

The Impact of the Electronic Technique on the Quality of Provided Services in Jordanian Insurance Sector

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Abstract: The aim of this study was to investigate the impact of electronic technique on the quality of provided services of the Jordanian insurance sector from the viewpoint of its personnel. The results found that the personnel's evaluation is positive. The same applies to the electronic technique of all its dimensions. Statistically speaking, there is a positive relationship ($\alpha = 0.05$ or less) between all the dimensions used in this study and the quality of insurance services. Further more. Depending on these conclusions, which the study reached, a number of recommendations were presented with these conclusions the most important is the necessary of using information systems and networks, telecommunications and the development of the necessary techniques and followers of modern methods of marketing such as the use of websites and e-mails and advertising on well-known sites and use search engines, in the promotion of insurance services and to replace it gradually rather than traditional means, which has become a thing of the past in the present.

Keywords: Electronic Technique, providing E- products, Electronic promotion, Electronic Operations, Electronic material requirements.

1. INTRODUCTION

As many other business organizations, most local and international insurance face various challenges. Globalization and accelerating changes in communications and technologies led these corporates to introduce their insurance products and services in all areas and in the need time. They also deliver these services and products to the customers by using various modern. The accelerating changes and developments led to the advancement and growing of economic activities, particularly, insurance services, and the services that need IT for improving quality services. Electronic technique and its impact on insurance services is one of the main things that developed with acceleration in the last time, the vast technological development and the variation of communication means made it easier to provide insurance services and to communicate fast and directly with the customers. Also, the efforts of traditional marketing and ground visits to attract customers, in addition to the quick response to the customers' needs. Thus, the market share increased in the shade of the strong competition in the insurance sector (Oretuyi J.A, 2005). In this respect, the researchers will investigate the impact of electronic technique on the quality of insurance services in Jordan.

2. ELECTRONIC TECHNIQUE: LITERATURE REVIEW

An empirical Study of Factors Affecting Electronic Commerce Adoption among SMEs in Malaysia (Alam, et.al, 2011). The study aimed to investigate the factors that affect e- commerce implementation and the electronic means in the small and medium businesses in Malaysia. The sample consists of (200) companies. The study resulted in that the relative interest variables, appropriateness, organizational readiness, principles characteristics, and privacy have a significant

impact on the adoption of e-commerce, which made clear evidence. Hill study (E-commerce's Impact on the Travel Agency Industry. 2001) aimed to conduct the impact of the e-commerce and means on the industry of travel agencies. Since, IT and e-marketing means had a negative impact on the traditional travel agencies or had served to erode them or limit their roles. The study results that many intermediaries of traditional services corporate had been affected by the e-marketing concept that forced them to give up their staff that make the mediations and ground promotion.

3. PROBLEM OF THE STUDY

The study investigates the contribution of electronic techniques i.e. introducing the electronic product, electronic promotion, electronic operations, electronic services and material requirements providers on the quality of insurance services provided by the Jordanian Insurance Corporate. Furthermore, this technique helps achieving the goals of these corporates to provide distinguished services that gain the satisfaction of the customers, to make profits, and to keep growing in the shade of the strong competition in the insurance services market. Thus will be done by answering the main question; what is the impact of using the electronic techniques on the quality of insurance services in the Jordanian Insurance Companies.

4. STUDY HYPOTHESIS

Hypothesis 1: There is a statistical significant impact on $(0.05 \geq \alpha)$ to provide the electronic product on the quality of insurance services in the Jordanian Insurance Companies.

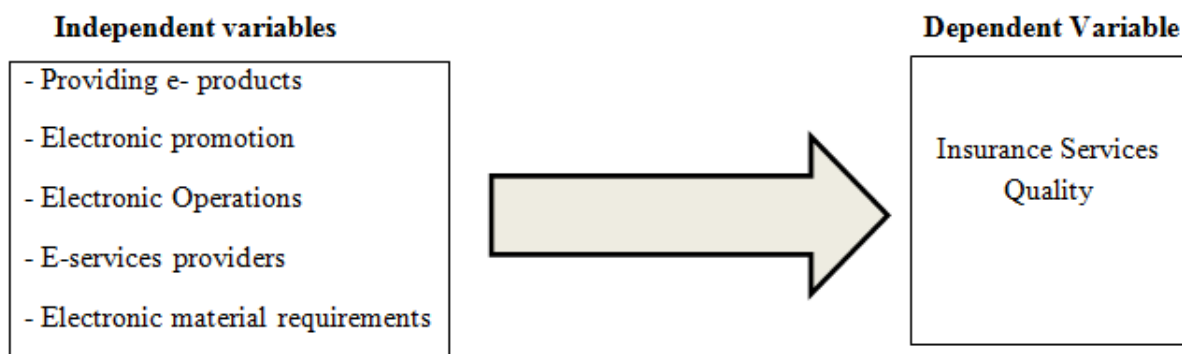
Hypothesis 2: There is a statistical significant impact on $(0.05 \geq \alpha)$ to the electronic promotion on the quality of insurance services in the Jordanian Insurance Companies.

Hypothesis 3: There is a statistical significant impact on $(0.05 \geq \alpha)$ to the electronic operations on the quality of insurance services in the Jordanian Insurance Companies.

Hypothesis 4: There is a statistical significant impact on $(0.05 \geq \alpha)$ to the electronic services providers on the quality of insurance services in the Jordanian Insurance Companies.

Hypothesis 5: There is a statistical significant impact on $(0.05 \geq \alpha)$ to the electronic material requirements on the quality of insurance services in the Jordanian Insurance Companies.

5. MODEL OF THE STUDY



Sources: This model has been prepared by the researchers

Figure No.1 Model of the Study

6. THE DATA, STATISTICAL TREATMENT AND ESTIMATED RESULTS

The researchers selected appropriate sample and that's because the community is big and consist of; (1245) people. They are workers in the Jordanian Insurance Corporate, the individuals of the sample are (126), (10.1%) of the study community. (124) questionnaires were distributed. (110) questionnaires were reserved with a ratio of (87.3%) of the

sample. (12) Questionnaires were abandoned for their non- functionality to be analyzed, thus, (98) questionnaires were analyzed.

Hypothesis 1: There is a statistical significant impact on $(0.05 \geq \alpha)$ to provide the electronic product on the quality of insurance services in the Jordanian Insurance Companies.

Table (1) Electronic product on the quality of insurance services in the Jordanian Insurance Companies

Model	Un standard Coefficient		Standard Coefficient	T	Sig.
	B	Std. Error	Beta		
Constant	1.601	420.	-	3.812	0.000
Electronic product	0.496	0.115	0.404	4.333	0.000

Table (1) clarifies that introducing e-products has moral effect on the quality of insurance services in the Jordanian Insurance Corporate. Also, table (2), analyzes the covariance, and indicates that the model is moral according to the calculated value F (18.773), which is more than the table value on the morale level (0.05), with two degrees of freedom of (1.96). The interpretive capability of his model is low according to $R^2=0.164$, which indicates that the independent variable capability on interpreting (16.4%) of the dependent variable.

Table (2) Covariance for Electronic product on the quality of insurance services in the Jordanian Insurance Companies

Model	Sum Of Squares	Df	Mean Square	F	Sig.
Regression	6.443	1	6.443	18.773	0.000
Residual	32.949	96	343.	-	-
Total	39.392	97	-	-	-

$R^2 = 0.164$ R^2 (adj) = 0.155

Thus, Hypothesis 1 is accepted; there is a moral effect of the- product on the quality of insurance services in the Jordanian Insurance Corporate.

Hypothesis 2: There is a statistical significant impact on $(0.05 \geq \alpha)$ to the electronic promotion on the quality of insurance services in the Jordanian Insurance Companies.

Table (3) Electronic promotion on the quality of insurance services in the Jordanian Insurance Companies

Model	Un standard Coefficient		Standard Coefficient	T	Sig.
	B	Std. Error	Beta		
Constant	1.346	0.238	-	5.652	0.000
Electronic promotion	0.637	0.072	0.669	8.819	0.000

Table (3) clarifies that e- promoting has moral effect on the quality of insurance services in the Jordanian Insurance Corporate. Also, table (4), analyzes the Covariance, and indicates that the model is moral according to the calculated value F (77.778), which is more than the table value on the morale level (0.05), with two degrees of freedom of (1.96). The interpretive capability of his model is low according to $R^2=0.448$, which indicates that the independent variable capability on interpreting (44.8) of the dependent variable.

Table (4) Covariance of Electronic promotion on the quality of insurance services in the Jordanian Insurance Companies

Model	Sum Of Squares	Df	Mean Square	F	Sig.
Regression	17.631	1	17.631	77.778	0.000
Residual	21.761	96	0.227	-	-
Total	39.392	97	-	-	-

$R^2 = 0.448$ R^2 (adj) = 0.442

Thus, Hypothesis 2 is accepted, which indicates that there is a moral impact between the e- promoting and insurance services quality.

Hypothesis 3: There is a statistical significant impact on $(0.05 \geq \alpha)$ to the electronic operations on the quality of insurance services in the Jordanian Insurance Companies.

Table (5) Electronic operations on the quality of insurance services in the Jordanian Insurance Companies

Model	Un standard Coefficient		Standard Coefficient	T	Sig.
	B	Std. Error	Beta		
Constant	0.333	0.123	-	2.715	0.008
Electronic operations	0.888	0.035	0.933	25.466	0.000

Table (5) clarifies that e- operations have moral effect on the quality of insurance services in the Jordanian Insurance Corporate. Also, table (6), analyzes the covariance, and indicates that the model is moral according to the calculated value F (648.51), which is more than the table value on the morale level (0.05), with two degrees of freedom of (1.96). The interpretive capability of his model is low according to $R^2=0.871$, which indicates that the independent variable capability on interpreting (87.1%) of the dependent variable.

Table (6) Covariance of Electronic operations on the quality of insurance services in the Jordanian Insurance Companies

Model	Sum Of Squares	Df	Mean Square	F	Sig.
Regression	34.312	1	34.312	648.51	0.000
Residual	5.079	96	0.053	-	-
Total	39.392	97	-	-	-

$R^2=0.871$ R^2 (adj) = 0.870

Thus, Hypothesis 3 is accepted, which indicates that there is a moral impact between e- operations and insurance services quality.

Hypothesis 4: There is a statistical significant impact on $(0.05 \geq \alpha)$ to the electronic services providers on the quality of insurance services in the Jordanian Insurance Companies.

Table (7) Electronic services providers on the quality of insurance services in the Jordanian Insurance Companies.

Model	Un standard Coefficient		Standard Coefficient	T	Sig.
	B	Std. Error	Beta		
Constant	0.717	0.477	-	1.505	0.136
Electronic services providers	0.726	0.128	0.501	5.672	0.000

Table (7) clarifies that providers of e-services have moral effect on the quality of insurance services in the Jordanian Insurance Corporate. Also, table (8), analyzes the covariance, and indicates that the model is moral according to the calculated value F (32.175), which is more than the table value on the morale level (0.05), with two degrees of freedom of (1.96). The interpretive capability of his model is low according to $R^2=0.251$, which indicates that the independent variable capability on interpreting (25.1%) of the dependent variable.

Table (8) Covariance of Electronic services providers on the quality of insurance services in the Jordanian Insurance Companies.

Model	Sum Of Squares	Df	Mean Square	F	Sig.
Regression	9.888	1	9.888	32.175	0.000
Residual	29.503	96	307.	-	-
Total	39.392	97	-	-	-

$R^2=0.251$ R^2 (adj) = 0.243

Thus, Hypothesis 4 is accepted, which indicates that there is a moral impact between the providers of e-services and the quality of insurance services in the Jordanian Insurance Services.

Hypothesis 5: There is a statistical significant impact on $(0.05 \geq \alpha)$ to the electronic material requirements on the quality of insurance services in the Jordanian Insurance Companies.

Table (9) Electronic material requirements on the quality of insurance services in the Jordanian Insurance Companies

Model	Un standard Coefficient		Standard Coefficient	T	Sig.
	B	Std. Error	Beta		
Constant	1.322	272.	-	4.853	0.000
Electronic material requirements	0.645	0.083	0.622	7.778	0.000

Table (9) clarifies that electronic material requirements have moral effect on the quality of insurance services in the Jordanian Insurance Corporate. Also, table (10), analyzes the covariance, and indicates that the model is moral according to the calculated value F (60.503), which is more than the table value on the morale level (0.05), with two degrees of freedom of (1.96). The interpretive capability of his model is low according to $R^2=0.387$, which indicates that the independent variable capability on interpreting (38.7%) of the dependent variable.

Table (10) Covariance of Electronic material requirements on the quality of insurance services in the Jordanian Insurance Companies

Model	Sum Of Squares	Df	Mean Square	F	Sig.
Regression	15.228	1	15.228	60.503	0.000
Residual	24.163	96	0.252	-	-
Total	39.392	97	-	-	-

$R^2 = 0.387$ $R^2 (adj) = 0.380$

Thus, Hypothesis 5 is accepted, which indicates that there is a moral impact between the electronic material requirements and the quality of insurance services in the Jordanian Insurance Services .

7. SUMMARY AND CONCLUSION

The study conducted that there is a good level for the dependent variable of the study (Insurance services quality), it was mediate, and the average is (3.40). The results showed that there is a statically significant impact is on the level of $(0.05 \geq \alpha)$ for the dimensions of the electronic techniques altogether and individually (providing the e- products, e- promotion, e- operations, e- service providers, e- material requirements) on the quality of the insurance services quality in the Jordanian Insurance Corporates. The researcher recommends that it is necessary to implement the systems and networks of information and communications, developing the necessary techniques, providing e- insurance services in the Jordanian Insurance Corporates, thus, they can improve their performance, cope with development, and increase their competitive abilities. The level of the insurance services qualification that is provided by the Jordanian Insurance Services to their customers is quit high. The average of the insurance service quality variable is (3.40). Thus, it is necessary to persistently improve the performance of the Jordanian Insurance corporates, discovering the performance obstacles, if any, by implementing more studies on this aspect, working to decrease or erode them in order to increase the level of the services quality, so the services are always provided with the best quality, short time, less cost, Since, customers look for the best quality of services.

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