

Decision Factor of Using Accounting Software Packages of Accounting Office in Thailand

Chalida Linjee¹,
Kanokmani Homkaew²,
and Parnee Raoyang³

Bangkokthonburi University, Thailand

¹noi_14@windowsilve.com

²kob_kanokmani@hotmail.com

Abstract - Research on factors affecting the decision of Accounting Software Programs of accounting offices in Thailand. The Study was conducted by 363 accountant administrators. The questionnaires were used as instruments to collect data. The data were analyzed using descriptive statistics with frequency, percentage and standard deviation to test the hypothesis for comparison by F-test statistics (One-way ANOVA). The results of the study found: the respondents' opinions on factors influencing the accounting program decision of accounting offices in Thailand overall were at high level. Comparison of Factors Affecting the Selection of Accounting Software Program in Thailand were different characteristics of the business and the different numbers of customers, affect the decision of accounting software. The difference was significant at .05.

Keywords - Accounting Software

I. INTRODUCTION

Every business must have a certified accountant in accordance with generally accepted accounting standards. The present day technology has applied to accounting. The accounting information is accurate, reliable. Fast forward to the event. Reduce the amount of paper. Reduce the work process. Suited for the high competition. The administrators could get fast information, accurate, capable to management efficiency as goals (Duangdara, Pattamawadee: 2015).

Businesses need to apply accounting information technology. Accounting software is very important. The work of accounting software requires the ability to record, Process, and prepare financial reports. To report to the relevant parties. Accountants bring information and technology into account. Must choose accounting software. Considering the benefits of running a programmed accounting software, ie, cost savings and costs. Save time and money. Prepare financial reports for submission of financial statements. Get exactly the format as requested. Flexible get service from good seller and data security.

As mentioned the researcher studied the decision factors affecting the using of accounting software packages of accounting office in Thailand. To study the used of accounting software. A guide for businesses to use accounting software to suit the business. Helps to get accurate information quickly. Helps in decision making by the administrations. The result of the problem. Analyze decisions effectively for the business sustainable growing.

II. OBJECTIVES

Comparative Study of Factors affecting the decision of accounting software packages of accounting offices in Thailand.

III. RESEARCH MYTHOLOGY

This research was quantitative research. Data were collected by questionnaires as the instrument to collect data. Population used is

account executive in Thailand. 3,317 (Department of Business Development 2018: Online). The researcher sampled Taro Yamane. The samples were at 95% confidence level and 363 questionnaires were returned.

The data were analyzed by the statistical program. To analysis with frequency, percentage, standard deviation and One-way ANOVA statistic was used to compare the statistical significance.

IV. DISCUSSION

Answerer Account Executive in Thailand: 81.82% of the respondents were between the ages of 31-40 and 52.89%. Currently, they hold 47.93% of the positions. 86.23% of the businesses were incorporated. The duration of the establishment were 11-20 years, 46.28%. The numbers of customers were over 69.70%.

1) The results of the study on the factors affecting the decision of the accounting software program of the Accounting Office in Thailand found that the overall level of opinion were at high levels. And when considering each aspect, found the most commented level were costs and expenses for Providing Finished Software. The performances of the accounting software package were followed by the after-sales service, security of accounting software, the credibility of the company which sells. And the least amount of feedback was the limitation of accounting software. This was consistent with the research conducted by Kannanadit Kaewwadee, Odd Panya and Sunisa Floodwichai (2018: Online) Have a lot of comments. Second, the benefits of using the program. Costs and Expenses for Providing Accounting Software. In accordance with the research of Aranya Janaanan and Prawet Penwutikul (2016), the factors influencing the selection of accounting software packages for SMEs were studied.

2) Comparison of Factors Affecting the decision of Accounting Software Program in Thailand Differentiated by the characteristics of the business. (Business type of business and number of customers) were not different when

classified by type of accounting office. And when considering each. It was found that the cost and cost of providing accounting software packages. However, the overall difference was statistically significant at the .05 level. In accordance with the research by Pattamavadee Duangdara (2015), the investigated factors important to the application of accounting software program of SMEs in Muang District, Nakhon Ratchasima Province. The results of this study by Nathapat Aphiwatpisan (2018), the study of the factors affecting the decision making process of the accounting program of listed companies in the Stock Exchange of Thailand. Different businesses focus on costs and costs associated with sourcing, possibly because of small businesses with less capital. The cost and cost of procurement must be taken into account. Classified by age of accountancy. And the number of customers coming to the service. The results of this study by Ivancevich (2007) Accounting Software Selection and Satisfaction: A Comparative Analysis of Venter and User Perceptions. The study of the cost the software package was the same as that of the software program. The accounting of the accounting office would be very important to the accounting decision.

V. SUGGESTIONS

The results of this research. And the next study. Suggestions were as follows.

1) The next study should be conducted. Should diversify the sample.

2) Should study the effectiveness of accounting software program. To provide the organization with accounting software to suit the organization.

REFERENCES

(Arranged in the order of citation in the same fashion as the case of Footnotes.)

- [1] Kasetsart, D.P. and Thongvichai, S. (2018). "The study on the selection of accounting software packages for small and medium enterprises (SMEs) in Amphoe Mueang, Tak Province".

- <<https://research.kpru.ac.th/sac/fileconference/24922018-05-04.pdf>>. Accessed 18 March 2016.
- [2] Duangdara, P. (2015). "Factors that were important to the selecton of accounting software programs in the urban area". Nakhon Ratchasima, Journal of Business Administration, Association of Private Higher Education Institutions of Thailand (TAT), Vol. 4(1), January-June 2015, pp. 9-21.
- [3] Janachan, A. and Penwuttikul, P. (2016). "Factors influencing the selection of accounting software packages for small and medium enterprises (SMEs)". Journal of Research and Development, Vol. Humanities and Social Sciences, Vol. 11(2), May-August 2016, pp. 385-397.
- [4] Aphiwatpisan, N. (2018). "Factors influencing decision making on accounting software application of listed companies in the Stock Exchange of Thailand". Faculty of Management Science, Silpakorn University.
- [5] Ivancevich, S.H., Ivancevich, D.M., and Elikai, F. (2007). "Accounting Software Selection and Satisfaction: A Comparative Analysis of Venter and User Perceptions". Review of Business Information System, pp. 45-32.