

Received Date: 21 April 2026**Accepted Date: 12 May 2026****Published Date: 1 June 2026**

Determinants of the Adoption of the Banking Agent Service by Micro-enterprises in Kinshasa: *Empirical Evidence from the Lukunga District*

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Abstract

This article on the determinants of the adoption of banking agent services by micro-enterprises in the Lukunga district of Kinshasa tested the hypothesis that the adoption of banking agent services is explained by perceived utility, enabling conditions, expected performance, perceived risk, social influence and the characteristics of the banking agent service. Univariate, bivariate and multivariate analyses confirmed this hypothesis. Thus, the adoption of banking agent services is influenced by individual, structural and contextual factors,

enabling conditions, and the characteristics of the banking agent service.

Keywords: Banking agent, banking agent service, adoption of the banking agent service.

1. Introduction

For over a decade, banks have been facing the effects of globalisation and financial liberalisation, prompting them to diversify their services and increase their use of technology in order to improve the quality of their services and their customer relationships (Al-Smadi et al, 2011). The

competition resulting from these changes has prompted banks seeking to ensure their growth and improve the efficiency and profitability of their services to offer their customers, in addition to their physical network, alternative channels for accessing banking products and services. (Ndangwa .L, 2020).

In Africa, access to financial services plays an important role in consumption, investment and economic and social well-being (Mimoun Benali et al, 2020). In the Democratic Republic of the Congo, financial institutions use banking agents to bring financial services closer to different sections of the population.

As part of the National Financial Inclusion Strategy for 2028, the Government of the Democratic Republic of the Congo aims to increase the financial inclusion rate from 38.5 per cent in 2022 to 65 per cent in 2028, particularly for MSMEs, women and young people.

Instruction 29, published in June 2016 by the Central Bank of Congo, sets out the regulatory provisions governing the activities and supervision of banking agents. In 2022, banks and microfinance institutions had a network of 11,431 banking agents, the vast majority of whom (89.4 per cent) were affiliated with banks (Finances-RDC, 2023). We felt it was relevant to identify the factors hindering the uptake of banking agent services by micro and small enterprises, as well as to highlight the factors likely to encourage wider adoption of this service by entrepreneurs.

This article focuses primarily on analysing the specific determinants of the adoption of the bank agent service by micro-enterprises in the Lukunga district of Kinshasa. It aims to test the hypothesis that such adoption is influenced by perceived utility, enabling conditions, expected performance, perceived risk, social influence and the specific characteristics of the banking agent service. This verification is based on a statistical method involving univariate, bivariate and multivariate analyses of primary data collected during a survey of micro-enterprises in the Lukunga district of Kinshasa.

2. A brief conceptual overview of agency banking, financial innovation and micro-enterprises

The concept of agency banking refers to the provision of banking services outside traditional branches, through non-banking agents using technologies that enable real-time transaction processing (Iveri, 2014). In the Democratic Republic of the Congo, Instruction 29 of the Central Bank of the Congo defines a banking agent as a natural or legal person carrying out a commercial activity and acting in the name and on behalf of a regulated institution, when carrying out banking transactions on the basis of a written contract (BCC, 2016).

Furthermore, Schumpeter considers that innovation manifests itself in five ways: the creation of a new or improved product, the adoption of a manufacturing process, the exploitation of an untapped sales market, access to new sources of supply, and the organisational restructuring of the firm. This analysis reveals that the introduction of new products or processes creates new needs and, consequently, drives the diffusion of innovations (Schumpeter, 1911).

However, this concept is considered difficult to apply in the context of financial innovation, as the latter is more closely linked to macroeconomic transformations and the adaptation of financing methods. According to Tufano P. (2003), financial innovation refers to ‘the creation or diffusion of new financial instruments, technologies, institutions and markets’. For his part, Levratto argues that financial innovation may also correspond to ‘any product or process that has hitherto played a minor role in the relevant markets’, thereby calling into question the criterion of novelty and the distinction between ‘invention’ and ‘innovation’.

Furthermore, micro-enterprises, or very small enterprises (VSEs), are very small economic units in which the owner-manager plays a central role and influences all aspects of the enterprise’s internal and external operations. This results in a high degree of personalisation in management and in information systems that are generally simple, not very complex and often informal (Nsana et al., 2023). The Charter for Small and Medium-sized Enterprises and the Craft Sector in the DRC defines a micro-enterprise as any economic unit employing between 1 and 5 people, with an annual pre-tax turnover in Congolese francs equivalent to US\$10,000 or less, requiring start-up investments of US\$10,000 or less, and operating under a centralised management model (DRC – Ministry of SMEs and Crafts, 2009).

3. Literature review

Theoretical models of the adoption of a technological innovation are primarily rooted in social and cognitive psychology, explaining the influence of beliefs, attitudes, social norms and perceived control on the decision to adopt an innovation. Among the main models are ‘**Rogers’ theory of the diffusion of innovations**’, according to which an innovation is a process by which an innovation is transmitted, via certain channels, over time, to members of a social system; and **Fishbein and Ajzen’s theory of reasoned action**, which is based on a central idea in social psychology that human beings act intentionally and rationally. In other words, when an individual adopts or rejects an innovation, it is because they have formed a psychological intention based on what they believe, feel and perceive socially; as well as **Ajzen’s Theory of Planned Behaviour**, which incorporates perceived

behavioural control by recognising that certain material, cognitive or social constraints may limit the adoption of an innovation.

The Technology Acceptance Model (TAM), developed by Fred Davis, explains the acceptance or rejection of technologies on the basis of perceived usefulness and perceived ease of use, whilst **the Unified Theory of Acceptance and Use of Technology (UTAUT)** highlights expected performance, expected effort, social influence and facilitating conditions as the main determinants of the intention to use a technology.

The empirical literature also highlights several factors that explain the adoption of digital banking services. Saïd Ettis (2013), using the partial least squares (PLS) method applied to Tunisian small businesses, shows that security, service quality, functional values and trust positively influence the intention to use e-banking regularly. In the Moroccan context, Soukaina Boualou et al. (2023) reveal a positive correlation between perceived effort, perceived utility, social influence and the intention to use mobile banking services. Insaf et al. (2024) studied the determinants of online banking adoption in Morocco, using the theoretical framework of Davis's Technology Acceptance Model (TAM).

The results of their analysis highlight the positive and significant effect of the various dimensions of online service quality on their adoption by bank customers in Morocco. According to Pengame (2015), new technologies facilitate customer acquisition and retention whilst reducing the costs associated with customer management. In the Democratic Republic of the Congo, Mukwati P. (2023), using binary logit and Heckman models applied to 1,808 entrepreneurs in Kinshasa, Matadi, Kikwit and Boma, demonstrates that gender, bank or mobile savings, the possession of assets as bank collateral, and the frequency of restocking goods positively influence the adoption of digital financial services, whilst religion has a negative effect on the adoption of virtual currency. The study also reveals that entrepreneurs who adopt these services have a higher average income and turnover than those who do not.

In the same context, Alain Mukamba M. (2024), using a model based on the UTAUT framework and applied to SMEs in Goma and Bukavu, demonstrates that perceived usefulness, perceived risk and convenience have a positive influence on the adoption of digital financial services and strengthen the relationship between SMEs and banks. In Kenya, Mwaiwa Fredrick et al. (2022) demonstrate that the banking agent service has a positive relationship with banks' sustainable competitive advantage, a relationship reinforced by banking regulation.

Finally, Irène Njoki and Job Omagwa (2017) conclude that there is a positive correlation between agency banking and the financial performance of commercial banks, as measured by profitability, commission income, operational flexibility and the reduction of congestion at bank branches.

4. Methodological approach

In this section, the following will be presented in turn: the data source and data processing techniques.

a. Data source

The empirical analysis in this study is based on a sample survey conducted amongst 180 micro-enterprises in the Lukunga district of Kinshasa, using a structured questionnaire administered to the managers of local businesses. The questionnaire covers socio-demographic characteristics, the identification of micro-enterprises, and the factors associated with the adoption of the banking agent service, notably expected performance, perceived usefulness, enabling conditions, perceived risk, social influence and the characteristics of the banking agent service.

Table 1: Variables associated with socio-demographic characteristics

Variables	Variable codes	Measures	Types
Gender	GENDER	0=Female 1=Male	Binary qualitative
Age group	TRAGE	1=18 to 25 years 2=26 to 30 years 3=31 to 40 years 4=41 years and over	Multinomial qualitative
Level of education	NIV_ETUD	1=Lower secondary or State certificate 2=Graduate 3=Bachelor's degree 4=Other	Multinomial qualitative
Marital status	STATMAT	1=Single 2=Married 3=Divorced 4=Widowed	Multinomial qualitative

Source: Compiled by the authors based on the literature review

Table 2: Variables associated with the identification of micro-enterprises

Variables	Variable codes	Measures	Types
Type of activity	TYP_ACT	1= Mobile Money services 2= General retail 3= Agri-food 4= Other	Multinomial qualitative
Document type	DOC_ACT	1=Licence 2=Authorisation to open; 3=RCCM and NAT ID	Multinomial qualitative
Reason for Non-Adoption	EASAB	1= Insufficient funds 2= Lengthy procedure 3= Other (please specify)	Multinomial qualitative
EquityBCDC Express service	SERV-EquityBCDC Express	0=No 1=Yes	Binary qualitative
Service Illico Cash	SERV_Illico cash	0=No 1=Yes	Binary qualitative
Ecobank Xpress service	SERV_ Ecobank Xpress	0=No 1=Yes	Binary qualitative
PEPELE Mobile service	SERV_ PEPELE Mobile	0=No 1=Yes	Binary qualitative
UBA Money Service	SERV_UBA Money	0=No 1=Yes	Binary qualitative
First Money service	SERV_ First Money	0=No 1=Yes	Binary qualitative

Source: Compiled by the authors based on the literature review

Table 3: Variables associated with perceived utility, enabling conditions, perceived risk and social influence

Variables	Variable code	Measures	Types
Improvement in micro-enterprise performance	SABPERF	1= Strongly disagree 2= Agree 3= Strongly agree 4= Neither agree nor disagree	Multimodal qualitative
Commercial banks in favour of recruiting bank staff	BCRPAB	1= Strongly disagree 2= Agree 3= Strongly agree 4= Neither agree nor disagree	Multinomial qualitative
Social influences on adoption	ENTPAB	1= Strongly disagree 2= Agree 3= Strongly agree 4= Neither agree nor disagree	Multinomial qualitative
Basic operations carried out by bank staff	CLISAB	1= Strongly disagree 2= Agree 3= Strongly agree 4= Neither agree nor disagree	Multinomial qualitative
Support required provided by the commercial bank	ACCSAB	1= Strongly disagree 2= Agree 3= Strongly agree	Multinomial qualitative

		4= Neither agree nor disagree	
The training provided by the bank makes the bank clerk	FORBAN	1= Strongly disagree 2= Agree 3= Strongly agree 4= Neither agree nor disagree	Multinomial qualitative
No loss of funds made available by the bank teller	FONSEC	1= Strongly disagree 2= Agree 3= Strongly agree 4= Neither agree nor disagree	Multinomial qualitative

Source: Compiled by the authors based on the literature review

It should be noted here that our selection focused on six commercial banks that had already rolled out the banking agent service in the city of Kinshasa, namely: EquityBCDC, Rawbank, Ecobank, TMB, UBA and First Bank.

b. Data Analysis

As part of the assessment of the uptake of the banking agent service, qualitative variables are described using frequency tables, whilst quantitative variables are analysed using descriptive statistics. The analysis of the relationships between the explanatory factors and the dependent variable is based on the chi-squared test for qualitative variables and on the t-test for means for quantitative variables. The degree of association between significant variables is measured by the contingency coefficient, whilst the magnitude and direction of the influence are determined from the estimation of a logistic model.

5. Results and Discussion

5.1. Results

The results obtained are based on statistical methods, using univariate, bivariate and multivariate analyses carried out on data collected through a survey of 180 micro-enterprises in the Lukunga district of Kinshasa during 2025.

- **Univariate and bivariate analyses**

This involves analysing the variables one by one, as well as examining the association between the dependent variable and the qualitative independent variables using the chi-squared test, the results of which are summarised in the following tables.

Table 4: Distribution of socio-demographic variables and their relationship with the adoption of the banking agent service

Engagement in banking agent activities							
Variable	Categories	Freq. N=150	Frequency (%)	Chi-square	Prob.	Continuity Coefficient	Prob
Socio-demographic characteristics							
GENDER	Male	105	58.3	9.631**	0.002	0.225	0.002
	Female	75	41.7				
	Total	180	100.0				
TRAGE	Aged 45 and over	24	13.3	6.261	0.100	-	-
	31 to 40 years	56	31.1				
	26-30 years	70	38.9				
	18 to 25 years	30	16.7				
	Total	180	100.0				
NIV_ETUD	Other	5	2.8	7.522	0.057	-	-
	Graduate	75	41.7				
	Graduate	48	26.7				
	< or State Diploma	52	28.9				
	Total	180	100.0				
STAMAT	Widower/widow	2	1.1	2.624	0.453	-	-
	Divorced	4	2.2				
	Married	62	34.4				

	Single	112	62.2				
	Total	180	100				
*(significant at the 5% level); ** (significant at the 1% level)							

Source: Compiled by the authors using data from the survey, with the aid of SPSS 27 software

Analysis of socio-demographic characteristics reveals a predominance of men (58.3 per cent) and a strong presence of young adults, particularly those aged 26 to 30 (38.9 per cent). In terms of educational attainment, those with a bachelor's degree are the largest group (41.7 per cent), whilst single people make up the majority (62.2 per cent). The bivariate analysis shows that, amongst the socio-demographic characteristics studied, only the 'gender' variable is significantly associated with working as a bank agent. The other variables (age group, educational attainment and marital status) show no significant association.

Table 5: Distribution of micro-enterprise identification variables and link with the adoption of the banking agent service

Engagement in banking agency activities							
Variable	Categories	Freq. N=150	Frequenc y (%)	Chi- square	Pro b	Contingen cy Coefficient	Pro b
Identification of the micro-enterprise							
TYP_ACT	Other	12	6.7	0.987	0.804	-	-
	Agri-food	6	3.3				
	General retail	58	32.2				
	Mobile Money Services	104	57.8				
	Total	180	100.0				
DOC_ACT	RCCM and ID NAT	98	54.4	28.284**	0.000	0.369	0.000
	Opening authorisation	66	36.7				
	Patent	16	8.9				
	Total	180	100.0				
EASAB	Other (please specify)	17	33.3	170.435*	0.000	0.697	0.000
	Lengthy proceedings	14	27.5				
	Insufficient funds	20	39.2				
	Total	51	100.0				
SERV_EquityBCDC express	Yes	115	63.9	125.903*	0.000	0.642	0.000
	No	65	36.1				
	Total	180	100.0				
SERV_Illico Cash	Yes	45	25.0	23,721**	0.000	0.341	0.000
	No	135	75.0				

	Total	180	100.0				
SERV_Ecobank Xpress	Yes	19	10.6	8.398**	0.004	0.211	0.000
	No	161	89.4				
	Total	180	100.0				
SERV_PEPPELE Mobile	Yes	37	20.6	18.413**	0.000	0.305	0.000
	No	143	79.4				
	Total	180	100.0				
SERV_UBA money	Yes	22	12.2	9.909**	0.002	0.228	0.002
	No	158	87.8				
	Total	180	100.0				
SERV_First Money	Yes	48	26.7	25.877**	0.000	0.355	0.000
	No	132	73.3				
	Total	180	100.0				
*(significant at the 5% level); ** (significant at the 1% level)							

Source: Compiled by the authors from the survey data, using SPSS 27 software

Analysis of the variables relating to the identification of micro-enterprises shows a predominance of mobile money activities (57.8 per cent) and general trade (32.2 per cent). The majority of respondents hold an RCCM and an ID NAT (54.4 per cent), whilst the main obstacles to acting as a banking agent are insufficient funds (39.2 per cent) and the complexity of procedures (27.5 per cent). In terms of service usage, EquityBCDC Express leads the way with 63.9 per cent, followed by First Money (26.7 per cent) and Illico Cash (25 per cent).

The association analysis reveals that, amongst the identifying characteristics of micro-enterprises, only the type of business activity is not significantly associated with acting as a banking agent. Conversely, all other variables in this category show a significant association. These include business documentation, reasons for not acting as a banking agent, and the use of various mobile banking services (EquityBCDC Express, Illico Cash, Ecobank Xpress, UBA Money, Pelele Mobile and First Money).

Table 6: Distribution of the variables ‘expected performance’, ‘perceived utility’, ‘enabling conditions’, ‘perceived risks’ and ‘social influence’, and their relationship with the adoption of the banking agent service

Carrying out banking agent activities							
Variable	Modalities	Freq. N=180	Freq. (%)	Chi-square	Prob	Contingency Coefficient	Prob
Perceived utility, facilitating conditions, perceived risk and social influence							
SABPERF	Indifferent	55	30.6	161.734**	0.000	0.688	0.000
	Strongly agree	30	16.7				
	Agree	88	48.9				
	Strongly disagree	7	3.9				
	Total	180	100.0				
BCRPAB	Don't know	57	31.7	153.562**	0.000	0.679	0.000
	Strongly agree	33	18.3				
	Agree	79	43.9				
	Strongly disagree	11	6.1				
	Total	180	100.0				
ENTPAB	Indifferent	61	33.9	138.826**	0.000	0.660	0.000
	Strongly agree	24	13.3				
	Agree	69	38.3				
	Strongly disagree	26	14.4				
	Total	180	100.0				
CLISAB	Don't know	53	29.4	170.522**	0.000	0.697	0.000
	Strongly agree	54	30.0				
	Agree	69	38.3				
	Strongly disagree	4	2.2				
	Total	180	100.0				

ACCSAB	Don't know	54	30.0	166.047**	0.000	0.693	0.000
	Strongly agree	39	21.7				
	All right	76	42.2				
	Strongly disagree	11	6.1				
	Total	180	100.0				
FORBAN	Don't know	52	28.9	175.170**	0.000	0.702	0.000
	Strongly agree	54	30.0				
	Agree	68	37.8				
	Strongly disagree	6	3.3				
	Total	180	100.0				
FONSEC	Don't know	60	33.3	142.326**	0.000	0.664	0.000
	Strongly agree	25	13.9				
	Agree	61	33.9				
	Strongly disagree	34	18.9				
	Total	180	100.0				
*(significant at the 5% level); ** (significant at the 1% level)							

Source: Compiled by the authors from survey data using SPSS 27 software

Analysis of the variables relating to expected performance, perceived utility, enabling conditions, perceived risk and social influence reveals, overall, a favourable trend towards the adoption of the virtual bank branch service. A majority of respondents believe that this service improves business performance, is supported by banks, is encouraged by those around them, is perceived as more advantageous than traditional branches, and is accompanied by banking support and adequate training, although a significant proportion remain neutral. All of these variables are significantly associated with the operation of the banking agent business, confirming their explanatory role in the adoption of the service.

Table 7: Distribution of variables characterising the banking agent service and their link to the adoption of the banking agent service

Engagement in banking agency activities							
Variable	Modalities	Freq. N=150	Freq. (%)	Chi-square	Prob	Contingency coefficient	Prob
Characteristics of the bank teller service (proximity, reliability, accessibility, convenience and transaction fees)							
GTSAB	No preference	53	29.4	170.522**	0.000	0.697	0.000
	Strongly agree	48	26.7				
	Agree	77	42.8				
	Strongly disagree	2	1.1				
	Total	180	100.0				
SABMM	No preference	58	32.2	149.687**	0.000	0.674	0.000
	I completely agree	26	14.4				
	Agree	49	27.2				
	Strongly disagree	47	26.1				
	Total	180	100.0				
HORAB	Don't know	57	31.7	153.562**	0.000	0.679	0.000
	Strongly agree	37	20.6				
	Agree	69	38.3				
	Strongly disagree	17	9.4				
	Total	180	100.0				
ASSAB	Don't know	53	29.4	170.522**	0.000	0.697	0.000
	Strongly agree	51	28.3				
	Agree	73	40.6				
	Strongly disagree	3	1.7				
	Total	180	100.0				

COMTRX	No preference	52	28.9	175.170**	0.000	0.702	0.000
	Strongly agree	49	27.2				
	Agree	69	38.3				
	Strongly disagree	10	5.6				
	Total	180	100.0				
<i>*(significant at the 5% level); ** (significant at the 1% level)</i>							

Source: Compiled by the authors from the survey data, using SPSS 27 software

All variables relating to the characteristics of the bank agent service show a significant association with the performance of this activity. This applies in particular to the perception of time savings (avoiding queues), the perceived similarity to Mobile Money (M-Pesa, Orange Money, Airtel Money, Afrimoney, etc.), flexible opening hours (operating on public holidays and outside standard opening hours), the assurance of support from a dedicated customer service team in the event of a dispute, and the regularity of payment of transaction fees by the bank.

- **Multivariate analysis**

The multivariate analysis will be carried out using logistic regression, incorporating the qualitative explanatory variables whose relationship with the dependent variable proved to be significant during the bivariate stage.

Table 8: Results of the regression analysing demand for the bank agent service against the ‘Gender’ variable within the socio-demographic characteristics

Dependent variable: Working as a bank agent									
					Correct prediction of working as a bank agent (%)			Overall significance of the model according to the Wald test	
Var.	Mod.	Coeff.	Odds ratio	Sig.	Yes	No	Overall	Chi-square	Prob
SEX	Feminine (Ref)	-	-	-	100.0	0.0	71.7	10.097**	0.001
	Male	1.132	3.102	0.002					
	Constant	0.526	1.692	0.009					
*(significant at the 5% level); ** (significant at the 1% level)									

Source: Compiled by the authors from the survey data, using SPSS 27 software

The table shows that the model has a prediction rate of 71.7 per cent. The estimation results indicate that the ‘gender’ variable has a significant influence on working as a bank agent, with men being approximately three times more likely to do so than women.

Table 9: Results of the regression analysing the practice of banking agency work against micro-enterprise identification variables

Dependent variable: working as a banking agent									
					Correct prediction of acting as a banking agent, in %			Overall significance of the model according to the Wald test	
Var.	Mod.	Coeff.	Odds ratio	Sig.	Yes	No	Overall	Chi-square	Prob
DOC_ACT	RCCM and NAT ID (Ref)	-	-	0.000	97.7	25.5	77.2	26.16	0.000
	Patente	-3.028	0.048	0.000					
	Opening authorisation	-0.799	0.450	0.033					
	Constant	1.561	4.765	0.000					

EASAB	AB Activity (Ref)	-	-	0.000	99.2	98.0	98.9	194.93	0.000
	Insufficient funds	26.055	-	0.998					
	Lengthy proceedings	18,258	-	0.999					
	Other	0.000	1.000	1.000					
	Constant	-21.203	0.000	0.998					
SERV_EquityBCD C express	No (ref)	-	-	-	89.1	100.0	92.2	194.93	0.000
	Yes	-22,496	0.000	0.995					
	Constant	21.203	-	0.995					
SERV_Illicocash	No (ref)	-	-	-	100.0	0.0	71.7	8.15	0.004
	Yes	-20,704	0.000	0.997					
	Constant	21.203	-	0.997					
SERV_Ecobank Xpress	No (ref)	-	-	-	100.0	0.0	71.7	13.53	0.000
	Yes	-20,434	0.000	0.998					
	Constant	21.203	-	0.998					
SERV_PEPÉLE Mobile	No (ref)	-	-	-	100.0	0.0	71.7	28.27	0.000
	Yes	-20,613	0.000	0.998					
	Constant	21.203	-	0.997					
SERV_UBA Money	No (ref)	-	-	-	100.0	0.0	71.7	15.84	0.000
	Yes	-20,462	0.000	0.998					
	Constant	21.203	-	0.998					
	Constant	21.203	-	0.998					

SERV_ First Money	No (ref)	-	-	-	100. 0	0.0	71.7	38.47	0.00 0
	Yes	- 20.74 0	0.00 0	0.99 7					
	Constant	21.20 3	-	0.99 7					
(significant at the 5% level); ** (significant at the 1% level)									

Source: Compiled by the authors from the survey data, using SPSS 27 software

The results of the estimates indicate that the variable ‘business documents used’ has a significant influence on the practice of banking. Compared with respondents holding the RCCM and ID NAT, those holding a licence are 5 per cent less likely to practise this activity, whilst those holding only an authorisation to open a branch are 45 per cent less likely.

Furthermore, the variable ‘use of the EquityBCDC Express service’ is also significant, but has no positive effect on the probability of working as a banking agent, just like the other services studied.

Table 10: Results of the regression analysing the provision of banking agency services against the variables of expected performance, perceived utility, enabling conditions, perceived risk and social influence

Dependent variable: Acting as a banking agent									
					Correct prediction of acting as a banking agent, in %			Overall significance of the model as determined by the Wald test	
Variable	Categorical	Coeff.	Odds ratio	Sig.	Yes	No	Overall	Chi-square	Prob
SABPERF	Indifferent (Ref)	-	-	1.000	96.9	100.0	97.8	185.92	0.000
	Strongly disagree	23.748	-	0.999					
	Agree	23.748	-	0.996					
	Strongly agree	23.748	-	0.997					
	Constant	-2.546	0.078	0.000					
BCRPAB	Indifferent (Ref)	-	-	1.000	95.3	100.0	96.7	176.23	0.000

	Strongly disagree	23.343	-	0.998					
	Agree	23.343	-	0.996					
	Strongly agree	23.343	-	0.997					
	Constant	-2.140	0.118	0.000					
ENTPAB	Indifferent (Ref)	-	-	1.000	92.2	100.0	94.4	160.16	0.000
	Strongly disagree	22.832	-	0.998					
	Agree	22.832	-	0.996					
	Strongly agree	22.832	-	0.998					
	Constant	-1.629	0.196	0.000					
CLISAB	Indifferent (Ref)	-	-	1.000	98.4	100.0	98.9	197.56	0.004
	Strongly disagree	24.442	-	0.999					
	Agree	24.442	-	0.996					
	Strongly agree	24.442	-	0.996					
	Constant	-3.239	0.039	0.000					
ACCSAB	Indifferent (Ref)	-	-	1.000	97.7	100.0	98.3	191.41	0.000
	Strongly disagree	24.036	-	0.998					
	Agree	24.036	-	0.996					
	Strongly agree	24.036	-	0.997					
	Constant	-2.833	0.059	0.000					
FORBAN	Indifferent (Ref)	-	-	1.000	99.2	100.0	99.4	204.70	0.000
	Strongly disagree	25.135	-	0.999					

	Agree	25.13 5	-	0.99 6					
	Strongly agree	25.13 5	-	0.99 6					
	Constant	-3.932	0.02 0	0.00 0					
FONSEC	Indifferent (Ref)	-	-	-					
	Strongly disagree	22.93 7	-	1.00 0					
	Agree	22.93 7	-	0.99 7	93.0	100.0	95.0	163.86	0.00 0
	Strongly agree	22.93 7	-	0.99 6					
	Constant	-1.735	0.17 6	0.99 8					
(significant at the 5% level); ** (significant at the 1% level)									

Source: Compiled by the authors from the survey data using SPSS 27 software

The results of the estimates show that the variables ‘expected performance’, ‘perceived utility’, ‘facilitating conditions’, ‘perceived risk’ and ‘social influence’ are all significantly associated with working as a bank teller.

However, for each of these variables, no particular category stands out significantly from the others, with the different categories having similar effects on the probability of engaging in the role.

Table 11: Results of the regression analysing the practice of banking agency activities against variables relating to the characteristics of the banking agency service (proximity, reliability, accessibility, convenience and transaction fees)

Dependent variable: Engagement in banking agency activities									
					Correct prediction of acting as a banking agent, in %			Overall significance of the model as determined by the Wald test	
Variable	Categorical	Coeff.	Odds ratio	Sig.	Yes	No	Overall	Chi-square	Prob
GTSAB	Indifferent (Ref)	-	-	1.00 0	96.9	100.0	97.8	185.91 7	0.00 0
	Strongly disagree	23.74 8	-	0.99 9					

	Agree	23.74 8	-	0.99 6					
	Strongly agree	23.74 8	-	0.99 7					
	Constant	-2.546	0.07 8	0.00 0					
SABMM	Indifferent (Ref)	-	-	1.00 0					
	Strongly disagree	23.18 9	-	0.99 7					
	Agree	23.18 9	-	0.99 7	94.6	100.0	96.1	161.86 4	0.00 0
	Strongly agree	23.18 9	-	0.99 8					
	Constant	-1.986	0.13 7	0.00 0					
HORAB	Indifferent (Ref)	-	-	1.00 0					
	Strongly disagree	23.34 3	-	0.99 8					
	Agree	23.34 3	-	0.99 6	95.3	100.0	96.7	176.22 6	0.00 0
	Strongly agree	23.34 3	-	0.99 7					
	Constant	-2.140	0.11 8	0.00 0					
ASSAB	Indifferent (Ref)	-	-	1.00 0					
	Strongly disagree	24.44 2	-	0.99 9					
	OK	24.44 2	-	0.99 6	98.4	100.0	98.9	197.55 5	0.00 0
	Strongly agree	24.44 2	-	0.99 7					
	Constant	-3.239	0.03 9	0.00 0					
COMTRX	Indifferent (Ref)	-	-	1.00 0					
	Strongly disagree	25.13 5	-	0.99 8	99.2	100.0	99.4	204.70	0.00 0
	Agree	25.13 5	-	0.99 6					

	Strongly agree	25.13 5	-	0.99 7					
	Constant	-3.932	0.02 0	0.00 0					
(significant at the 5% level); ** (significant at the 1% level)									

Source: Compiled by the authors from the survey data, using SPSS 27 software

The results of the regression model estimates show that variables relating to the characteristics of the banking agent service – notably time savings, similarity to Mobile Money, service availability, customers’ perception of usefulness and banking support – are all significantly associated with the provision of banking agent services. However, no specific category stands out significantly among these variables, as the different categories have similar effects on the probability of engaging in the activity.

5.2. Discussion of the results

The results of the descriptive analysis of socio-demographic characteristics reveal a predominance of males (58.3 per cent), with a strong presence of young adults, particularly those aged 26–30 (38.9 per cent), and a relatively high level of education, dominated by those holding a bachelor’s degree (41.7 per cent). The majority of respondents are single (62.2%). The analysis shows that only the ‘gender’ variable has a significant influence on whether an individual works as a bank agent.

As regards the characteristics of micro-enterprises, mobile money activities predominate (57.8 per cent), followed by general trade (32.2 per cent). This strong presence of mobile money reflects a trend towards the digitalisation of financial services at the local level, a finding that aligns with the work of Simo Djoko (2024). The majority of businesses hold formal documents (54.4% RCCM and ID NAT), reflecting a desire to integrate into the formal economy. This formalisation is a factor favouring the adoption of banking services, insofar as it facilitates contractual relationships between banks and micro-enterprises. However, the type of business is not significantly linked to the adoption of the service, whilst financial and administrative constraints appear to be important factors in the adoption process.

Analysis of behavioural factors highlights that perceived utility, enabling conditions, social influence and perceived risk significantly influence the adoption of the banking agent service, in line with the TAM and UTAUT models.

Finally, the service’s characteristics (time savings, compatibility with Mobile Money, flexibility, reliability and

fees) are key determinants of adoption, reflecting the importance of relative advantage, expected performance and facilitating conditions. To boost the adoption of the banking agent service, financial institutions must highlight its attributes through their communications, support and the structuring of their offerings. They must also continue to invest in training, awareness-raising, technical assistance and the reduction of perceived risks.

Conclusion and recommendations

This article has analysed the adoption of the banking agent service by micro-enterprises in Kinshasa. The results show an adoption rate of 71.7 per cent, compared with 28.3 per cent of non-adopters, revealing a relatively high but still incomplete level of adoption, requiring policies to reduce barriers to entry.

Adoption appears to be influenced by individual factors (notably gender), structural factors (legal documentation and access to digital services), contextual factors (social influence, perceived utility and perceived risk) and factors related to the characteristics of the banking agent service.

The results indicate that gender has a significant influence on adoption, with men being more likely to adopt the service, which calls for policies to be strengthened to promote the inclusion of women entrepreneurs, particularly through access to finance and training. Social influence also plays a decisive role, suggesting the importance of social and professional networks in the dissemination of the service, whilst perceived risk constitutes a major barrier requiring measures to ensure security, transparency and awareness-raising to strengthen user confidence. Furthermore, the characteristics of the banking agent service – notably proximity, compatibility, flexibility, reliability and remuneration – are significantly associated with its adoption, highlighting the need to continuously improve service quality, agent availability and remuneration mechanisms in order to enhance the service’s appeal.

From a scientific perspective, this article contributes to our understanding of the determinants of Agency Banking adoption in the Democratic Republic of the Congo and enriches the UTAUT model by incorporating specific contextual dimensions such as proximity, accessibility, reliability, compatibility and the fees charged.

It also highlights specific features of the Congolese context and paves the way for future comparative research between different regions and categories of economic actors.

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