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Factors Affecting Choice Accounting Software at Businesses Ultra Small Hanoi in the Current Digital Economy Context

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Abstract

There are quite a large number of micro-enterprises in Hanoi City. However, these businesses are facing many challenges in the digital economy. To be able to accompany and support micro enterprises in Hanoi in the new context, many solutions have been implemented, including solutions related to supporting digital transformation in business operations, especially Choose accounting software for recording and providing information. Evaluating factors affecting the choice of accounting software for micro-

enterprises in Hanoi is an important content in supporting SMEs. The group of factors includes business requirements for software, accounting software providers, costs of using accounting software, software functions, and accounting staff capacity. The assessment results will be the basis for determining appropriate solutions to help businesses save costs, enhance information security, take advantage of technology infrastructure, and improve the quality of financial accounting information.

Keywords: Choosing Accounting Software, Digital Economy, Micro-Enterprises, Accounting Process

1. State a Problem

In Hanoi City, according to statistics from the Department of Planning and Investment, small and medium enterprises (SMEs) currently account for 97% of the total number of businesses in the area. According to data from the Department of Planning and Investment, as of September 2022, the total number of operating businesses is more than 340,000 industry in Hanoi city. Among them, the number of micro-sized enterprises is relatively large and is facing many difficulties, typically: Enterprise scale is too small, lack of capital, fragmented operations, small, unorganized, lack of vision. strategy, long-term, sustainable development, limitations in technology, inadequate management level and quality of labor resources [1].

Complexity and new challenges in today's digital economy (pandemic, oil prices, interest rates, technological changes, online declaration, electronic identification, e-commerce...) s requiring micro-enterprises in Hanoi City to focus on reasonable control of business costs, maximize efficiency and performance of operations, ensure financial health combined with taking advantage of opportunities, incentives and support from the City in business. Digital transformation in accounting is one of the important measures that Hanoi's micro-enterprises are aiming for due to automating processes, maximizing information processing speed, and continuously connecting departments. and employees in all circumstances, optimizing personnel and resources. Micro-enterprises wish to digitize all accounting activities to integrate with the digital content of the Tax and Social Insurance agencies... based on support from infrastructure. technology, policies from the Hanoi city government and accounting human resources from training facilities in the area, including many accounting human resources from Hanoi Open University... To have can help businesses further improve digital transformation in accounting and meet the requirements of the economy, the choice of accounting software for business operations plays a core role, determining the operation. of digital accounting system. So the practice focus on understanding the factors that affect the choice of accounting software to help businesses optimize costs and work efficiency. Starting from the study of domestic and foreign documents related to the topic, the authors found that foreign research mainly aimed at building criteria for selecting software to use without going into on assessing the influence of each factor on the choice and often the surveys apply to medium and large enterprises. Regarding domestic research in this field, the documents mainly measure the level of impact of factors on the decision to apply to small and medium enterprises and apply to other areas. belongs to Hanoi city. We find that studies mainly provide criteria that influence the choice of accounting software in aspects such as user requirements, software effects, investment costs, and reputation of the

party. Supply, output data...; There have been no studies showing the influence of factors such as employee capacity and accounting software functions. Therefore, it is necessary to conduct research on evaluating the influence of factors on the choice of accounting software at micro-enterprises in Hanoi city in the current digital economic context. Through surveying opinions from businesses and experts, the authors selected factors that influence the choice of accounting software at micro-enterprises in Hanoi, including business requirements for software, software providing accounting software, costs of using accounting software, software functions, accounting staff capacity.

2. Theoretical basis

Derived from choice theory, technology acceptance model, concepts and characteristics of accounting software.

a. Theory of choice

Rational choice theory was pioneered by American sociologist George Homans, who in 1961 laid out the basic framework for exchange theory, which he based on hypotheses drawn from psychology. behavior. During the 1960s and 1970s, other theorists (Blau, Coleman, and Cook) extended and extended his framework and helped develop a more formal model of rational choice. Rational choice theorists have argued that the same general principles can be used to understand human interactions in which time, information, approval, and reputation are sources. forces are exchanged. According to this theory, individuals are motivated by their personal desires and goals and are motivated by personal desires. Because individuals cannot achieve everything they want, they must make choices regarding both their goals and the means to achieve those goals. Individuals must predict the outcomes of alternative courses of action and calculate which action would be best for them [2, 3].

b. Technology Acceptance Model (TAM - Technology Acceptance Model)

TAM has been widely used to help understand and explain user behavior in an information system. TAM is often used to test models and gives quite reliable results. The technology acceptance model developed by Davis (1989) is one of the most popular research models for predicting the use and acceptance of information systems and technology by individual users in structures. different information systems. In the TAM model, there are two factors perceived usefulness and perceived ease of use that are related to computer usage behavior. Davis defines perceived usefulness as a potential user's subjective probability that using a particular application system will enhance his or her work or life performance. Perceived ease of use (EOU) can be defined as the degree to which potential users expect the target system to be effortless. According to TAM, perceived ease of use and usefulness are the most important determinants of actual system use. These two factors are influenced by external variables. The main external factors are often expressed as social factors, cultural factors and political factors. Social factors include language, skills and enabling conditions. The main political factor is the impact of the use of technology in politics and political crises. Usage attitude refers to a user's assessment of the desirability of using a particular information system application. Behavioral intent is a measure of how likely a

person is to use an app. Based on this theory, the authors also considered to identify observed variables for the factors requiring administrators of accounting software [4].

c. Accounting software (PMKT)

PMKT is an application that supports handling the work of accountants. To put it simply, accounting software is like an "assistant" that helps accountants perform daily accounting operations such as data entry, calculation, synthesis, reporting, and data export. ...automatically, systematically with high accuracy in a short time based on input data provided by employees.

3. Hypothesis and research method

Through theoretical basis and surveys at micro-enterprises in Hanoi City, the authors propose a research model and hypothesize:

- Hypothesis H1: Business requirements have a positive impact on the choice of accounting software.
- Hypothesis H2: The reputation of the accounting software supplier has a positive impact on the choice of accounting software.
- Hypothesis H3: The cost of investing in and using accounting software has a positive impact on the choice of accounting software.
- Hypothesis H4: The functionality of accounting software has a positive impact on the choice of accounting software.
- Hypothesis H5: The technological and professional capabilities of accountants have a positive impact on the choice of accounting software.

Research Methods

This research uses mixed methods: qualitative and quantitative. The symbols for the elements are as follows:

Choosing Technical PM at DNSN in Hanoi city (LC)

Business requirements for software (YC)

Accounting software provider (NC)

Cost of using accounting software (CP)

Functions of accounting software (CN)

Accounting staff capacity (NL)

- **Qualitative research:** Techniques for synthesizing, analyzing, comparing and contrasting to evaluate the influence of factors on the choice of accounting software for micro-enterprises in Hanoi city. Noi. In addition to collecting previous research works, we conducted interviews with chief accountants of businesses and financial experts of a number of businesses in Hanoi city under the conditions that businesses Use accounting software or are considering choosing accounting software, and have implemented some digital applications in accounting. Qualitative research methods guide and refine the research results of previous studies; From there, this research inherits and applies.
- **Quantitative research:** Research to collect primary data, survey using questionnaires built based on the research model. The subject of the investigation was 300 micro-enterprises in Hanoi city that were using accounting software. Collected questionnaires will have invalid questionnaires removed and encrypted in Excel. All data collected from the above steps will be classified, cleaned and continued to use SPSS 20 software to perform descriptive statistics and test the

reliability of the scale through Cronbach's Alpha coefficient., EFA exploratory factor analysis and regression analysis.

4. Results and Discussion

Survey statistics

The working group distributed 300 survey questionnaires and received 297 questionnaires

- About the area: Cau Giay and Dong Da are the two districts with the largest number of surveys, the rest are evenly distributed in all districts, suburban districts and Son Tay town.
- Regarding educational level: there are 256 people with university degrees, the rest are college and intermediate degrees.
- Regarding positions: the number of general accountants (in charge of accounting) is the largest with 276 people, the rest are business directors.
- Regarding company type: most businesses are limited liability companies with 178 companies, joint stock companies with 91 companies, the rest are private enterprises.
- Regarding capital size: all businesses have a capital size of no more than 3 billion.
- Regarding accounting software products: most businesses use purchased software in packaged form due to reasonable costs or free support, a few (about 55 businesses) still use Excel software.

Research results

Cronbach's Alpha scale

The results show that the Cronbach's Alpha coefficient of the dependent and independent variables is greater than 0.6; The total variable correlation coefficient is greater than 0.3, so the scale for all factors is reliable.

The KMO test coefficient is 0.713 (satisfying the condition $0.5 < \text{KMO} < 1$). This shows that the 24 observed variables of the 5 independent variables included in the model are consistent and meaningful with the survey data.

With Bartlett's Test, Chi-Square coefficient $\approx 2,426.429$ and significance level $\text{Sig.} = 0.000 < 0.05$. Proving that the data information used in EFA exploratory factor analysis is completely appropriate, and at the same time the variables have a linear correlation with each other. The results of the factor matrix after rotation show that the observed variables of each factor show a very clear concentration, with a factor loading coefficient > 0.5 , demonstrating the level of importance as well as the rigor. of the original scale. Thus, all 5 research factors affect the dependent variable "accounting software choice" and do not change the original research model, so the original factor name remains the same.

KMO test for dependent variable

The KMO test coefficient is $0.746 > 0.5$ and the Chi-Square coefficient of the Bartlett test reaches a value of ≈ 295.062 with a significance level of $\text{Sig.} = 0.000 < 0.05$. Conclusion: This data is completely suitable for EFA exploratory factor analysis and there is a correlation between variables.

The degree of convergence and dispersion of each factor from the rotated factor matrix of the dependent variable shows that all observed variables have factor loadings > 0.5 . Thus, the dependent variable has reached convergent value with the 5 independent variables as suggested by the theory.

Conclusion: the original scale and model do not need to be calibrated.

Regression analysis

- Correlation analysis: The results show that the 5 independent variables are closely related to the dependent variable in the model with a significance level of 1%. The results in correlation with each independent variable show significance level $\text{Sig.} < 0.05$. The correlation coefficient with independent variables has a correlation level that is not significantly different between variables. Therefore, all independent variables can be included in the regression model to explain the choice of software at Hanoi DNS companies.
- Multivariate regression analysis: The results show that the multivariate regression model is suitable for research data or the choice of accounting software is explained by 5 independent variables. Conclusion: The regression model is completely consistent with the research data at the 1% significance level.
- ANOVA analysis: Results give F value = 77.422 and extracted variance results with Sig value. $\approx 0.000 < 0.01$, so the independent variables are consistent with the survey data source.
- Regression analysis of factors: The results show that the regression coefficients of the independent variables included in the model are significant Sig. are all less than 0.05. Therefore, it can be concluded that the 5 independent variables have a correlation with the dependent variable.

After running SPSS 20, the regression analysis results of the factors lead to the following multiple regression equation:

$$\text{LC} = 0.349\text{YC} + 0.343\text{NC} + 0.389\text{CP} + 0.336\text{CN} + 0.352\text{NL}$$

Discuss results

The results show that the cost factor has the highest influence and the difference between factors is not too large. At the same time, all five factors have an impact on the choice of accounting software at micro-enterprises in Hanoi. Testing the research hypothesis: From the analysis and testing mentioned above, it can be concluded that all 5 independent variables have the same impact on the choice of accounting software, so all 5 hypotheses are valid. accept. In which the influence of the cost factor is the largest, this is also consistent with current reality when the trend of saving and cutting costs has been implemented in many businesses. Next, the second most influential factor is human resources, so there needs to be appropriate solutions to promote and utilize accounting human resources suitable to the conditions of micro enterprises.

5. Conclusion and recommendations

The author group conducted general research on articles and documents related to the topic, interviewed accountants, business owners, authorities, etc., and conducted a detailed survey using tables. questions from which to identify factors affecting the choice of accounting software at micro-enterprises in Hanoi: business requirements for software, accounting software providers, usage costs and Investment in accounting software, software functions, accounting staff capacity. Based on the implementation results, we propose

recommendations to micro enterprises in Hanoi to help choose accounting software that meets the requirements of the digital economy and maximizes efficiency. with businesses, specifically:

Firstly, promote the support of the City Committee to improve the quality of accounting software provided to DNSN, further strengthen support packages for electronic invoices, transmission lines, digital signatures... to save money. Maximum costs for businesses under the pressure of the digital economy.

Second, focusing on training activities, training units in the area need to focus on training accounting skills in the digital economy so that learners can build basic competencies to be able to meet the minimum requirements. such as online declaration, data entry on software, electronic invoice manipulation... to ensure appropriate human resources for DNSN, which is facing many difficulties under the pressure of the digital economy.

Third, micro-enterprises need to look for suitable accounting software and information technology solutions through accounting, tax, and accounting software professional groups to ensure appropriate selection and reasonable updating of transitions. changes to save costs for maintenance and upgrades and are compatible with the qualifications and capabilities of accounting staff.

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