

ACCESS TO INFORMATION AND UNDERSTANDING OF THE TEMBILAHAN COMMUNITY INSURTECH AS A DIGITAL FINANCIAL INNOVATION

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Article Info

Article history:

Received 12 14, 2025

Revision 12 19, 2025

Received 12 27, 2025

Keywords:

Insurtech

Fintech

Access To Information

Public Understanding

Digital Finance

Abstract

The development of financial technology (fintech) is driving the transformation of digital financial services, including in the insurance sector through insurance technology (insurtech). Insurtech is expected to increase public access to and understanding of digital-based insurance services. However, the level of public access to information and understanding of insurtech are still diverse, especially in non-metropolitan areas. This study aims to analyze access to information and the understanding of the Tembilahan community regarding insurtech as a digital financial innovation and identifying the factors influencing it. This study used a qualitative approach with a descriptive approach. Data were collected through in-depth interviews, observations, and documentation of the purposively selected Tembilahan community. Data analysis was conducted using the Miles, Huberman, and Saldaña model. The results showed that the community obtained information insurtech through various channels, especially digital media and social communications, although the information received is not yet fully comprehensive. Public understanding of insurtech is still in its early stages and is influenced by digital literacy, financial literacy, perceived benefits, and the level of trust in digital financial services. This research emphasizes the importance of strengthening access to sustainable and contextual digital financial information and education to support public understanding of digital financial services insurtech.

1. INTRODUCTION

Background Problem

The development of digital technology has driven significant transformation in the financial sector, known as financial technology (fintech). Fintech offers various innovative technology based financial services aimed at increasing efficiency, ease of access, and financial inclusion. One form of fintech that is experiencing rapid development is insurance technology (insurtech), which utilizes digital technology in the provision of insurance services, from marketing and policy registration to premium payments and online claims (OECD, 2020)[1].

Insurtech present as a digital financial innovation that is expected to increase insurance penetration in the community, particularly through broader, more transparent, and easier to understand access to information. According to the World Economic Forum (2021), the digitalization of insurance services through insurtech has the potential to expand the reach of financial protection to communities previously unserved by conventional insurance systems. However, the success of this innovation depends heavily on the level of public access to information and understanding of the service concept and mechanisms.insurtech[2].

In Indonesia, the development insurtech shows a positive trend along with the increasing use of the internet and digital devices. The Financial Services Authority (OJK) stated that digital financial innovation, including insurtech, plays a crucial role in supporting increased national financial literacy and inclusion (OJK, 2022)[3]. However, various studies indicate that the level of digital financial literacy among Indonesians remains relatively low, particularly in non metropolitan areas, resulting in a low understanding of technology based financial services (Lusardi & Mitchell, 2020)[4].

This condition is also evident in the Tembilahan community. Based on initial observations, many people still lack adequate knowledge aboutinsurtech, both in terms of understanding, benefits, and how to access these services. Limited access to information, minimal outreach, and low digital literacy are factors suspected of influencing the public's lack of understanding of the service insurtech as a digital financial innovation. As a result, the public has not fully utilized the services insurtech as a safe and efficient means of financial protection.

Public understanding of ofinsurtechIt's not only related to technical knowledge but also encompasses perceptions, levels of trust, and experience in accessing available information. According to Rahardjo and Nugroho (2021), public perception and understanding of digital financial innovation are greatly influenced by ease of access to information and clarity of communication delivered by service providers[5]. Therefore, it is important to examine how the Tembilahan community accesses information. Insurtech and how they perceive the service.

Based on this description, this research is important to conduct in depth to explore the access to information and understanding of the Tembilahan community regarding insurtech as a digital financial innovation. Through a qualitative approach, this research is expected to provide a comprehensive picture of the actual conditions on the ground, while also serving as a consideration for stakeholders in formulating educational and outreach strategies insurtech which is more effective.

Problem Formulation

1. How does the Tembilahan community access information regarding insurtech as a digital financial innovation?
2. What is the level of understanding of the Tembilahan community regarding the concept, benefits, and mechanisms of insurtech services?
3. What factors are influence access to information and understanding of the Tembilahan community regarding insurtech?

Research purposes

1. To find out and analyze the Tembilahan community's access to information regarding insurtech as a digital financial innovation.
2. To explore and understand the level of understanding of the Tembilahan community regarding the concept, benefits, and mechanisms of insurtech services.
3. To identify the factors that influence access to information and understanding of the Tembilahan community regarding insurtech.

2. LITERATURE REVIEW

Financial Technology (Fintech)

Financial technology (fintech) is an innovation in the financial services sector that utilizes digital technology to improve the efficiency, accessibility, and quality of financial services. According to Gomber et al. (2020), fintech is the use of modern technology to provide financial solutions that are faster, cheaper, and more accessible than conventional financial systems. Fintech encompasses a variety of services such as digital payments, peer-to-peer lending, crowdfunding, digital investment, and digital insurance (insurtech)[6].

In line with this, Arner, Barberis, and Buckley (2021) stated that fintech represents not only technological innovation but also a structural change in the global financial system that drives financial inclusion and transforms the business models of financial institutions. Thus, fintech plays a key role as a catalyst in the shift of financial services towards a digital-based system[7].

Fintech as Digital Finance

Fintech is an integral part of the concept of digital finance, a financial system whose services are entirely or primarily conducted through digital platforms. According to the World Bank (2020), digital finance allows people to access financial products through electronic devices such as mobile phones and computers without having to physically visit a financial institution[8].

In this context, fintech serves as a key tool for providing more inclusive digital financial services. The OECD (2021) emphasized that digital finance through fintech can expand the reach of financial services to groups previously excluded from traditional banking and insurance systems[9]. However, fintech's effectiveness as a digital financial platform depends heavily on access to information and the public's understanding of the technology.

Digital and financial literacy are essential prerequisites for people to optimally utilize fintech. Lusardi and Mitchell (2020) emphasize that low digital financial literacy can be a major barrier to utilizing digital financial services, even when the technological infrastructure is available[4].

Fintech Development in Indonesia

Fintech development in Indonesia has shown significant growth along with increasing internet penetration and smartphone usage. The Financial Services Authority (OJK) (2022) noted that fintech plays a strategic role in supporting increased national financial inclusion, particularly through digital based financial services that are more accessible to the wider public[3].

Research by Nugroho and Rachman (2021) shows that fintech in Indonesia is growing rapidly in various sectors, such as digital payments, financing, and digital insurance. However, this development has not been fully accompanied by increased public understanding, especially in non-metropolitan areas[10]. This creates a gap between the availability of fintech services and their level of public utilization.

Furthermore, the Financial Services Authority (OJK) (2023) emphasized that the main challenges to fintech development in Indonesia are not only regulatory and technological aspects, but also low financial literacy and limited access to information at the community level[11]. Therefore, fintech education and outreach are crucial aspects in supporting the sustainability of the national digital financial ecosystem.

Insurtechs Part of Fintech

Insurtech (insurance technology) is a subset of fintech that focuses on the application of digital technology in insurance industry services. Insurtech uses various digital technologies such as online platforms, big data, and process automation to improve the efficiency and accessibility of insurance services compared to traditional practices. Research by Braun & Jia (2025) states that Insurtech has the potential to revolutionize insurance services through the digitalization of operations and consumer interactions with digital platforms that are more responsive to modern market needs[12].

Harianja, Sugianto & Daulay (2024) through a systematic literature review confirmed that Insurtech has great potential in transforming the Indonesian insurance industry, which includes changes in business management to the way services are introduced to the wider community[13].

These two studies show that Insurtech is not just technology but also an innovative service model that demands changes in the way people access information and understand digital insurance services.

Insurtech is a fintech sub-sector that focuses on the digitalization of insurance services. OECD (2020) defines insurtech, Insurtech is the use of digital technology in the insurance process, from product marketing and policy management to premium payments and online claims. Insurtech aims to improve service efficiency and expand access to insurance protection for the public[1].

Braun and Schreiber (2024) stated that insurtech bringing significant changes in the interaction between insurance companies and customers through the use of more transparent and user-driven digital platforms. However, the use of insurtech still facing challenges in the form of low public understanding of the concept of digital insurance and trust in technology-based services[14].

Access to Information and Public Understanding of Insurtech

Access to information is a crucial factor in shaping public understanding of digital financial innovation. According to Rahardjo and Nugroho (2021), easy access to clear and reliable information directly impacts public understanding and acceptance of digital financial services, including insurtech[5].

Research by Anni Wei et al. (2025) shows that public understanding of insurtech is influenced by several factors, including digital literacy, financial literacy, perceived benefits, and levels of trust in digital platforms. In non-metropolitan areas, limited access to information and a lack of education are major barriers to service adoption insurtech[15].

In the context of the Tembilahan community, access to information and understanding of insurtech This is an important issue because people still tend to rely on conventional information sources and interpersonal communication. Therefore, a qualitative approach is needed to explore in depth how people obtain information and interpret it insurtech as a digital financial innovation.

Thinking Framework

The development of financial technology (fintech) as part of digital finance has brought fundamental changes in the provision of financial services, including in the insurance sector through insurtech Fintech enables financial services to be accessed digitally, quickly, and efficiently, thus potentially increasing financial inclusion (Arner, Barberis, & Buckley, 2021)[7].

However, the utilization of digital financial innovation is not only determined by the availability of technology, but also by public access to information and understanding. According to the World Bank (2020), digital finance will only have an optimal impact if the public has access to adequate information and the ability to understand and use these services appropriately.

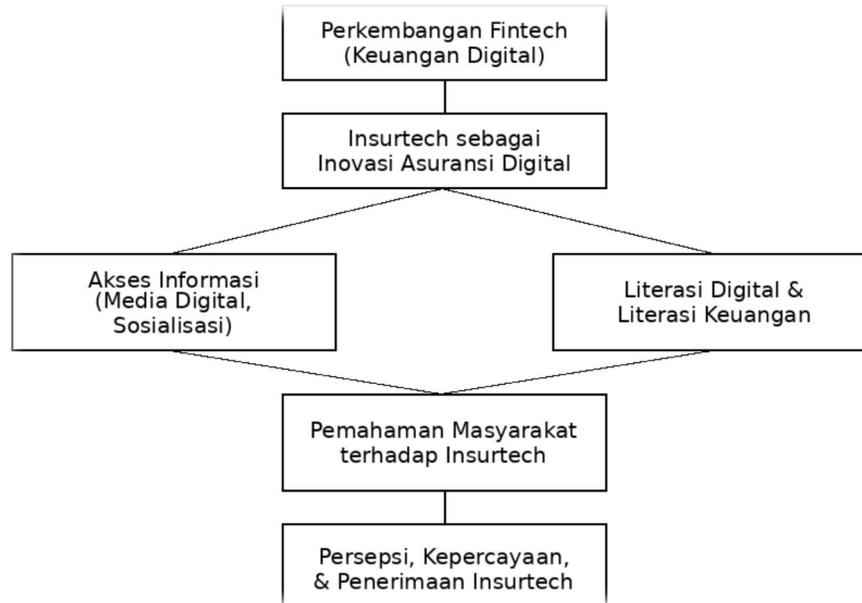
Insurtech As part of fintech, it provides easy access to insurance through digital platforms. The OECD (2020) states that insurtech designed to expand the reach of insurance services and increase information transparency for users[1]. However, in non-metropolitan areas, limited access to information and low digital literacy are often major barriers to utilization insurtech (OECD, 2021)[9].

Access to information includes sources, media, and the intensity of society in obtaining information regarding insurtech, whether through digital media, official institutions, or social media. Rahardjo and Nugroho (2021) emphasized that the quality and ease of access to information significantly influence public understanding of digital financial innovation[5].

Public understanding of insurtech This is not only related to basic knowledge, but also includes perceptions of benefits, levels of trust, and readiness to use the service. According to Lusardi and Mitchell (2020), financial literacy and digital literacy are key factors influencing how people understand and evaluate digital financial products[4].

In the context of the Tembilahan community, there are still limitations in access to information and understanding regarding insurtech as a digital financial innovation. Therefore, this study uses a qualitative approach to explore in-depth how people access information, understand insurtech, and the factors that influence these processes.

Figure 1. Research Framework



Source: Processed by Research, 2025

Research Proposition

- Access to information available to the Tembilahan community tends to influence the way they understand insurtech as a digital financial innovation.
- The level of digital literacy and financial literacy of the Tembilahan community is related to their understanding of services insurtech.
- Socialization and education efforts regarding insurtech play a role in shaping the Tembilahan community's understanding of these services.
- The perception and level of trust of the Tembilahan community contributes to acceptance insurtech as part of digital financial services.

3. RESEARCH METHODS

Research Approaches and Types

This study uses a qualitative approach with a qualitative descriptive approach. The qualitative approach was chosen because this study aims to deeply understand social phenomena related to access to information and public understanding of information insurtech as a digital financial innovation.

According to Creswell (2021), qualitative research is used to explore the meaning, perception, and understanding of a phenomenon by individuals or groups based on their lived experiences. This approach allows researchers to obtain a comprehensive picture of how the Tembilahan community accesses information and interprets services insurtech [16].

This type of qualitative descriptive research is used to describe conditions, situations, and views of society systematically, factually, and accurately without conducting statistical hypothesis testing.

Location and Time of Research

This research was conducted in Tembilahan District, Indragiri Hilir Regency, Riau Province. The location was selected based on the consideration that Tembilahan is a non-metropolitan area with limited access to information and digital financial literacy, particularly regarding insurtech.

The research period was carried out for approximately 2 (two) weeks, which included the preparation stage, data collection, data analysis, and preparation of the research report.

Subjects and Objects of Research

a. Research Subjects

The research subjects were the Tembilahan community who were of productive age and had the potential to use digital financial services, both those who were familiar with...insurtech or those who do not yet understand the service in depth.

b. Research Object

The object of the research is access to information and public understanding of insurtech as a digital financial innovation, including perceptions, experiences, and factors that influence it.

c. Research Informants

Determination of informants was carried out using purposive sampling techniques, namely the deliberate selection of informants based on certain criteria that are relevant to the research objectives.

Informant criteria include:

- Tembilahan residents must be at least 18 years old
- Have or have not had experience using the service Insurtech
- Have access to digital media (smartphone/internet)
- Willing to provide information openly

The number of informants in qualitative research is not determined with certainty, but is based on the principle of data sufficiency (data saturation), namely when the information obtained is repeated and no significant new data is found.

Data source

This research uses two types of data sources, namely:

a. Data Primer

Primary data is obtained directly from informants through:

- In-depth interview
- Field observation

b. Data Seconds

Secondary data was obtained from:

- Official document of the Financial Services Authority (OJK)
- Books, scientific journals, and research reports related to fintech and Insurtech
- Relevant scientific articles and publications

Data Collection Techniques

a. In-depth Interview

Interviews were conducted semi-structured using a flexible interview guide. This technique allowed researchers to gain in-depth information about the community's experiences, understanding, and perceptions of the issue. insurtech.

b. Observation

Observations were conducted to directly observe the social conditions of the community, the use of digital technology, and how the community obtains digital financial information.

c. Documentation

Documentation is used to strengthen data from interviews and observations, such as field notes, activity photos, and other supporting documents.

Research Instruments

The main instrument in qualitative research is the researcher himself, who acts as a planner, data collector, analyst, and reporter of research results. Supporting instruments include:

- a. Interview guidelines
- b. Voice recorder
- c. Field notebook
- d. Supporting documentation

Data Analysis Techniques

Data analysis in this study uses the Miles, Huberman, and Saldaña (2020) model, which includes:

- a. Data Reduction
Selecting, focusing, and simplifying data from interviews and observations.
- b. Data Presentation
Present data in narrative, table, or chart form to make it easy to understand.
- c. Conclusion Drawing and Verification
Draw conclusions based on patterns, themes, and relationships between data found in the field.

Data Validity

To ensure the validity of the data, this study uses triangulation techniques, namely:

- a. Source Triangulation – comparing information from multiple informants
- b. Technical Triangulation – comparing the results of interviews, observations, and documentation
- c. Time Triangulation – data collection is done at different times

According to Lincoln and Guba (2020), triangulation is important to increase the credibility and trust worthiness of qualitative research results.

Research Ethics

This research pays attention to the principles of research ethics, including:

- a. Obtaining informed consent
- b. Maintaining the confidentiality of the informant's identity
- c. Using data only for academic purposes
- d. Avoid data manipulation and misuse

Research Limitations

This research is limited to:

- a. The community in the Tembilahan area
- b. Focus on access to information and understanding of Insurtech
- c. Does not discuss the technical aspects of company operations insurtech in depth

4. RESULTS AND DISCUSSION

Results

This research involved Tembilahan residents as primary informants, with diverse backgrounds in age, occupation, and education. The informants included both those familiar with digital financial services in general and those unfamiliar with digital financial innovations, in particular insurtech. The diversity of informants aims to obtain a comprehensive picture of public access to information and understanding of insurtech as a digital financial innovation.

The interview results showed that most informants had used digital financial services such as digital wallets and mobile banking, but did not yet clearly understand the concepts and mechanisms insurtech. These findings indicate a gap between the general use of digital technology and the understanding of more specific digital financial services.

Tembilahan Community Access to Information Insurtech

Based on the results of interviews and observations, it was found that the Tembilahan community's access to information regarding insurtech is still limited. Most informants stated that they rarely received information regarding insurtech through official media such as financial institutions or government agencies. The information the public receives is generally indirect, such as through social media, individual conversations, or digital advertisements that don't provide in-depth explanations.

This limited access to information is influenced by the lack of structured socialization and education regarding insurtech at the local level. This aligns with the Financial Services Authority's (2022) view that the low level of fintech education in non-metropolitan areas is a major factor contributing to the public's lack of understanding of digital financial services.

According to the OECD (2021), unequal access to information makes it difficult for the public to comprehensively understand the benefits and risks of digital financial services. In the context of this research, this condition is evident in the inability of some informants to differentiate between insurtech with conventional insurance and other fintech[9].

Public Understanding of Insurtech as a Digital Financial Innovation

The results of the study show that the Tembilahan community's understanding of insurtech is still at the basic level. Most informants only know insurtech as "online insurance" without further understanding of the working mechanisms, benefits, and consumer protection aspects inherent in the service.

This low level of understanding is closely related to the public's level of digital and financial literacy. Lusardi and Mitchell (2020) emphasized that financial literacy is a crucial factor in helping individuals understand financial products, particularly those based on digital technology. Without adequate understanding, people tend to be passive or even avoid new digital financial services[4].

Further more, the World Bank (2020) stated that digital finance will be difficult to adopt widely if the public does not understand how the service works and its benefits. This study's findings support this statement, as even though some informants have internet access, they remain reluctant to use it insurtech due to lack of understanding [8].

Factors Influencing Access to Information and Public Understanding

The research results identified several main factors that influence access to information and the understanding of the Tembilahan community regarding insurtech, that is:

a. Digital Literacy and Financial Literacy

Some informants have basic digital technology skills but lack adequate financial literacy. This results in incomplete critical analysis of the information received. According to Arner, Barberis, and Buckley (2021), digital and financial literacy are key prerequisites for effectively utilizing fintech[7].

b. Socialization and Education

The lack of outreach and educational activities from relevant parties, such as local governments or financial institutions, is a major obstacle to increasing public understanding. The Financial Services Authority (OJK) (2023) emphasized that the success of fintech development depends heavily on sustainable and equitable educational efforts[11].

c. Perception and Trust

Some informants showed doubt and distrust towards insurtech due to concerns about data security and potential fraud. Braun and Schreiber (2024) stated that trust is a key factor in the acceptance of digital insurance services, especially in communities unfamiliar with technology-based services[14].

Discussion

The findings of this study indicate that limited access to information contributes to the low level of understanding of the Tembilahan community regarding insurtech. This aligns with the OECD (2021), which states

that access to clear and easy-to-understand information is a critical factor in increasing the adoption of digital financial services[9].

Furthermore, the research findings reinforce the findings of Lusardi and Mitchell (2020) that financial and digital literacy play a significant role in shaping public understanding of digital financial products. Without adequate literacy, people tend to have negative perceptions or be skeptical of digital financial innovations[4].

In the local context, this study shows that insurtech is still viewed as an unfamiliar innovation by some Tembilahan residents. Therefore, a more contextualized outreach strategy based on local needs is needed. The World Economic Forum (2021) emphasized that an educational approach tailored to the community's social characteristics will be more effective in increasing understanding and trust in digital financial services[2].

Implications of Research Results

The results of this study have important implications for:

- a. The government and OJK, as the basis for formulating fintech education policies in non-metropolitan areas.
- b. Service providers insurtech, to improve communication strategies and deliver information more simply and transparently.
- c. Society, as an effort to increase digital financial literacy and understanding of financial innovation.

5. CONCLUSION

Access information regarding Insurtech The public receives information through various channels, particularly digital media and social media. However, the information received is not always comprehensive and structured. This situation indicates that there is still room to streng then the dissemination of clearer and more easily understood information so that the public can obtain a more complete picture of the situation insurtech as part of digital finance.

Public understanding of insurtech Digital and financial literacy are also influenced by levels of digital and financial literacy, as well as perceptions and levels of trust in technology-based services. These factors play a role in shaping how people assess and respond to digital financial innovations. Therefore, efforts to increase understanding need to be carried out gradually and continuously, with an educational approach tailored to the needs and characteristics of the local community.

Overall, this study emphasizes the importance of strengthening access to digital financial information and education in supporting public understanding of insurtech. The findings of this study are expected to serve as a reference for stakeholders in developing socialization and education strategies insurtech which is more inclusive and contextual, especially in non-metropolitan areas.

6. SUGGESTION

Based on research findings, it is recommended that there be strengthening of access to information and education regarding insurtech which is conveyed clearly, simply, and sustainably. Information dissemination can be done through the use of digital media and communication approaches that are appropriate to the characteristics of the local community, so that understanding of insurtech as part of digital finance can develop more optimally.

In addition, further research is recommended to examine insurtech with different approaches and methods, such as quantitative research or comparative studies between regions, in order to broaden understanding of the factors that influence acceptance and utilization insurtech in society. These further findings are expected to complement the results of this study and enrich the development of digital finance studies in Indonesia.

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