

**ANALYSIS OF SHARIA COMPLIANCE IMPLEMENTATION IN
ASSESSING THE PERFORMANCE OF AGENT OF PT ASURANSI JIWA
SYARIAH BUMIPUTERA**



Nurdin Nasution
Universitas Islam Negeri Sumatera Utara, Medan, Indonesia
nurdinnasution316@gmail.com

Marliyah
Universitas Islam Negeri Sumatera Utara, Medan, Indonesia
marliyah@uinsu.ac.id

Abstract

Sharia compliance is one of the elements in the assessment of the soundness level of Sharia Insurance. Maintenance of the health level of insurance will be directly proportional to the maintenance of public trust so if insurance is negligent in maintaining its health level because it does not apply Sharia principles, public trust in insurance will be lost. This study aims to analyze the implementation of Sharia Compliance in assessing the performance of PT Asuransi Jiwa Syariah Bumiputera Agents. The performance of Sharia Insurance Agents certainly needs to be assessed whether it is in accordance with Sharia compliance. The method used in this research is descriptive qualitative. The results of this study indicate that the Insurance Agent of PT Asuransi Jiwa Syariah Bumiputera has carried out marketing in accordance with Sharia compliance, only that the company's operational system is still under the auspices of its parent, so it cannot be ascertained that it will be free from elements of ribawi.

Keywords: Sharia Compliance, Performance Appraisal, Insurance Agent

INTRODUCTION

The existence of Sharia Insurance in the midst of society certainly has a big impact on people's lives. One of them is Indonesia, with a predominantly Muslim population. Of course, the procurement of human resources is one of the triggering factors for the development of Islamic insurance in Indonesia. Good human resources will have an impact on the work of the insurance company (Hasanah, 2022).

Sharia compliance or sharia compliance is something that cannot be ignored in Sharia entities. In general, what is meant by Sharia compliance is compliance with Sharia principles in the operational activities of these various Sharia entities. Both banking, Islamic capital market, and also Islamic insurance (Bangun, 2012).

In Sharia Insurance, this concept is an indicator to provide guarantees for the compliance of Sharia Insurance with the implementation of Sharia principles in Sharia Insurance operations. With the existence of the principle of Sharia compliance, it will have an impact on the supervision of the operational activities of Sharia Insurance so that there is no violation of the principles of Sharia in the activities of Sharia Insurance (Yarmunida, 2018).

This Sharia compliance aims to convince the public that all activities and activities carried out by financial institutions are in accordance with the rules that apply in Islamic Sharia. This is supported by the performance assessment of agents at PT. Asuransi Jiwa Syariah Bumiputera where the understanding of Sharia Insurance products and mechanisms is further enhanced in order to achieve Sharia compliance.

Talking about agent performance, performance is the result of work that can be achieved by an insurance agent in an organization. So it is expected that insurance agents can understand what exactly their function, position, duties, and responsibilities are in developing the sharia insurance business. Of course, in carrying out their duties, Sharia Insurance Agents must comply with Sharia provisions (Hasanah, 2022).

In this study, researchers chose the Asuransi Jiwa Syariah Bumiputera company as the research location. Asuransi Jiwa Syariah Bumiputera is a part or division of the oldest life insurance company in Indonesia, namely AJB Bumiputera 1912. Bumiputera itself is the first insurance to be established in Indonesia (Masfuha, 2017). As for the data on the

number of Sharia Life Insurance customers of PT. AJS Bumiputera, KPS. Medan is as follows:

Table 1
The Number of Sharia Life Insurance Customers of PT. AJS Bumiputera KPS Medan

Year	Number of Customers
2019	4,240
2020	4,285
2021	2,440
2022	2,040

(Data Source: PT. AJS Bumiputera, KPS. Medan)

From the table above it can be seen that the number of Asuransi Jiwa Syariah Bumiputera customers in 2019 was 4,240 people and in 2020 it increased by 4,285 people, and in 2021 it decreased to 2,440 people then in 2022 it decreased to 2,040 people. In increasing the number of customers, PT. AJS Bumiputera is required to be able to improve sharia compliance, especially in terms of assessing the performance of agents at PT Asuransi Jiwa Syariah Bumiputera.

Research on Sharia compliance has been carried out by previous researchers, one of which is (Nurjannah, 2020). In the research, it was found that Sharia Compliance with the social performance of Islamic banking has a positive influence. When Sharia Compliance increases, there will be an increase in Sharia banking performance. This means that the products offered are free from elements of usury and have benefits for society.

It has been explained in the description above that, PT Asuransi Jiwa Syariah Bumiputera is an insurance company that is still under the auspices of AJB Bumiputera 1912. Even though the financial management activities of Bumiputera Syariah are separate from its parent company, is the performance of the agents of PT Asuransi Jiwa Bumiputera in accordance with Sharia provisions? From this description, the researcher is interested in conducting research with the title, "Analysis of the Implementation of Sharia Compliance in Assessing the Performance of Agents of PT Asuransi Jiwa Syariah Bumiputera".

REVIEW OF LITERATURE

Agent performance is the result of achievements that occur in employees or agents by means of many qualities. The result of performance as a result of something that cannot

be calculated with certainty and is one of the consequences that can be calculated with certainty obtained by every employee or agent who has carried out or carried out his duties properly and correctly in accordance with the responsibilities given (Mangkunegara, Anwar Prabu, 2016).

In his book, Mustopadijaja in his book concluded by Deny Nofriansyah means that performance is expertise in running a business within a company to achieve good work goals. Performance is also the result of our hard work in getting a relationship with the aim of improving organizational strategy, customer satisfaction, and providing safe distribution to agents. Agent performance is also a benchmark for achievement obtained from activities in the very large marketing process of an existing company. Agent performance has a very important role for a company, not only as a product seller but providing guidance and developing awareness in the community about the importance of insurance (Habilla Anshari and Fauzi Arif Lubis, 2022).

The factors that affect performance are developed in a variety of ways with each point of view. Factors that affect performance are Effectiveness and Efficiency, Authority and Responsibility, Discipline, and Initiative. The indicators that affect employee performance are Professionalism, Proportional, Accountable, Effective, and Efficient (Sutrisno, Edy, 2016).

According to Hamali (2016), there are eight performance evaluations of performance evaluation, namely Assessor, Gathering information, Performance, Valuable, Documentation, Comparing performance evaluation with superior standards, Conducted periodically and HR management decision making (Arif Yusuf Hamali, 2016).

Performance is the result or output of a process. According to the behavioral approach to management, performance is the quantity or quality of something produced or services provided by someone who does the work (I Komang Ardana, et al, 2012).

Performance appraisal is the work of employees within the scope of their responsibilities. In a business world that competes at a global level, employees need high performance. At the same time, employees need feedback on their work as a guide for their behavior in the future (Handoko, 2014). Sharia compliance is the obedience of Islamic banks to Sharia principles. Sharia compliance is part of implementing a risk management

framework and creating a culture of compliance in managing Islamic banking risks (Winy Widialoka, Asep Ramdan, Azib, 2016).

Sharia compliance is a manifestation of the fulfillment of all Sharia principles in institutions that have characteristics, integrity, and credibility in Sharia insurance, where the compliance culture is the values, behaviors, and actions that support the creation of Sharia bank compliance with all Sharia insurance provisions (Sukardi Budi, 2012).

Several provisions can be used as a qualitative measure to assess Sharia compliance in Sharia financial institutions, including contracts used to collect and distribute funds in accordance with Sharia principles and applicable Sharia rules, all transactions and economic activities are reported online. according to applicable Sharia accounting standards, the work environment and corporate culture are in accordance with Sharia, the business financed does not conflict with Sharia, there is a Sharia supervisory board (DPS) as a Sharia director for all operational activities of Sharia insurance, the source of funds comes from sources that lawful and lawful according to sharia.

RESEARCH METHOD

The preparation of this research was carried out using descriptive qualitative research methods. Qualitative research is a type of research whose findings do not go through statistical procedures or other forms of calculation and seek to understand and interpret certain situations from the researcher's own point of view. The descriptive method can be understood as a way to solve the problem under study by describing the current condition of the subject or object of research on the basis of events or situations. The data used in this study comes from secondary data, namely data obtained from library materials such as books, journals, and electronic media.

This data was collected by conducting interviews and literature review or literature review, which included collecting several books, journals, and articles related to the title of this independent research. The way this library research is done is by content analysis. Content analysis is a technique for analyzing articles or documents by systematically identifying the characters and intentions contained in the articles or documents.

RESULTS AND DISCUSSION

The need for insurance in the current era has become an important thing in people's lives. Precautions to overcome unwanted risks have also been carried out by the community. The sole purpose is to mitigate unwanted risks in the future. Insurance can provide guarantees for the risks faced by society. In this modern era, the trend of society is growing. The rise of the halal lifestyle has made people switch to halal products. Not only in terms of products, people even switch to doing halal transactions.

The development of Islamic financial institutions is one example of the development of today's society's lifestyle. One such financial institution is Sharia Insurance. In essence, the basic principle of Insurance is to help others in overcoming the unwanted risks they face. But this time, with the same principles, Sharia Insurance is packaged in a modern Islamic style while still maintaining Sharia principles.

The presence of Sharia Insurance in Indonesia aims to help fellow human beings. Which helps each other is one of the musts that must be carried out by all mankind. Sharia insurance is of course warmly welcomed by the people of Indonesia, but not a few have also drawn criticism that Islamic and conventional insurance are the same.

Of course, to overcome this problem, employees who really understand and understand the working principles of Sharia Insurance are needed. Employees, especially Insurance Agents, must have the ability and knowledge of Sharia Insurance. The understanding and ability possessed by this Sharia Insurance Agent will be the spearhead to attract customers to make transactions at Sharia Insurance.

The presence of Sharia insurance made conventional insurance participate in opening a Sharia unit. One of them is AJB Bumiputera, which opened Asuransi Jiwa Syariah Bumiputera. Asuransi Jiwa Syariah Bumiputera is an insurance institution under the auspices of AJB Bumiputera. Even though it is under the auspices of AJB Bumiputera, the financial statements of Asuransi Jiwa Syariah Bumiputera are different from the main company.

It is not something that is common in marketing insurance products. AJB Bumiputera itself is the oldest insurance company in Indonesia. In marketing Sharia Insurance products at PT Asuransi Jiwa Syariah Bumiputera, agents who have the ability and understanding of Sharia products are needed. Of course, the performance of the Sharia

Insurance Agent at PT Asuransi Jiwa Syariah Bumiputera has good performance and is in accordance with Sharia provisions. This is indicated by the separate financial statements of PT Asuransi Jiwa Syariah Bumiputera and its holding company. But unfortunately, according to the company's SOP, PT Asuransi Jiwa Syariah Bumiputera is still under the auspices of its holding company.

Sharia compliance is not only related to the marketing process carried out by agents at PT Asuransi Jiwa Syariah Bumiputera which is in accordance with Sharia principles. However, the company's operational system also needs to be carried out in accordance with Shariah compliance. Sharia compliance, not only must be linked to agents of PT Asuransi Jiwa Syariah Bumiputera but also to all of its staff employees.

For this reason, understanding of Sharia compliance should be socialized to Sharia Insurance Agents, especially PT Asuransi Jiwa Syariah Bumiputera. There are many Insurance Agents, who are only able to market their products but have not been able to live up to Sharia compliance. Understanding Sharia compliance by Insurance Agents can certainly have a good impact on PT Asuransi Jiwa Syariah Bumiputera. This is marked by the ability of Insurance Agents to market and provide an overview of consumers. This is indicated by the agent's ability to convince insurance consumers to use their products. The ability of PT Asuransi Jiwa Bumiputera Syariah Agents to understand Sharia compliance will certainly be more flexible in convincing potential insurance users.

This means that in terms of financial statements PT Asuransi Jiwa Syariah Bumiputera has implemented Sharia compliance by separating the financial reports of PT Asuransi Jiwa Syariah Bumiputera with its holding company. Sharia Insurance Agents also market their products in compliance with applicable Sharia regulations. However, the company's SOP at PT Asuransi Jiwa Syariah Bumiputera is still under the auspices of its holding company, so it is vulnerable to *gharar*, *maisir*, and *haram*, so it cannot be ascertained that these components will be avoided.

CONCLUSION

The performance of PT Asuransi Jiwa Syariah Bumiputera agents has implemented Sharia compliance by separating the financial reports of PT Asuransi Jiwa Syariah Bumiputera from its holding company. Sharia Insurance Agents also market their products

in compliance with applicable Sharia regulations. However, the company's SOP at PT Asuransi Jiwa Syariah Bumiputera is still under the auspices of its parent, so it is vulnerable to *gharar*, *maisir*, and *haram*, so it cannot be ascertained that these components will be avoided.

It is a good idea for PT Asuransi Jiwa Syariah Bumiputera to make its own company SOP so that the performance system at PT Asuransi Jiwa Syariah Bumiputera truly complies with Sharia regulations. This research is expected to be able to increase literacy and insight and become a reference for further, more recent research.

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