

Readiness of Financial Advisors to Adopt Fintech on Customer Experience

Charles Joaquin Arciaga, MBA

Graduate School, San Beda College Alabang, Muntinlupa City, Philippines

Publication history: Received: May 26, 2026; Revised: June 21, 2026; Accepted: June 26, 2026

Email of Corresponding Author: cjarciaga0125@gmail.com

Abstract

This study examined the relationship between financial advisors' readiness to adopt fintech-modeled services and customer experience in the Philippine life insurance industry. Anchored on the Technology Acceptance Model, Unified Theory of Acceptance and Use of Technology, and SERVQUAL, the study focused on technological literacy and organizational support as indicators of advisor readiness, while customer experience was measured through service responsiveness, service accessibility, communication quality, and trust and satisfaction. Perceived usefulness, perceived risk, and customer age were examined as moderating variables. A quantitative correlational research design was used, with data gathered through a structured self-administered questionnaire distributed via Google Forms. The respondents were 160 existing life insurance policyholders from Muntinlupa, Parañaque, and Las Piñas who had experience with fintech-enabled insurance services. Descriptive statistics, Pearson correlation, multiple linear regression, and moderated multiple regression were used to analyze the data. Findings showed that financial advisors' readiness was generally high and had a significant positive relationship with customer experience. Advisor readiness significantly predicted customer experience, explaining 61.7% of its variance. Customer experience was high in communication quality, trust and satisfaction, and service accessibility, while service responsiveness was only moderate. Perceived usefulness significantly strengthened the relationship between advisor readiness and customer experience, while perceived risk did not significantly moderate the relationship. Customer age also moderated the relationship, showing that fintech-enabled service experiences vary across age groups. The study concluded that effective fintech adoption in life insurance depends on both technological capability and human-centered advisory support. It aligns with SDG 8, SDG 9, and SDG 17 by supporting professional readiness, digital innovation, and stakeholder collaboration. The study contributes to technological, institutional, and socio-economic sustainability by promoting more responsive, accessible, and customer-centered digital insurance services.

Keywords: Customer Experience, Financial Advisor Readiness, Fintech Adoption, Life Insurance Industry, Perceived Risk, Perceived Usefulness, Technological Literacy

1. Introduction

This study examines the relationship between financial advisors' readiness to adopt fintech-modeled services and customer experience in the Philippine life insurance industry. The study is grounded in the growing role of digital technologies in financial services, particularly the use of fintech and insurtech platforms to improve service delivery, accessibility, responsiveness, communication, trust, and satisfaction. It focuses on financial advisors as key intermediaries between insurers and policyholders, especially in a digital environment where organizational support, technological literacy, perceived usefulness, perceived risk, and customer age may influence the effectiveness of fintech-enabled services.

The financial services industry has undergone rapid transformation through digital technologies such as mobile devices, data analytics, cloud-based computing, and application programming interfaces. These innovations have contributed to the rise of financial technology, or fintech, which applies digital solutions to traditional financial activities to make them more affordable, accessible, and convenient for consumers (Arner, Barberis & Buckley, 2016). Fintech has expanded beyond digital payments into insurance technology, online investment platforms, automated loan underwriting, and digital customer channels (Feyen, Frost, & Zhu, 2021). Globally, fintech has become mainstream, with many adults using at least one fintech-based service (World Bank, 2022). In the life insurance industry, fintech has changed sales, risk evaluation, customer onboarding, online transactions, policy servicing, premium payments, and claims filing. These tools can reduce costs, increase efficiency, and broaden customer reach (Feyen et al., 2021). Consequently, the role of financial advisors has shifted from purely face-to-face engagement to a hybrid model that combines personal advice with digital tools (Venkatesh, Morris, Davis, & Davis, 2003). The success of this transition depends on advisors' technological skills, organizational support, perceived usefulness of fintech, and perceived risk associated with digital systems (Featherman & Pavlou, 2003). Age also affects technology adoption in professional services (Venkatesh et al., 2003). From the customer perspective, fintech-enabled advisory services influence customer experience through responsiveness, accessibility, communication quality, trust, and satisfaction. Digital service quality and advisor competence both shape customer satisfaction in digital financial services (Alalwan et al., 2017). However, prior scholarship has focused more on customer

adoption, system efficiency, and firm-level digital transformation than on financial advisors as intermediaries in fintech-enabled insurance services.

Fintech adoption in insurance depends on both digital infrastructure and the readiness of financial advisors to use digital tools effectively. Fintech improves service delivery through digital distribution, data-driven processes, and platform-based services that enhance convenience and responsiveness (Arner et al., 2016; World Bank, 2022). In life insurance, this is important because advisors remain central to customer interactions that shape access, communication, and trust (Feyen et al., 2021). Advisor readiness is strongly influenced by technological literacy and organizational support. Technological literacy refers to the ability to use tools such as online onboarding platforms, electronic policy issuance, mobile servicing applications, and digital communication systems. This aligns with UTAUT, where facilitating conditions influence actual technology use (Venkatesh et al., 2003). Studies show that digitally literate individuals and insurance intermediaries are more likely to adopt insurtech platforms, adapt to digital channels, and sustain service performance (Kiwanuka & Sibindi, 2024; Koehne & Koehne, 2024; Abou-Moghli et al., 2024; Insurance Markets and Companies, 2024). Organizational support, including training, leadership support, technical assistance, and system availability, also promotes fintech use and improves consistency in digital service delivery. Related evidence from digital capacity-building research further emphasizes that inclusive and interactive training initiatives can strengthen participants' digital competence, ethical awareness, and confidence in technology-mediated professional work (De Guzman et al., 2025; Urumsah et al., 2022; Sundaram et al., 2024; Al-Smadi et al., 2025; Hassan et al., 2023; Insurance Markets and Companies, 2024). The literature also identifies perceived usefulness, perceived risk, and customer age as important moderating factors. Perceived usefulness strengthens fintech adoption because advisors are more likely to use digital tools when they believe these improve efficiency, accessibility, communication, and customer confidence (Bhatia & Arora, 2021; Nguyen & Dao, 2022; Maresova et al., 2021; Khan, Rahman, & Zhang, 2023; Zhao & Bacao, 2021). Perceived risk may weaken adoption because concerns about data security, privacy, reliability, financial loss, regulatory compliance, and reduced personal interaction can limit actual use (Xie et al., 2021; Rahman, Mokhtar, & Hamzah, 2022; Al-Smadi et al., 2025; Hassan et al., 2023). Age also affects fintech adoption, as younger users may adapt more easily, while older users may focus more on trust, risk, and system reliability (Bongomin, Munene, Ntayi, & Malinga, 2020; Dwivedi et al., 2021; Chong, Liu, Luo, & Keng-Boon, 2022; Ryu & Ko, 2020). Customer experience in fintech-enabled insurance is reflected in service responsiveness, accessibility, communication quality, trust, and satisfaction. Responsiveness involves prompt replies and efficient issue resolution, while accessibility refers to the ease of obtaining information, completing transactions, and receiving support through digital tools (Alam, Rahman, & Hossain, 2021; Nguyen, Pham, & Nguyen, 2022; Ofori, Boateng, & Effah, 2022; Saha & Goyal, 2021; Al-Hattami, 2022). Communication quality is critical because life insurance requires clear, accurate, and timely explanations (Akhtar, Hunjra, Akbar, & Niazi, 2021; Amin, Isa, & Fontaine, 2020; Khan, Rabbanan, & Thurasamy, 2022; Zeithaml, Umer, Qureshi, & Dahri, 2020; Raza et al., 2020). Trust and satisfaction remain central because customers are more likely to continue using digital insurance services when platforms are secure, reliable, transparent, and supported by competent advisors (Alalwan, Dwivedi, Rana, & Algharabat, 2020; Sumaedi, Bakti, & Yarmen, 2020; Nguyen, Nguyen, & Vo, 2021; Chopdar, Paul, & Korfiatis, 2022).

Globally, fintech adoption has accelerated across financial services and insurance, improving distribution, customer access, platform-based services, and operational efficiency (World Bank, 2022). These developments have shaped the insurance industry by increasing the importance of digital service channels and advisor competence in customer-facing interactions (Feyen et al., 2021). In the Philippines, the life insurance industry remains highly dependent on financial advisors as the primary link between insurers and policyholders. Advisors attract clients, assess needs, administer policies, and maintain long-term relationships (Insurance Commission, 2024). Despite digitalization, local insurance transactions have traditionally relied on face-to-face interactions and manual procedures, showing the continuing importance of advisors in trust-building and financial decision-making (PIDS, 2021). The Philippine financial sector has also shown growing fintech adoption through regulatory frameworks, collaborative industry initiatives, and wider use of digital platforms for payments, onboarding, and customer service (Fintech Alliance Philippines, 2024). In insurance, digital onboarding, electronic policy issuance, online portals, and automated underwriting have begun changing how products are sold and managed (Insurance Commission, 2024). However, the effectiveness of these tools depends on advisor readiness, including technological literacy, perceived usefulness, perceived risk, and organizational support (Milken Ins, 2019). Domestic studies have focused more on fintech infrastructure, consumer utilization, and organizational digital strategies than on advisor readiness as a determinant of customer experience (PIDS, 2021). The national digital finance environment is supported by improved infrastructure, larger fintech ecosystems, and policies encouraging online procedures and payment platforms (Quimba et al., 2021). The Philippine insurance regulator has issued rules encouraging digital payments in insurance transactions (Insurance Commission, 2020) and has also introduced an insurtech regulatory framework for safe experimentation with insurance technology innovations (Insurance Commission, 2020). National payment data show increasing use of digital transactions, suggesting that consumers are becoming more accustomed to digital channels and may expect similar digital convenience in insurance services (Bangko Sentral ng Pilipinas, 2025). These developments support the relevance of studying fintech adoption in insurance within the Philippine setting (Fintech Alliance PH, 2024). Locally, the study focuses on existing life insurance policyholders in Muntinlupa, Parañaque, and Las Piñas, or MUNTIPARLAS. Respondents are

limited to policyholders who have been exposed to fintech-enabled insurance services, ensuring that customer experience is based on actual service use. The study focuses on fintech applications in life insurance sales, advisory, and customer service, including digital onboarding, online policy management, electronic communication platforms, and advisor-assisted fintech applications.

The study is anchored on a multi-theoretical framework integrating TAM, UTAUT, and SERVQUAL. The Technology Acceptance Model proposed by Davis (1989) explains how perceived usefulness and ease of use influence attitudes and intentions toward technology adoption. The Technology Acceptance Model (TAM) assumes that perceived usefulness and perceived ease of use affect people's attitudes and intentions in adopting new technologies (Davis, 1989). Prior evidence shows that higher perceived utility increases intention to use technology (Venkatesh & Davis, 2000). In the Philippine insurance context, digital policy management and e-signature systems can improve advisor productivity and client engagement (Fintech Alliance Philippines, 2024). The Unified Theory of Acceptance and Use of Technology introduced by Venkatesh and colleagues (2003) extends TAM by incorporating performance expectations, effort expectancy, social influence, facilitating conditions, organizational support, and demographic moderators. In this study, UTAUT supports the inclusion of technological literacy, organizational support, and age as factors affecting fintech readiness. Organizational support is understood through training, system accessibility, managerial encouragement, and technical assistance, while technological literacy refers to advisors' ability to understand and use fintech tools effectively.

The SERVQUAL model by Parasuraman, Zeithaml, and Berry (1988) provides the service-quality lens for examining customer experience. The SERVQUAL model designed by Parasuraman, Zeithaml and Berry in 1988 identifies service quality dimensions such as physical appearance, reliability, responsiveness, assurance, and empathy. In this study, SERVQUAL is adapted to fintech-enabled insurance services through responsiveness, accessibility, communication quality, trust, and satisfaction. Conceptually, financial advisors' readiness is the independent variable, measured through technological literacy and organizational support. Customer experience is the dependent variable, measured through service responsiveness, service accessibility, communication quality, and trust and satisfaction. Perceived usefulness, perceived risk, and customer age are moderating variables that may strengthen, weaken, or alter the relationship between advisor readiness and customer experience. Together, TAM explains advisor acceptance, UTAUT explains readiness and moderating conditions, and SERVQUAL explains how readiness is reflected in customer service outcomes.

Although fintech adoption has grown in financial and insurance markets, existing studies largely emphasize banking, payments, consumer fintech adoption, system efficiency, or firm-level digital transformation. There remains limited research on life insurance and even fewer studies on financial advisors as key intermediaries in fintech-enabled insurance services. This is a critical gap because financial advisors remain central to trust-building, relationship management, personalized advisory service, and service quality as insurance becomes more digital. In the Philippine context, the gap is more significant because the life insurance market still relies heavily on financial advisors despite increasing use of digital systems. Existing domestic research tends to focus on fintech infrastructure, consumer behavior, or organizational strategy rather than advisor readiness. There is also limited empirical work on how technological literacy and organizational support influence customer experience, and how perceived usefulness, perceived risk, and customer age affect that relationship. This study addresses these gaps by examining the readiness of financial advisors to adopt fintech-modeled services and its effect on customer experience in the Philippine life insurance industry. Specifically, it determines advisor readiness in terms of technological literacy and organizational support; assesses customer experience in terms of responsiveness, accessibility, communication quality, and trust and satisfaction; examines the relationship between readiness and customer experience; and evaluates the moderating effects of perceived usefulness, perceived risk, and customer age.

This study aligns most directly with SDG 8 – Decent Work and Economic Growth, SDG 9 – Industry, Innovation and Infrastructure, and SDG 17 – Partnerships for the Goals. Its alignment with SDG 8 comes from its focus on strengthening advisor capability, improving digital service delivery, and supporting competitiveness in the life insurance industry. By examining technological literacy, organizational support, and customer experience, the study contributes to better professional readiness and more efficient service practices in a digital financial-services environment. The study aligns strongly with SDG 9 because it examines fintech, insurtech, digital onboarding, online policy management, electronic communication, automated underwriting, and digital service platforms. These concerns relate to innovation, digital infrastructure, and the modernization of industry processes. The study also supports SDG 17 because fintech adoption in the Philippine context involves regulatory frameworks, collaborative initiatives among industry stakeholders, insurers, financial advisors, and customers. The study may also have secondary relevance to SDG 4 – Quality Education because it emphasizes digital literacy, training, and advisor competence, although its primary focus is not formal education. It may also have secondary relevance to SDG 16 – Peace, Justice, and Strong Institutions because perceived risk, data security, regulatory compliance, trust, and institutional support are important in digital insurance services. These SDGs are treated as secondary because the study focuses on service delivery and advisor readiness rather than education systems or governance reform.

The study contributes to technological sustainability by examining how fintech systems can be adopted effectively through advisor readiness rather than through technology installation alone. It highlights that digital transformation in insurance depends on people, training, organizational support, perceived usefulness, and risk management. The study contributes to socio-economic sustainability by focusing on life insurance service delivery, customer access, advisor capability, and customer satisfaction. Stronger fintech readiness may help insurers provide more responsive, accessible, and reliable services while supporting the continued relevance and competitiveness of financial advisors in a digital market. The study contributes to institutional sustainability by emphasizing organizational support, training, leadership encouragement, reliable systems, and policy alignment. These institutional conditions help ensure that fintech adoption is consistent, secure, and service-oriented. The study also contributes to public trust and service sustainability because life insurance involves sensitive personal and financial information, long-term commitments, and relationship-based advisory work. By examining communication quality, trust, satisfaction, perceived risk, and customer age, the study supports a more customer-centered approach to digital insurance transformation. Finally, the study contributes to multidisciplinary sustainability by connecting business management, financial technology, insurance service quality, customer experience, organizational behavior, digital literacy, and risk perception. Its value lies in showing that sustainable digital transformation in life insurance requires both technological innovation and human readiness.

2. Material and methods

2.1 Research Design

The study used a quantitative correlational research design to determine the relationship between financial advisors' readiness and customer experience. Advisor readiness was measured through technological literacy and organizational support, while customer experience was measured through service responsiveness, service accessibility, communication quality, and trust and satisfaction. Perceived usefulness, perceived risk, and customer age were treated as moderating variables. A quantitative approach was appropriate because it allowed standardized measurement and statistical analysis of relationships among variables (Creswell, 2014). A correlational design was suitable because the study examined naturally occurring relationships without manipulating the variables (Fraenkel and Wallen, 2012; Saunders, Lewis, and Thornhill, 2019).

2.2 Locale of the Study

The study was conducted in MUNTIPARLAS, composed of Muntinlupa, Parañaque, and Las Piñas. The area was selected because these cities have access to digital financial services, internet connectivity, insurance providers, and fintech-enabled platforms, making them suitable for studying digital insurance service experiences (Bangko Sentral ng Pilipinas, 2021; Philippine Institute for Development Studies, 2021). Focusing on this locale also supported feasible and context-specific data collection (Creswell, 2014).

2.3 Respondents of the Study

The respondents were existing life insurance policyholders residing in MUNTIPARLAS who had experience with fintech-enabled insurance services. They were required to have an active traditional or variable universal life insurance policy and prior interaction with financial advisors through digital or fintech-assisted platforms. The study included only current policyholders to ensure that customer experience was based on actual service use.

2.4 Sample and Sampling Procedure

The study used purposive sampling to select respondents who met the required criteria. This method was appropriate because the study focused on policyholders with direct experience of fintech-enabled insurance services (Etikan, Musa and Alkassim's, 2016). Customer age was included as a moderating variable and grouped into 21 to 30 years, 31 to 40 years, 41 to 50 years, and 51 years and above. These groupings were based on generational cohort concepts and prior studies showing that age influences technology use and customer experience (Mannheim, 1952; Pew Research Center, 2019; Venkatesh et al., 2003; Pew Research Center, 2019). The sample size was determined using G*Power, a standard tool for estimating sample requirements in quantitative research (Faul et al., 2007). Using a .05 significance level, .80 statistical power, and a medium effect size of $f^2 = 0.15$, the minimum required sample was 92 respondents per model (Cohen, 1988). The final sample was increased to 160 respondents, with 40 respondents per age group, to strengthen statistical power and support moderation analysis (Saunders et al. 2019; Hair et al., 2019).

2.5 Research Instrument

The study used a structured self-administered questionnaire distributed through Google Forms. This was appropriate for collecting standardized responses on perceptions, attitudes, readiness, and customer experience (Creswell and Creswell, 2018; Taherdoost, 2016). The questionnaire measured technological literacy, organizational support, perceived usefulness, perceived risk, customer age, and customer experience through service responsiveness, service accessibility, communication quality, and trust and satisfaction. It also gathered background information on insurance ownership, frequency of digital interaction, location, preferred communication channel, and age group. The instrument used a 5-point

Likert scale ranging from Strongly Disagree to Strongly Agree. The items were adapted from established technology adoption, digital readiness, and service quality frameworks, including TAM, UTAUT, and SERVQUAL. The measures were based on Kiwanuka and Sibindi (2024), Urumsah et al. (2022), Azeem, Sheikh, and Rahman (2023), Xie, Ye, Huang, and Ye (2021), Al Firdaus (2024); Ighomereho et al. (2022), Ayinaddis, S. G. (2023), Shao, W., Wen, J., Zhang, X., Zhang, J., & Sun, Y. (2025), and Mainardes, Costa & Nossa (2023). The questionnaire was validated through expert review, Confirmatory Factor Analysis, and reliability testing. Three experts reviewed the instrument before pilot testing. A pilot test was conducted with 44 qualified policyholders who were excluded from the final analysis. Cronbach's Alpha was used to assess reliability, and items with weak factor loadings or low reliability were revised or removed.

2.6 Data Gathering Procedure

Data were gathered through Google Forms after validation and pilot testing. Respondents were identified through insurance-related networks, referrals, online communities, professional contacts, social media, and group meetings. Participation was voluntary. The survey began with an informed consent statement explaining the purpose of the study, anonymity, confidentiality, and academic use of data. Responses were encoded, screened, and stored in a password-protected Microsoft Excel file for analysis.

2.7 Data Analysis Techniques

The study used descriptive and inferential statistics. Frequency, percentage, mean, and standard deviation were used to describe respondent profiles, advisor readiness, and customer experience. Pearson correlation was used to measure the strength and direction of the relationship between advisor readiness and customer experience. Multiple linear regression was used to determine whether advisor readiness significantly predicted customer experience. Moderated multiple regression was used to test whether perceived usefulness, perceived risk, and customer age influenced the relationship between readiness and customer experience. Mean scores were interpreted using predetermined ranges: 4.50 to 5.00 as Very High, 3.50 to 4.49 as High, 2.50 to 3.49 as Moderate, 1.50 to 2.49 as Low, and 1.00 to 1.49 as Very Low.

2.8 Ethical Considerations

The study followed ethical standards for research involving human participants. Respondents gave informed consent before answering the survey and were informed that participation was voluntary. No sensitive personal information such as names, contact numbers, complete addresses, policy numbers, or insurance provider details was collected. Responses were kept confidential, reported only in aggregate form, and stored securely. The data were used only for academic purposes. The research proposal, instrument, and consent procedures were submitted to the Research Ethics Committee of San Beda College Alabang, and data collection began only after formal approval was granted.

3. Results and Discussion

3.1 Respondent Profile

3.1.1 Insurance Ownership and Digital Platform Exposure

Most respondents owned Universal Life or VUL insurance, representing 103 respondents or 64.4%, while 57 respondents or 35.6% owned Whole or Ordinary Life insurance with savings. In terms of interaction with life insurance digital platforms, 76 respondents or 47.5% reported moderate interaction, followed by 37 respondents or 23.1% with very high interaction, 20 respondents or 12.5% with high interaction, 16 respondents or 10.0% with low interaction, and 11 respondents or 6.9% with very low interaction. These findings show that the respondents had sufficient exposure to fintech-enabled insurance services, especially because VUL products often require continuous monitoring and digital servicing. The variation in interaction levels also suggests that customer experience may differ depending on how frequently respondents use digital insurance platforms.

3.1.2 Location, Communication Preferences, and Age Distribution

Most respondents were from Muntinlupa City with 75 respondents or 46.9%, followed by Las Piñas City with 47 respondents or 29.4%, and Parañaque City with 38 respondents or 23.7%. For communication channels, 52 respondents or 32.5% preferred messenger or chat applications, 38 or 23.8% preferred email, 28 or 17.5% preferred phone calls, 18 or 11.3% preferred SMS or text, and 24 or 15.0% preferred mixed or other channels. The age groups were evenly distributed, with 40 respondents each from the 21–30, 31–40, 41–50, and 51 and above categories. The location profile confirms that the respondents came from the intended MUNTIPARLAS area, while the preference for digital communication supports the relevance of studying fintech-enabled insurance services. The balanced age distribution also strengthens the analysis of age as a moderating variable in the relationship between advisor readiness and customer experience.

3.2 Financial Advisors' Readiness to Adopt Fintech-Modeled Services

3.2.1 Technological Literacy

Financial advisors' technological literacy was rated high, with an overall mean of 3.50. Respondents agreed that advisors understood digital insurance processes, could independently use insurance digital platforms, and felt confident navigating online insurance systems. However, the ability to troubleshoot basic digital problems received the lowest mean of 3.34,

interpreted as moderate. This indicates that advisors were generally prepared to use fintech-enabled services, although technical problem-solving remains an area for improvement. The results aligned with Kiwanuka and Sibindi (2024), who found that higher digital literacy supports the use of insurtech platforms. However, the lower rating for troubleshooting also reflects the concern of Abou-Moghli et al. (2024), who noted that workers may still struggle with digital systems when confidence and technical skills are limited.

3.2.2 Organizational Support

Organizational support was rated high, with an overall mean of 4.00. Respondents agreed that organizations encouraged the use of fintech services, provided necessary tools and systems, offered sufficient training, and gave guidance and support. The strongest indicator was organizational encouragement for fintech use, while guidance and support received the lowest but still high rating. These findings show that organizations generally provide a favorable environment for fintech adoption. The results corresponded with Urumsah et al. (2022), who found that training, resources, and managerial support are significant to fintech adoption among workers. However, Al-Smadi et al. (2025) emphasized that organizational support may still fail to produce full fintech utilization when support systems do not match actual user needs.

3.3 Customer Experience in Fintech-Enabled Insurance Services

3.3.1 Service Responsiveness

Service responsiveness received a moderate overall mean of 3.37. Customers moderately agreed that services responded quickly to inquiries, providers assisted promptly, issues were addressed without delay, and timely feedback was received. Timely feedback received the highest rating, but all indicators remained within the moderate range. This suggests that fintech-enabled insurance services are functional but not yet highly responsive. The findings are supported by Alam, Rahman, and Hossain (2021), who emphasized that service responsiveness is important to customer satisfaction in electronic insurance services. However, the moderate rating contrasts with Kaur et al. (2020), who found that digitally prepared service providers can deliver faster and more consistent responses.

3.3.2 Service Accessibility

Service accessibility was rated high, with an overall mean of 3.84. Customers agreed that insurance services were easy to access, online tasks could be completed, information was easy to find, and customer support was accessible. The highest-rated indicator was the accessibility of customer support. This shows that fintech-enabled insurance services are generally convenient and reachable. The results fit the findings of Ofori, Boateng, and Effah (2022), who concluded that digital platforms improve accessibility by making services, information, and support easier to reach. However, Al-Hattami (2022) noted that accessibility problems may still occur when users or advisors experience difficulty using digital platforms.

3.3.3 Communication Quality

Communication quality received a high overall mean of 4.03. Customers agreed that information was clear and understandable, updates were communicated on time, complex details were explained clearly, and communication was accurate and reliable. The strongest indicator was accurate and reliable communication. This indicates that communication is one of the strongest areas of fintech-enabled insurance service experience. The results are consistent with Akhtar et al. (2021), who found that clear, timely, and accurate communication benefits customer satisfaction in digital insurance services. Khan, Rabbani, and Thurasamy (2022) added that communication quality may weaken if advisors are not fully prepared to use digital tools, suggesting that the positive result in this study may be linked to effective advisor use of fintech platforms.

3.3.4 Trust and Satisfaction

Trust and satisfaction were rated high, with an overall mean of 3.97. Customers agreed that services were reliable and consistent, personal information was secure, overall service quality was satisfactory, and expectations were met or exceeded. The strongest indicator was satisfaction with overall service quality. These findings show that customers generally trust and are satisfied with fintech-enabled insurance services. The results can be reconciled with Sumaedi, Bakti, and Yarmen (2020), who found that trust in digital insurance platforms strengthens customer satisfaction and continued use. However, Chopdar, Paul, and Korfiatis (2022) noted that trust and satisfaction may decline when customers experience weaknesses or inconsistencies in digital service delivery.

3.3.5 Overall Customer Experience

The overall customer experience was rated high, with a mean of 3.80. Communication quality received the highest rating, followed by trust and satisfaction, service accessibility, and service responsiveness. Service responsiveness was the only dimension rated moderate. This indicates that fintech-enabled insurance services generally provide a positive customer experience, particularly in communication, trust, and accessibility. However, responsiveness remains the main area for improvement, suggesting the need for faster replies, more consistent service delivery, and stronger customer support mechanisms.

3.4 Relationship Between Financial Advisors' Readiness and Customer Experience

3.4.1 Correlation Between Readiness and Customer Experience

Pearson correlation results showed positive and statistically significant relationships between financial advisors' readiness and all customer experience dimensions. Readiness had moderate positive correlations with service responsiveness, service accessibility, and communication quality, while it had a strong positive correlation with trust and satisfaction. Readiness also had a strong positive correlation with overall customer experience, with $r = 0.785$ and $p < 0.001$. These results indicate that higher advisor readiness is associated with better customer experience. The findings coincide with Kaur et al. (2020), who emphasized that digitally prepared service providers improve customer interaction and service quality. However, Al-Hattami (2022) found that readiness may not always improve customer experience when online platforms have usability issues, suggesting that readiness must be supported by effective fintech implementation.

3.4.2 Effect of Readiness on Customer Experience

Regression analysis showed that financial advisors' readiness significantly predicted customer experience. The model was statistically significant, with $R^2 = 0.617$ and $p = 0.0001$, meaning that readiness explained 61.7% of the variance in customer experience. The readiness coefficient was also significant, with $\beta = 0.724$, $t = 15.94$, and $p = 0.0001$. Therefore, the null hypothesis stating that financial advisors' readiness has no significant relationship with customer experience was rejected. This confirms that technological literacy and organizational support are important drivers of customer experience in fintech-enabled insurance services. The results were consistent with Kohe and Kohene (2024), who found that strong digital abilities among insurance intermediaries improve service performance and customer outcomes. However, Abou-Moghli et al. (2024) emphasized that digital preparedness may not always produce positive outcomes if employees lack confidence in using technology effectively.

3.5 Moderating Effects

3.5.1 Perceived Usefulness and Perceived Risk

The moderated regression model involving perceived usefulness and perceived risk was statistically significant, with $F = 59.08$, $p = 0.0001$, and $R^2 = 0.657$. Perceived usefulness significantly moderated the relationship between advisor readiness and customer experience, with $\beta = 0.119$, $t = 2.29$, and $p = 0.023$. However, perceived risk did not significantly moderate the relationship, with $\beta = -0.048$ and $p = 0.248$. These findings show that advisor readiness improves customer experience more strongly when fintech tools are perceived as useful. The results were in line with Bhatia and Arora (2021), who found that perceived usefulness strengthens the relationship between digital readiness and service outcomes. However, the result differs from Rahman et al. (2022), who found that perceived risk strongly weakens the adoption of digital insurance systems.

3.5.2 Customer Age

Customer age significantly moderated the relationship between financial advisors' readiness and customer experience. The strongest relationship was found among respondents aged 21–30, with $\beta = 0.786$, $t = 10.101$, and $R^2 = 0.729$. The relationship was moderate among those aged 31–40, with $\beta = 0.564$, $t = 4.651$, and $R^2 = 0.363$. Strong relationships were also found among those aged 41–50, with $\beta = 0.757$, $t = 9.097$, and $R^2 = 0.685$, and those aged 51 and above, with $\beta = 0.748$, $t = 7.840$, and $R^2 = 0.618$. Thus, the null hypothesis stating that customer age has no significant relationship with advisor readiness and customer experience was rejected. These findings show that advisor readiness affects customer experience across all age groups, although the strength of the effect differs by age. The results agreed with Bongomin et al. (2020), who found that younger age groups more effectively translate digital readiness into actual use and service performance. Conversely, Dwivedi et al. (2021) found that the effect of preparedness may decline with age because older participants may have lower adaptability and digital confidence.

4. Conclusion & Recommendations

The study concluded that financial advisors' readiness is a significant factor in improving customer experience in fintech-enabled life insurance services. Since the respondents were active policyholders with actual exposure to digital insurance platforms, their responses reflected practical experiences with advisor-assisted fintech services rather than hypothetical perceptions. The findings showed that advisor readiness, particularly through organizational support and technological literacy, positively influenced customer experience. This means that when advisors are equipped with sufficient digital skills, training, system access, and institutional support, customers are more likely to experience better service delivery. Customer experience was generally rated high in communication quality, trust and satisfaction, and service accessibility, indicating that fintech-enabled insurance services are already useful in supporting clearer communication, convenient access, and customer confidence. However, service responsiveness remained the weakest area, suggesting that digital platforms alone do not automatically guarantee faster service unless advisors and organizations establish consistent response practices. The study also found that perceived usefulness strengthened the relationship between advisor readiness and customer experience, showing that fintech tools become more effective when advisors and customers recognize their

practical value. Meanwhile, perceived risk did not significantly affect the relationship, which suggests that customers may have already developed a reasonable level of confidence in the digital insurance systems they used. Customer age also moderated the relationship, indicating that fintech-enabled service delivery is not experienced uniformly across age groups. Therefore, advisor readiness must be supported by age-sensitive service approaches that consider differences in digital confidence, preferred communication channels, and the level of assistance needed by customers.

Insurance companies are recommended to strengthen fintech adoption by improving advisor training, technical support, digital troubleshooting skills, cybersecurity awareness, and performance monitoring related to fintech use. Training programs should not only focus on basic platform use but also on practical service situations such as responding to customer inquiries, assisting customers with online policy access, explaining digital processes, and resolving common technical concerns. Since service responsiveness was the weakest area, companies should establish clearer response-time standards, centralized inquiry management systems, chatbot-assisted support, and accessible online financial advisor assistance to ensure that customer concerns are addressed promptly and consistently. At the same time, insurance companies should maintain the strong areas identified in the study, particularly communication quality, trust and satisfaction, and service accessibility, by ensuring that digital communication remains clear, accurate, timely, and reliable. Because perceived usefulness significantly strengthened customer experience, advisors should clearly explain the practical benefits of fintech tools, such as easier policy monitoring, faster transactions, improved communication, and more convenient access to insurance services. Age-sensitive service strategies should also be applied, with faster self-service and digital-first options for younger customers, balanced digital and advisor-assisted support for middle-age groups, and more guided, personalized, and reassuring assistance for older customers. Overall, the recommendations emphasize that successful fintech adoption in life insurance requires both technological capability and human-centered service delivery, where digital tools support rather than replace the advisory relationship.

The study was limited to existing life insurance policyholders in MUNTIPARLAS who had experience with fintech-enabled insurance services. Therefore, the findings may not fully represent policyholders from other locations, prospective insurance buyers, other insurance sectors, or the broader financial services industry. Future studies may expand the population, include other geographic areas and insurance types, apply longitudinal or mixed-method approaches, and examine additional variables such as income level, education, digital literacy, and frequency of fintech use.

Compliance with ethical standards

This study complied with the ethical standards of San Beda College Alabang and was conducted only after approval from the Research Ethics Committee. Participation was voluntary, and informed consent was obtained from all respondents before data collection. The confidentiality and anonymity of respondents were protected by not collecting sensitive personal information such as names, contact numbers, policy numbers, or insurance provider details, and all responses were used strictly for academic purposes and reported in aggregate form. The researcher declares no conflict of interest in the conduct of the study, acknowledges the contributions of the adviser, panel members, validators, respondents, and institution, and affirms that the copyright and intellectual ownership of the research belong to the author, subject to institutional policies and academic requirements.

REFERENCES

- Abou-Moghli, A. (2025). The role of strategic alignment and resource availability in boosting the digital capabilities of Jordanian insurance companies. *Insurance Markets and Companies*, 16(1), 74–89. [https://doi.org/10.21511/ins.16\(1\).2025.07](https://doi.org/10.21511/ins.16(1).2025.07)
- Akhtar, M. N., Hunjra, A. I., Akbar, S. W., & Niazi, G. S. K. (2021). Relationship between service quality and customer satisfaction in insurance services: The mediating role of customer trust. *Journal of Asian Finance, Economics and Business*, 8(2), 837–848. <https://doi.org/10.13106/jafeb.2021.vol8.no2.0837>
- Al Firdaus, M. Y., & Rachmawati, I. (2024). The influence of e-service quality on customer loyalty through customer satisfaction among Livin' by Mandiri users. *International Journal of Social Science and Business*, 8(1), 142–150. <https://doi.org/10.23887/ijssb.v8i1.69777>
- Al-Hattami, H. M. (2022). Determinants of intention to continue using digital insurance services: The mediating role of service quality. *Journal of Innovation and Entrepreneurship*, 11, Article 1. <https://doi.org/10.1186/s13731-022-00198-9>
- Al-Smadi, M. O. (2025). Insurance sector readiness for digital transformation: Empirical evidence from Jordan. *Insurance Markets and Companies*, 16(1), 33–41. [https://doi.org/10.21511/ins.16\(1\).2025.03](https://doi.org/10.21511/ins.16(1).2025.03)
- Alalwan, A. A., Dwivedi, Y. K., & Rana, N. P. (2017). Factors influencing adoption of mobile banking by Jordanian bank customers: Extending UTAUT2 with trust. *International Journal of Information Management*, 37(3), 99–110. <https://doi.org/10.1016/j.ijinfomgt.2017.01.002>

- Alalwan, A. A., Dwivedi, Y. K., Rana, N. P., & Algharabat, R. (2018). Examining factors influencing Jordanian customers' intentions and adoption of internet banking: Extending UTAUT2 with risk. *Journal of Retailing and Consumer Services*, 40, 125–138. <https://doi.org/10.1016/j.jretconser.2017.08.026>
- Alam, M. M. D., Rahman, M. A., & Hossain, M. A. (2021). Factors influencing customer satisfaction and loyalty in digital insurance services. *Journal of Asian Finance, Economics and Business*, 8(3), 1023–1035. <https://doi.org/10.13106/jafeb.2021.vol8.no3.1023>
- Amin, M., Isa, Z., & Fontaine, R. (2020). The role of customer satisfaction in enhancing customer loyalty in Islamic insurance services. *Journal of Islamic Marketing*, 11(4), 843–857. <https://doi.org/10.1108/JIMA-04-2019-0088>
- Appiah, T., & Agblewornu, V. V. (2025). The interplay of perceived benefit, perceived risk, and trust in Fintech adoption: Insights from Sub-Saharan Africa. *Heliyon*, 11(2), Article e41992. <https://doi.org/10.1016/j.heliyon.2025.e41992>
- Arner, D. W., Barberis, J., & Buckley, R. P. (2016). The evolution of FinTech: A new post-crisis paradigm? *Georgetown Journal of International Law*, 47, 1271–1319. <https://ssrn.com/abstract=2676553>
- Azeem, K., Sheikh, S. M., & Rahman, S. U. (2023). Perceived usefulness, experience and FinTech acceptance in Pakistan: An economic analysis. *Pakistan Journal of Humanities and Social Sciences*, 11(4), 69–85. <https://doi.org/10.52131/pjhss.2023.1104.0697>
- Ayinaddis, S. G. (2023). Examining the effect of electronic banking service quality on customer satisfaction and loyalty: An implication for technological innovation. *Journal of Innovation and Entrepreneurship*, 12, Article 22. <https://doi.org/10.1186/s13731-023-00287-y>
- Bangko Sentral ng Pilipinas. (2021). 2021 financial inclusion survey: Topline report. <https://www.bsp.gov.ph/Inclusive%20Finance/Financial%20Inclusion%20Reports%20and%20Publications/2021/FISToplineReport.pdf>
- Bangko Sentral ng Pilipinas. (2025). 2024 status of digital payments in the Philippines: Report on e-payments measurement. https://www.bsp.gov.ph/PaymentAndSettlement/2024_Report_on_E-payments_Measurement.pdf
- Bhatia, A., & Arora, R. (2021). Adoption of insurtech by insurance agents: An empirical investigation. *Journal of Financial Services Marketing*, 26(4), 289–303. <https://doi.org/10.1057/s41264-021-00101-0>
- Bongomin, G. O. C., Munene, J. C., Ntayi, J. M., & Malinga, C. A. (2020). Mobile money adoption and usage and financial inclusion: Mediating effect of digital consumer protection. *Financial Innovation*, 6, Article 15. <https://doi.org/10.1186/s40854-019-0155-4>
- Chong, A. Y. L., Liu, M. J., Luo, J., & Keng-Boon, O. (2022). Predicting digital transformation success among insurance intermediaries: A generational perspective. *Information Systems Frontiers*, 24(5), 1389–1406. <https://doi.org/10.1007/s10796-021-10188-2>
- Chopdar, P. K., Paul, J., & Korfiatis, N. (2022). Examining the role of trust in the adoption of digital financial services. *Technological Forecasting and Social Change*, 174, Article 121245. <https://doi.org/10.1016/j.techfore.2021.121245>
- Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). John Wiley & Sons.
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Lawrence Erlbaum Associates.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). SAGE Publications.
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340. <https://doi.org/10.2307/249008>
- De Guzman, P. S., Pascual, M. P., Galano, J. A., De Leon, C. L., Pastorfide, D. M., Villariaza, R. A., Santos, A. R., Banzon, I. L., Santos, L. G. R., & Santos, A. R. R. (2025). Assessing a digital capacity-building initiative: Scholarly writing and AI ethics training for global academic stakeholders. *International Journal of Learning, Teaching and Educational Research*, 24(11), 404–421. <https://doi.org/10.26803/ijlter.24.11.19>
- Dimock, M. (2019, January 17). Defining generations: Where Millennials end and Generation Z begins. *Pew Research Center*. <https://www.pewresearch.org/short-reads/2019/01/17/where-millennials-end-and-generation-z-begins/>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, Article 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1–4. <https://doi.org/10.11648/j.ajtas.20160501.11>
- Faul, F., Erdfelder, E., Lang, A.-G., & Buchner, A. (2007). G*Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences. *Behavior Research Methods*, 39(2), 175–191. <https://doi.org/10.3758/BF03193146>

- Featherman, M. S., & Pavlou, P. A. (2003). Predicting e-services adoption: A perceived risk facets perspective. *International Journal of Human-Computer Studies*, 59(4), 451–474. [https://doi.org/10.1016/S1071-5819\(03\)00111-3](https://doi.org/10.1016/S1071-5819(03)00111-3)
- Feyen, E., Frost, J., Gambacorta, L., Natarajan, H., & Saal, M. (2021). Fintech and the digital transformation of financial services: Implications for market structure and public policy. *BIS Papers*, 117. Bank for International Settlements. <https://www.bis.org/publ/bppdf/bispap117.htm>
- FinTech Alliance Philippines. (2024). *Philippines FinTech Report 2024*. <https://fintechalliance.ph/wp-content/uploads/2024/08/Fintech-Report-V5.pdf>
- Fraenkel, J. R., & Wallen, N. E. (2012). *How to design and evaluate research in education* (8th ed.). McGraw-Hill Education.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.
- Hassan, M. K., Islam, M. A., Yusof, R. M., & Nasir, M. A. (2023). Fintech adoption and trust formation in insurance services. *Journal of Financial Services Marketing*, 28(1), 45–60. <https://doi.org/10.1057/s41264-022-00161-7>
- Ighomereho, O. S., Ojo, J. A., Omoyele, S. O., & Olabode, O. E. (2022). From service quality to e-service quality: Measurement, dimensions and model. *arXiv*. <https://arxiv.org/abs/2205.00055>
- Insurance Commission. (2020a, June 15). *Insurance Commission encourages adoption of digital payments in insurance, pre-need and HMO transactions in new circular letter*. <https://www.insurance.gov.ph/insurance-commission-encourages-adoption-of-digital-payments-in-insurance-pre-need-and-hmo-transactions-in-new-circular-letter/>
- Insurance Commission. (2020b). *The Philippines issues InsurTech regulatory sandbox guidelines*. https://www.insurance.gov.ph/wp-content/uploads/2022/05/A2ii-Newsflash_-The-Philippines-Issues-InsurTech-Regulatory-Sandbox-Guidelines.pdf
- Insurance Commission. (2024a). *Annual report on the Philippine insurance industry*. Government of the Philippines. <https://www.insurance.gov.ph>
- Insurance Commission. (2024b). *Philippine insurance industry performance report*. <https://www.insurance.gov.ph>
- Insurance Markets and Companies. (2024). Digital transformation and organizational readiness in the insurance industry. *Insurance Markets and Companies*, 15(1), 1–15. [https://doi.org/10.21511/ins.15\(1\).2024.01](https://doi.org/10.21511/ins.15(1).2024.01)
- Kaur, P., Dhir, A., Talwar, S., & Ghuman, K. (2020). The value proposition of mobile payment services: A study of digital service responsiveness. *International Journal of Information Management*, 54, Article 102121. <https://doi.org/10.1016/j.ijinfomgt.2020.102121>
- Khan, S. N., Rabbani, M. R., & Thurasamy, R. (2022). Digital service quality and customer loyalty in insurance services: The mediating role of communication effectiveness. *Sustainability*, 14(9), Article 5403. <https://doi.org/10.3390/su14095403>
- Khan, S. N., Rahman, M. S., & Zhang, Y. (2023). Fintech adoption among insurance intermediaries: The moderating role of perceived usefulness. *International Journal of Bank Marketing*, 41(6), 1431–1452. <https://doi.org/10.1108/IJBM-08-2022-0379>
- Kiwanuka, J. S., & Sibindi, A. B. (2024). Digital literacy, insurtech adoption and insurance inclusion: A structural equation modelling approach. *Journal of Risk and Financial Management*, 17(3), Article 119. <https://doi.org/10.3390/jrfm17030119>
- Köhne, T., & Köhne, V. (2024). Uncovering the impact of digitalization on the performance in the insurance distribution sector. *Risks*, 12(8), Article 129. <https://doi.org/10.3390/risks12080129>
- Mainardes, E. W., Costa, F. P. M., & Nossa, S. N. (2023). Customers' satisfaction with fintech services: Evidence from Brazil. *Journal of Financial Services Marketing*, 28(2), 378–395. <https://doi.org/10.1057/s41264-022-00156-x>
- Mannheim, K. (1952). The problem of generations. In P. Kecskemeti (Ed.), *Essays on the sociology of knowledge* (pp. 276–322). Routledge.
- Maresova, P., Soukal, I., Svobodova, L., Hedvicakova, M., Javanmardi, E., Selamat, A., & Krejcar, O. (2021). Digital transformation in insurance services: Perceived usefulness and performance outcomes. *Technological Forecasting and Social Change*, 166, Article 120611. <https://doi.org/10.1016/j.techfore.2021.120611>
- Marinković, V., & Kalinić, Z. (2021). Antecedents of customer satisfaction in mobile commerce: Exploring the moderating effect of customization. *Online Information Review*, 45(6), 1070–1089. <https://doi.org/10.1108/OIR-10-2019-0329>
- Milken Institute. (2019). *Fintech, financial inclusion, and the future of financial services*. <https://milkeninstitute.org>
- Nguyen, T. D., Nguyen, T. M., & Vo, T. T. (2021). Service quality, trust, and customer satisfaction in life insurance services. *Journal of Financial Services Marketing*, 26(3), 137–148. <https://doi.org/10.1057/s41264-021-00100-7>
- Nguyen, T. H., & Dao, M. T. N. (2022). Digital transformation and service performance in insurance advisory services. *Journal of Asian Finance, Economics and Business*, 9(3), 119–130. <https://doi.org/10.13106/jafeb.2022.vol9.no3.0119>
- Nguyen, T. T. H., Pham, T. T. T., & Nguyen, H. T. (2022). Determinants of customer experience in online insurance services. *Sustainability*, 14(4), Article 2157. <https://doi.org/10.3390/su14042157>

- Ofori, K. S., Boateng, H., & Effah, J. (2022). Digital service quality and customer satisfaction in insurance services: Evidence from developing economies. *Information Development*, 38(3), 385–399. <https://doi.org/10.1177/02666669211026223>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL: A multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233. <https://doi.org/10.1177/1094670504271156>
- Philippine Institute for Development Studies. (2021). *Digital transformation in the Philippine financial sector*. <https://pids.gov.ph>
- Quimba, F. M. A., Barral, M. A. A., & Carlos, J. C. T. (2021). *Analysis of the FinTech landscape in the Philippines* (PIDS Discussion Paper Series No. 2021-29). Philippine Institute for Development Studies. <https://pidswebs.pids.gov.ph/CDN/PUBLICATIONS/pidsdps2129.pdf>
- Rahman, M. A., Mokhtar, S. S. M., & Hamzah, Z. L. (2022). E-readiness and customer experience in digital insurance services. *Journal of Financial Services Marketing*, 27(3), 198–212. <https://doi.org/10.1057/s41264-021-00127-4>
- Raza, S. A., Umer, A., Qureshi, M. A., & Dahri, A. S. (2020). Internet banking service quality, e-customer satisfaction and loyalty: The modified e-SERVQUAL model. *The TQM Journal*, 32(6), 1443–1466. <https://doi.org/10.1108/TQM-02-2020-0019>
- Ryu, H. S., & Ko, K. S. (2020). Sustainable development of fintech: Focused on uncertainty and perceived quality issues. *Sustainability*, 12(18), Article 7669. <https://doi.org/10.3390/su12187669>
- Saha, G. C., & Goyal, S. (2021). Service quality and customer experience in online insurance platforms. *Journal of Financial Services Marketing*, 26(4), 179–193. <https://doi.org/10.1057/s41264-021-00107-5>
- Saunders, M., Lewis, P., & Thornhill, A. (2019). *Research methods for business students* (8th ed.). Pearson Education Limited.
- Shao, J., Wen, M., Zhang, Y., Zhang, L., & Sun, J. (2025). Development of a measurement of doctor-patient communication quality scale. *Frontiers in Public Health*, 13, Article 1606403. <https://doi.org/10.3389/fpubh.2025.1606403>
- Sultan, N., & Rohm, A. J. (2021). Generational effects on digital technology adoption: A hybrid conceptual model of Generation Y and Z competitiveness. *Journal of Business Research*, 129, 902–913.
- Sumaedi, S., Bakti, I. G. M. Y., & Yarmen, M. (2020). The integrated model of service quality, customer trust, and satisfaction in insurance services. *Journal of Asian Finance, Economics and Business*, 7(12), 367–378. <https://doi.org/10.13106/jafeb.2020.vol7.no12.367>
- Taherdoost, H. (2016). Validity and reliability of the research instrument: How to test the validation of a questionnaire or survey in research. *International Journal of Academic Research in Management*, 5(3), 28–36. <https://doi.org/10.2139/ssrn.3205040>
- Talwar, S., Dhir, A., Kaur, P., & Mäntymäki, M. (2020). Barriers toward purchasing from online travel agencies. *Tourism Management*, 76, Article 103971. <https://doi.org/10.1016/j.tourman.2019.103971>
- Urumsah, D., Ispridevi, R. F., Nurherwening, A., & Hardinto, W. (2022). FinTech adoption: Its determinants and organizational benefits in Indonesia. *Jurnal Akuntansi dan Auditing Indonesia*, 26(1), 88–101. <https://doi.org/10.20885/jaai.vol26.iss1.art9>
- Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the Technology Acceptance Model: Four longitudinal field studies. *Management Science*, 46(2), 186–204. <https://doi.org/10.1287/mnsc.46.2.186.11926>
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425–478. <https://doi.org/10.2307/30036540>
- World Bank. (2022). *Financial consumer protection and fintech: An overview of new manifestations of consumer risks and emerging regulatory approaches*. World Bank. <https://openknowledge.worldbank.org/entities/publication/e79d9e9d-2c97-55ba-a8d3-224cfe14fb32>
- Xie, X., Ye, Q., Huang, W., & Ye, Y. (2021). Understanding fintech platform adoption: The role of perceived risk and value. *Journal of Business Research*, 122, 1–11. <https://doi.org/10.1016/j.jbusres.2020.08.015>
- Zhao, Y., & Bacao, F. (2021). How frontline digital adoption shapes customer satisfaction in financial services. *Journal of Business Research*, 132, 305–316. <https://doi.org/10.1016/j.jbusres.2021.04.013>