Predictors of Accounting Professionals' Intention to use Accounting Information Systems

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***Abstract*— Purpose - Purpose of conducting this research study is to identify the factors that effecting on accounting professionals' intention to use accounting information system. Expect to give proper idea to accounting professionals about the factors which effect accounting professionals' intention to use accounting information system. Design/ Methodology/ approach – Based on the 209 valid responses gathered through a survey, the Unified theory of acceptance and use of technology (UTAUT) model was used to test the research model and hypothesis. Basically, UTAUT model used for test individuals' intention to use technology. To recognize the relationship between technology intention in accounting most suitable model is UTAUT. Findings – The result indicated that effort expectancy, performance expectancy, social influence, information quality and trust have significant effect. Practical implication – Accounting professionals should concern especially effort expectancy, performance expectancy and information quality to enhance intention to use accounting information system. However, facilitating conditions does not have significant effect.**

Keywords*— *Accounting Professions, Accounting Information Systems, Digital Technology, Information Quality, Intention to use Accounting Information System, UTAUT model, Trust

I. INTRODUCTION

The modern business environment has been fully digitalized due to global digitalization. Digitalization is radically transforming job resources, job design, professionals, and economic activities. There is no universally accepted definition for digitalization in academic or literature. According to [1] "digitalization is process of turning physical information into digital format for processing, storage and transmission by computers/ devices. According to [2] mentioned digital technology intention as "selecting a technology to be used by and organization or individual" In modern business, adopting digital technologies has become essential for organizations to stay competitive. Therefore, every professional, organizations and every individual must intent to use digital technologies. In account profession widely use digital technology is accounting information systems such as Sage 50, QuickBooks, SAP business one, Wave, Xero, etc. Specially in accounting industry professionals are increasingly utilizing Accounting Information System such as cloud computing, internet, block chain, software, AI, etc. because it has been identified that it has so many benefits.

Therefore, main purpose of this investigation is to identify predictors that effect on intention to use accounting information system at workplace from the perspective of accounting professionals. We developed our research model by using Unified Theory of Acceptance and Use of Technologies – UTAUT. Based on research model proposed, we developed a Likert – based questionnaire covering all the areas cited in the two frameworks and disseminated it among accounting professionals working in Sri Lanka. The dada gathered have then been analysed through a regression analysis measure the effect of theoretical construct on individuals' intention to use accounting information systems. Our result show that main predictors of accounting professionals' intention to use accounting information systems are performance expectancy, effort expectancy, social influence, trust and information quality while facilitating condition has insignificant effect on accounting professional's' intention to use accounting information system. In doing this study makes raging theoretical and practical contribution. Firstly, it contributes to specially in the context of the accounting profession by identifying the main determinants of intention to use accounting information systems. Secondly this paper contributes to existing literature a UTAUT model. Regarding its implication for practice, the paper's result can be of value for accounting profession considering the extent of user intention and the barriers to further use accounting information systems. Specially by identifying the predictors of accounting information system intention for accounting activities, the findings of the study could be used full to create a successful implementation strategy.

II. MATERIALS AND METHODOLOGY

In a digitalized world accounting professional perform their work/tasks in highly computerized environment [3] Therefore, entire accounting professionals' profile has been changed due to the digitalization. Accounting information systems have contributed to the automation of numerous activities in the company, because of that business operations such as data entry and documentation record have been significantly

made easy and efficient [4]. Digitalization of accounting has opened a new era of efficiency and transparency, enabling the automation of routing activities, enhancing accuracy of data, providing real time financial reporting, information, etc.

A. Unified Theory of Acceptance and Use of Technology (UTAUT)

According to [5] Unified theory of acceptance and use of technology (UTAUT) is a prominent theory invented in 2003. And this model is used to assess intention to use technology at the individual level. According to the [5] unified theory of acceptance and use of technology model is fundamental theory about how people accept and use technology. Unedified theory of acceptance and use of technology is comprised of four main direct determinants that are important to interest in the use and use of information systems, main direct determinants are performance expectancy (PE), effort expectancy (EE), social influence (SI) and facilitating conditions (FC). Unified theory of acceptance and use of technology (UTAUT) has been demonstrated to be up to 70% more effective than other eight theories of TRA, Technology acceptance model, motivational model, TPB, combination of TAM and TPB model, PC utilization model, innovation diffusion theory and social cognitive theory model [5].

[6] mentioned that Unified theory of acceptance and use of technology (UTAUT) is the most suitable method to measure the intention to use technology. Because the UTAUT theory is based on those mentioned eight theories (Farah et al., 2018a). the Unified theory of acceptance and use of technology (UTAUT) model was developed to offer a cross validated framework that explain an individuals' intention to adopt new technologies across various companies around the world.

III. RESEARCH DESIGN

Research philosophy is "system of belief and assumptions about the development of the knowledge" there are two part of research philosophy. They are ontological and epistemological assumptions. epistemological assumption is how the research going to be conduct with the assumption according to the human knowledge. According to Ferri et al. (2023) and Ferri et al. (2020) previous researchers used positivism philosophy to investigate professionals' intention towards use technology. this research is also researching accounting professionals' intention to use accounting information system. Therefore, this research also following positivism philosophy (sample is representing the entire population)

A. Hypotheses

Based on the conceptual framework, the following hypotheses are proposed:

H1: Effort expectancy (EE) has a positive effect on accounting professionals 'intention to use AIS.

H2: Performance expectancy (PE) has positive effect on accounting professionals 'intention to use AIS.

H3: Social influence (SI) has positive effect on accounting professionals' intention to use AIS.

H4: Facilitating Conditions (FC) has positive effect on accounting professionals' intention to use AIS.

H5: Information Quality (IQ) has positive effect on accounting professionals' intention to use AIS.

H6: Trust has positive effect on accounting professionals' intention to use AIS.

IV. RESULTS AND DISCUSSION

A. Hypothesis Testing

H1: There is a significant relationship between Effort expectancy and intention to use Accounting Information system. [- Significance level = 0.000 ($p < 0.05$), p-value is less than 0.05, the null hypothesis is rejected.] H2: There is a significant relationship between Performance expectancy and intention to use Accounting Information system. [- Significance level = 0.000 ($p < 0.05$), p-value is less than 0.05, the null hypothesis is rejected.] H3: There is a significant relationship between social influence intention to use Accounting Information system. [- Significance level = 0.010 ($p < 0.05$), p-value is less than 0.05, leading to the rejection of the null hypothesis.] H4: There is a no significant relationship between Facilitating condition and intention to use Accounting Information system. [- Significance level = 0.243 ($p > 0.05$), p-value less than 0.05, the null hypothesis is accepted.]H5: There is a no significant relationship between Facilitating condition and intention to use Accounting Information system. [- Significance level = 0.000 ($p < 0.05$), p-value is less than 0.05, the null hypothesis is rejected.]H5: There is a no significant relationship between Facilitating condition and intention to use Accounting Information system. [- Significance level = 0.030 ($p < 0.05$), p-value is less than 0.05, the null hypothesis is rejected.]

B. ANOVA

ANOVA test is used to test the model significant. In align with the research that has been conducting to investigate factors that effect to accounting professionals' intention to use Accounting Information System model significant can be derive through the analysis done by the SPSS.

According to the model there can be develop two hypotheses such as, H0: The model is not significant H1: The model significant to determine the hypotheses testing use P value approach. According to P value approach if the alpha value is greater than the P value reject the H0. According to the ANOVA table the P value represent the 0.000b. according to that the alpha value is alpha value (0.05) greater than the P value (0.000b).

which means reject the H0. According to that the result can interpret as at 95% confidence level independent variables make significant on the dependent variable.

Table 1: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.91	0.84	0.835	0.2402

As in table 1 mentioned in the model summary this model summary's fitted level can be extract from the adjusted R squire value which is 83.5%. furthermore, it can explain that 83.5% variation in accounting professionals' intention to use Accounting Information System can be explaining by effort expectancy, performance expectancy, social influence, facilitating conditions, information quality and trust.

C. Hypothesis Testing

H1: There is a significant relationship between Effort expectancy and intention to use Accounting Information system. [- Significance level = 0.000 ($p < 0.05$), p-value is less than 0.05, the null hypothesis is rejected.] H2: There is a significant relationship between Performance expectancy and intention to use Accounting Information system. [- Significance level = 0.000 ($p < 0.05$), p-value is less than 0.05, the null hypothesis is rejected.] H3: There is a significant relationship between social influence intention to use Accounting Information system. [- Significance level = 0.010 ($p < 0.05$), p-value is less than 0.05, leading to the rejection of the null hypothesis.] H4: There is a no significant relationship between Facilitating condition and intention to use Accounting Information system. [- Significance level = 0.243 ($p > 0.05$), p-value less than 0.05, the null hypothesis is accepted.]H5: There is a no significant relationship between Facilitating condition and intention to use Accounting Information system. [- Significance level = 0.000 ($p < 0.05$), p-value is less than 0.05, the null hypothesis is rejected.]H5: There is a no significant relationship between Facilitating condition and intention to use Accounting Information system. [- Significance level = 0.030 ($p < 0.05$), p-value is less than 0.05, the null hypothesis is rejected.]

Table 2: Hypothesis results

Model	Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
1	(Constant)	0.315	0.126	-	2.498	0.013
	Effort Expectancy	0.223	0.053	0.263	4.179	0
	Performance Expectancy	0.21	0.055	0.245	3.817	0
	Social Influence	0.154	0.059	0.167	2.604	0.01
	Facilitating Condition	0.072	0.062	0.079	1.17	0.242
	Information	0.284	0.059	0.272	4.786	0
	Quality	0.18	0.057	0.172	3.171	0.002
	Trust	0.124	0.057	0.126	2.185	0.029

V. LIMITATIONS

As with all previous studies, the current study has some limitations. First, it is a cross – sectional study that does not illustrate how accounting professionals' intention to use accounting information system can be change over time, as this research represent only a specific time frame. Therefore, it is recommended to conduct longitudinal research in future. Secondly the current research study concerned only the accounting information systems. In future research can use the Unified theory of acceptance and use of technology (UTAUT) model across several information systems, and specially in cloud-based systems and compare the different and similar aspects to make additional contribution. Third, in this current research study used to collect data from the accounting professionals' who live in Sri Lanka. Therefore, the researcher recommends that study samples be drawn from other developing countries with the aim of understanding the impact of cultural differences on the research context. Forth, the application of information systems not that much used by some organization and bit new to Sri Lanka, especially in the field of accounting profession. Therefore, future researchers should use large-scale of samples to ensure the representativeness of the study. Even this research conducted in Sri Lanka, for the data collection purpose only used Colombo District and Kandy district. Therefore, recommend using other districts in Sri Lanka for purpose of data collection. In addition, the current research study examined the accounting professionals' intention to use accounting information system based on the Unified theory of acceptance and use of technology (UTAUT) model perspective. Therefore, suggest applying this research gap to other theories such as Technology Acceptance Model (TAM), TAM version 2, Theory of planned behaviour, and Unified theory of acceptance and use of technology version 2 (UTAUT 2) model, etc. This research study only focusing on accounting sectors, in future research suggest applying on other sectors as well. Finally, the current research study only captured the accounting professionals' intention to use accounting information system, therefore suggests identifying professions continues intention to use accounting information system, intention to adopt accounting information system, actual behaviour to use accounting information system and how intention to use intention to use accounting information system

effect on accounting professionals' satisfaction and accounting professionals' performance.

VI. CONCLUSION

This research introduces a fresh look related to accounting information system by the extended Unified theory of acceptance and use of technology (UTAUT) model. This study also carried out in accounting field that has received little attention in using information system. Still, it has significant role in organizations in perform daily transactions and activities. More specially this research study was carried out in a developing country such as Sri Lank, where the use of accounting information system to perform financial and accounting related activities has

received limited research effort. In modern business world many organizations are using accounting information system to attain a competitive advantage or survive in the business world/ information industry. When focus on the findings of this research study, accounting professionals consider effort expectancy, performance expectancy and information quality to be important factors that influence their intention to use accounting information system. The result of this research study also indicates that intention to use accounting information system is significantly impacted by the social influence and trust. The result further implies that facilitating conditions to be insignificant predictor of accounting professionals' intention to use accounting information system. Finally, the current study implies that accounting professionals' intention to use accounting information system predict by the effort expectancy, performance expectancy, social influence, facilitating conditions, information quality and trust. First, this study expands upon the understanding of accounting professionals' intention to use accounting information system in the context of a developing nation like Sri Lanka, thereby addressing a major knowledge gap in the related literature, it further offers an extension to the traditional UTAUT model to offer a more accurate and well-rounded comprehension of accounting professionals' intention to use accounting information system.

The use of additional factors such as information quality and trust can offer strong insights to future studies that aims to assess intention to use information system. This study also contributes to the existing knowledge of the UTAUT factors

and information quality and trust on accounting professionals' intention, by providing an enhanced understanding of how these factors impact intention to use accounting information system within a developing nation.

This study serves as a practical guide for accounting professionals, managers, and job seekers by guiding the predictors of intention to use accounting information system they would be motivate to intent to use accounting information system. In addition, the study indicated that performance expectancy, effort expectancy and information quality are largely critical factor in determining the accounting professionals' intention to use accounting information system. Therefore, especially must concern these indicators.

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