


THE ROLE OF PRODUCT KNOWLEDGE, PRODUCT INVOLVEMENT, AND FINANCIAL LITERACY ON ATTITUDES AND ITS IMPLICATION TOWARDS PURCHASE INTENTION

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The importance of life insurance to each personal no matter where they are and who they are is no doubt becomes very crucial. It can help individuals to save their money while protecting it against personal risk, such as disabilities. Not only to protect personal risk, life insurance is also able to protect household welfare. Hence, many governments in the world try to provide an insurance for each of the individual belongs to their country. Not only that, even private companies are also providing insurance with certain amount of payment. However, people are still reluctant to pay the money unless they have experienced once in their life. Not to mention in Indonesia where it is recorded the lowest intention to buy insurance policy among South East Asia Nation.

Hence, this monograph is trying to confirm several drivers in order to increase the intention to purchase insurance provided by private companies among Indonesians apart of what they have paid the government's one. This monograph is expected to give more insight to insurance companies how to get a new customer whether each individual has or doesn't have an insurance policy.

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