

ABSTRACT

Indonesia with a majority Muslim population can create many opportunities for the development of sharia business, especially in the insurance sector. Data from the population census conducted by BPS shows that the population of Indonesia in 2020 is dominated by the millennial generation. The millennial generation is a huge market potential in the insurance industry. However, the large number of the Muslim population and millennial generation in Indonesia which is considered a great potential for the sharia insurance industry is not comparable to the growth and buying interest of the Muslim population and millennial generation towards insurance. Currently, sharia insurance users in Indonesia are still very low when compared to the millennial generation and Muslim population in Indonesia.

This study aims to analyze the effect of product, premium price, promotion, and location on the purchasing decisions of the millennial generation on sharia insurance products. This study uses multiple linear regression analysis techniques and data testing using the SPSS Statistics 25 program. The sample in this study was 100 people using purposive sampling in which the data collection method was carried out through a questionnaire.

The results of the study show that partially the product, premium price, and promotion affect the purchasing decision of the millennial generation on sharia insurance products. While partially location does not affect the purchasing decisions of the millennial generation on sharia insurance products. Meanwhile, simultaneously product, premium price, promotion, and location have a positive effect on millennial generation purchasing decisions on sharia insurance products.

Keywords: Sharia insurance, Millennial generation, Purchasing decisions, Products, Premium prices, Promotions, Location.