

# Analysis the Effect of Competence and Use of Digital Pruforce Media in Improving the Performance of Prudential Life Marketers on Prustarshine Agency Medan

Ekun Melki Mozart Siregar<sup>1</sup>, Endang Sulistya Rini<sup>2</sup>,  
Beby Karina Fawzeea Sembiring<sup>2</sup>

<sup>1</sup>Postgraduate Students, <sup>2</sup>Postgraduate Lecturer,  
Department of Management, Faculty of Economics and Business at Universitas Sumatera Utara, Indonesia

Corresponding Author: Ekun Melki Mozart Siregar

## ABSTRACT

Achieving good performance is the hope and goal for all prudential life marketers. If they are able to get sales volume targets, maintain customers, and recruit new agents, they are expected to be able to improve their performance and income. There are several factors that affect the performance of insurance marketers, among which are the competencies of marketers and also the availability of digital technology media that support marketing, in this study more specifically in the form of use of digital pruforce media. This study aims to determine and analyze the effect of competence and use of digital pruforce media to improve performance of prudential life marketers on Prustarshine Agency Medan. The population of this research is 211 prudential insurance marketers found in Prustarshine Agency Medan. By using the slovin formula, a total of 68 marketers consisting of various career positions at prudential are obtained, namely agents, associate agency managers, associate agency directors, and agency directors. Data is taken by distributing questionnaires to respondents. The analysis technique used is multiple linear analysis and hypothesis testing. The results of this study simultaneously indicate competence and use of digital pruforce media have a significant effect on performance of prudential life marketers, partially competence has a positive and insignificant effect on performance of prudential life marketers, while partially use of digital pruforce media has a positive and significant effect on performance of prudential life marketers.

**Keywords:** Competence, Use of Digital Pruforce Media, Performance of Prudential Life Marketers

## INTRODUCTION

Insurance is one of the most important community needs today. In starting a business or activity to achieve welfare, both physical and spiritual welfare, people began to think about the risks that may be happening in the course of their business and life. Basically everyone does not want to suffer losses and always try to prevent it, or at least to divert the risks that may be faced. Insurance is one of the industries that sells intangible goods (services) that are often desirable but often considered not a basic necessity. It is not uncommon for some people to have an insurance loss. In fact, the core benefit of insurance product is "Peace of Mind", the mental peace of things that are at risk in life (Tjiptono, 2014).

In line with the core benefits of the insurance, PT Prudential Life Assurance (Prudential), with its slogan and commitment "Listening, Understanding, and Delivering", seeks to increase focus on customers, anticipate each customer's needs, increase customer satisfaction with easy access to information and services, provides comprehensive solutions for protection, health and retirement, as well as innovating that is colored by human touch.

As per Prudential's financial report for 2018, the number of licensed/certified agents is more than 250 thousand agents (marketers). With a very large number of marketers, Prudential basically is always optimistic about achieving performance targets every year.

In the midst of various domestic and global economic challenges, Prudential continues to maintain its position as a leader in the insurance market in Indonesia. Throughout 2018, Prudential Indonesia's total assets reached Rp78.9 trillion. Then the company also managed to print a premium income of Rp25.4 trillion, the highest in the life insurance industry, which sustains its strong financial position in the midst of turbulent economic conditions.

Ganjar (2013) states that the performance of marketers is indicators of work success or actual work performance achieved by a person or organization because they carry out their duties properly. This performance can take various forms of indicators such as sales volume, sales growth rate and customer growth.

Low performance often results in the majority of marketers becoming demotivated which results in termination (membership status as a marketer is removed by Prudential management), or marketers intentionally resign (drop out). The reduced number of marketers will directly affect the performance.

To be able to improve their competence personally, marketers need specialized training from both internal and external insurance companies. The competence of agents (insurance marketers) is the ability of marketers to use language that is easy for customers to understand, communicate insurance benefits, explain well the procedure for purchasing policies and procedures for paying the sum insured and the agent's ability to solve customer complaint problems properly .

In addition to issues related to competence, researchers also sought to conduct research related to the influence of the use of digital media pruforce on the

performance of Prudential insurance marketers. Prudential has built its digital sales network to simplify and speed up the sales process, accommodating all sales administration processes that were previously done manually. Digital media pruforce is a cellular application specifically designed to provide access to actual information to marketers' production reports, anytime and anywhere, and is equipped with various other features. This digital media can also be used to recruit prospective new marketers online.

## **LITERATURE REVIEW**

### **2.1 Marketing Services**

Service marketing is an action offered by the producer to consumers in the form of services that cannot be seen, felt, heard or touched but can be felt by the consumer.

Lovelock, Wirtz, and Mussry (2010) state that marketing services is an action, act, implementation, or business with characteristics different from goods, which are described as "goods, devices, materials, or objects".

Daryanto (2011), reinforces the relationship between service owners, internal customers (employees) and external customers through the explanation that service marketing is about promises. Promises are made to customers and must be kept. The strategic framework is known as a service triangle that reinforces the importance of people in the company in making their promise and success in building customer relationships.

### **2.2 Competence**

Competence is a basic characteristic of someone who guides or causes outstanding effectiveness and performance. Meanwhile according to Iskandar (2012), competence or can be interpreted as an ability/expertise is part of the objectives of the implementation of various sales strategies carried out by the company to salespeople continuously to achieve the expected performance.

According to Antariksa (2007) in general, competence itself can be understood as a combination of skills, personal attributes, and knowledge that is reflected through performance behaviors that can be observed, measured and evaluated.

### **2.3 Use of Digital Pruforce Media**

PT Prudential Life Assurance (Prudential Indonesia) focuses on working on its digital services in 2016. This is to better serve and bring services closer to its customers.

Digital pruforce media is a cellular application specifically designed to provide access to actual information to marketers' production reports, anytime and anywhere, and is equipped with various other features. This application also makes it easier for marketers to find the location of the closest hospital, which is needed at critical times.

President Director of Prudential Indonesia, Jens Reisch, said that his office is working on a digital platform to attract millennial customers. Jens Reisch at the Republic of Indonesia Conference Spurred Sharia Financial Inclusion, at the Hotel JS Luwansa, Jakarta, Monday, May 14, 2018 stated, the most important thing is Prudential, with many agents and distributors in 160 cities, can provide illustrations and policies more easily with a tool called pruforce.

### **2.4 Performance of Prudential Life Marketers**

According to Ganjar (2013), states that performance is an indicator of work success or actual work performance achieved by a person or organization because they carry out their duties properly. Sales performance can always be seen as a result of carrying out a particular strategic role, which for a salesperson, that performance is produced as a result of the aggressiveness of salesforce approaching and serving well its customers. This performance can take various forms of

indicators such as sales volume, sales growth rate and customer growth.

Low performance can also be caused by fluctuations in sales of salespeople due to lack of market knowledge, lack of knowledge of regional management, lack of quality marketing networks, and low competency and self-monitoring capabilities of salespeople. Thus, many insurance agents do not meet their competencies so they do not have good performance, as is known in the Djauhari and Rachmansyah (2010) research.

## **RESEARCH METHODS**

### **3.1 Types and Nature of Research**

This type of research is quantitative descriptive. According to Arikunto (2010), descriptive research which includes collecting data to test hypotheses from research subjects. Furthermore according to Arikunto (2010) states that quantitative research has an element of clarity detailed from the beginning, systematic research steps, using samples whose research results are applied to the population, has a hypothesis if necessary, has a clear design and research steps and expected results, requires data collection that can represent and there is data analysis that is done after all data collected.

The nature of this research is descriptive explanatory research, which aims to explain the position of the variables studied and the relationship between one variable with another (Sugiyono, 2017).

### **3.2 Research Location and Time**

This research took place specifically at Prustarshine Agency - Prudential Life located at Jalan Taruma No. 17 A-B Medan - North Sumatra. This Agency Office has been established for more than 10 years and has more than 100 marketers. Meanwhile, the research was conducted from September 2019 to November 2019.

### **3.3 Population and Sample**

According to Sugiyono (2017), population is a generalization area

consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. As for the population in this study were all active marketers available at the Independent Marketing Office of the Prustarshine Agency as many as 211 marketers.

For the sample of research for the agent level were 53 respondents, associate agency manager as many as 3 respondents, associate agency director as many as 9 respondents, agency director as many as 3 respondents, so the total respondents who were sampled were as many as 68 respondents.

### 3.4 Data Analysis Methods

Data analysis method is multiple linear regression analysis, to find out and analyze the effect of competence and digital media pruforce in improving the performance of Medan Prudential Prustarshine Agency insurance marketers, the hypothesis of the researcher uses multiple regression analysis.

## RESULT

### Partial Test (t Test)

Partial test is used to find out and look for the influence of independent variables partially affect the dependent variable. The results of the t test analysis in this study can be seen in the following Table 1:

Table 1. Partial Test (t Test)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	29,348	2,533		11,585	,000
	Competence	,038	,142	,041	,265	,792
	Use of Digital Pruforce Media	,433	,094	,714	4,627	,000
a. Dependent Variable: Performance of Prudential Life Marketers						
Source: Processed Data, 2019						

The regression equation means that competence has a positive and insignificant effect (prob value  $0.792 > \alpha = 0.05$ ) on performance of prudential life marketers with a coefficient value of 0.038. If competence increases, so performance of prudential life marketers increases. This shows that hypothesis 1 is rejected which states that competence has a positive and significant effect on performance of prudential life marketers.

Use of digital pruforce media has a positive and significant effect (prob value  $0,000 < \alpha = 0.05$ ) on performance of prudential life marketers with a coefficient value of 0.433. If use of digital pruforce

media increases, so performance of prudential life marketers increases. The constant value (a) of 29,348 means that if use of digital pruforce media has a value of 0, then performance of prudential life marketers is constant at 29,348. This shows that hypothesis 2 is accepted which states that use of digital pruforce media has a positive and significant effect on performance of prudential life marketers.

### Simultaneous Test (F Test)

The F test aims to test the effect of the independent variables together or simultaneously on the independent variables.

Table 2. Simultaneous Test (F Test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	759,074	2	379,537	41,475	,000 <sup>b</sup>
	Residual	594,809	65	9,151		
	Total	1353,882	67			
a. Dependent Variable: Performance of Prudential Life Marketers						
b. Predictors: (Constant), Competence, Use of Digital Pruforce Media						

Source: Processed Data, 2019

Based on Table 2, the prob value is known. (F-statistics), i.e.  $0,000 < \alpha = 0,05$ , it can be concluded that all independent variables, namely competence and use of digital pruforce media simultaneously have a significant effect on performance of prudential life marketers. The  $F_{count}$  value of 41.475 is greater than the  $F_{table}$  of 3.09 with a significant level of 0.000 smaller than alpha 0.05 (5%) which indicates the hypothesis is accepted. This means that if competence and use of digital pruforce media are increasingly used, performance of prudential life marketers will also increase.

## CONCLUSION AND SUGGESTION

### CONCLUSION

From the results of the analysis conducted it can be concluded as follows:

- 1.Competence have a positive and insignificant effect on performance of prudential life marketers.
- 2.Use of digital pruforce media have a positive and significant effect on performance of prudential life marketers.
- 3.Competence and use of digital pruforce media simultaneously have a significant effect on performance of prudential life marketers.

### SUGGESTION

As a follow-up activity, based on the conclusions above, the suggestions that can be submitted in this study are as follows:

- 1.Prudential Management through the Mandiri Marketing Office is expected to increase the intensity of competency-related training to marketers. These trainings are expected to increase the frequency of prospective activities so as to improve the performance of marketers.
- 2.Prudential management is expected to further develop the features and functions of pruforce digital media. At present, several competing insurance institutions have developed their digital systems with the protection benefit claim process feature. There are also other insurance institutions that provide flexibility for prospective customers to enter their insurance portal or

network, making it easier for prospective customers to ask about insurance products to prospective marketers they want. With these facilities, it is expected that both customers and prospective customers will be satisfied with the services provided by Prudential so that they encourage and are interested in buying the desired products and protection benefits. In line with the enhanced features or benefits of digital media, it is expected that marketer service will be better so that it can improve its performance.

3.Full internal management support of an independent marketing office to all marketers in the environment by paying attention to office facilities and computers currently owned so that they can support the performance of marketers.

4.In accordance with the results of this study, it is recommended to marketers to continue to improve competence through internal and external training.

5.It is recommended to other researchers who want to conduct similar research to add other variables not included in this study.

### REFERENCES

1. Antariksa, Y. 2007. *Merancang Manajemen SDM Berbasis Kompetensi*. <http://strategimanajemen.net/09/06>.
2. Arikunto, S. 2010. *Prosedur Penelitian Suatu Tinjauan Praktek*. Jakarta: Penerbit Rineka Cipta.
3. Daryanto. 2011. *Manajemen Pemasaran*. Sari Kuliah. Bandung: Satu Nusa.
4. Djauhari, Yanuar Rachmansyah. 2010. *Strategi Meningkatkan Kinerja Penjualan Asuransi Jiwa (Studi di AJB Bumiputera 1912 Kantor Cabang Semarang)*. Jurnal Prestasi Vol. 6, No.1, Juni 2010.
5. Ganjar, Kusumah Nata. 2013. *Pengaruh Komitmen Organisasional terhadap Keberhasilan Penerapan Sistem Informasi Akuntansi dan Dampaknya terhadap Kinerja Perusahaan*. Skripsi: Universitas Pasundan Bandung.
6. Iskandar. 2012. *Pengaruh Motivasi dan Lingkungan Kerja terhadap Kinerja Guru SMA Negeri Se-Kabupaten Kendal*. Management Analysis Journal, Journal Vol. 1, No. 2.



7. Lovelock, Christopher, Jochen Wirtz, and Jacky Mussry. 2010. *Pemasaran Jasa*. Jakarta: Erlangga.
8. Sugiyono. 2017. *Metode Penelitian Kuantitatif, Kualitatif dan R & D*. Bandung: Alfabeta.
9. Tjiptono, Fandy. 2014. *Pemasaran Jasa – Prinsip, Penerapan, dan Penelitian*. Yogyakarta: Andi Offset.

How to cite this article: Siregar EMM, Rini ES, Sembiring BKF. Analysis the effect of competence and use of digital pruforce media in improving the performance of prudential life marketers on Prustarshine agency Medan. *International Journal of Research and Review*. 2020; 7(2): 129-134.

\*\*\*\*\*