



Received : 1 Desember 2018
Accepted : 20 Desember 2018
Published : 29 Desember 2018

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Measuring the benefit of Islamic unit linked for customer by ANP (Analytic Network Process)

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Abstract

This research aims to analyze the customer benefit of Islamic unit link by ANP method (Analytic Network Process). The analysis resulted that the value of inconsistency index $< 0,1$, it means that all respondents are consistent in answering the questionnaire. W value of opportunity and benefit cluster is 1; it means all respondents have complete agreement. While W value of cost cluster is 0,18 and risk cluster is 0,15. It means that agreement among respondents is lower. The most dominance cost is acquisition cost (2.49273), and the most dominance risk is discomply to Syariah risk (2.71049). The score of benefit cluster for the customer is lower than Cost cluster (6.52) and Risk cluster (6.83), because of benefit cluster score 6.21. In answering choice between buying or don't buy Syariah unit link, attention must be paid to opportunity cluster score, namely 4.75. It is lower than benefit, cost, and risk cluster. It shows that Syariah unit link is offering a lower opportunity to gain financial benefit than bearing cost and risk.

Keywords: Unit Link Syariah, ANP (Analytic Network Process), benefit, risk, cost, financial benefit.

Introduction

Islamic insurance is an Islamic financial industry that its birth and development are accompanying with the birth and development of Islamic banking. The presence of these two industries is complementary, complementing each other. For example, the emergence of the first Indonesian Islamic bank in 1992, two years after it followed by the emergence of the first Islamic insurance in 1994. Asset market share of Islamic banking and Islamic insurance in Indonesia are similar, about 5% (OJK, 2015, p. 16). It shows that the existence of the Islamic insurance industry in the Islamic finance industry of a country is very urgent.

Islamic banking has played its role in improving the national economy by providing financing needs the role of Islamic insurance in protecting the risk of losses. Therefore, Islamic insurance is one of the pillars of a country's economy which is very urgent in encouraging national economic development. Islamic insurance is not only accumulating funds from the society by collecting premiums but also investing the funds in various industries of the economic sector. Islamic insurance also can protect the risk of loss in many types of financial transaction scheme carried out by the industry or individual (OJK Team, 2016, p. 10).

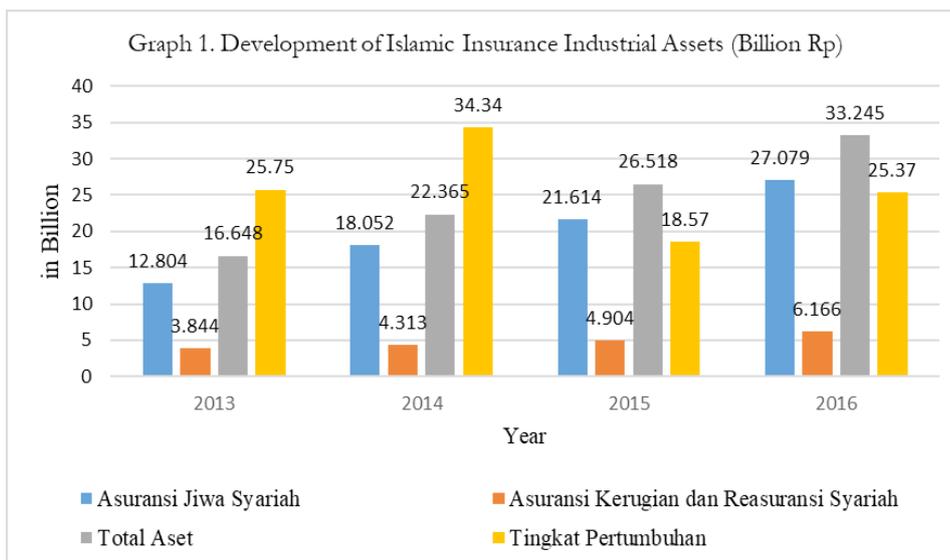
The development of Islamic insurance in Indonesia, since its appearance until now shows an impressive development, although it has not fully met expectations. Its development can be seen in the following table:

Table 1. The Development of Islamic insurance in Indonesia

Type of Business	2013	2014	2015	2016	2017
Islamic life insurance (full fledge)	3	3	4	5	7
Islamic life insurance (Shariah unit)	17	18	22	24	22
Islamic general insurance (full fledge)	2	2	3	4	4
Islamic general insurance (Sharia unit)	24	23	23	24	24
Islamic Reassurance	3	3	3	3	3
Total	49	49	55	60	60

Source: Directory of IKNB Syariah, OJK

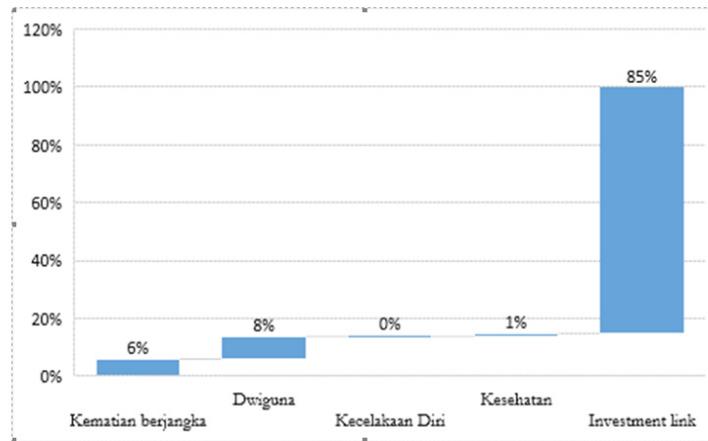
Islamic life insurance is very dominant in asset development, even in the last three years, more than 80% of all Islamic insurance assets in Indonesia is contributed by Islamic life insurance. This fact can be seen from the following graph:



Source: Statistic of IKNB Syariah, 2013-2016

According to the data from the Financial Services Authority (OJK) and AAJI (Indonesian Life Insurance Association) (<http://aaji.or.id/Berita/aaji-daily-news>), 85% of Islamic life insurance premium is contributed by the investment link or unit link product (OJK, 2015, p. 31). See the following graph:

Graph 2. The composition of Islamic life insurance nationwide



Source: IKNB Syariah Road Map 2015-2019

Investment link or unit link is a product of life insurance that combined protection and investment (OJK Team, 2016, p. 22). Its excellence and extensive market opportunities drove many Islamic insurance companies to offer Islamic unit link products. Twenty-nine life insurance companies offer Islamic life insurance products until September 2017 (OJK, September 2017). Among them, there are 16 (55.2%) Islamic life insurance companies that offered Islamic unit link products.

Anant Gupta's (2012) questioned whether a unit link is still called an investment product? The impact of regulations released by the IRDA (Insurance Regulatory Development Authority) in India, it requires companies to increase the portion of insurance and to reduce the investment portion significantly because of the increase of mortality risk, and to reduce commissions, and also to increase the lock-in period from 3 to 5 years and to impose a ceiling on costs for unit link products. According to him, a very high sales commission of unit link selling is considered as one mistake in selling it. Finally, he questioned whether the unit link is an insurance or investment product. This shows that there are several problems in unit link product, namely portion of insurance and investment in premiums, unit link sales commission is considered very high, lock-in period is long, and increasing cost of a product. Those all have a potency to reduce benefits will be received by customers.

On the other hand, re many testimonies showed complaints and regrets from customers had joined the unit link. They did not get the desired benefits; even their capital was reduced. For example, AP testimony that after various considerations, he closed his unit link policy that ran five years, because he lost 75% of the total premium paid. The remaining investment is only 25% of the total premium paid (<http://priandoyo.wordpress.com/>). This testimony gets many responses from many others, elicited long enough pros and cons in his WordPress account. One of them, for example, why he stopped joining a unit link when he saw the income of one private insurance agent that earning more than 200 million a year. Did he ask, where the income from is? Of course, it is from the premium paid by the customer, even though the customer must expend his money frugally in order so he can pay the premium every month. He is not willing to continue being insurance agents because of the contrast condition between agent and customer.

A similar testimonial was also stated by W who also purchased a unit link insurance. He brings to an end his policy because after seeing his account, his funds continued to decrease, so he thought, it is better to have saved in the bank. A lecturer stated another testimonial, Doctorate in Sharia economics (initial MM), he closed his Islamic unit link because after being calculated and compared between the value of money paid for the Islamic link unit premium and the nominal value of the investment, the difference amount was very much. If it is continued, he will suffer from a loss more in the future (MM, May 18, 2017). Last testimony that I present here, precisely from the agent with the initials SP, he stated that after knowing the unit link calculation, he sometimes feel guilty to buy and promote the unit link to prospective customers.

At a glance, the unit link seems to offer many conveniences to customers. Meanwhile, on the other hand, there are many sheets of provisions issued by insurance companies must be paid attention by customer candidate. It rarely happens, customers pay attention to sheets of provisions and read them. What happened commonly, customers sign them. Customers often do not know the cost associated with the unit link they bought. This is because the terms used for various costs in a unit link are not familiar to them. Furthermore, company agents divert customer focus to see income opportunities by becoming marketers/agents of the products.

Authors tried to search journal articles and research related to unit link topics, both conventional and Sharia product, with six keywords, namely Islamic unit link, unit link, Islamic investment link, investment link, Sharia unit link, Sharia investment link, to various websites providers of journal articles, e-books, research. Finally, the numbers of them are minimal. Only on sciencedirect.com, articles provided with these six keywords. They are 12 journal articles. Based on the explanation above, it is necessary to conduct an in-depth study of the concept and application of Islamic unit links, especially in the case of cost imposition. Also, it is also necessary to assess the benefits of Islamic unit link for customers by ANP (Analytic Network Process).

The purpose of this study is describing the concept and the operational mechanisms of Islamic unit links, especially the costs charged to the customers by Islamic unit link providers, and analyzing the benefits of Islamic unit link for the customers by ANP (Analytic Network Process) method. Based on this analysis can be acquired conclusion whether it is profitable for the customer or not.

The urgency of this research can be seen from the contribution given, namely its practical contribution is encouraging the Islamic insurance companies to pay more attention to the duration of the imposition of wakalah bil ujah as an acquisition fee and to determine fairer costs for all parties, including customers, marketer agents, and company. The research also contributes to providing good understanding and guidance to the people who are interested in buying Islamic unit link so that they will be smarter in choosing the suitable Islamic unit link and giving them a desired profit and benefit in the future.

While the academic contribution of this research is the use of ANP (Analytic Network Process) method as part of a qualitative analysis method on Sharia-based financial products to predict future gains or losses, ideally, all products labeled as Sharia product, including Islamic unit links really bring benefits to the company and the customer and the community as a whole. Academically, this research also contributes to increasing the number of studies and publications about Islamic unit links in journals that are still fewer.

Literature Review

The literature review was carried out by exploring what had been stated by the researchers beforehand who examined Islamic unit link through Science Direct, Scopus, EBSCO, google scholar, and others. Research and journal articles about unit links are still quite limited, especially Islamic unit links. The literature search results are described in the following exposure.

Azman Mohd Noor (2009) wrote an article in the international journal *Islāmic Economics Studies*. The issue highlighted by the author is about the purification of the allocation of investment and investment returns from non-halal ones. In this case, investors must get adequate information about the real conditions. Another thing that was also highlighted was about fair fees charged to customers because investment managers conduct investment activities for investors. Chetna Verma's article (2013, December) aims to explain the differences between mutual funds and unit links. Mutual funds are financial products whose mechanism provides opportunities for small investors to manage their funds professionally, diversified equity portfolios, bonds and other securities, which will be very difficult (if not possible) to be done by small investors/investors. ULIP (Unit Linked Insurance Policy) is a category of goal-based financial solutions that combine insurance protection and wealth creation opportunities with investment. This study explores the level of customer awareness about mutual funds and ULIP schemes. Primary data were obtained through a questionnaire for 50 respondents. It concluded that people from different income and occupational groups have different perspectives on unit links and mutual funds. The research also found that respondents did not consider ULIP & mutual funds as a practical investment option,

but he did not explain in-depth the reasons why mutual funds and unit links were not worthy investment products.

Anant Gupta (2012) writes about the impact of regulations released by the IRDA (Insurance Regulatory Development Authority) in September 2010, in India. The apparent impact of the regulation is the decline in the number of policy sales by 21% in the same period. The IRDA regulation radically increases insurance portion and significantly reduces investment portion because of increasing of mortality risk, and reduces commissions, increases the lock-in period from 3 to 5 years and imposes a ceiling on ULIP fees. According to him, a very high sales commission of unit link selling is considered as one mistake in selling it. He also questioned whether the unit link is an insurance or investment product. IRDA regulates to give more portion of the premium for the insurance than the investment. This can be seen from the IRDA obligation to offer compensation at least ten times amount of the annual premium. This shows that there are several problems in unit link product must be solved.

Another article was written by Masudul Alam (1983). This article was published many years ago so that many parts do not fit the current conditions. The article of Priti Rai and Amoah (2016) aims to compare mutual funds and unit links, regarding operational and consumer perceptions of both regarding profit. It is seen from the beginning; article writers are more inclined to unit links than mutual funds. This desire affected the results of their research. They concluded that all respondents had awareness toward unit links and mutual funds, respondents had a notion that ULIP is looking promising more than mutual funds.

Nagarajan et al. (2013) wrote an article entitled A Study on Performance of Linked-Insurance Plans (ULIP) Offered By Indian Private Insurance Companies. This article focuses on Unit-Linked Insurance Plans (ULIP) by selecting five of the best private insurance companies in India. The performance of all products is tested for its dependence on stock market performance. Their conclusion showed that reliance life has a reasonable rate of return for investors, and it would be more prospective in the future. The company also had to understand its competitors' products that having better performance.

Another study was conducted by Nur Kholis (2016). The title of this study is "Islamic Unit Linked: Is It Profitable And Fully Sharia Compliance?". He concluded that Prulink Syariah charged more cost and a more extended period than takafulink. It will influence the amount of investment fund owned by the customer. Having this condition, from the perspective of the customer, takaful link more profitable than Prulink Syariah. He also concluded that takaful link more syar'i in charging costs to customers.

Ciumaş Cristina and Chiş Diana-Maria (2014) wrote "Pricing And Assessing Unit-Linked Insurance Contracts With Investment Guarantees." They stated that according to Romanian regulation, unit links could be offered in the model of guaranteed or non-guaranteed investment contracts. They offered a method for calculating the wise and best price in providing a guaranteed unit link product. The method of calculation is based on interest or usury concept.

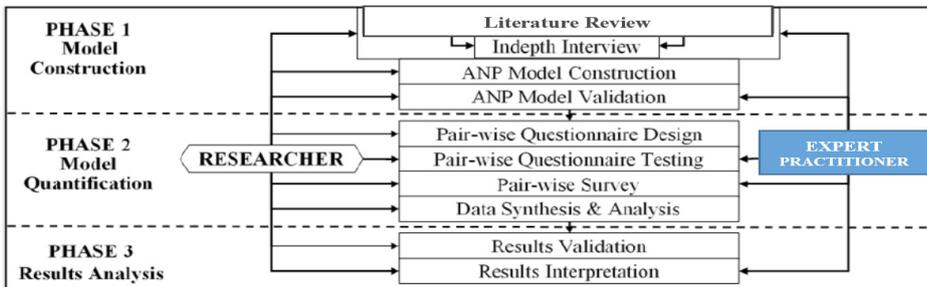
Ciumaş Cristina and Chiş Diana-Maria (2015) also wrote "Romanian Unit-linked Life Insurance Market." This article is about the relation between Romania legislation on unit-linked and life insurance markets. Claudia Ceci and Katia Colaneri, Alessandra Cretarola also wrote about hedging of unit-linked life insurance contracts with unobservable mortality hazard rates via local risk-minimization. Their point is offering an approach to minimize the risk of hazard with a hedging mechanism. Similar writings are written by Oberlain Nteukam T., Frédéric Planchet and Pierre-E. Théron (2011) with the title "Optimal strategies for portfolios hedging of unit-linked life insurance contracts with a minimum death guarantee." Nele Vandaele and Michèle Vanmaele (2009) wrote "explicit portfolio for unit-linked life insurance contracts with surrender options." The purpose of this article is using the hedging method as an explicit strategy for risky assets with particular processes and hazard risk by controlling hazard limit.

Based on the literature review above, research about the concepts and applications of Islamic unit link, then analyzed them regarding benefits for customers by using ANP (Analytic Network Process) has not been done. In other words, this research is different from previous research, and this research contains novelty that is important and useful for the wider community and the scientific world.

Method

This study provides more in-depth descriptions and facts about the concept and application of Islamic unit link. Until September 2017, there are 29 companies of life insurance companies offering Islamic life insurance products, 16 companies (55.2%) of them offered Islamic unit link products (OJK, 2017). The study employed a purposive sampling method in getting a sample from the population. Based on this method, four companies were selected. This research was conducted in Yogyakarta, using interview, pairwise questionnaire comparison (Tanjung and Devi, 2013, p. 214-215), and documentation in collecting data. Questionnaires and interviews were conducted to 4 experts and eight practitioners, so the total number of informants was 12 people. The main document reviewed is the Islamic unit link policy along with the attached provisions, illustrations of Sharia unit link calculations, customer fund progress data, and DSN MUI fatwas. The data analysis method applied in this study is a qualitative descriptive analysis method and ANP, processed using the software "Super Decision" and MS. Excel. ANP analysis is carried out with the following steps:

Figure 1. Research Steps



Source: Ascarya, 2010; Tanjung and Devi, 2013, modified

ANP analysis in this research applies to predict the benefit of Islamic unit link for the customer. ANP analysis is conducted by applying BCOR (namely benefits, cost, opportunity, and risk). The function of this analysis is to produce the best prediction in decision making for customers related to the two choices between buying and not buying Islamic unit links. This is appropriate with one of the ANP analysis functions, as stated by ANP experts (Saaty and Fargas, 2006, p. V and 13), namely to predict something and make decision making. The customer benefit prediction is in the perspective of experts and practitioners, so experts and practitioners become respondents in ANP analysis. From the interview conducted, it is known that all practitioners and 2 of experts who were respondents in this research are also being a customer of the Islamic link unit. Model construction of BCOR in this research is following.

Figure 2. Model Construction of BCOR

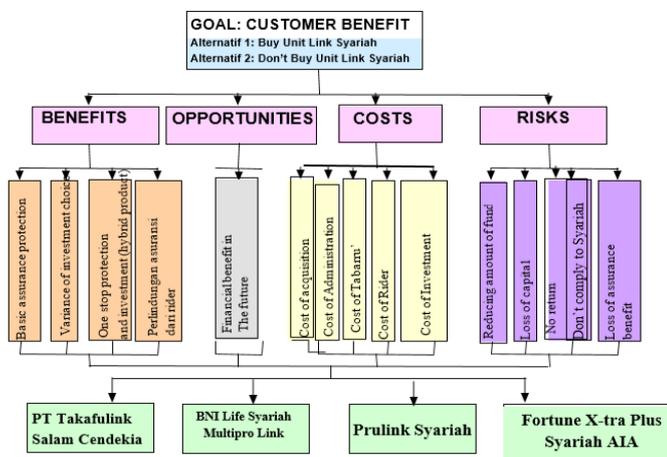
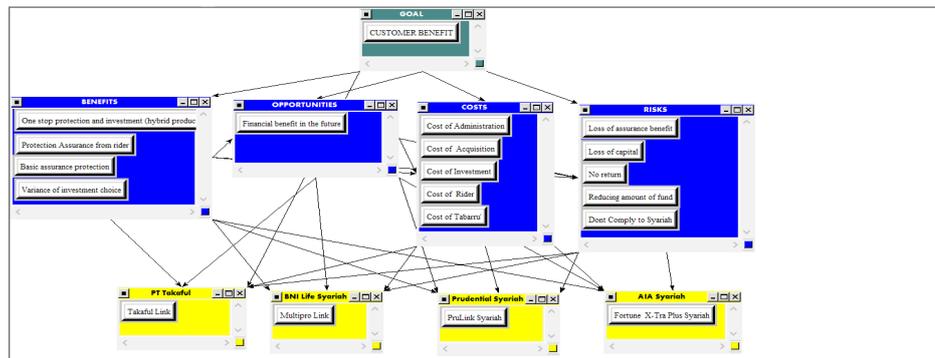


Figure 3. Display of BCOR in Super Decision Software



Result and Discussion

Investment links or unit links are insurance products that combined protection and investment (Sendra, 2004; Tim OJK, 2016). Islamic unit links mean unit link that complies to Sharia rules. Being a customer of Islamic unit link products, anyone can get double benefits, namely insurance protection and investment scheme. Life insurance is a primary feature of unit link. Additional insurance combined in the unit link product is health insurance, accident insurance, educational insurance, etc. Also, Islamic unit links are also related to investment benefits that can be tailored to the needs of customers based on Sharia mutual fund model (Engku Ali, 2010, p. 96).

Unit link product is considered as a flexible product because it gives freedom to customers to determine their own investment needs and their intended protection. Customers also can choose various alternative investment instruments provided by the company, either at the beginning of becoming an Islamic unit link customer or at the running time of the Islamic unit link. All companies studied, namely BNI Life Sharia, AIA Sharia, Takaful, and Sharia Prulink apply the concept of Islamic unit link (BNI Life Sharia Policy, 18507000036, Fortune AIA Sharia Policy X-Tra Plus Sharia, 27206931, and Sharia Prulink Policy, 39464339). All of these companies, regarding tabarru 'total assets, profits and surplus funds, continued to increase (Financial Reports of PT Takaful Family Insurance, Prudential Indonesia Sharia Unit, BNI Life Insurance Sharia Unit, PT AIA Financial Sharia Unit, 2015-2017, and BNI Life Insurance Annual Report 2015-2017).

The basic Islamic contract in the Islamic unit link product is a combination of three (3) Sharia contract instruments, namely tabarru', wakalah bil ujah, and mudharabah musytarakah. All instruments of the contract have been explained in the fatwa of DSN MUI (Dewan Syariah Nasional Majelis Ulama Indonesia), which is Number 51 concerning the mudharabah musytarakah agreement, Number 52 concerning the wakalah bil ujah contract, Number 53 concerning the tabarru' contract. Whereas as a general guideline is DSN MUI fatwa Number 21/DSN-MUI/X/2001 concerning general guidelines for Islamic insurance.

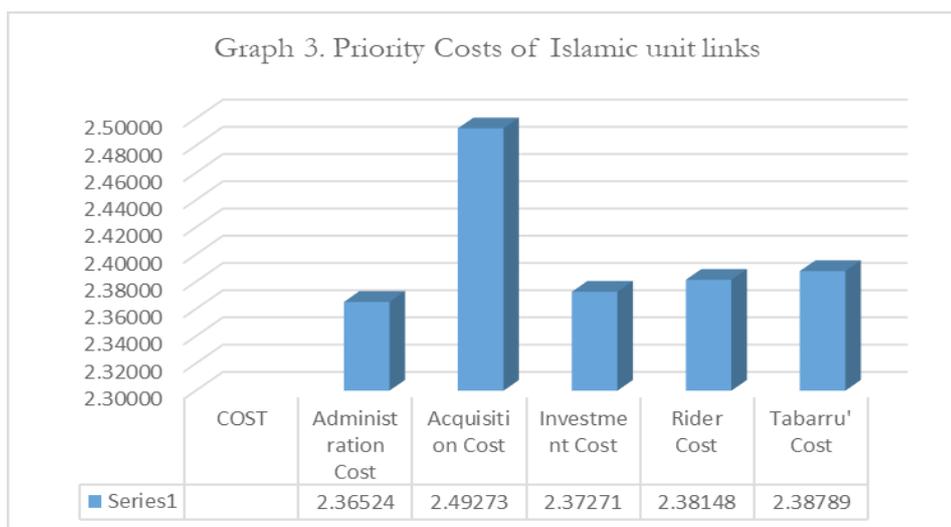
BNI Life Syariah clearly states three contracts in the policy, article 4, namely tabarru', wakalah bil ujah, and mudaraba. Whereas the Takafulink of Mizan and Istiqamah, article 3 on the contract states that the contract of takafulink applied 2 Islamic contract instrument, namely tabarru' and wakalah bil ujah. AIA Syariah Policy Fortuna X-Tra Plus Sharia mentions in the front part of the policy "Wakalah bil Ujah agreement." In the SPAJ (Islamic life insurance Submission Letter), there is a contract sub-chapter. In this section, the wakalah bil ujah and tabarru' or ta'awun contracts also mentioned. In the sub-section of this contract also explained about various types of costs imposed by the company to customers, namely acquisition costs, policy administrative costs, risk administration costs, investment management costs, maintenance costs, and other costs. In this section also mentioned the provisions regarding the surplus or deficit of tabarru' fund underwriting. Sharia Prulink Life Insurance Policy mentioned wakalah bil ujah and tabarru' as Islamic insurance contract instruments in the policy.

The researcher conducted a pairwise comparison of all elements of the questionnaire filled by respondents R1 to R12. Inputting the filled pairwise comparison questionnaire in Super Decision software will immediately display the consistency number. The criteria of the inconsistency index

are the result of Super Decision inputting must be smaller than 0.1 or 10%. If the result of the inputting of the respondent's answer in the questionnaire is less than 0.1 or 10%, it can be stated that the respondent's answer is consistent. The result of inputting all the respondent's answer in the questionnaire shows that the overall inconsistency index is smaller than 0.1 or 10%, it means that the overall answer of the R1-R12 respondent is consistent.

There are two central analyzes on ANP, namely calculating the Rater Agreement and Geometric Mean. The calculation results show that the W value for the benefit cluster consisting of 4 nodes, namely necessary insurance protection, investment model choice, one-stop protection and investment, and insurance protection from the rider is 1. This means that there is a perfect agreement between respondents. Each node has the same level in priority. W value for cluster opportunity is 1, so there is a perfect agreement between respondents. Whereas for cluster costs with five nodes, namely: acquisition costs, administrative costs, tabarru' costs, rider costs, and investment costs are 0.18. For risk clusters with five nodes, namely: reducing amount of fund, loss of capital, no return, non-compliance with Sharia, and loss of insurance benefits, the W value is 0.15. This means that there is an agreement among respondents, but imperfect.

The results of subsequent analysis also show that regarding costs, among the five nodes, namely: acquisition costs, administrative costs, tabarru' costs, rider costs, and investment costs, the most dominant cost according to the respondents is the acquisition cost, namely 2.49273. It means that the acquisition cost is a significant amount of the funds contributed by customers to the company. This certainly has a major effect on customers' investment funds. The comparison among acquisition costs, administrative costs, tabarru' costs, rider costs, and investment costs can be seen in the following graph.



Source: Primary Data from Questionnaire processed by Super Decision software dan Excel

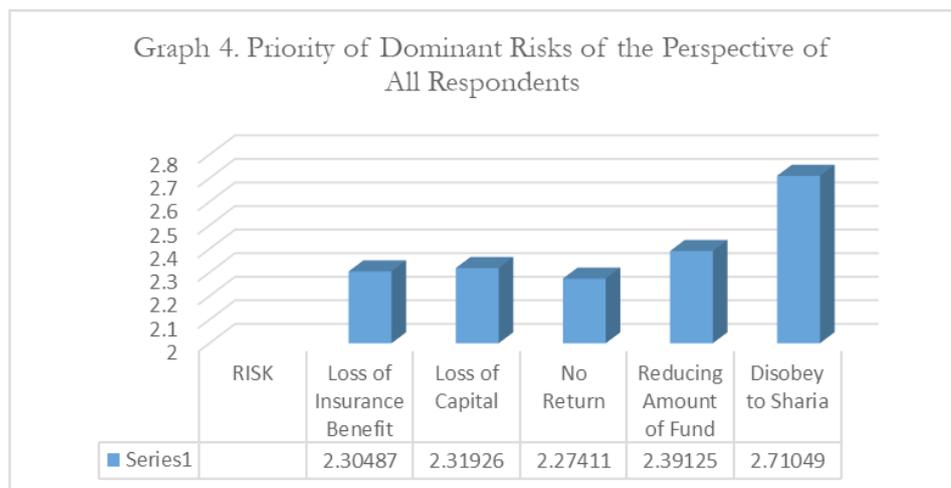
According to the respondents, both experts and practitioners, the acquisition costs occupy the highest position in the priority of the dominance of the imposition of fees on customers. As explained in the previous discussion, the imposition of acquisition costs (*wakalah bil ujah*) varies, on average 4-5 (four-five) years. The amount charged is varied, and the proportion is much. In the first year of Islamic unit link contract, all companies charge an acquisition cost 75-80% of the premium paid by the customers. In the third year until the fifth year, the percentage of acquisition cost is smaller than in the previous year. This conditions may cause respondents, both experts, and practitioners, choose the cost of acquisition as the most dominant cost.

The amount and the duration of acquisition costs imposition may have a negative impact on benefits (financial) for customers. If the purpose of the customer to join the Islamic unit link is to invest for getting a return and gain imagined, he will be disappointed. The portion of the investment fund will decrease a lot; then it will affect the potential income that will be obtained. Moreover, a part of the

imposition of this acquisition cost is allocated to finance the company’s marketing, an activity of company that should be funded by the company’s budget, not by the customers.

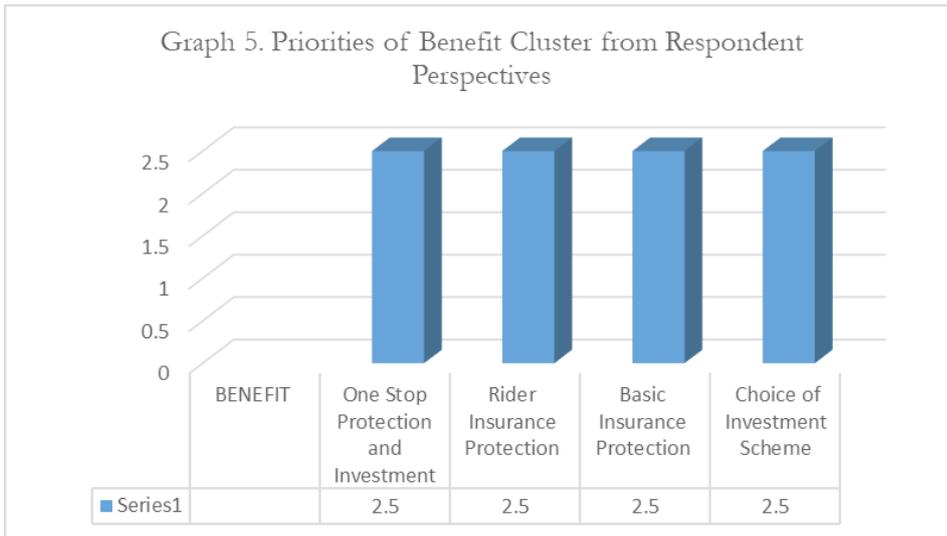
Administration cost is a type of Islamic unit link cost that varies in company application. Some companies, this administration cost is derived into several types, namely monthly administration cost, policy administration cost, risk administration cost, maintenance cost, policy cancellation cost, and automatic contribution leave cost. Investment costs are also derived into several types, namely investment management cost, top up cost, and switching cost. Those all types of costs belong to the company. Whereas the costs that are shared by fellow customers, namely tabarru’ cost, are minimal, even it is smaller than one part of administration cost, namely monthly administration. For example, at AIA Fortune Extra Plus Sharia, tabarru’s cost is only Rp. 7,500/month, while the monthly administration is Rp. 27,500. At BNI Life Syariah Multipro Link, tabarru’s fees are only Rp. 9,500/month, while the monthly administration is Rp. 25,000. This condition has a negative impact on customer fund of investment in the future and furthermore will affect the benefits (financial) for customers.

The results of the subsequent analysis show that in terms of risk, among the 5 nodes, namely: the risk of non-compliance to Sharia rules, the risk of reducing the amount of fund, no return, loss of insurance benefits, and loss of capital, according to respondents, the most dominant risk is the risk of non-compliance to Sharia, with a score 2.71049. It means that the risk of non-compliance to Sharia is the highest risk occurring in Islamic unit links. This condition affected the performance of Islamic financial institutions because the main distinguishing between Islamic financial institutions and conventional financial institutions is the compliance of Islamic financial institutions to Sharia principles. Comparison of each risk can be seen in the following graph.



Source: Primary Data from Questionnaire processed by Super Decision software dan Excel

Respondents perceived that each node in benefit and opportunity clusters has the same priority level. No one of nodes is more dominant than others. It shows that the nodes in benefit clusters do not affect much to the benefits (financial) for the customers, even the existing nodes in the benefit cluster are a must. For example necessary insurance protection or insurance protection from riders, this is a necessity if you have paid the fundamental contribution or rider contribution. The respondent’s complete view can be seen in the following graph.



Source: Primary Data from Questionnaire processed by Super Decision software dan Excel

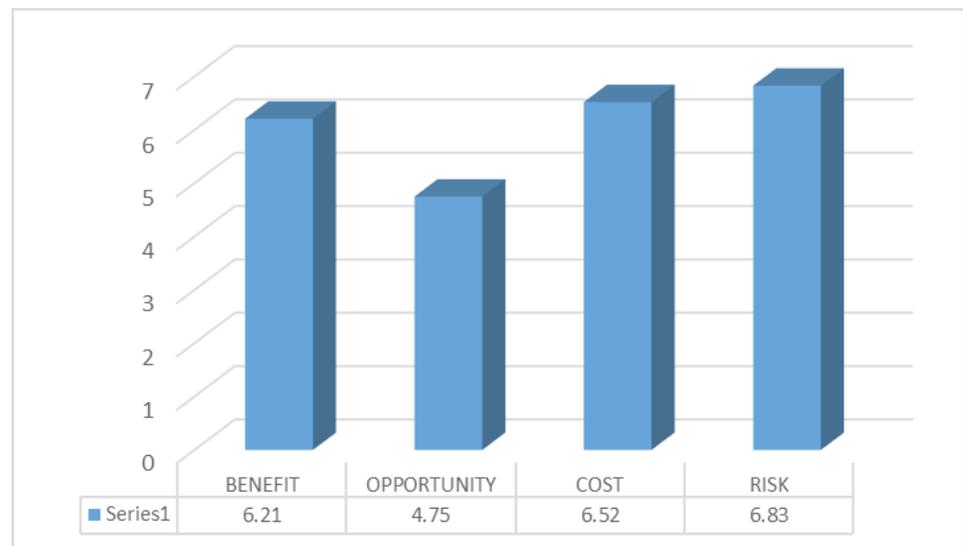
The results of an individual score of respondents to BCOR variables, as well as the results of their opinions are assessed by calculating geometric mean. The geometric mean is an average type of calculation that shows a particular tendency or value. The results of the calculation are as follows:

Graph 6. The Results of Individual Score of Respondents to BCOR Variables



Meanwhile, the average score of them is described in the following graph.

Graph 7. Average Score of Respondent's Individual Score



Source: Primary Data from Questionnaire processed by Super Decision software dan Excel

From the graph above, with a scale of 1-9, by comparing 4 (four) variables, namely Benefit, Cost, Opportunity, and Risk (BCOR), the highest average is Risk with an average score of 6.83, followed Cost with an average score of 6.52, Benefit with an average score of 6.21. The lowest score on the Opportunity aspect, which is 4.75. The score of benefit cluster for the customer is lower than Cost cluster (6.52) and Risk cluster (6.83), because of benefit cluster score 6.21. In answering choice between buying or don't buy Syariah unit link, attention must be paid to opportunity cluster score, namely 4.75. It is lower than benefit, cost, and risk cluster. It shows that Syariah unit link is offering a lower opportunity to gain financial benefit than bearing cost and risk.

In various occasions, the agents of Islamic insurance companies that offer Islamic unit links often set out the unit link as an investment product that insurance product, a prospective tool in gaining return and benefit in the future. People will be interested in getting the opportunity for investment because they usually imagine the benefits to be gained. Even though not all investments will generate profits.

Islamic unit link is an insurance product that contains investment scheme, so it is not intended as an investment product from the beginning. Therefore, the issuer of Islamic unit link products is Islamic insurance companies or Sharia business units of insurance companies. Investment mechanism applied in Islamic unit link is using the concept of mutual funds. Namely, there are investment managers in the fund investment activities. Therefore, customers must review the purpose of buying a unit link. If the goal of buying unit link is an investment, the Islamic unit link is not the right means to invest, because as the name implies, the Islamic link unit is an insurance product, so that the gain of investment will not be maximized.

The investment that is carried out in the Islamic unit link has the primary purpose of reducing the cost of the premium that must be paid by the insured/customer. Using the investment return, the insured/customer can get a premium leave facility. If the investment returns are insufficient, customer funds will run out so that the premium/contribution will not be paid. If there is no fund in the balance of customer to pay the premium or the contribution, the Islamic unit link will be a lapse. In this condition, no protection anymore for the customer.

Investment scheme in Islamic unit link is similar to Islamic mutual funds operation. Customer's funds are managed by the Investment Manager to be invested in the various type of risk, from the highest risk to the lowest risk, namely equity investment, balanced/mixed, fixed income. Customers invest together by buying an investment unit, then the fund managed by the investment manager (Gozali, 2008, p. 103). Islamic mutual funds have several advantages, namely: relatively low transaction costs, relatively small risks compared to direct investments in stocks, bonds, foreign exchange, etc.,

managed by professional investment managers, better portfolio diversification. The origin of the investor in Islamic mutual fund is retail investors (individuals), so the risk of volatile Net Asset Value (NAV) is relatively low (Achsien, 2003; Huda and Nasution, 2007). Currently, mutual fund online transactions are available, from registration until transaction activities of selling and buying.

Investment is an effort to prepare for a better future. Comparison between Islamic unit link and Islamic link mutual funds shows that joining mutual funds and term life insurance separately provides better benefits for customers than joining Islamic unit link because the cost paid less and benefit more. A good understanding of all financial investment instrument will encourage us to choose financial products that can achieve better return and lower risk and cost. Investing directly to Islamic mutual fund and joining insurance separately is the rational alternative in getting benefit more for the customer.

Based on the research finding, about the question, what is the best choice between buying and not buying Islamic unit link? The answer depends on the person's goals and needs. If the goals and needs are getting protection, investment is only a side effect, choosing to buy an Islamic unit link is not a very questionable choice. In contrary, if the goals and needs are investing the fund and obtaining optimal return and gain from investment activities, choosing to buy Islamic unit links is not a good choice, because the origin of unit link is insurance. The solution for this condition, if you want to get protection, please buy insurance separately. Please purchase prospective investment product separately. The purpose of the separation is getting a cheaper Islamic insurance premium cost and gaining higher and better investment returns.

A. Conclusion

From the explanation, discussion, and analysis that has been done, this research aims to analyze the customer benefit of Islamic unit link by ANP method (Analytic Network Process). The analysis resulted that the value of inconsistency index $< 0,1$, it means that all respondents are consistent in answering the questionnaire. W value of opportunity and benefit cluster is 1; it means all respondents have complete agreement. While W value of cost cluster is 0,18 and risk cluster is 0,15. It means that agreement among respondents is lower. The most dominance cost is acquisition cost (2.49273), and the most dominance risk is discomply to Syariah risk (2.71049). The score of benefit cluster for the customer is lower than Cost cluster (6.52) and Risk cluster (6.83), because of benefit cluster score 6.21. In answering choice between buying or don't buy Syariah unit link, attention must be paid to opportunity cluster score, namely 4.75. It is lower than benefit, cost, and risk cluster. It shows that Syariah unit link is offering a lower opportunity to gain financial benefit than bearing cost and risk.

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