

The Accounting Information System (AIS) Effectiveness and SMEs Performance: A Conceptual Paper

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Abstract

The development of an effective Accounting Information System (AIS) has a great impact on the performance and operational effectiveness of organizations where management needs consistent and accurate information in making decisions. However, the important determining variables that drive the suitability of the information needed as offered by AIS, particularly in SMEs, have yet to be thoroughly defined. As a result, AIS's effectiveness in Malaysian SMEs remains unattended. This concept paper examines how the effectiveness of AIS will affect the performance of Small and Medium Enterprises (SMEs) in Malaysia. In addition, this paper conceptualizes the influence of information quality, service quality, and system quality on the effectiveness of AIS with regard to organizational performance. It is an attempt to develop a conceptual model to determine the effectiveness of AIS in SMEs on their performance. Choosing an effective AIS will help SMEs and other organizations contribute to economic growth in their day-to-day operations. This study also provides the necessary information for the decision-making process, and relevant results that can be used for the purpose of control and performance evaluation.

Keywords: Accounting Information System, Information Quality, Service Quality, System Quality, and Organizational Performance

INTRODUCTION

In the management activities of a company, the use of accounting information is crucial, given its quantitative information on different activities. An accounting Information System (AIS) is primarily intended to be useful in economic decision-making (Firas, 2018). The importance of AIS is that the level of quality is determined by the nature of the financial data used which represents the main input in various analytical operations to identify the level of performance of the company. Nwinee, Akpos, Vincent, and Ibinabo (2016) support that AIS produces a result, which enhances decision-making. It is acceptable to conclude that AIS is a means to an end, namely, decision-making to improve company performance. Accounting information generates detailed and understandable accounting data, which is a crucial foundation for decision-making. The content and accuracy of the information offered by the system available to managers is critical to the quality of decisions made by managers. Thus, AIS is very important for all companies, and perhaps every organization, commercial or non-profit, needs to maintain it, as no organization is exempt from making decisions in its operations. Bagi memastikan matlamat tersebut

dicapai, kurikulum pengajaran dan pembelajaran di kolej vokasional telah ditambah baik secara menyeluruh bagi memastikan adanya keselarian antara kurikulum pendidikan kolej vokasional dengan keperluan industri.

The management of Small and Medium Enterprise (SME) businesses is up against the issue of market survival. Managers of SMEs are constantly searching for operating models that will keep them lean and fit, decrease costs to the absolute minimum, raise profitability, and improve competitiveness in order to face this economic reality. The capacity to achieve is a function of the quality of the managers' judgments, which is in turn dependent on the quality of the information and data available to them. Therefore, AIS is a tool that uses information technology (IT) components to assist in controlling economic-financial activities for SMEs industrial operators (Alnajjar, 2017).

Furthermore, SMEs represent more than 90 % of global businesses and contribute significantly to job creation and inclusive economic development (Economic Performance and Prospects Report, 2019/20). According to the Department of Statistics Malaysia (2022), the performance of SMEs in Malaysia contributed 37.4% to the total gross domestic product (GDP), which decreased by 0.7% (2020: 38.1%), 47.8% to the total employment, and 11.7% to the total exports. Nevertheless, Malaysia's SME GDP for 2021 increased by 1.0 percent, slower than Malaysia's GDP, which grew by 3.1 percent. It can be concluded that the GDP performance of SMEs will exceed the GDP of Malaysia; however, since 2020, SME GDP has recorded slower growth than Malaysia's GDP.

Accordingly, the Malaysian economy, especially SMEs, has been affected by the protracted health crisis that is the COVID-19 pandemic in 2020. The performance of all economic sectors has declined due to the implementation of the Movement Control Order (MCO) throughout the country to curb the spread of COVID-19. Even so, Malaysia's economy began to pick up in 2021, when the country entered Phase 4 of the PPN and lifted the ban on interstate travel. Entrepreneurs can restore business momentum and fuel the revival of the Malaysian economy as the economic recovery reemerges.

Besides, many organizations have different problems regarding Enterprise integrated information systems when AIS is implemented. According to Haleem and Teng (2018), one of the main factors influencing AIS is the user competency of the information system to succeed the AIS. The purpose of the research is to examine the ability of AIS users to influence the performance of the AIS. This study examined the relationship between user competency and AIS performance by structured equation modeling. Three factors from user skills, called Technical, Human, and Conceptual skills, and two factors from user knowledge contributed to the success of AIS: user knowledge and experience. Therefore, as a researcher, it can be said that different AIS designs support various organizational strategies that improve organizational performance. AIS is important to a company because implementing good AIS will help a company to avoid the occurrence of adverse effects (Lee & Shakerin, 2019). The purpose of this research is to study the factors that influence the behavior intention of SMEs to implement AIS based on IT. The questionnaire was distributed to 100 respondents that were selected randomly from the person who manages accounts in SMEs located at Kuala Lumpur. This study showed that perceived ease of use, perceived usefulness, and Task-technology Fit are the factors used to prove the relationship with the Malaysian SMEs' intention to adopt the AIS. The results show that all three factors have a significant relationship. Without AIS, we do not know whether our business is profitable or not exactly. Therefore, to help SMEs, AIS needs to be developed and adopted in order to improve the performance of SMEs.

Ahmad and Yusop (2021) stated that SME entrepreneurs are at a moderate level in the use of AIS. This is due to many SME entrepreneurs who still do not use accounting systems or software. Furthermore, most SMEs face the problem of weaknesses, and the absence of a strategic and systematic management system results in organizational performance at a moderate rate (Yahya et al., 2021). The results of this study found that the three practices of the accounting system, namely planning, control, and decision-making, are moderate among SMEs. The main focus of each SME is to create firms that are innovative, globally competitive, and resilient to the challenges that arise. Therefore, it is important for company owners or managers to strive to improve the performance of their companies. In addition, the problems that exist in the performance of SMEs on the use of AIS can be overcome by applying the three dimensions of

AIS effectiveness that affect the performance of SMEs, namely information quality, service quality, and system quality.

According to Borhan and Bader, (2018) AIS effectiveness is defined as the quality of a system that contains a coordinated group of businesses, components, and resources that process, manage and control data to produce and bring relevant information to decision-makers in an organization. Accounting information requires a series of processes to perform its functions just like any other system. It is a set of connected and homogeneous resources and different components (human, equipment, and financial). Overall, many researchers have pointed out that the success or failure of an organization in achieving its objectives depends on the effectiveness of the AIS. Sari (2018) stated that AIS plays an important and vital role, in providing information that can help the management of the organization perform its duties fully. The effectiveness of effective AIS will drive the appropriateness of the information required to decision-makers so that the performance of the SME organization can be improved.

LITERATURE REVIEW

An overview of SMEs in Malaysia

SMEs are one of the sectors that contribute a lot to the economic growth in the country. This sector not only brings many benefits to the national economy but also provides various advantages and benefits to the community in the country. In addition, SMEs also have the potential to make significant contributions such as providing strong foundations to generate new industrial growth and strengthen existing industries for the country's future growth. Therefore, the government or stakeholders can provide a platform for SME entrepreneurs to guide them to be more confident, creative, and wise in making decisions so that the performance of SME organizations can be maintained.

In addition, SME Corp. Malaysia is the main coordinating agency in the Ministry of Entrepreneur and Cooperative Development (MEDAC) that manages the implementation of SMEs development initiatives across all relevant Ministries and agencies. It serves as a research and dissemination center for statistics on SMEs and entrepreneurs, as well as providing consulting services to SMEs and entrepreneurs around the country. SME Corp. Malaysia also oversees the implementation of a number of programmes and activities, including its annual core programmes, such as the SME Annual Exhibition (SMIDEX), the 50 Enterprise Awards (E50), and Entrepreneurship and SME Week. There are the bill establishes an Act to make provisions for the functions, guidelines, development, and other things relevant to SMEs in Malaysia (Laws of Malaysia, 2016). The National Small and Medium Enterprise Development Act of 2016 is the name of the law. The National SME Development Council (NSDC) will be constituted under this act, and its mission will be to promote SME development by establishing general policies and managing SME Corp Malaysia's coordination. According to the Laws of Malaysia (2016), the Act will also investigate the availability of special SME funds, as well as payment terms between private enterprises and SMEs.

The existence of SME industries in Malaysia has provided and opened up a very wide range of employment opportunities, especially for low-income rural residents (Norsyafiqah and Azizan Morshidi, 2017). This is because there are many business opportunities in various sectors that can be explored by SMEs. Malaysia and several other countries, including South Korea, Singapore, Indonesia, and Thailand, are also considered as part of developing countries that took early initiatives in promoting SME industries. This is done because the variety of characteristics and performance of SMEs can not only increase the resilience of SMEs but also produce a high contribution to the Malaysian economy (Economic Performance and Prospects Report, 2019/20). Overall, the important role of SMEs in Malaysia in the growth of the Malaysian economy cannot be disputed considering that SMEs comprise 98.5% of business establishments and contributed as much as 38.9% to GDP in 2019 (SME Insight, 2019/20). In addition, the role of SMEs is often discussed as one of the agents of the country's economic development. Researchers believe that SMEs are also able to increase the country's production, create job opportunities, integrate firms, generate exports, and help in the production process of some medium-scale or large-scale industries. Therefore,

SMEs become the backbone of the country's economic development but also serve as a site to hone one's entrepreneurial talent.

The Performance of SMEs

SMEs' information and statistics are important in measuring the performance of SMEs scale firms to assist the government in the development of SMEs in the future. One of the tools to measure SMEs' performance is the SMEs Competitiveness Rating for Improvement (SCORE). According to SME Insights (2019/20), SCORE is a diagnostic tool introduced to assess and improve the competitiveness of SMEs. It involves a quantitative assessment of a company's strengths and weaknesses, as a basis for proposing targeted measures to improve performance based on the company's specific needs. SCORE can also use to identify high-potential SMEs with the ability to collaborate and form networks with major firms, multinational corporations (MNCs), government-linked corporations (GLCs), and other SMEs. SCORE can also set criteria for selecting export-ready businesses based on things like international standards and certifications, as well as production capacity (SME Insight, 2019/20). Furthermore, the re-evaluation of the SMEs SCORE will aid us in monitoring and measuring the impact of SMEs development strategies on overall SMEs growth.

However, in the context of the study, the definition of organizational performance is that the effectiveness of AIS will assist SME organizational processes in achieving their goals of increasing productivity. As a result, it can assist SMEs in generating cost savings, addressing customer demands, and making decisions about their organization's internal administrative operations. Therefore, three ways are used to examine the performance of SMEs, namely in terms of financial perspective, customer perspective, and internal process/procedure perspective. From the financial perspective, the researchers measured the effectiveness of AIS in influencing the financial performance of SMEs. Kpurugbara et al. (2016), found that AIS improves management efficiency and cost control by supporting rational operational decisions. This study aimed to examine the impact of AIS on SME performance in Woji, Portharcourt. The results of the study revealed that by supporting rational operational decisions, AIS improves management efficiency and cost control. Therefore, with the availability of AISE, SMEs can reduce their operating costs and effective financial control measures will be in place.

In addition, organizational performance is measured in terms of customer perspectives. In the study, this customer perspective refers to the SME business always striving to meet customer expectations where the company will offer quality services to customers. Aljarrah (2017) stated that the quality of AIS can improve the overall performance of employees. The accuracy of the information, services, and systems can have a significant individual influence in terms of customer information assistance and result in better customer satisfaction. The final breakdown of organizational performance in terms of internal process/procedure perspective. This internal process means that SMEs communicate smoothly across all levels of the organization/department. If there is a problem of misunderstanding about the accounting system, the program or seminar will be implemented quickly in the company. Therefore, to further increase the use of AIS among SME entrepreneurs, it is recommended that the authorities provide appropriate incentives to entrepreneurs to encourage them to use this system more widely. Among the appropriate incentives given is the introduction of tax incentives by the government to SME entrepreneurs to further encourage the purchase of information technology equipment such as computers and accounting system software (Ahmad & Yusop, 2021).

The AIS and Organizational Performance

Industrial Revolution 4.0 (IR 4.0) is the continuous automation of traditional manufacturing and industrial sectors, using modern smart technologies. So, in order to face the challenges of IR 4.0 in line with the era of globalization, SMEs must have the courage to make changes and have a high level of creativity and innovation in line with current technological developments. This is because the current technological development strongly encourages SMEs to be more responsive in the face of environmental changes due to

the technology and information revolution. Rapid environmental change requires appropriateness and precision for decision-making. As owners of SMEs, who also hold positions as company managers have to be faced with many alternative options related to efficiencies such as material selection, product design, marketing, distribution, and service to customers. Therefore, accurate calculations are required in every decision-making and action. Most SMEs apply AIS for gathering more information to help owners and managers make decisions (Lyna Latifah et al., 2020). This leads to increased efficiency, profitability, and performance of SMEs.

Furthermore, the performance of SMEs has become a top priority in all countries of the world because of a global perspective that recognizes SMEs as engines of economic growth in both developed and developing countries (Naala et al., 2017). The SME Insights (2019/20) supports this; Future SME Conference 2019 is loaded with the latest information on the latest technologies and solutions to drive the growth and development of SMEs in the future. In addition, Industrial Revolution 4.0, Artificial Intelligence, and Digitalization highlight revolutionary technologies that will influence future business performance such as autonomous robots, cybersecurity, and data analysis as well as AIS. Based on statistics released recently, SMEs in Malaysia contributed 38.9% to the country's GDP and 17.9% to the country's overall exports in 2019 (SME Insights, 2019/20). Therefore, the performance of SMEs is influenced by their AIS management strategy so that their companies have high job performance.

Lyna Latifah et al. (2020) have studied the relationship between business strategy and SME performance. It also explores the role of innovation and AIS in the strategy performance linkage among SMEs in Indonesia. This survey was distributed to SME owners throughout Solo, Yogyakarta, and Semarang, and data were analyzed by using SEM with partial least squares. The findings indicate that business strategy has an indirect impact on the performance of SMEs. The relationship between business strategy and SMEs' performance is positively mediated by both innovation and AIS. This is because the differentiation strategies applied by SMEs will improve performance if supported by good AIS. In this case, SME owners should be careful in making decisions and engage in various alternative actions. Without AIS, it is very difficult for SMEs to determine performance and identify account balances. Thus, the evidence of this study gap is that they are more focused on the relationship of business strategy with the performance of SMEs and augmented with innovation and AIS variables as compared to this study which highlighted the AIS's effectiveness on performance.

AIS is responsible for analyzing and monitoring the financial condition of the company. Acen (2019) stated that the main factor influencing the success of SMEs is management control by the owner such as the storage of orderly business transactions, which informs the owner about the performance and growth of the business. This study was conducted to examine the relationship between AIS and SME performance in Nakawa part of Uganda. The results of the study showed that AIS had a statistically significant relationship with firm performance based on correlation analysis and survey design of 144 samples. Therefore, SMEs need a well-planned and managed AIS to enable them to manage the most valuable resource of information. Due to the wide contribution of SMEs in many sectors, researchers should guide small business owners to have good management practices to improve their job performance. Among the SME development programs and initiatives implemented by SME Corp Malaysia is the SME Competitiveness Rating for Improvement (SCORE). SCORE is a diagnostic tool introduced to assess and improve the competitiveness of SMEs, which involves a quantitative assessment of the strengths and weaknesses of a company, as a basis for proposing targeted measures to improve the performance of SMEs.

However, Yahya et al. (2021) found that the practice of accounting systems such as planning, control, and decision-making, is moderate among SMEs in Kuala Lumpur. There are still many SMEs that rarely or never use budgets in their organizational planning. This is particularly surprising because planning plays a key role in competitive business strategies having a significant impact on organizational performance (Saad et al., 2014). Even the use of planning practices will further improve organizational performance. The results of this study to some extent coincide with the results of the study by Saad and his co-authors (2014), who also found that the implementation of this business plan is still limited in SMEs. Therefore, the government and relevant bodies need to organize seminars on the importance of specific accounting training for SMEs to ensure their sustainability and profitability. In business, AIS plays a variety

of important functions, including improving quality and reducing costs in the production of goods and services, improving decision-making, and gaining a competitive advantage. With several AISE factors influencing the use of AIS on performance, it is hoped to help SME businesses compete with new technological innovations that can save time, and achieve sales and profitability targets. These findings are in line with the study of Lyna Latifah and her co-authors (2020), showing that there is a positive influence of innovation on performance, meaning the higher the innovation, the better the performance. This will indirectly help SMEs improve their business performance to a better level.

PROPOSED PROPOSITION

The use of AIS among SMEs indicates a positive change in organizational performance. This is supported by Ahmed and Rebwar (2019), the development of AIS has a significant impact on the performance and effectiveness of operations in the organization, as the management of the organization needs information that is characterized by consistency and confidence in decision making. However, several AIS effectiveness factors affect the performance of SMEs. The dimension of AIS that influence the SMEs' performance includes information quality, service quality, and system quality.

Information Quality and Performance

AIS is very important for an organization because it can help the management staff in collecting the information, raw data, and original data that can be changed into financial data for decision-making and controlling the organization (Harash, 2015). The primary motivation for information quality was to supply the user with accuracy, timelessness, completeness, and relevant information, information quality must be an important dimension of a system's success (DeLone & McLean, 2016). According to DeLone and McLean (2003), informational benefits included information access, information quality, and information flexibility. Therefore, the information system's ability to give timely, accurate, relevant, and comprehensive information to the user for successful decision-making is defined in this study.

Furthermore, Accounting information needs to be relevant where the information must contain values that help users make and evaluate decisions about the allocation of limited resources while assisting users in evaluating the performance of provider responsibilities. This study provides relevant information that supports the evaluation and future predictions of past performance. According to Carolina et al. (2020), the contingency theory approach underlines the diversity of organizational control in different circumstances. This reveals how organizational procedures are carried out in organizational control in order to produce quality information. Internal control of the organization is important and recognized as a contingency factor that can help make decisions to improve the growth of the organization's performance. Klinsukhon and Ussahawanakit (2016) stated that the relevance of the information to making a decision is a process that helps people make better decisions by predicting the future. Therefore, the relevant information is important to SME entrepreneurs to help them make accurate decisions to achieve business objectives.

Apart from that, timeliness can also affect the effectiveness of AIS thus improving the performance of the company. Punctuality is the rapid communication of available information to users or company owners so that the information can influence their decisions. According to the study of Mardi, Perdana, Suparno, and Munandar (2020), it is concluded that AIS has a positive and significant effect on the timeliness of financial statement presentation. This reflects a growth in the usage of AIS, as well as the accuracy and timeliness with which financial statements are sent to users. Therefore, if the information reaches the company quickly, it allows the accounting team to make timely decisions for the sake of the continuity of the company's performance. Omran Ahmad (2017) stated that the accuracy of the information in accounting is one of the characteristics of information quality that results to successful decision-making. The results showed a significant relationship between the three variables. The three main outcomes are

efficiency, effectiveness, and aggregation of information from various sources influencing financial decisions. Thus, the Information Quality feature is important in terms of critical factors in the effectiveness of AIS on organizational performance. In addition, the quality of information positively influences organizational performance (Basel, Wan Ahmad, and Rosni Bakar, 2016). The results indicate that information quality is a significant success factor for AIS to improve organizational performance. Based on previous studies, a proposition has been constructed as follows:

Proposition 1: An increase in Information Quality causes an increase in the SMEs' Organizational Performance.

Service Quality and Performance

According to Shagari, Abdullah, and Mat Saat (2017), the service quality construct is regarded as a driver for the perception of value, which could improve the loyalty of organizational customers and enhance the image of banks. Based on the findings, it can be concluded that service quality is an important determinant of AIS efficacy. DeLone and McLean (2003) revised their model to include the service quality factor in response to this call. In this study, Service Quality refers to the level of support that system users receive from the information systems organization and IT support personnel. According to Hafizh and Aswar (2020), organizations can run well when they adapt to the contingency structure, such as the service environment, the size of the organization, and business strategy, which is in line with the basic meaning of contingency theory, which is that organizations should be adaptive. This situation is also compatible with contingency theory, which focuses on the type of leadership and a leader's understanding of the situation with the appropriate conditions. The form of leadership is explained as work motivation or as the stimulation of relationships to produce quality service. The company's service quality influencing firm performance can also be used to acquire knowledge of the impact of IS service quality on firm performance. Delivering high-quality service is a key component of corporate success, as it leads to increased customer loyalty, more profits, and lower costs. According to Ali, Bakar, and Wan Omar (2016), there are two types of users in the IS perspective for whom IS services are delivered. This includes both internal and external users, such as suppliers and consumers.

Furthermore, service quality leads to cost savings and increased productivity. This finding is consistent with Kesuma, Hadiwidjojo, Wiagustini, and Rohman (2013) who revealed service quality helps generate more revenue, which leads to higher profitability, while Nazeer et al. (2014) discovered that service quality has a large positive effect on respondents' loyalty to the organization. Measuring service quality may assist management in providing reliable data that can be utilized to monitor and maintain improved service quality. Thus, the researcher can better understand how to influence service quality and customer satisfaction by assessing service quality. Ali, Bakar, and Wan Omar (2016) tried to investigate the impact of AIS success factors on organizational performance. Service quality has been used as a determinant of performance. The findings reveal that service quality is an important AIS success factor for improving organizational performance in the Jordanian banking sector. This study suggests that firms in the banking industry can improve their performance by adopting and applying the success features of AIS. Moreover, Khan and Fasih (2014) explored organizational performance as customer loyalty and found a strong positive and significant correlation between service quality and organizational performance. Thus, service quality positively affects organizational performance. Due to the results of the study, a proposition was constructed as follows:

Proposition 2: An increase in Service Quality causes an increase in the SMEs' Organizational Performance.

System Quality and Performance

Unlike information quality constructs, system quality receives less attention in the IS literature because of its technical focus on systems. The perspective of DeLone and McLean models (1992), proposed system quality as an overarching construct that also represented the technical level of the system. The technical part of the system in terms of matching user needs is what system quality is all about. Reliability, flexibility, reaction speed, and maintainability are some of the most often utilized metrics (DeLone & McLean, 2003). According to Al-Mamary, Shamsuddin, and Nor Aziati (2014), system quality is the desirable characteristic of an information system. For example, such as ease of use, system flexibility and system reliability, ease of learning, intuitiveness, sophistication, and response time. System quality also refers to the quality of information processing as a whole, which is defined by the use of cutting-edge technology, a system with key functions and features, and software that is user-friendly, simple to learn, and easy to maintain. Hence, the researchers can conclude that it is critical for any business to pay attention to system quality in order to improve the quality of information produced as well as the organization's overall performance.

Furthermore, the efficiency and effectiveness of the accounting system depend on the availability of certain characteristics related to the elements and outputs of the system (Abu-Eker et al., 2019). The most significant factors are the appropriateness and reliability of the data that depicts the system's outputs, as well as the system's realism, the interconnectedness of its subsystems, and adaptability. Confidence in accounting information is related to reliability in the sense that the information accurately represents what is intended to be conveyed in the system. Accordingly, the reliability of accounting systems is important for SME organizations to produce financial statements to evaluate their performance. According to Daniel and Victor (2019), contingency theory gives its opinion that the accounting information system should be built in a flexible way to consider the environment and organizational structure facing the organization. In other words, the quality of the system needs to be built into an appropriate framework so that the accounting information system considers specific, tailored decisions. In order to create a firm's business value through its information system, the system must enable efficient delivery of the Information System through system features such as documentation and ease of use.

Besides, system quality is an essential part of any IS hotel for the very simple reason that the system enables secure transactions with fast response times and networking. According to Georgiadis (2019), the System Quality feature is essential for a hotel system to operate efficiently, it has been proven that this dimension (System Quality) has a direct impact on IS success and is an important element of AIS effectiveness. Thus, the results of the study show a significant relationship between system quality on hotel performance. In addition, there are four constructs that form the core of System Quality namely reliability, flexibility, integration, and accessibility (Forsgren et al., 2016). The findings of the study indicate that a good system with quick access to information facilitates several areas of the task of system administrators. These findings indicate a significant relationship between system quality and organizational performance. Based on the results of the study, a proposition has been constructed as follows:

Proposition 3: An increase in System Quality causes an increase in the SMEs' Organizational Performance.

CONCLUSION

The quality of AIS is important in improving and developing SMEs' businesses. There are many advantages when entrepreneurs adopt these AIS in conducting their business transactions. Through this system, SME entrepreneurs can find out the exact and real profits and can improve the quality of their work. In addition, entrepreneurs can also assess the inflow and outflow of money when using this system. Past studies have shown that information quality, service quality, and system quality in the effectiveness of accounting systems affect organizational performance. Besides, to further increase the use of AIS among SME entrepreneurs, it is recommended that the authorities provide appropriate incentives to entrepreneurs to

encourage them to use this system more widely. Among the appropriate incentives given is the introduction of tax incentives by the government to SME entrepreneurs to further encourage the purchase of information technology equipment such as computers and accounting system software. Furthermore, the study also enables SME owners to appreciate the role of AIS in influencing their firm's performance and to know how to improve organizational productivity by adapting or adopting AIS. Therefore, this study will help SMEs achieve their objectives to improve their performance where they need to ensure the success of AIS implementation.

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