

Research Article

The Behavioral Effects of Accounting Information

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Abstract

Behavioral accounting is one of accounting disciplines that studies the impact of psychological aspects of human behavioral on the activities related to accounting field and it relationships with design, construction, and the efficient use of accounting system. Behavioral accounting has three scopes. First, the impact of human behavior on the design, construction, and use of accounting information system. Second, the impact of the accounting system on human behavior. The last, as a method for predicting and a strategy to provide a changes to human behavior. Behavioral aspects must be supported by the competence of these human resources. This combination will have a good impact on the output product it produces. There are several factors that influence accounting behavior, these factors are directly related to humans. These factors include belief, culture, politics, and ethics. These factors will have a major impact on the results of information and decision making.

Keywords: Behavioral Effects, Accounting Information, Decision Making,

1. INTRODUCTION

Traditional accounting focus on the role of collecting, measuring, recording, and reporting financial information (Sari, 2018). The activity of recording and reporting the information related to financial conditions required by management and business activities as the basis for decision making called accounting system (Sulastri, 2021). The most basic elements that must be considered to produce an information is human resources, it must support by qualified human resources. A qualified human resources is a person who have a good attitude in addition having good skills. Behavioral accounting is one of accounting disciplines that studies the impact of psychological aspects of human behavioral on the activities related to accounting field and it relationships with design, construction, and the efficient use of accounting system. Decision making is one of the results on how human behavior effect of accounting information.

Behavioral accounting have three scopes according to (Sari, 2018). First, the impact of human behavior on the design, construction, and use of accounting information system. This scope is dealing with how attitudes and philosophies influence the nature of accounting control and organizational functioning. Second, the impact of the accounting system on human behavior. This one, is dealing on how the accounting system influences the motivation, productivity, job satisfaction, teamwork, and decision making. The last, as a method for predicting and a strategy to provide a changes to human behavior. This area is related to how the accounting system can be used as a tool to influence behavior.

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Of the three scopes above, the scope of behavior is based on an accounting information. Accountants must provide a relevant information for it users so it could be used properly according to their individual needs such as when making decisions (Jones, 1976). In this study, we will highlight the second scope that stated accounting system has an impact on human behavior. The influence can be in the form of motivation, productivity, job satisfaction, and the decisions making (Siahaan et al., 2018). This study is to review the description and discussion on the effect of accounting information using a behavioral approach as well as relevant literature.

2. LITERATURE REVIEW

Study conducted by (Nuryahya, Ichšana, & Andini, 2019) states that e-commerce users have high performance expectations of accounting information system. According to that, stakeholders are expected to improve the performance of financial accounting recording system and provide simplicity features and supporting facilities. Information users will be more motivated to shop or do other activities when they get the various convenience offered. The results of this study are in line with what (Jones, 1976) have stated, that accounting information should enable the users to be well-informed when making decisions.

Jones (1976) implies that accounting system and the information it produces can have an influence on the motivation of its users such as managers. The financial control system is also based on a form of accounting responsibility in preparing plans and standards.

In decisions making process that management have decided, it will affect the futures, and it sustainable. The role of accounting information in decision making according to (Yusra, 2016) is that accounting information focuses on past events and the impact for the future will not automatically change unless it's done through a decision making process. This conclude that decision making based on accounting information will affect the stability direction of an entity.

3. METHODS

This study is using the descriptive approach regarding the influence factors affecting behavioral in using accounting information through the collection of previous literature. This study will provide a theoretical overview of factors affecting behavioral in using accounting information.

This study was conducted to obtain the influence of using accounting information on behavioral.

4. RESULTS AND DISCUSSION

4.1. RESULT

Behavioral accounting is an accounting field that find the connection between human behavior with information systems that consist of financial accounting and management accounting (Supriyono, 2018). To know the behavior, we have to know behavioral intention. "Behavioral intention in a representation of a future course of action to be performed. It is not simply an expectation or prediction of future actions but a proactive commitment to bringing them about" (Bandura, 2001).

Based on literature that we have collect, behavior intentions could be cause from different things, depends on it situations. One of study by (Benzine & Tiar, 2021) shows that Technology Acceptance Model (TAM) theory based on perceived usefulness and perceived ease of uses were

the most important factors that have a significant impact on the user's intentions towards the uses of accounting information system, in addition to proving the effect of perceived ease of use on perceived usefulness.

Behavioral accounting examines the communication process between the accounting information system and its user (Coşkun & Karakoç, 2020). It determines the attitudes the person in the decision making position. Behavioral accounting explores the external factors and events of accounting by affecting the relevant people and institutions. It could be seen from managers that would make different decisions when they faced with the same information. We can imply that cognitive characteristics person are an effective factor when a person is in a decision phase. Behavioral accounting emerged as the lack of traditional accounting that could not reflect the ideas and decisions of third parties that use the information efficient enough.

The factors that influence the behavioral dimension of accounting can be classified into four groups (Kayışyapar, 2019) in (Coşkun & Karakoç, 2020). The four groups are:

1) Belief,

Belief has an important role in an individual's decision's making process. Decision-making that affected by beliefs, also affecting decisions in accounting. In an individual takes what they have learns since childhood to adulthood then make it causal (part of everyday life) and saves it.

2) Culture

a. Social culture

Accounting in its practice is interacting with the culture of society. Accounting principles and standards specify a reliability level of accounting knowledge and it level could not be the same with others country due to cultural difference. In this globalization world, it's a need reorganization to a reliable level so it could be relevant to the society in which we are.

Organizational culture

Decisions that are made from one organizations might be different with others organizations. This could be cause of some organizations consider accounting in a traditional way, only as a recordkeeping. While the other organizations consider accounting more than that. Organizational culture is determined as the sum of values, norms, beliefs, and understanding among members of a society.

b. Spiritual culture

Society have various spiritual and beliefs principles. Those factors could have an effect on the building of accounting system.

3) Political structure

When a country established its own accounting system, they should consider political and bureaucratic matters. Accounting system of a country is affected by the bureaucratic process it has. To build an accounting system, these are the important points (Coşkun & Karakoç, 2020):

a. Intentness of the management

b. Intentness of the parliament

c. Intentness of the political parties

d. Intentness of the society that will use the accounting information

4) Ethical understanding

In each decision made in business and social environment, there is an ethical issue behind. Accountant is one of the profession that will face ethical dilemma from time to time. When in

dilemma, they could come to the point where their duties and responsibilities get into a conflict with their own interests.

4.2. DISCUSSION

The scope of behavioral accounting targets human behavior, information systems, and strategic methods. Where the scope is interconnected and related to human behavior. The important point is in human behavior which will have a direct or indirect impact on the results of information, organizational strength, and decision making.

Accounting is important as a consideration aspects of behavior. This can be explained to the compilers of accounting information which has an important role in preparing financial reporting or accounting information a basis reference for decision making and also as an assessment for the entities. Good accounting information will have a good influence on motivation, productivity, job satisfaction, cooperation, and decision making. The result of unreliable information as an output the ignorance of behavioral aspects will produce a misleading decisions.

A good quality and reliable accounting information is needed by organization for external and internal purposes. Basically, good accounting information is produces by human resources that have competence in their field. Behavioral aspects must be supported by the competence of these human resources. This combination will have a good impact on the output product it produces.

Behavioral accounting as a predicting and strategies to provide changes to human behavior, information made either as predictions or strategies will cause behavioral changes for stakeholders. This is a natural response that appears of the information.

Looking at the studies conducted related to behavior, consumers basically have high expectations of accounting information systems in an organization. These results will have an impact on consumer motivation to conduct business activities in the organization.

There are several factors that influence accounting behavior, these factors are directly related to humans. These factors include belief, culture, politics, and ethics. These factors will have a major impact on the results of information and decision making. implementers are expected to have a positive value in each factor so that it has a good impact on all stakeholders.

5. CONCLUSION

Behavioral accounting is one of accounting disciplines that studies the impact of psychological aspects of human behavioral on the activities related to accounting field and it relationships with design, construction, and the efficient use of accounting system.

Behavioral accounting has three scopes. First, the impact of human behavior on the design, construction, and use of accounting information system. Second, the impact of the accounting system on human behavior. The last, as a method for predicting and a strategy to provide a changes to human behavior.

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The factors that influence the behavioral dimension of accounting can be classified into four groups. The four groups are belief, culture, political structure, and ethical understanding.

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