

## ANALYSIS OF UNDERWRITER PERFORMANCE IN DETERMINING PROSPECTIVE PARTICIPANTS IN MOTORKOE INSURANCE PRODUCTS

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### Abstract

The insurance industry is a form of a business entity engaged in services that has a social role as well as an economic role. In order to realize maximum results, every insurance industry certainly requires superior human resources to develop and market its processes. This also cannot be separated from the role and performance of the Underwriter, who plays an important role in evaluating whether prospective insurance members are acceptable or not in order to meet the goals of the insurance industry. According to research findings, the underwriter's performance plays an important role in determining prospective members of the Motorkoe insurance process, namely: collecting customer information, carrying out data verification, carrying out appraisals, and submitting company decisions. This paper aims to find out how the underwriter performs in determining potential participants in Motorkoe insurance products and the factors that influence underwriter performance in Motorkoe insurance products. This research was conducted at PT. Bumida 1967 Medan branch. This type of research uses a qualitative approach and a descriptive method. While the data collection techniques used by researchers are interviews, observation as well as documentation. The results of this study describe that performance in determining potential participants in Motorkoe insurance products has been running as efficiently as possible. Judging from the underwriting surplus, it can be used as a reserve, thereby increasing public interest in general insurance. The surplus results obtained by Bumida Medan Branch in the Motorkoe process in 2022 amounted to 37,080,000, 00 with 181 processes in the Motorkoe process worth 51,080,000.00 with 1 claim member of 14,000,000.00 and with a Motorkoe total loss ratio which embodies the figure of -27%. The factors that influence the underwriter's performance are: 1) Age, 2) Work motivation, 3) Health, 4) Targets set by the company, and 5) Understanding of the activities carried out.

**Keywords:** Underwriter Performance, Participants, Motorkoe Insurance Products

## INTRODUCTION

Competition in the service business in the field of insurance in the era of globalization is very tight. The increasing number of competitors in Indonesia demands that Indonesia must be open and transparent in the current era of globalization. To enter the global market must be followed in an innovative way so that it becomes the hallmark of the company (Rafi, 2018). Insurance was originally a group formed to ease the financial burden on society and avoid financing difficulties. Insurance is an agreement where the guaranteeing party promises to the guaranteed party to receive an amount of premium money as a replacement for losses that may be suffered by the guaranteed party as a result of an event that is not yet clear (Ainun Reska, Yenni Samri Juliati Nst, 2023).

In general, insurance is a preparation carried out by a group of individuals who individually face a slight loss due to an unexpected event. If one member of the association suffers a loss, then the loss will be borne jointly by all of them (Sudarsono, 2003). Various types of insurance companies in Indonesia are very competitive and compete for excellence in the business and economic world (Imsar, Juliana Nasution, 2022).

The insurance industry is a type of commercial organization that provides social as well as economic services. Insurance is designed to share protection against losses (Financial Loss) caused by unforeseen situations. Insurance is also a way to reduce the financial burden on a number of events, whether it is a basic risk such as death or a risk that endangers an individual's life (Harsono, 2000).

Regulations drafted by the Financial Services Authority (OJK) regarding insurance products and marketing of insurance products, mandate that the development and marketing of insurance products must be supported by the availability of Human Resources (HR) that enable the proper implementation of the Underwriter function. When compared to the number of Loss Insurance Companies (General) that have Underwriters with Underwriter certificates, there is still a shortage. Quality underwriters have an important role in sharia companies, without qualified and productive underwriters activities in sharia insurance are unlikely to run smoothly and well (ikin ainul yakin, 2020).

BUMIDA, or PT Asuransi Umum Bumiputera Muda 1967, was founded on the idea of the 1912 AJB Bumiputera administration represented by Drs. HIK Suprakto and Mohammad S. Hasyim, MA. BUMIDA Insurance, unlike its parent industry, mainly

focuses on offering (general) loss processes such as auto, motorcycle, health, accident and project insurance.

BUMIDA Insurance is registered and supervised by the Financial Services Authority (OJK) for its commercial operations. Meanwhile, what about the company's financial accounts? For the sake of financial reporting, BUMIDA Insurance is in pretty good condition. According to the 2020 financial report, PT Asuransi Umum Bumiputera Muda 1967 was able to exceed the financial health standards of the Financial Services Authority Regulation (POJK), namely the industry solvency ratio (RBC) of 218.25%, equity of IDR 267.840 billion, and assets of IDR 709,777.

Financial Services Authority (OJK) regulations regarding the insurance process and the marketing of the insurance process require that the development and marketing of the insurance process be supported by the availability of Human Resources (HR) that enable the role of the Underwriter to carry out properly. There are still very few Loss Insurance Industries (General) that have Underwriters with Underwriters' credentials (Subhan, 2014)

PT Asuransi Umum Bumiputera Muda 1967 (BUMIDA) offers at least 11 process categories that can be selected according to consumer demand, one of which is motorcycles. In the past, people thought that Bumiputera insurance went bankrupt. However, this was not the case, even though there had been defaults due to several reasons, one of which was that the underwriter was less prudent in accepting a risk and less efficient in calculating the premium for the risk borne. However, the insurance industry is still working hard to get back up and provide the best service to its customers (Aslama, 2022).

The result of the surplus underwriting motorkoe goods at PT. BUMIDA Medan Branch in 2021 - 2022 shows this. The surplus of motorbike goods for the Bumida Medan Branch in 2021 is IDR 34,609,251. The Bumida Medan branch has a surplus of Motorkoe goods in 2022 of IDR 37,080,000 (Aslama, 2022) with the following data:

**Table 1**  
**Underwriting surplus in the Motorkoe process at Bumida Medan Branch in 2021**

<b>Information</b>	<b>Mark</b>
Motorkoe Procession	65,269,281.00
Motorkoe Claim	(30,600,000.00)
Motorkoe Loss Ratio	-47%
Motorkoe Surplus	34,609,251.00

**Table 2**  
**Underwriting surplus in the Motorkoe process at Bumida Medan Branch in 2022**

<b>Information</b>	<b>Mark</b>
Motorkoe Procession	51,080,000.00
Motorkoe Claim	(14,000,000.00)
Motorkoe Loss Ratio	-27 %
Motorkoe Surplus	37,080,000.00

This achievement is inseparable from Human Resources (HR) in the field of Underwriters. Underwriters for insurance play an important role for the insurance industry because it is the underwriter who determines whether or not insurance coverage can be accommodated by the company. When the underwriter decides to accommodate, the underwriter must be able to predict that the closure will benefit the company and if no loss occurs, then the underwriter plays a very important role in minimizing the risk of loss in the insurance industry (Sudarsono, 2015).

## **REVIEW OF LITERATURE**

### **General Insurance**

Insurance, also known as *assurantie* (Dutch) or insurance (English), refers to the act of carrying on losses that occur. Meanwhile, according to Arabic, insurance comes from the word *selamat*, which refers to peace of mind and the absence of worry. According to Muhammad Sayyid al-Dasuki, insurance is a transaction that requires the insured to fulfill his commitment in the form of money to the insurer, who will replace it if the insured suffers a loss (Dita Aprilia, 2022). Insurance is a financial instrument for managing household life in dealing with basic risks such as death risk and property risk (Tri Azmi Ramadhan, 2023)

According to Rianto, M. Nur, insurance is a protection for the insured if he experiences a risk in the future where the insured pays a premium to get compensation from the insurer (Sri Bella Larasati Yuandra, 2022). General insurance is a risk coverage service business that replaces the insured or policyholder for loss, damage, costs paid, loss of profits, or legal responsibility to third parties who may become the insured or policyholder as a cause of unexpected events. Insurance can also be defined as an arrangement in which the insurer raises himself to the insured by receiving a premium, in order to compensate for

losses or not receive the promised benefits that may arise due to unforeseen circumstances (Hidayanti, 2021).

In general, the principle of general insurance is actually no different from the premise of life insurance. Insurance payments are made to customers in the form of money, some are made in the form of compensation. And more broadly, protected items are in the form of assets or property, such as cars, ships, planes, buildings, and so on (Dr. Suhardi, SE, 2020).

General insurance, such as property and accident insurance (P&C insurance), is better known globally. In Indonesia, the scope of the general insurance business includes premium underwriting/protection clauses regulated by POJK No. 69/PJOK.05/2016. The general insurance sector in accordance with statutory regulations is only able to organize: a) The general insurance industry, which includes health insurance and personal accident insurance; b) Another general insurance industry faces dangers in reinsurance activities.

### **Underwriter Performance**

Performance is the result of the role or activities of individuals or groups for an organization that is influenced by many elements in order to realize organizational goals for a certain time frame. The implementation of work results or activities of individuals or groups that have authority and responsibility is referred to as work roles or activities. Individual performance, namely the work of workers, both excellence and quantity in accordance with predetermined work standards, while organizational performance is a combination of individual and group performance (Wanunnahar, 2020).

In general, performance is defined as the result of work in excellence and quantity that an employee is capable of producing in order to carry out his main duties and his role as an employee in accordance with the obligations imposed or given to him. Employee performance (individually) as well as organizational performance are the two main dimensions of performance. Individual labor for the sake of an organization obtains employee performance (Mankunegara, 2016).

According to Mathis and Jackson, performance is basically what employees do or don't do. It was also stated that performance in general includes characteristics such as the number of results, superiority of results, timeliness of results, attendance, and ability to

work. Worker performance is very important for industry efforts to realize its goals (Jackson, 2011).

In accordance (Sutedjo & Mangkunegara, 2018), performance or achievement of work results for the meaning of excellence and quality achieved by an employee in order to carry out his duties in accordance with the obligations imposed on him is performance (Rivai, 2013). Performance benefits basically include: a) Performance improvement actions to increase employee performance; b) Assist in the selection of placements, promotions, transfers, and general demotions; c) As a result on increased staff performance (Kasmir, 2015)

Meanwhile, Hidayat N noted that activities carried out by an agency in order to carry out their duties for a certain period of time will result in an increase in effective and efficient performance (Nurasyiah, 2017), If: a) Output (output) is something that is obtained in a physical or non-physical activity that should be able to be felt directly by the community; b) Outcome is a measure of achievement or results that occur as a result of service provision, especially anything that reflects the role of activity output for the medium term (direct effect), therefore all activities carried out or carried out for the medium term must be able to have a direct effect on this activity; c) The link between business and performance is a measure of efficiency that connects industry with service processes. In accordance with the above understanding, measuring the resources used or the cost per unit of output, as well as sharing information about output at a certain level of resource use, shows the relative efficiency of a unit when compared to previous results, objectives, internally set norms, or standards set can be received, or the output that can be produced.

Underwriters in insurance are individuals who assess, research, and test the eligibility of customers to obtain insurance benefits. The main role of the underwriter is to determine whether the client is exposed to the insured risk. For example, an insurance client submits a medical expense claim for pneumonia. After an inspection by the underwriter, it was discovered that the disease was caused by the customer's smoking habit. Finally, the customer is not entitled to a 100% claim, according to the underwriter's assessment, because the customer's illness is the cause of personal carelessness (NISP, 2021).

Meanwhile underwriter, according to Moch. Anwar Abdullah (1993) in the General Insurance Dictionary, is an individual who determines whether or not a risk is accepted for insurance coverage, or an individual whose job is to choose the risk as well as determine what value and what terms are imposed on the risk (Abdullah, 1993).

#### Underwriter Performance

Underwriter performance is the sum of individual and industry-wide results generated by underwriters. Performance is a picture of the level of success of the goals, objectives, vision and mission of the organization in order to carry out the planned activities or policies or policies as described in the strategic plans (Imawanti et al., 2022). Underwriter Performance in Determining Prospective Participants in Motorkoe Insurance Products

#### **Motorkoe Products**

The Motorkoe product is a low-cost insurance system that provides Total Loss protection for customers' motorized vehicles, as well as many other benefits such as legal liability to third parties, driver and passenger medical expenses, accidental death benefits for drivers and passengers, and document processing compensation. Motorkoe is intended for vehicle owners seeking protection for two-wheeled motorized vehicles which includes extra benefits, easy-to-understand programs, and simple contribution calculations. The Total Loss Only guarantee provides a total loss guarantee due to theft or accident if the repair costs to return the vehicle make up a minimum of 75% of the sum insured.

The motorbike insurance process is a generic process designed for the general public who own two-wheeled vehicles or motorbikes and seek protection against damage and theft or loss. If the vehicle, driver or passenger has an accident, this process distributes additional benefits such as third party legal liability assistance, personal accident insurance assistance to drivers and passengers, and administrative costs assistance if the insured vehicle is lost or stolen.

The Motorkoe Package process is one of the processes in motor vehicle insurance other than cars. Therefore, for motor vehicle insurance, it consists of cars and motorbikes (BUMIDA, 2023).

## **RESEARCH METHOD**

This type of research uses a descriptive qualitative approach. The data source used is primary, namely directly to the source. This research was conducted on Jl. Prof. HM. Yamin No. 74 EF, Sidodadi, Kec. Medan Tim., Medan City, North Sumatra 20234. The data sources used are primary data carried out at the Head of PT Asuransi Bumida 1967 Medan Branch DES 2022 as well as secondary data in articles, books and documentation with data collection techniques by interviews, as well as observation. The object of research at PT Asuransi Umum Bumida 1967 Medan Branch.

## **RESULTS AND DISCUSSION**

### **The Underwriter's Role**

A qualified underwriter has an important role in an insurance company, without a qualified and productive underwriter, activities in insurance may not run smoothly and well. Have superior performance when the targets set by the company are achieved. For example, the number of motorkoe products sold has increased because motorkoe products have the benefit of giving participants a sense of security about something that will happen in the future.

The Underwriter's roles include: a) Determine and categorize the amount of risk borne by the insured participant or group of people in connection with a particular insurance process; b) Decide whether to accept or reject the risk (Atminah, 2015)

### **Underwriting Performance Measures in the Motorkoe Process at Bumida Medan Branch in 2022**

Underwriting surplus is the difference in surplus (positive) in underwriting risk management and *tabarru* which has been deducted by compensation, reinsurance and technical reserves calculated for a certain time. When an underwriting shortfall occurs or when insurance expenditure exceeds the ability of insurance, the underwriting surplus can be used as a reserve thereby increasing public interest in Islamic insurance.

The surplus results obtained by Bumida Medan Branch in the motorkoe process in 2022 amounted to 37,080,000.00 with 181 processes for the motorkoe process worth 51,080,000.00 with 1 claim member of 14,000,000.00 and with a motorkoe total loss ratio that embodies figure -27%.

### **Implementation of motorkoe process claim services in 2022**

There is only 1 incident of loss of a 2-wheeled motorized vehicle in the motorcoe process with a total Sum Insured value listed as IDR 16,000,000.-, due to depreciation in market value for that type of vehicle, the underwriter makes a replacement of IDR 14,000,0000 according to the estimated value stated on the Police Report Receipt Letter.

### **The process of selecting participants for the insured members of the motorkoe process is carried out by the underwriter:**

a) Previously required completeness and conditions for insurance coverage according to what was stated in the motorkoe brochure; b) The insured participant fills out the Insurance Closure Application Form (SPPA) which is on the motorkoe brochure and is signed wet; c) We will carry out a survey of the vehicle/insured object and ask for copies of the required files; d) Determination of the premium rate according to the price of the vehicle at the time of submitting insurance coverage in accordance with the table of premiums and benefits listed on the brochure.

### **The obstacles faced by the Underwriter for the selection process of the insured participant in the Motorkoe Process**

Barriers or obstacles that often occur include: a) The distance between the insured participants who are too far when the survey unit will be carried out; b) Time owned by the insured participant at the time the unit survey will be carried out; c) The completeness of the file is sometimes in bad condition so it is quite difficult to read it; d) Explanation to the insured concerned that the insurable price is the market price of the vehicle at the time of submission, not the price at the time of initial purchase.

## **Factors Affecting Underwriter Performance**

### **Common Factors**

In general, there are several factors that influence the performance of an underwriter, namely: a) Age; b) Work motivation; c) Health; d) Target set by the company; e) Understanding of the activities carried out

### **Factors That Influence According to Experts**

According to Robert L. Mathis and John H. Jackson (2001: 82), the factors that influence the performance of individual workers, namely: a) Their abilities; b) Motivation;

c) Support received; d) The existence of the activities they do, as well; e) Their relationship with the organization.

According to Armstrong and Baron, the factors that influence performance are as follows: a) Personal Factors, indicated by skill level, competency, motivation, and individual commitment; b) Leadership factor, determined by the superiority of encouragement, guidance, and support provided by managers and team leaders; c) Team factors, shown by the advantages provided by colleagues; d) System factors, indicated by the existence of a work system and facilities provided by the organization; e) Contextual factors, indicated by the high level of pressure and changes in the internal and external environment.

## **CONCLUSION**

According to the analysis that has been described by the researcher, it can be concluded that the main role of an underwriter is to maintain the probability (RBC) of the insurance industry, starting from risk selection, setting premium rates, correcting terms and conditions, servicing claims, identifying the possibility of fraud in claims so that achieving good probabilities.

The researchers also determined that according to interviews with informants, the performance of the underwriters was to determine prospective members of the motorcycle insurance process at PT. Bumida Insurance 1967 Medan branch is quite good. This can be seen from various perspectives, including findings from written interviews and observations.

The researchers also concludes that several factors are quite significant on the underwriter's performance and have a major influence on the company's targets, such as the surplus results obtained by PT. Asuransi Bumida 1967 Medan Branch will undergo Motorkoe in 2021 to 2022. Of course, this cannot be separated from the success of an underwriter at the company.

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