Does customer engagement matter? Investigating brand trust toward insurance purchase intention in the post-pandemic era in Indonesia

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Abstract

Despite the urgency, the insurance penetration rate in Indonesia has been relatively low compared to other countries, even amid the pandemic. The lack of insurance literacy, trust in financial institutions, and the existence of asymmetry information has made people in Indonesia not purchase insurance products. The pandemic has caused people to realize how important insurance is to help their financial stability. Therefore, this study aimed to investigate customer behaviour in the insurance market during the post-pandemic. This research was conducted in Indonesia because of its low insurance penetration rate. The population of this research was insured people, while the sample's criteria were those aged between 30 to 55 years old, were guaranteed after the pandemic began, located in Indonesia, and still have an active income. This study used a quantitative method and measured the value weight using the 5-scale Likert Scale. The outcomes show that brand trust is vital in affecting insurance purchase intention. This research finds that customer engagement plays a positive but insignificant role in moderating the relationship between brand trust and purchase intention. The implications and suggestions also describe in this paper.

Keyword: Insurance; customer engagement; brand trust; purchase intention; post-Pandemic

1. INTRODUCTION (Book Antiqua Bold UPPERCASE 11pt)

1.1. Background

The COVID-19 outbreak has caused a catastrophic death toll on a worldwide scale and offers an unprecedented danger to several sectors, including public health, employment, and labour issues. As of April 2020, more than 780,000 persons in the United States have confirmed cases of COVID-19 (Gaffney et al., 2020), most of whom are uninsured. In addition to being a health risk, this outbreak may have financial repercussions for the affected individuals. Costs associated with healthcare might discourage people from seeking care, particularly among the people at the bottom of the pyramid, and place a burden on household resources. Thus, what is going to happen to uninsured or underinsured people?

The function of insurance is to transfer loss risks to a third party by paying a certain amount of premium to compensate policyholders for their economic losses (Zhou, 2016). As important as it is, the insurance penetration rate in Indonesia has been relatively low compared to other countries. From 2013 to 2020, the insurance penetration rate in Indonesia increased from 1.96% to approximately 3.23% (Statista, 2021). Compared to South Africa, which was also a developing country at that moment, its insurance penetration rate reached 13.7% (Rudden, 2022). This data shows that people in Indonesia still lack interest in insurance products which could also result in a downtrend in the nation's economic growth (Din et al., 2017). In addition, the pandemic has caused people to not spend their money on insurance due to their loss of jobs and income since it is a high-involvement product, where people have to keep paying the premium for a set period, which could be a burden.

Salleh et al. (2018) found that moral hazard is one of the factors that influenced people to commit insurance fraud, and there is a significant relationship between insurance claim fraud and information asymmetry. Asymmetric information describes a circumstance in which economic entities on one side of the market have superior knowledge than those on the other side of the market. It is evident that entities with a vested interest in concluding insurance are more knowledgeable about their condition than insurance companies and may even purposely provide incorrect information. A previous study by Asongu & Odhiambo (2020) found that reduced information asymmetry can significantly increase the insurance consumption rate. They assess the impact of reducing information asymmetry on life and non-life insurance consumption. They conclude that information-sharing offices increase life insurance consumption more than non-life insurance. Their research suggests that information sharing should be promoted to enhance the consumption of life and non-life insurance products, which is essential for reducing insecurity and risks. Therefore, clients also need to know about insurance to understand the product they are about to purchase.

A lack of digital and financial literacy and mistrust of financial institutions hinder greater insurance penetration (Oxford Business Group, 2021). Trust significantly affects insurance purchases since customers must be confident in what they are paying for and give accurate information (Luo et al., 2019). Customers are expected to pay for services they have yet to receive or experience; hence, trust is essential in the transaction between stakeholders. According to Kosibba et al. (2018), customer engagement includes trust as its driver because trust is essential in relationship marketing. Brand trust will influence the customer's purchase decision because if a customer has developed trust, the rate of purchase intention will grow.

It is considered that trust reduces perceived risk, increasing a customer's commitment to service providers, with the result of committed consumers interacting with service organizations. Insurance literacy combines a set of desired attitudes, behaviours, and external factors with a set of knowledge and cognitive skills. It is supported by several previous studies that found trust and service quality play a vital role in policyholders' purchase intention (Luo et al., 2019; Panigrahi et al., 2018) and customer engagement (Agyei et al., 2020).

Customer involvement is considered a result of trust, which is inherent in all interactions, particularly in the service industry, like insurance. According to Kosiba et al. (2018), a service provider's trustworthiness is vital to maintaining relationship exchanges. Relationship exchanges happen thanks to the company's personnel selling as the company's representative; thus, trust is built from there. Furthermore, customer engagement has been defined as an emotional bond between a company and its consumers centred on customer contact and engagement (Agyei et al., 2020).

As previously stated, a lack of insurance literacy, as well as a lack of trust in financial institutions, might be predicted, and the existence of asymmetry information has made people in Indonesia not purchase insurance products (Oxford Business Group, 2021; Kosiba et al., 2018; Agyei et al., 2020). A study by Salleh F. et al. (2018) found that information asymmetry can cause insurance fraud and Stroe (2014) found that it can lead to indecisive purchase intention. However, they do not mention that insurance literacy can affect purchase decisions. Weedige et al. (2019) used insurance literacy to measure the perceived product benefits, trustful belief in insurance, and received product risk.

This research also included brand trust as the mediating variable because, based on previous research, brand trust is related to purchase intention (Kossiba et al., 2018) and customer engagement (Agyei et al., 2020). In the previous literature's model, customer engagement is directly connected to brand trust (Van Tonder et al., 2018; Agyei et al., 2020); meanwhile, in another research, brand trust is connected to purchase intention (Xu et al., 2019). However, in this research, customer engagement was used as the mediating variable to see its significance in mediating brand trust to purchase intention. Personal selling is an essential aspect of insurance as they represent a firm developing trust with the client. A service provider's credibility is crucial for the continuance of relationship exchanges (Kosiba et al., 2018). In addition, both asymmetry information and insurance literacy are used to determine its significance toward brand trust, leading to purchase decisions with customer engagement as its mediating variable.

This research was essential to be conducted because the pandemic has caused many people to fall sick and might be a turning point for insurers during the post-pandemic when people get their job and incomes re-stable. The pandemic has caused people to realize how important insurance is to help their financial stability. Therefore, this research aimed to seek out consumer behaviour in the insurance market during the post-pandemic. Moreover, this research will spread awareness of the importance of insurance and increase the insurance penetration rate in Indonesia. With insurance literacy and information asymmetry as the novelty of this research, it will determine why people purchase insurance in the first place, whether they purchase it because they realize the importance of insurance or they purchase it without realizing the function of insurance itself. To this research, there will be many people who will live unprotected, which will expose them to financial risks.

1.2. Literature review

Insurance literacy

Consumer insurance literacy is essential in consumer education because insurance spending accounts for a significant portion of consumer spending (Robb et al., 2012; Collins, 2012; Xiao & Porto, 2019). Insurance literacy combines a set of desirable attitudes, behaviours, and external enablers with knowledge and cognitive skills (Weedige et al., 2019). More consumer knowledge is needed to limit the competitive functioning of insurance markets (Tennyson, 2011). In addition, the function of insurance literacy is to protect consumers from seller manipulation, misinterpretation, and deceptive behaviour.

Thus, insurance literacy is an essential account of consumer insurance spending. It combines knowledge and cognitive skills to protect consumers from insurance fraud and make them understand which product to buy. Given the low insurance penetration rate in Indonesia and the lack of financial literacy in Indonesia, insurance literacy is an important variable to test its significance to brand trust and the effect of information asymmetry.

It is believed that its significance would affect the brand trust, which will also lead to the customer's purchase decision because, with proper knowledge, consumers can know what they need before they make a purchase (Xiao & Porto, 2019). Previous research from Weedige et al. (2019) used insurance literacy to measure the perceived product benefits, trustful belief in insurance, and received product risks. They evaluated customers' insurance knowledge's direct and indirect impacts on their personal insurance purchase decisions. The results indicated that insurance literacy has a significant and beneficial effect on behavioural

intention, directly and through its mediators of trust, perceived advantages, and good views about insurance.

Furthermore, this research uses insurance literacy to measure its significance as an independent variable and information asymmetry toward the mediating variable, brand trust. It is considered that insurance literacy can have a significant impact on brand trust, which in turn can influence a customer's purchasing decision since, with the proper knowledge, customers can choose what they need prior to making a purchase (Xiao & Porto, 2019). A lack of consumer understanding is commonly believed to hinder the insurance industry (Tennyson, 2011).

H1: Insurance literacy has a positive and significant impact on brand trust

Information asymmetry

Information asymmetry is also another factor that could challenge a consumer's rational choice decision. Information asymmetry refers to unbalance in terms of the amount of private information known by a party compared to the information known by the other (Salleh et al., 2018; Chiappori & Salanié, 2000; Browne & Doerpinghaus, 1993). The asymmetric information represents an economic situation where one side of the market's economic players has access to more information than the other (Petra, 2012).

An insurance company is less knowledgeable about its situation than those interested in concluding insurance and may even purposefully present false information. Sceral et al. (2018) stated that in an information asymmetry situation, neither party owns the same information nor has the same amount of information. In contrast, someone owning information is unlikely to share it unless they can profit from it. It can be concluded that information asymmetry is a condition in which neither party has a different amount of information that one party would only want to share with the other party if they gain something from it. It generates an imbalance of power in transactions, occasionally resulting in inefficient transactions and even exploitation.

This variable is chosen for this research because information asymmetry often occurs in the insurance world, which can cause problems such as insurance fraud (Salleh F. et al., 2018), and indecisive choices in purchasing insurance, which affect the purchase decision (Stroe, 2014). Minimal asymmetry will also affect customer engagement with the brand (through personal insurance selling), which means that there is clear and honest communication between the insurance agent and the customer.

Asongu & Odhiambo (2020) evaluate the impact of removing information asymmetry on the consumption of life and non-life insurance. They discover that information-sharing offices increase insurance consumption with a somewhat more significant impact on life insurance penetration than non-life insurance. According to their research, it is crucial to promote information sharing to increase the use of life and non-life insurance products, which are essential for lowering risk and insecurity.

This research measures how significant information asymmetry as an independent variable can affect brand trust as the mediating variable, along with insurance literacy. According to Asongu and Odhiambo (2020), exchanging information should be promoted to increase the consumption of life and non-life insurance products, which is essential for lowering insecurity and risks. Customers are more inclined to engage with a company if there is less asymmetry, which suggests that the insurance agent and consumer may communicate openly and honestly.

H2: Information asymmetry has a negative and significant impact on brand trust

Brand trust

Brand trust is a critical component of the marketing process and a critical factor in purchasing decisions. Before getting into brand trust, let us define the definition of the trust itself. According to Wijaya et al. (2020), when the products purchased can provide the benefit or value that consumers seek in a product, consumers will develop trust in them. Service organizations face a significant challenge in establishing brand trust. Customers can simplify their lives and streamline decision-making by working with brands to identify their priorities. Kumar et al., 2015 and Cai et al. (2015) defined brand trust as consumers' perceptions of a company's dependability, safety, and honesty. Arshad & Zehra (2018) stated that customer brand trust develops after evaluating companies' services. Therefore, brand trust is the ability of a brand to create trust from the customers by providing the benefit or value that a consumer seeks within a product. Based on previous research, brand trust is used to find its significance in customer engagement and purchase intention.

Agyei et al. (2020) used the brand trust to measure the impact of trust dimensions on customer engagement and the subsequent impact of customer engagement on customer loyalty. The findings revealed that customer engagement is influenced by trust in the service provider, trust in the regulator, economy-based trust, and information-based trust, with trust in the service provider and trust in the regulator driving higher levels of customer

engagement. According to Kosisba et al. (2018), customer engagement includes trust as its driver because trust is essential in relationship marketing. Brand trust will influence the purchase decision because the purchase intention rate will grow if a customer has developed trust. It is considered that trust reduces perceived risk, increasing a customer's commitment to service providers, with the result of committed consumers interacting with service organizations.

(Yu & Chen, 2018) evaluate users' intent to acquire travel insurance online. Customers are more likely to get online travel insurance if they have better trust and less uncertainty regarding life insurers with more outstanding online expertise. This study demonstrates that clients with a high frequency of online purchases incur lower transaction costs than those with a low frequency of online purchases.

Brand trust is used as the mediating variable between insurance literacy and information asymmetry to measure insurance purchase intention, with customer engagement as the mediating variable. Customers who believe in their service providers are more likely to interact with those companies, affecting purchase intention. Customers' purchasing decisions are influenced by their trust in a brand, and as that trust increases, so does their desire to buy. *H3:* Brand trust has a positive and significant impact on insurance purchase intention

Customer engagement

Customer engagement is considered a branch of relationship marketing (So et al., 2016; Van Tonder & Petzer, 2018). Consumers become engaged when they have emotionally bonding relationships with businesses (Pansari & Kumar, 2016; Santini et al., 2020). According to Agyei et al. (2020), customer engagement describes how customers interact with a brand through their cognitive, emotional, and behavioural interactions with a service brand and an emotional link between a company and its customers that focuses on customer touch and involvement. In their research, customer engagement is seen as a mediating factor to seek the relationship between trust in service providers, regulators, economic-based trust, and regulator-based trust and customer loyalty.

According to Kosiba et al. (2018), consumer engagement is the emotional, behavioural, and cognitive experience a customer has with a brand that leads to strong bonds between the customer and the business. Customer engagement is the ongoing development of a relationship between a company and its customers that extends far beyond the transaction. It is a company's consistent approach to providing value in every customer interaction.

This variable has been chosen considering that customer engagement can be viewed as a customer-firm relationship that focuses on behavioural aspects of the relationship (Van Doorn et al., 2010; Agyei et al., 2020). Since insurance sales rely heavily on relationship marketing (Van Tonder & Petzer, 2018) and customer engagement has the potential to predict consumer outcomes and firm performance (Bijmolt et al., 2010; Dutot & Elaine, 2016; Santini et al., 2020), the customer engagement variable is vital to the research.

As all interactions involve an element of trust, especially in the service business, such as insurance, trust is viewed as a driver of client engagement. Consequently, trust in a service provider is essential for continuing relationship exchanges (Kosiba et al., 2018). Trust can be created through personal insurance selling because personal selling represents the firm. Insurance agents must provide essential and correct information to the customer so that they can make the right purchase.

The relationship between the effect of brand trust as the mediating variable to purchase intention as the dependent variable, while it moderated by customer engagement. Trust is a driver of consumer engagement since it affects every customer interaction, particularly in service industries such as insurance. Because personal selling is a company's representative, it can influence a customer's purchasing intention.

H4: Customer engagement can moderate the relationship between brand trust and purchase intention
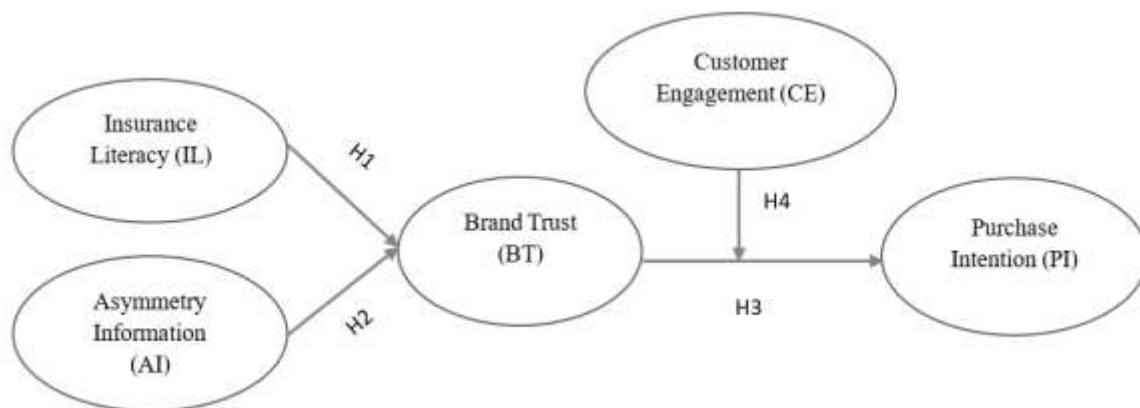

Figure 1. The conceptual research framework

2. METHOD

The location of this research was placed in Indonesia because the insurance penetration rate in Indonesia was still low (Statista, 2021) and would become a significant threat if not

solved. The criteria for the sample used in this research are those who were already insured after the pandemic began (2020-2022), are aged from 30 to 55, reside in Indonesia, and still have an active income. The data collection technique used in this study is a survey. Respondents who met the purposive sample requirements received an online questionnaire in a Google Form, which is used to collect data. The obtained data will be examined using the technique for data analysis employed by the research. Due to the multivariate research model, Structural Equation Modelling (SEM) technique is going to be used in this study, which is to identify the relationships between the variables in a structural model in the form of partial least square (PLS), which is an extension of multiple regression that aids researchers in determining if the variables depicted in the structural model have any significant associations (Hair et al., 2021).

3. RESULTS AND DISCUSSION

The purpose of a validity test is to assess whether or not research instruments are capable of measuring the appropriate variables. While the reliability test is used to examine the consistency of measuring equipment in measuring a concept or the consistency of respondents in answering question items on a questionnaire or research instrument, the validity test examines the consistency of measuring equipment in measuring a concept. Within the validity test, there are convergent validity and discriminant validity. One must consider outer loadings and average variance extracted (AVE) to prove convergent validity. The standard outer loadings must be at least 0.708 or above, while the AVE value must be at least 0.50 or above. Discriminant validity can be examined from its cross-loading value and the Fornell-Larcker criterion.

The internal consistency reliability is also examined to ensure that the several items evaluating the different components yield consistent scores. Cronbach's alpha, which calculates the dependability based on the inter-correlations of the observed indicator variables, is the standard criterion for internal consistency. For confirmatory research, Cronbach's alpha should be more than 0.7. Composite reliability is another measure of internal consistency dependability that considers the various outer loadings of the indicator variables. The composite reliability ranges from 0 to 1, with greater values suggesting more significant levels of dependability. After confirming the construct's validity and reliability, the next step is to assess the structural model results. The critical criteria for assessing the structural model in

PLS-SEM for this research are the significance of the path coefficients (T-values for each path), R-square values, and P-values.

Based on the results of the hypothesis testing, it can be explicated that all of the hypotheses are accepted. The summary of the hypothesis result is provided in Table 1. The validity and reliability are also summarized in Table 2, which shows that Cronbach's alpha value and the Composite Reliability for each variable are more prominent than 0.7, indicating that each response is consistent. The AVE value of each variable is also above the expected value, above 0.5. Asymmetry information, brand trust, customer engagement, insurance literacy, and purchase intention have an AVE value greater than 0.5, which indicates that the indicator used in this study are valid or have fulfilled the convergence validity.

Table 1. Hypothesis Testing

Construct	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Asymmetry Information → Brand Trust	0.602	11.213	**0.000**
Insurance Literacy → Brand Trust	0.359	6.135	**0.000**
BT*CE → Purchase Intention	0.034	**0.457**	**0.648**
Brand Trust → Purchase Intention	0.355	3.079	**0.002**
Customer Engagement → Purchase Intention	0.373	3.100	**0.002**

Table 1. Validity and Reliability Testing

Construct	Composite Reliability	Cronbach's Alpha	Average Variance Extracted (AVE)
Asymmetry Information	0.881	0.803	0.713
BT*CE	1.000	1.000	1.000
Brand Trust	0.899	0.851	0.690
Customer Engagement	0.901	0.853	0.694
Insurance Literacy	0.963	0.954	0.787

Hence, Table 3 shows that the R-squared value is 0.667, which means that the change in brand trust variables that can be explained by the independent variables (insurance literacy and purchase intention) with moderating variables is 66.7%. In contrast, the rest is explained by other variables outside the proposed model, such as brand image, service quality, perceived value, or brand awareness. The R-squared value of 0.437 indicates that there are variations in changes in the variable purchase intentions that the variable brand trust can explain is 43.7%. In contrast, other variables outside the proposed model, such as brand attitude, brand awareness, or brand equity, can explain the rest.

Table 2 . R-Square Testing

Construct	R Square	R Square Adjusted
Brand Trust	0.667	0.662
Purchase Intention	0.437	0.425

In regard to the results, there some points emerge to be discuss. Insurance literacy can increase client confidence in insurance, hence increasing brand trust. It is because of a familiarity with the insurance function created from insurance literacy. When people know insurance, they will be more confident in making insurance decisions. A person's trust based on information and comprehension is more likely to shape their insurance view, thus encouraging them to take action in their favour. Inadequate digital and financial literacy, as well as mistrust of financial institutions, are the obstacles to higher insurance coverage. Customers must trust what they are paying for and provide correct information. Therefore, trust has a significant impact on insurance transactions. Hence, insurance literacy must be increased in Indonesia. Financial literacy is believed to significantly influence individual and group long-term financial results, especially during force majeure such as the COVID-19 pandemic. It is due to the increasing diversity of financial products accessible to customers and the expanding superannuation savings over which individuals have been granted greater decision-making authority.

This result follows the study from Weedige et al. (2019), who utilized insurance literacy to assess perceived product advantages, trust in insurance, and perceived product risks. They assessed clients' insurance knowledge's direct and indirect effects on their decisions to acquire personal insurance. The results suggested that insurance literacy had a substantial and positive influence on behavioural intention, directly and via its mediators of

trust, perceived benefits, and positive attitudes about insurance. It is further proven by James et al. (2018), who found that having health insurance reduces financial barriers to healthcare because it increases students' self-efficacy in using insurance. Low health insurance knowledge can impact people's consumption of healthcare services, decreasing people's trust in using insurance products.

Asymmetry information can decrease customers' trust in an insurance brand. Trust usually is more of an issue when there is information asymmetry. Thus, reducing knowledge asymmetry results in a rise in trust. Brands may earn customers' trust by providing them with the product and brand-specific details. With increased trust, clients will be bold in sharing private information necessary to purchase the insurance product with the insurance agent. If the information is not shared equally, problems will arise, such as difficulty registering for insurance or claiming the benefit of the insurance itself. Trust will increase when both parties share the same information and no information is hidden from both parties. Increased trust will increase the purchase intention since Brand Trust also positively and significantly affects purchase intention. Therefore, trust in the service provider reflects the customer's belief in and willingness to rely on the service provider, especially during the post-pandemic where people have begun to understand the importance of insurance, compared to the pre-pandemic situation. It would be regretful if people's trust were disrupted due to the imbalanced information between both parties, where many people will become uninsured. This result is under the study of Asongu and Odhiambo (2020), who evaluated the significance of decreasing information asymmetry on life and non-life insurance consumption and concluded that information-sharing offices boost insurance consumption, with a somewhat more remarkable rise for life insurance penetration than non-life insurance. Their research suggests that information sharing should be encouraged to increase the consumption of life and non-life insurance products, which is vital for mitigating insecurity and risks. It is further proven by a study by Stroe (2014), who stated that information asymmetry might lead to uncertain purchasing decisions. Due to the knowledge asymmetry that influences their behaviour, those with insurance tend to be more careless.

Increased brand trust can increase people's intention to purchase insurance. Trust reduces perceived risks, increasing consumers' loyalty to service providers. Because customers are expected to pay for services they have yet to get or experience, trust is essential in interactive exchanges between stakeholders. Moreover, the insurance industry is a high-involvement product, which requires many decision-making processes before clients decide to purchase the product. A combination of desirable attitudes, actions, and external

circumstances is combined with knowledge and cognitive abilities to constitute insurance literacy. Thus, increasing brand trust is very vital, as high brand trust will spark confidence. Suppose consumer confidence in the brand is high. In that case, they are likely to have a strong desire to purchase, especially during the post-pandemic when people are predicted to have more power to purchase insurance. People will get their job and their incomes re-stable, making it the turning point for the insurer to raise the intention to purchase insurance, make insurance sales, and get more people insured. The result of this study aligns with the research by Yu & Chen (2018), where the study showed that customers are more inclined to get online travel insurance if they have a higher level of trust and less online certainty for life insurers with more excellent online knowledge. It is also supported by Kossiba et al. (2018), where a study showed that brand trust would influence the consumer's purchase intention because if a customer has acquired the trust, their purchase intent will increase.

Customer Engagement has a positive but insignificant effect on moderating the effect between brand trust and purchase intention. Brand trust plays a vital role in affecting the purchase intention since good trust between the brand and the customer will already create a purchase intention. If a client already trusts a brand, it will create the intention to purchase. The findings suggest that the more active people engage with a brand through insurance agents or sales professionals, the more likely they will acquire items or services through the community. The reliability and problem-solving skills of insurance agents can increase customer trust. Customer engagement reflects a strong relationship between the customer and the brand that extends beyond the transaction, making it a more significant factor in developing dedicated and loyal clients. The result also implies that people have become more educated and are willing to learn about the insurance product before even meeting the insurance personnel selling and deciding to make a purchase decision. It can also be assumed because of prestige reasons; thinking that having insurance is a way to show one's prestige, as it is a sign that insurance means they are financially planned and protected. It implies that even without the influence of personnel selling, external factors such as insurance literacy, peer group, communities, and other factors already have a more significant factor than an insurance agent. can also be assumed because of prestige reason; thinking that having insurance is a way to show one's prestige, as it is a sign that by having insurance, they are financially planned and protected. Public insurance provided by the government has improved in terms of service, price, and convenience, and private insurance demand is also decreasing. However, it does not necessarily mean that the improvement of insurance agents should be neglected, as they still positively affect insurance trust and purchase intention.

4. CONCLUSION AND IMPLICATIONS

Insurance literacy has a significant favourable influence on insurance brand trust, and this is because insurance literacy creates a sense of familiarity with the function and features of insurance. When individuals acquire insurance knowledge, they will be more confident in their ability to make insurance decisions, boosting their intent to purchase. Asymmetry information has a negative and significant impact on the trust of insurance brands. It is because asymmetry information can cause the client not to trust the insurance brand and can reduce their confidence in sharing crucial information with the personnel selling. Insurance purchasing intent is positively and significantly affected by the brand trust. Trust will develop when both parties share the same knowledge and have no secrets. Since Brand Trust has a positive and significant influence on purchase intention, an increase in trust will increase buy intent. The impact of customer engagement on the relationship between brand trust and insurance purchase intent is positive yet insignificant. The reliability and problem-solving skills of insurance agents can increase customer trust. Customer engagement reflects a strong relationship between the customer and the brand that extends beyond the transaction, making it crucial for personnel selling to not disappoint the clients by giving truthful information and being true to their clients.

For managerial implication, insurance agents must be able to increase trust by decreasing imbalanced information so purchase intention can spark within the consumer's mind. Personal selling effectively targets the buyer's requirements and preferences without pressuring them. Good insurance agents provide guidance, information, and suggestions, which may save consumers money and time during decision-making. The insurance salesperson should reply honestly to the buyer's queries and objections and demonstrate that he cares more about satisfying the buyer's needs than completing the sale. These features of personal selling led to the developing of a solid, trustworthy relationship between the clients and agents.

This research explains why insurance companies need to increase insurance literacy to spread awareness among Indonesia's people. Insurance literacy significantly affects brand trust, making it salient to be improved in Indonesia. Insurance companies can persuade people to learn about insurance by making it entertaining to learn, which can be done through content and advertising marketing. The Thai Life Insurance commercial is an excellent example of an advertisement that can increase insurance awareness while keeping the

audience entertained when watching it. The advertisement highlights the importance of life insurance and love's value in daily life.

The research findings indicate that insurance agents must know which aspect they should prioritize when they engage with their clients, especially during the post-pandemic later, which reduces the asymmetry of information to increase brand trust. To reduce asymmetry information, the clients and the insurance agents need to cooperate by being honest and open about the necessary details, related information, and documents so that no information is hidden for both parties. More details, such as difficulty in claiming/registering insurance, could be needed, making it easier for both parties. Since this research finds that asymmetry information can affect brand trust, insurance agents/personnel selling (customer engagement) need to be wise in sharing and using the information gathered from the client so the client can be confident and have faith in the personal selling. Thus, insurance agents need to be well-trained and educated before they get on the field. Insurance companies can also apply integrated marketing communication (IMC) approach to ensure that all information received by a customer or prospect for a product, service, or organization is relevant to that person and consistent over time, allowing potential consumers to receive and comprehend the intended message since companies who can spread the consistent message across all forms of media are considered to be highly reliable.

Since it is proven that brand trust significantly impacts purchase intention, insurance companies need to improve and develop as much trust as they can. Insurance is a high-involvement product; thus, insurance companies can focus on offering the best service quality and improving personnel selling. Maintaining transparency about the company, responding to customers' demands on social media, and interacting with the customers are some of the ways that can be done to improve brand trust.

Customer engagement has a positive, though little significance over the relationship between brand trust and purchase intention. People nowadays can access insurance literacy easily because most of them are already tech-savvy. Since it is still having a positive influence over trust and purchase intention, customer engagement must be addressed. Insurance is and always be a high-involvement product where it requires human touch in it. Insurance could develop an emotional bonding between the personal selling and the potential clients to make sales. Therefore, to improve the quality of personal selling, insurance agents can get involved in the community by joining the people directly to find out what is happening in public; to find out about people's opinions over insurance.

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