

Factors Affecting the Success in Implementing Accounting Software Packages of Small and Medium Enterprises in Bangkok

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Abstract - The purpose of this research were to study factors affecting the success of using accounting software packages of small and medium enterprises in Bangkok. The population of this research were 408 accountants which using accounting software packages. The research was quantitative research. The instrument used was a questionnaire with descriptive statistics consisting of frequency, percentage, mean, and standard deviation. The results of the study revealed that the analysis of factors affecting the success of using accounting software programs in small and medium-enterprises in Bangkok, found that the factors affecting the overall success were at high levels. When considered in each aspect, the factor which had the highest effect on success was the management policy, followed by the personnel, the factors that were at high levels; the information technology and the program. The factors at the medium level were the operation manual and internal control processes.

Keywords - Accounting Software Package

I. INTRODUCTION

Small and medium business in Thailand in 2019, the GDP of small and medium- enterprises (GDP SME) in 2018 was worth more than 7 million Baht, accounting for 43.0 percentage of GDP. The total proportion of the country had increased continuously since 2014, with the proportion of 39.8 percentage or an average increase of 0.8 percentage. Annual shows that the role of SMEs to the national

economy continuously increased with rapid expansion (SorBor, 2019) and with the competition which entrepreneurs need to develop the quality of products and services to keep up with the rapid changes. The Small and Medium Enterprise Development Bank of Thailand (SME Bank) had established management guidelines. Qualifications of entrepreneurs were as follows: 1) Changing business to the changing business world, 2) Making a difference of the business to build competency in Asterisk competition, 3) Response to customer needs, 4) Quality and safety standards, and 5) Create new sales techniques, Online Ecommerce so that businesses have more distribution channels and grow endlessly. It has seen that the government agencies support small and medium-sized businesses to expand and prepare to enter the digital age 4.0. Entrepreneurs or executives of SMEs need knowledge in accounting information systems. That is important for management, which most entrepreneurs and executives do not see the importance. Because the investment in accounting information systems were high value, causing the data to be delayed for decision making. An error occurred in the decision, and do not having a competitive advantage. Accounting Information System is a system that stores and processing financial and accounting data which these data, in addition to knowing the operating results. And the financial status of the business was also the information used to make decisions, which was the key to managing the business grow up. The information used in making decisions depends on the needs of users such as cost accounting, budget, financial reports etc.

When businesses have to use accounting information technology Accounting software packages are therefore very important. The operation of an accounting software package requires the ability to record, process, and prepare financial reports. To report to relevant parties. Accounting firm uses information and technology systems in accounting, have to choose to use accounting software packages. They must consider the benefits of working in an accounting software package, including cost and expense savings for save time and faster. Prepare financial reports in time for submission of financial statements. Get the desired format, Flexible Received good service from sellers and data security.

As mentioned, the researcher has studied factors affecting the success of using accounting software packages for small and medium-enterprises in Bangkok. To study the factors that have an effect on the success of applying accounting software packages for small and medium businesses to be suitable for the business. Helps to get accurate information quickly. Helps in making administrative decisions. Which causes the business to solve problems. Analyze decisions efficiently, Sustainable business growth.

II. OBJECTIVES

Factors Affecting the Success of Using Accounting Software in Small and Medium Sized Businesses in Bangkok.

III. LITERATURE REVIEW

A. Accounting Software

IT SOFT December (1998), said that accounting software packages are numerous. And various programs each program has the same ability to work. And somewhat different it depends on the nature of the business, business size and type of business. Therefore, businesses should choose the most suitable program for their business.

Tritanon (2003), Accounting software package. Has helped to make management decisions Especially in an era that has changed dramatically Make accounting

software programs act as tools that provide information that is accurate, fast, reliable, modern and can be verified.

B. Summary of Accounting Software Packages

Is a tool that helps administrators make management decisions quickly, correctly, and the information obtained from accounting software packages is reliable. And verifiable Accounting information. Hongsombud, et al. (2012), Studied about accounting information. Financial information must be reliable, complete, easy to understand, capable to help users make confident investment decisions.

Soderstrom and Sun (2007), Accounting information system was a center for storing valuable information for data users. Businesses should pay attention to the processing of accounting information.

C. Summary of Accounting Information

It was reliable, complete and timely information that was important to the organization. In helping executives could make decisions in rapidly changing situations efficiently and effectively.

IV. RESEARCH METHODOLOGY

This research was quantitative research. Data were collected by using questionnaires as the instrument for data collection. The population used were 552,606 SMEs in Bangkok (Office of Small and Medium Enterprises Promotion, 2019). The researcher sampling by Taro Yamane to get 400 samples to prevent mistakes. The researcher sent 450 questionnaires, returned 408 questionnaires, representing 90.67%. Data analyzed by using statistical software packages. The statistics used in this data analysis were frequency, average, percentage and standard deviation.

V. DISCUSSION

Respondents of this research were female 71.57 percentage, aged between 30-39 years 43.63 percentage, studied bachelor's degree 74.02 percentage, working age 6-10 years 62.99 percentage, and currently holding positions as managing director 48.53 percentage.

The analysis of factors affecting the success of using accounting software packages for small and medium-enterprises in Bangkok, found that the factors affecting the overall success were at high levels. When considering in each aspect, the most success factor was the management policy, followed by the personnel, the high level factors were the information technology and the program. The factors at medium level were the operation manual and the internal control process. Factors affecting the success of using accounting software in Small and Medium Enterprises in Bangkok. The most effective aspect was Executive policy. Because the business must receive support from the management in procuring software packages for use program training. Therefore, management must see the importance of accounting information, and the software package which was a tool for collecting important financial information in accordance with Claro, et al. (2010), Chaney and Kim (2007). Administrators should pay attention to accounting information systems was information that used to measure economic results, internal auditing also the factors affecting the success of using accounting software packages for small and medium-enterprises in Bangkok, in terms of personnel, regarding the use of accounting software packages. Must have expertise, in deep understanding of the system, capable to save the information correctly Factors that influence the success of using accounting software packages for small and medium-sized businesses in Bangkok. In terms of information, the procedures for operating in the system must be clearly specified. Must have a clear system and operational procedures. In order to be able to save the information correctly. This was consistent with the research of Bhanyaya Chu-On-Sathit (2009). Factors affecting the success of using accounting software packages for small and medium-sized businesses in Bangkok. Technology Businesses must have a computer, equipment for operation. Including modernity supports the update of software packages. and could be flexible. There was a network system that connects data quickly. This would help executives make decisions quickly and

correctly. Hongsombud, et al. (2012) and Soderstrom and Sun (2007), Information that; reliable, complete and timely was important to the organization. In helping executives make decisions in rapidly changing situations efficiently and effectively. Factors Affecting the Success of Using Accounting Software in Small and Medium Sized Businesses in Bangkok for the packages program which the accounting software package must be a system that was easy to use, consistent with the nature of the business. There was flexibility in editing. The data could be verified in accordance with Tazik and Mohamed (2014). Studied accounting information systems, effect on the effectiveness of accounting data. The used of accounting information systems linked to the integration of technology in accordance with Tritanon (2003), accounting software packages helped to make management decisions. Especially in an era that has changed dramatically. Make accounting software programs act as tools that provide information with accurate, fast, reliable, modern and could be verified.

VI. SUGGESTIONS

1) Suggestions for Using Research Results

Small and medium business Factors affecting the success of using accounting software packages program in business. The most effective thing was the executive policy in support the program purchase. And send staff to train the program to be proficient in using accounting software packages to be effective and use accounting information for the benefit of each own business.

2) Suggestions for Conducting Future Research

Should study the problems and factors affecting the success of using accounting software packages by comparing the commonly used in the market.

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

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