FACTORS AFFECTING THE USE OF MANAGEMENT ACCOUNTING INFORMATION IN VIETNAMESE COMMERCIAL AND SERVICE ENTERPRISES

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**ABSTRACT**

**Purpose:** The article analyzes the impact of factors affecting the use of management accounting information in Vietnamese commercial and service enterprises, providing more empirical evidence on factors affecting the use of management accounting information in Vietnamese commercial and service enterprises.

**Theoretical framework:** This paper uses the Contingency theory, Theory of planned behavior, Psychological theory.

**Design/methodology/approach:** The research method uses a questionnaire survey of accountants, chief accountants, business managers. Using management accounting information in the enterprise, Decentralization of use, Awareness, usefulness, Qualification of accountants, Quality of information measured on a five-level Likert scale Very good, good, medium average, not good, weak.

**Findings:** Research results show that Decentralization of Use, Awareness, Usefulness, Qualifications of Accountants, Quality of Information have a positive impact on the use of management accounting information in commercial enterprises.

**Research, Practical & Social implications:** Based on the research results, the author has proposed recommendations to improve the use of management accounting information in Vietnamese commercial and service enterprises.

**Originality/value:** This study fills the gap in the use of management accounting information in Vietnamese commercial and service enterprises.

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**RESUMO**

**Objetivo:** Este artigo analisa o impacto dos fatores que afetam o uso de informações de contabilidade gerencial em empresas comerciais e de serviços vietnamitas, fornecendo mais evidências empíricas sobre os fatores que afetam o uso de informações de contabilidade gerencial em empresas comerciais e de serviços vietnamitas.

**Estrutura teórica:** este artigo usa a teoria da contingência, a teoria do comportamento planejado e a teoria psicológica.

**Projeto/metodologia/abordagem:** o método de pesquisa utiliza uma pesquisa por questionário com contadores, contadores-chefes e gerentes de negócios. Uso de informações de contabilidade gerencial na empresa, Descentralização do uso, Conscientização, Utilidade, Qualificação dos contadores, Qualidade das informações medida em uma escala Likert de cinco níveis Muito boa, boa, média, média, não boa, ruim.

**Conclusões:** Os resultados da pesquisa mostram que a descentralização do uso, a conscientização, a utilidade, a qualificação dos contadores e a qualidade das informações têm um impacto positivo sobre o uso de informações de contabilidade gerencial em empresas comerciais. Serviço vietnamita.

**Consequências para a pesquisa, a prática e a sociedade:** Com base nos resultados da pesquisa, o autor propôs recomendações para melhorar o uso de informações de contabilidade gerencial em empresas comerciais e de serviços vietnamitas.

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FACTORES QUE AFECTAN A LA UTILIZACIÓN DE LA INFORMACIÓN CONTABLE DE GESTIÓN EN LAS EMPRESAS COMERCIALES Y DE SERVICIOS VIETNAMITAS

RESUMEN
Propósito: El artículo analiza el impacto de los factores que afectan al uso de la información contable de gestión en las empresas comerciales y de servicios vietnamitas, proporcionando más pruebas empíricas sobre los factores que afectan al uso de la información contable de gestión en las empresas comerciales y de servicios vietnamitas.
Marco teórico: Este documento utiliza la teoría de la contingencia, la teoría del comportamiento planificado y la teoría psicológica.
Diseño/metodología/enfoque: El método de investigación utiliza una encuesta por cuestionario a contables, jefes de contabilidad y directivos de empresas. Uso de la información contable de gestión en la empresa, Descentralización del uso, Concienciación, utilidad, Cualificación de los contables, Calidad de la información medida en una escala Likert de cinco niveles Muy buena, buena, media, no buena, deficiente.
Conclusiones: Los resultados de la investigación muestran que la descentralización del uso, la concienciación, la utilidad, la cualificación de los contables y la calidad de la información tienen un impacto positivo en el uso de la información contable de gestión en las empresas comerciales. Servisse vietnamita
Investigación, implicaciones prácticas y sociales: Basándose en los resultados de la investigación, el autor ha propuesto recomendaciones para mejorar el uso de la información contable de gestión en las empresas comerciales y de servicios vietnamitas.
Originalidad/valor: Este estudio llena el vacío existente en el uso de la información contable de gestión en las empresas comerciales y de servicios vietnamitas.

Palabras clave: Información Contable de Gestión, Empresas Comerciales y de Servicios, Vietnam.

INTRODUCTION
Management accounting is a part of an enterprise's information system, providing valuable information as a basis for decision making. The role of management accounting information is increasingly confirmed, contributing a significant part to providing useful, timely and complete information, serving different management requirements. Therefore, the need for research on the use of management accounting information in enterprises is necessary and up-to-date. From studies in the world and in Vietnam, it shows that the research on the use of management accounting information is still limited.

In recent years, with the accession, exchange, negotiation, and bilateral and multilateral work between Vietnam and many countries around the world, the activities of enterprises in the economy have become increasingly important. dynamic, strong development, diversity and abundance. To be able to meet such rapid development needs, businesses need to conduct review, analysis, design and evaluation of the accounting system at their units. On the other hand, the rapid growth in the economy has created many changes in accounting. In that context, setting up an appropriate database as well as having a flexible accounting system that meets
actual needs can provide useful documents to help businesses plan their business. Timely and effective accounting cooperation, increasing competitiveness in the market is a practical and urgent requirement of today's business managers.

This study aims to examine the influence of factors affecting the use of management accounting information in Vietnamese commercial and service enterprises, thereby making some recommendations to improve the use of management accounting information. Use of management accounting information in commercial service enterprises.

LITERATURE REVIEW

Theoretical Models

Contingency theory

The theory has been widely used in research on management accounting since 1975. There is no optimal design for a management accounting system (Burkert et al., 2014). The performance of an organization depends on the fit of the organizational structure with environmental, strategy, technology, size, and culture variables (Chenhall, 2006). Contingencies of scale, technology, and environmental or strategic uncertainty determine a particular optimal design (Otley, 2016). The contingency theory is the explanation for the information quality variable that affects the adoption of management accounting information.

Theory of planned behavior

Ajzen's (1991) theory of intended behavior suggests that three factors affecting the intention to perform an individual's behavior are attitude, subjective norm, and perceived behavioral control. Subjective norm is perceived social pressures or normative compulsions. Perceived behavioral control is the self-perception or ability to perform a behavior. The theory of intended behavior is applied to account for the influence of awareness and perceived usefulness of management accounting information in management accounting research.

Psychological theory

This theory is the basis to explain the relationship between the decentralization of use and the level of accountants with the adoption of management accounting information. Individuals have a role in using management accounting information to process the information for planning, control, and decision-making (Birnberg, 2011). The establishment and operation of the management accounting information system must consider the impact on the human
relationship in the enterprise (relationships between superiors and subordinates, departments together). The budgeting, evaluation, and decision-making processes must be motivated and geared toward improving departmental performance.

Factors Affecting the Adoption of Management Accounting Information

Management accounting information is a part of the accounting information system, the result of information processing. The function of the accounting department is to gather and process information from the system to provide data to the administrators. The adoption of management accounting information at an enterprise is to meet diverse requirements. Management accounting information supports well for deciding on new product orientation or discontinuation. Adopting management accounting information can influence a firm's behavior and performance (Vandenbosch & Higgins, 1996; Tripsas & Gavetti, 2000). In addition, management accounting information can be adopted for product pricing, demand forecasting, planning, control, and decision-making (Choiriah & Sudibyo, 2020). Integrated information helps managers process information effectively and efficiently (Susanto, 2015). The intensity of competition determines the use of information in the enterprise and affects business performance (Mia & Clarke, 1999; Astutty, 2022).

Using decentralization

Operational management rights will be divided from high to low management levels. Decentralization influence significantly operation of a management accounting information system (Meirovich et al., 2007). Experimental research by Abdel-Kader and Luther, R (2008) demonstrates that decentralization impacts the use of information. The adoption of management accounting information must consider the hierarchical and decentralized relationship between departments in an enterprise. Decentralization creates opportunities for management accountants to participate in the strategy formulation process and to build management accounting information systems.

Awareness

According to Daft & Weick (1984) and Hambrick & Mason (1984), executives use the information to take reasonable actions when aware of the role of management accounting information. Experimental research by Brown et al. (2002) and Wu & Wang (2006) shows that perception is an important factor affecting the use of information.
Usefulness

The perceived usefulness of management accounting information is measured by four dimensions: broad, timely, aggregated, and uniform/synchronized (Chenhall & Morris, 1986). Usefulness has a positive relationship with attitude and use (Hwang, 2005; Shih, 2006). Perceived usefulness promotes the use of technology, and promotes the adoption of management accounting information (Seddon, 1997).

Accountant qualification

Accountants' qualifications affect the adoption of management accounting information they provide (Al-Omiri, 2003). There is a relationship between the adoption of management accounting information and the participation of accountants in this activity through the moderating variable of the interaction between the accounting department.

Information quality

Dynamic information directly affects firm performance (Langfield-Smith et al., 2018). Management accounting information is significant in influencing the decision-making of strategic enterprises (Chenhall & Morris, 1986). Management accounting information has played a central role in organizations (Nuraliati & Sianturi, 2021). Quality information in terms of accuracy, relevance, timeliness, and completeness influence directly on using information decisions (Gong & Tse, 2009). Incomplete, unreliable, wrong, missing, and conflicting data will create incorrect decisions for managers and people. Inappropriate use of information can cause a company to lose its performance (Burkert et al., 2014).

Research Model and Hypothesis

Based on previous studies on the adoption of management accounting information in enterprises, the research model is proposed as the following:
Research hypotheses:

H₁: Adopting decentralization of use rights has a positive impact on the adoption of management accounting information.

H₂: Awareness has a positive impact on the adoption of management accounting information.

H₃: Usefulness has a positive impact on the adoption of management accounting information.

H₄: Accountant qualification has a positive impact on the adoption of management accounting information.

H₅: Information quality has a positive impact on the adoption of management accounting information.

The multivariable regression equation showing the relationship between the variables in the proposed model is as follows:

\[ \text{AMAI} = \beta_0 + \beta_1 \times \text{AD} + \beta_2 \times \text{AW} + \beta_3 \times \text{UF} + \beta_4 \times \text{AQ} + \beta_5 \times \text{IQ} + E \]

In there:

AMAI: dependent variable - adoption of management accounting information;
AD: Adopting decentralization;
AW: Awareness;
UF: Usefulness;
AQ: Accountant qualification;
IQ: Information quality;
\( \beta_0 \): constant; E: residual.

**METHODOLOGY**

Research methods used include survey through questionnaires, survey subjects include accountants, chief accountants, business managers. Using management accounting information in the enterprise, Decentralization of use, Awareness, usefulness, Qualification of accountants, Quality of information measured on a five-level Likert scale Very good, good, medium, average, not good, weak. The 5-level Likert scale is familiarly used in many studies Nguyen et al. (2023), Yen (2023), so the author also quantifies each factor according to five levels. After the survey results are available, the data is processed by statistical methods to determine the weight and frequency of the selected factors, the results of the qualitative survey on the factors affecting the independence of the control. As an accountant, process data on SPSS statistics 25 software, analyze the reliability of factors as well as factor measurement criteria, and apply statistical
methods to synthesize and compare to estimate. The impact of factors affecting the use of management accounting information in Vietnamese commercial and service enterprises.

The scope of research is Vietnamese commercial and service enterprises. Research data is collected in the form of face-to-face interviews and email interviews with accountants, chief accountants, business managers. The survey results obtained 308 questionnaires. After eliminating the invalid questionnaires due to many empty cells, the author chose to use 285 questionnaires.

RESULTS AND DISCUSSION
Check the Scale

The results of evaluating the reliability of the scale by Cronbach's Alpha show that the scales have a reliability greater than 0.6 and the correlation coefficient of the total variable is greater than 0.3. All scales satisfy the conditions for EFA exploratory factor analysis. The reliability of the scales is summed up in the table below.

<table>
<thead>
<tr>
<th>No.</th>
<th>Variable name</th>
<th>Symbol</th>
<th>Number of observed variables</th>
<th>Cronbach's Alpha coefficient</th>
<th>Minimum total variable correlation coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The adoption of management accounting information</td>
<td>AMAI</td>
<td>4</td>
<td>.862</td>
<td>.685</td>
</tr>
<tr>
<td>2.</td>
<td>Using decentralization</td>
<td>AD</td>
<td>4</td>
<td>.797</td>
<td>.545</td>
</tr>
<tr>
<td>3.</td>
<td>Awareness</td>
<td>AW</td>
<td>3</td>
<td>.698</td>
<td>.372</td>
</tr>
<tr>
<td>4.</td>
<td>Usefulness</td>
<td>UF</td>
<td>4</td>
<td>.805</td>
<td>.534</td>
</tr>
<tr>
<td>5.</td>
<td>Accountant qualification</td>
<td>AQ</td>
<td>3</td>
<td>.739</td>
<td>.532</td>
</tr>
<tr>
<td>6.</td>
<td>Information quality</td>
<td>IQ</td>
<td>3</td>
<td>.721</td>
<td>.422</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023).

EFA Analysis

Factor analysis was performed with Principle Component extraction, Varimax rotation for the dependent observed variable. The results show that the coefficient KMO = 0.862 (condition > 0.5); Significance level and Barlett test = 0.000 (meet condition < 0.05) show that EFA analysis is appropriate. The total variance extracted is 65.228% > 50%; and factor loading factors are all greater than 0.5, so they are satisfactory. The official scale after EFA processing includes 5 independent variables with 17 observed variables as proposed.
Factors Affecting the Use of Management Accounting Information in Vietnamese Commercial and Service Enterprises

Table 2: EFA analysis

<table>
<thead>
<tr>
<th>Factor</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD2</td>
<td>.756</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AD4</td>
<td>.744</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AD1</td>
<td>.718</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AD3</td>
<td>.708</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UF1</td>
<td></td>
<td>.813</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UF2</td>
<td></td>
<td>.811</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UF3</td>
<td></td>
<td>.763</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UF4</td>
<td></td>
<td>.618</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IQ2</td>
<td></td>
<td></td>
<td>.830</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IQ1</td>
<td></td>
<td></td>
<td>.797</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IQ3</td>
<td></td>
<td></td>
<td>.569</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AQ2</td>
<td></td>
<td></td>
<td></td>
<td>.745</td>
<td></td>
</tr>
<tr>
<td>AQ1</td>
<td></td>
<td></td>
<td></td>
<td>.738</td>
<td></td>
</tr>
<tr>
<td>AQ3</td>
<td></td>
<td></td>
<td></td>
<td>.670</td>
<td></td>
</tr>
<tr>
<td>AW2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.730</td>
</tr>
<tr>
<td>AW3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.715</td>
</tr>
<tr>
<td>AW1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>.663</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023).

Regression Analysis

Table 3. Statistical results of factors

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R squared</th>
<th>R squared corrected</th>
<th>Estimated error of standard deviation</th>
<th>Durbin - Watson coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.869a</td>
<td>.755</td>
<td>.748</td>
<td>.56536</td>
<td>1.977</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), IQ, UF, AD, AW, AQ
b. Dependent Variable: AMAI

Source: Prepared by the authors (2023).

Adjusted R-squared reflects the influence of the independent variables on the variation of the dependent variable, in this case the factors of Decentralization, Awareness, Usefulness, Qualification of accountants. The quality of information affects 74.8% to the use of management accounting information in Vietnamese commercial and service enterprises. The Durbin-Watson coefficient is 1.977, in the range from 1.5 to 2.5, so there is no first-order sequence autocorrelation.

In order to check whether this regression model is suitable with the collected data set and has application significance, the author continues to test the model's fit through ANOVA test as follows:
Table 4: Test of model fit (ANOVA model)

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>128.773</td>
<td>5</td>
<td>25.755</td>
<td>80.576</td>
<td>.000*</td>
</tr>
<tr>
<td>Residual</td>
<td>89.178</td>
<td>279</td>
<td>.320</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>217.950</td>
<td>284</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023).

The model's F-statistic has a Sig value. = 0.000 < 0.05 shows that the model fits the data set and can be generalized. VIF coefficients are all less than 2, so there is no multicollinearity between components that do not appear in the research model.

Regression results showing the influence of factors on the use of management accounting information in Vietnamese commercial and service enterprises are shown in the table below:

Table 5: Multiple regression results

<table>
<thead>
<tr>
<th>Coefficient</th>
<th>Unnormalized coefficients</th>
<th>Normalize d coefficient</th>
<th>t</th>
<th>Say.</th>
<th>Multicollinear Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>-.699</td>
<td>.250</td>
<td></td>
<td>-2.994</td>
<td>.000</td>
</tr>
<tr>
<td>AD</td>
<td>.228</td>
<td>.054</td>
<td>.202</td>
<td>4.247</td>
<td>.000</td>
</tr>
<tr>
<td>Aw</td>
<td>.179</td>
<td>.052</td>
<td>.160</td>
<td>3.420</td>
<td>.001</td>
</tr>
<tr>
<td>UF</td>
<td>.184</td>
<td>.059</td>
<td>.138</td>
<td>3.117</td>
<td>.002</td>
</tr>
<tr>
<td>AQ</td>
<td>.223</td>
<td>.053</td>
<td>.206</td>
<td>4.247</td>
<td>.000</td>
</tr>
<tr>
<td>IQ</td>
<td>.444</td>
<td>.064</td>
<td>.326</td>
<td>6.966</td>
<td>.000</td>
</tr>
</tbody>
</table>

Source: Prepared by the authors (2023).

The sig test value for each independent variable < 0.05: all variables are significant in the model.

Beta coefficients are all positive: all variables have the same effect on the dependent variable

The regression model is written as follows:

$$ AMAI = -0.699 + 0.228*AD + 0.179*AW + 0.184*UF + 0.223*AQ + 0.444*IQ + E $$
Normalized Residual Frequency Plot

Figure 2. Normalized Residual Frequency Plot

Histogram
Dependent Variable: AMAI

<table>
<thead>
<tr>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
</tr>
<tr>
<td>10</td>
</tr>
<tr>
<td>20</td>
</tr>
<tr>
<td>30</td>
</tr>
<tr>
<td>40</td>
</tr>
<tr>
<td>50</td>
</tr>
</tbody>
</table>

Regression Standardized Residual

(Source: Prepared by the authors 2023)

CONCLUSION

Based on the results of quantitative research on factors affecting the use of management accounting information in Vietnamese commercial and service enterprises, the following conclusions can be drawn:

The multiple linear regression equation extracted by the standardized Beta coefficient shows that the standardized Beta coefficients of the factors are: Decentralization of use (0.228), Perception (0.179), Usefulness (0.184), Qualification of accounting staff (0.223), Information quality (0.444) in which information quality is the factor that has the greatest impact on the use of management accounting information in Vietnamese commercial and service enterprises.

From the results of research on factors affecting the use of management accounting information in Vietnamese commercial and service enterprises, the author makes some recommendations to improve as follows:

Vietnamese commercial and service enterprises must improve the quality of information, businesses need solutions such as organizing a scientific management accounting system, ensuring the recording, processing and provision of information. Output is guaranteed the best quality. For business managers, they should use management accounting information in all four aspects: Wide scope, timeliness, integration and synchronization. This contributes to
the complete, timely and accurate recording of arising transactions. Thereby providing a source of quality information as a basis for using information to report and make business decisions. Disseminate information on the role and usefulness of information to the board of directors as well as those who have a need to use information, contributing to increasing the use of management accounting information. Enterprises need to pay attention to the human factor in management. The quality of management accounting human resources is the basis for providing information used for decision making. Vietnamese trade and service enterprises need to strengthen training, coaching and equipping these employees with professional knowledge.

REFERENCES


Dao, N. H. (2023) Factors Affecting the Use of Management Accounting Information in Vietnamese Commercial and Service Enterprises


