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FACTORS INFLUENCING THE ADOPTION OF DIGITAL FINANCIAL SERVICES AND ITS SECURITY FEATURES IN PASACAO, CAMARINES SUR

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ABSTRACT

This study examined factors influencing the adoption and perceived security of digital financial services among micro businesses in Pasacao, Camarines Sur, and developed a strategic framework financial inclusion. A quantitative descriptive-correlational design was employed. Data were collected from March to May 2026 from 100 owners, managers, cashiers, and other personnel involved in business-related digital financial transactions. A researcher-developed 37-item questionnaire measured perceived usefulness, perceived ease of use, social influence, trust in service providers, risk perception, and technical reliability. Frequency, percentage, weighted mean, ranking, and chi-square tests at the 0.05 significance level were applied. Respondents were predominantly aged 26–35 years, female, business owners, retail operators, and users of digital services for receiving customer payments. Adoption was characterized by very high ratings for convenience ($M = 4.61$), user-friendly transactions ($M = 4.60$), and customer-driven influence ($M = 4.51$). However, respondents reported moderate trust in providers and high vulnerability to fraud and scams ($M = 4.46$), while technical reliability was favorably assessed. Age was significantly associated with perceived ease of use and social influence (both $p < .001$), trust in providers ($p = .001$), and risk perception ($p < .001$). Business type ($p = .009$) and years of operation ($p = .021$) were associated with perceived ease of use, while position or designation was associated with trust ($p = .029$). Perceived usefulness and technical reliability did not significantly differ across profiles. The S.A.F.E. Framework integrated secure use, accessible adoption, financial literacy, and efficient support to promote inclusive, sustainable digital financial participation among micro businesses.

KEYWORDS: Digital financial services, micro businesses, perceived security, technology adoption.

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1.0 INTRODUCTION

Digital financial services have transformed financial transactions through electronic transfers, mobile wallets, online banking, and digital payment platforms. They improve transaction efficiency, reduce cash dependence, expand payment options, and enhance access to formal financial products. However, financial inclusion depends not only on accessibility but also on users' willingness and capacity to adopt these services. Adoption and continued use are influenced by perceived usefulness, ease of use, social influence, trust, perceived risk, and technical reliability.

Globally, digital financial services have strengthened financial inclusion, with account ownership rising from 74% in 2021 to 79% in 2024 and 62% of adults using digital payments (World Bank, 2025). However, fraud, cyber security, and access gaps remain barriers, particularly for low-income and rural users. Sustainable inclusion therefore requires access, trust, security, and system reliability (Pazarbasioglu et al., 2020; World Bank, 2022).

Within ASEAN, digital payments have become integral to the digital economy, with 80% of financially included adults using digital payments in 2021 (ASEAN Secretariat, 2024). For micro-merchants, these services improve payment convenience, recordkeeping, and cash management, but fraud, fees, privacy concerns, transaction errors, and limited support may hinder sustained adoption. Thus, ASEAN policies emphasize transparency, consumer protection, financial literacy, and fraud prevention.

In the Philippines, digital financial services have become integral to the financial system, with digital transactions reaching 57.4% of retail payment volume and 59.0% of value in 2024, up from 20.1% in 2020 (BSP, 2025). Account ownership also rose from 29% in 2019 to 56% in 2021, while e-money ownership increased from 8% to 36% (BSP, 2021). These trends support the National Strategy for Financial Inclusion 2022–2028, which emphasizes accessible, affordable, secure, and user-responsive digital financial services for small enterprises (BSP, 2022).

At the local level, Pasacao, Camarines Sur, provides a relevant setting for examining digital financial service adoption among micro-businesses. Its commercial, transportation, and tourism activities support enterprises using digital services for payments, transfers, bills, and business expenses (Municipal Government of Pasacao, 2023). However, adoption may vary with business characteristics, technological familiarity, convenience, and user experience, while scams, unauthorized access, connectivity issues, transaction errors, and limited support may affect trust and continued use. Thus, national digital payment growth may not reflect the actual accessibility, confidence, and security experienced by Pasacao's micro-businesses.

Although global, ASEAN, and Philippine data show growing digital financial service use, aggregate statistics provide limited insight into municipal-level adoption and security. They do not explain how micro-business characteristics relate to usefulness, ease of use, social influence, trust, risk perception, and technical reliability, highlighting the need for localized evidence on these interconnected dimensions of financial inclusion.

This study, therefore, examined the factors influencing digital financial service adoption and perceived security among micro-business owners in Pasacao, Camarines Sur. Adoption was assessed through usefulness, ease of use, and social influence, while security covered trust, risk perception, and technical reliability. It also examined their relationships with respondents' demographic and business profiles and proposed strategies for safer, more accessible, and sustained use.

Research Objectives

The study aimed to assess the factors influencing the adoption and perceived security of digital financial services (DFS) among micro businesses in Pasacao, to provide a strategic framework for enhancing financial inclusion. Specifically, it sought to answer the following:

1. Determine the demographic profile of the respondents in Pasacao in terms of age, gender, and position/designation, type of business, years in operation, monthly gross receipts, and purpose of using the digital financial service platforms.
2. Identify the factors influencing the adoption of digital financial services based on the Technology Acceptance Model (TAM) in terms of perceived usefulness, perceived ease of use, and social influence.
3. Assess the security factors that impact the usage of digital financial services in terms of trust in service providers, risk perception, and technical reliability.
4. Identify the profiles that affect the factors that influence the adoption and security of digital financial services.
5. Propose a strategic framework to improve the security and adoption of digital financial services in Pasacao, Camarines Sur.

Scope and Delimitation

This study examined digital financial service adoption and perceived security among micro businesses in Pasacao, Camarines Sur. Adoption was assessed through Perceived Usefulness, Perceived Ease of Use, and Social Influence, while security covered Trust in Service Providers, Risk Perception, and Technical Reliability. It also examined the significant associations between these factors and respondents' demographic and business profiles. Findings guided strategies for effective, secure, and inclusive digital financial service use.

The study involved 100 respondents from microbusinesses using digital financial services for business transactions, including owners, managers, cashiers, and other personnel handling digital transactions. Data were collected from March to May 2026 using a researcher-developed 37-item structured questionnaire. A quantitative descriptive-correlational research design was employed, with appropriate descriptive and inferential statistical techniques used for data analysis.

The study was limited to microbusinesses in Pasacao, Camarines Sur, excluding enterprises outside the municipality, medium and large businesses, individual consumers, and non-digital financial services. It focused on questionnaire-based adoption and security factors and respondents' self-reported experiences. Cyber security audits, platform inspections, experimental procedures, transaction verification, long-term usage, and direct measures of financial inclusion were excluded. Thus, findings primarily apply to participating microbusinesses and should be generalized cautiously.

Theoretical/Conceptual Framework

This study was anchored in three theories: The Unified Theory of Acceptance and Use of Technology (UTAUT), the Technology Acceptance Model (TAM), and Protection Motivation Theory (PMT). Together, these theories provided complementary explanations of the adoption and perceived security of digital financial services among microbusinesses.

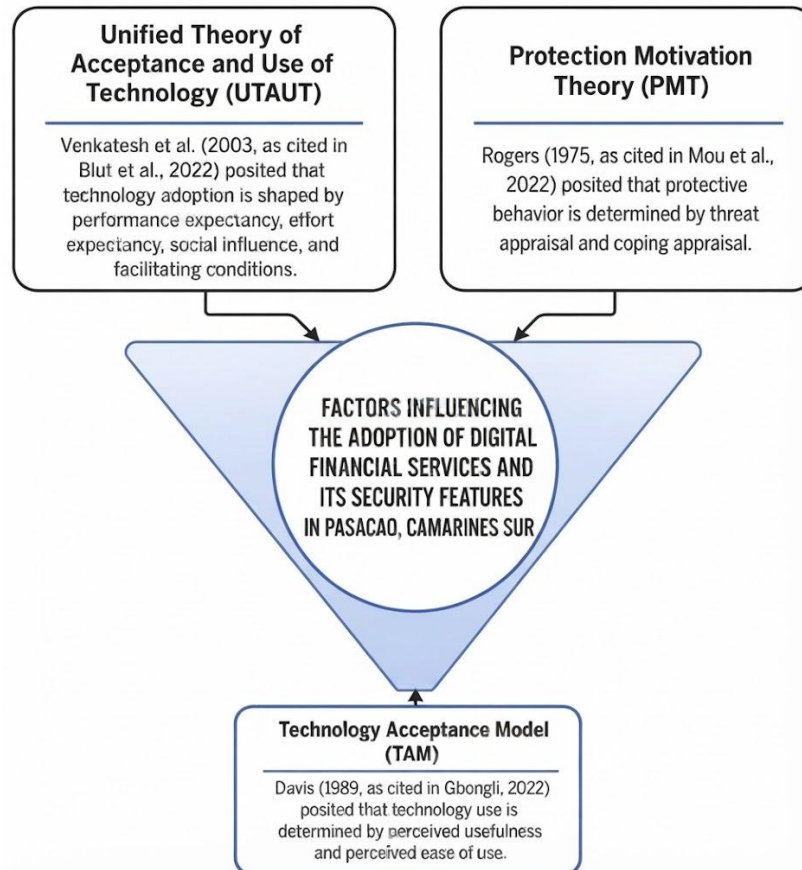


Figure 1: Theoretical Framework

The **Unified Theory of Acceptance and Use of Technology (UTAUT)** explains technology adoption through performance expectancy, effort expectancy, social influence, and facilitating conditions (Venkatesh et al., 2003, as cited in Blut et al., 2022). In this study, it guided the assessment of how usefulness, ease of use, social influence, and supporting resources affect digital financial service adoption across different respondent and business profiles.

The **Technology Acceptance Model (TAM)** explains technology acceptance through Perceived Usefulness and Perceived Ease of Use (Davis, 1989, as cited in Gbongli, 2022). In this study, TAM guided the assessment of digital financial service adoption based on perceived convenience, efficiency, business value, simplicity, learnability, and ease of use.

Protection Motivation Theory (PMT) explains how individuals respond to threats through threat and coping appraisals (Rogers, 1975, as cited in Mou et al., 2022). In this study, PMT guided the assessment of perceived security, with Risk Perception representing threat appraisal, and Trust in Service Providers and Technical Reliability reflecting confidence in protective measures. Thus, PMT explained how perceived risks and security safeguards influence digital financial service use.

Overall, UTAUT and TAM explained the technological, practical, and social determinants of digital financial service adoption, while PMT addressed security threats and protective mechanisms.

Their integration provided a comprehensive basis for examining adoption and perceived security among microbusinesses in Pasacao, Camarines Sur and developing strategies for effective, secure, and inclusive digital financial service use.

2.0 METHODOLOGY

Research Design

This study employed a quantitative descriptive-correlational design to examine digital financial service adoption and perceived security among microbusinesses in Pasacao, Camarines Sur. The descriptive component assessed respondents' profiles, adoption factors, security perceptions, and challenges, while the correlational component examined their significant relationships with demographic and business characteristics. The design measured existing conditions without manipulating variables and provided a basis for strategies promoting secure, effective, and inclusive digital financial service use.

Respondents/Participants of the Study

The study involved 100 respondents from microbusinesses in Pasacao, Camarines Sur that used digital financial services for business transactions. Participants included owners, managers, cashiers, and personnel involved in digital financial transactions, providing relevant data on adoption, security, perceived risks, and strategies for improving access, trust, and financial inclusion.

Data Gathering Tools

The study used a researcher-developed 37-item structured questionnaire to collect data from 100 microbusiness owners and personnel in Pasacao, Camarines Sur. Based on the research objectives and relevant technology acceptance constructs, it covered respondents' profiles, digital financial service adoption factors, and security factors affecting their use.

The questionnaire had three sections. The first contained seven items on respondents' demographic and business profiles, including age, gender, position, business type, years of operation, monthly gross receipts, and purposes for using digital financial services. The second included 15 items measuring adoption through Perceived Usefulness, Perceived Ease of Use, and Social Influence. The third contained 15 items assessing security through Trust in Service Providers, Risk Perception, and Technical Reliability, covering security, fraud concerns, data protection, connectivity, transaction accuracy, and service availability.

Adoption and security items used a five-point Likert scale and were analyzed using weighted means, rankings, and verbal interpretations to identify the highest- and lowest-rated indicators. Overall, the questionnaire contained 37 items: 7 profile, 15 adoption factors, and 15 security items.

Data Gathering Procedure

The researcher secured formal permission from relevant authorities and selected microbusiness establishments in Pasacao, Camarines Sur before data collection. Qualified respondents were identified with business representatives and were informed of the study's purpose, procedures, confidentiality, and voluntary participation. Written informed consent was obtained before administering the questionnaire in printed or digital format.

Completed questionnaires were screened, coded, tabulated, and cross-checked for accuracy. Data were then cleaned and classified according to the study variables for statistical analysis. All research data were securely stored and accessible only to the researcher.

Data Analysis Techniques

The data were analyzed using frequency counts, percentages, weighted means, rankings, and the Chi-Square Test. Frequencies and percentages described respondents' profiles, while weighted means assessed adoption and security factors. Ranking identified the key adoption factors, security concerns, and challenges. The Chi-Square Test determined significant associations between study variables and demographic and business profiles. All tests used a 0.05 level of significance, providing a basis for strategies promoting secure, effective, and inclusive digital financial service use.

Ethical Considerations

The study observed ethical principles by protecting participants' rights, dignity, and well-being. Informed consent was obtained, and participation remained voluntary, with the right to withdraw without penalty. Confidentiality was ensured through numerical coding and secure data storage. The researcher minimized potential harm, ensured meaningful benefits, and maintained research integrity through honest data collection, analysis, and reporting without altering results.

3.0 RESULTS AND DISCUSSION

This chapter presents the data gathered from the study, with the results and discussion organized according to the five research objectives.

Research Objective 1: Respondents' Demographic Profile

Age. Sixty percent of respondents were aged 26–45, indicating that the sample was predominantly composed of individuals in early and middle adulthood. However, age distribution alone does not establish differences in digital financial capability. Consistent with Krupa and Buszko (2023) and Anupama and Sengupta (2025), age, digital literacy, usability, and technological experience may influence FinTech adoption, highlighting the need for age-responsive digital financial initiatives.

Gender. Female respondents comprised the majority (52%), followed by males (42%) and LGBTQA+ respondents (6%). However, gender composition alone does not indicate differences in digital adoption, competence, trust, or security awareness. Consistent with Chen et al. (2023) and Klapper et al. (2022), FinTech access and use may be influenced by mobile access, financial capability, identification requirements, and support needs. Thus, the female majority primarily reflects the composition of the study sample.

Table 1: Demographic Profile of the Respondents

Age Group	Frequency	Percentage	Rank
26–35 years old	34	0.34	1
36–45 years old	26	0.26	2
18–25 years old	22	0.22	3
46–55 years old	12	0.12	4
56 years old and above	6	0.06	5
Total	100	100%	

Gender	Frequency	Percentage	Rank
Female	52	52%	1
Male	42	42%	2
LGBTQA+	6	6%	3
Total	100	100%	

Position/Designation	Frequency	Percentage	Rank
Owner	48	48%	1
Cashier	20	20%	2
Manager	18	18%	3
Delivery/Logistics Crew	8	8%	4
Others	6	6%	5
Total	100	100%	

Type of Business	Frequency	Percentage	Rank
Retail	30	30%	1
Food & Beverage	24	24%	2
Services	22	22%	3
Wholesale	10	10%	4
Remittance/Wired Money Service Provider	9	9%	5
Others	5	5%	6
Total	100	100%	

Years in Operation	Frequency	Percentage	Rank
1–3 years	34	34%	1
4–6 years	26	26%	2
7–10 years	18	18%	3
More than 10 years	12	12%	4
Less than 1 year	10	10%	5
Total	100	100%	

Estimated Monthly Gross Receipt	Frequency	Percentage	Rank
Php 20,001 – Php 50,000.00	40	40%	1

Below Php 20,000.00	28	28%	2
Php 50,001 – Php 100,000.00	22	22%	3
More than Php 100,000.00	10	10%	4
Total	100	100%	

Purpose	Frequency	Percentage	Rank
Receiving payments from customers	82	82%	1
Payment to Suppliers	58	58%	2
Transferring money/income to official business bank account	51	51%	3
Sending money to recipients	46	46%	4
Others	7	7%	5

Note: Multiple responses were allowed; therefore, the total frequency exceeds 100.

Position/Designation. Owners and managers comprised 66% of respondents, providing perspectives on platform selection, payment procedures, and fund management, while cashiers and logistics personnel contributed direct transaction experience. This distribution reflects respondent representation rather than differences in digital competence or usage. Consistent with Johri et al. (2024) and Zaimovic et al. (2025), digital financial adoption is influenced by factors such as owner characteristics, internet access, education, managerial experience, and digital financial literacy rather than business experience alone.

Type of Business. Retail, food and beverage, and service businesses comprised 76% of respondents, reflecting the predominance of customer-facing and transaction-intensive microbusinesses. This distribution describes the sample composition rather than indicating higher digital adoption in a specific sector. Consistent with the BSP (2023) and Johri et al. (2024), the findings highlight the practical value of digital financial services in facilitating transactions and supporting microenterprise operations.

Years in Operation. Businesses operating for less than seven years comprised 70% of respondents, while 30% had operated for seven years or more, reflecting the sample's business maturity. However, this distribution does not establish differences in digital competence or adoption. Consistent with Johri et al. (2024) and Zaimovic et al. (2025), digital financial adoption is influenced by firm age, managerial experience, internet access, and digital financial literacy. Thus, business longevity may support adoption when complemented by adequate digital knowledge and capability.

Estimated Monthly Gross Receipts. Microbusinesses earning PHP 50,000 or less monthly comprised 68% of respondents, while 32% earned above PHP 50,000, indicating a predominantly lower- to moderate-income sample. However, income alone did not establish differences in digital adoption or financial stability. Although the Global Findex Database (2021) and Overseas Development Institute identified income and transaction costs as barriers to financial access, the present study found no significant association between income and key adoption or security factors, indicating comparable perceptions across income groups.

Purpose. Digital financial services were primarily used for receiving customer payments, with more than half of respondents also using them for supplier payments and bank transfers. This indicates their integration into both incoming and outgoing business transactions, supporting sales collection, purchasing, and cash management. However, these usage patterns do not establish transaction frequency, security, or effectiveness. The findings are consistent with the BSP (2023) and Gbongli (2022), which highlighted the growing role of digital platforms in facilitating payments, transfers, and banking activities among microenterprises.

Research Objective 2: Adoption Factors Based on the Technology Acceptance Model (TAM)

Table 2: Factors Influencing the Adoption of Digital Financial Services along Perceived Usefulness

Indicators	Mean	Rank	Interpretation
They provide convenience to both business owners and customers.	4.61	1	Very High
Digital financial services improve transaction efficiency.	4.49	2	High
Digital financial services help me better manage my business well.	3.47	3	Moderate
The conveniences these services offer attract more customers.	3.46	4	Moderate
Digital financial services help increase my business income.	3.42	5	Moderate
Overall Mean	3.89		High

Perceived Usefulness obtained an overall mean of 3.89 (High), with convenience rated highest (4.61) and income contribution lowest (3.42). This indicates that respondents primarily valued digital financial services for operational convenience rather than direct income generation. The finding supports Davis's (1989) TAM and aligns with Plender et al. (2020) and Jarkas (2021), which identified convenience and transaction efficiency as key adoption factors.

Table 3: Factors Influencing the Adoption of Digital Financial Services along Perceived Ease of Use

Indicators	Mean	Rank	Interpretation
Transactions are simple and user-friendly.	4.6	1	Very High
Digital financial services are easy to learn.	4.47	2	High
Digital financial services layout are clear and simple.	3.45	3	Moderate
I can easily resolve issues related to transactions.	3.39	4	Moderate
Technical support is readily available when needed.	2.87	5	Moderate
Overall Mean	3.76		High

Perceived Ease of Use obtained an overall mean of 3.76 (High), with simple and user-friendly features ranking highest (4.60) and technical support lowest (2.87). Respondents generally found routine transactions easy, but limited technical assistance remained a concern. The finding supports Davis's (1989) TAM and aligns with Leang et al. (2023) and Schellhase (2019), emphasizing that sustained adoption requires both user-friendly platforms and accessible technical support.

Table 4: Factors Influencing the Adoption of Digital Financial Services along Social Influence

Indicators	Mean	Rank	Interpretation
Consumer behavior affects my business decision making including decisions involving digital financial services.	4.51	1	Very High
I feel pressure from other business owners, family and friends to start using digital financial services.	4.46	2	High
Higher costs discourage individual users to use digital financial services that in turn discourage business owners in using such platforms.	4.46	3	High
Barangay officials or local government units promote the use of digital financial services for micro-businesses.	3.44	4	Moderate
Social media groups of micro-business owners in my locality influence my decision to use or avoid certain digital financial services.	2.43	5	Low
Overall Mean	3.86		High

Social Influence obtained an overall mean of 3.86 (High), with consumer behavior ranking highest (4.51, Very High) and social media groups lowest (2.43, Low). This indicates that customer preferences influenced adoption more than online peer networks. The finding aligns with BSP (2024) and Glaessner et al. (2022), emphasizing consumer awareness and institutional support in promoting digital financial service use.

Table 5: Summary of the results for Adoption Factors based on Technology Acceptance Model

Adoption Factors	Mean	Rank	Interpretation
Factors Influencing the Adoption of digital financial services along Perceived Usefulness.	4.61	1	Very High
Factors Influencing the Adoption of digital financial services along Perceived Ease of Use.	4.49	2	High
Factors Influencing the Adoption of digital financial services along Social Influence.	3.47	3	Moderate
Overall Mean (Adoption Factors)	4.19		High

Overall, adoption factors obtained a mean of 4.19 (High). Perceived Usefulness ranked highest (4.61, Very High), followed by Perceived Ease of Use (4.49, High), while Social Influence ranked lowest (3.47, Moderate). This indicates that microbusiness owners were primarily influenced by the practical benefits and usability of digital financial services rather than social factors. The findings support TAM and align with Edo et al. (2024) and Kim and Kim (2022).

Research Objective 3: Security Factors Affecting Digital Financial Service Usage

Table 6: Factors Influencing the Security of Digital Financial Services along Trust in Service Providers

Indicators	Mean Rank Interpretation		
I am confident that my money is safe when it is in the digital financial apps.	3.45	1	Moderate
I believe that these services are secure, reliable, and consistent.	3.43	2	Moderate
I trust that the digital financial service providers are legitimate and licensed.	3.4	3	Moderate
I believe that service providers comply with government regulations and data-privacy laws.	3.39	4	Moderate
I trust the customer-support channels (hotline, chat, branch) of the service provider to help me during security issues.	3.38	5	Moderate
Overall Mean	3.41		Moderate

Trust in Service Providers obtained a mean of 3.41 (Moderate). Confidence in fund security ranked highest (3.45), while trust in customer support was lowest (3.38), indicating greater confidence in fund protection than in assistance during security concerns. The findings highlight the need for stronger safeguards, responsive support, and awareness of regulatory protections to build user trust, consistent with CPSS and Group of Computer Experts (2016), Mañalac et al. (2023), and Malhotra and Kadyan (2025).

Table 7: Factors Influencing the Security of Digital Financial Services along Risk Perception

Indicators	Mean	Rank	Interpretation
I feel that digital financial services are vulnerable to fraud or scams.	4.46	1	Very High
I am concerned that my personal and financial information may be stolen when I use digital financial services.	4.45	2	High
Using these platforms opens the business for possible security risks.	3.41	3	Moderate
I feel that learning how to protect my account (PIN, OTP, avoiding fake links) reduces my risk of being scammed.	3.4	4	Moderate

I believe that digital financial services in general are secure.	3.39	5	Moderate
Overall Mean	3.82		High

Risk Perception obtained a mean of 3.82 (High), indicating substantial concern about digital financial service risks. Vulnerability to fraud and scams ranked highest (4.46), while perceived overall security was lowest (3.39, Moderate). This suggests high fraud awareness but limited confidence in existing safeguards, making perceived risk a potential barrier to sustained adoption. The findings align with Choudhary and Arora (2024), highlighting the need for stronger fraud prevention, authentication, transaction monitoring, and user awareness.

Table 8: Factors Influencing the Security of Digital Financial Services along Technical Reliability

Indicators	Mean	Rank	Interpretation
Transactions through the digital service are completed quickly and smoothly under normal conditions.	4.47	1	High
The digital financial services I use is usually available when I need it (no frequent downtime).	4.47	2	High
Emerging modern security features (biometrics, OTP, instant alerts) are real time and accurate.	4.45	3	High
The area has a stable network connection that supports the use of digital financial services.	4.42	4	High
I have not experienced incomplete transactions due to poor internet connection.	4.3	5	High
Overall Mean	4.42		High

Technical Reliability obtained a mean of 4.42 (High), indicating that respondents generally viewed digital financial services as fast, efficient, and dependable. Transaction speed and service availability ranked highest (4.47), while transaction completion despite poor connectivity ranked lowest (4.30). Although reliability supported continued adoption, unstable connectivity remained a potential source of delays and incomplete transactions. The findings align with Pazarbasioglu et al. (2020), Feyen et al. (2021), and Aboulaiz et al. (2024), emphasizing reliable infrastructure and stable connectivity.

Table 9: Summary of results for Security Factors Affecting Digital Financial Services

Security Factors	Mean	Rank	Interpretation
Factors Influencing the Security of digital financial services along Trust in Service Providers.	4.61	1	Very High
Factors Influencing the Security of digital financial services along	4.49	2	High

Risk Perception.

Factors Influencing the Security of digital financial services along Technical Reliability.	3.47	3	Moderate
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Overall Mean (Security Factors)	4.19	High
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Overall, security factors obtained a mean of 4.19 (High). Trust in Service Providers ranked highest (4.61, Very High), followed by Risk Perception (4.49, High), while Technical Reliability ranked lowest (3.47, Moderate). The findings indicate that trust strongly influenced security perceptions, although concerns about fraud, unauthorized access, and technical disruptions remained. These results align with Almaiah et al. (2023) and Alrawad et al. (2023), highlighting trust and security as positive influences, while perceived risk may hinder continued use.

Research Objective 4: Relationship between the Demographic Profiles and the Adoption and Perceived Security of Digital Financial Services

Table 10 presents the results of the Chi-square Test examining the relationships between the respondents' profiles and the identified adoption factors of DFS.

Table 10: Chi-Square Test to Determine the Profiles that Affect the Factors Influencing the Adoption of Digital Financial Services

Demographic Profile	Factor Influencing Adoption	Chi-Square Correlation (X^2)	Significance (p-value)	N
Age	Perceived Usefulness	433.130	0.122	100
	Perceived Ease of Use	835.825**	0.000	100
	Social Influence	629.663**	0.000	100
Gender	Perceived Usefulness	14.611	0.798	100
	Perceived Ease of Use	27.759	0.583	100
	Social Influence	21.605	0.603	100
Position/Designation	Perceived Usefulness	46.708	0.216	100
	Perceived Ease of Use	73.345	0.115	100
	Social Influence	53.859	0.260	100
Type of Business	Perceived Usefulness	51.019	0.433	100
	Perceived Ease of Use	107.005**	0.009	100
	Social Influence	50.376	0.808	100
Years in Operation	Perceived Usefulness	38.309	0.457	100
	Perceived Ease of Use	84.337*	0.021	100
	Social Influence	38.419	0.837	100
Estimated Monthly Business Income	Perceived Usefulness	41.242	0.083	100

Perceived Ease of Use	55.155	0.143	100
Social Influence	42.458	0.213	100

Note: **. Relationship is significant at the 0.01 level (2-tailed); *. Relationship is significant at the 0.05 level (2-tailed).

Age was not significantly related to Perceived Usefulness ($p = 0.122$) but was significantly associated with Perceived Ease of Use and Social Influence (both $p = 0.000$). This suggests that age may influence digital familiarity, confidence, and social influences on adoption, while the practical benefits of digital financial services are recognized across age groups. The finding supports Davis's (1989) TAM and aligns with Sharma et al. (2024) and Nguyen et al. (2023), linking age with digital adoption and technological confidence. However, its non-significant relationship with Perceived Usefulness agrees with World Bank (2023), indicating that users across age groups similarly recognized the benefits of digital financial services.

Gender. The Chi-square test showed no significant relationship between gender and Perceived Usefulness ($p = 0.798$), Perceived Ease of Use ($p = 0.583$), or Social Influence ($p = 0.603$). This indicates that adoption perceptions were generally comparable across gender groups. Thus, digital financial service adoption appeared to be influenced more by business needs, digital experience, technological capability, and access than by gender. This finding aligns with Hasan et al. (2024) and OECD (2023), indicating that gender has become less influential in digital financial service adoption as access expands. Adoption appeared to depend more on behavioral, technological, and business-related factors.

Position/Designation showed no significant relationship with Perceived Usefulness ($p = 0.216$), Perceived Ease of Use ($p = 0.115$), or Social Influence ($p = 0.260$). Thus, owners, managers, cashiers, and other personnel had comparable adoption perceptions, likely due to shared responsibilities and similar exposure to digital financial platforms. The findings align with the Asian Development Bank (2023) and Kumar and Singh (2024), which emphasized business needs, technological readiness, and shared responsibilities over organizational position in technology adoption.

Type of Business. Business type was not significantly related to Perceived Usefulness ($p = 0.433$) or Social Influence ($p = 0.808$) but was significantly associated with Perceived Ease of Use ($p = 0.009$). This indicates that business sectors differed in their digital familiarity and ease of platform use, while perceived benefits and social influence remained comparable. The finding aligns with UNCTAD (2024) and Nguyen et al. (2023), highlighting business characteristics and industry requirements as factors in digital technology readiness and usability.

Years in Operation. Years in operation was not significantly related to Perceived Usefulness ($p = 0.457$) or Social Influence ($p = 0.837$) but was significantly associated with Perceived Ease of Use ($p = 0.021$). This indicates that business maturity may influence digital familiarity and usability perceptions, while perceived benefits and social influence remained consistent. The findings align

with World Bank (2023) and Sharma et al. (2024), linking business experience with technological capability and digital competence.

Estimated Monthly Gross Receipts. Monthly gross receipts showed no significant relationship with Perceived Usefulness ($p = 0.083$), Perceived Ease of Use ($p = 0.143$), or Social Influence ($p = 0.213$). This indicates comparable adoption perceptions across income groups, suggesting that digital competence, access, service quality, operational needs, and platform familiarity were more influential than income. The finding aligns with OECD (2023), World Bank (2023), and Hasan et al. (2024), which identified digital readiness and technological capability as stronger determinants than economic status.

Overall, age, business type, and years in operation were significantly associated with Perceived Ease of Use, while age also significantly influenced Social Influence. In contrast, none of the profile variables significantly affected Perceived Usefulness, indicating that its perceived benefits were generally consistent across respondent groups.

Table 11 presents the results of the Chi-square Test examining the relationships between the respondents' demographic profiles and the identified security factors of digital financial services.

Table 11: Chi-Square Test to Determine the Profiles that Affect the Security Factors that Impact the Usage of Digital Financial Services

Demographic Profile	Security Factor	Chi-Square Correlation (X^2)	Significance (p-value)	N
Age	Trust in Service Providers	711.421**	0.001	100
	Risk Perception	554.450**	0.000	100
	Technical Reliability	379.582	0.761	100
Gender	Trust in Service Providers	23.896	0.777	100
	Risk Perception	23.180	0.392	100
	Technical Reliability	11.075	0.944	100
Position/Designation	Trust in Service Providers	82.328*	0.029	100
	Risk Perception	49.133	0.279	100
	Technical Reliability	36.628	0.623	100
Type of Business	Trust in Service Providers	64.645	0.798	100
	Risk Perception	65.163	0.164	100
	Technical Reliability	48.081	0.551	100
Years in Operation	Trust in Service Providers	71.662	0.144	100

	Risk Perception	46.066	0.387	100
	Technical Reliability	32.159	0.807	100
Estimated Monthly Business Income	Trust in Service Providers	44.005	0.514	100
	Risk Perception	24.824	0.846	100
	Technical Reliability	31.874	0.373	100

Note: **. Relationship is significant at the 0.01 level (2-tailed); *. Relationship is significant at the 0.05 level (2-tailed).

Age was significantly associated with Trust in Service Providers ($p = 0.001$) and Risk Perception ($p = 0.000$), but not with Technical Reliability ($p = 0.761$). This indicates that age differences affected trust and perceived security risks, potentially due to differences in digital literacy, technological exposure, and cybersecurity awareness, while perceptions of system performance remained consistent. The findings align with Gefen et al. (2003), Kim et al. (2008), Al-Okaily et al. (2024), and Sharma et al. (2024), which emphasized the roles of trust, perceived risk, and digital literacy in technology adoption.

Gender showed no significant relationship with Trust in Service Providers ($p = 0.777$), Risk Perception ($p = 0.392$), or Technical Reliability ($p = 0.944$). This indicates similar security perceptions across gender groups, suggesting that digital literacy, cybersecurity awareness, and technological experience were more influential than gender. The findings align with OECD (2023), Hasan et al. (2024), and Al-Okaily et al. (2024), which emphasized the greater influence of digital capability and technological experience on perceptions of digital financial security.

Position/Designation. Position was significantly related to Trust in Service Providers ($p = 0.029$) but not to Risk Perception ($p = 0.279$) or Technical Reliability ($p = 0.623$). This suggests that organizational role may influence trust due to differences in decision-making, transaction involvement, and provider interaction, while risk and reliability perceptions remained consistent. The finding aligns with Kumar and Singh (2024) and Gefen et al. (2003), highlighting managerial involvement and trust in financial technology adoption.

Type of Business. Showed no significant relationship with Trust in Service Providers ($p = 0.798$), Risk Perception ($p = 0.164$), or Technical Reliability ($p = 0.551$). This indicates generally consistent security perceptions across business sectors, suggesting that digital experience and cybersecurity awareness may be more influential than business type. The findings align with World Bank (2023) and UNCTAD (2024), which emphasized the limited influence of business sector on perceptions of digital financial security.

Years in Operation. Showed no significant relationship with Trust in Service Providers ($p = 0.144$), Risk Perception ($p = 0.387$), or Technical Reliability ($p = 0.807$). This indicates consistent security perceptions across businesses regardless of longevity, suggesting that digital experience and cybersecurity awareness may be more influential than business age. The findings align with OECD

(2023) and Al-Okaily et al. (2024), which reported limited influence of organizational age on digital financial security perceptions.

Estimated Monthly Gross Receipts showed no significant relationship with Trust in Service Providers ($p = 0.514$), Risk Perception ($p = 0.846$), or Technical Reliability ($p = 0.373$). This indicates similar security perceptions across income groups, suggesting that digital literacy, cybersecurity awareness, and transaction experience were more influential than financial capacity. The finding aligns with World Bank (2023) and Hasan et al. (2024), which emphasized digital competence and technological experience over income.

Overall, age was significantly associated with Trust in Service Providers and Risk Perception, while position/designation influenced Trust in Service Providers. Other profile variables showed no significant relationships with security factors. These findings highlight the importance of age and professional role in shaping trust and perceived risk, which may affect the sustained adoption of digital financial services.

Research Objective 5: Strategic Framework for Secure Digital Financial Service Adoption and Financial Inclusion

The S.A.F.E. Strategic Framework for Secure and Inclusive Digital Financial Service Adoption was developed from the study's findings among microbusinesses in Pasacao, Camarines Sur. S.A.F.E. represents Secure and Trusted Use, Accessible and User-Centered Adoption, Financially Literate and Socially Supported Use, and Efficient Systems and Responsive Support. It provides an evidence-based guide for addressing adoption, security, digital literacy, and technical support needs.

The S.A.F.E. Strategic Framework aims to:

1. Improve the accessibility and practical use of digital financial services through age-responsive, business-specific, and experience-sensitive onboarding, financial literacy training, peer mentoring, and continuing technical assistance.
2. Strengthen users' trust, cybersecurity awareness, and capacity to manage digital financial risks through fraud-prevention education, secure transaction practices, role-based account controls, consumer-protection awareness, and clear incident-reporting procedures.
3. Establish a coordinated, efficient, and inclusive support system that provides reliable digital financial services, responsive customer assistance, transparent fees and procedures, and sustained collaboration among government agencies, financial service providers, telecommunications companies, and local business organizations.

The proposed framework focused on demographic and business profiles with significant associations with digital financial service adoption and perceived security. Age emerged as the primary segmentation variable, being associated with perceived ease of use, social influence, trust in service providers, and risk perception. Business type and years in operation were associated with perceived ease of use, while position/designation was associated with trust in service providers.

4.0 LIMITATIONS OF THE STUDY

The study was limited to microbusinesses in Pasacao, Camarines Sur and excluded enterprises outside the municipality, medium and large businesses, individual consumers, and non-digital financial services. It focused on questionnaire-based adoption and security factors and self-reported experiences during data collection. Cybersecurity audits, platform inspections, experimental procedures, fraud verification, and transaction-record analysis were not included. Long-term usage and direct changes in financial inclusion were also not assessed. Thus, findings primarily apply to the participating microbusinesses and should be generalized cautiously.

5.0 CONCLUSIONS

Research Objective 1: Respondents' Demographic Profile

1. Age. Microbusiness participation was concentrated among individuals in early and middle adulthood, with limited representation of older operators. Thus, age should guide digital financial service programs, particularly in digital literacy, usability, risk awareness, and technical support.
2. Gender. Women were slightly more represented, while fewer gender-diverse participants limited meaningful comparisons. Thus, gender should be considered in program inclusion and monitoring without assuming differences in digital financial capability.
3. Position/Designation. Digital financial responsibilities varied by position, with owners and managers overseeing financial and security decisions, while operational personnel handled transactions and verification. Thus, position should guide targeted adoption and security interventions without assuming greater usage or digital competence among business leaders.
4. Type of Business. Digital financial needs vary by business type, reflecting differences in transaction processes. The significant relationship with perceived ease of use suggests that platform usability differs across business operations.
5. Years in Operation. Most respondents had established business experience but were still developing technology-supported processes. Thus, years in operation should be viewed as a contextual factor rather than a direct indicator of digital financial service readiness.
6. Estimated Monthly Gross Receipts. The sample was concentrated in lower gross-receipt categories; however, gross receipts alone did not determine digital financial service adoption, trust, perceived risk, or technical reliability, nor indicate profitability or financial stability.
7. Purpose. Digital financial services supported sales collection, supplier payments, fund transfers, and remittances; however, reported usage purposes did not indicate transaction frequency, security, or effectiveness.

Research Objective 2: Adoption Factors

1. Perceived Usefulness.
 - a. Respondents generally perceived digital financial services as useful, supporting their adoption and continued use in business.
 - b. Convenience for owners and customers was the primary benefit, indicating that adoption was driven mainly by faster, easier, and more accessible transactions.
 - c. Respondents were less convinced that digital financial services increased business income, suggesting that operational benefits were more evident than direct effects on sales and profitability.
2. Perceived Ease of Use.
 - a. Respondents generally found digital financial services easy to use, enabling integration into daily business operations without advanced technical skills.

- b. Simple and user-friendly transactions supported adoption and continued use for receiving and making payments.
- c. Limited technical support remained a concern, as difficulties in resolving account or transaction issues could hinder continued use.
- 3. Social Influence.
 - a. Customers' payment preferences strongly influenced adoption, indicating that consumer demand was a key social factor in micro-business owners' use of digital financial services.
 - b. Micro-business owners responded more strongly to customers' actual payment behavior than to recommendations from online business communities.
 - c. Social media groups had limited influence, indicating untapped potential for peer learning, verified information sharing, and responsible digital financial practices.

Research Objective 3: Security Factors

- 1. Trust in Service Providers
 - a. Respondents demonstrated a moderate level of trust in digital financial service providers, indicating that confidence in these institutions had been established but was not yet strong.
 - b. Respondents generally believed that their money was safe when using digital financial applications. However, the moderate rating indicated that some uncertainty regarding fund protection remained.
 - c. Trust in customer support during security-related incidents received the lowest rating, suggesting that the accessibility and responsiveness of provider assistance were the weakest aspects of institutional trust.
- 2. Risk Perception
 - a. Respondents perceived digital financial services as highly vulnerable to fraud and scams, making security a major concern among micro-business owners.
 - b. Moderate confidence in security suggested that existing safeguards were not fully understood or considered sufficient.
 - c. The combination of high perceived vulnerability and moderate confidence may weaken trust and discourage continued or expanded use of digital financial services.
- 3. Technical Reliability
 - a. Respondents viewed digital financial transactions as quick and smooth, highlighting efficiency as a key technical strength.
 - b. The services were generally available when needed, indicating reliability for routine business transactions.
 - c. Although transaction completion affected by poor connectivity was rated high, it was the lowest indicator, suggesting a comparatively weaker area requiring continued monitoring.

Research Objective 4: Relationship between the Demographic Profiles and the Adoption and Perceived Security of Digital Financial Services.

- 1. Adoption Factors. The findings indicate that age significantly influenced perceived ease of use and social influence, while business type and years in operation significantly influenced perceived ease of use. However, no demographic variable was significantly associated with perceived usefulness, indicating that micro-business owners generally recognized the benefits of digital financial services regardless of their demographic or business characteristics. These results suggest that adoption strategies should address differences in users' capabilities and experiences while emphasizing the broad practical value of digital financial services for business operations and financial management.
- 2. Security Factors. The findings indicate that age significantly influenced trust in service providers and risk perception, while position or designation significantly influenced trust.

These results suggest that users' age, experience, and business roles may shape their confidence in digital financial institutions and perceptions of security risks. In contrast, no significant relationships were found between the other demographic variables and security factors, including technical reliability, indicating generally consistent perceptions across respondent groups. Thus, security initiatives should provide age- and role-responsive trust-building and cybersecurity interventions while maintaining reliable digital financial services for all users.

Research Objective 5: Strategic Framework for Secure Digital Financial Service Adoption and Financial Inclusion.

1. Based on the study findings, the proposed S.A.F.E. Digital Financial Service Adoption Framework—Secure and Trusted Use, Accessible and User-Centered Adoption, Financially Literate and Socially Supported Use, and Efficient Systems and Responsive Support—provides a structured approach to promoting secure and inclusive digital financial service adoption among micro-business owners. Grounded in the significant factors affecting adoption and security, particularly perceived ease of use, social influence, trust in service providers, and risk perception, the framework integrates digital financial literacy, cybersecurity awareness, trust-building, technical support, and community engagement. It serves as a practical guide for government agencies, service providers, and business support institutions in strengthening financial inclusion, user confidence, and digital transformation among micro-businesses.

6.0 RECOMMENDATIONS

Research Objective 1: Respondents' Demographic Profile

1. Age. The DTI Negosyo Center Pasacao, LGU, financial service providers, and business associations should implement age-responsive digital financial literacy programs, with tailored support and simplified Filipino or Bikol materials for older and less experienced users. Digitally skilled users may serve as peer mentors, while future studies should increase representation of respondents aged 46 and above.
2. Gender. The DTI Negosyo Center Pasacao, LGU, financial service providers, and business associations should ensure equitable access to digital financial literacy, cybersecurity education, onboarding, and technical support across gender groups. Gender-disaggregated monitoring and confidential reporting should address participation, security concerns, and access barriers, while future studies should include more gender-diverse respondents for reliable comparisons.
3. Position/Designation. The DTI Negosyo Center Pasacao and financial service providers should provide role-based training on account management, transaction verification, fraud prevention, and device security. Microbusinesses should implement access controls, approval procedures, and transaction monitoring to prevent unauthorized transactions and strengthen accountability.
4. Type of Business. The DTI Negosyo Center Pasacao and financial service providers should provide sector-specific training and technical support, covering QR payments and refunds for retail and food businesses, digital invoicing for service businesses, transfer and reconciliation procedures for wholesalers, and customer verification, fraud prevention, and compliance for remittance providers.
5. Years in Operation. The DTI Negosyo Center Pasacao and financial service providers should provide experience-based support: basic onboarding and cybersecurity training for new businesses, digital record-keeping and reconciliation for businesses operating one to six years, and advanced fraud prevention, account controls, and system integration for established businesses.

6. The DTI Negosyo Center Pasacao and financial service providers should tailor support to businesses' digital skills, operational needs, and security concerns across all receipt categories. Providers should also ensure transparent fees, low-data options, minimal equipment requirements, and accessible technical support.
7. Purpose. The DTI Negosyo Center Pasacao and financial service providers should provide transaction-specific training on QR payments, verification, fraud detection, beneficiary confirmation, transfer authorization, reconciliation, digital recordkeeping, and scam prevention.

Research Objective 2: Adoption Factors

1. Perceived Usefulness.
 - a. Negosyo Center Pasacao should conduct semiannual Digital Payments for Business Growth Workshops on payment collection, sales recording, expense monitoring, customer retention, and cash-flow management.
 - b. Participating micro-businesses should use a three-month Digital Payment Benefit Tracker to monitor digital sales, transaction costs, repeat customers, collection time, and revenue changes, with results reviewed during quarterly coaching.
 - c. Negosyo Center Pasacao, business associations, and service providers should conduct quarterly Digital Payment Business Clinics to support QR integration, transaction recording, payment notifications, fee awareness, and practical use of digital payments.
2. Perceived Ease of Use
 - a. Negosyo Center Pasacao and digital financial service providers should conduct quarterly hands-on onboarding on account registration, QR activation, payment verification, transfers, transaction-history review, and troubleshooting.
 - b. Negosyo Center Pasacao and the Business Permits and Licensing Office should establish a quarterly Digital Finance Help Desk at the Municipal Hall to assist with verification issues, failed or pending transactions, and complaint procedures without requesting passwords, MPINs, or OTPs.
 - c. Digital financial service providers should provide concise English, Filipino, and Bikol guides with screenshots, verified support channels, and procedures for resolving failed or incomplete transactions.
3. Social Influence.
 - a. Negosyo Center Pasacao should encourage micro-businesses to assess customer payment preferences and prominently display available digital payment options to guide service selection.
 - b. Negosyo Center Pasacao should establish a moderated Pasacao MSME Digital Finance Network through Facebook or Messenger, providing weekly verified advisories or tutorials and monthly online Q&A sessions.
 - c. Negosyo Center Pasacao and business associations should establish a Digital Finance Peer Mentor program, with quarterly sessions on practical benefits, challenges, security practices, and user experiences.

Research Objective 3: Security Factors

1. Trust in Service Providers
 - a. The Municipal Government of Pasacao and Negosyo Center Pasacao should establish a Digital Financial Consumer Assistance and Referral Desk to document concerns and promptly refer cases to appropriate service providers, BSP assistance channels, or cybercrime offices.

- b. Digital financial service providers should strengthen complaint handling by issuing reference numbers, acknowledging complaints within 24 hours, providing status updates, and communicating resolution timelines.
 - c. Negosyo Center Pasacao should conduct quarterly consumer trust orientations with the BSP and service providers covering fund protection, data privacy, fees, consumer rights, provider responsibilities, and complaint procedures.
2. Risk Perception
 - a. Negosyo Center Pasacao should conduct quarterly secure digital payment training with the BSP, DICT Regional Office V, and participating service providers, using practical simulations of common scams such as phishing, smishing, vishing, fake QR codes, and fraudulent payment screenshots.
 - b. Participants should use a Digital Payment Security Checklist covering strong MPINs, biometric or multifactor authentication, transaction verification, secure connectivity, and prompt incident reporting. Learning should be evaluated through pretests, posttests, and scam-identification exercises.
 - c. Negosyo Center Pasacao should disseminate at least one verified fraud advisory monthly through official communication channels, using information exclusively from authorized government agencies, financial institutions, law enforcement, and service providers.
3. Technical Reliability
 - a. Digital financial service providers should provide timely outage advisories, transaction-status notifications, complaint reference numbers, and clear procedures for transactions involving deducted but undelivered funds.
 - b. The Municipal Planning and Development Office should identify areas with recurring connectivity and transaction problems, review findings semiannually, and coordinate with DICT Regional Office V and telecommunications companies for technical assessment.
 - c. Negosyo Center Pasacao and service providers should conduct quarterly practical sessions on managing failed or pending transactions, including verification, documentation, reconciliation, and maintaining alternative payment options during service interruptions.

Research Objective 4: Relationship between the Demographic Profiles and the Adoption and Perceived Security of Digital Financial Services.

1. Adoption Factors. Digital financial service providers and business support institutions should adopt targeted, user-responsive strategies for micro-business owners. Age-responsive training should address differences in digital literacy and technology familiarity, with hands-on assistance for older users and digital tutorials for younger entrepreneurs. Since business type and years in operation influence perceived ease of use, Negosyo Center Pasacao should provide sector- and experience-based training, ranging from basic digital payments and account management for newer businesses to advanced digital bookkeeping and analytics for established enterprises. Peer-learning and mentoring should also be strengthened to address social influence and encourage adoption through shared experiences. Quarterly digital finance clinics should use skills-based grouping, small beginner classes, Filipino or Bikol learning materials, step-by-step demonstrations, and supervised practice, particularly for older or less digitally confident users. Promotional efforts should continue emphasizing the broad benefits of digital financial services, including convenience, efficiency, accessibility, and improved financial management.
2. Security Factors. Digital financial service providers and business support institutions should implement targeted trust-building and cybersecurity programs responsive to users' age and business roles. Since age significantly influenced trust and risk perception, training should be adapted to varying digital literacy levels, with simplified, hands-on guidance for older

users and advanced fraud-prevention strategies for younger users. Given the influence of position or designation on trust, Negosyo Center Pasacao should provide role-specific training for owners, managers, cashiers, and employees involved in financial transactions, focusing on account protection, fraud detection, dispute resolution, and secure transaction practices. In partnership with the BSP, DICT, and service providers, regular cybersecurity workshops should use practical simulations of phishing, smishing, fake payment confirmations, and account takeover attempts, including proper reporting procedures. Meanwhile, service providers should sustain reliable system performance and availability to reinforce user confidence, reduce perceived risk, and support secure digital financial service adoption.

Research Objective 5: Strategic Framework for Secure Digital Financial Service Adoption and Financial Inclusion.

1. To support the implementation of the S.A.F.E. Digital Financial Service Adoption Framework, the following practical and achievable recommendations are proposed:
 - A. Conduct Regular Digital Finance Training Programs. Negosyo Center Pasacao should conduct semiannual hands-on training on digital financial services, covering digital payments, account security, fraud prevention, and financial management, with emphasis on practical business applications to strengthen users' confidence and competence.
 - B. Establish a Digital Finance Help Desk. The Municipal Government of Pasacao, through Negosyo Center Pasacao, should establish a quarterly Digital Finance Help Desk to assist micro-business owners with account verification, transaction concerns, security issues, and referrals to official customer support channels.
 - C. Strengthen Cybersecurity Awareness Campaigns. In partnership with the BSP, DICT, and digital financial service providers, regular cybersecurity awareness seminars should educate micro-business owners on scam detection, account protection, and proper reporting of suspicious activities.
 - D. Promote Peer Learning and Business Networking. Negosyo Center Pasacao should establish an online community, such as the Pasacao MSME Digital Finance Network, where entrepreneurs can share experiences, access verified information, and exchange practical strategies for effectively using digital financial services.
 - E. Improve Customer Support and Incident Referral Systems. Digital financial service providers should strengthen customer support through responsive hotlines, live chat, and clear complaint procedures, while the LGU should maintain an updated directory of official support channels and assist users in referring concerns to the appropriate institutions.
 - F. Address Connectivity and Technical Challenges. The Municipal Government should regularly identify areas with poor connectivity and coordinate with telecommunications providers and relevant agencies to improve network coverage. Digital financial service providers should provide transaction recovery mechanisms and timely outage notifications to minimize service disruptions.
 - G. Encourage the Strategic Use of Digital Financial Services. Micro-business owners should be encouraged to use digital financial platforms beyond payments, including sales monitoring, expense tracking, customer management, and financial planning, to maximize their operational and financial benefits.

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