



# Factors Influencing the Implementation of SIAPIK for Young Entrepreneurs at INSTIKI

I Dewa Ayu Agung Tantri Pramawati<sup>1\*</sup>, Ni Putu Ayu Siska Wulantari<sup>2</sup>

<sup>1,2</sup> Institut Bisnis dan Teknologi Indonesia, Denpasar, Indonesia.

## \*Corresponding Author

I Dewa Ayu Agung Tantri  
Pramawati

Institut Bisnis dan Teknologi  
Indonesia, Denpasar,  
Indonesia.

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**Abstract:** This study aims to analyze the factors that influence the acceptance of the SIAPIK application by young entrepreneurs at INSTIKI. Using the Technology Acceptance Model (TAM) and Expectation-Confirmation Theory (ECT), the research identifies the main variables affecting the adoption of this accounting application. The study was conducted through several stages: planning and problem identification, conceptual model and instrument development, data collection, data analysis, and conclusion writing. Data were collected through surveys of INSTIKI's young entrepreneurs who use or potentially use SIAPIK and analyzed using descriptive statistics and Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 3. The findings provide insights into perceived strategic benefits, performance expectations, and social influence in determining adoption decisions. Furthermore, this study offers practical implications for application developers and recommendations for stakeholders to improve the acceptance and utilization of digital accounting applications.

**Keywords:** Technology Acceptance, SIAPIK, Young Entrepreneurs, TAM, ECT.

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## Introduction

Financial reporting is one of the most important aspects of running a business. It not only helps in managing business finances more systematically but also serves as a main requirement for obtaining business capital loans from financial institutions such as banks. Business capital plays a crucial role in sustaining and expanding a business, allowing it to grow and adapt to market dynamics. However, in practice, many young entrepreneurs at INSTIKI face difficulties in financial bookkeeping due to limited accounting knowledge and the complexity of the accounting process itself.

According to Sri Mulyani, Indonesia's Minister of Finance (as cited in *Harian Rakyat Merdeka*, 2016), MSMEs play a major role in the Indonesian economy. MSMEs dominate 99% of business activity, with more than 98% classified as micro-enterprises. This demonstrates the vital role of MSMEs in the national economy, although they continue to face various internal and external challenges. Key obstacles for MSMEs in implementing financial reporting include lack of awareness of the importance of financial statements, perceptions that bookkeeping is time-consuming, limited capital and human resources, and insufficient knowledge of accounting technology (Rinaldo & Puspita Sari, 2021). Yet, accounting information is crucial for

making strategic decisions to support sustainable business growth (Widyawan et al., 2025).

The SIAPIK application provides a solution for INSTIKI's young entrepreneurs to manage their finances more effectively and efficiently. However, adoption remains challenging (Oktavia & Hidayatul Khusna, 2024). Therefore, this research aims to explore the factors influencing the acceptance of SIAPIK using TAM and ECT. Understanding these factors is expected to help develop strategies to enhance SIAPIK's use among INSTIKI's young entrepreneurs (Veda, 2024).

In the digital era, accounting information systems (AIS) have become increasingly important, especially with cloud-based and mobile applications that allow real-time financial management (Pramawati & Ariyanto, 2018). These reduce dependence on expensive hardware and enable better data integration (Cahyaning et al., 2023). The role of AIS is crucial for INSTIKI's young entrepreneurs to support sustainability and business growth. Previous studies found that using AIS improves effectiveness, reduces errors, and speeds up decision-making. It also enhances accountability and transparency, building trust among banks, investors, and customers (Hamonangan & Firdaus, 2025).

Several previous studies (Latifah et al., 2024); (Tahir et al., 2022); (Darmoyo & Weli, 2024)) further highlight the importance of TAM and ECT in studying SIAPIK adoption. Research

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Problem: 1) Does Perceived Strategic Benefit (PSB) influence Continuance Intention to Use (CIU) SIAPIK?; 2) Does Performance Expectancy (PE) influence CIU?; 3) Does Social Influence (SI) influence CIU?

## Literature Review

### Digital financial recording application (SIAPIK)

Research on the adoption of digital accounting technology by MSMEs and young entrepreneurs has been widely conducted, particularly in the context of technology-based Accounting Information Systems (AIS) (Azis & Idris, n.d.; Sayekti et al., 2024).

SIAPIK, developed by Bank Indonesia, is a digital financial recording application designed to assist MSMEs in managing transactions and replacing manual bookkeeping. Its key functions include:

1. **Simplifying Financial Recording** – providing features to record income, expenses, and inventory.
2. **Generating Automatic Financial Reports** – producing balance sheets, income statements, and cash flow reports.
3. **Supporting Financial Literacy** – helping MSMEs understand and manage business finances even without deep accounting knowledge.

### Expectation-Confirmation Model (ECM)

The Expectation-Confirmation Model (ECM), adapted from Oliver's (1980) Expectation-Confirmation Theory (ECT), was introduced by Bhattacherjee (2001) to explain users' continuance intention in information systems. While ECT originally focused on repurchase behavior through expectations, perceived performance, confirmation, and satisfaction, ECM refines the model by excluding pre- and post-consumption expectations, as these are reflected in confirmation, satisfaction, and perceived usefulness. Accordingly, ECM highlights the interrelationships among confirmation, satisfaction, and perceived usefulness as the primary determinants of continuance intention in technology adoption (Darmoyo & Weli, 2024; Yusridar et al., 2025).

### Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (1989) as an extension of the Theory of Reasoned Action (TRA) by Fishbein and Ajzen (1975), provides a theoretical framework for analyzing factors influencing technology acceptance and use. TAM identifies two key determinants of user intention: **perceived usefulness**, the belief that technology enhances performance, and **perceived ease of use**, the belief that technology can be utilized effortlessly to facilitate tasks (Davis et al., 1989) (Hamdani, 2023; Nunuk Latifah et al., 2023).

### Research Novelty

#### a. Different Model Approach

Previous studies focused on TAM (Latifah et al., 2024) or financial reporting outcomes (Tahir et al., 2022), while (Darmoyo & Weli, 2024) combined TAM and ECT, offering a broader perspective on factors influencing application usage intentions.

#### b. Examined Factors

(Latifah et al., 2024) emphasized general SIAPIK use, (Tahir et al., 2022) explored usage quality, user satisfaction, and reporting, while (Darmoyo & Weli, 2024) investigated psychological and social factors such as strategic benefits and social influence.

### c. Practical Implications

Recent findings provide specific recommendations for accounting application developers and young entrepreneurs at INSTIKI. Adoption strategies should emphasize perceived strategic benefits, performance expectancy, and social influence.

### Research Model

The research model in this study is designed to examine the influence of Perceived Strategic Benefit (PSB), Performance Expectancy (PE), and Social Influence (SI) on Continuance Intention to Use (CIU) of the SIAPIK application among young entrepreneurs at INSTIKI. This model serves as the conceptual framework for hypothesis testing and provides the theoretical basis for analyzing the determinants of technology adoption and continuance intention.

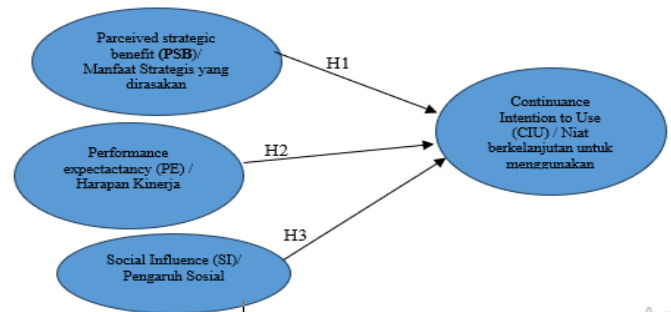


Figure 1. Research Model

### Hypotheses

Based on the theoretical framework and prior empirical studies, the following hypotheses are proposed:

1. **H1:** Perceived Strategic Benefit (PSB) has a positive effect on Continuance Intention to Use (CIU); the greater the perceived strategic benefit, the stronger the intention to continue using SIAPIK.
2. **H2:** Performance Expectancy (PE) positively influences CIU; higher performance expectations encourage continued use of SIAPIK.
3. **H3:** Social Influence (SI) positively affects CIU; support from peers, government, or communities strengthens the intention to use SIAPIK continuously.

## Method

This study employed a quantitative approach with a survey method to collect data from young entrepreneurs at INSTIKI who use or potentially use the SIAPIK application. The research procedure consisted of several stages:

### 1. Research Design

The study applied a model based on the Technology Acceptance Model (TAM) and Expectation-Confirmation Theory (ECT) to analyze factors influencing SIAPIK adoption.

2. Population and Sample

The population comprised active INSTIKI students enrolled in the Creative Entrepreneurship course who have used SIAPIK for financial management. A convenience sampling technique was applied, resulting in 30 respondents.

3. Data Collection

Data were obtained through questionnaires covering:

- a) Respondent demographics,
- b) Factors related to technology acceptance (perceived strategic benefit, performance expectancy, social influence, etc.),
- c) A five-point Likert scale to measure responses.

4. Data Analysis

- a) **Descriptive Analysis:** to examine respondent characteristics and data distribution.
- b) **Validity and Reliability Testing:** through exploratory and confirmatory factor analysis.
- c) **Structural Equation Modeling (SEM-PLS):** using SmartPLS 3 to test relationships and hypotheses.

5. Interpretation and Reporting

Findings were analyzed and interpreted based on the theoretical framework and compared with prior studies. Results were then presented in academic reports and prepared for scientific publication.

Results and Discussion

Respondent Characteristics

This study involved 40 respondents, all active students who are young entrepreneurs using the SIAPIK application. Of these, 87.5% were aged between 20 and 25 years, and 85% had prior experience using SIAPIK. This indicates that the majority of respondents possessed direct experience with the research object.

Evaluation of Outer and Inner Models

To evaluate construct validity in this research model, convergent and discriminant validity tests were conducted (Savitri et al., 2021). Based on Table 1, reliability was confirmed since Cronbach’s Alpha and rho\_A values exceeded the 0.7 threshold. Convergent validity was also met as the Average Variance Extracted (AVE) values were above 0.7, in line with the criteria established by Loh et al. (2022).

Table 1. Outer Loadings, Reliability, and Validity

| Variabel                           | Cronbach's alpha | rho_A | Composite Reliability | Average variance extracted(AVE) |
|------------------------------------|------------------|-------|-----------------------|---------------------------------|
| Continuance Intention to Use (CIU) | 0.930            | 0.932 | 0.947                 | 0.781                           |
| Performance Expectancy (PE)        | 0.918            | 0.918 | 0.938                 | 0.753                           |
| Perceived Strategic Benefit (PSB)  | 0.945            | 0.946 | 0.958                 | 0.821                           |
| Social Influence (SI)              | 0.931            | 0.933 | 0.948                 | 0.784                           |

(Source: Processed research data, 2025)

Furthermore, discriminant validity was confirmed because the square root of AVE ( $\sqrt{AVE}$ ) for each construct was greater than its correlations with other constructs. This indicates

that each construct in the model is distinct and free from overlap, fulfilling the Fornell-Larcker criterion.

Table 2. Discriminant validity

| Variabel                           | CIU   | PE    | PSB   | SI    |
|------------------------------------|-------|-------|-------|-------|
| Continuance Intention to Use (CIU) | 0.884 |       |       |       |
| Performance Expectancy (PE)        | 0.872 | 0.868 |       |       |
| Perceived Strategic Benefit (PSB)  | 0.889 | 0.848 | 0.906 |       |
| Social Influence (SI)              | 0.896 | 0.822 | 0.861 | 0.886 |

(Source: Processed research data, 2025)

The **R-Square (R<sup>2</sup>) value** indicates the extent to which independent variables explain the dependent variable. This value reflects the strength of causal relationships among the variables analyzed in the study.

**Table 3.** R-Square (R<sup>2</sup>) Values

| Konstruk                                  | R-Squre | R-Squre Ajusted |
|-------------------------------------------|---------|-----------------|
| <i>Continuance Intention to Use (CIU)</i> | 0.877   | 0.867           |

(Source: Processed research data, 2025)

Hypothesis testing was conducted using the Bootstrap resampling method developed by Geiser and Stone. The purpose of this analysis was to examine the causal relationships among the latent variables formulated in the hypotheses.

The significance criteria were set as follows: T-statistic > 1.96 at  $\alpha = 0.05$  (95% confidence level) and p-value < 0.05. The results showed that all T-statistics exceeded the threshold of 1.96 and all p-values were below 0.05, indicating that all hypotheses in the model were statistically significant.

**Table 4.** Bootstrap Output Results

| Hypotheses   | Konstruk   | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics | P Values |
|--------------|------------|---------------------|-----------------|----------------------------|--------------|----------|
| Hypotheses 1 | PE -> CIU  | 0.287               | 0.301           | 0.139                      | 2.061        | 0.040    |
| Hypotheses 2 | PSB -> CIU | 0.299               | 0.303           | 0.140                      | 2.130        | 0.034    |
| Hypotheses 3 | SI -> CIU  | 0.402               | 0.387           | 0.146                      | 2.764        | 0.006    |

(Source: Processed research data, 2025)

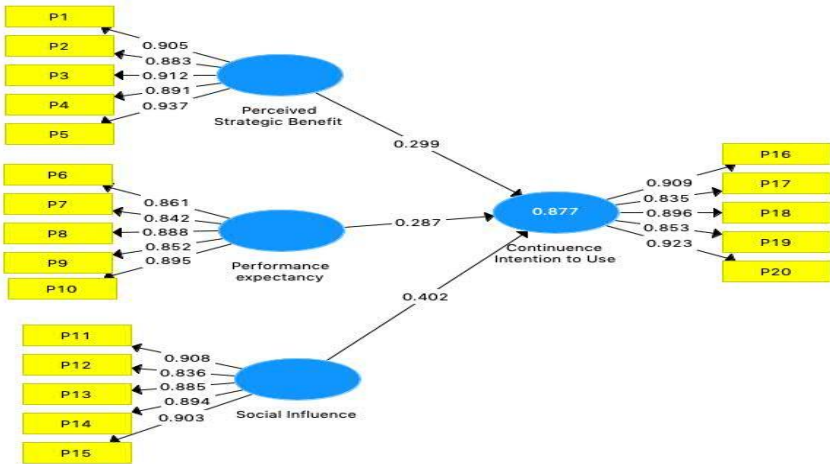
The impact of each exogenous construct on the endogenous construct (Continuance Intention to Use) shows that Perceived Strategic Benefit (PSB) and Performance Expectancy (PE) exert a moderate effect, while Social Influence (SI) has the

strongest effect, indicating that social support plays the most significant role in enhancing users' continuance intention to use SIAPIK.

**Table 5.** F-Square (f<sup>2</sup>) Results

| Construct                         | Continuance Intention to Use (CIU) | Effect Size |
|-----------------------------------|------------------------------------|-------------|
| Performance Expectancy (PE)       | 0.166                              | Medium      |
| Perceived Strategic Benefit (PSB) | 0.144                              | Medium      |
| Social Influence (SI)             | 0.301                              | Large       |

(Source: Processed research data, 2025)



**Figure 2.** Results of Structural Model Testing

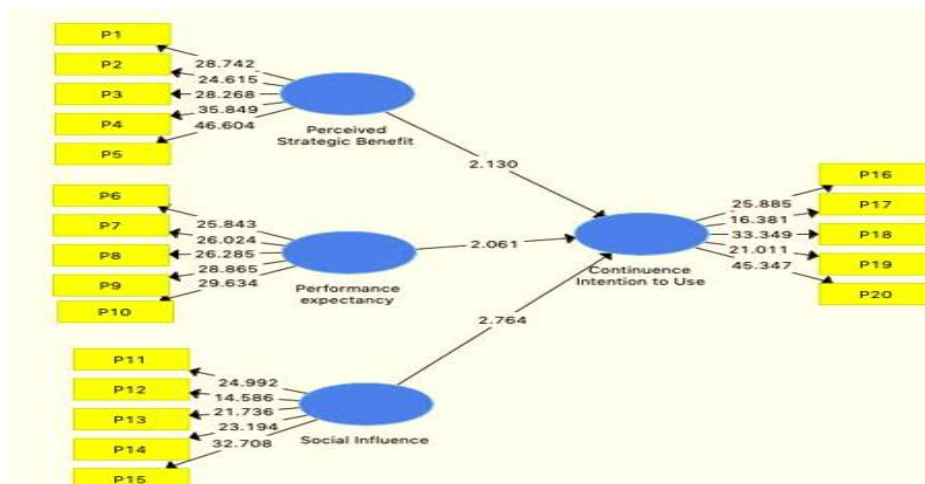


Figure 3. Bootstrapping Results

## Discussion

The analysis revealed that all three independent variables (PSB, PE, and SI) significantly affect Continuance Intention to Use (CIU). Among them, Social Influence (SI) has the strongest impact, indicating that peer groups, communities, and social networks play a crucial role in encouraging continued SIAPIK usage. Perceived Strategic Benefit (PSB) is also significant, showing that users value SIAPIK's strategic benefits such as accessibility, efficiency, and transaction transparency. Meanwhile, Performance Expectancy (PE) has a positive effect, though weaker than SI, suggesting that users' expectations regarding usability, speed, and responsiveness also influence continuance intention.

## Conclusion

This study examined the factors influencing the continuance intention to use the SIAPIK application among young entrepreneurs at INSTIKI by applying the Technology Acceptance Model (TAM) and Expectation-Confirmation Theory (ECT).

The findings lead to the following conclusions:

1. Perceived Strategic Benefit (PSB), Performance Expectancy (PE), and Social Influence (SI) all have a positive and significant effect on Continuance Intention to Use (CIU).
2. Among these, Social Influence (SI) emerged as the most dominant factor, underlining the crucial role of social environment—such as peers, communities, and networks—in shaping adoption decisions.
3. The model achieved an R-square value of 0.877, indicating that 87.7% of the variance in continuance intention to use SIAPIK can be explained by the three variables tested.

Suggestions for future research, it is recommended to include additional variables such as trust, user satisfaction, and technology anxiety to further enrich the model. These factors could provide deeper insights into users' behavior and better explain the determinants of continuance intention in adopting digital information systems.

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