

Analysis of the Marketing Strategy of Sharia Insurance Services in Increasing Customer Loyalty

Ratna Dewi ¹

¹ Universitas Muslim Indonesia

¹ ratna.dewi@umi.ac.id

DOI:

ARTICLE DETAILS



Article History

Received:

Accepted:

Published Online:

Keywords

Product; Price; Distribution;
Promotion; Customer Loyalty.

ABSTRACT

This study aims to test and analyze the marketing strategy of Islamic insurance services in increasing customer loyalty at the Pru Barokah Agency office of PT. Makassar Prudential. The population in this study were agents (marketers) and customers in the city of Makassar with a total of 1204 agents and 4987 customers. The sampling technique used non-probability sampling. The number of samples used were 98 samples obtained from the slovin formulation. The type of data used is primary data collected by distributing questionnaires to all respondents. All hypotheses proposed in this study will be proven through the coefficient of determination test, partial test (t test) and simultaneous test (f test). The results of this study indicate that the marketing strategy which includes product, price, distribution and promotion is very influential on increasing sharia insurance customer loyalty at the Pru Barokah Agency office of PT Prudential Makassar. And the variable that has the most dominant influence is the product variable with the questionnaire count data that is distributed to determine the percentage of significant and dominant variable influence among other variables.

1. Introduction

PT. Prudential Life Assurance (Prudential Indonesia) was founded in 1995 which is a leading financial services group in the UK, engaged in the life insurance industry. According to the provisions of Article 1 number (1) Law Number 2 of 1992 concerning Insurance Business, namely an agreement between two or more parties whereby the insurer binds himself to the insured by accepting insurance premiums, to provide reimbursement to the insured due to loss, damage or loss expected benefits or legal responsibility to third parties that may be suffered by the insured arising from an uncertain event, or to provide a payment based on the death or life of an insured person (Esau, 2015).

Many companies engaged in the insurance industry provide a variety of insurance products to minimize the risks faced by someone that may occur in the future (Zulkarnain et al., 2020). One of the financial institutions engaged in insurance, namely PT. Prudential Life Assurance is a service company with more than 165 years of experience in the life industry. So that Prudential Indonesia is committed to developing the business it operates in Indonesia by launching investment-linked insurance products which are commonly called unit-linked. This insurance product was launched in 1999, in addition to that Prudential Indonesia also provides various insurance or protection products designed to meet, complement and provide flexibility to meet the needs of its customers (Kurniawan et al., 2014).

One of the investment-linked insurance products is the PRUlink assurance account (Sadiyah et al., 2019). PRUlink assurance account is an investment-linked life insurance

product that provides life insurance protection as well as investment benefits and is also designed to provide flexibility that can meet the needs at every stage of a customer's life. Because it is designed with flexibility, the customer's life stages can choose the proportion of protection and investment they want (Kurniawan et al., 2014). This insurance product also provides additional insurance benefits which are commonly called riders. The choice of this additional insurance benefit will also affect the nominal premium and the funds to be invested. Riders are offered 16 additional insurance benefits. But there are only a few that are often taken by customers according to their needs, while the investment funds offered are six kinds of choices and investments (Esau, 2015).

Insurance customers who have this unit link product will pay premiums every certain period of time depending on the choice of payment from the customer. Unit linked customers pay premiums in two portions, namely insurance premiums and investment premiums. The larger the portion taken for insurance or investment, the greater the premium that will be paid. Or conversely, customers can determine which proportion has a larger funding in insurance or investment, according to the specified premium (Puspita et al., 2014). Therefore, in general, insurance salespeople generally rely on references from old customers. Such conditions reveal that the marketing strategy used is oriented towards creating and increasing consumer loyalty. Literally loyal means loyal, while loyalty can be interpreted as loyalty. This loyalty arises without coercion, but arises on its own based on past experience (Hidayah, 2019; Wu & Li, 2018).

Customer loyalty is a customer's commitment to a brand, store, or supplier. Based on a very positive attitude and important reasons a company needs to form and develop loyalty because it can reduce marketing costs, gains in the form of trade leverage, can attract new consumers, and can provide an advantage in responding to competitors (Maulana & Arkanuddin, 2021; B. A. Othman et al., 2020). Service quality is one of the factors that influence the level of customer loyalty to products or services (Handayani, 2017).

In increasing sales targets for a product, a marketing strategy is needed (Ameur et al., 2015; Setiawan et al., 2016). A product will not be purchased or even unknown if consumers do not know the uses and advantages of where the product can be obtained and the price of the product. For this reason, consumers who are the target of company products need to be given clear and complete information (Ramadhani, 2018). If the marketing strategy is executed well, the sales target will be seen to increase, according to the company's ability to carry out its marketing strategy (Putra & Sulistyawati, 2013). The marketing concept emphasizes that the key to achieving organizational goals is that the company must be more effective than competitors in creating, delivering and communicating customer value to selected target markets (Nurbani et al., 2019; Tjan, 2015).

Marketing strategy has an important role for the success of the company's business in general and in the marketing field in particular (B. Othman et al., 2019; Reynaldi & Suprpti, 2017). In looking at the conditions and situation regarding the development of the insurance world, is it optimal or vice versa that has been done by the insurance company in attracting the interest of customers. Prudential insurance company has been running for approximately 20 years and was founded in 1995. To improve the quality of services provided, Prudential Indonesia has a head office in Jakarta and marketing offices in Medan, Surabaya, Bandung, Denpasar, Batam and Semarang.

Seeing these conditions how important the role of marketing strategy is in Prudential Indonesia's activities, but the problem is what strategies are used by agents in marketing Prulink products, maintaining customer loyalty, and the performance of insurance agents, this is what makes researchers interested in studying more deeply the marketing strategy of

insurance services. sharia in increasing customer loyalty at the Pru Barokah Agency office of PT. Prudential Makassar.

2. Literature Review

Marketing is the process of managing profitable customer relationships. Two marketing goals are to attract new customers by promising superior value and to maintain and grow existing customers by providing satisfaction (Zulkarnain et al., 2020). Solid marketing is essential to success in any organization. Today, marketing must be understood not in the old sense of making a sale "tell and sell" but in the modern sense of satisfying customer needs. If marketers understand customer needs, set prices, distribute and promote these products and services effectively, these products and services will be easy to sell (Burhanudin, 2018; Romdonny et al., 2018).

The definition of marketing according to the sharia perspective is all activities carried out in business activities in the form of value creation activities that enable anyone who does it to grow by utilizing its benefits based on honesty, fairness, openness, and sincerity in accordance with the principled process of Islamic muamalah contracts or business transaction agreements in Islam. The principle of marketing in Islam must contain the values of faith which are shorthand and endeavor, benefits, trust, and favors (Hidayah, 2019).

The definition of marketing strategy according to (Assauri, 2005; Handayani, 2017) is "a marketing strategy is a comprehensive, integrated and unified plan in the field of marketing that provides guidance on the activities to be carried out in order to achieve the marketing objectives of a company". Another definition that was also put forward by Tjiptono (2019) is "A fundamental tool that is planned to achieve company goals by describing a sustainable competitive advantage through the market entered and the marketing program used to serve the target market". This definition shows how important it is to maintain a balance between company capabilities and marketing opportunities.

The marketing mix strategy according to (Setiawan et al., 2016), consists of: 1) Product: every effort in maintaining and increasing sales and market share, needs to make efforts to improve and change the resulting product in a better direction, so as to provide usability and satisfaction as well as greater attractiveness. The strategy is to determine how and provide the right product for the target market. 2) Price: is the only element of the marketing mix that generates sales revenue. In determining either the selling price or the buying price, the bank must be careful. This is because an error in determining the price will cause trouble for the bank. In determining the price, various things must be considered, for example the purpose of determining the price, this is due to knowing the purpose of determining the price becomes easy. 3) Promotion: the definition of promotion is various activities carried out by producers to communicate the benefits of their products, persuade, and remind target consumers to buy these products (Kotler & Keller, 2009). While the process of promotion itself is communicating the company's program to the consumer community through several ways or variables, several ways are taken, namely: Advertising, personal selling, publicity, and sales promotion. 4) The place in the marketing mix is usually called the distribution channel, the channel where the product reaches the consumer.

Customer loyalty is a commitment to hold deeply to repurchase or re-patronize selected products and services consistently in the future, even though situational influences and marketing efforts have the potential to cause behavior changes. In a business context, loyalty is used to describe customer loyalty to continue to subscribe to a company in the long term, by buying and using its goods and services repeatedly, exclusively, and voluntarily recommending

users of the company's products and services to others (Rahmawati, 2016). Customer loyalty is a manifestation and continuation of customer satisfaction in using the facilities and services provided by the company and to remain a customer of the company. The characteristics of a loyal customer are having a policy from one and the policy is not closed (not lapse), making repayment regularly and providing references to others (H. A. Putra & Ngatno, 2017; Yuen & Chan, 2010).

There are several advantages that a company will get if it has loyal customers (Harsono, 2016), including: 1) It can reduce marketing costs, because attracting new customers will cost more. 2) Can reduce transaction costs. 3) Can reduce consumer turnover costs due to fewer consumer turnover. 4) Can increase cross sales, so that it will enlarge the company's market share. 5) Push the more positive until it is assumed that loyal customers are satisfied customers. 6) Can reduce failure costs such as replacement costs. Thus loyal customers are synonymous with obtaining the certainty of achieving income in the future, because loyal customers are expected to continue to make transactions in the future.

Customer satisfaction is key in creating customer loyalty (Bahrudin & Zuhro, 2016; Joudeh & Dandis, 2018). Marketers cannot stand alone in generating superior value for customers. Although marketers assume a primary role, they can only be partners in attracting, retaining, and growing customers. In addition to complementing customer relationship management, marketers must also practice partnership relationship management. Many benefits are received by companies by achieving a high level of customer satisfaction, namely in addition to increasing customer loyalty, reducing customer sensitivity to price, reducing operating costs caused by increasing the number of customers, increasing advertising effectiveness, and improving business reputation. Without customer loyalty, the company will not develop properly, and can even experience a decline or decline in business that can threaten the company's existence to attract customers and maintain loyalty, so that it can continue to survive and develop. The concepts of service quality, satisfaction and loyalty are interconnected with one another (Nugroho & Sunarti, 2015).

The definition of sharia unit link in the context of insurance according to sharia in general is actually not much different from conventional unit link, namely egalitarian risk sharing through efforts to protect and help each other among a number of people or parties. Which is a combination of insurance and investment, it provides a return pattern for dealing with certain risks through a contract (agreement) that is in accordance with Shari'ah. Sharia unit link is an insurance and investment program with Islamic principles that has been widely socialized by insurance agents recently (Sadiyah et al., 2019). The definition of a unit link is a combination of investment and protection, in a financial plan these two things are mandatory. In addition to protecting themselves with insurance, customers can also invest for the future. Considering that public awareness of insurance is still relatively weak, if a unit link product is offered by an agent, the public will be more interested. This is an added value from unit linked products which also continue to dominate in the insurance business.

Unit link products provide an element of production that is present when providing protection for life, meanwhile, investment comes with a proportion of the allocated funds invested and managed by a reliable investment manager. The insurance products offered can be in the form of health insurance or life insurance, but are usually marketed in packages that are more attractive to the public, for example future savings or education insurance. The growing need for protection and investment which continues to increase encourages the rapid issuance of new products as well as the preparation of infrastructure for marketers. Unit linked insurance customers pay premiums every certain period of time, usually monthly. The

difference is, unit link customers pay a premium in two portions, the protection premium portion and the investment portion (Sadiyah et al., 2019).

Protection premiums function the same as premiums on regular insurance. Meanwhile, the investment portion will be deposited by the insurance company to the investment manager to be managed. For certain products, if later the return on investment can cover the cost of the premium, then the customer has the option not to pay the premium. In addition, unit links are considered more practical for those who do not want to deal with different parties to take care of investment and insurance (Esau, 2015). In sharia unit link, the insurance side uses the principle of shared risk. While the contract used is a representative contract (*wakalah bil ujah*) because the company is the trustee (*mudharib*) while the customer is the shareholder/owner (*shahibul mal*). This *wakalah bil ujah* contract or using a profit sharing contract (*mudharabah*) for the insurance premium. In terms of investment, sharia unit links may only be placed in sharia-compliant financial products, such as savings at sharia banks, deposits at sharia banks, sharia bonds (*sukuk*) and sharia stocks which are listed on the Sharia Securities List (DES).

In general, insurance marketing is carried out through company representatives known as agents. According to Insurance Law Number 40 of 2014, an insurance agent is a person who works alone or works for a business entity, who acts for and on behalf of an insurance company or Islamic insurance company and fulfills the requirements to represent an insurance company or Islamic insurance company marketing insurance products or insurance products. sharia. Agent companies are companies that stand alone and represent the interests of employers and can represent more than one company, but may not harm the interests of the companies they are agents for (Kurniawan et al., 2014). In the world of insurance, the term insurance agent is also known as an intermediary between the insurance company and the insured, both in closing coverage and settling claims. Moreover, if you compare this agency company with brokers and commissioners, the agency company is closer to the characteristics of the company to the commissioners. A commissioner is a person whose company consists of making agreements on his own or the firm's behalf, on orders and for other people's dependents, by receiving a certain wage or provision (Puspita et al., 2014).

The role of agents in the insurance industry is very important. The agent profession is a profession that requires people with high integrity and have the ability and willingness to serve society effectively. An insurance agent is an individual seller (personal selling). Personal selling is an oral presentation by a company to one or several prospective buyers with the aim that the goods and services offered can be sold. So, in the personal selling process there is direct personal contact between the seller and the buyer, so as to create two-way communication between the seller and the buyer, besides explaining or informing about the product and arousing potential buyers, personal selling also accommodates complaints and suggestions from buyers, so that feedback for the company. Personal selling is the most effective promotional tool if the product being marketed is complex, requires large costs or capital, is rarely purchased, must be tailored to the needs of the buyer, and requires after-sales service. Agent staff and how to carry out personal selling efforts are very dependent on and truly represent the insurance company. Therefore, agents must be optimally trained so they can understand company products, philosophy, and coverage contracts (Sadiyah et al., 2019).

There are insurance agents who work as permanent agents and freelance agents. The insurance agent still has a working relationship with the company so that all insurance obligations are given to the insurer who has appointed him as an agent. The appointment of this agent is usually confirmed in the granting of the agent's power of attorney. Permanent agents like this are usually referred to as handling agents, while freelance agents do not have any ties with the principal. According to Ketut Sendra (Kurniawan et al., 2014), the development

of insurance companies is largely determined by insurance agents. This means that there is no agent, so there is no insurance policy (no solicitor no insurance policy). Insurance agents can be called the spearhead of insurance marketing. In deciding the sale of insurance to prospective customers or customers they represent an insurance company. They are the ones who know, serve and control the customer portfolio. Thus the dominance of the insurance agent position, the agent can cause changes or problems in the insurance business.

Agents teach to always put the interests of the buyer first. The placement of art in selling activities is a way of winning goals by means of violence will only get bad results. In the insurance service business, the term for a seller of insurance products is generally an Executive Agent, Representative Agent, Consultant Agent. Meanwhile, the term that is already popular in the community is an agent, so that in every institution such as an insurance marketing office or at the insurance association level there is an Agency Division or Agency Commission (Esau, 2015).

3. Research Method and Materials

This type of research is quantitative research with a survey approach. The population in this study were agents (marketers) and customers in the city of Makassar with a total of 1204 agents and 4987 customers. The sampling technique used non-probability sampling (accidental sampling), which is a technique of determining a sample based on chance, whoever meets by chance. with researchers can be used as a sample. The sample in this study was calculated using the Slovin approach formula so that a total sample of 98 was obtained. The data in this study used primary data collected by distributing questionnaires to all respondents filled in with several statements with five answer options which would be weighted with a score such as answers (Strongly Agree=5, Agree=4, Simply Agree=3, Disagree=2 , Strongly Disagree = 1). All hypotheses proposed in this study will be proven through the coefficient of determination test, partial test (t test) and simultaneous test (f test).

4. Results and Discussion

In conducting this research, it was determined that there were 98 respondents, of which 98 questionnaires were distributed to respondents, all questionnaires had been returned and all of them could be processed further. Therefore, a description of the characteristics of the respondents will be presented in table 2.

Based on table 2, namely the proportion of grouping of respondents which shows that the level of proportion of the largest percentage of grouping is dominated by women, namely 50 people. It can be said that most of the customers of PT Prudential's barokah office in Makassar are more dominated by women when compared to customers who are male. The proportion of respondents according to age indicates that most of the respondents who were sampled in this study were respondents aged 30-39, namely 54 people. This shows that most of the customers of PT Prudential's pru barokah agency office in Makassar are aged 30-39. Based on the work shows that most of the respondents have jobs as entrepreneurs, namely 45 people. This shows that most of the customers of PT Prudential's pru barokah agency in Makassar are dominated by entrepreneurs. Based on education, respondents with undergraduate education were 38 people. This shows that most of the education levels of the customers of the barokah agency PT. Prudentuals in Makassar are graduates. And the respondents who joined < 5 years were 89 people. This shows that most of the old level of joining the customers of the barokah pru agency PT. Prudentual in Makassar is < 5 years.

Then a simultaneous test (F test) was carried out which aimed to test the significant effect of the marketing mix variables consisting of product, price, distribution, and promotion on the loyalty variable. The test results can be seen in table 3.

Based on the regression results from table 3 shows Fcount of 32,198 with a significance of $0.000 < 0.05$. These calculations show that the marketing mix which consists of product, price, distribution, promotion and loyalty together has a positive and significant influence on customer loyalty variables. The significant level used is 0.05 ($\alpha = 5\%$) and in table 12 the significant level is 0.000 or 0%. This means that the independent variable with a significance level of 0%.

Partial test (T test) was conducted to test the significance of the regression model for each variable partially which can be obtained using the t test. Based on the research data collected for both the dependent variable (Y) and independent variables (X1, X2, X3, X4) which were processed using the help of the SPSS version 16.0 for windows program, the calculation results are presented in table 4.

From these data the linear regression equation can be obtained as follows:

$$Y = 0.372 + 0.511 X_1 + 0.028 X_2 + 0.231 X_3 + 0.172 X_4$$

The regression equation can be interpreted that the value of $b_0 = 0.372$, this can be interpreted that if the variables X_1, X_2, X_3, X_4 do not change or are constant then customer loyalty is 0.372. The value of $b_1 = 0.511$, the magnitude of the product variable coefficient is 0.511, meaning that each product will result in an increase in customer loyalty by 0.511 if other variables are constant. The value of $b_2 = 0.028$, the magnitude of the price variable coefficient is 0.028 meaning that any increase in the price variable results in an increase in customer loyalty when other variables are constant. The value of $b_3 = 0.231$, the magnitude of the distribution variable coefficient is 0.231 meaning that any increase in the distribution variable actually results in an increase in customer loyalty when other variables are constant. And the value of $b_4 = 0.172$, the magnitude of the promotion variable coefficient is 0.172 meaning that any increase in the promotion variable will result in an increase in customer loyalty when other variables are constant.

The results of the multiple regression indicate that the independent variables namely product, price, distribution and promotion have a positive effect on customer loyalty. In addition, from these results it can be seen that the dominant independent variable is the product variable (0.511).

Analysis of the Coefficient of Determination (R^2) is carried out to determine and predict how big or important the contribution of the influence given by the independent variables jointly to the dependent variable. The results of calculating the value of the coefficient of determination (R^2) can be seen in table 5.

From the regression analysis it can be seen that the value of R is also called the correlation coefficient indicating the value of the correlation coefficient between the four variables on loyalty of 0.762. It means that the relationship between product, price, distribution and promotion variables with loyalty is 76.2%. R Square is also called the coefficient of determination, from the table it can be read that R Square is 0.581, meaning that 58.1% of the loyalty variable is influenced by marketing mix variables and the remaining 41.9% is caused by variables outside the study.

Discussion

Effect of product (X1) on customer loyalty (Y)

The results of hypothesis testing indicate that the product has a positive and significant effect on customer loyalty. It can be stated that the more optimally organized the product and accompanied by satisfying service will have an impact on increasing sharia insurance customer satisfaction at the PT Prudential Makassar agency office. The marketing mix used in this research is the product shows that consumers (customers) who are very satisfied will usually remain loyal for a long period of time, and buy again when the company introduces new products and updates old products, besides that he will talk about good things about the company and its products to others, they pay less attention to competing brands and pay less attention to price, they also offer product and service ideas to companies, and their service costs are lower than new customers because transactions become a routine matter (Kotler & Keller, 2009). The product is an offer to satisfy the needs of the company. This offer can be in the form of goods, services, or a mixture of both. Product describes how the company creates the right product for the target market. Related to products are brand purchasing, packaging, warranties, development, new products, product quality and existing product lines. Product quality is important in the company because attention to product quality has increased over the past few years. The results of this study support research (Handayani, 2017; Zulkarnain et al., 2020) which shows product quality has a positive and significant effect on customer loyalty. The implication of the results of this study is that if product quality is further improved, then customer loyalty will increase. One of the important factors that can make loyal customers is product quality because a low quality product will bear the risk of disloyal customers. On the other hand, customers will become loyal because some of the products offered are of high quality.

Effect of price (X2) on customer loyalty (Y)

The results of hypothesis testing show that price has a positive effect on customer loyalty. It can be stated that the more precise the estimated value of the collateral provided and the amount of interest on the loan and administration charged according to the expectations and capabilities of the customer, the higher the achievement of the level of satisfaction of sharia insurance customers at the PT Prudential Makassar Agency office. The marketing mix used in this study is price which is very important for customers (customers) because it will become a guideline for measuring the suitability between the benefits of the product received and the sacrifice that makes price one of the standards for the level of satisfaction felt. Price is the amount of money that needs to be paid by the customer to get the company's offer. If the company sees prices as income, then customers see prices as costs. What needs to be considered is the purpose of setting prices, the pricing policies used and how to set prices in the company. A product that has quality is a product that can meet the needs and desires according to consumer expectations, can even exceed what is expected by consumers so that consumers are satisfied and make repeat purchases. If the price that has been purchased meets the expectations that consumers want, this will lead to satisfaction for consumers. And build a level of customer loyalty. Pricing decisions are thus important in discovering how far a service is valued by consumers and also in the process of building consumer loyalty levels (Moon, 2016). The results of research conducted by (Burhanudin, 2018), also prove that price fairness affects customer loyalty.

Effect of distribution (X3) on customer loyalty (Y)

The results of hypothesis testing indicate that distribution has a positive and significant effect on customer loyalty. It can be stated that the more strategic the company's location and the easier it is for customers to reach, the more customer satisfaction will increase. The marketing mix used in this study is distribution which plays an important role in everyday life in society. With a good distribution channel, it can guarantee the availability of the products needed by the community (Reynaldi & Suprapti, 2017). Distribution is how companies make their products/services available in the right quantities and locations when consumers need these products/services. For simplicity, the place here can be understood as the distribution channel used by the company in distributing its products/services. The results of this study are in line with research (Nurwulandari & Maharani, 2021) which found that distribution has a positive effect on customer loyalty.

Effect of promotion (X4) on customer loyalty

The results of hypothesis testing show that promotion has a positive and significant effect on customer loyalty. It can be stated that the more active and diverse the promotional activities that PT Prudential Makassar is able to implement, the higher the level of customer satisfaction it can achieve. The marketing mix used in this research is promotional activities carried out by companies with the main objective of informing, persuading, influencing and reminding consumers (customers) to buy the products they produce (Hidayah, 2019). Promotion is a company communicating its products/services to its distribution channels and target markets to influence their attitudes and behavior. Promotion has three differences, namely personal, sales, and sales promotion. Theoretically, the marketing mix has a significant influence on customer loyalty, as stated by the definition of marketing according to the prospective sharia is all activities carried out in business activities in the form of value creation activities that enable anyone who does it to grow by utilizing its benefits based on honesty, fairness, openness, and sincerity in accordance with the principled process of Islamic muamalah contracts or business transaction agreements in Islam. The results of this study are in line with research (Nurbani et al., 2019; Ramadhani, 2018) which found that promotions have a positive effect on customer loyalty. However, the results of this study are not in line with research conducted by (Sya'idah, 2018; Hidayah, 2019) which states that promotions have no significant effect on customer loyalty.

5. Conclusion

Based on the results of the research and discussion that has been presented, it can be concluded that the marketing strategy variables which include product, price, distribution and promotion are very influential in increasing sharia insurance customer loyalty at the Pru Barokah Agency office of PT Prudential Makassar. The variable that has the most dominant influence is the product variable with the questionnaire data that is distributed to determine the percentage of significant and dominant variable influence among other variables.

As for suggestions that researchers can give regarding the results of this study, namely: first, prudential must maintain and maintain an increase in existing strategic patterns considering the many awards that have been achieved and the brand image that is embedded in the community and remains loyal. Second, Prudential should remain passive in conducting marketing/sales with agents and those who are competent and have Islamic passion, of course all of this can support increased customer loyalty as one of the companies in the field of life insurance that prioritizes maximum commitment and service. Third, agents who have just joined Prudential are expected to be able to attend training properly and comply with all

applicable codes of ethics and regulations. Fourth, considering that Prulink Syariah products were born from life insurance, serious and directed information is needed to further introduce and remain loyal to the public about the advantages, benefits and performance of PruLink Syariah.

6. References

- Ameur, I., Keltouma, M., & Souar, Y. (2015). The Impact Of Marketing Mix Elements On Customer Loyalty For An Algerian Telecommunication Company. *Expert Journal of Marketing*, 3(1). <https://marketing.expertjournals.com/23446773-15-302/>
- Bahrudin, M., & Zuhro, S. (2016). Pengaruh Kepercayaan Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan. *Bisnis: Jurnal Bisnis Dan Manajemen Islam*, 3(1), 1–17. <http://dx.doi.org/10.21043/bisnis.v3i1.1463>
- Bulan, T. P. L. (2016). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Loyalitas Konsumen Pada PT. Tiki Jalur Nugraha Ekakurir Agen Kota Langsa. *Jurnal Manajemen Dan Keuangan*, 5(2), 592–602. <http://jurnal.unsam.ac.id/index.php/jmk/article/view/73>
- Burhanudin, B. (2018). Pengaruh Harga dan Kualitas Layanan terhadap Kepuasan dan Loyalitas Nasabah pada Bank Sinarmas KK Duri Pulo Gambir Jakarta Pusat. *Sosio E-Kons*, 10(1), 75–86. <http://dx.doi.org/10.30998/sosioekons.v10i1.2264>
- Esau, E. Y. R. (2015). Factors Affecting Consumer Purchase Decision On Insurance Product in PT. Prudential Life Assurance Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 3(3). <https://doi.org/10.35794/emba.3.3.2015.9476>
- Handayani, A. D. (2017). Pengaruh Bauran Pemasaran Terhadap Loyalitas Nasabah Di Bank BMT Beringharjo Yogyakarta. <https://dspace.uui.ac.id/123456789/28173>
- Harsono, R. (2016). The Impact of Marketing Mix (4p's) on Customer Loyalty Towards Toyota Avanza. *IBuss Management*, 4(1). <http://publication.petra.ac.id/index.php/ibm/article/view/5329>
- Hidayah, S. N. (2019). Pengaruh Promosi, Kualitas Produk, Kepercayaan, dan Kualitas Pelayanan terhadap Loyalitas Nasabah dengan Kepuasan Nasabah sebagai Variabel Intervening (Studi pada Nasabah BRI Syariah KCP Majapahit). IAIN Salatiga. <http://e-repository.perpus.iainsalatiga.ac.id/id/eprint/7502>
- Joudeh, J. M., & Dandis, A. (2018). Service Quality, Customer Satisfaction And Loyalty In An Internet Service Providers. *International Journal of Business and Management*, 13(8), 108–120. https://www.researchgate.net/profile/Jamal-Joudeh/publication/330185292_Service_Quality_Customer_Satisfaction_and_Loyalty_in_an_Internet_Service_Providers/links/5c330dd2a6fdccd6b598902d/Service-Quality-Customer-Satisfaction-and-Loyalty-in-an-Internet-Serv
- Kotler, P., & Keller, K. L. (2009). *Manajemen pemasaran*. edisi.
- Kurniawan, M. A. D., Hamid, D., & Utami, H. N. (2014). Pengaruh Kompensasi Terhadap Kepuasan Kerja Dan Kinerja Karyawan Studi pada PT. Prudential Life Assurance. *Jurnal Administrasi Bisnis (JAB)*, 16. <https://www.neliti.com/publications/84827/pengaruh-kompensasi-terhadap-kepuasan-kerja-dan-kinerja-karyawan-studi-pada-pt-p>
- Maulana, I., & Arkanuddin, M. F. (2021). Analisis Pengaruh Bauran Pemasaran Holistik Terhadap Loyalitas Nasabah Tabungan Pada Bank X. *Eqien-Jurnal Ekonomi Dan Bisnis*, 8(2), 61–70. <https://doi.org/10.34308/eqien.v8i2.224>
- Nugroho, N. A., & dan Sunarti, S. (2015). Pengaruh Atribut Produk Terhadap Kepuasan Pelanggan Dan Loyalitas Pelanggan (Survei Pada Counter Perdana Di Gresik). *Jurnal Administrasi Bisnis*. <https://www.neliti.com/publications/85705/pengaruh-atribut-produk->

- [terhadap-kepuasan-pelanggan-dan-loyalitas-pelanggan-surv](#)
- Nurbani, A., Mulyanto, H., Wardani, M. K., & Andriyani, M. (2019). Pengaruh Bauran Pemasaran Terhadap Kepuasan dan Kepercayaan serta Dampaknya pada Loyalitas Konsumen. *Jurnal Manajemen Kewirausahaan*, 16(2), 109–120. <https://scholar.archive.org/work/deu7mtngc5ac3avetvmrc3wufu/access/wayback/http://ejurnal.stieipwija.ac.id/index.php/jmk/article/download/346/pdf>
- Nurwulandari, A., & Maharani, S. (2021). Pengaruh Harga, Produk, Distribusi Dan Promosi Terhadap Kepuasan Konsumen Dan Dampaknya Pada Loyalitas Pelanggan Pada Kedai Kopi Coffee 19 Café (2020). *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 5(3), 465–493. <https://doi.org/10.31955/mea.vol5.iss3.pp465-493>
- Othman, B. A., Harun, A., De Almeida, N. M., & Sadq, Z. M. (2020). The Effects On Customer Satisfaction And Customer Loyalty By Integrating Marketing Communication And After Sale Service Into The Traditional Marketing Mix Model Of Umrah Travel Services in Malaysia. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-09-2019-0198>
- Othman, B., Harun, A., Rashid, W., Nazeer, S., Kassim, A., & Kadhim, K. (2019). The Influences Of Service Marketing Mix On Customer Loyalty Towards Umrah Travel Agents: Evidence from Malaysia. *Management Science Letters*, 9(6), 865–876. <http://dx.doi.org/10.5267/j.msl.2019.3.002>
- Puspita, S. P. J., Susilo, H., & Iqbal, M. (2014). Pengaruh Motivasi Kerja, Kemampuan Kerja, Dan Lingkungan Kerja Terhadap Kinerja Karyawan (Studi pada PT Prudential Life Assurance (Prudential Indonesia) Kantor Cabang Malang). *Jurnal Administrasi Bisnis (JAB)*, 15(1). <http://repository.ub.ac.id/116669/>
- Putra, H. A., & Ngatno, N. (2017). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Konsumen Melalui Kepuasan Konsumen Sebagai Variabel Intervening (Studi Kasus Pada Konsumen PT. Lontar Media Digital Printing Semarang). *Jurnal Ilmu Administrasi Bisnis*, 6(4), 68–75. <https://ejournal3.undip.ac.id/index.php/jiab/article/view/17580>
- Putra, I. G. N. A. L., & Sulistyawati, E. (2013). Pengaruh Bauran Pemasaran Jasa terhadap Kepuasan dan Loyalitas Nasabah pada PT Pegadaian (Persero) Cabang Mengwi Badung. Udayana University. <https://ojs.unud.ac.id/index.php/Manajemen/article/download/5466/5288>
- Rahmawati, L. D. (2016). Pengaruh Kualitas Pelayanan Dan Citra Merek Terhadap Loyalitas Pelanggan Kirana Travel Malang (Studi Pada Kirana Tour And Travel Malang Rute Malang-Surabaya). <http://library.um.ac.id/ptk/index.php?mod=detail&id=77466>
- Ramadhani, S. (2018). Pengaruh Bauran Pemasaran Terhadap Loyalitas Nasabah Pada PT. Bank Muamalat Indonesia, Tbk Cabang Padangsidempuan. IAIN Padangsidempuan. <http://etd.iain-padangsidempuan.ac.id/id/eprint/4282>
- Reynaldi, G. H., & Suprpti, N. W. S. (2017). Pengaruh Bauran Pemasaran Terhadap Loyalitas Pelanggan Mobil Merek Honda Di Kota Denpasar. *E-Jurnal Manajemen Unud*, 6(1), 375–401. <https://www.neliti.com/publications/255202/pengaruh-bauran-pemasaran-terhadap-loyalitas-pelanggan-mobil-merek-honda-di-kota>
- Romdonny, J., Juju, U., Jusuf, E., & Rosmadi, M. L. N. (2018). The Factors That Affect Customer Value And Its Impact On The Customer Loyalty. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 1(4), 299–305. <https://bircu-journal.com/index.php/birci/article/view/122>
- Sadiyah, K., Kurniati, R. R., & Zunaida, D. (2019). Pengaruh Digital Marketing Terhadap Minat Beli Asuransi Pt. Prudential Life Assurance Cabang Sukun, Jln. Simp Sukun, Malang. *JIAGABI (Jurnal Ilmu Administrasi Niaga/Bisnis)*, 8(3), 163–169. <http://riset.unisma.ac.id/index.php/jiagabi/article/view/3533>

- Setiawan, P. Y. B., Fudholi, A., & Satibi, S. (2016). Pengaruh Bauran Pemasaran Terhadap Kepuasan Dan Loyalitas Pelanggan Produk. *JURNAL MANAJEMEN DAN PELAYANAN FARMASI (Journal of Management and Pharmacy Practice)*, 6(2), 115–124. <https://doi.org/10.22146/jmpf.263>
- Tjan, S. (2015). The Impact of Marketing Mix On Customer Loyalty Towards Plaza Indonesia Shopping Center. *IBuss Management*, 3(2). <http://publication.petra.ac.id/index.php/ibm/article/view/3767>
- Tjiptono, F. (2019). Strategi pemasaran.
- Wu, Y.-L., & Li, E. Y. (2018). Marketing Mix, Customer Value, And Customer Loyalty In Social Commerce: A Stimulus-Organism-Response Perspective. *Internet Research*. <https://doi.org/10.1108/IntR-08-2016-0250>
- Yuen, E. F. T., & Chan, S. S. L. (2010). The Effect Of Retail Service Quality And Product Quality On Customer Loyalty. *Journal of Database Marketing & Customer Strategy Management*, 17(3), 222–240. <https://link.springer.com/article/10.1057/dbm.2010.13>
- Zulkarnain, R., Taufik, H. E. R., & Ramdansyah, A. D. (2020). Pengaruh Kualitas Pelayanan dan Kualitas Produk Terhadap Loyalitas Nasabah dengan Kepuasan Nasabah sebagai Variabel Intervening (Studi Kasus Pada Pt Bank Syariah Mu'amalah Cilegon). *Jurnal Manajemen Dan Bisnis*, 2(01), 87–110. <http://ejournal.lppm-unbaja.ac.id/index.php/jmb/article/view/816>