Lifeguarding the Future: Unveiling the Key Influences on Life Insurance Intent in Johor

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Abstract
This study intends to examine the factor that affects customer intention to purchase life insurance in Johor. Insurance price, the demographic of customers, company reputation, and social influence were used as independent variables to examine the impact on the customer intention to purchase life insurance in Johor, dependent variable. The need for life insurance is growing as a result of the rising death rate and life-threatening illnesses in Malaysia. A financial instrument known as life insurance protects the beneficiaries of the insured financially in the case of the insured's death. Although the product is popular, a variety of circumstances may have an impact on a customer's decision to purchase it. This research was conducted using an online questionnaire distributed to a diverse group of respondents regardless of age, gender, race, or ethnicity, who either does not yet have insurance coverage or who does have insurance coverage. A total of 110 respondents answered this survey. SPPS version 29 was used to transform the data from the survey. The research's findings were analyzed using multiple regression analysis. The findings demonstrated that there is a significant influence of insurance price and social influence on the customer's intention to purchase life insurance in Johor.
Keywords: Life Insurance, Customer Intention, Purchase Decision, Insurance Price, Demographic of Customers, Company Reputation, Social Influence.

Introduction
Life insurance is a crucial contract between an individual and an insurance company, offering financial protection in the event of unexpected income loss or the policyholder's untimely death (ICICI Prudential Life Insurance, 2022). It provides a death benefit to beneficiaries,

helping them cover expenses like debts, funeral costs, and daily living expenses. Additionally, life insurance often includes critical illness coverage, granting a lump sum payment upon the diagnosis of serious ailments such as cancer, heart attack, or stroke. The COVID-19 pandemic has increased awareness among Malaysians regarding the value of life insurance, leading to a surge in its purchase. This rise can be attributed to the public's growing understanding of escalating medical expenses. According to Perbadanan Insurans Deposit Malaysia (2022), younger individuals seek affordable and value-for-money protection, desiring financial security and trust in insurance companies. Due to the pandemic, many people have suddenly lost their jobs or experienced financial instability, which has made them realize how important it is to have a financial strategy in place. As financial planning becomes a greater challenge, people are turning to life insurance to improve their financial planning, by selecting affordable protection product that offers good value for their money, and provide protection for their loved ones. The pandemic has also made preparing for the unforeseen more important than ever.

The purchase of life insurance is a complex decision that is influenced by many factors. In Malaysia, the death rate has increased in recent years, but the insurance penetration rate is still low (The Malaysian Reserve, 2023). The Department of Statistics Malaysia reports that the number of deaths in 2021 increased by 34.5% from 166,970 deaths in 2020 as a result of a higher death rate during the COVID-19 pandemic. Medically certified deaths grew to 70% (157,251) of the 224,569 deaths, while non-medically certified deaths made up 30%. (67,318). The Malaysian Reserve reported that Malaysia's insurance penetration rate as of 2020 was only 54%, which was lower than the global average of 68%. Not only that, about 30% of working Malaysians in their prime financial planning age do not have any type of personal protection (Zurich, 2022). The reality that 16% of them stated they have no plans to save any money for insurance makes this situation worse (Zurich, 2022). Thus, figuring out the factors that affect a person's decision to buy life insurance is a crucial research area.

This is due to several reasons, including a lack of awareness of the importance of life insurance (Wilfred, 2020), a lack of knowledge about the different policy options available (Ismail, 2020), and the high cost of premiums (Hsu et al., 2018). One of the main reasons why people do not purchase life insurance is because they are not aware of the importance of it. Many people believe that life insurance is only for people who are wealthy or who have a large family to support. However, life insurance can be a valuable financial tool for anyone, regardless of their income or family size. It can provide peace of mind knowing that your loved ones will be financially secure in the event of your death. Another reason why people do not purchase life insurance is because they do not understand the different policy options available. There are many different types of life insurance policies, each with its own set of benefits and drawbacks. It can be difficult to know which policy is right for you. Finally, the cost of life insurance premiums can be a barrier for some people. Life insurance premiums can be expensive, especially for people who are older or who have health problems. However, there are many ways to reduce the cost of life insurance, such as getting a group policy through your employer or waiting until you are older to purchase a policy.

This study focuses on investigating the factor of the purchases of life insurance. The four factors identified are the price of insurance, the demographic of customers, company reputation, and social influence as determinants of customers' intention to purchase life insurance. Thus, the study examined whether there is a relationship between the factors and customer intention to purchase life insurance in Johor.

Research Objective
The research objectives are as follows
RO1: To identify the factor that influences customer intention to purchase life insurance in Johor.
RO2: To study the relationship between the factors and customer intention to purchase life insurance in Johor.

Research Question
The research question are as follows:
RQ1: What is the factor that influences customer intention to purchase life insurance in Johor?
RQ2: What is the relationship between the factors and customer intention to purchase life insurance in Johor?

Literature Review
Insurance Industry and Life Insurance
One of the most significant development drivers in Malaysia's overall financial services sector is the insurance industry (Masud et al., 2019). A concept in finance called insurance aims to provide security for economic growth or to act as protection against unforeseen loss (Kaffash et al., 2020). Insurance is a tool to minimize risk, whether it be a threat to the firm or a chance for survival, and positively contributes to economic life as a financial intermediary and long-term investment (Ikhwan & Rusydiana, 2022). Malaysia offers a wide variety of insurance products, including life insurance, health insurance, motor insurance, travel insurance, and property insurance. However, in this study, we only focus on life insurance products. Life insurance is a common long-term agreement for policyholders who want to protect their dependents from an economic downturn when they pass away (Fang & Wu, 2020). The aim of life insurance is to offer financial security to the insured person's dependents or family in the event of their premature death. Around 60% of all premiums are paid for life insurance, which is the sector with the biggest market penetration (The Malaysian Reserve, 2023). This is due in part to the strong cultural focus on financial planning and protection, as well as to the fact that paying for life insurance premiums is tax-deductible. According to AIA Malaysia 2020, the tax relief can be claimed on the premiums paid subject to certain terms and conditions. It can be shown that public employees who are eligible for retirement are entitled to a tax relief of RM 7,000 for their life insurance premiums. Meanwhile, non-civil servants are permitted to collect up to RM 3,000 in life insurance and RM 4,000 in the Employees Provident Fund (AIA Malaysia, 2020). Malaysia's insurance industry also demonstrated growth in 2020 of 5% compared to the previous year, driven by life insurance, despite the nation's economy contracting by -5.6% as a result of the COVID-19 pandemic (Malaysian RE, 2021). This shows that there is a rise in the demand for items that provided safety and financial possibilities during pandemics. This shows that there is a rise in the demand for items that provided safety and financial possibilities during pandemics.

Customer Behavior and Customer Intention
Customer behavior refers to the actions and decisions that customers make when making a purchase or interacting with a business. In other words, customer behavior describes the choices and behaviors people make while buying life insurance products. The theory of individualism and collectivism contains crucial consumer behavior insights that can aid in gaining an awareness of the nature of impulsive purchases (Kacen & Lee, 2022). It is crucial to

understand customer behavior because it will help the business to create effective marketing strategies, develop new products, and improve customer service. Almost every day we supposedly make the greatest decisions for our needs and each of these choices will have an impact on how we act in the future. We will act as a customer as well because we are a part of the transaction, therefore this can be connected to the customer's behaviors. The most common element that influences our actions is the things that entail repeated daily, weekly, and monthly, such as the choice to consistently purchase a particular brand or category of products. Customers frequently use their decisions on previous retail service experiences to plan their future purchases (Rita et al., 2019). In relation to buying life insurance, if customers had a positive experience with a previous insurance company and there is no problem occurred, they might be more likely to consider purchasing life insurance from the same company in the future. However, if customers faced a negative experience, they may be less likely to consider purchasing life insurance from that company and directly switching to another company that is more professional. On the other hand, customer intention describes a person's attitude towards and readiness to carry out a particular action or behavior, frequently one that involves making a purchase or participating in a particular activity. Customer intention in the context of life insurance can refer to a person's willingness to buy a life insurance policy or their intention to renew or revise an existing policy. The Theory of Reasoned Action (TRA) suggests that a person's behavioral intention is influenced by their personal attitude and subjective norms, and is a predictor of subsequent behavior toward a specific action (Sawaftah et al., 2020).

Factors Affecting Customer Intention to Purchase Life Insurance
Insurance Price
Price is a critical factor that influences customers' intention to purchase products or services in the market. According to Levrini & Santos (2021), the daily purchase always includes the price variable, which represents the amount of money spent and is known as the sacrifice value that consumers must give up to make a specific purchase transaction. Guan et al (2020) also clarified that the price of a product can significantly influence how customers perceive its value and the product may also impact customers' decisions to purchase life insurance. Consumer purchasing decisions may be impacted by the relationship between product prices and their purchasing power. A study conducted by Kasmad (2022) found that the decision of consumers can be affected by the pricing of products that are cheap and affordable, taking into consideration their purchasing power. For example, customers are looking to strike a balance between adequate coverage and affordability while purchasing an insurance policy. Other than that, the price also can be influenced by various aspects such as payment terms, premium price level, price structure, policy value, differences in pricing policies amongst providers, flexibility, discounts, and pricing comparability (Guan et al., 2020). According to the research, consumers in Malaysia were sensitive to price and were likely to consider the affordability of life insurance policies when making their decisions. Customers are more focused to receive the best value for money in protecting themselves and family when it comes to make-decision to purchase life insurance offered by different insurance policies in their life as they already spend or invest their money. It is probable that individuals are more inclined to buy insurance policies that provide full coverage at a reasonable price as opposed to expensive policies that only offer limited coverage.

Demographic of Customers

In general, demographic factors refer to a population or customer segment trait of a population or customer segment that can affect that group's behavior or ability to make decisions. Age, gender, income, family status, and other are some examples of demographic factors, which it is used to categorize and target customer groups. Numerous research has investigated how different customer behaviors and decision-making processes are impacted by demographic factors. As we know, the concept in all insurance companies is the same where the younger the age, the cheaper the insurance that needs to be paid. This is because as a person grows older, they are likely to face greater responsibilities and risks, requiring greater commitment and caution to stay safe. Thus, as individuals get older, the cost of acquiring insurance tends to increase (Li & Qi, 2022). Life insurance premiums tend to be cheaper for younger individuals because they are generally regarded as healthier and less likely to face mortality risks. The financial impact was felt more strongly by the younger population, whereas older individuals faced a higher risk of mortality (Wassink, 2021). Nevertheless, most studies use income as a demographic factor as it has a prominent influence on life insurance consumption in Malaysia (Chi et al., 2019). Income level is considered one of the primary macroeconomic factors that affect insurance consumption (Li & Qi, 2022). The reason why income level is considered a primary factor that affects insurance consumption is due to the impact on how household or customer capacity to afford insurance premium. One's decision to buy health insurance is significantly influenced by the wage earner's level of wealth (Wilfred, 2020). This means that individual with higher levels of income is more inclined to purchase insurance, whereas those with a lower level of income are more likely to experience difficulties in obtaining insurance. Individuals with higher levels of income are more likely to purchase insurance in order to protect their families (Li & Qi, 2022). People with lower incomes may not view life insurance coverage as a high priority due to other financial obligations such as expenses related to healthcare, housing, and food.

Company Reputation

Company reputation can be defined as physical characteristics and company conduct, such as the company's name, products, services, and the way the company engages with customers (Nursiana et al., 2021). Usually, customers will go through the selection process to acquire life insurance because they want to know that the firm, they choose is dependable, trustworthy, has high-quality services, and has a strong track record of paying claims. An individual will rely on their awareness of the product and experience when making a purchase, which can aid them in making the best decision and selecting the one that will benefit them (Keat et al., 2020). Research conducted by Nursiana et al (2021) found that customers will have more confidence in name-brand products from reputable companies. This is because well-known companies or brands are usually linked to excellent service, high-quality products or services, and good financial stability. It has been discovered that one of the most powerful determinants of a customer's purchasing choice is the quality of insurance products from well-known companies (Guan et al., 2020). Another study conducted by Chi et al (2019), indicates that customer perception of life insurance benefits because perception is thought to be the motivating force behind people's behaviors. Other than that, customer perception also plays a significant role in shaping customer behavior toward life insurance when they recognized a well-known company or brand. It is not easy to plan to purchase life insurance as customers are in the process of planning their future guarantees and the well-being of their loved also. As mentioned by Chi et al (2019), customers' perceptions of the benefits of life insurance are

favorable since perception is regarded to be the driving force behind human activity. A business with a strong track record will reassure every customer and provide them with peace of mind because they know they are making the best choice for their family's financial future. From a positive perception of the insurance company, it can lead to increased trust, loyalty, and a higher tendency of purchasing insurance products from that company.

Social Influence

Social influence can play a significant role in shaping an individual's decision. According to social influence theory, people's beliefs and actions can be influenced by the attitudes and behaviors of those around them (Wei et al., 2022). The study conducted by Lim (2022) found that social influence refers to how society tries to shape the beliefs, attitudes, perceptions, values, intentions, and behaviors of individuals. The impact of our behaviors and opinions on our peers, known as social influence, plays a crucial role in the effectiveness of social ads and is among the most important behavioral mechanisms that facilitate the spread of products and behaviors throughout society (Huang, 2018). Social influence can be divided into two types which are normative and informational. Normative social influence involves conforming to the positive expectations of others, while informational social influence involves accepting information obtained from another as evidence of reality (Keat et al., 2020). The intent to make a purchase is not an inherent quality possessed by a person but rather can be impacted by a variety of possible origins. Social influence can be determined by family, friends, insurance agents, online ads, and others. Wilfred (2020) research revealed a positive correlation between social influence and the intention to acquire health insurance. People might influence by other experiences in getting life insurance. When people around them share about the benefit of life insurance, what benefits get, and a story of real cases, it might influence individuals to change their negative minds to positive ones and directly purchase life insurance to protect themself and family. PIDM (2022) also clarify that the choice to obtain both Life and Health insurance is heavily influenced by family and friends, as well as significant personal life changes
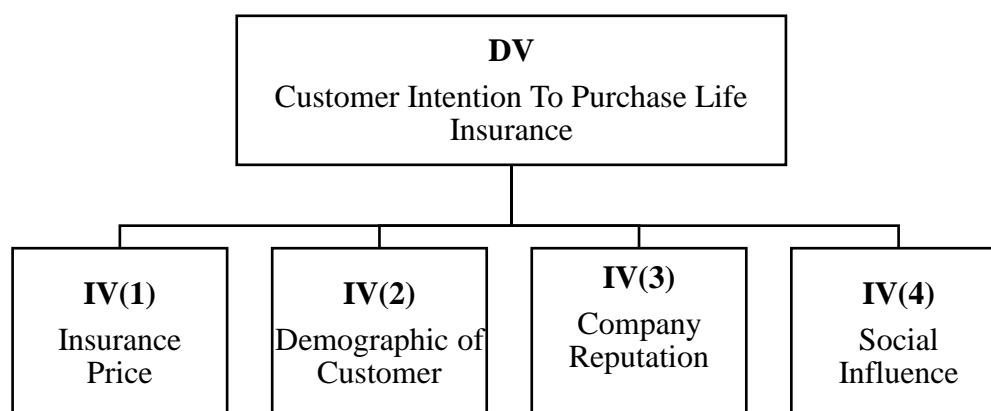
Conceptual Framework

Figure 2.1 Conceptual Framework

Figure 2.1 outlines the conceptual framework of this study. The customer's intent to purchase life insurance was identified as the independent variable (DV) for this study. On the other

hand, there are four factors that were found and classified as independent variables (IV) that affect customer intention to purchase life insurance, including insurance price, the demographic of customers, company reputation, and social influence.

Research Methodology

A quantitative method was used for this study to collect useful information and data from respondents. Primary data have been used for this study. The data was collected by survey questionnaires from consumers in Johor. The sample used for this study are consumed in Johor. In a quantitative research design, statistical techniques are used to gather primary data from a specific sample group in order to provide numerical data that can be statistically analyzed using Statistical Package for Social Sciences (SPSS).
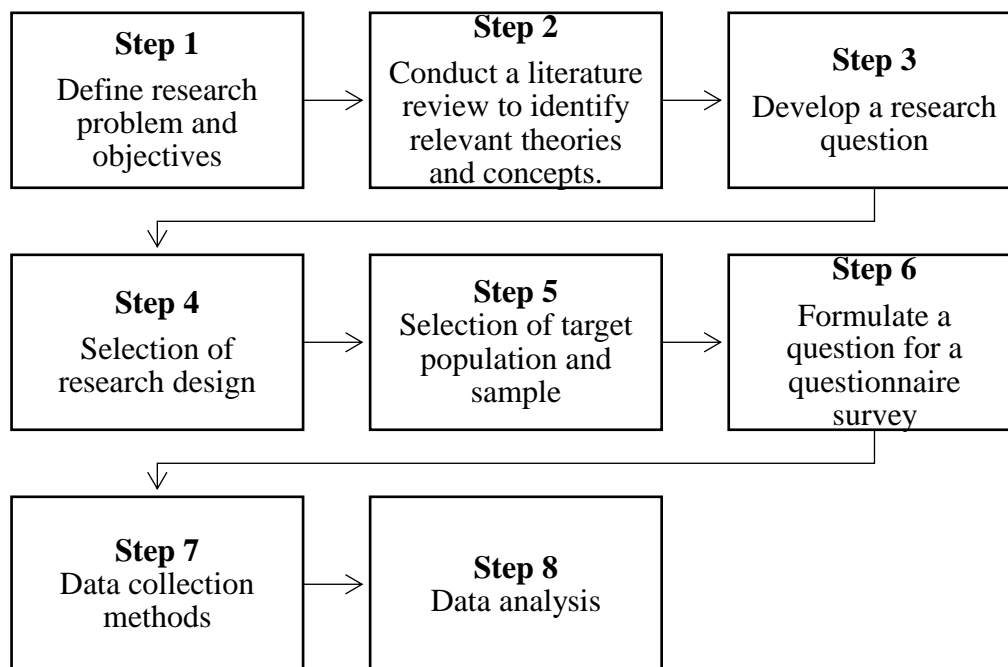

Figure 3.1 The research design process

The study will focus on prospective life insurance policy buyers in Johor. According to the Department of Statistics Malaysia, Johor has 4.1 million people living there by the third quarter of 2022 (4,069.1). Therefore, simple random sampling is an appropriate sampling method. the sample size is calculated using the sample size calculator from Roasoft based on a confidence level of 95%, a margin of error of 5%, and an estimated population size of 4.1 million persons in Johor. The calculator's output indicates a sample size of 385 respondents.

The survey questionnaires were distributed online to the respondents via a google form. During this process, the respondents were given only two weeks to complete the questionnaires and submit their responses online. The questionnaire will be composed of inquiries related to the insurance price, customer demographics, company reputation, and social influence. Finally, participants will receive a link to the survey questionnaire and will be requested to complete it. This approach is cost-effective and allows for the collection of data from a large sample size conveniently. Both open-ended and closed-ended questions are included in the questionnaire's layout. Respondents can provide feedback and suggest additional factors that may affect their decision when it comes to purchasing life insurance by answering open-ended questions at the end of the survey. The purpose of the questionnaire is to gather quantitative data for statistical analysis (Leavy, 2022).

Data collected from the sample population is analyzed using statistical software, Statistical Package for Social Sciences (SPSS) version 29.0. A descriptive analysis was carried out to understand the demographic of the respondents. The validity and reliability test were used to assess the assessment's accuracy. To make sure that the data satisfied the criteria for the next analyses, the normality of the data and the correlation between the independent variables were also examined. For this study, multiple regression analyses were used to determine the relationships between the variables. A variable must have a variable significance value of less than 0.05 (-value 0.05) in order to be considered significant. Inferential statistics such as correlation and regression analysis will be utilized to examine the relationship between the independent and dependent variables.

Findings and Discussion
Demographic Analysis
Table 4.1
Respondents Demographic Analysis Result

Item	Categories	Frequency	Percent (%)
Gender	Male	36	32.7
	Female	71	67.3
	Total	**110**	**100**
Age	18 – 23	51.8	51.8
	24 – 29	33.6	33.6
	30 – 35	10.9	10.9
	36 and Above	3.6	3.6
	Total	**110**	**100**
Race	Malay	96	87.3
	Chinese	9	8.2
	Indian	3	2.7
	Other	2	1.8
	Total	**110**	**100**
Marital Status	Single	89	80.9
	Married	21	19.1
	Total	**110**	**100**
Occupational Status	Government Sector	22	20.0
	Private Sector	31	28.2
	Student	57	51.8
	Total	**110**	**100**
Range of Income	Below RM2,000	68	61.8
	RM2,000 – RM3,000	25	22.7
	RM3,000 – RM4,000	14	11.8
	Above RM4,000	4	3.6
	Total	**110**	**100**
Johor in which district?	Johor Bahru	20	18.2
	Kulai	17	15.5
	Kluang	4	3.6
	Pontian	22	20.0
	Batu Pahat	31	28.2

	Muar	5	4.5
	Segamat	6	5.5
	Kota Tinggi	5	4.5
	Total	**110**	**100**
Did you have any insurance policies? (If no, SKIP question 9)	Yes	56	50.9
	No	54	49.1
	Total	**110**	**100**
What type of insurance policies that you have?	Life Insurance	11	10.0
	Medical Insurance	20	18.2
	Both	21	19.2
	None	58	52.7
	Total	**110**	**100**
In your opinion, is Life Insurance important to our lives?	Yes	109	98.2
	No	2	1.8
	Total	**110**	**100**

Table 4.1 demonstrates the demographic analysis from the research. The study has been conducted based on 110 respondents which consist of 36 male (32.7%) and 71 female (67.3%). Majority of the respondents fall under the age range of 18 to 23 years old (51.8%), followed by the age range 24 to 29 years old (33.6%), 30 – 35 years old (10.9%), and above 36 years old is (3.6%). The race of the respondents who contributed to this survey is mostly Malay (87.3%), followed by Chinese (8.2%), Indian (2.7%), and others which consist of Indonesian (1.8%).

Most respondents in this study 80.9% were single, while only 19.1% were married. Regarding the occupational status, the student sector has the highest percentage of respondents (51.8%), followed by the private sector (28.2%), and the government sector (20,0%). In terms of income level, most of the respondents had an income below RM2000 (61.8%). It is followed by 22.7% (RM2,000 to RM3,000), 11.8% (RM4,000 to RM5,000), and 3.6% (above RM4,000).

This study is covered in the Johor area, then it is important to know in which district the respondents come from. The district of Batu Pahat had the highest number of respondents (28.2%), followed by Pontian (20%), Johor Bahru (18.2%), Kulai (15.5%), Segamat (5.5%), Muar (4.5%), Kota Tinggi (4.5%) and Kluang (3.6%).

Among the respondents, the majority of 56 respondents (50.9%) had at least one insurance policy. This suggests that people who already have insurance policies are more likely to be interested in purchasing additional insurance policies. Next, 54 respondents (49.1%) did not have any insurance policies. This suggests that people who do not have insurance policies are less likely to be interested in purchasing insurance policies.

Surprisingly out of 110 respondents, 58 (52.7%) of them do not have any insurance policy. This suggests that most people are not adequately protected against financial loss due to death, illness, or other unforeseen events. However, there is 11 (10%) of respondents have life insurance, 20 (18.2%) have medical insurance, and 21 (19.1%) have both.

Lastly, the results of the survey show that out of 110 respondents, most of them which 108 (98.2%) believe that life insurance is important. This is a significant finding, as it suggests that there is a strong demand for life insurance products. Then only 2 (1.8%) said that life insurance is not important and may have different reasons for their views. Some people may believe that they do not need life insurance because they have other sources of financial security, such as a large savings account or a pension plan.

Correlation Analysis
Table 4.2
Correlation Analysis

Correlations[b]

		Customer Intention to Purchase Life Insurance	Insurance Price	Demographic of Customers	Company Reputation	Social Influence
Customer Intention to Purchase Life Insurance	Pearson Correlation	1	.642[**]	.516[**]	.571[**]	.586[**]
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
Insurance Price	Pearson Correlation	.642[**]	1	.656[**]	.625[**]	.606[**]
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
Demographic of Customers	Pearson Correlation	.516[**]	.656[**]	1	.711[**]	.556[**]
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
Company Reputation	Pearson Correlation	.571[**]	.625[**]	.711[**]	1	.780[**]
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
Social Influence	Pearson Correlation	.586[**]	.606[**]	.556[**]	.780[**]	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	

**. Correlation is significant at the 0.01 level (2-tailed).
b. Listwise N=110

According to Table 4.16, the Pearson correlation data shows that the IV 1 (Insurance Price) has a correlation of 0.642 (r=0.642) with p<0.001. This indicate that there is a strong positive correlation between customer intention to purchase life insurance with insurance price. The higher the insurance price, the less likely customers are to purchase life insurance. Next, the Pearson correlation data shows that the IV 2 (Demographic of Customers) has a correlation of 0.516 (r=0.516) with p<0.001. This indicates that there is moderate positive correlation between customer intention to purchase life insurance with demographic of customers.

Then, the Pearson correlation data shows that the IV 3 (Company Reputation) has a correlation of 0.571 (r=0.571) with p<0.001. This indicates that there is moderate positive correlation between customer intention to purchase life insurance with company reputation. Lastly, the Pearson correlation data shows that the IV 4 (Social Influence) has a correlation of 0.586 (r=0.586) with p<0.001. This indicates that there is moderate positive correlation between customer intention to purchase life insurance with social influence.

Multiple Linear Regression Analysis
The purpose of the multiple linear regression is to determine the link between the dependent variable (customer intention to purchase life insurance) and the independent variables (insurance price, demographic of customers, company reputation, and social influence). Multiple linear regression analysis was performed in this study to examine the following hypothesis

H1: Customer intention to purchase life insurance in Johor is positively influenced by insurance price

H2: Customer intention to purchase life insurance in Johor is positively influenced by the demographic of customers.

H3: Customer intention to purchase life insurance in Johor is positively influenced by the company's reputation.

H4: Customer intention to purchase life insurance in Johor is positively influenced by social influence.

Table 4.3
Regression Analysis of Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.693[a]	.481	.461	.46618	1.961

a. Predictors: (Constant), Social Influence, Demographic of Customers, Insurance Price, Company Reputation

b. Dependent Variable: Customer Intention to Purchase Life Insurance

According to Table 4.2, the multiple linear regression model can account for 48.1% of the variation in customer intention to buy life insurance due to its high R-squared value of 0.481. Since the model does not overfit the data, the adjusted R-squared value of 0.481 is a strong indicator of this. The model's predictions are normally within 0.46618 units of the actual values, according to the estimate's 0.46618 standard error. The dependent variable's fluctuation may be explained in large part by the independent variables, according to the R-square change value of 0.481.

Table 4.4
Regression Analysis of Coefficient

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	1.099	.345		3.191	.002		
	Insurance Price	.369	.092	.406	4.010	<.001	.483	2.068
	Demographic of Customers	.046	.102	.049	.449	.654	.417	2.398
	Company Reputation	.101	.137	.098	.735	.464	.279	3.589
	Social Influence	.217	.107	.237	2.033	.045	.364	2.744

a. Dependent Variable: Customer Intention to Purchase Life Insurance

Table 4.3 shows the coefficient result of this study. There are two independent variables namely insurance price and social influence have a significant and positive influence to the dependent variable, customer intention to purchase life insurance. However, the independent variables for the demographic of customers and company reputation are not significant and negatively influence the dependent variable, customer intention to purchase life insurance.

Regression on Insurance Price
Based on the result shown in Table 4.3, insurance price has a significant and positive impact on customer intention to purchase life insurance in Johor. This is because the insurance price has a p-value less than 0.05, which is <0.001. Besides, the standardized beta value for this IV was recorded at $\beta = 0.406$, which indicates that insurance price has a positive impact on customer intention to purchase life insurance. Customers are more likely to purchase life insurance in Johor when the beta coefficient for insurance price is higher. On the other side, insurance price also has a strong positive correlation (r=0.642) with customer intention. Since insurance price has a strong positive correlation and positively impacts the customer's intention to purchase life insurance, then there is a strong linear relationship between these two variables. Therefore, H1 is accepted which insurance price influences customer intention to purchase life insurance.

The earlier study validates the findings of the current research. Based on the research done by Guan et al (2020), the standardized beta value of the price is recorded at $\beta = 0.295$, which indicate the price has significant effects on customer purchase intention towards insurance product and the price is classified as the most factor that influences customer to purchase life insurance. The study also explained that a product's pricing can greatly affect how customers perceive its value and the product may also have an impact on customers' decisions to buy life insurance, which can be used to support this finding. Customers are more likely to purchase life insurance when the price is lower. This is because life insurance is an investment that must be made over a long period of time, so clients want to be assured they are getting the most favorable coverage. According to a study done by Kasmad (2022), consumers' decisions might be influenced by the prices of goods that are cheap and accessible, taking into account their purchasing power. This can be illustrated that a regression value of 0.787 indicates that price has a positive and significant impact on buying decisions.

Regression on Demographic of Customer
Based on Table 4.3, the result of the demographic of customers shows that there is no significant and very little impact on customer intention to purchase life insurance in Johor. This is because the insurance price has a p-value of more than 0.05, which is 0.654. Besides, the standardized beta value for this IV was recorded at $\beta = 0.049$, which indicates that the demographic of the customer has very little impact on the customer's intention to purchase life insurance. The demographic of customers is not a significant factor in customer decision to purchase life insurance. This is probably because a customer's intention to buy life insurance can be influenced by a wide range of demographic criteria, including their age, income, and family size. On the other side, the demographic of customers has a moderate positive correlation (r=0.516) with customer intention, but the relationship is not strong as the correlation between insurance price and customer intention to purchase life insurance. Since the demographic of customers has moderate positive correlation, very little impact on the customer's intention to purchase life insurance, and the data is not significant, then there is a weak linear relationship between these two variables. Therefore, H2 is rejected, which demographic of customers does not influence customer intention to purchase life insurance for this study.

For this study, the demographic is not a significant factor that can influence customer intention to purchase life insurance in Johor as life insurance is typically bought for financial security rather than for social or status-related reasons. The decision to buy life insurance may not be significantly influenced by demographic criteria like age, gender, and income that are frequently linked to these benefits. The research done by Li and Qi (2022) stated that there is a positive relationship between the level of income and life insurance consumption in Malaysia. This can be clarified that the research is not applicable to this study as they are focussing on the population of Malaysia, while this study just covers only Johor areas only. Perhaps people in Johor are aware of the benefits of life insurance plans and are more likely to make their decisions on their own personal needs and situations than on demographic factors.

Regression on Company Reputation
Based on Table 4.3, the company's reputation results show no significant and very little impact on customer intention to purchase life insurance in Johor. This is because the insurance price has a p-value of more than 0.05, which is 0.464. Besides, the standardized beta value for this

IV was recorded at β = 0.098, which indicates that company reputation has very little impact on customer intention to purchase life insurance. The company's reputation is not a significant factor in customer decision to purchase life insurance. Customers are more likely to choose life insurance from firms with an excellent track record. This is because they believe that these companies are more likely to pay out claims in the event of a death. On the other side, a demographic of customers has a moderate positive correlation (r=0.571) with customer intention, but the relationship is not strong as the correlation between insurance price and customer intention to purchase life insurance. Since the demographic of customers has a moderate positive correlation, very little impact on the customer intention to purchase life insurance, and the data is not significant, then there is a weak linear relationship between these two variables. Therefore, H3 is rejected, which company's reputation does not influence customer intention to purchase life insurance for this study.

For this study, the company's reputation is not a significant factor that can influence customer intention to purchase life insurance in Johor. The research done by Nursiana et al (2021) is conducted in Indonesia, which is why it is not applicable to this study, as this study focuses on the population in Johor only. The outcome of research by Nursiana et al (2021) stated that a company's reputation has a favorable and considerable impact on purchasing intention in Indonesia. This is because a good company reputation typically indicates high-quality products, clients in Indonesia now have more options than just choosing an insurance company with a good reputation. However, the customers in Johor may focus more on the features and benefits associated with life insurance as a product. Customers want to be sure the item they choose meets their needs and provides the coverage they need. Because of this, people could be more likely to choose a life insurance provider based on the benefits and features of the plan than a provider's reputation.

Regression on Social Influence

Based on the result shown in Table 4.18, social influence has a significant and positive impact on customer intention to purchase life insurance in Johor. This is because the insurance price has a p-value less than 0.05, which is 0.045. Besides, the standardized beta value for this IV was recorded at β = 0.237, which indicates that social influence has a positive impact on customer intention to purchase life insurance. Customers are more likely to purchase life insurance in Johor when the beta coefficient for social influence is higher. The degree of the effect increases with the beta coefficient's absolute value (Statistic How To, 2021). Customers are more likely to purchase life insurance if their friends or family members have purchased it. This is because they see that their loved ones have made a wise decision and they want to do the same. On the other side, insurance price also has a strong positive correlation (r=0.586) with social influence as shown in Table 4.16. Since social influence has a strong positive correlation and positively impacts the customer's intention to purchase life insurance, then there is a strong linear relationship between these two variables. Therefore, H4 is accepted that social influence can influence customer intention to purchase life insurance.

The outcome of this study is consistent with the research by Wilfred (2020), which revealed a positive correlation between social influence and the intention to acquire health insurance. The Pearson correlation coefficient value for social factors is recorded at r = 0.766 with a p-value of 0.000 which low than 0.05. This indicates that there is a strong positive correlation between social factors to purchase intention. The study also explained that People may be influenced to shift their negative mindset to a positive one and immediately get life insurance to protect themselves and their families when those around them discuss the advantages of

life insurance, what benefits come with it, and stories of genuine situations. In addition, Keat et al (2020) also found similar results. The correlation coefficient (R) represents the strength of the linear correlation between the independent variables, namely product knowledge, risk aversion, and social influence toward the dependent variable. Additionally, the correlation value (R) is 0.740, indicating that the dependent and independent variables share a significant amount of variance.

Therefore, in this study there are four hypothesis have been constructed in the above discussion. Consequently, there are two hypothesis is accepted and another two is rejected as shown in the table below

Table 4.5
Hypothesis Testing

Hypothesis	Statement of Hypothesis	Hypothesis Status
H1	Customer intention to purchase life insurance in Johor is positively influenced by insurance price.	Accepted
H2	Customer intention to purchase life insurance in Johor is positively influenced by the demographic of customer	Rejected
H3	Customer intention to purchase life insurance in Johor is positively influenced by the company's reputation.	Rejected
H4	Customer intention to purchase life insurance in Johor is positively influenced by social influence.	Accepted

Conclusion

In this study, there are four hypothesis have been constructed in the above discussion. The results revealed that insurance pricing and social influence have a beneficial impact on customer intention among residents in Johor, while the demographic of customers and company reputation did not show a significant impact. Therefore, the result of two significant factor that influence customer intention to purchase life insurance in Johor can give several implications for insurance company in Johor to improve their services. The study's found customers are usually more price-sensitive when it comes to insurance products since they view as long-term investments, which makes sense. As a result, it is vital for life insurance providers in Johor to consider pricing strategies that are in line with the expectations of clients in Johor regarding affordability. As a result, businesses must be aware of the typical cost of life insurance in Johor and ensure that their rates are reasonable.

Next, customers are more likely to think about purchasing life insurance if they observe their friends, family members, or other trusted people doing so. By gathering testimonials from satisfied clients, businesses can use social influence to increase customer intention to buy life insurance in Johor. This is a strong strategy for enhancing credibility and trust. Customers of life insurance firms should be able to easily share their experiences on their websites or on social media. Life insurance providers in Johor can raise consumer awareness of their goods and persuade more individuals to think about buying them by making use of social influence. Consequently, there are two hypothesis are accepted and another two are rejected. Then the new conceptual framework is structured in accordance with the result that has been shown in Chapter 4 as below
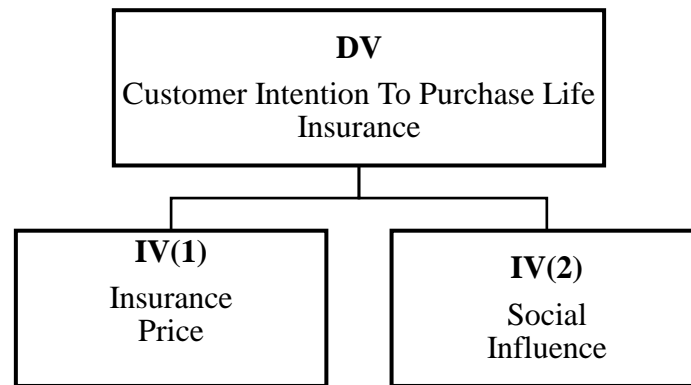
```
┌─────────────────────────────────────┐
│                 DV                   │
│   Customer Intention To Purchase Life│
│              Insurance               │
└─────────────────────────────────────┘
        │                    │
┌───────────────┐    ┌───────────────┐
│    IV(1)       │    │    IV(2)       │
│   Insurance    │    │    Social      │
│    Price       │    │   Influence    │
└───────────────┘    └───────────────┘
```

Figure 5.1 New Conceptual Framework

The questionnaire's open-ended question attracted a number of suggestions for additional factors, including income distribution and perceived financial security that affect customers' intentions to buy life insurance. However, because there was insufficient past research to support the inclusion of these traits, these factors were left out of the new conceptual framework. Firstly, income replacement. The respondent believes that life insurance can be a valuable tool for income replacement, providing financial support to a family in the event of the breadwinner's death. This can help to replace lost income and ensure that the family's financial security is not compromised. Other than that, the respondent also recommends that perceived financial security could be the factor that can be a key factor when deciding to purchase an insurance product. Perceived financial security can influence customers in several ways. For example, when a person has a stable income, they are more likely to consider purchasing life insurance in the future. They will look ahead to protect their family in unforeseen situations as they understand that life insurance can provide financial protection for their family.

The findings have achieved the objectives, but the result may have certain limits. The sample size for the study was just 110 participants. This is a modest sample size considering the suggested sample size is 385 as calculated by the sample size calculator, Roasoft. The study's conclusions might not be as trustworthy as they would be if the sample size were larger as a result of this. Because of this, it is probable that not the entire population of Johor will be impacted by the study's findings. One disadvantage is that compiling a truly random sample could be difficult, especially if the population is large or dispersed. The possible time investment of simple random sampling is another issue. Therefore, future research should increase their sample size and expand the respondent's area towards each of the states in Malaysia. Based on this study, it used simple random sampling, but only 110 responses were collected out of 385 surveys. Because of the sample size's modest size, it is probable that the findings do not accurately reflect all of Johor's customers. A bigger sample size would be beneficial to ensure that the findings are more broadly applicable. Additionally, a bigger sample size would enable researchers to carry out more complex statistical studies, which could offer greater insights into the elements influencing potential life insurance customers' intentions.

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