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## Factors Influencing the Adoption of Mobile Accounting Software in Malaysia

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### Article Information

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### Abstract

This paper investigates the factors that are influencing the adoption of mobile accounting software (MAS) in Malaysia. The study focuses on four factors based on the Human- Organisation-Technology Fit (HOT-Fit) Model and the Technology-Organisation-Environment (TOE) Framework. The factors examined include innovativeness of senior executives, information technology (IT) capabilities of staff, IT infrastructure, compatibility, complexity, relative advantages, top management support, cost, competitive pressures, technology vendor support, and government regulations and support. Besides that, a quantitative approach was employed for data collection, with 176 participants being surveyed and their responses analysed using Statistical Package for the Social Sciences (SPSS) software. The findings indicate that the innovativeness of senior executives, IT capabilities of staff, compatibility, relative advantages, technology vendor support, and government regulations and support significantly impact MAS adoption in Malaysia. MAS could help to increase the organisation's competitiveness as the staff will need to learn how to use the MAS whereas they are the ones who are using the MAS for the recording of daily operations. However, the study implies that IT infrastructure, complexity, top management support, cost, and competitive pressures do not significantly influence MAS adoption by Malaysian companies. Lastly, this paper provides valuable insights into how organisations can navigate these factors to adopt MAS successfully.

### INTRODUCTION

Accounting Information System (AIS) keeps evolving and evolving until nowadays, called Mobile Accounting Software (MAS). With this, MAS is rising as a transformative tool for businesses to manage their financial data and accounting practices.

In Malaysia, most of companies are using Computerised Accounting Software (CAS) and Cloud-Based Accounting Software (CBAS) regardless small, medium, or large companies. It is because the accounting software will help them to summarise the accounting practices, and financial transactions, and generate information for the management to make the decisions about the company. However, there are only some companies that are using MAS for their accounting practices such as recording and summarising the financial information provided by the daily operation activities including payments and receipts. On 1 June 2020, Biztory launched the first version of MAS for Malaysian Small and Medium Enterprises (SMEs) (Bernama.com, 2020).

The previous studies in the Malaysian context are mostly focused on the CBAS regarding on the adoption of the mentioned accounting systems. Researchers such as Kamal et al. (2023) and Leow et al. (2016) studied the factors influencing CBAS adoption of SMEs in North Borneo and Penang respectively, Jayeola et al. (2020) also studied the adoption factors in Malaysian SMEs but in the manufacturing sector, and Aman & Mohamed (2017) discussed CBAS implementation in Malaysian public sectors. It meant that the researchers have evaluated the CBAS adoption regardless of public or private sectors in Malaysia. In addition, most of these researchers employed the TOE Framework to examine the adoption factors. This is because the TOE Framework is widely used by researchers to assess the factors affecting new technology adoption (Wong & Yap, 2024; Chen, Li, & Chen, 2021; Desouza, Dawson, & Chenok, 2020).

As there is a lack of relevant research focusing on MAS adoption in the Malaysian context and people are concerned and interested in MAS, hence this study aimed to fill this gap by examining the factors affecting MAS adoption in Malaysian companies/organisations. This paper is aimed to examine the extent of MAS adoption among Malaysian companies. Besides that, this paper identified the factors that significantly affecting the MAS adoption. Lastly, this paper examines whether the relevant models or frameworks apply to the MAS adoption among Malaysian companies.

## **LITERATURE REVIEW & HYPOTHESES DEVELOPMENT**

### **Definition of Mobile Accounting Software (MAS)**

MAS can also be known as mobile-based accounting software whereas it is a type of mobile application used by SMEs (Rahmayanti & Rahmawati, 2020). MAS was first introduced by financial institutions when they extended their banking applications from internet-based to mobile-based (Ondrus & Pigneur, 2006). Most of the banks have offered their Internet banking which is specifically adapted to mobile applications (Scornavacca & Hoehle, 2007; Mallat & Tuunainen, 2005). Herzberg (2003) mentioned that mobile-based banking makes it easy and convenient for consumers to access their banking services and financial information while on the move. For example, Maybank has MAE by Maybank2U, EPF has KWSP i-Akaun, Public Bank has MyPB, even the Malaysian government has MyTax and other financial institutions also have their mobile application. For example, there are many MAS has been launched across the world such as Xero, QuickBooks, FreshBooks, Zoho Books, Zoho Invoice, and others.

### **Human-Organisation-Technology Fit Model**

HOT-Fit Model was introduced by Yusof et al. (2008) on health information system adoption to propose a framework. This model combined the DeLone and McLean IS Success Model (ISSM) known as the D&M model and the IT-Organisational Fit Model (Erlirianto, Ali, & Herdiyanti, 2015). In this model, Yusof et al. (2008) indicated that the factors to be examined are human factors, organisational factors, and technological factors for adopting new technology in hospitals. Hence, they found that this HOT-Fit Model is strategically suitable for assessing IT adoption as it significantly influenced the adoption of new technology (Yusof, Kuljis, Papazafeiropoulou, & Stergioulas, 2008). So that this has attracted many researchers to use this model in assessing new technology adoption such as IS regardless of the sectors of the businesses (Hapsari, Labib, Haryanto, & Safitri, 2021).

Besides that, Ahmadi et al. (2015) and Lian et al. (2014) were agreed that the HOT-Fit Model is suitable to apply in adopting new technology. Furthermore, the literature review by Hapsari et al. (2021) had concluded that HOT-Fit Model could be an alternative evaluation model including the components of human, organisation and technology. It is because the HOT-Fit Model can be used to evaluate the favourable outcome and the acceptance of the newly adopted IS (Ayuni, Dewi, & Suwintana, 2019). In addition, it could be used to evaluate the compatibility itself in the implementation of the IS that newly adopted (Ayuni, Dewi, & Suwintana, 2019).

Moreover, the HOT-Fit Model will take into account organisational structure and the variables within the organisational environment. It is because these variables could not be found and examined in the other models such as the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT) and End User Computing Satisfaction (EUCS) which were mentioned in the study of Ayuni et al. (2019) and Erlirianto et al. (2015).

### **Technology-Organisation-Environment Framework**

Tornatzky & Fleischer (1990) was introduced TOE Framework in 1990, which assesses the factors in the dimensions of technology, organisation, and environment. It is also an organisational theory which impacts the decision-making on adopting new technology (Tornatzky & Fleischer, 1990). Besides that, TOE Framework is widely used by researchers for their studies on the factors influencing the adoption of new technology in organisations or companies (Wong & Yap, 2024; Chen, Li, & Chen, 2021; Desouza, Dawson, & Chenok, 2020).

With this, Wong & Yap (2024) used the TOE Framework in their study of adopting AI in accounting sectors for Micro, Small and Medium Enterprises (MSMEs) in Malaysia.

Apart from this, TOE Framework not only considers the technological factors in adopting new technology for the organisation or the company itself, but it also takes into account organisational factors (dimensions of size, structure, culture, resources of finance and human, availability and quality of data, and support from the top management) and environmental factors (competitive pressure, government regulations and support, and industrial standards) (Al-Dmour, Amin, Saad, & Zaidan, 2022). In addition, the internal and external factors should be considered as well as the technical parts, relative benefits, and compatibility of the new technology with current business processes (Zhu, Kraemer, & Xu, 2006). Besides that, Aboelmaged (2014) mentioned that the organisation/company may implement or adopt the new technology whereas the pressure is from their clients, although the regulations such as specific requirements set by and support from the government may lead to become barriers for the business to adopt the new technology.

Consequently, using TOE Framework to study on adopting new technology in companies/businesses/organisations is an extensive technique and it will provide meaningful research as it emphasises on organisational and environmental factors besides technological factors.

## **Human Factors**

### **Innovativeness of Senior Executives**

Senior executives are primarily responsible for managing and controlling the matters of their business (Pijpers, Bemelmans, Heemstra, & Montfort, 2001). Chief Executive Officer (CEO), Chief Financial Officer (CFO), Chief Operating Officer (COO), Chief Information Officer (CIO) and other senior executives execute an important role in the usage of organisation or management information systems (Lian, Yen, & Wang, 2014). Although the senior executives are not only involved in the activities of information system (IS), but also provide their support and co-operation for initiatives of IS (Armstrong & Sambamurthy, 1999). Al-Qirim (2007) claimed that the innovativeness of senior executives is positively affected the adoption of electronic commerce (E-Commerce) in New Zealand. Besides that, the results from the study conducted by Rahayu & Day (2015) for Indonesia also supported similar findings. Hence, Hypothesis 1 ( $H_1$ ) is proposed:

**H<sub>1</sub>:** Innovativeness of senior executives is positively influenced MAS adoption in Malaysian organisations.

### **IT Capabilities of Staff**

Byrd et al., (2004) claimed that IT knowledge and skills became more important as the strategic value of IT became apparent in organisations. With this, their staff must learn and hold some basic IT knowledge and skills to use the IS more effectively and competently (Tang, Li, & Yang, 2012; Ettl, 1990; Chesbrough, 2007). It is because the organisations will become more confident and undoubtedly for the whole process of IS adoption if their staff have sufficient knowledge and adequate skills on the IT applications (Lian, Yen, & Wang, 2014). According to Rahayu & Day (2015), the owner's IT ability significantly affected the E-Commerce adoption in Indonesia. Besides that, Hung et al. (2010) mentioned that the knowledge of IT and intensity of the information were important factors in adopting the IS application. Hence, Hypothesis 2 ( $H_2$ ) is proposed:

**H<sub>2</sub>:** IT capabilities of staff is positively affected MAS adoption in Malaysian organisations.

## **Technological Factors**

### **IT Infrastructure**

Broadbent et al. (1996), Weill et al. (1994) and McKay & Brockway (1989) defined IT infrastructure as fundamental to IT portfolio, which include assets in both human and technical that sharing in the form of reliable services within the organisation or entity itself and it is co-ordinating by the IT department. With this, the company can use the infrastructure to provide uninterrupted access to its website and/or online store to achieve better customer experience, develop and implement suitable solutions to their market with timely speed, collect the data in real-time concurrently to enhance the decision-making process and improve the productivity of the staff (IBM.com, n.d.). According to Ross et al. (1996), the IT infrastructure is the most important factor in adopting a new IS or application. However, Hamundu et al. (2020) argued that the companies do not necessarily invest more in having a comprehensive IT infrastructure by adopting new technology whereas they just need to pay the service provider for the services that they use for their business activities. With this, the majority of companies possess a less advanced IT infrastructure (Zhu, Kraemer, & Xu, 2006). Hence, Hypothesis 3 ( $H_3$ ) is proposed:

**H<sub>3</sub>:** IT infrastructure of an organisation is negatively affected MAS adoption in Malaysia.

**Compatibility**

According to Melo et al. (2023), the compatibility is related to what extent that the MAS match with the requirements, procedures, and objectives of the business entity. It is because the organisations or businesses would like to adopt the new technology (MAS) can be easily connected to the current systems and in compliance with the accounting standards and the company's accounting procedures (Hamzah, Suhendar, & Arifin, 2023). This factor was suggested as one of the factors influencing MAS adoption by Darmoyo & Weli (2024) for MAS adoption and model of usage continuity in Jakarta, Indonesia. Compatibility is one of the key elements to be considered when deciding for an IS (Liu, 2011; Hung, Hung, Tsai, & Jiang, 2010). Hence, Hypothesis 4 (H<sub>4</sub>) is proposed:

**H<sub>4</sub>:** Compatibility is positively affected MAS adoption in Malaysian organisations.

**Complexity**

Hamzah et al. (2023), Rogers (2010) and Rogers et al. (2019) defined the complexity as to what extent the complication or difficulty and effort to be involved to adopt CBAS. It means that the more user-friendly the new technology (MAS), it will decrease the complexity of using MAS according to the Technology Acceptance Model (TAM) theory introduced by Fred Davis in 1986, which was mentioned by Hamzah et al. (2023) in their research on the factors that affect the CBAS adoption for Indonesian SMEs. With this, Liu (2011) and Hung et al. (2010) mentioned that complexity is one of the key elements besides compatibility to be considered when making the adopting decision for an IS. In addition, Rogers (2010) also indicated that a lack of knowledge and skills will lead to the business entity's resistance in adopting new technology. Hence, Hypothesis 5 (H<sub>5</sub>) is proposed:

**H<sub>5</sub>:** Complexity is negatively influenced MAS adoption in Malaysian organisations.

**Organisational Factors****Relative Advantages**

Relative advantage is defined as the advantages of methods used previously to perform the same task for the business entity (Agarwal & Prasad, 1997). Companies would be more likely to adopt new technology (MAS) if they believe that the MAS could make and provide more benefits such as efficient and effective operations, cost savings, easily accessible and more flexible (Hamzah, Suhendar, & Arifin, 2023). According to Tawfik et al. (2023) and Majstorovic et al. (2021), the companies may want to choose wisely for the new technology implementation to assist them in expanding and growing their business with a strong awareness on the advantages of the new technology may offer. However, the researchers such as Hamzah et al. (2023), Tawfik et al. (2023) and Dzogbenuku (2013) had found that relative advantages has no significant effect on influencing the new technology adoption. On the contrary, Teo et al. (2007) mentioned that there is a progressive correlation between relative advantages and the adoption of new technology while Al-Dmour (2014) has explored the relative advantages is a significant factor in adopting new technology. Hence, Hypothesis 6 (H<sub>6</sub>) is proposed:

**H<sub>6</sub>:** Relative advantages have a positive correlation with MAS adoption in Malaysian organisations.

**Top Management Support**

El-Haddadeh et al. (2021) explained that successfully adopting the new technology is heavily relied on whether the top management recognises and accepts the potential of new technology. Hamzah et al. (2023) also mentioned that the top management support is important because it will affect how efficient and effective the SMEs are in considering new technology adoption. As the previous studies considering other factors such as adopting innovative cloud computing (Teh, Subramaniam, Ho, & Basha, 2024; Khayer, Talukder, Bao, & Hossain, 2020), CBAS (Hamzah, Suhendar, & Arifin, 2023), human resources IS (HRIS) (Alam, Masum, Beh, & Hong, 2016) and big data (Maroufkhani, Iranmanesh, & Ghobakhloo, 2023; Maroufkhani, Tseng, Iranmanesh, Ismail, & Khalid, 2020) have supported the top management support as important factor in the adoption process. Hence, Hypothesis 7 (H<sub>7</sub>) is proposed:

**H<sub>7</sub>:** Top management support is positively affected MAS adoption in Malaysian organisations.

**Cost**

As cost is known as expense for most of the business which they needed to incur for operations purpose. So, the cost will be directly or indirectly related to the new technology adoption (Alam, Masum, Beh, & Hong, 2016). This is consistent with the result of a field survey by Premkumar & Roberts (1999) attested in the five rural communities of Mid-Western State of United States of America (USA), the cheaper the cost of new technology, the more probable the business entity will implement or adopt the new technology. Phyu and Vongurai (2019) argued that the cost had positively significantly impacted the CAS adoption for Myanmar. Moreover, the MSMES

will worry about the implementation cost of new technology for their organisations (Hamzah, Suhendar, & Arifin, 2023). Hence, Hypothesis 8 (H<sub>8</sub>) is proposed:

**H<sub>8</sub>:** Cost is negatively affected MAS adoption in Malaysian organisations.

### **Environmental Factors**

#### **Competitive Pressure**

Since there are more competitors in the market, companies may want to find out the competitive advantage by implementing an innovation (Tawfik, Durrah, Hussainey, & Elmaasrawy, 2023). Competitive is defined as the level of pressure from its competitors for the company in the market or industry (Oliveira & Martins, 2010; To & Ngai, 2006). So, it is an important factor to be considered for adopting new technology (Salehi & Zimon, 2021; Kuan & Chau, 2001; Pan & Jang, 2008). It is because the company will become more alert and aware of the new technologies used by their competitors since the technology is having rapid changes from day to day (Tawfik, Durrah, Hussainey, & Elmaasrawy, 2023). Darmoyo & Weli (2024) claimed that competitive pressure does not significantly influence the intention to adopt MAS in Jakarta, Indonesia. The study of Tawfik et al. (2023) for CBAS adoption factors in Omar shown that competitive pressure is not correlated. However, Hsiao et al. (2009) argued that competitive pressure is significantly influencing the company to adopt new technology. Hence, Hypothesis 9 (H<sub>9</sub>) is proposed:

**H<sub>9</sub>:** Competitive pressure is negatively correlated to MAS adoption in Malaysian organisations.

#### **Technology Vendor Support**

Technology vendor is the supplier that provides IT-related goods and services to other companies (Chang, Hwang, Hung, Lin, & Yen, 2007). Sulaiman & Wickramasinghe (2014) and Costa et al. (2004) found that the support from technology vendors significantly influenced the adoption of innovation regardless of IT or IS. It is because the supplier support will affect the user-friendliness of the new technology adopted by the company (Hamzah, Suhendar, & Arifin, 2023). In addition, Hamzah et al. (2023) mentioned that the company or the organisation will be more likely to adopt and use the new technology if the supplier provides enough technical support and training for their staff. The support given by the supplier provides the assurance and confidence to the company by teaching them hands-on skills for a better understanding of using the new technology (Hamzah & Suhardi, 2019). Hence, Hypothesis 10 (H<sub>10</sub>) is proposed:

**H<sub>10</sub>:** Technology vendor support is positively affected MAS adoption in Malaysian organisations.

#### **Government Regulations and Support**

Government support is the assistance provided by the government as encouragement and motivation to adopt and use the new technology (Kareem, Aziz, Maelah, & Yunus, 2018). According to Abate (2018), the government support is the main factor in Addis Ababa for adopting AIS. The study of Lutfi et al. (2016) on Jordanian SMEs also found out that the government support is one of the factors that significantly affecting the usage of AIS. Other researchers such as Somohano-Rodríguez & Madrid-Guijarro (2022), Lian et al. (2014) and Chang et al. (2006) also found that government support has significantly influenced the new technology adoption. In Malaysia, the government was provided micro or small loans through the government agencies such as Credit Guarantee Corporation (CGC), Amanah Ikhtiar Malaysia (AIM), MARA (Majlis Amanah Rakyat), and TEKUN (Tabung Ekonomi Kumpulan Usaha Niaga) Nasional to help the micro-entrepreneurs for expanding their business (Haque, Siwar, Bhuiyan, & Joarder, 2019). For example, Datuk Ramanan Ramakrishnan, Deputy Minister of Entrepreneur Development and Cooperatives said that RM50 million was funded by AIM to Indian women micro-entrepreneurs for expanding their business and elevating their economic status (Koya, 2024). Hence, Hypothesis 11 (H<sub>11</sub>) is proposed:

**H<sub>11</sub>:** Government regulations and support is positively affected MAS adoption in Malaysian organisations.

### **RESEARCH METHOD**

The questionnaire has been used as the tool of collecting data to obtain the information regarding the extent of adopting MAS and the factors to be considered for its adoption. The questionnaire was developed based on the factors discussed in section of *Literature Review and Hypotheses Development*, and it has been pilot tested to ensure the validity. Data collected via Google Forms is shared in various social media platforms such as Microsoft Teams, WhatsApp, LinkedIn, and others. The questionnaire contained seven sections. Section 1 comprised the dependent variable to assess the intention of the organisation in MAS adoption. Section 2 to 5 comprised human factors, technological factors, organisational factors, and environmental factors which are independent variables of this study. All the factors from Sections 1 to 5 used the same Likert scale, which are “1 (Never)”, “2 (Rarely)”, “3 (Sometimes)”, “4 (Often)”, “5 (Always)”. Besides that, Sections 6 to 7 consisted of business classifications

under Bursa Malaysia, years of organisation established, annual sales turnover, designation, number of employees, and other relevant demographic information which are respondents' profiles. The questionnaire was adopted and adapted from Alam et al. (2016) and Oanh & Quynh (2020) to pursue the research objectives.

## RESULTS & DISCUSSIONS

### Respondents Analysis

Table 1 has summarised the categories such as business (types of organisation business per classification of Bursa Malaysia, years of organisation established, number of employees, annual sales turnover), and individual (nationality, gender, level of education, profession/designation/position, years of working experience). Analysis shows that the highest proportion of business is industrial products/services for 88 respondents (50.0%). Besides that, 124 respondents (70.5%) work in organisations established for more than 16 years. Along the 176 respondents, 70 (40%) indicated that the number of employees in their organisation is equal to or more than 2,000. Moreover, 72 respondents (40.9%) of the total sample indicated that their organisations have an annual sales turnover equal to or greater than RM1,000,000,000.

The questionnaire received 99 male respondents and 77 female respondents. 89 respondents (50.6%) indicated that they hold professional qualifications such as ACCA, CPA, ICAEW, MICPA or CIMA, and 47 respondents (26.7%) hold Bachelor's degrees. In addition, majority of the respondents representing 46% of the total sample indicated that they are accountant/auditor/tax agent with the respect to the profession/designation/position. Lastly, 53% of the total sample have 11 to 15 years of working experience.

TABLE 1. Respondents' Profiles

Respondents' Profile	N	%
<i>Types of Organisation Business</i>		
Construction	3	1.7%
Consumer Products/Services	16	9.1%
Energy & Utilities	3	1.7%
Financial Services	22	12.5%
Health Care	10	5.7%
Industrial Products/Services	88	50.0%
Plantation	4	2.3%
Property & Real Estate Investment Trusts (REIT)	10	5.7%
Technology, Telecommunication/Media	14	8.0%
Transport	6	3.4%
<b>Total</b>	<b>176</b>	<b>100%</b>
<i>Years of Organisation Established</i>		
< 1 year	3	1.7%
1-5 years	12	6.8%
6-10 years	18	10.2%
11-15 years	19	10.8%
> 16 years	124	70.5%
<b>Total</b>	<b>176</b>	<b>100%</b>
<i>Number of Employees</i>		
< 5 employees	7	4.0%
5 to 75 employees	31	17.6%
75 to 200 employees	18	10.2%
200 to < 500 employees	11	6.3%
500 to < 1,000 employees	14	8.0%
1,000 to < 2,000 employees	25	14.2%

= or > 2,000 employees	70	39.8%
<b>Total</b>	<b>176</b>	<b>100%</b>
<b><i>Annual Sales Turnover</i></b>		
< RM300,000	13	7.4%
RM300,000 to < RM15,000,000	26	14.8%
RM15,000,000 to < RM50,000,000	22	12.5%
RM50,000,000 to < RM100,000,000	14	8.0%
RM100,000,000 to < RM500,000,000	13	7.4%
RM500,000,000 to < RM1,000,000,000	16	9.1%
= or > RM1,000,000,000	72	40.9%
<b>Total</b>	<b>176</b>	<b>100%</b>
<b><i>Gender</i></b>		
Male	99	56.3%
Female	77	43.8%
<b>Total</b>	<b>176</b>	<b>100%</b>
<b><i>Level of Education</i></b>		
Foundation/Diploma	23	13.1%
Bachelor's Degree	47	26.7%
Master's Degree	14	8.0%
DBA/PhD	3	1.7%
ACCA/CPA/ICAEW/MICPA/CIMA	89	50.6%
<b>Total</b>	<b>176</b>	<b>100%</b>
<b><i>Profession/Designation/Position</i></b>		
Clerk/Assistant	9	5.1%
Executive/Manager	48	27.3%
Accountant/Auditor/Tax Agent	81	46.0%
Director/CEO/CFO/COO	18	10.2%
Owner/Partner	20	11.4%
<b>Total</b>	<b>176</b>	<b>100%</b>
<b><i>Years of Working Experience</i></b>		
< 1 year	5	2.8%
1-5 years	34	19.3%
6-10 years	47	26.7%
11-15 years	53	30.1%
> 16 years	37	21.0%
<b>Total</b>	<b>176</b>	<b>100%</b>

### Data Analysis

According to Tavakol & Dennick (2011) and Cronbach (1951), Cronbach's Alpha was firstly introduced in 1951 by Lee Cronbach to measure the internal consistency of the data collected in a value between 0 and 1. Tavakol & Dennick (2011) also explained that internal consistency assesses to what extent all the items in a test or research measure the same concept/notion. Hence, Cronbach's Alpha as a reliability test is essential to ensure the validity of the data collected (Tavakol & Dennick, 2011). As the Cronbach's Alpha is 0.960, this mean the data is very reliable for further analysis because Taber (2018) mentioned that Cronbach's Alpha is acceptable if the percentage is above 70%.

Table 2 shows the descriptive statistics of the dependent variable, MAS adoption. It shows that Malaysian companies have a positive intention or willingness to adopt MAS. Item 5 has the highest mean of 4.44 which means the organisations agree that MAS is convenient and easy to join when the devices are connected to the internet. Item 1 has the second highest mean of 4.26, which indicates that the organisations are intended to adopt and start using MAS in the future. It is followed by Item 3, which shows the organisations believed that MAS is useful to their daily operations with a mean of 4.11. Furthermore, Item 4 has a mean of 3.95 which is closely near to 4, which indicates that the organisations are considering how easy MAS is when using it in their business operations. This is similar to people consider how easy a mobile banking application when banks announced and introduced it publicly. Item 2 has the lowest mean of 3.74, which means the organisations may not adopt and start to use MAS immediately for their operations. To sum up, the study finds that the variables relating to MAS adoption are providing a favourable expression from Malaysian companies.

TABLE 2. Descriptive Statistics of MAS Adoption

Items	Mean	Std. Deviation
Mobile accounting software is convenient since it is easily integrated with devices connected to the internet (MASA5)	4.44	.972
Our organisation intends to use mobile accounting software in the future (MASA1)	4.26	.997
Mobile accounting software is useful (MASA3)	4.11	.885
Mobile accounting software is easy to use (MASA4)	3.95	.893
Our organisation intends to use mobile accounting software immediately (MASA2)	3.74	.926

According to Sekaran & Bougie (2016) and Chicco et al. (2021), R-Square ( $R^2$ ) examines how much of the variance of the dependent variable (outcome) can be explained by the independent variables (predictors) in the model examined. Hence, Ozili (2023) suggested that the acceptable value for  $R^2$  is ranged between 0.51 and 0.99. According to Table 3, the  $R^2$  is 0.861 which is in line with the range suggested by Ozili (2023) and means 86.1% of the variation in MAS adoption can be explained by the predictors or independent variables in the model.

TABLE 3. Regression

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
<b>(Constant)</b>	.097	.764		.127	.899
<b>ISE</b>	.256	.068	.221	3.746	<.001
<b>ITCS</b>	.269	.085	.187	3.149	.002
<b>ITI</b>	-.107	.076	-.089	-1.413	.160
<b>CPA</b>	.487	.085	.373	5.756	<.001
<b>CPX</b>	-.045	.052	-.045	-.870	.386
<b>RA</b>	.345	.086	.263	4.020	<.001
<b>TMS</b>	.075	.115	.047	.652	.515
<b>COST</b>	.072	.074	.055	.965	.336
<b>CP</b>	-.057	.069	-.045	-.815	.416
<b>TVS</b>	.196	.082	.133	2.405	.017



<b>GRS</b>	-.216	.098	-.107	-2.198	.029
R = 0.928, R-Square = 0.861, Adjusted R-Square = 0.852					
F-Statistic = 92.373, Sig. = <0.001					

Analysis of Variance (ANOVA) was developed by Ronald Fisher, and it is one of the statistical methods most frequently used by the research in the analysis of results (Tae, 2017). Based on the results shown in Table 3 above, the *f*-value is 92.373 and the *p*-value is <0.001 which is less than alpha ( $\alpha$ ) = 0.05. This indicates that there is a significant relationship between the dependent variable and at least one of the independent variables discussed in this study. Hence, this has proved that the model of this research is fit for interpretation.

Hypothesis 1 (H<sub>1</sub>) proposed that senior executives' innovativeness (ISE) is positively affecting MAS adoption in Malaysia. The result shown in Table 3 attests to H<sub>1</sub>, as the innovativeness of senior executives has a *p*-value of <0.001 indicating it is a significant contributing factor that influences the adoption of MAS. Therefore, H<sub>1</sub> is supported, this is also consistent with the previous studies conducted by Al-Qirim (2007), Sophonthummapharn (2009), Rahayu & Day (2015), Wymer & Regan (2005) and Alam et al. (2016). This can be concluded that senior executives' innovativeness reduced the uncertainty in adopting new technology for the companies (Sophonthummapharn, 2009). It is because the quality of the leadership of senior executives will navigate the process of adopting new technology and secure sustainability in integrating and utilizing the newly adopted IS or technology. Hence, this will improve the efficiency, effectiveness, and competitiveness of companies.

Hypothesis 2 (H<sub>2</sub>) predicts that the IT capabilities of staff (ITCS) are positively affecting the adoption of MAS. Table 3 shows that the *p*-value of IT capabilities of staff is 0.002, which indicates support for H<sub>2</sub> and means that it significantly contributes to the factors that influence MAS adoption. The result is consistent with the prior studies of Rahayu & Day (2015), Lian, et al. (2014), Al-Qirim (2007) and Alam et al. (2016). It can be concluded that companies will adopt the new technology more confidently and undoubtedly if their staff have sufficient knowledge and adequate skills in the IT applications (Lian, Yen, & Wang, 2014). It is because the staff may resolve the simple issues detected during their operations in daily tasks, and it could make them optimize the usage of the adopted new technology or IS. This could also train the staff to foster a culture of continuously improving and building confidently in adopting new technology. This will lead to smoother transitions in implementing the new technology to incorporate it into their existing workflows.

Table 3 shows that the result of IT infrastructures (ITI) had *p*-value of 0.160, which is greater than 0.05. This indicates H<sub>3</sub> is not supported, although there is a negative relationship between the IT infrastructure (ITI, independent variable) and MAS adoption (MASA, dependent variable). It could be due to the IT infrastructure of the respondents' companies being less advanced as mentioned by Zhu et al. (2006). In addition, Hamundu et al. (2020) did mention that the companies do not necessarily own an advanced IT infrastructure, in contrast, they only pay the service providers for the services used for their business activities.

Table 3 shows that compatibility (CPA) has a *p*-value of <0.001, this means that it is positively and significantly influencing the MAS adoption. With this, H<sub>4</sub> is supported positively and significantly. This can be concluded that compatibility is considered one of the factors when deciding whether to adopt new technology regardless of technically and/or legally compatible mentioned by Liu (2011), Hung et al. (2010), and Teo et al. (2007) in their studies on adopting new technology. This is in line with the previous research of Darmoyo & Weli (2024), Hamzah et al. (2023), Liu (2011), Hung et al. (2010), and Teo et al. (2007). This can be concluded that if the new technology is technically compatible, it could effectively work with the existing IT infrastructure in the companies and overcome the risk of boundless modifications or upgrading the infrastructure to have a smoother transition (Liu, 2011; Hung, Hung, Tsai, & Jiang, 2010; Teo, Lim, & Fedric, 2007). Besides that, the risks of legal will be reduced if the new technology is legally compatible in complying with the existing regulations and standards such as the Personal Data Protection Act 2010, Communications and Multimedia Act 1998, and other related laws and regulations to be complied with in Malaysia. Hence, this could build up the confidence of the users of the IS and stakeholders of the companies.

The result shown in Table 3 presents that technical complexity (CPX) has a *p*-value of 0.386, which indicates H<sub>5</sub> is not supported as it is not significant since the *p*-value is greater than 0.05. The result shows that the complexity is negatively correlated with MAS adoption. It could be due to the responding companies not adopting MAS if they find it more complex in comparison to the current IS. Alternatively, they may not have sufficient knowledge and skills to use the new technology (Rogers, 2010).

The result shown in Table 3 validates  $H_6$  as the relative advantages (RA) has a p-value of  $<0.001$  which indicates it is positively and significantly correlated to MAS adoption. This contributes to the factors significantly affect the MAS adoption in Malaysia. This is consistent with the previous studies of Al-Dmour (2014) and Teo et al. (2007). It is because the companies would like to adopt new technology if it can provide more benefits such as making their operations more effective, having more savings on cost, accessing could be eased and having more flexibility while using the new technology which was mentioned by Hamzah et al. (2023). This can be concluded that the companies are still seeking for the benefits of tangibly improving staff performance and leading to the tasks to be completed in way of more efficiency and effectiveness. In addition, the companies may be more likely to adopt the new technology or IS if there is any real-world case study to be demonstrated and any trial period to be offered for testing on their current operations with the latest technology or IS to be adopted to replace the existing IS or technology. With this, the companies would like to adopt the new technology if the new technology or IS will help them achieve their organisational goals.

Hypothesis 7 ( $H_7$ ) proposed that top management support (TMS) is positively influencing MAS adoption. The evidence presented in Table 3 has shown that the result of top management support has a p-value of 0.515, which is greater than 0.05 and is not significant. Hence,  $H_7$  is not supported by previous studies of Teh et al. (2024), Khayer et al. (2020), Hamzah et al. (2023), Alam et al. (2016), Maroufkhani et al. (2023) and Maroufkhani, et al. (2020).

According to Hypothesis 8 ( $H_8$ ), it suggests that cost has negatively affected MAS adoption. Based on the results presented in Table 3, cost has a p-value of 0.336, which indicates that  $H_8$  is not supported since the p-value is greater than 0.05. This may be due to the companies not adopting new technology if the cost of implementing is more expensive than their budgeted costs. This result is surprisingly consistent with the study of Alam et al. (2011) which reported a positive relationship between the cost and new technology adoption.

Hypothesis 9 ( $H_9$ ) predicted that the competitive pressures (CP) are negatively correlated to MAS adoption. Table 3 presents the result for p-value is 0.416, with p-value more than 0.05. This has presented evidence that competitive pressures are not one of the significant factors influencing MAS adoption. This can be concluded that the technology is having rapid changes from day to day and time to time as mentioned by Tawfik et al. (2023).

Hypothesis 10 ( $H_{10}$ ) proposed that technology vendor support (TVS) is positively affecting the adoption of MAS. Based on the results in Table 3, the p-value of technology vendor support is 0.017, which is less than 0.05. Hence,  $H_{10}$  is supported as one of the significant factors that affect the MAS adoption. This is in line with the previous study of Hamzah et al. (2023), Sulaiman & Wickramasinghe (2014) and Costa et al. (2004) where the company will be more likely to adopt and use the new technology if the technical vendor provides sufficient technical support and training for their staff. This can be concluded that the users' confidence will increase when the technology vendor provides adequate support to the companies to promote the new technology adoption. It is because the technology vendor will not only providing the technical support, but they will also provide the training for the staff to familiarize those staff with essential skills and knowledge to implement the new technology. In addition, this will make the staff feel more comfortable during the time of performing their daily tasks by using the newly adopted technology. Besides that, the technology vendor will provide necessary assistance with the existing IT infrastructure to have a smoother transition from the current IS to the newly adopted IS.

Hypothesis 11 ( $H_{11}$ ) predicts that government regulations and support (GRS) are positively affecting MAS adoption. This has been validated by the result shown in Table 3 where the p-value for government regulations and support is 0.029, which indicates it is one of the significant factors influencing MAS adoption. However, it has shown that the relationship between government regulations and support is negatively correlated. This may be due to the current government regulations and support being less attractive to the organisations where they prefer the government to speed up on approving the loans or financial schemes instead of only promoting the benefits or advantages of adopting new technology (Sastararuji, Hoonsopon, Pitchayadol, & Chiwamit, 2022). With this, Fu & Fu (2020) suggested that the government should further improve and revise the policies on adopting new technology to support businesses to use new technology. Hence, the government should provide valuable and beneficial information to the companies to encourage them to have a better adoption of new technology for the organisations' necessities (Alshirah, et al., 2021).

## CONCLUSION

In conclusion, this paper investigated that Malaysian companies are positively intending towards the adoption of MAS. Besides that, the study identified that the adoption of MAS is significantly influenced by several factors such as innovativeness of senior executives, IT capabilities of staff, compatibility, relative advantages, technology vendor support, and government regulations and support. In addition, this study highlighted that considering human, technological, organisational, and environmental factors is important in the process of adopting MAS.

Moreover, the insights on the current state of MAS adoption are provided by this study, it also suggests a theoretical framework to future researchers and Malaysian companies for the adopting decision. However, further research is required to improve the validity and increase the reliability of this topic as this study has limitations, especially on the sample size and the time frame. To summarize, this study has valuably contributed to understanding the status quo of MAS adoption in Malaysian companies.

This study has provided various contributions to the study on MAS adoption in Malaysian companies. Firstly, this study assesses the extent of adopting MAS in Malaysia which provides insights on the status of adopting MAS in this setting. Secondly, this study investigates the factors influencing MAS adoption in Malaysia by assessing the factors in different dimensions such as human, technological, organisational, and environmental. Hence, this will contribute to the comprehension of the complexed nature of the process of adoption. In addition, the findings from this study will contribute a conceptual or theoretical framework for future research and assist companies in the decision-making of adopting MAS. Thirdly, this study assesses whether the HOT-Fit Model and TOE Framework are applicable in the context of Malaysia for adopting MAS. The findings from this study also provide observations on the usefulness of the stated theoretical models or frameworks and contribute to the study on the adoption of new technology. It also provides valuable perception to future researchers and builds the basis for future research on this topic.

Hence, the researchers may increase more samples to ensure the representativeness of the sample or population. Besides that, future studies may classify Malaysian companies into company size (MSME/SME), sector (public/private), or other classification because this could help to overcome the issue of focusing on the specific class of companies. Moreover, researchers may explore their studies more comparatively including the developed countries. Lastly, the researchers may consider conducting longitudinal studies over a longer period, which this could allow them to catch up with the trends in MAS adoption regardless of short- or long-term. This may provide valuable insights into the ongoing dynamic of MAS adoption and the consequences of changes in technological advancements or changes in the regulatory environment, which are known as external factors.

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