

subjective well-being and digitization**Boudir Imene¹, Laoufi Hakima²**

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Abstract:

The digital transformation that Algeria has witnessed recently, especially after the Corona pandemic, where most ministries resorted, on instructions from the President of the Republic, to stress the need for remote communication to limit the spread of this epidemic, a new event, so this intervention aims to highlight the extent of the impact of digitization. In the field of banking to change the levels of subjective well-being among individuals in Algeria, by preparing a questionnaire and dividing it into a random sample, and we relied in the study on the multiple variance test and the factorial analysis test in analyzing this data.

From the results, we found that there are many variables that change the happiness rates of individuals through digitization, which are: satisfaction with performance and conditions at work, satisfaction with income, financial status, satisfaction with government policies, and individual satisfaction. With the digitization of the banking sector.

Keywords: Digitization of the financial sector; Digital transformation; Individual satisfaction; Software; Statistical tests.

JEL Classification Codes: ..., ..., ...

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1. INTRODUCTION

The digital economy includes information and communication technology, e-commerce, electronic access services, software and information, and they differ according to the volume of economic transactions, economic sectors and components of GDP. Some economists see that the components of the digital economy differ according to the scope of the economy. It changes rapidly and affects business systems, and it affects the degree of competition and the improvement of competitive positions, as the market structure differs according to the degree of application of information and communication technology in the digital economy, at the local and international levels, and information and communication technology must be integrated with the various systems and sectors of the economy, especially in the field Manufacturing, agriculture, education and training, and financial, banking and investment services.

The new scientific global trend towards the digital economy and the development of the Internet and its use in all fields has made the world a small village, and prompted companies to move from the stage of seeking to obtain a place for themselves in that world to the stage of defending and preserving their place, as the Internet is a medium in itself, especially after The birth of electronic commerce, which was produced by the digital economy under what is known as electronic banking or electronic banking; In which electronic payment tools and various electronic cards are used, which in turn contain information specific to the institution and the card holder, and these cards are issued by banks, travel agencies and credit institutions, and to keep abreast of global economic developments and in order for Algeria to be on the map of the digital economy, and the age of knowledge and modern technology It must work to feed the requirements of this economy because of the benefits it achieves in various economic fields, including e-commerce, e-marketing and e-banking.

Hence, the problematic of our research ranges around: How does the digitization of the financial sector in Algeria affect the happiness levels of individuals?

To answer the research problem, the following research plan was adopted:

- ☐ Theoretical framework of the digital economy and electronic banking.
- ☐ Previous studies on happiness and digitization.
- ☐ Analytical study of the impact of digitization on the banking sector on subjective well-being in Algeria.

2. The theoretical framework of the digital economy and electronic banking

2.1 The digital economy

Digitalization is the area that has undergone great changes in recent years, which led to profound transformation of the banking system. Digitalization opens new opportunities for banks, which allow placing the client in the center of the information development process. New technologies continue to develop in the market to disrupt the value chain of retail financial services, as well as to introduce new players to the competitive arena. Both existing and new players have innovative levers for adopting new trends. The forces that shape these changes have made it necessary to reconsider the role of banking and finance. The bank begins to act more as an "assistant" than a "supplier" of products and services (Bachaev, U. A., & Karpova, T. Y. A. E, 2018, p20).

The financial sector is an important element of the economy, which determines the speed and quality of changes. Currently, e-payments and e-Commerce are an integral part of the financial sector. The financial sector is a leader in the introduction and use of innovative technologies and digital services for interaction with clients (Litvishko, O., Beketova, K., Akimova, B., Azhmukhamedova, A., & Islyam, G., 2020, p1).

2.2 Electronic banking

A banks' SVD denotes the idealized future state – including ideas, descriptions, and mental images – of the digitalized offerings of the organization and the extent to which this idealized future state is shared among organizational participants (also see James and Lahti, 2011; Yukl, 1994). The execution of strategic plans towards digitalization is an organization-wide phenomenon (Kraus et al., 2019a) and requires the cooperation of employees working at different levels (Floyd and Lane, 2000). Resistance to change at lower levels in organizations can disrupt a

strategic change initiative, not always through active opposition, but also in the form of apathy or inaction (Cândido and Santos, 2019). In addition, employees will be better able to execute a strategy when they understand the added value for the firm (Aaltonen and Ikävalko, 2002). This also applies to middle managers, who fulfill a pivotal role in strategy execution, as they combine access to top management with knowledge about the day-to-day activities (Wooldridge et al., 2008). A clear vision on the role of digitalization, that is communicated and shared throughout the organization, can aid the process of aligning interests and improve strategy execution (Wilson, 1992). Webster (1992) finds that strategy should be in line with the organization's orientation or culture, which encompasses the fundamental values and beliefs that guide the organization. A vision of what the company stands for in terms of digitalization and how digitalization will aid goal attainment in the future provides guidance in the formulation of strategy itself, and sequentially, a justification for the strategic decisions made (Niemand, T., Rigtering, J. C., Kallmünzer, A., Kraus, S., & Maalaoui, A., 2021, p4).

Innovative developments can not only make markets more diverse, competitive, efficient, and inclusive, but also increase concentration. Innovation has introduced competition and increased reach, especially in emerging markets. However, the economics of intermediation combined with new technologies can lead to concentration among both traditional and new financial service providers. The monopolistic or anti-competitive behavior of large technology platforms is already being tested. As financial services move toward similar technology-driven configurations, regulators are struggling to better regulate and oversee a financial sector that is increasingly characterized by new players and business models; and potential challenges to financial stability, financial integrity, fair competition, and consumer protection (including data confidentiality). The COVID-19 pandemic has accelerated the digital transformation.

In particular, the need for digital connectivity to replace physical interactions between consumers and service providers, and in the processes that produce financial services, will be even more important for the economy, financial service providers, businesses, and individuals after

COVID-19. In particular, the pandemic has already accelerated the transition to digital payments, intensified e-commerce, which can bring great benefits to technology companies and their activities in the field of finance.

In general, the complexity of the interaction between the financial sector and the specific circumstances of different customers due to asymmetric information or uncertainty of results means that the price, maturity or other conditions will inevitably not be entirely appropriate to the circumstances of some customers. They may reject the offer or the intermediary may consider certain segments commercially unviable. The forces driving these changes are forcing us to reconsider the role of digitalization for suppliers and consumers of financial products and services. Mobile money has proven to be an effective gateway for financial development. Bankers and financial support managers need to train their clients to make appropriate financial decisions during the day based on a combination of artificial intelligence, transactional and contextual data. The impact of the financial technology market on the financial sector is growing, and the long-term potential is even greater (Khalatur, S., Pavlova, H., Vasilieva, L., Karamushka, D., & Danileviča, A., 2022, pp 56,57).

3. The relationship between happiness and digitization

3.1 The positive impact of digitization on subjective well-being

Given the importance of digitization, there have been many studies that dealt with the impact of digitization and technology on happiness among individuals, including:

Enjoyably sustaining motivation for work style reform: this study aimed to determine the importance of companies adopting modern work methods based on digitization in order to increase productivity and improve quality. To achieve this goal, Hitachi developed an application called Planet Happiness that respects the personal motivation of employees to work better, and helps to improve work methods in a fun way. Tested in a public PoC involving 1,475 participants from 62 companies. The application's strong point is that it lets users declare small daily challenges related to their work styles, and provides feedback on results in the form of objective indicators such as happiness level. As a result, 67% of participants in the

public PoC reported voluntarily performing a work style challenge, and the participation rate remained at around 70% over two weeks. These findings indicate that the application is effective at encouraging initiative and sustained motivation (Sato, N., Tsuji, S., Tokunaga, T., He, X., & Yano, K., 2018, p54).

The Impact of Digitalization on Happiness: A European Perspective: the objective of the present paper is to present an empirical investigation on the relationship between digitalization and happiness in the European Union (EU) during the period 2019–2021, before and during the COVID-19 pandemic. In this context, the link between the Digital Economy and Society Index (DESI) and World Happiness Index (WHI) globally for all EU countries, at the level of each WHI variable and at the level of geographical groups in the EU was analyzed using correlations. While the DESI indicator acts as a basis for policymakers, governments, regional administrators and public officials to invest in areas of priority with an evidence-based approach, the WHI indicator can be an important tool for guiding public policy and measuring its effectiveness.

The results show that there was a positive and significant relationship between the two indicators at the level of EU countries in all three years. The results also show that in the Western and Northern regions of the EU, the relationship between the two indicators was stronger compared to the other regions. Thus, our study offers supporting arguments for the digital transformation of happiness and provides alternate methodologies and perspectives on the interactions between digitalization and happiness. Moreover, it can help policymakers direct their attention to the importance of digitalization for people's happiness (Ionescu-Feleagă, L., Ionescu, B. Ș., & Stoica, O. C., 2022, p1).

How to Make Digitalization Better Serve an Increasing Quality of Life?: this study aims to design and test appropriate tools for managing digitalization to direct this process on increasing the quality of life. For this purpose we analyzed: (1) correlation to identify interrelations between digitalization and quality of life; (2) the potential of using the visualization matrix method to identify and monitor national trends of digitalization in the context of quality of life. We found: (1) close correlation between

subjective and objective indicators of quality of life and between the quality of life and digitalization; (2) the two-dimensional matrix turned out to be a relevant visual tool that embraces specific two-way relationships between human development and digitalization. In combination with statistical and qualitative methods, this tool has wide prospects for managing digitalization in the context of social progress and increasing quality of life (Kryzhanovskij, O. A., Baburina, N. A., & Ljovkina, A. O., 2021, p1).

3.2 The negative impact of digitization on subjective well-being

The digital revolution influenced all levels and spheres of human social activities covering personal communications and relationships, health and mental health, and hours spent online. However, the widespread implementation and effects of digital technologies amongst all segments of society have not been understandable. The effects touch all aspects of life, be it personal, social, or economic, touching people's happiness positively or negatively, as a study completed in Abu Dhabi entitled **“The Happiness in a Digital World – The Associations of Health, Family Life, and Digitalization Perceived Challenges - Path Model for Abu Dhabi”**, the objective of this study is to propose a path model for better understanding the degree of association of related behaviors related to digital transformation and people's happiness. An extensive literature search identified several related wellbeing dimensions for this study. We used the Abu Dhabi Quality of Life data for this purpose. Pre-analysis included correlation analysis, simple and multiple regression, factor analysis, and reliability analysis to test the appropriate variables. The final path model portrays the functional relationship between significant factors, with happiness being the ultimate variable.

The dimensions of influence covered satisfaction with family life, subjective health, mental and related feelings, number of hours online, the perception of the positive impact of digitalization on society, and the perceived negative influence of digitization. Using LISREL, we designed and analyzed a reflective path model that produced significant fit statistics. Results show that we should not ignore the significant positive association between the digital resources/means in society and our happiness or health. However, results also point to the perception of the negative impact of

digital transformation on how we feel and behave daily. The hours we spend online also add to our negative daily feelings. The nature of our satisfaction with our family life seems to influence our negative mixed feelings about digital practices and habits. The strong association between our overall happiness and subjective health produced the most significant association. Limitations and policy implications are discussed (Badri, M., Alkhaili, M., Aldhaheer, H., Yang, G., Albahar, M., & Alrashdi, A., 2023, p167).

4. Analytical study of the degree of satisfaction with the digitization of the banking sector in Algeria

In this element, we will discuss the analytical study of the impact of digitization on the development of subjective well-being in Algeria, by relying on a questionnaire that includes indicators that affect various aspects of subjective well-being as developed by international bodies that dealt with research in this regard, such as the International Organization for Surveys on Universal Values. World Values Survey", Where this research was distributed into three main phases, represented in identifying the methodology and data of the study in the first place, and then moving to the descriptive study of the impact of digitization on the development of subjective well-being in Algeria, while the third phase was devoted to the statistical tests of the model.

4.1 Characteristics of the study sample:

In this element, the characteristics of the study sample and how to divide it in terms of gender, academic level, and other variables are addressed. This element also includes the degree of credibility of the questionnaire.

➤ Coefficient of honesty and credibility:

Table 1. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha	
	Based on Standardized Items	N of Items
0.793	0.737	116

Source: Prepared by the researcher, based on SPSS V.20 output

The following table represents the total test for the validity of the

questionnaire as a whole, where the value of the Cronbach's alpha stability coefficient was estimated at 0.793, and although there is no common and approved standard for the minimum acceptable level of stability, this value is considered a relatively high stability value, given that the alpha stability values It ranges between zero and one, which indicates that the questionnaire is honest and truly represents the community from which the sample was drawn.

4.2 Statistical tests

Table 2. Results of multiple variance testing of the effect of gender, age, and work on levels of happiness through the digitization of the banking sector

Effect	Value	F	Sig.
Sex * Age * Work	,912	6,665b	,000

Source: Prepared by the researcher, based on SPSS V.20 output

We note that the value of this test is ($F = 6.665$), which is a statistically significant value ($P = 0.000$). This means that there is a strong statistically significant difference between groups of different ages and genders, and different occupational status on the level of happiness of individuals, and satisfaction through digitization in the banking sector.

Table 3. Results of multiple variance testing of the effect of age, insurance, and financial status on levels of happiness through the digitization in banks

Effect	Value	F	Sig.
Age*Insurance* a financial status	,923	6,665b	,000

Source: Prepared by the researcher, based on SPSS V.20 output

We note that the value of this test is ($F = 6.665$), which is a statistically significant value ($P = 0.000$). This means that there is a strong statistically significant difference between the different groups in terms of age, insurance status, and financial status on the level of happiness among individuals, and satisfaction through digitization in banking sector.

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Table 4. Results of multiple variance testing of the effect of age, educational level, and owning an Internet line on levels of happiness through digitization in banks

Effect	Value	F	Sig.
Age*educational level* owning an Internet line	,912	2,793b	,005

Source: Prepared by the researcher, based on SPSS V.20 output

We note that the value of this test is is ($F = 2.793$), which is a statistically significant value ($P = 0.005$), and this means that there is a strong statistically significant difference between the different groups in terms of age, educational level, and possession of the Internet on the level of happiness among individuals, and satisfaction with digitization in banking sector together.

Table 5. Results of multiple variance testing of the effect of allocating an amount for holidays, age, educational level, and the existence of another source of income on levels of happiness through digitization in banks

Effect	Value	F	Sig.
Allocating an amount for holidays * Age* another source for income	,929	3,488b	,002

Source: Prepared by the researcher, based on SPSS V.20 output

We note that the value of this test is ($F = 3.488$), which is a statistically significant value ($P = 0.002$), and this means that there is a strong statistically significant difference between the different groups in terms of allocating an amount for holidays, age, and the existence of another source of income on the level of happiness among individuals through digitization in the banking sector.

Table 6. Results of multiple variance testing of the effect of allocating an amount for holidays, age, the existence of another source of income, and owning the Internet on levels of happiness through digitization in banks

Effect	Value	F	Sig.
Allocating an amount for holidays * Age* another source for income	,893	7,659b	,000

Source: Prepared by the researcher, based on SPSS V.20 output

We note that the value of this test is ($F = 7.659$), which is a statistically significant value ($P = 0.000$), and this means that there is a strong statistically significant difference between the different groups in terms of allocating an amount for holidays, age, having another source of income, and owning a line Internet at home on the level of happiness of individuals through digitization in the banking sector.

4.3 Factor Analysis

4.3.1 Factorial analysis of the unilateral independent variables.

We have conducted a factorial analysis test for a set of independent variables, which were found to have a significant effect on the eighth level of happiness, and individuals' satisfaction with the digitization of the banking sector among individuals, through the previous test represented by the "Manual Variance Analysis" MANOVA, which is as follows: (sex, Age, work, income, housing, insurance, financial status, educational level, owning an internet connection, spending money for holidays, having another source of income, difficulty achieving happiness in modern society, worrying about the future, worrying about world hunger, job satisfaction, method of withdrawing money, satisfaction with income, satisfaction with academic level, importance of entertainment, satisfaction with daily life, satisfaction with digitization of the education sector, satisfaction with vocational training institutions in terms of training, satisfaction with vocational training institutions in terms of competencies, satisfaction with banking services Introduction, satisfaction with work performance, health support policies, support in the education sector, the nature of housing, support in the housing sector, freedom of movement, support in the financial sector).

from the analysis, and vice versa. Here, the author of this test (Kaiser 1974) indicates that the minimum acceptable score for this statistical test is 0.50 in order to judge the adequacy of the sample size. In the event that its value is less than that, the sample size must be increased.

➤ **KMO's Test**

Table 7. Results of KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	Approx. Chi- Square	Df	Sig.
,604	1633,424	465	,000

Source: Prepared by the researcher, based on SPSS V.20 output

From the results shown in the previous table, we find that the statistical value of the test was estimated at 0.604, which is greater than the minimum required by Kaiser. We can say that the sample size is considered sufficient in the current analysis.

➤ **Bartlett's Test**

Table 8. Results of Bartlett's Test

Statistical test Khi-deux approximé	Degrees of freedom Ddl	Probability Signification de Bartlette
0.000	465	1633,424 0.000

Source: Prepared by the researcher, based on SPSS V.20 output

From the results shown in shown in the previous table, we find that the P. Value is equal to 0.000, which is less than the 5% level of significance. Therefore, we will reject the null hypothesis and accept the alternative hypothesis that the correlation matrix is not the unity matrix.

4.3.3 Multi-collinearity problem

As we have previously indicated, the judgment is made on the existence or non-existence of the problem of collinearity by finding the determinant of the correlation matrix, and here we find that the value of this determinant is equal to 0.003, i.e. greater than 0.00001 (one in a hundred thousand).

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Therefore, we judge that there is no problem of linear duplication between the variables, and there will be no need to delete a variable from the variables.

4.3.4 Total Variance Explained Table

Table 9. Results of Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,109	10,030	10,030	3,109	10,030	10,030	2,221	7,163	7,163
2	2,318	7,479	17,509	2,318	7,479	17,509	2,127	6,860	14,023
3	2,066	6,666	24,174	2,066	6,666	24,174	1,886	6,084	20,107
4	1,734	5,593	29,768	1,734	5,593	29,768	1,825	5,889	25,995
5	1,634	5,272	35,039	1,634	5,272	35,039	1,799	5,803	31,799
6	1,404	4,529	39,568	1,404	4,529	39,568	1,683	5,428	37,227
7	1,341	4,325	43,893	1,341	4,325	43,893	1,405	4,531	41,758
8	1,249	4,029	47,922	1,249	4,029	47,922	1,339	4,319	46,077
9	1,145	3,693	51,615	1,145	3,693	51,615	1,266	4,083	50,160
10	1,124	3,625	55,240	1,124	3,625	55,240	1,250	4,033	54,194
11	1,097	3,538	58,778	1,097	3,538	58,778	1,181	3,811	58,005
12	1,047	3,378	62,156	1,047	3,378	62,156	1,156	3,728	61,732
13	1,022	3,297	65,453	1,022	3,297	65,453	1,153	3,721	65,453
14	,932	3,006	68,459						
15	,849	2,739	71,198						
16	,821	2,650	73,847						
17	,796	2,568	76,415						
18	,766	2,472	78,887						
19	,743	2,398	81,285						
20	,701	2,260	83,545						
21	,656	2,116	85,661						
22	,621	2,002	87,663						
23	,605	1,952	89,615						
24	,555	1,790	91,405						
25	,545	1,758	93,164						
26	,459	1,479	94,643						
27	,433	1,397	96,040						
28	,380	1,225	97,265						
29	,371	1,197	98,462						
30	,299	,964	99,426						
31	,178	,574	100,000						

Source: Prepared by the researcher, based on SPSS V.20 output

This table consists of three parts:

Part I: Initial Eigenvalues

In this part, the initial solution is presented by assuming a number of factors equal to the number of variables that have been entered. This part includes the following data for each of these factors:

- Total column: This column includes the latent roots of each factor, noting that the sum of this column must equal the number of variables, meaning that:

$$3.109 + 2.318 + 2.066 + 1.734 + \dots + 0.178 = 31$$

- Column % Of Variance: represents the percentage of variance explained by each factor, and it is calculated as follows:

The variance ratio for any factor = (the sum of the latent roots of this factor / the number of variables) * 100

For example, the percentage of variance explained by the first factor = $(3.109 / 31) * 100 = 10.030$

- Cumulative % column: The cumulative variance ratio, which is the upward aggregate of the % Of Variance column.

4.3.5 The Rotated Component Matrix table

The Rotated Component Matrix table displays the loads of each variable on each of the extracted factors after rotation, according to the degree of the variable's association with the factor. The following was concluded:

Fig.2. Correlation Matrix Table

	1	2	3	4	5	6	7	8	9	10	11	12	13
satisfaction du travail	.754				-.224								
satisfaction des conditions du travail	.739	.140	.121										-.139
satisfaction du revenu	.734	.156				.105	-.224		.155		-.115		.121
s'inquiéter de la faim dans le monde	.396	-.270	.121	.102	-.199	-.169	.262		-.136	.282			.360
évaluation de la situation financière	.364	.110		.210		.337	-.330			-.204	.155	.214	.101
satisfaction des politiques gouvernementales et le soutien de l'état pour le peuple en termes d'habitat		.787		.127	-.103				-.101	.123	-.146	.189	
satisfaction des politiques gouvernementales et le soutien de l'état pour le peuple en termes de santé	.136	.777	.129	-.162							.101		
satisfaction des politiques gouvernementales et le soutien de l'état pour le peuple en termes d'éducation	.104	.765	.212			-.143					.114		
satisfaction des institutions de formation professionnelle en ce qui concerne les compétences		.163	.895					-.103					
satisfaction des institutions de formation professionnelle en ce qui concerne la formation		.234	.890										
quel est votre niveau d'éducation			-.108	-.723	-.106					.135		.143	.102
chez si vous plait votre genre	.143			-.539	.233	.125	.279		-.253	-.161		.163	
satisfaction de niveau académique	.220			.532					-.155	-.217	-.114	.167	
comment vous retirez de l'argent de votre compte?				.442	.220		.418	.426	-.133		.126		
satisfaction des institutions éducatives publiques en termes de numérisation du secteur				.270	.721		.136	.314					-.160
satisfaction des services bancaires					.690				.116		.229		.178
quel est votre âge	-.187			.211	-.652		.157	.249	.169		.108		
internet		-.140	.121	-.155		.726		.143					
le revenu mensuel de la famille	-.219		-.133	-.209		-.575			-.137	.305			
vous vivez dans :			-.144		.117	.516		-.322	-.155	.213	-.310		
S'inquiéter de l'avenir			-.209	-.363		.432	.723		.168				.164
La satisfaction de votre vie quotidienne est liée au revenu ou à d'autres facteurs						.456							-.110
quel est votre type de logement?			-.150					.671		.118	-.131		
importance de loisir	-.135		-.102	.165		.346	.309	-.400		.364	-.162		
La société moderne rend encore plus difficile la réalisation du bonheur		-.118					.112	-.149	.652				
un montant pour les vacances annuelles	.129	.120		.138		.101		-.160	.584		-.165	.359	
chef de ménage travaille avec vous d'autres sources du revenu?				.127				-.123		-.817	-.140		
la liberté de déplacement dans votre village				.117						.126	.853		
êtes vous assuré	.164	-.165						-.255	.194		.106		-.692
satisfaction des politiques gouvernementales et le soutien de l'état pour le peuple en termes de secteur financier					.294			-.198	.327		.157		.599

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Source: Prepared by the researcher, based on SPSS V.20 output

- For the first factor includes economic variables, namely: satisfaction with performance at work, satisfaction with work conditions, satisfaction with income, and financial situation
- For the second factor includes policy-related variables, which are: satisfaction with government policies and support provided by the state to the housing, health and education sectors, respectively.
- The third factor contained development variables, which were represented in the satisfaction of individuals with vocational training institutions in terms of training, competencies
- While the fourth factor captured the following evaluative variables of individual satisfaction in terms of: satisfaction with the educational level, the method of withdrawing money, satisfaction with the digitization of the education sector, and satisfaction with the banking services provided.
- As for the fifth factor, it included the following population variables, the availability of the Internet, and the place of residence.

- While the sixth factor included the variables related to the quality of life in terms of anxiety about the future, satisfaction with daily life, the difficulty of achieving happiness in modern society, individuals allocating amounts for holidays, and freedom of movement.

5. Conclusion

The results of the study related to the change in levels of subjective well-being through the digitization of the financial sector in Algeria showed that there are a variety of variables that affect the development of satisfaction and that have a strong statistical significance, however, through the statistical tools used in the study, these variables were grouped into factors in order to Obtain an arrangement of these factors according to the degree of influence exercised by the latter on well-being in Algeria. These results are as follows:

- Satisfaction with performance at work, satisfaction with working conditions, satisfaction with income, and financial status affect individuals' satisfaction with the digitization of the banking sector in Algeria, where the more the individual provides a good work environment, the higher the degree of satisfaction.
- Satisfaction with government policies and the support provided by the state to the housing, health, and education sectors affects the satisfaction of individuals with the digitization of the banking sector in Algeria, as the more effective government policies and serve the interest of individuals, the higher the satisfaction rate with the digitization of banks and other financial institutions.
- All the satisfaction of individuals with vocational training institutions in terms of training and competencies affects the satisfaction of individuals with the digitization of the banking sector in Algeria, as the possession of training and high professional competence enhances the development of digitization and information technology in society.
- Satisfaction with the academic level, the method of withdrawing funds, satisfaction with the digitization of the education sector, and satisfaction with the banking services provided affect the satisfaction of individuals with the digitization of the banking sector, as

possessing a high academic level requires keeping pace with the technological development taking place in all sectors and increases the level of satisfaction.

- The availability of the Internet, the place of residence of individuals in turn affects the extent of individuals' satisfaction with the digitization of the banking sector, as the Internet is the main engine of the digital economy as a whole in the world.
- The difficulty of the modern society in which we live affects the degree of satisfaction of individuals, as the changes taking place in society and the obstacles that the individual faces in it make it difficult for him to achieve the goals that he deems appropriate for his life, which is reflected negatively on the level of his subjective well-being, so we find that the individual's anxiety about the future, and his satisfaction with life He lives, in addition to allocating an amount for holidays, and freedom of movement are all factors that affect the extent of individuals' satisfaction with the digitization of the banking sector in Algeria.

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