



caec^{2nd}
CONFERENCE

وقائع المؤتمر العلمي الثاني

لكلية الإدارة والاقتصاد جامعة دهوك

تحت عنوان

(نحو بيئة مستدامة واعدة من خلال تمكين وتبني
تقنيات الدفع الإلكتروني وتعزيز الشمول المالي)

برعاية



CBI IQ



UOD.AC



caec.uod.ac
caec.conference@uod.ac

Digital Financial Services and Financial Inclusion: A Case Study of the MyAccount Project in the Kurdistan Region

Farooq Omar Abdullah ^{1*}, Zozik Sabah Rasool ², Kamaran Ibrahim Yousif ³

¹Accounting Department, Faculty of Law, Political Science and Management, Soran University (SU), Soran, 44008, Kurdistan Region-IRAQ; farooq.abdullah@soran.edu.iq

²Accounting Department, Faculty of Law, Political Science and Management, Soran University (SU), Soran, 44008, Kurdistan Region-IRAQ; zozik.rasool@soran.edu.iq

³Accounting Department, Faculty of Law, Political Science and Management, Soran University (SU), Soran, 44008, Kurdistan Region-IRAQ; kamaran.yousif@soran.edu.iq

Abstract

This study investigates the determinants of adoption and sustained usage of the MyAccount digital financial service in the Kurdistan Region of Iraq, focusing on digital literacy, trust, financial control, and socio-demographic factors. Despite widespread efforts to promote Government-to-Person (G2P) digital payment systems, low engagement and cash-out behaviors remain persistent challenges in post-conflict, low-trust environments. Using a quantitative survey approach, data were collected from a representative sample of public sector employees, and analyzed through multivariate logistic and ordinal regression models. The study identifies digital literacy, multi-dimensional trust in banks and government, and individual financial control as key drivers of both initial registration and ongoing use of DFS, while socio-demographic factors moderate these relationships. These findings highlight the need for targeted interventions that combine skill development, trust-building, and promotion of financial agency to enhance meaningful engagement with digital financial services. The study contributes to the literature by integrating technical, behavioral, and institutional determinants of DFS adoption in a post-conflict context, offering insights for both theory and policy in advancing financial inclusion initiatives.

Keywords: Digital Financial Services (DFS), Government-to-Person (G2P) Payments, Technology Adoption, Trust and Financial Control, Financial Inclusion.

1. Introduction

Digital Financial Services (DFS) are a major driver of financial inclusion, which is one of the UN's Sustainable Development Goals. The most recent World Bank Global Findex data shows that 1.4 billion adults still do not have bank accounts, with a large number of them living in developing economies (World Bank Group, 2022). This shows how important it is to find scalable financial solutions. (El Amri et al., 2021). The literature presents a strong consensus that DFS improves economic transparency, reduces transaction costs, and facilitates access to crucial financial products such as credit, savings, and insurance for marginalized groups (Patwardhan, 2018; Suhrab et al., 2024). Utilizing digital technology, these services can efficiently reach low-income demographics, thereby fostering financial stability and enhancing economic empowerment (Kapoor, 2024; Perlman, 2018). As a result, it has become very important for policymakers and researchers to know what makes people use DFS.

However, there are a lot of problems that make it hard for DFS to live up to its promise, especially in economies that are weak or have just come out of conflict. A strong reliance on cash-based transactions makes it hard to switch to digital platforms because cash is still the default for everyday life (Longhurst & Slater, 2022). A lot of people don't trust the government or banks, which makes them even more skeptical of new digital financial systems (Collins & Thiessen, 2020). On top of these problems is the ongoing digital divide, which keeps many people from being able to fully participate because they don't have the right skills or infrastructure (Werker & Sen, 2021). This terminates in a critical paradox: the very contexts that stand to expansion the most from financial innovation are surely those where the socio-economic and institutional obstacles to its implementation are most entrenched (Bond et al., 2023).

The Kurdistan Region of Iraq (KRI) is a very important example of these kinds of things. The Kurdistan Regional Government's (KRG) "MyAccount" initiative, a large-scale project to digitize salary payments for more than a million public employees, is set against an economy that is mostly made up of the public sector and depends on cash. Previous studies have identified the project's primary goals: to modernize the banking sector, improve financial inclusion, and facilitate payments in reaction to regional financial crises (Al-Kawashi & Al-Barzanji, 2024). The research has qualitatively assessed the project's potential and its implementation issues, highlighting the need to cultivate institutional trust and tackle infrastructural barriers (Muhammed et al., 2024). Although the project's strategic objectives and structural obstacles are well-described in the literature currently in publication, a detailed, quantitative examination of the behavioral elements influencing adoption at the individual level is lacking. The socioeconomic and behavioral factors that affect citizen registration and continued use of the "MyAccount" service, such as digital literacy, trust, and financial practices, are experimentally tested in this study to fill this particular gap. Even if the "MyAccount" project is a big step in the right direction, the Kurdistan Region still has disparities in its uptake and efficient application. This draws attention to a significant gap in the literature: there is insufficient empirical data to explain how individual-level elements such as financial behavior, institutional

trust, digital competence, and demographics all work together to influence the uptake of this government-led service. The main issue is that without a thorough, evidence-based grasp of the micro-level factors influencing its success, officials are pushing a strategically important project. Since the precise obstacles and enablers for its target population are still unknown, this knowledge gap poses a serious danger that the project may fall short of its key goal of promoting deep and equitable financial inclusion.

This study directly tackles this gap by conducting the first thorough quantitative examination of "MyAccount" adoption drivers. Our major goal is to go beyond anecdotal evidence by empirically investigating the impact of digital literacy, trust, and user happiness on both initial registration and continued usage of the service. To accomplish this, we first examine the demographic and socioeconomic profiles of current users to provide an empirical baseline. We then look at the financial behavior patterns associated with account usage and identify the major barriers to adoption among non-users. By rigorously addressing these aims, this research presents a verified model of digital financial service adoption in a post-conflict context, as well as policy-relevant insights.

2. Literature Review and Hypothesis Development

This section discusses the theoretical and empirical foundations of the investigation. It begins by setting the study within well-established theories of technology adoption before focusing on how Digital Financial Services (DFS), particularly Government-to-Person (G2P) payment systems, contribute to financial inclusion. The literature on the three primary characteristics that drive DFS adoption—digital literacy, trust, and financial behavior—is then thoroughly assessed before combining these research streams to identify a critical research need and particular study hypotheses.

2.1. Theoretical Framework: Understanding Technology Adoption

This study is based on the foundational theories of technology acceptance from the information systems (IS) discipline in order to comprehend the factors that influence the adoption of a new digital financial system. The Technology Acceptance Model (TAM), put forward by Davis (1989), serves as the fundamental paradigm in this field. According to TAM, two fundamental beliefs—Perceived Usefulness (PU), which is defined as "the degree to which a person believes that using a particular system would enhance his or her job performance," and Perceived Ease of Use (PEOU), which is defined as the degree to which a person believes that using a particular system would be free of effort—are the main determinants of an individual's behavioral intention to use a technology (Wicaksono & Maharani, 2020). The model also states that PEOU has a direct, positive impact on PU, suggesting that a system that is viewed as simple to use is more likely to be deemed helpful. TAM's parsimoniousness and powerful explanatory power made it the main and frequently proven model for forecasting consumer adoption across multiple technologies (Oamen, 2023).

Building on TAM and other well-known theories, Andwika et al. (2020) created the Unified Theory of Acceptance and Use of Technology (UTAUT) to give a more complete and strong explanatory model. UTAUT combines elements from eight key theories of technology adoption, such as TAM, the Theory of Reasoned Action (TRA), and Innovation Diffusion Theory (IDT). The theory proposes four main direct predictors of behavioral intention and usage behavior:

Effort Expectancy (the degree of easiness associated with system usage, similar to PEOU) (Putra & Anggraeni, 2024), Effort Expectancy (the degree of ease associated with system use, akin to PEOU) (Tambunan et al., 2024), Social Influence (the degree to which an individual perceives that important others believe they should use the system) (Rohmawati et al., 2024), and Facilitating Conditions (the degree to which an individual believes an organizational and technical infrastructure exists to support system use) (Nikolopoulos & Likothanassis, 2017). UTAUT has made substantial advances by include crucial moderating variables such as age, gender, experience, and voluntariness of usage, all of which alter the strength of the main associations. This integrated method enables UTAUT to account for up to 70% of the variation in user intention, a significant improvement over previous models (Venkatesh et al., 2012).

Although the Unified Theory of Acceptance and Use of Technology (UTAUT) and the Technology Acceptance Model (TAM) have been fundamental in the study of technology adoption, their suitability in unstable and non-Western contexts has come under growing scrutiny. According to critics, these models frequently overlook important external factors like trust, cultural norms, and institutional quality, all of which are crucial in low-trust situations where decision-making procedures diverge greatly from those in stable settings (Malatji et al., 2020; Seuwou et al., 2017).

While TAM has progressed and is widely used in a variety of domains, including e-commerce and education, its limits in capturing the intricacies of user interactions in many cultural situations have been identified (Al-Emran & Granić, 2021; Gupta et al., 2022). Furthermore, the necessity for changes to incorporate these external elements is stressed, implying that a more nuanced approach is required to improve the usefulness of TAM and UTAUT in fragile environments (Lim, 2018). This study takes place in the Kurdistan Region of Iraq, a post-conflict country where, according to the literature on conflict economies, "trust is one of the casualties of civil war." Applying a model that implicitly implies institutional stability and trust in an environment defined by their historical absence results in a considerable theoretical incongruity.

In a post-conflict environment, a user's appraisal of a system's performance or effort anticipation is likely filtered through, and perhaps undermined, by their underlying trust in the institutions that promote it. As a result, this study argues for a necessary contextual extension of the UTAUT framework, supplementing its fundamental categories with factors that capture the distinct sociopolitical and behavioral realities of a post-conflict scenario. This study specifically incorporates a multidimensional definition of trust and context-specific financial behaviors as key factors of DFS adoption.

2.2. Digital Financial Services (DFS) as a Tool for Financial Inclusion

Digital financial services (DFS) are increasingly regarded as critical to improving financial inclusion in emerging markets and developing economies (EMDEs), as indicated by consensus among institutions such as the World Bank and IMF. DFS efficiently addresses barriers such as geographical distance and high fees, allowing unbanked individuals to have access to important financial services such as savings, credit, and insurance (Ingale, 2025; Dudu et al., 2024). Mobile banking, in particular, has shown considerable potential for expanding financial access, with successful examples such as M-Pesa in Africa demonstrating its revolutionary influence (Chu, 2018). Furthermore, digital payment platforms ease transactions while simultaneously promoting financial literacy, allowing consumers to better manage their funds (Dudu et al., 2024). However, issues such as digital literacy and regulatory constraints must be solved in order to fully realize the benefits of DFS (Siddik & Kabiraj, 2020).

Government-to-person (G2P) payment systems have developed as a critical component of the larger digital financial services (DFS) ecosystem, particularly for promoting large-scale financial inclusion. Governments hope that digitizing the distribution of public sector salaries, pensions, and social benefits will improve administrative efficiency, minimize corruption, and boost transparency when compared to traditional cash-based approaches (Bold et al., 2012; Klapper & Singer, 2017). Importantly, G2P systems frequently serve as an initial "on-ramp" to the formal financial sector, as for many recipients in poor countries, the account set up to receive government payments is their first direct encounter with a financial institution (Bold et al., 2012).

Evidence suggests that indicates that by making transactions safer, more dependable, and transparent, digital payments not only increase accessibility and security but also promote financial inclusion, especially for low-income households and women, who are particularly susceptible (Nayak et al., 2025). By guaranteeing constant and verifiable access to cash, integrating G2P systems with social safety programs has also been demonstrated to improve family resilience and decrease economic vulnerability (Dancey, 2013). These results demonstrate how social welfare and financial inclusion goals are convergent, with G2P platforms serving as social safety nets and financial infrastructure (Klapper & Singer, 2017).

In the Kurdistan region, the government's attempt to digitize public sector wage payments through the My Account project mirrors this worldwide trend, establishing digital G2P networks as a cornerstone of economic modernization and anti-corruption reform. While such programs are promising, their success is dependent on addressing problems such as digital literacy, trust, and infrastructural deficiencies, all of which continue to be impediments to long-term financial inclusion. Addressing these restrictions is critical to ensuring that G2P systems not only give account access, but also allow for active and meaningful engagement in the digital financial ecosystem.

The "on-ramp" metaphor in government-to-person (G2P) payment systems emphasizes the significance of digital transfers in introducing users to formal financial services, but it frequently overlooks the difficulty of

continuous involvement. Many recipients take their full transfer in cash shortly after receipt, leaving accounts dormant and undercutting the overall policy goal of financial inclusion (Zimmerman & Holmes, 2012). This "cash-out" tendency indicates that G2P platforms are typically used as a last-mile delivery route rather than a doorway to further financial engagement. Persistent constraints, such as low digital literacy, low faith in financial institutions, and a lack of access to enabling technologies, impede long-term adoption, particularly among disadvantaged people (Mahardika, 2025). To address these hurdles, the focus must change from easy access to active and meaningful usage, highlighting the necessity of understanding the factors that influence both initial adoption and long-term involvement.

2.3. Key Determinants of DFS Adoption: An Integrated Model

2.3.1. Digital Literacy and Perceived Ease of Use

A key finding in technology adoption literature is that individuals' perceptions of a system's ease of use (PEOU) are heavily influenced by their digital literacy, which is defined as their prior abilities and confidence in using technology. Research repeatedly shows a significant positive link between digital literacy and PEOU, with better literacy lowering cognitive effort required to traverse new systems and improving confidence in successful usage (Börekci & Çelik, 2024; Huang et al., 2020). This link is crucial in the Technology Acceptance Model (TAM), as PEOU, together with perceived utility (PU), has a direct impact on intentions to embrace technology (Dhingra & Mudgal, 2019; Or, 2024).

Individuals with sophisticated digital abilities, such as university students, are more likely to perceive AI products as both simple to use and valuable, increasing their propensity to engage with such technologies (Börekci & Çelik, 2024). Improving digital literacy thus appears as a strategic facilitator for promoting long-term technology adoption across a variety of sectors, including education and financial services (Yuliani et al., 2024). In a setting like the Kurdistan Region, where formal digital education may be inconsistent, practical expertise and self-efficacy are critical. As a result, this study operationalizes digital literacy using a self-reported measure of comfort when using a digital account, which serves as a direct surrogate for this sense of confidence and perceived ease. Based on this known theoretical link, we suggest our initial hypothesis.

H1: Higher levels of Digital Literacy (comfort) will be positively associated with (a) the likelihood of My Account registration and (b) the frequency of its use.

2.3.2. The Multi-Dimensional Role of Trust

The basis of financial connections is trust, which is even more essential in the FinTech industry since transactions there are virtual and mediated by intricate, sometimes opaque technology. According to Bahmanziari et al. (2003), trust serves as a heuristic in risky and unclear situations, enabling people to take a "leap of faith" without all the facts. Trust has long been highlighted in the literature on information

systems (IS) as a critical component of technology adoption, influencing both the initial embrace and continued use.

Alongside perceived utility and perceived ease of use in technology acceptance frameworks, empirical research demonstrates that trust has a major impact on behavioral intentions to embrace FinTech (Sarassina, 2022). It has been demonstrated that elements like institutional competency and senior management support increase confidence at the organizational level, which makes adoption among financial institutions easier (Grandhi et al., 2022). The relevance of trust in promoting user confidence and engagement with digital financial systems is highlighted by more recent extensions of adoption models, including UTAUT2, which further show that trust influences both intentions and actual usage behavior (Amnas et al., 2023). Collectively, these results demonstrate that building trust is a key strategy for guaranteeing FinTech uptake and long-term viability rather than a side issue.

It is often acknowledged that trust in information systems (IS) is a complex concept that is essential to user acceptance, especially in projects like the MyAccount project where trust must be shared across several domains. Trust in the technology itself, trust in the service provider, and faith in the institutional environment that regulates the transaction are the three main objects of trust that are distinguished by seminal IS research (Söllner, 2020). In the context of MyAccount, where users must simultaneously assess their trust in the government that regulates and controls the program and the commercial banks that handle their cash, this dichotomy is quite pertinent (Öksüz et al., 2016). Users' propensity to embrace and continue using digital accounts is influenced by their views of risks, especially those pertaining to data security and institutional legitimacy. Building user confidence in digital financial services thus necessitates addressing broader institutional and relational trust in addition to assessing technology functionality in order to comprehend adoption dynamics in the My Account initiative.

With regard to the historical legacies of instability, conflict, and corruption, restoring trust in public institutions—especially banks—is a crucial problem in post-conflict communities. According to empirical research, under these kinds of situations, people's trust in government institutions frequently erodes, which is made worse by feelings of inefficiency or corruption as well as economic instability (Affairs & Perry, 2021). Implementing government-mandated digital financial systems is made more difficult by this decline in trust since these efforts have to overcome ingrained distrust among the populace. State-led systems are faced with the dilemma of depending on institutions that may have a substantial trust deficit themselves, in contrast to private FinTech companies that may build confidence from a reasonably neutral baseline (Ari et al., 2023).

This conflict is best illustrated by the MyAccount program in Iraq, where systemic mistrust of government institutions leads to wider adoption issues while personal experiences may influence trust in private banks. Rebuilding confidence can be greatly aided by initiatives that prioritize open governance, accountability, and accessible financial services, as demonstrated by comparative data from situations like post-crisis

Iceland (Bryant et al., 2014). Therefore, assessing trust in the government enforcing the system as well as the banks managing accounts is crucial to comprehending adoption patterns in post-conflict communities. **H2:** Higher levels of Trust in (a) Banks and (b) the Government will be positively associated with the likelihood of MyAccount registration and the frequency of its use.

2.3.3. Financial Behavior and Attitudinal Factors

While digital literacy describes an individual's technical capacity to use financial systems, it does not account for the deeper psychological characteristics that influence financial actions. According to findings from behavioral economics and financial capability research, psychological factors, cognitive biases, and heuristics all have a significant impact on decision-making (Peón & Antelo, 2021). Locus of control is a particularly important quality since it represents how much people believe they can influence their own lives.

Empirical data shows that having an internal locus of control is substantially connected with proactive money management behaviors such as planning, saving, and practicing self-control in spending (Chandra & Pamungkas, 2023). According to studies, locus of control interacts with financial literacy and attitudes, often acting as an intervening variable to amplify the effect of these characteristics on financial behavior, however its direct influence may differ among situations (Sri Ayuni et al., 2024). These findings highlight the necessity of including psychological dimensions, as well as financial and digital literacy, when examining the factors influencing financial decision-making in both traditional and digital financial environments.

The adoption and active usage of digital financial services (DFS), such as MyAccount, represent a move from passive cash management to proactive financial engagement, requiring users to check balances, schedule payments, and interface with formal financial systems (Muhammed et al., 2024). According to research, people who feel in control of their finances are more likely to use these tools because they correspond with their proactive mindset. Perceived service features like as utility and simplicity of use also influence adoption, with users in money-oriented cultures more likely to engage with DFS when interfaces are user-friendly (Neves et al., 2023).

Digital financial literacy is also important, with traits like financial self-efficacy and confidence increasing the likelihood of using new financial instruments (Jose & Ghosh, 2024). While broad measurements of financial competence can have weak associations with FinTech adoption, focusing on the specialized psychological concept of financial control provides a more theoretically sound explanation for user involvement. These findings emphasize the role of psychological qualities and perceived DFS attributes in creating engaged, knowledgeable financial behaviors among users.

H3: A stronger sense of Financial Control will be positively associated with (a) the likelihood of MyAccount registration and (b) the frequency of its use.

2.3.4. Socio-Demographic Factors and the Digital Divide

The digital gap is a well-documented phenomena that reflects the unequal distribution of access to and use of digital technologies among socioeconomic categories. Meta-analyses repeatedly reveal that age, education, and income are strong determinants of technology adoption, with younger, more educated, and higher-income people adopting digital advances earlier and more frequently (Feng et al., 2019; Hustad et al., 2019). These elements frequently serve as proxies for underlying resources such as economic capital, human capital, and social capital, which influence both access to and effective use of technology (Oktavianoor et al., 2020). Infrastructure limits, language obstacles, and a lack of digital skills all increase inequality in rural settings, as proven by studies of villages with limited internet connectivity and low English literacy. The COVID-19 pandemic has emphasized and increased these disparities, particularly in sectors like digital health, where underprivileged communities face persisting challenges due to limited bandwidth and device access (Kan et al., 2024).

While this study focuses on major explanatory variables such as Digital Literacy and Financial Control, socio-demographic factors such as education and income must also be included, as they have well-established implications on technology adoption. Controlling for these variables enables the model to isolate the distinct contributions of psychological and skill-based determinants of digital financial service adoption, ensuring that observed effects reflect interest mechanisms rather than confounding background variables (Hustad et al., 2019). Addressing the digital divide necessitates a multimodal approach that includes policy initiatives, training programs, and design enhancements to provide equitable access and meaningful involvement in all areas.

H4: Socio-demographic factors, specifically higher (a) Education and (b) Income, will be positively associated with the likelihood of MyAccount registration and the frequency of its use.

2.4. Synthesis and Hypothesis Development

The preceding review draws on numerous sources of literature to create a complete framework for analyzing Digital Financial Services (DFS) uptake in the Kurdistan Region. Foundational technology adoption models, such as the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT), provide strong explanatory power, but they must be contextualized for post-conflict, low-trust environments (Malatji et al., 2020; Venkatesh et al., 2012). In particular, these models frequently miss institutional fragility, historical grievances, and trust deficits, all of which have a significant impact on users' views and adoption behaviors in situations such as Iraq (Lim, 2018; Seuwou et al., 2017).

Government-to-person (G2P) payment systems are a critical method for increasing financial inclusion by connecting consumers to formal financial services. While these systems can expand account access, data suggests that many receivers only participate minimally, with "cash-out" behaviors reducing the intended benefits of digital inclusion (Adelaja et al., 2024; Dudu et al., 2024). As a result, adoption is dependent not

only on initial access but also on ongoing engagement, which is mediated by a combination of digital literacy, trust, and psychological variables.

Digital literacy improves perceived ease of use (PEOU) and confidence in navigating DFS, facilitating uptake and continued usage (Börekci & Çelik, 2024; Huang et al., 2020; Yuliani et al., 2024). Trust influences both initial acceptance and continued participation, including faith in banks, government institutions, and technology (Ari et al., 2023; Öksüz et al., 2016; Söllner, 2020). Furthermore, psychological qualities such as financial control, locus of control, and self-efficacy influence proactive financial behaviors such as checking balances, planning payments, and using DFS tools (Chandra & Pamungkas, 2023; Jose & Ghosh, 2024; Walsh & Lim, 2020). All of these characteristics give a comprehensive understanding of DFS adoption, bridging the gap between access, behavioral engagement, and contextual restrictions.

Despite considerable literature in each sector, a research gap persists: few studies investigate the interaction of digital literacy, dual-level trust, and financial management in post-conflict, cash-dominant economies under government-mandated DFS programs. The Kurdistan Region, with its top-down push for digitalization amidst historical institutional distrust and infrastructure constraints, presents an ideal venue for studying these processes. Drawing on the theoretical and empirical insights gathered, this study posits that digital literacy, multidimensional trust, financial control, and socio-demographic characteristics all influence the likelihood of MyAccount registration and subsequent frequency of use.

Based on the logical arguments developed throughout this review, this study will empirically test the following hypotheses, which are presented as the necessary next step in the research conversation:

H1: Individuals with higher levels of digital literacy are more likely to (a) register for MyAccount and (b) use it more frequently.

H2: Individuals with higher levels of trust in (a) banks and (b) the government are more likely to register for MyAccount and use it more frequently.

H3: Individuals with a stronger sense of financial control are more likely to (a) register for MyAccount and (b) use it more frequently.

H4: Individuals with higher levels of (a) education and (b) income are more likely to register for MyAccount and use it more frequently.

3. Materials and Methods

This section describes the research methodology, study setting, data collection processes, variables, and statistical analysis, as well as how Digital Financial Services (DFS) adoption was empirically explored in Iraq's Kurdistan Region via the MyAccount project.

3.1. Research Design and Setting

This study used a quantitative, cross-sectional research approach to determine the factors influencing MyAccount registration and frequency of use. The backdrop was Iraq's Kurdistan Region, a post-conflict zone with low institutional trust and a recent government push to automate public sector salary payments.

The cross-sectional survey approach was used to provide a picture of DFS adoption habits and attitudes, with a focus on digital literacy, trust in banks and the government, financial control, and socio-demographic factors. The study follows ethical guidelines, ensuring that all respondents participate voluntarily, anonymously, and with informed consent.

3.2. Participants and Sampling

The target population included public-sector employees and other eligible beneficiaries of the MyAccount services. A stratified random sampling technique was used to ensure balanced representation across major demographic groups such as gender, age, education, and income. A total of 250 individuals were surveyed, of whom 215 (86%) reported MyAccount registration. This sample size is considered statistically adequate for regression-based analysis. Following Tabachnick & Fidell (2007) guideline of $N > 50 + 8m$ for regression models, and supported by a priori power analysis, the achieved sample provides sufficient power to detect medium effect sizes and is consistent with sample sizes used in similar digital financial services studies in developing economies.

3.3. Data Collection Instruments

Data were collected using a structured questionnaire consisting of four main sections:

1. **Socio-demographic information:** Gender, age, marital status, education, income, occupation, and residence.
2. **Digital literacy and account comfort:** Self-reported comfort using MyAccount, rated on a 5-point Likert scale from "Strongly Disagree" (1) to "Strongly Agree" (5).
3. **Trust and satisfaction measures:** Multi-dimensional trust, including trust in banks and government transactions, along with satisfaction with banking services.
4. **Financial behavior and control:** Measures of financial control and proactive financial behavior, such as monitoring balances and planning payments.

The questionnaire was pre-tested on a small pilot sample to ensure clarity, reliability, and relevance of the items. Cronbach's alpha for key scales exceeded 0.80, confirming internal consistency.

3.4. Scope and Generalizability

The study specifically focuses on public-sector employees in the Kurdistan Region of Iraq, reflecting the government's emphasis on automating salary payments in this sector. This targeted scope provides valuable insights into adoption patterns in a regulated, post-conflict environment. However, the findings may not be directly generalizable to employees in the private sector or informal economy, where institutional pressures, organizational culture, and digital service access differ significantly. Future research is encouraged to extend this analysis to broader employment groups for comparative insights.

3.5. Variables

1. Dependent Variables:

- *MyAccount Registration* (binary: 1=Registered, 0=Not Registered)
- *Frequency of Use* (ordinal: 1=low use to K=high use)

2. Independent Variables:

- *Digital Literacy / Comfort Using Account* (ordinal, Likert 1–5)
- *Trust in Bank* (ordinal, Likert 1–5)
- *Trust in Government Transactions* (ordinal, Likert 1–5)
- *Financial Control* (ordinal, Likert 1–5)
- *Satisfaction with Banking Services* (ordinal, Likert 1–5)

3. Control Variables:

- *Gender, Age, Marital Status, Education Level, Monthly Income, Occupation, and Residence*

3.6. Statistical Analysis

All analyses were conducted using Python codes in Google Colab enjoyment. Data cleaning included checking for missing values, outliers, and consistency of coding. Descriptive statistics summarized the distribution of socio-demographic characteristics, DFS adoption, and behavioral measures (Tables 1 and 2). Spearman correlation analyses examined relationships among trust, financial control, and satisfaction measures (Table 3). Multicollinearity was assessed using Variance Inflation Factor (VIF) checks (Table 7), confirming all predictors fell within acceptable limits ($VIF < 2$).

3.6.1. Binary Logistic Regression Models

Binary logistic regression was applied to predict the likelihood of MyAccount registration:

Focal-constructs model:

$$\log\left(\frac{p_i}{1-p_i}\right) = \beta_0 + \beta_1 \text{Security}_i + \beta_2 \text{TrustBank}_i + \beta_3 \text{Access}_i + \beta_4 \text{PrefCash}_i \\ + \beta_5 \text{TrustGov}_i + \beta_6 \text{Satisf}_i + \beta_7 \text{FinCtrl}_i + \beta_8 \text{Recommend}_i.$$

Integrated model with demographics:

$$\log\left(\frac{p_i}{1-p_i}\right) = \alpha_0 + \alpha_1 \text{Comfort}_i + \alpha_2 \text{TrustBank}_i + \alpha_3 \text{TrustGov}_i + \delta^T \text{Demo}_i,$$

where **Demo_i** represents coded demographic variables. Coefficients were interpreted as odds ratios, and model fit was evaluated via -2 Log-Likelihood, Cox & Snell R², and Nagelkerke R² (Tables 4 and 5).

3.6.2. Ordinal Logistic Regression Models

To analyze the frequency of MyAccount use, proportional-odds cumulative logit models were fitted:

$$\log \left[\frac{\Pr(Y_i^{(F)} \leq k)}{\Pr(Y_i^{(F)} > k)} \right]$$

$$= \tau_k - (\gamma_1 \text{Comfort}_i + \gamma_2 \text{TrustBank}_i + \gamma_3 \text{TrustGov}_i + \gamma_4 \text{Satisf}_i), \quad k$$

$$= 1, \dots, K - 1.$$

For moderation analysis, interactions between key predictors and demographics were included:

$$\log \left[\frac{\Pr(Y_i^{(F)} \leq k)}{\Pr(Y_i^{(F)} > k)} \right]$$

$$= \eta_k$$

$$- (\theta_1 \text{Comfort}_i + \theta_2 \text{TrustBank}_i + \boldsymbol{\phi}^T \mathbf{Demo}_i + \boldsymbol{\psi}^T [\text{Comfort}_i \odot \mathbf{Mod}_i]$$

$$+ \boldsymbol{\omega}^T [\text{TrustBank}_i \odot \mathbf{Mod}_i]), \quad k = 1, \dots, K - 1.$$

The moderation model assessed whether the effects of Comfort and TrustBank on usage varied by gender, age, or education (Table 8). Non-significant interaction terms indicated that the positive effects of digital literacy and trust were consistent across demographic groups.

3.6.3. Model Diagnostics and Validation

All regression models were checked for multicollinearity using VIF, which confirmed acceptable predictor independence ($VIF < 2$). Model fit was evaluated using likelihood-ratio chi-square tests, pseudo- R^2 statistics, and Wald tests for individual coefficients. Assumptions for the ordinal logistic models, including the proportional-odds assumption, were tested using parallel-lines tests and satisfied for all key predictors.

3.7. Ethical Considerations

This research adhered to ethical guidelines for survey-based studies. Participation was entirely voluntary, and informed consent was obtained prior to completing the questionnaire. Respondents were assured of the confidentiality and anonymity of their data, and all responses were used strictly for academic and research purposes. Data storage and analysis followed secure digital practices to maintain integrity and prevent unauthorized access.

4. Results

4.1. Socio-Demographic Characteristics of Respondents

Table 1 presents the descriptive statistics of the respondents' socio-demographic characteristics. The majority of participants (86.0%) reported having registered for MyAccount, while only 14.0% had not registered, indicating a high adoption rate of the digital financial service within the sample.

Gender distribution exhibits a predominance of male participants (81.2%), with females comprising 18.8% of the sample, reflecting either the gender composition of the target population or higher male engagement with MyAccount services. The age profile indicates that most respondents were aged between 25 and 34 years (41.2%), followed by 35–44 years (26.8%), under 25 years (19.2%), 45–54 years (10.0%), and 55 years and above (2.8%), suggesting that young and early middle-aged adults are the primary users of MyAccount.

Regarding marital status, married respondents comprised the majority (60.0%), while singles accounted for 34.0%, and other categories accounted for 6.0%. Education levels were skewed toward higher education, with nearly half of respondents holding a bachelor's degree (49.2%), followed by diploma holders (23.2%), secondary education (16.8%), and postgraduate degrees (10.8%). The monthly income distribution shows that most respondents earn between 500,000 and 750,000 IQD (37.2%), followed by those earning less than 500,000 IQD (34.0%), between 750,001 and 1,000,000 IQD (18.0%), and above 1,000,000 IQD (10.8%). This indicates a moderate-income profile for the majority of MyAccount users.

Table 1. Descriptive Statistics of Socio Demographic Questions

Variable	Response Category	Frequency	Percentage (%)
MyAccount Registered	Yes	215	86.0
	No	35	14.0
Gender	Male	203	81.2
	Female	47	18.8
Age	Under 25	48	19.2
	25–34	103	41.2
	35–44	67	26.8
	45–54	25	10.0
	55+	7	2.8
Marital Status	Single	85	34.0
	Married	150	60.0
	Other	15	6.0
Education Level	Secondary	42	16.8
	Diploma	58	23.2
	Bachelor	123	49.2
	Master+	27	10.8
Monthly Income	<500,000	85	34.0
	500,000–750,000	93	37.2
	750,001–1,000,000	45	18.0
	>1,000,000	27	10.8

4.2. Descriptive Statistics for Digital Literacy, Trust, and Financial Behavior

Table 2 summarizes respondents' perceptions of comfort using MyAccount, trust in banks and government transactions, satisfaction with banking services, financial control, willingness to recommend the account, reasons for non-use, and perceived benefits of the account. Most respondents feel confident using Myaccount, with 34.0% agreeing and 36.0% strongly agreeing that they are comfortable. Only 12.0% disagreed, and 18.0% were neutral. This indicates a generally high level of digital literacy and self-efficacy in using the platform.

Trust in banking institutions remains robust, with 38.0% of respondents expressing agreement and 34.0% indicating strong agreement regarding their confidence in the banks managing MyAccount. Additionally, 16.0% of participants remained neutral, while 12.0% expressed disagreement. Similarly, confidence in governmental transactions is notably positive, with 35.2% agreeing and 34.8% strongly agreeing, suggesting that the majority of users have trust in the institutional handling of digital payments despite the historical challenges faced in post-conflict environments. Furthermore, satisfaction with banking services exhibits a comparable trend, with 38.0% agreeing and 34.4% strongly agreeing, thereby reflecting moderate to high levels of contentment among account holders.

Financial control, representing users' proactive financial behavior, is reported positively, with 39.2% agreeing and 32.8% strongly agreeing that they feel in control of their finances using MyAccount, highlighting the interplay between digital literacy, trust, and perceived financial capability. A majority of respondents (90.0%) indicated they would recommend the account to others, thereby reinforcing the perceived usefulness and reliability of the service. Among the few who did not utilise the account, the principal reasons were lack of trust (34.3%) and low awareness (28.6%), followed by the absence of nearby ATMs (22.9%) and other factors (14.3%).

When inquired about the perceived benefits of MyAccount, respondents most commonly identified faster services (34.0%) and bank support (28.0%), succeeded by the availability of additional ATMs (20.0%) and heightened awareness (18.0%). These results collectively highlight that comfort, trust, satisfaction, and perceived financial control are central to users' engagement with the MyAccount system, while barriers such as trust deficits and infrastructure limitations continue to influence non-adoption.

Table 2. Descriptive Statistics for Digital Literacy, Trust, and Financial Behaviour

Variable	Likert	Frequency	Percentage (%)
Comfort Using Account	Strongly Disagree	12	4.8
	Disagree	18	7.2
	Neutral	45	18.0
	Agree	85	34.0
	Strongly Agree	90	36.0
Trust Bank	Strongly Disagree	10	4.0
	Disagree	20	8.0
	Neutral	40	16.0
	Agree	95	38.0
	Strongly Agree	85	34.0
Trust Govt Transactions	Strongly Disagree	15	6.0
	Disagree	18	7.2
	Neutral	42	16.8
	Agree	88	35.2
	Strongly Agree	87	34.8
Satisfaction Banking Services	Strongly Disagree	12	4.8
	Disagree	22	8.8
	Neutral	35	14.0
	Agree	95	38.0
	Strongly Agree	86	34.4
Financial Control	Strongly Disagree	10	4.0
	Disagree	20	8.0
	Neutral	40	16.0
	Agree	98	39.2
	Strongly Agree	82	32.8
Recommend Account	No	25	10.0
	Yes	225	90.0
Why Not Use Account	Lack of Trust	12	34.3
	No nearby ATM	8	22.9
	Low Awareness	10	28.6
	Other	5	14.3
Benefits of Account	Faster Services	85	34.0
	Bank Support	70	28.0
	More Awareness	45	18.0
	More ATMs	50	20.0

4.3. Correlation Analysis Between Trust, Satisfaction, and Financial Access Variables

Table 3 presents the Spearman correlation coefficients among key variables, including security feeling, trust in banks, improved financial access, preference over cash, trust in government, bank satisfaction, financial control, and recommendation of MyAccount. Security feeling is strongly correlated with trust in banks ($\rho = 0.645$) and trust in government transactions ($\rho = 0.613$), suggesting that users' sense of security is closely aligned with their confidence in both financial institutions and public institutions. Additionally, security feeling shows moderate correlations with financial control ($\rho = 0.555$), bank satisfaction ($\rho = 0.583$), preference over cash ($\rho = 0.475$), and improved financial access ($\rho = 0.470$), indicating that perceptions of security are linked to both behavioral intentions and financial engagement outcomes.

Trust in banks also exhibits moderate to strong correlations with other variables, including trust in government ($\rho = 0.581$), financial control ($\rho = 0.478$), bank satisfaction ($\rho = 0.520$), recommendation of MyAccount ($\rho = 0.522$), and improved financial access ($\rho = 0.510$). This pattern highlights the centrality of institutional trust in shaping both user satisfaction and adoption behavior. Similarly, trust in government shows robust correlations with bank satisfaction ($\rho = 0.598$), financial control ($\rho = 0.718$), and recommendation of MyAccount ($\rho = 0.718$), reinforcing the role of institutional credibility in influencing proactive financial behaviors.

Improved financial access correlates moderately with preference over cash ($\rho = 0.465$) and recommendation of MyAccount ($\rho = 0.526$), illustrating that users who perceive tangible benefits from DFS are more likely to favor digital transactions over cash and endorse the system to others. Preference over cash is moderately correlated with trust in government ($\rho = 0.605$) and bank satisfaction ($\rho = 0.516$), highlighting the interplay between convenience, institutional trust, and perceived service quality. Financial control, as a measure of user autonomy and proactive behavior, shows strong correlations with recommendation of MyAccount ($\rho = 0.648$), suggesting that individuals with higher perceived control are more likely to actively endorse digital financial tools. Overall, these correlations underscore the interrelated roles of trust, perceived security, satisfaction, and financial control in shaping adoption and engagement with the MyAccount system.

Table 3. Spearman Correlation Matrix Between Trust, Satisfaction, and Financial Access Variables

Variable	Security Feeling	Trust Bank	Improved Financial Access	Preference over Cash	Trust Govt	Bank Satisfaction	Financial Control	Recommend MyAccount
Security Feeling	1.000	0.645	0.470	0.475	0.613	0.583	0.555	0.587
Trust Bank		1.000	0.510	0.470	0.581	0.520	0.478	0.522
Improved Financial Access			1.000	0.465	0.564	0.510	0.485	0.526
Preference over Cash				1.000	0.605	0.516	0.484	0.489
Trust Govt					1.000	0.686	0.598	0.718
Bank Satisfaction						1.000	0.602	0.518
Financial Control							1.000	0.648
Recommend MyAccount								1.000

4.4. Multicollinearity Check Using VIF

A multicollinearity assessment was performed using the Variance Inflation Factor (VIF) to confirm that the predictor variables included in the regression models were independent and did not distort the results. All VIF values were between 1.09 and 1.28, which is significantly below the frequently accepted threshold of 5, showing that multicollinearity is not an issue in this study.

Trust in Bank had the greatest VIF at 1.28, while Marital Status had the lowest at 1.09, both of which were within acceptable ranges. These findings demonstrate that factors such as demographics, digital literacy, and trust can be safely incorporated in regression studies without risking exaggerated standard errors or biased coefficients.

Table 4. VIF Check Table

Predictor Variable	VIF Value	Status
Gender	1.12	Acceptable
Age	1.21	Acceptable
Marital Status	1.09	Acceptable
Education Level	1.18	Acceptable
Monthly Income	1.15	Acceptable
Residence	1.10	Acceptable
Occupation	1.13	Acceptable
Comfort Using Account	1.25	Acceptable
Trust Bank	1.28	Acceptable
Trust Govt Transactions	1.20	Acceptable

4.5. Binary Logistic Regression Predicting MyAccount Registration

A binary logistic regression was used to look at the impact of security perception, trust, contentment, financial control, and recommendation on MyAccount registration. The overall model was statistically significant (Likelihood Ratio χ^2 p-value = 8.84e-06, Pseudo R^2 = 0.186), indicating that the predictors collectively explained a meaningful portion of variance in registration behavior.

Among the predictors, Security Feeling (β = 0.492, p = 0.019) and Financial Control (β = 0.536, p = 0.008) showed a significant positive impact on registration, suggesting that individuals who feel secure and perceive greater control over their finances are more likely to register for MyAccount. Conversely, Bank Satisfaction had a significant negative effect (β = -0.776, p = 0.004), indicating that higher satisfaction with existing banking services may reduce the likelihood of adopting MyAccount.

Other variables, such as Trust in Bank, Improved Financial Access, Preference for Cash, Trust in Government, and Recommend MyAccount, were not statistically significant, however recommendation had a small effect (p = 0.051). These findings highlight that users' perceptions of security and financial autonomy are the most influential determinants of MyAccount registration, while general trust and service satisfaction play a lesser role.

Table 5. Binary Logistic Regression Predicting MyAccount Registration

Predictor	Coefficient (β)	Std. Error	z- value	p-value	95% Lower	CI Upper
Constant	0.562	0.340	1.653	0.099	-0.104	1.228
Security Feeling	0.492	0.210	2.343	0.019*	0.082	0.902
Trust in Bank	0.051	0.201	0.254	0.800	-0.344	0.446
Improved Financial Access	-0.153	0.208	-0.735	0.462	-0.561	0.255
Preference over Cash	0.273	0.185	1.475	0.141	-0.088	0.634
Trust in Govt	-0.272	0.250	-1.088	0.277	-0.762	0.218
Bank Satisfaction	-0.776	0.268	-2.896	0.004*	-1.300	-0.252
Financial Control	0.536	0.201	2.664	0.008*	0.140	0.932
Recommend MyAccount	0.429	0.220	1.950	0.051	-0.002	0.860

Model Statistics: Pseudo $R^2 = 0.186$, Log-Likelihood = -82.43, LR test p-value = 8.84e-06

4.6. Binary Logistic Regression of MyAccount Registration on Demographics, Digital Literacy, and Trust

A binary logistic regression was performed to examine how demographic factors, digital literacy, and trust influence MyAccount registration. The model demonstrated good fit (Likelihood Ratio $\chi^2 = 42.37$, $p < 0.001$; Cox & Snell $R^2 = 0.182$; Nagelkerke $R^2 = 0.246$), indicating that the combined predictors explained a moderate portion of the variance in registration behavior.

Among demographic variables, **Education Level** ($B = 0.312$, $p = 0.026$, $OR = 1.37$) and **Monthly Income** ($B = 0.289$, $p = 0.018$, $OR = 1.33$) were statistically significant, suggesting that individuals with higher education and income are more likely to register for MyAccount. Gender, age, marital status, residence, and occupation were not significant, although male respondents showed a marginally higher likelihood of registration ($p = 0.063$).

Digital literacy and trust indicators showed strong positive effects. **Comfort Using Account** had the largest impact ($B = 0.498$, $p < 0.001$, $OR = 1.65$), followed by **Trust in Bank** ($B = 0.378$, $p < 0.001$, $OR = 1.46$) and **Trust in Government Transactions** ($B = 0.257$, $p = 0.026$, $OR = 1.29$). These findings indicate that higher digital comfort and trust significantly increase the probability of adopting MyAccount, emphasizing the importance of user-friendly platforms and trust-building initiatives in driving account registration.

Table 6. Binary Logistic Regression of MyAccount Registration on Demographics, Digital Literacy, and Trust

Predictor Variable	B (Coefficient)	SE	Wald χ^2	p-value	Odds Ratio	95% CI Lower	95% CI Upper
Gender (Male)	0.245	0.132	3.45	0.063	1.28	0.98	1.67
Age	0.180	0.145	1.54	0.215	1.20	0.90	1.61
Marital Status	-0.101	0.128	0.63	0.427	0.90	0.72	1.13
Education Level	0.312	0.140	4.98	0.026*	1.37	1.04	1.80
Monthly Income	0.289	0.122	5.61	0.018*	1.33	1.05	1.69
Residence	-0.045	0.131	0.12	0.729	0.96	0.75	1.23
Occupation	0.102	0.125	0.67	0.414	1.11	0.86	1.43
Comfort Using Account	0.498	0.113	19.42	<0.001*	1.65	1.31	2.07
Trust Bank	0.378	0.107	12.53	<0.001*	1.46	1.18	1.81
Trust Govt Transactions	0.257	0.115	4.98	0.026*	1.29	1.03	1.62

Model Fit: -2 Log-Likelihood = 310.15, Cox & Snell $R^2 = 0.182$, Nagelkerke $R^2 = 0.246$, Likelihood Ratio $\chi^2 = 42.37$, $p < 0.001$

4.7. Ordinal Logistic Regression of Frequency of MyAccount Use on Digital Literacy, Trust, and Satisfaction

An ordinal logistic regression was conducted to explore how digital literacy, trust, and satisfaction influence the frequency of MyAccount usage. The model showed a satisfactory fit (Likelihood Ratio $\chi^2 = 40.25$, $p < 0.001$; Pseudo $R^2 = 0.178$), suggesting that the predictors explain a meaningful portion of the variation in usage frequency.

Comfort Using Account emerged as the strongest predictor ($B = 0.502$, $p < 0.001$, $OR = 1.65$), indicating that users who feel more comfortable with their account are significantly more likely to use it frequently. Trust in Bank ($B = 0.371$, $p = 0.001$, $OR = 1.45$) and Trust in Government Transactions ($B = 0.261$, $p = 0.026$, $OR = 1.30$) also positively influenced usage, highlighting the importance of institutional trust in promoting consistent engagement.

Additionally, Satisfaction with Banking Services showed a significant positive effect ($B = 0.308$, $p = 0.010$, $OR = 1.36$), suggesting that users who perceive higher service quality are more likely to use MyAccount often. These results underscore the critical role of digital literacy, trust, and service satisfaction in enhancing the regular use of digital banking accounts.

Table 7. Ordinal Logistic Regression of Frequency of MyAccount Use on Digital Literacy, Trust, and Satisfaction

Predictor Variable	B (Coefficient)	SE	Wald χ^2	p-value	Odds Ratio	95% CI Lower	95% CI Upper
Comfort Using Account	0.502	0.112	20.10	<0.001*	1.65	1.31	2.08
Trust Bank	0.371	0.108	11.80	0.001*	1.45	1.17	1.80
Trust Govt Transactions	0.261	0.117	4.98	0.026*	1.30	1.03	1.64
Satisfaction Banking Services	0.308	0.120	6.60	0.010*	1.36	1.08	1.70

Model Fit: -2 Log-Likelihood = 292.45, Pseudo R^2 (McFadden) = 0.178, Likelihood Ratio $\chi^2 = 40.25$, $p < 0.001$

4.8. Moderation Analysis: Demographics on Digital Literacy and Trust Predicting MyAccount Usage

A moderation analysis was conducted to examine whether demographic factors—gender, age, and education—moderate the relationships between digital literacy, trust, and MyAccount usage. The main effects indicated that Comfort Using Account ($B = 0.512$, $p < 0.001$) and Trust in Bank ($B = 0.384$, $p < 0.001$) were significant predictors of MyAccount usage, suggesting that higher comfort and trust directly increase the likelihood of using the account.

Demographic factors as main effects were mostly non-significant: gender ($B = 0.178$, $p = 0.185$), age ($B = 0.102$, $p = 0.488$), and education level approached significance ($B = 0.220$, $p = 0.083$), implying limited direct influence on MyAccount adoption. Interaction terms assessing moderation effects were generally non-significant, though Comfort $\times$ Education ($B = 0.127$, $p = 0.061$) approached marginal significance, indicating a potential trend where higher education may slightly enhance the effect of digital literacy on account usage. Other interactions, including Comfort $\times$ Gender, Comfort $\times$ Age, Trust $\times$ Gender, Trust $\times$ Age, and Trust $\times$ Education, were non-significant, suggesting minimal moderating influence. The model fit was acceptable (Pseudo $R^2 = 0.183$, Likelihood Ratio $\chi^2 = 41.56$, $p < 0.001$), confirming that digital literacy and trust remain robust predictors of MyAccount usage, largely independent of demographic differences.

Table 8. Moderation Analysis: Effect of Demographics on Digital Literacy and Trust Predicting MyAccount Usage

	Predictor Variable	B (Coefficient)	SE	Wald χ^2	p-value	Odds Ratio	95% CI Lower	95% CI Upper
Main Effects	Comfort Using Account	0.512	0.112	20.89	<0.001*	1.67	1.32	2.11
	Trust Bank	0.384	0.105	13.36	<0.001*	1.47	1.18	1.82
	Gender	0.178	0.134	1.76	0.185	1.19	0.92	1.54
	Age	0.102	0.148	0.48	0.488	1.11	0.83	1.48
	Education Level	0.220	0.127	3.00	0.083	1.25	0.97	1.61
Interaction Terms (Moderation)	Comfort × Gender	0.091	0.085	1.14	0.285	1.10	0.93	1.30
	Comfort × Age	-0.052	0.072	0.52	0.471	0.95	0.82	1.11
	Comfort × Education	0.127	0.068	3.50	0.061	1.14	0.99	1.31
	Trust × Gender	-0.038	0.081	0.22	0.639	0.96	0.82	1.13
	Trust × Age	0.064	0.069	0.86	0.354	1.07	0.93	1.23
	Trust × Education	0.102	0.066	2.39	0.122	1.11	0.97	1.28

Model Fit: $-2 \text{ Log-Likelihood} = 312.45$, $\text{Pseudo } R^2 (\text{McFadden}) = 0.183$, $\text{Likelihood Ratio } \chi^2 = 41.56$, $p < 0.001$

5. Discussion

This study looked at the characteristics that influence MyAccount acceptance and usage in the Kurdistan Region, with an emphasis on digital literacy, multidimensional trust, financial control, and socio-demographics. The data show that digital literacy, faith in banks and governments, and financial control all significantly predict registration and frequency of usage, while socio-demographic characteristics have a smaller but still beneficial effect. This study extends our understanding of DFS adoption beyond classic TAM and UTAUT frameworks by incorporating psychological, skill-based, and institutional variables in a post-conflict context.

Previous study (Börekci & Çelik, 2024; Huang et al., 2020; Yuliani et al., 2024), has found a favorable correlation between digital literacy and perceived ease of use. Our study contributes to the literature by demonstrating that, in a post-conflict scenario, digital literacy interacts with trust characteristics, resulting in greater adoption rates than previously seen in stable contexts (Dhingra & Mudgal, 2019). This highlights

the practical need for targeted training programs that enhance digital competence and confidence, particularly for first-time DFS users.

The results support the multi-dimensional conceptualization of trust put forth by Söllner (2020) and Öksüz et al. (2016), highlighting trust in technology, service providers, and governing institutions. In line with Ari et al. (2023), trust in both banks and government surfaced as a pivotal factor, indicating that surmounting historical institutional distrust is crucial for DFS participation. This corroborates and expands upon previous G2P studies (Malatji et al., 2020; Lim, 2018). These findings suggest that transparency initiatives, such as clear communication about transaction security and accountability measures, can help rebuild institutional trust and promote greater DFS engagement.

The influence of financial control on adoption aligns with behavioral finance research that highlights locus of control and proactive financial behavior (Chandra & Pamungkas, 2023; Jose & Ghosh, 2024; Walsh & Lim, 2020). Our Findings further determine that financial control interacts with digital literacy and trust to foster sustained DFS use, a mechanism previously underexplored in G2P contexts (Bold et al., 2012; Klapper & Singer, 2017; Zimmerman & Holmes, 2012). This finding highlights the importance of considering psychological traits together with technical and institutional factors when analyzing adoption behavior. Practically, this indicates that digital designs that enhance financial autonomy—such as interactive dashboards, budgeting tools, and reminders—can motivate users to transition from passive cash handling to active financial management.

For socio-demographic factors, higher education and income predict adoption and usage, consistent with meta-analytic findings (Feng et al., 2019; Hustad et al., 2019). However, in line with context-specific insights from Oktavianoor et al. (2020) and Kan et al. (2024), their influence is secondary to digital literacy, trust, and financial control. This highlights the need to focus interventions on skill-building and trust restoration rather than solely on demographic targeting in post-conflict DFS implementation.

The findings imply that user confidence and perceived capacity are more important factors in the acceptance of government-led DFS initiatives in post-conflict, cash-dominant situations than formal access. Financial control encourages proactive engagement, trust reduces perceived institutional risk, and digital literacy prepares consumers to traverse platforms. When taken as a whole, these variables influence whether or not recipients continue to engage in the digital financial ecosystem after registering.

By adding post-conflict contextual variables, such as dual-level trust and financial control, to the TAM and UTAUT models, this study adds to the body of research on technology adoption. It illustrates how institutional and psychological factors considerably reduce the predictive effectiveness of conventional notions in unstable environments, such as perceived ease of use. The study offers a theoretical framework for comprehending DFS adoption in settings with significant historical mistrust and infrastructure limitations by emphasizing these interactions.

The findings highlight the necessity of combining digital financial infrastructure with initiatives that improve digital literacy and restore trust for financial institutions and governments. Adoption and ongoing participation can be boosted by training initiatives, open governance, and intuitive user interfaces. Additionally, increasing financial control through instructional campaigns, gamified technologies, or personalized financial planning tools might motivate consumers to switch from passive cash withdrawals to proactive financial management. Practical initiatives—including structured digital literacy training, transparency measures, and user-centric platform design—can facilitate both initial adoption and long-term engagement.

Future research should look into the long-term effects of various aspects of trust on DFS involvement as well as how they change over time. Studies could also look into how psychological characteristics like self-efficacy or risk tolerance combine with financial control to influence long-term use. Lastly, comparative research conducted in various post-conflict areas may confirm the findings' applicability and help develop adoption techniques tailored to the local environment.

6. Conclusion

The purpose of this study was to look into the factors that influence adoption and long-term use of the MyAccount digital financial service in the Kurdistan Region, with an emphasis on digital literacy, multidimensional trust, financial control, and socio-demographic characteristics. The study met its objectives by presenting a complete, context-specific paradigm that incorporates the technical, psychological, and institutional aspects of DFS adoption in a post-conflict setting.

This work adds to the literature by expanding standard technology adoption models such as TAM and UTAUT to show that user behavior in fragile, low-trust situations is influenced not just by system attributes, but also by trust in institutions and individual financial agency. Practically, this means that initiatives combining training programs, transparent governance measures, and tools enhancing financial control can meaningfully improve DFS adoption and long-term engagement.

The findings have important implications for governments, financial institutions, and development organizations. Interventions that enhance digital literacy, rebuild institutional trust, and empower users with intuitive financial tools can increase financial inclusion, reduce reliance on cash, and foster sustainable participation in digital financial systems. These findings are especially important for post-conflict economies looking to modernize their financial infrastructure while restoring institutional confidence.

Future study should look into longitudinal patterns of DFS engagement, as well as other psychological and behavioral variables like risk tolerance and financial self-efficacy, and compare adoption dynamics across post-conflict and developing economies. These research will help to enhance context-specific adoption models and drive evidence-based strategies for increasing digital financial inclusion.

References

1. Adesola Oluwatosin Adelaja, Stanley Chidozie Umeorah, Bibitayo Ebunlomo Abikoye, & Michelle Chibogu Neziyanya. (2024). Advancing financial inclusion through fintech: Solutions for unbanked and underbanked populations. *World Journal Of Advanced Research and Reviews*, 23(2), 427–438. <https://doi.org/10.30574/WJARR.2024.23.2.2379>
2. Affairs, U. N. D. of E. and S., & Perry, J. (2021). *Trust in Public Institutions: Trends and Implications for Economic Security*. <https://doi.org/10.18356/27081990-108>
3. Al-Emran, M., & Granić, A. (2021). Is It Still Valid or Outdated? A Bibliometric Analysis of the Technology Acceptance Model and Its Applications From 2010 to 2020. *Studies in Systems, Decision and Control*, 335, 1–12. https://doi.org/10.1007/978-3-030-64987-6_1
4. Al-Kawashi, M. A., & Al-Barzanji, M. A. (2024). The role of application “My Account” project as one of the digital transformation mechanisms in achieving financial inclusion in the Kurdistan Regional Government – Iraq: An analytical study on a number of government and private banks in Dohuk Governorate. *Humanities Journal of University of Zakho*, 12(2), 341–359. <https://doi.org/10.26436/HJUOZ.2024.12.2.1357>
5. Amnas, M. B., Selvam, M., Raja, M., Santhoshkumar, S., & Parayitam, S. (2023). Understanding the Determinants of FinTech Adoption: Integrating UTAUT2 with Trust Theoretic Model. *Journal of Risk and Financial Management*, 16(12). <https://doi.org/10.3390/JRFM16120505>
6. Andwika, V. R., Witjaksono, R. W., & Azizah, A. H. (2020). Analysis of User Acceptance of ERP System on After Sales Function Using Unified Theory of Acceptance and Use of Technology (UTAUT) Model. *International Journal of Advances in Data and Information Systems*, 1(1), 26–33. <https://doi.org/10.25008/IJADIS.V1I1.178>
7. Arı, E., Bayer, R., & Kemahlioğlu, Ö. (2023). Breaking the Bank: Effects of Domestic Conflict on the Banking Sector in Turkey. *Terrorism and Political Violence*. <https://doi.org/10.1080/09546553.2023.2252104;PAGE:STRING:ARTICLE/CHAPTER>
8. Bahmanziari, T., Pearson, J. M., & Crosby, L. (2003). Is trust important in technology adoption? A policy capturing approach. *Journal of Computer Information Systems*, 43(4), 46–54. <https://doi.org/10.1080/08874417.2003.11647533;WGROU:STRING:PUBLICATION>
9. Bond, L., Klein, E. K., & Gates, E. F. (2023). Challenges and strategies for implementers and evaluators working in conflict settings. *Evaluation*, 29(3), 135638902311716–135638902311716. <https://doi.org/10.1177/13563890231171608>
10. Börekci, C., & Çelik, Ö. (2024). Exploring The Role of Digital Literacy in University Students' Engagement with AI through the Technology Acceptance Model. *Sakarya University Journal of Education*, 14(Special Issue-AI in Education), 228–249. <https://doi.org/10.19126/SUJE.1468866>
11. Bryant, M., Sigurjonsson, T. O., & Mixa, M. W. (2014). Restoring trust in public institutions and the financial system. *International Journal of Economics and Accounting*, 5(4), 306. <https://doi.org/10.1504/IJEA.2014.067423>
12. Chandra, W., & Pamungkas, A. S. (2023). The Influence of Attitude Toward Money, Locus of Control, Financial Self-Efficacy and Self-Control on Financial Management Behavior. *International Journal of Application on Economics and Business*, 1(1), 578–587. <https://doi.org/10.24912/V1I1.578-587>
13. Chu, A. B. (2018). Mobile Technology and Financial Inclusion. *Handbook of Blockchain, Digital Finance, and Inclusion, Volume 1: Cryptocurrency, FinTech, InsurTech, and Regulation*, 131–144. <https://doi.org/10.1016/B978-0-12-810441-5.00006-3>
14. Collins, A. E. E., & Thiessen, C. (2020). A grounded theory of local ownership as meta-conflict in Afghanistan: *Cooperation and Conflict*, 55(2), 216–234. <https://doi.org/10.1177/0010836719895040>

15. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly: Management Information Systems*, 13(3), 319–339. <https://doi.org/10.2307/249008>
16. Dhingra, M., & Mudgal, R. K. (2019). Applications of Perceived Usefulness and Perceived Ease of Use: A Review. *Proceedings of the 2019 8th International Conference on System Modeling and Advancement in Research Trends, SMART 2019*, 293–298. <https://doi.org/10.1109/SMART46866.2019.9117404>
17. El Amri, M. C., Mohammed, M. O., & Bakr, A. M. (2021). Enhancing Financial Inclusion Using FinTech-Based Payment System. *Islamic FinTech: Insights and Solutions*, 191–207. https://doi.org/10.1007/978-3-030-45827-0_11
18. Feng, G. C., Zhang, Y., & Lin, Z. (2019). A Meta-Analysis of the Effects of Sociodemographic Factors on Social Media Adoption. *International Journal of Communication*, 13(0), 30. <https://ijoc.org/index.php/ijoc/article/view/10088>
19. Grandhi, L. S., Wibowo, S., Wells, M., & Grandhi, S. (2022). The Role of Organizational Factors and Trust on FinTech Adoption in Indian Financial Organizations. *Proceedings - 2022 IEEE/ACIS 24th International Winter Conference on Software Engineering, Artificial Intelligence, Networking and Parallel/Distributed Computing, SNPD 2022*, 183–188. <https://doi.org/10.1109/SNPD54884.2022.10051816>
20. Gupta, S., Abbas, A. F., & Srivastava, R. (2022). Technology Acceptance Model (TAM): A Bibliometric Analysis from Inception. *Australian Journal of Telecommunications and the Digital Economy*, 10(3), 77–106. <https://doi.org/10.18080/JTDE.V10N3.598>
21. Huang, F., Teo, T., & Scherer, R. (2020). Investigating the antecedents of university students' perceived ease of using the Internet for learning. *Interactive Learning Environments*, 30(6), 1–17. <https://doi.org/10.1080/10494820.2019.1710540>
22. Hustad, E., Hansen, J. L., Skaiaa, A., & Vassilakopoulou, P. (2019). Digital Inequalities: A Review of Contributing Factors and Measures for Crossing the Divide. *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, 11701 LNCS, 505–519. https://doi.org/10.1007/978-3-030-29374-1_41
23. Ingale, A. (2025). Financial Inclusion Through Mobile Banking In Emerging Economies. *Social Science Research Network*. <https://doi.org/10.2139/SSRN.5060697>
24. Jose, J., & Ghosh, N. (2024). Digital Financial Literacy and Its Impact on Financial Behaviors. *Advances in Finance, Accounting, and Economics Book Series*, 147–179. <https://doi.org/10.4018/979-8-3693-0863-9.CH006>
25. Kan, K., Foster, C., Orionzi, B., Schinasi, D., & Heard-Garris, N. (2024). More than One Divide: A Multilevel View of the Digital Determinants of Health. *Journal of Pediatrics*, 266, 113820. <https://doi.org/10.1016/j.jpeds.2023.113820>
26. Kapoor, K. (2024). Digital Financial Inclusion. *International Journal of Innovative Science and Research Technology*, 74–80. <https://doi.org/10.38124/IJISRT/IJISRT24MAR069>
27. Lim, W. M. (2018). Dialectic Antidotes to Critics of the Technology Acceptance Model: Conceptual, Methodological, and Replication Treatments for Behavioural Modelling in Technology-Mediated Environments. *Australasian Journal of Information Systems*, 22. <https://doi.org/10.3127/AJIS.V22I0.1651>
28. Longhurst, D., & Slater, R. (2022). *Financing in Fragile and Conflict Contexts: Evidence, Opportunities, and Barriers*. <https://doi.org/10.19088/BASIC.2022.015>
29. Mahardika, Z. P. (2025). Indonesia's electronic money landscape: between effectivity and inclusivity. *Journal of Central Banking Law and Institutions*, 4(1), 1–22. <https://doi.org/10.21098/JCLI.V4I1.253>
30. Malatji, W. R., van Eck, R., & Zuva, T. (2020). Understanding the usage, modifications, limitations and criticisms of technology acceptance model (TAM). *Advances in Science, Technology and Engineering Systems Journal*, 5(6), 113–117. <https://doi.org/10.25046/AJ050612>

31. Muhammed, Y. F., Abdullah, F. O., Faris Farzinda, M., Munaf, M. B., Saleem, H., Biro Munaf, M., & Saleem, M. H. (2024). Modernizing Payment Methods in the Kurdistan Region of Iraq; Challenges and Opportunities for "My Account" Project Implementation. *Twejer Journal*, 7(3), 1554–1593. <https://doi.org/10.31918/TWEJER.2473.56>
32. Neves, C., Oliveira, T., Santini, F., & Gutman, L. (2023). Adoption and use of digital financial services: A meta analysis of barriers and facilitators. *International Journal of Information Management Data Insights*, 3(2). <https://doi.org/10.1016/j.ijime.2023.100201>
33. Nikolopoulos, F., & Likothanassis, S. (2017). Using UTAUT2 for cloud computing technology acceptance modeling. *ACM International Conference Proceeding Series*, 105. <https://doi.org/10.1145/3018896.3025153>
34. Oamen, T. E. (2023). Technology acceptance model (tam) for pharmaceutical marketing executives: validation and implications for human resource management. *Jurnal Aplikasi Manajemen*, 21(4). <https://doi.org/10.21776/UB.JAM.2023.021.04.02>
35. Öksüz, A., Walter, N., Distel, B., Räckers, M., & Becker, J. (2016). *Trust in the Information Systems Discipline*. 205–223. https://doi.org/10.1007/978-3-319-28059-2_12
36. Oktavianoor, R., Dalam, J. D., & Airlangga, S. (2020). Kesenjangan Digital Akibat Kondisi Demografis di Kalangan Masyarakat Rural. *Palimpsest: Jurnal Ilmu Informasi Dan Perpustakaan*, 11(1), 9–19. <https://doi.org/10.20473/PJIL.V11I1.21888>
37. Or, C. (2024). Watch That Attitude! Examining the Role of Attitude in the Technology Acceptance Model through Meta-Analytic Structural Equation Modelling. *International Journal of Technology in Education and Science*, 8(4), 558–582. <https://doi.org/10.46328/IJTES.575>
38. Oritsematosan Faith Dudu, Olakunle Babatunde Alao, & Enoch O. Alonge. (2024). Advancing financial inclusion through digital payment platforms in emerging markets. *Finance & Accounting Research Journal*, 6(11), 2028–2060. <https://doi.org/10.51594/FARJ.V6I11.1696>
39. Patwardhan, A. (2018). Financial Inclusion in the Digital Age. *Handbook of Blockchain, Digital Finance, and Inclusion, Volume 1: Cryptocurrency, FinTech, InsurTech, and Regulation*, 57–89. <https://doi.org/10.1016/B978-0-12-810441-5.00004-X>
40. Peón, D., & Antelo, M. (2021). The effect of behavioral biases on financial decisions. *Revista Estrategia Organizacional*, 10(2). <https://doi.org/10.22490/25392786.4963>
41. Perlman, L. (2018). An Introduction to Digital Financial Services (DFS). *Social Science Research Network*. <https://doi.org/10.2139/SSRN.3370667>
42. Putra, M. R. M. D., & Anggraeni, R. (2024). Pengaruh Penerapan Model Utaut Terhadap Niat Menggunakan Aplikasi. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 3(2), 555–568. <https://doi.org/10.21776/JMPPK.2024.03.2.25>
43. Rohmawati, S., Ellina, A. D., & Prasetyo, J. (2024). Evaluasi Penerimaan Penggunaan Rekam Medis Elektronik oleh Petugas Menggunakan Teori UTAUT 2. *Journal of Telenursing (Joting)*, 6(1), 262–270. <https://doi.org/10.31539/JOTING.V6I1.8699>
44. Sarassina, R. R. F. (2022). Understanding Mobile Payment Continuance in Indonesia: A Brand Equity Perspective Continuance Model. *CommIT Journal*, 16(1), 105–115. <https://doi.org/10.21512/COMMIT.V16I1.7882>
45. Seuwwou, P., Banissi, E., & Ubakanma, G. (2017). User Acceptance of Information Technology: A Critical Review of Technology Acceptance Models and the Decision to Invest in Information Security. *Communications in Computer and Information Science*, 630, 230–251. https://doi.org/10.1007/978-3-319-51064-4_19

46. Siddik, M. N. A., & Kabiraj, S. (2020). Digital Finance for Financial Inclusion and Inclusive Growth. *Digital Transformation in Business and Society: Theory and Cases*, 155–168. https://doi.org/10.1007/978-3-030-08277-2_10
47. Söllner, M. (2020). Same Same But Different? A Two-Foci Perspective on Trust in Information Systems. *Proceedings of the Annual Hawaii International Conference on System Sciences, 2020-January*, 1–10. <https://doi.org/10.24251/HICSS.2020.630>
48. Sri Ayuni, N. M., Prayoga, I. P. D., Dewi, M. S., & Sri Kasih, N. L. (2024). The Influence of Financial Literacy and Financial Attitude on Financial Management Behavior with Locus of Control as an Intervening Variable in Dupa Harum Jaya Perdana Small and Medium Industry Employees. *Moneter: Jurnal Keuangan Dan Perbankan*, 12(3), 504–514. <https://doi.org/10.32832/MONETER.V12I3.844>
49. Suhrab, M., Chen, P., & Ullah, A. (2024). Digital financial inclusion and income inequality nexus: Can technology innovation and infrastructure development help in achieving sustainable development goals? *Technology in Society*, 76. <https://doi.org/10.1016/j.TECHSOC.2023.102411>
50. Tabachnick, B. G., & Fidell, L. S. (2007). Using multivariate statistics (5th ed.). *Using Multivariate Statistics, April*, 980.
51. Tambunan, E. M., Sensuse, D. I., & Sofian Lusa. (2024). Understanding User Acceptance towards Case Management System: A UTAUT Analysis. *Indonesian Journal of Computer Science*, 13(4). <https://doi.org/10.33022/IJCS.V13I4.3930>
52. Venkatesh, V., Thong, J. Y. L., & Xu, X. (2012). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology. *MIS Quarterly: Management Information Systems*, 36(1), 157–178. <https://doi.org/10.2307/41410412>
53. Walsh, B., & Lim, H. N. (2020). Millennials' adoption of personal financial management (PFM) technology and financial behavior. *Financial Planning Review*, 3(3). <https://doi.org/10.1002/CFP2.1095>
54. Werker, E., & Sen, K. (2021). Deals and development in fragile and conflict-affected states: Framework and policy guidebook. *Deals and Development in Fragile and Conflict-Affected States: Framework and Policy Guidebook*. <https://doi.org/10.35188/UNU-WIDER/2021/023-8>
55. Wicaksono, A., & Maharani, A. (2020). The Effect of Perceived Usefulness and Perceived Ease of Use on the Technology Acceptance Model to Use Online Travel Agency. *Journal of Bone and Mineral Research*, 1(5), 313–328. <https://doi.org/10.47153/JBMR15.502020>
56. World Bank Group. (2022, July 21). *Global Findex Database 2021 reports increases in financial inclusion around the world during the COVID-19 pandemic*. World Bank. https://www.worldbank.org/en/news/feature/2022/07/21/covid-19-boosted-the-adoption-of-digital-financial-services?utm_source=chatgpt.com
57. Yuliani, P. N., Suprpti, N. W. S., Widagda K., I. G. J. A., & Piartrini, P. S. (2024). The Literature Review on UTAUT 2: Understanding Behavioral Intention and Use Behavior of Technology in the Digital Era. *International Journal of Social Science and Business*, 8(2), 208–222. <https://doi.org/10.23887/IJSSB.V8I2.77311>
58. Zimmerman, J. M., & Holmes, J. (2012). The G2P opportunity: Five reasons why now is the time to leverage social protection to enable financial inclusion and savings among the poorest. *Enterprise Development and Microfinance*, 23(1), 38–53. <https://doi.org/10.3362/1755-1986.2012.005>