

How to Develop Quality of Accounting Information System through User Personality in an Emerging Country

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User personality can increase the effectiveness of accounting information systems. Effective accounting information systems affect the quality of accounting information. The phenomenon that occurs in several organizations in Indonesia shows that accounting information systems have not produced quality accounting information. The study was conducted to obtain facts through tests that prove the influence of the user's personality on the quality of the accounting information system. The data used in this study was obtained through a survey questionnaire that was administered to 61 state-owned enterprises in Indonesia. Testing data used SEM-PLS. The research methodology uses an explanatory method. The results of the study show that the user's personality influences the quality of the accounting information system.

Key words: *Develop; Accounting Information System; User Personality; Emerging Country.*

Introduction

Information is generated through information systems (Gelinas and Dull, 2012: 13; Meiryani, 2016). Furthermore Gelinas and Dull (2012: 13) said the information system is a system that consists of a collection of integrated computer-based components and manual components made to collect, store and manage data and provide output in the form of information to the user. Romney and Steinbart (2012: 28); Azhar Susanto (2015) define an accounting information system as a system that collects, records, stores and processes data to provide information to decision makers. Mancini et al (2013: 141); Azhar Susanto (2016) said an effective accounting information system can be judged by the ability of the system to provide information that can be used according to identified needs.

In the application of accounting information systems in companies, the existing reality shows that there are still various problems. Sudjono (2008) as the head of PKP in North Sumatra said: "his institution was forced to take over the handling of the accounting information system at the North University after seeing the poor financial reporting by USU's internal personnel". Chairman of Century Bank's investigative audit team from the Supreme Audit Agency (BPK) Hasan Bisri (2013) stated: "There are bank games and accounting engineering in the case of century banks. The bank game is like this, the bank is making a loss, it is budgeted from within then the accounting is engineered as if its assets are good". According to IT expert Dian Nuswantoro (Udinus) University Solichul Huda (2015), there are at least three burglary modes to violate bank customer accounts. Lily Widjaja (2011); Azhar Susanto (2016) as the chairman of the Indonesian securities company association revealed that the usual violations of accounting standards are in the reporting, revenue and consolidation segments of the company.

The phenomenon that occurs is related to personality in the business world, as stated by Erwin Parengkuan (2011) in a talkshow themed "*do you love your job*", someone can love his job more when he can match work with his personality. Furthermore Erwin Parengkuan (2011) said that one type of personality tends to be serious, a thinker, diligent, preferring to be behind the desk, able to control themselves and always calm when facing any situation. Sigit Pramono (2013) explains that the problem of national banking today, besides capital is human resources (HR) and technology. Human resources are inseparable from the personality possessed by each bank employee. Chairman of the commissioning board of the underwriting agency (LPS), Heru Budiargo (2013), said there were three banks that were closed due to internal fraud problems, internal fraud related to the personality possessed by employees who commit fraud.

Based on the results of previous research and developing theories, there are several factors that can influence the effectiveness of accounting information systems and one of those effects on accounting information is the user's personality (Block, 2012; Kaluzniacky, 2004; Yogesh et al., 2011; Purnama, 2014; Chielotam, 2015; Mowlaei, 2017; Albasu and Nyameh, 2017;

Maroofi, Ardalan, and Tabarzadi, 2017; Kucukkocaoglu and Bozkurt, 2018; Maldonado-Guzman, Marin-Aguilar and Garcia-Vidales, 2018; Santhi and Gurunathan, 2014; Anyanwu, et.al 2016; Jones and Mwakipsile, 2017; Mosbah, Serief, and Wahab, 2017; Malarvizhi, Nahar and Manzoor, 2018, Le, et.al. 2018; Anigbogu and Nduka, 2014; Chang & Liang, 2015; Ozturk & Ozturk, 2018). Based on this phenomena, theories previously tested and the results of previous research as stated in the background above, it is necessary to conduct research that can provide empirical evidence about the influence of user personality on the effectiveness of accounting information systems.

Literature review

Personality system attempts to describe how a person tends to behave and act in everyday life (Haseeb, Iqbal-Hussain, Ślusarczyk, Jermstiparsert, 2019; Kaluzniacky, 2004: 01). Ivancevich et al.,(2009: 74) show that personality is a term used to describe a variety of feelings and behaviors of a person. John et al. (2010: 330); Azhar Susanto (2016) says personality is an individual characteristic that describes and explains consistent patterns of feeling, cognition and behavior. Burger (2010: 16) says personality is a consistent behavior pattern and includes the interpersonal processes of each individual. Micheal (2003) defines personality as "a dynamic organization, inside the role of psychophysical systems that creates a person's characteristic patterns of behavior, thoughts, and feelings".

Cloninger (2013: 153) says there are five personality factors (the big five factor of personality), namely:

1. Extraversion (E)
2. Agreeableness (A)
3. Neuroticism (N)
4. Conscientiousness (C)
5. Openness (O)

Pervin and Oliver P. John (2001: 257) reveal the big five factors of personality hierarchy, namely:

- 1) Neuroticism (N)
- 2) Extraversion (E)
- 3) Openness (O)
- 4) Agreeableness (A)
- 5) Conscientiousness (C)

Kaluzniacky (2004: 4) The Myers Briggs personality classification system identifies personality according to four dimensions:

- 1) Introversion / extroversion
- 2) Intuition / sensing
- 3) Thinking / feeling
- 4) Judging / perceiving

According to Micheal F. Scheier (2012: 62) there are five main personality factors:

- 1) Extraversion
- 2) Neuroticism
- 3) Agreeableness
- 4) Conscientiousness
- 5) intellect

Ivancevich (2009: 74) said that human personality can be explained by five divisions:

- 1) Extroversion
- 2) Emotional stability
- 3) Agreeableness
- 4) Conscientiousness
- 5) Openness to experience

Cloninger (2013: 4) defines personality as "the underlying causes within the person of individual behavior and experience".

Block (2012: 14) poses that the dimensions used to measure personality are:

- 1) Neuroticism
- 2) Social effectiveness
- 3) Behavioral disorders
- 4) Resilience
- 5) Hospitality
- 6) Integration of positive characters
- 7) Survival
- 8) Mastery motivation
- 9) Academic awareness.
- 10) Interpretation of the concept of ego power.

Thoms et al (1996: 349) state that the dimensions used are the big five:

- 1) Neuroticism
- 2) Extraversion / introversion,
- 3) Openness / closeness
- 4) Agreeableness / disagreeableness.
- 5) Conscientiousness / inconsiderateness.

Based on the definition and personality dimensions or characteristics as mentioned above, the dimensions used to measure the user's personality in this study are:

- 1) Neuroticism
- 2) Extraversion / introversion
- 3) Openness / closeness

The indicators of each user's personality are:

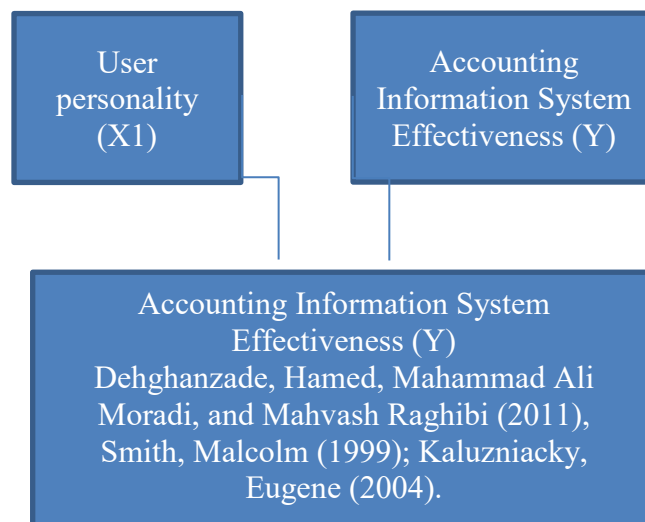
- 1) Neuroticism, consisting of:
 - a) A person who has a personality always shows a worrying / anxious feeling in facing something.
 - b) A person with an emotional personality.
- 2) Extraversion / Introversion, consisting of:
 - a) Someone with an optimistic personality
 - b) Someone who has an active personality
- 3) Openness / closeness, consisting of:
 - a) Someone who has a creative personality
 - b) Someone who prefers personality.

Theoretical Framework

One of the factors that influence the effectiveness of accounting information systems is the personality of users (Block, 2002, Kaluzniacky, 2004: 8, and Yogesh et al., 2011: 397; Meiryani et al, 2017). Personality is an individual characteristic that explains a consistent pattern of feeling, cognition and behaving (John et al., 2009: 330). Ivancevich et al. (2011: 74) states that personality is a term used to explain a person's behaviors and feelings. Dehghanzade's (2011) research results show that personality characteristics (personal characteristics) which include openness, agreeableness, conscientiousness and also job satisfaction and experience of working with financial software of the users influence the effectiveness of computer-based information systems. Organizations are always looking for an increase in achieving the goals that have been determined through an information system, and how many effective accounting information systems depend on insight, attitudes, tendencies,

personality and system user satisfaction (Ahmed, Isa, Majid, Zin & Amin, 2017; Dehghanzade et al., 2011: 167; Meiryani & Lusianah, 2018).

Kaluzniacy (2004: 8) identified two types of personality namely cognitive type and awareness in a person which influence the work of accounting information systems. A study of personality as one of the factors influencing information systems (Block, 2012: (1); Dehghanzade et.al, 2011: 166) examines the influence of user personality on the effectiveness of accounting information systems. The purpose of his research was to determine the impact of human factors including individual and personal characteristics of users of computer-based accounting information systems on the effectiveness of accounting information systems. The results showed that personal characteristics including openness, friendliness, awareness and also job satisfaction and experience working with users' financial software affect the effectiveness of computer-based accounting information systems. Based on the description above, it can be said that the user's personality affects the effectiveness of the accounting information system.



Methodology

This is a descriptive study, a study that aims to describe the characteristics of the study variables (Sekaran, 2010: 105). This research may explain the variable characteristics: User Personality, Accounting Information System Quality (descriptive). The research method utilized in this research is a survey: survey research is used due to the identified phenomenon, to attempt to explain the relationship, test the hypotheses, make predictions, ascertain the meaning and implications of a problem to be solved. The type of research is explanatory cross-sectional with the purpose to describe the state of the object of study. Therefore this research is conducting by collecting data only one respondent at a time. This data in this research is primary data which is obtained through the questionnaire instrument being distributed to the respondent at

the research site. The type of investigation is descriptive and verificative. The unit of analysis in this research is state-owned enterprises fall from all over Indonesia. The population of this study amounted to one hundred and fifty (105) state owned enterprises. Sampling techniques in this research used simple random sampling technique and withdraw the sample using the formula of thumb and produced 61 samples. Testing the data was achieved by structural equation modeling (SEM) with data processing using Partial Least Square (PLS) program. The respondents of this research are the leader manager, head of finance division and head of accounting division.

Results and Discussion

The results of this study provide empirical evidence that the better the personality possessed by the user, the more effective the accounting information system owned by the company. The effectiveness of accounting information systems can be improved if companies can shape their user personalities as best they can. Each personality attempts to describe how a person tends to behave and act in everyday life (Kaluzniaky, 2004). Personality is a complex set of characteristics from a person's behavior and emotions that are relatively stable (Holman in Kaluzniaky, 2004). John et al. (2010: 330) said personality is as an individual characteristic that describes and explains consistent patterns of feeling, cognition and behaviour (Haseeb, Abidin, Hye & Hartani, 2018).

Ivancevich et al (2011) claim that the way employees work, think and behave will determine the direction and success of a company. Boone and David L Kurtz (2006: 409) found that a person's attitude and personality have a very important role in developing a positive relationship in the business world. The higher the level of extraversion / introversion a person demonstrates, the greater the impact on the effectiveness of the accounting information system. Employee creativity through the use of accounting information systems with increasingly sophisticated information technology is now very much needed. The existence of a creative personality makes users of the accounting information system aware of the potential for information technology development that is constantly changing and motivates evaluation of and learning about the information technology (Jermsittiparsert, 2016). The existence of creativity and job satisfaction will keep employees from feeling bored in carrying out various kinds of work tasks which will ultimately improve the effectiveness of the accounting information system used.

The results of this study succeeded in confirming the theory and results of previous research as stated by Blok (2012) that personality can affect the accounting information system, Kaluzniaky (2004: 8) states that cognitive awareness in someone is a form of personality trait that influences the work of information systems accounting. Dehghanzade et al (2011) and Jermsittiparsert, Trimek & Vivatthanaporn, 2015 revealed that organizations are always

looking for improvements in achieving the goals that have been determined through an accounting information system, and that many effective information systems depend on insight, attitude, tendencies, personality and system user satisfaction.

From the description above it can be said that the use of an effective information system depends on the personality characteristics of each user and this should be a consideration in recruitment. When recruiting new employees, the company not only tests the potential of prospective employees in accordance with their respective expertise, but the company is also faced with testing the psychology of prospective employees to determine whether their personality characteristics are the right fit for the job (Ali & Haseeb, 2019). The right fit is a certain determinant of the success of the company in achieving its objectives as stated by Ivancevich et al. (2011). The way employees work, think and behave will determine the direction and success of a company. Boone and David L Kurtz (2006: 409) add that someone's attitude or personality has a very important role in developing a positive relationship in the business world.

Conclusion

Based on the phenomenon, the formulation of the problem, the hypothesis and the results of the study, this results of this research are presented as the following conclusions:

- The user's personality influences the effectiveness of the accounting information system.
- The ineffectiveness of corporate accounting information systems for business entities in Indonesia is due to the limited level of fit of the personality of employees of state-owned enterprises with their job.

Suggestion

Professional learning should aim to increase the effective personality traits of users (employees of state-owned enterprises) through routine and continuous personality training that improves employee performance and ultimately overall company performance.

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