Customer Satisfaction indicator (Y) consists of 5 indicators, with the average in this statement being **3.71**, which means that in interpretation, the interval falls into the category "**Good**." In addition, it can be seen that **Y.5** has the highest average of **3. 94**, and **Y.2** has the lowest average of **3.21**.

A. Analysis and Discussion

(1) Validity Test

Validity states accuracy or accuracy. The higher the accuracy of the data that occurs in the research object with the data reported by the researcher, the higher the data validity. The test uses *the Pearson Product Moment* Correlation; if r counts > r table, it is interpreted as valid. If r calculate > r table with df=n-2 (100-2=98) gets a value of 0.1966 **or 0.197** with α = 0.05, then the correlation coefficient is significant. The following are the results of the validity test on the variables Service Quality (X_1), Premium (X_2), and Customer Satisfaction (Y), for each indicator of the question:

Variable Indicator Validity Test Results

Point question	r calculate	r table	Information
X1 : QUALITY OF SERVICE			
X1.1	0.880	0.197	**Valid**
X1.2	0.859	0.197	**Valid**
X1.3	0.862	0.197	**Valid**
X1.4	0.718	0.197	**Valid**
X1.5	0.729	0.197	**Valid**
X2 : PREMIUM			
X2.1	0.831	0.197	**Valid**
X2.2	0.831	0.197	**Valid**
X2.3	0.864	0.197	**Valid**
X2.4	0.879	0.197	**Valid**
X2.5	0.781	0.197	**Valid**
Y : CUSTOMER SATISFACTION			
Y.1	0.690	0.197	**Valid**
Y.2	0.551	0.197	**Valid**
Y.3	0.613	0.197	**Valid**
Y.4	0.747	0.197	**Valid**
Y.5	0.795	0.197	**Valid**

Source: Analysis results using *SPSS 26.0*

Based on the table of Validity Test Results, it can be seen that it has a calculated r value > r table = 0.197 for all three variables. Thus, the three variables consisting of a total of 15 question indicators are declared **valid**.

(2) Reliability Test

Reliability relates to testing the consistency and predictability of a measuring instrument. The test is carried out by comparing *the Cronbach* Alpha number where the *Cronbach Alpha* value is at least 0.6 or ≥ 0.6. If the value produced in the SPSS calculation results is more significant than 0.6, then the questionnaire is reliable, while the opposite is unreliable. The following are the results of reliability tests on the variables Service Quality (X1), Premium (X2), and Customer Satisfaction (Y):

Table of Variable Indicator Reliability Test Results

Variable	*Cronbach's Alpha* Value	Condition	Information
X1 Quality of Service	0.867	> 0.6	**Reliable**
X2 Premium	0.890	> 0.6	**Reliable**
Y Customer Satisfaction	0.668	> 0.6	**Reliable**

Source: Analysis results using *SPSS 26.0*

Based on the table of reliability test results, it can be seen that the variable variables Service Quality (X_1), Premium (X_2), and Customer Satisfaction (Y) it has *Cronbach's Alpha* values of 0.867, 0.890, and **0.668**, and all above 0.6**.** Thus the variables Service Quality (X_1), Premium (X_2), and Customer Satisfaction (Y) are declared ***reliable***.

(3) Normality Test

Normality assumption testing is performed to test the data of the independent variable (X) and bound variable (Y) in the resulting regression equation, whether it is usually distributed or abnormally distributed. If the data distribution is normal, then data analysis and hypothesis testing are used parametric statistics. The normality test aims to test whether, in the regression model, the dependent variable and the independent variable have a normal distribution. A good regression model is to have a standard or near-normal distribution.

Data Normality Test Results Table :

One Sample Kolmogorov;Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters	Mean	0.00
	Std. Deviation	1.33
Most Extreme Differences	Absolute	0.087
	Positive	0.068
	Negative	-0.087
Test Statistic		0.087
Asymp. Sig. (2-tailed)		**.058**[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Analysis results using *SPSS 26.0*

Based on the *Kolmogorov-Smirnov* normality test result table, the Sig. The value of the regression model above is 0.058, which is more than the value of α= 0.05. Thus, the results of the *Kolomogorov-Smirnov* test from the regression model above have met the normality requirements with a value of Sig. > α= 0.05. It can be concluded that the tested data has a **normal data distribution.**

(4) Multicollinearity Test

The multicollinearity assumption test measures the degree of association, closeness of relationships, or linear relationships between independent variables. One commonly used multicollinearity test is the *Variance Inflation Factor* (VIF) test; if the VIF value of the variable X < 10, then multicollinearity does not occur.

Data Multicollinearity Test Results in Table

Multicollinearity Test

Variable	Collinearity Statistics		Multicollinearity
	Tolerance	VIF	
X1 QUALITY OF SERVICE	0.823	1.216	Not
X2 PREMIUM	0.823	1.216	Not

Source: Analysis results using *SPSS 26.0*

Based on the table above, the VIF value of each variable is less than 10. It can be concluded that the data tested **did not occur in multicollinearity.**

(5) Heteroscedasticity Test

The multiple regression equation needs to be tested to determine whether or not the variance of the residual observations is the same as one observation with another observation. If the residuals have the same variants, it is called homoscedasticity, while if the variants are not the same, it is called heteroscedasticity. A good regression equation is if heteroscedasticity does not occur. Using *the Scatter Plot*, the following results are obtained:

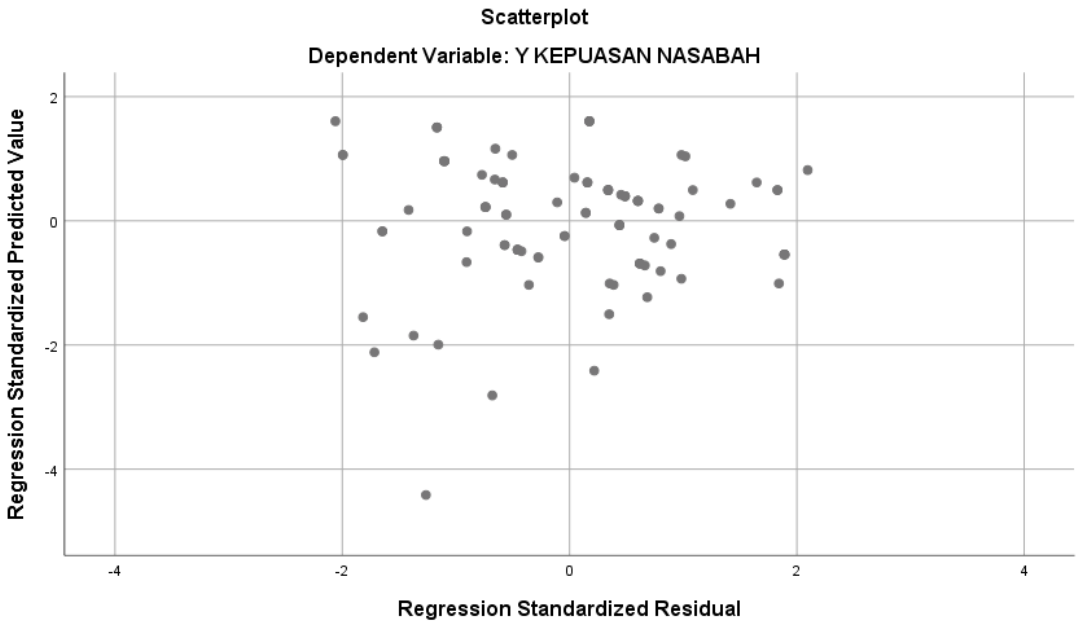

Image of Heteroscedasticity Test Results

Based on the figure above, it can be seen that there is no clear pattern, such as the dots widening above and below the number 0 on the Y-axis, so the dots spread randomly and do not form a specific pattern. It can be concluded that the tested data are **free from heteroscedasticity.** Heteroscedasticity testing is then performed using *the glacier* test to test whether, in a regression model, there is an inequality of residual variance from one observation to another. If the variance from the residual of one observation to another is fixed, it is called homoscedasticity. The results of the glacier test are as follows:

Table of Heteroscedasticity Test Results *of the Glejser* Test

Heteroscedasticity Test of Glejser method

Variable	Sig.	Heteroscedasticity
X1 QUALITY OF SERVICE	0.520	Not
X2 PREMIUM	0.155	Not

Source: Analysis results using *SPSS 26.0*

Based on the results of heteroskedasticity testing using the *glacier* test, it shows the value of Sig. of the two variables above is 0.520 and 0.155 > 0.05, so these two variables show that **heteroskedasticity** does not occur **in the model.**

(6) Multiple Linear Regression Analysis

The data analysis technique used in this study is Multiple Linear Regression analysis, used to determine the influence between the independent and dependent variables. The use of Multiple Linear Regression because this study uses more than one independent variable, including the *variable Service Quality* (X_1), and Premium (X_2), to determine the effect on the dependent variable Customer Satisfaction (Y)—data processing using SPSS (*Statistical Package for Social Sciences)* 26.0.

Multiple Linear Regression Results Table

Partial t-test

Variable	regression coefficient (B)	Std. Error	t count	Sig.	information
(Constant)	6.480	0.897	7.224	0.000	
X1 QUALITY OF SERVICE	0.444	0.040	11.191	0.000	Significant
X2 PREMIUM	0.199	0.048	4.154	0.000	Significant

Source: Analysis results using *SPSS 26.0*

The multiple linear regression equation models obtained are as follows:

$$\mathbf{Y} = 6.480 + \mathbf{0.444}\ X_1 + \mathbf{0.199}\ X_2 + e;$$

The multiple linear regression equation can be explained as follows:

The regression coefficient of Service Quality is positive; this shows that if Service Quality improves, Customer Satisfaction will also increase. This means that every time there is an increase of one unit in Service Quality, Customer Satisfaction increases by 0.444 or 44.4%.

The premium regression coefficient is positive, this showPremiumif PremiumPremiumes, Customer Satisfaction will also increase. This means that every time there is an incrPremium onePremiumin Premium, it results in Customer Satisfaction increases by 0.199 or 19.9%.

(7) Hypothesis Testing

- *R-Square*

The coefficient of determination (R^2) essentially measures how far the model can explain the variation of the dependent variable. The value of the coefficient of determination is between 0 and 1. A small R^2 value means that the ability of independent variables to explain dependent variable variation is minimal. Values close to 1 independent variable provide almost all the information needed to predict the variation of the dependent variable.

R-Square Coefficient of Determination Results Table

Analysis of the coefficient of determination (R2)

R	R Square	Adjusted R Square	Std. An error in the Estimate	Information
.834[a]	0.695	0.689	1.342	Strong

Source: Analysis results using *SPSS 26.0*

Based on the table, it is known that the *value of the Adjusted R Square* equation = 0.689. This shows that 68.9% of Customer Satisfaction (Y) is influenced by variables of Service Quality (X 1), and Premium (X_2). In comparison, the rest (100% - 68.9%) is, other factors outside this research influence 31.1% of Customer Satisfaction (Y).

- *T-Test*

The *t*-test is performed as a hypothesis test to determine the effect of each independent variable individually on the dependent variable. According to Ghazali (2016), to calculate the t-table, the provision **df = n-k = 100 – 3** = 97) **= 1.98** at the level of significant (α) of 5% (an error rate of 5% or 0.05**)** or confidence level of 95% or 0.95, so if the error rate of an el variable is more than 5% it means that the variable is not significant. The way of decision-making is as follows:

- Ho is accepted if the probability/significant > 0.05 or t count < t table
- Ho is rejected if the probability/significance < 0.05 or t calculate > t table.

Multiple Linear Regression Results Table *Customer Satisfaction* (Y)

Partial t-test

Variable	regression coefficient (B)	Std. Error	t count	Sig.	information
(Constant)	6.480	0.897	7.224	0.000	
X1 Quality of Service	0.444	0.040	11.191	0.000	Significant
X2 Premium	0.199	0.048	4.154	0.000	Significant

Source: Analysis results using *SPSS 26.0*

The interpretation and testing of the hypothesis (H) in this table are as follows:

- There is an effect of Service Quality (X_1) on Customer Satisfaction (Y) partially.

Table 4. The ten above shows that the relationship between Service Quality (X 1) and Customer Satisfaction (Y) is **significant** with a t-count of 11.191 (t-count > t table (df=97) = $_{1.98}$) and a value of *Sig*. = 0. 000, which is less than α = 0.05. The *coefficient* value is positive at 0.444,

which shows that the direction of **the relationship between Service Quality (X_1) and Customer Satisfaction is positive or increases by 44.4%.** Thus, hypothesis H 1 in this study, which states that "Service Quality (X_1) has a significant effect on Customer Satisfaction (Y)," **is accepted**.

- There is an effect of Premium (X_2) on Customer Satisfaction (Y) partially.

  Table 4. 13 above shows that the relationship between Premium (X_2) and Customer Satisfaction (Y) is **significant** with a t-count of 4.154 (t-count > t table (df=97) = 1.98) and Sig value. = 0. 000, which is less than α = 0.05. The *coefficient* value is positive at 0.199, which shows that the direction of **the relationship between Premium (X_2) and Customer Satisfaction is positive or increases by** 19.9**%.** Thus hypothesis H 2 in this study, which states that "Premium (X_2) has a significant effect on Customer Satisfaction (Y)," **is accepted**.

(8) Simultaneous Significance Test (Test F)

Regression Test coefficients are used to determine whether the *independent* variables have a significant effect on the dependent variable. The test used a significance level of 0.05. The simultaneous regression test (Test *F*) can be formulated as follows:

(1) If Sig. < 0.05 Then H0 is rejected, and Ha is accepted (significant)

(2) If Sig. > 0.05 Then H0 is accepted, and Ha is rejected (insignificant)

F Test Analysis Results Table

Simultaneous F test

Type	Sum of Squares	Df	Mean Square	F count	Sig.	information
Regression	397.956	2	198.978	110.420	.000[b]	Significant
Residuals	174.794	97	1.802			
Total	238.580	49				

Source: Analysis results using *SPSS 26.0*

Based on the table above, it is known that the value of F = 110.420 and the value of *Sig.* = 0.000, which is less than 0.05, while the value of F of the table with df (2.97) = 3.09. Thus H_0 is **rejected**, **H_3 is accepted,** and these variables Service Quality (X_1) and Premium (X_2) together have a significant effect on Customer Satisfaction (Y). Thus H_0 is **rejected**, **and H_3 is accepted;** these variables of Service Quality (X_1) and Premium (X_2) together have a significant effect on the variable Customer Satisfaction (Y).

People need affordable premium prices from insurance companies. Softness historically affects satisfaction, repurchases, and premium prices (Warner et al., 2022). Consumers can accept a higher price than the initial one (Violino et al., 2019). Consumer willingness to pay reveals new higher-priced approaches to encourage its continuation (Vitale et al., 2020). Insurance services' quality must align with people's expectations to increase trust. The goal is to use insurance value information to guide strategic interventions in restoring ecosystem services through targeted conservation and restoration policies (Soto-Montes-de-Oca et al., 2020). The company has a guarantee and can use the quality of your service to achieve sustainability of its company in the future (Kristanti et al., 2022). Service quality significantly and positively impacts customer satisfaction (Abror et al., 2020). Customer engagement is influenced by satisfaction and service quality (Abror et al., 2020). Service quality is related to company performance (Eklof et al., 2020). Service quality is important to maintain company quality (Maesano et al., 2020).

Efficiency is critical in measuring service quality because the more efficient, the higher customer satisfaction (Rauw et al., 2020).Services with gives current b based on rules about satisfaction subscription dan quality l service (Afthanorhan et al., 2019) . This study aims to understand how customer perceptions of the quality and value of the purchase experience, as well as pre-purchase expectations, affect satisfaction and loyalty in online and offline purchases (Hult et al., 2019). Customer satisfaction can be achieved with affordable premium prices and good service quality. Customer satisfaction can be improved by understanding and meeting customer needs and expectations and by presenting new services that provide added value (Mohammad, 2020). Customer satisfaction arises from comparing benefits, costs, and expected consequences of purchasing or consumption (Sezgen et al., 2019). Customer satisfaction is seen from customer joy (Li et al., 2020).

Conclusion

Bas e i d on th e i discussion, it shows that th e i dire ction of **the relationship between Service Quality (X_1) and Customer Satisfaction is positive or increases by 44.4%;** shows that th e i direction of **the relationship between Premium (X_2) and Customer Satisfaction is positive or increases by 19.9%;**these variables Service Quality (X_1), Premium (X_2), together have a significant effect on Customer Satisfaction (Y).

Two main factors influence customer satisfaction, namely pre-price dan mutu service. Affordable premium prices make people interested in using insurance polPremiumespePremiumif that prePremium lower than the nominal value of other insurance. In addition, service quality also plays an essential role in influencing customer satisfaction. Insurance marketers must be responsive in handling customer complaints and be friendly and polite. Excellent and complete office facilities also contribute to customer satisfaction. In addition, insurance personnel needs to be able to explain the product clearly and easily understood by customers. By paying attention to these factors, insurance companies can increase customer satisfaction and gain a competitive advantage in the market.

References.

Abror, A., Patrisia, D., Engriani, Y., Evanita, S., Yasri, Y., & Dastgir, S. (2020). Service quality, religiosity, customer satisfaction, customer engagement, and Islamic bank's customer loyalty. *Journal of Islamic Marketing*, *11*(6), 1691–1705. https://doi.org/10.1108/JIMA-03-2019-0044

Afthanorhan, A., Awang, Z., Rashid, N., Foziah, H., & Ghazali, P. L. (2019). Assessing the effects of service quality on customer satisfaction. *Management Science Letters*, *9*(1), 13–24. https://doi.org/10.5267/j.msl.2018.11.004

Alzoubi, H., Alshurideh, M., Kurdi, B. Al, & Inairat, M. (2020). Do perceived service value, quality, price fairness, and service recovery shape customer satisfaction and delight? A practical study in the service telecommunication context. *Uncertain Supply Chain Management*, *8*(3), 579–588. https://doi.org/10.5267/j.uscm.2020.2.005

Dagestani, A. A., Qing, L., & Abou Houran, M. (2022). What Remains Unsolved in Sub-African Environmental Exposure Information Disclosure: A Review. *Journal of Risk and Financial Management*, *15*(10). https://doi.org/10.3390/jrfm15100487

Deutscher, V., & Braunstein, A. (2023). Measuring the quality of workplace learning environments – a qualitative meta-synthesis of employee questionnaires. *Journal of Workplace Learning*, *35*(9), 134–161. https://doi.org/10.1108/JWL-06-2022-0074.

Dikson Silitonga, Siti Alfia Ayu Rohmayanti, Zaenal Aripin, Dadi Kuswandi, Arif Budi Sulistyo.(2023). Edge Computing in E-commerce Business: Economic Impacts and Advantages of Scalable Information Systems.EAI Endorsed Transactions on Scalable Information Systems.V.1.11. DOI: https://doi.org/10.4108/eetsis.4375

Ecer, F., & Pamucar, D. (2021). MARCOS technique under intuitionistic fuzzy environment for determining the COVID-19 pandemic performance of insurance companies in terms of healthcare services. *Applied Soft Computing*, *104*, 107199. https://doi.org/10.1016/j.asoc.2021.107199

Eklof, J., Podkorytova, O., & Malova, A. (2020). Linking customer satisfaction with financial performance: an empirical study of Scandinavian banks. *Total Quality Management and Business Excellence*, *31*(15–16), 1684–1702. https://doi.org/10.1080/14783363.2018.1504621

Fang, Y., Soljak, M., Tan, S. L. L., Peckham, S., Tan, T. L., & Smith, H. E. (2022). General practitioners' views on retaining Singapore's primary care doctors: a cross-sectional survey and qualitative analysis. *BMC Primary Care*, *23*(1), 1–11. https://doi.org/10.1186/s12875-022-01774-z

Gupta, R., Lahiani, A., Lee, C. C., & Lee, C. C. (2019). Asymmetric dynamics of insurance premium: output impacts and economic policy uncertainty. *Empirical Economics*, *57*(6), 1959–1978. https://doi.org/10.1007/s00181-018-1539-z

Hudson, P., Botzen, W. J. W., & Aerts, J. C. J. H. (2019). Flood insurance arrangements in the European Union for future flood risk under climate and socioeconomic change. *Global Environmental Change*, *58*(June 2018), 101966. https://doi.org/10.1016/j.gloenvcha.2019.101966

Hult, G. T. M., Sharma, P. N., Morgeson, F. V., & Zhang, Y. (2019). Antecedents and Consequences of Customer Satisfaction: Do They Differ Across Online and Offline Purchases? *Journal of Retailing*, *95*(1), 10–23. https://doi.org/10.1016/j.jretai.2018.10.003

Iglesias, O., Markovic, S., & Rialp, J. (2019). How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy. *Journal of Business Research*, *96*(August 2017), 343–354. https://doi.org/10.1016/j.jbusres.2018.05.043

Inda, S. S., Srinivasulu, K., & Sinha, A. K. (2022). Analysis of Accreditation of Indian Universities Located in the Western Part of India Considering NAAC Quality Indicators. *Purushartha*, *15*(1), 133–141. https://doi.org/10.21844/16202115110

Kristanti, F. T., Salim, D. F., Indrasari, A., & Aripin, Z. (2022). A Stock Portfolio Strategy in the

Midst of the Covid-19: Case of Indonesia. *Journal of Eastern European and Central Asian Research*, *9*(3), 422–433. https://doi.org/10.15549/jeecar.v9i3.822

Li, H., Liu, Y., Tan, C. W., & Hu, F. (2020). Comprehending customer satisfaction with hotels: Data analysis of consumer-generated reviews. *International Journal of Contemporary Hospitality Management*, *32*(5), 1713–1735. https://doi.org/10.1108/IJCHM-06-2019-0581

Liu, C. M., & Lee, C. T. C. (2019). Association of Hearing Loss with Dementia. *JAMA Network Open*, *2*(7), 1–15. https://doi.org/10.1001/jamanetworkopen.2019.8112

Maesano, G., Di Vita, G., Chinnici, G., Pappalardo, G., & D'amico, M. (2020). The role of credence attributes in consumer choices of sustainable fish products: A review. *Sustainability (Switzerland)*, *12*(23), 1–18. https://doi.org/10.3390/su122310008

Mello, M. M., Frakes, M. D., Blumenkranz, E., & Studdert, D. M. (2020). Malpractice Liability and Health Care Quality: A Review. *JAMA - Journal of the American Medical Association*, *323*(4), 352–366. https://doi.org/10.1001/jama.2019.21411

Mohammad, A. A. (2020). The effect of customer empowerment and engagement on marketing performance: The mediating effect of brand community membership. *Business: Theory and Practice*, *21*(1), 30–38. https://doi.org/10.3846/btp.2020.11617

Rauw, W. M., Rydhmer, L., Kyriazakis, I., Øverland, M., Gilbert, H., Dekkers, J. C. M., Hermesch, S., Bouquet, A., Gómez Izquierdo, E., Louveau, I., & Gomez-Raya, L. (2020). Prospects for the sustainability of pig production about climate change and novel feed resources. *Journal of the Science of Food and Agriculture*, *100*(9), 3575–3586. https://doi.org/10.1002/jsfa.10338

Raza, S. A., Umer, A., Qureshi, M. A., & Dahri, A. S. (2020). Internet banking service quality, e-customer satisfaction, and loyalty: the modified e-SERVQUAL model. *TQM Journal*, *32*(6), 1443–1466. https://doi.org/10.1108/TQM-02-2020-0019

Re, V., Rizzi, J., Tuci, C., Tringali, C., Mancin, M., Mendieta, E., & Marcomini, A. (2022). Challenges and opportunities of water quality monitoring and multi-stakeholder management in small islands: the case of Santa Cruz, Galápagos (Ecuador). *Environment, Development and Sustainability*, 3867–3891. https://doi.org/10.1007/s10668-022-02219-4

Rocchetti, G., & O'Callaghan, T. F. (2021). Application of metabolomics to assess milk quality and traceability. *Current Opinion in Food Science*, *40*, 168–178. https://doi.org/10.1016/j.cofs.2021.04.005

Romanosky, S., Ablon, L., Kuehn, A., & Jones, T. (2019). Content analysis of cyber insurance policies: How do carriers price cyber risk? *Journal of Cybersecurity*, *5*(1), 1–19. https://doi.org/10.1093/cybsec/tyz002

Sezgen, E., Mason, K. J., & Mayer, R. (2019). Voice of airline passenger: A text mining approach to understand customer satisfaction. *Journal of Air Transport Management*, *77*(April), 65–74. https://doi.org/10.1016/j.jairtraman.2019.04.001

Soto-Montes-de-Oca, G., Bark, R., & González-Arellano, S. (2020). Incorporating the insurance value of peri-urban ecosystem services into natural hazard policies and insurance products: Insights from Mexico. *Ecological Economics*, *169*(October 2019), 106510. https://doi.org/10.1016/j.ecolecon.2019.106510

Sudari, S. A., Tarofder, A. K., Khatibi, A., & Tham, J. (2019). Measuring the binding effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products.

Management Science Letters, *9*(9), 1385–1396. https://doi.org/10.5267/j.msl.2019.5.012

Violino, S., Pallottino, F., Sperandio, G., Figorilli, S., Antonucci, F., Ioannoni, V., Fappiano, D., & Costa, C. (2019). Are the innovative electronic labels for extra virgin olive oil sustainable, traceable, and accepted by consumers? *Foods*, *8*(11). https://doi.org/10.3390/foods8110529

Vitale, S., Biondo, F., Giosuè, C., Bono, G., Okpala, C. O. R., Piazza, I., Sprovieri, M., & Pipitone, V. (2020). Consumers' perception and willingness to pay for eco-labeled seafood in Italian hypermarkets. *Sustainability (Switzerland)*, *12*(4), 1–13. https://doi.org/10.3390/su12041434

Warner, R. D., Wheeler, T. L., Ha, M., Li, X., Bekhit, A. E. D., Morton, J., Vaskoska, R., Dunshea, F. R., Liu, R., Purslow, P., & Zhang, W. (2022). Meat tenderness: advances in biology, biochemistry, molecular mechanisms, and new technologies. *Meat Science*, *185*, 108657. https://doi.org/10.1016/j.meatsci.2021.108657

Z Aripin, V Paramarta, Kosasih. (2023) . Utilizing Internet of Things (IOT)-based Design for Consumer Loyalty: A Digital System Integration. Jurnal Penelitian Pendidikan IPA 9 (10), 8650-8655, 2023. DOI: https://doi.org/10.29303/jppipa.v9i10.4490

ZAENAL ARIPIN, KOSASIH, VIP PARAMARTA (2023). ANALYSIS OF MOTIVATION AND PERCEPTION OF BECOMING A BANK CUSTOMER BETWEEN PARENTS (MOTHERS AND FATHERS) AND THEIR TEENAGE CHILDREN. VOL. 1 NO. 1 (2023): KISA INSTITUTE - DECEMBER.

ZAENAL ARIPIN, KOSASIH, VIP PARAMARTA (2023). THE INFLUENCE OF INTERNAL ENVIRONMENTAL UNCERTAINTY ON LOYALTY IN BANKING. VOL. 1 NO. 1 (2023): JESOCIN - DECEMBER.

ZAENAL ARIPIN, KOSASIH, VIP PARAMARTA (2023). A THE INFLUENCE OF CUSTOMER EXPECTATIONS ON BANK SERVICE PERFORMANCE AND BANK CUSTOMER SATISFACTION AND ITS EFFECT ON CUSTOMER TRUST. VOL. 1 NO. 1 (2023): JESOCIN - DECEMBER.

ZAENAL ARIPIN, VIP PARAMARTA, KOSASIH (2023). Post Covid-19 Pandemic New Marketing Theories and Practices Emerging from Innovations in the Tourism Sector. VOL. 1 NO. 1 (2023): JESOCIN - DECEMBER