

PENGARUH PENGGUNAAN SISTEM INFORMASI AKUNTANSI, TINGKAT PENDIDIKAN, GENDER, TERHADAP KEBERHASILAN UKM DI KECAMATAN BULELENG

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ABSTRAK

Penelitian ini memiliki tujuan guna mengetahui pengaruh penggunaan sistem informasi akuntansi, tingkat pendidikan, serta gender pada keberhasilan UKM di Kecamatan Buleleng. Metode penelitian ini yaitu metode penelitian survey dengan pendekatan kuantitatif. Populasi penelitian ini yakni pemilik UKM yang teregistrasi menggunakan KUR di Kecamatan Buleleng dengan jumlah sampel 146 responden yang didapatkan menggunakan teknik sampling *purposive sampling*. Data dikumpulkan menggunakan kuesioner serta dianalisis menggunakan metode analisis linear sederhana serta uji hipotesis menggunakan SPSS versi 24. Hasil penelitian mengindikasikan (1) Penggunaan SIA memberi pengaruh positif pada keberhasilan UKM, (2) Tingkat pendidikan memberi pengaruh positif pada keberhasilan UKM, (3) Gender memberi pengaruh positif pada keberhasilan UKM.

Kata kunci: Penggunaan Sistem Informasi Akuntansi, Tingkat Pendidikan, Gender, Keberhasilan UKM.

***The Effect Of Accounting Informastion System, Education level,
Gender Towards The Success of SME in Buleleng District***

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ABSTRACT

This study aims to determine the effect of the use of accounting information systems, education level, and gender on the success of SMEs in Buleleng Sub-District. This research method used is a survey research method through a quantitavie approach. The population in this study are SME owners who registered using Micro Credit Program in Buleleng Sub-Distrct. So that the number of samples obtained 146 respondents by determining the purposive sampling technique. The data that has been collected using a questionnaire will be analyzed using a simple linear analysis method and hypothesis testing through SPSS v.24 for Windows program. The results indicated that (1) the use of accounting informastion system had a positive effect on the success of SMEs, (2) the level of education had a positive efect on the success of SMEs, and (3) Gender had a positive effect on the success of SMEs in Buleleng Sub-District.

Keywords : *Use of Accounting Information System, Education Level, Gender, SME Success*