



Bali Tourism Polytechnic

Hotel Management D 2019



PROCEEDINGS



The 3rd International Hospitality Entrepreneurship
and Innovation Conference 2023

"Hospitality Rebound: Strengthening Sustainability
Strategies for the Unexpected"

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THE 3rd INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND
INNOVATION CONFERENCE 2023

"Hospitality Rebound: Strengthening Sustainability Strategies for the Unexpected"

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Editorial Staff

Dharmawangsa Kampial Street, Benoa, Kuta Selatan, Badung
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PREFACE

Warmest Greetings from Bali,

We are honoured and pleased to welcome each of the participants and presenter to this event, The 3rd International Hospitality Entrepreneurship and Innovation Conference (InHEIC) 2023.

The InHEIC was successfully conducted in 2021 and 2022. In this year 2023 we raised a theme “Hospitality Rebound: Strengthening Sustainability Strategies for The Unexpected”. The selection of this theme aims to rebound the hospitality industry by strengthening sustainability strategies to deal with unexpected situations.

In The 3rd InHEIC 2023, we have prepared competent speakers; 1 keynote speaker and 10 invited speakers that are experts in their field, with 74 papers presented in 11 parallel sessions. We also provide an opportunity for scholars and industry professionals to meet and share their contemporary research, as well as get their paper published. All papers presented will be published in a conference proceeding book with the ISSN number. Special for 3 best papers will be published in SINTA 4 (Science and Technology Index.).

The conference is conducted with a hybrid concept. This concept is a combination between an online system with zoom meeting and offline systems for invitation at MICE Building of Bali Tourism Polytechnic. Although this year we could not make the conference fully offline, hopefully it will not decrease the value of this conference.

In this great occasion we would like to give our highest appreciation to our International Partners are Republic Polytechnic Singapore, Universiti Teknologi MARA Cawangan Pulau Pinang, and Victoria University, then our national Partners: Bandung Tourism Polytechnic, Makassar Tourism Polytechnic, Medan Tourism Polytechnic, Palembang Tourism Polytechnic, and Lombok Tourism Polytechnic, thank you for your corporation to collaborate with us. Thank you to all presenters, participants, organising committee, sponsors, media partners and others who cannot be mentioned one by one, to make this conference happen.

We add our best wishes The 3rd InHEIC 2023 will be used as a forum for exchanging opinions, thoughtful discussions and becoming an interesting experience for all participants.
Thank you!

Sincerely,



The 3rd International Hospitality Entrepreneurship and Innovation Conference

Dewa Ngakan Kadek Wahyu Utama

Chairman of The Committee The 3rd
InHEIC 2023

Welcome Remarks Director of Bali Tourism Polytechnic



Dear Esteemed Participants,

On behalf of Politeknik Pariwisata Bali (Bali Tourism Polytechnic), we are pleased to welcome you to The 3rd International Hospitality Entrepreneurship and Innovation Conference 2023 (The 3rd InHEIC). I would like to thank all of you for your willingness to share ideas, thoughts, works, and knowledge on the Hospitality Industry.

This conference will focus on discussing issues that are happening in the hospitality industry by presenting competent speakers in their fields. Selection of theme is based on "Hospitality Rebound: Strengthening Sustainability Strategies for the Unexpected". This conference also provides an opportunity for scholars and industry professionals to meet and share their contemporary research, as well as get their papers published.



We would like also to thank Republic Polytechnic Singapore, Universiti Teknologi Mara (UiTM) Cawangan Pulau Pinang Malaysia, Victoria University, Bandung Tourism Polytechnic, Makassar Tourism Polytechnic, Medan Tourism Polytechnic, Palembang Tourism Polytechnic, and Lombok Tourism Polytechnic. Thus, this event could happen. Our appreciation also goes to all the speakers, presenters and participants who join us here.

We wish you all the best and we hope this forum will expand our knowledge on hospitality and our network.

Thank you very much.

Salam Makardhi

Sincerely,



Drs. Ida Bagus Putu Puja, M.Kes.
Director of Bali Tourism Polytechnic

Welcome Remarks Coordinator of Hotel Management Study Program



Om Swastyastu,

It is my pleasure to welcome you to The 3rd International Hospitality Entrepreneurship and Innovation Conference (InHEIC) 2023. My name is Dr. I Gusti Agung Gede Witarsana , S.St.Par,MM,CHE, as a Coordinator of the Hotel Management Study Program.

Before we get started, I would like to express my sincere appreciation to all of the keynote speakers, plenary speakers, invited speakers, co-host from fellow academic institutions, presenters, participants, the management of Bali Tourism Polytechnic, lecturers, all partners, and especially our beloved students who have generously helped us in making this international conference comes true.

This international conference is one of the projects in our study program which is referred to as “Managerial Application”. By conducting the project, our students are able to develop their managerial skills in the hospitality industry. Creating this event is a great opportunity for our students to implement their competences and build networking for the future. As a result of their passion towards their field the 3rd International Hospitality Entrepreneurship and Innovation Conference 2023 (The 3rd InHEIC 2023) with the theme “Hospitality Rebound : Strengthening Sustainability Strategies For The Unexpected.”

Once again, I would like to pass on my gratitude to all participants of this event for their support. Hopefully this conference will bring forth new innovations and ideas so that we might usher in a new era of prosperity for Hospitality, Business, and Entrepreneurship.

Om Shanti Shanti Shanti Om

Sincerely,

Dr. I Gusti Agung Gede Witarsana , S.St.Par,MM,CHE
Coordinator of Hotel Management Study Program

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ENTREPRENEURIAL PERSPECTIVE AMONG GEN Z STUDENTS AT POLITEKNIK PARIWISATA BALI

¹I Gusti Ayu Agung Berlian Saputra, ²Ida Ayu Nyoman Yuni Devi Antari,
³Kadek Agung Laksana, ⁴Ni Desak Made Santi Diwyarthi
¹⁻⁴Politeknik Pariwisata Bali
santidiwyarthi@yahoo.com

Abstract

This paper aims to provide an overview of entrepreneurial perspective of Z generation students at Politeknik Pariwisata Bali, especially the 6th semester Hospitality Management Study Program, regarding the accessories handycraft accessories business.

The perspective reviewed is based on their own experience in handycraft accessories business. The method used is strengthen, weakness, opportunity, threaten analysis. Based on the results of the analysis, the prospects for the future are found. The limitation of this paper is that only limited samples, students at Hospitality Management Study Program, the 6th semester.

Keywords: *entrepreneurial, perspective, Z generation, accessories, handycraft.*

Introduction

The handicraft accessories business is a very promising and profitable opportunity, because almost women and men, both young and old, needs accessories to support their appearance. Accessories are almost interpreted as a fashion accessory, because using accessories means following fashion.

Various forms and various kinds of accessories are always enjoyed whether it's to harmonize appearance, to add sweetener to clothes, or just to make the different appearance, unique and interesting fashion. Generally, women's accessories are fleshy, attracting attention, both for women and men. Accessories are a woman's lifestyle, meaning that the need for accessories is so important that it can be said to be a major part of every people. Accessories encouraging the emergence of companies that sell accessories, both for small-scale companies, and large-scale companies.

The development of accessories handycraft business is currently growing rapidly. There are lot of accessories shop, online or offline, with new style, modern and unique style. This happened because the accessories interesting for beginners, especially women, was also influenced by some factors, such as mass media, influencer, interaction.

Although many people are interested in using accessories as a complement to their appearance, there have been few studies conducted. Not many people are interested in starting a handmade accessory business for various reasons, such as being lazy to start a business, the complexity of the job, and a lack of interest in working on detailed tasks. This study aims to explore the perspectives of student entrepreneurs at Politeknik Pariwisata Bali regarding starting a handicraft accessory business.

Literature Review

There are numerous researchers and experts who have extensively studied and written about the behaviors and characteristics of Gen Z. Among the notable personalities in this area are Jean Twenge, a psychologist and author who has researched generational differences and written a book on Gen Z titled "iGen: Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy--and Completely Unprepared for Adulthood"; Jason Dorsey, a researcher and speaker who focuses on generational differences and has authored several books on the subject, including "Zconomy: How Gen Z Will Change the Future of Business - And What to Do About It"; and Pew Research Center, a nonpartisan think tank that carries out research on social and demographic issues, including generational differences. Pew Research Center has published numerous reports on Gen Z, including one named "On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Gen Z So Far." (Twenge, 2017, Pew, 2019, Dorsey, 2020, Adi Pratama, 2022, Santi Diwyarthi, 2023)

Self-efficacy refers to an individual's belief in his or her capacity to execute behaviours necessary to produce specific performance attainments. Self-efficacy reflects confidence in the ability to exert control over one's own motivation, behaviour, and social environment (Bandura, Santi Diwyarthi, Adi Pratama, 2023).

Bandura's research has proven that knowledge and experience in entrepreneurship have a positive and significant effect on the self-efficacy and interest in entrepreneurship of generation Z. Entrepreneurship knowledge also has a positive and significant impact on the interest in entrepreneurship through the self-efficacy of generation Z. The government and educational institutions are working together to develop and entrepreneurial spirit, with the aim of increasing the independence and resilience of society.

Kotler and Keller (2019) explain that there are four important aspects that support sales, namely the integration of product strategy, pricing strategy, distribution strategy, and promotion strategy. The problem that often occurs is due to a lack of implementation and the absence of clear targets in determining how this business can compete and sustain itself in the long term.

Hermawan (2012) explains that the development of the internet has had a significant impact on marketing methods. Online sales are able to expand market growth. Small business owners need assistance in utilizing the internet, especially social media, to support the sales of their accessory business.

The above description shows the dynamics of business development. In the present era, the use of social media and the internet is advantageous for the business world.

Ziyat (2021) explains that accessories are items used by both men and women to enhance their appearance and boost their confidence. The exact origins of accessories in human life are unknown, but the Sumanasantaka book from the 12th century describes bracelets, necklaces, and rings as common gifts at that time, given to people with expertise in literature, music, and dance.

A case study conducted by Sharasanti (2012) shows that accessory entrepreneurs in East Java, particularly in Surabaya, have weaknesses in sales by

only following current trends, such as brooches and bracelets, and having human resources that lack creativity in creating new models. Sales methods are still conventional, such as participating in exhibitions and making product based solely on orders.

Ziyat (2021) also suggests that, based on a case study, Indonesian accessory business have weaknesses, as evidenced by the experience of the brand Fourspeed Metalwerks, which faced multiple failures. The key is to always learn and be consistent in product quality, before gradually using internet services, through social media, and receiving positive responses before eventually becoming known as a well-known metal accessory business with the Fourspeed Metalwerks brand.

Research Methodology

The research method used in this study was interview, observation and documentation. The researcher presented interview and observation results that had been carried out based on personal experience, organized them in a systematic analysis based on the theory references used. The research method used was auto-ethnography, which is a research method that analyzes based on personal experience and activities, and then reflects on it, to understand broader social phenomena (John, 2007, Fatimah, 2012, Webster & Metrova, 2018).

There are four students who have been running this handicraft accessory business since 2018. After almost four years operation, there are several things found in this business. The four students conducted a business analysis, performed SWOT analysis, and assessed the business prospects. The analysis present at April 2023. The data analysis is explained below.

Results and Discussion

1. Human Resources

Start the entrepreneurship, of course, human resources are needed, so that operational continuity runs smoothly and generator profit. Human resources have different skill. Owner must choose human resources that is in accordance with the business he wants to develop.

The following is description of the organizational structure as follows:

- a. Owner: The owner of handicraft accessories, consist of the people, handle the planning and making process, the control of quality product, the market and sale procedures of handicraft accessories.
- b. Craftsmen / producers: craftsmen have the main task of producing handicraft accessories according to market demand.
- c. Sales and marketing: sales is a determinant of the success or failure of a business, because sales is someone who will promote the goods to be sold. The more creative a marketing sales person, the faster the business develop,
- d. Cashier: a cashier has great responsibility for the income and expenses of the business. So we entrust the position of cashier to people who are experienced as cashiers.

2. Innovation and prospects

The students who run this business believe that entrepreneurship opportunity is very attractive, with benefit and profitable business. except during the pandemic, they were almost stopped. However, the use of social media and internet-based distribution channels for marketing, has made the handicraft accessory business slowly started to recover and run smoothly.

3. SWOT Analysis

a. Strength

Handicraft accessories business has some strength factors such as follows:

- The raw materials needed are easy to obtain
- The capital required is not too large
- Can be marketed in various ways, both online and direct selling.
- Products can be used by both women and men, children, adult, or old people.

This is supported by the research results of Ziyat (2012) and Sharasanti (2021), which explain that entrepreneurship should be driven by creative individuals, establish cooperation with various parties, and involve advances technology, including in marketing efforts.

b. Weaknesses

Handicraft accessories business has some weaknesses factors such as follows:

- There are quite number of similar business, so there is tight competition in the world
- The price of the product is little bit expensive, because it takes time to produce the handicraft accessories.
- It takes art creativity to produce, and affect the accuracy in work.

c. Opportunity

Handicraft accessories business has some opportunity factors such as follows:

- The quality materials used make the products safe for human.
- Potential business because many people like handicraft accessories.
- Handicraft accessories using as lifestyle

d. Threaten

Handicraft accessories business has some threat factors such as follows:

- High competition with other handicraft accessories business and similar product.
- Other handicraft accessories with wide experience, using more sophisticated production equipment

This is supported by the research results of Ziyat (2012) and Sharasanti (2021), which explain that entrepreneurship should be driven by creative individuals, establish cooperation with various parties, and involve advances technology, including in marketing efforts.

Conclusions

Based on the result, there are positive and significant entrepreneurial perspective among gen Z students at Hospitality Management Study Program in Politeknik Pariwisata Bali. The students believe handicraft business has positive prospects in the future, so that they develop the entrepreneurial in handicraft business.

The handicraft accessories are the things used by women and men, in order to make beautiful or sophisticated appearance, make themselves feel confident. Handicraft accessories has various forms, such as rings, bracelets or necklaces, brooch. The handicraft accessories have increasingly fierce competition. Indirectly, this situation makes accessories business develop innovation techniques, in order to make the handicraft accessories more attractive and unique style. This situation gives opportunities for the owner to develop the business, learn to become young entrepreneur, learn the better ways to manage handicraft accessories properly.

The students believe that entrepreneurship opportunity is very attractive, with benefit and profitable business. The use of social media and internet-based distribution channels for marketing make the handicraft accessory business run smoothly. Starting a business is not easy, but the persistence and hardworking team will lead the business reach the success. The key is doing smart and creative together in handicraft accessories business.

Acknowledgement

The limitation of this research was only explored entrepreneurial perspective in handicraft accessories business, among the students of Politeknik Pariwisata Bali, especially Hospitality Management Study Program, semester 6.

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FACTORS INFLUENCING END-USER ACCOUNTING SYSTEM SATISFACTION AT 5-STAR HOTELS IN BADUNG REGENCY

¹Komang Putri Meryastiti, ²Ni Made Sri Rukmiyati, ³Ni Luh Riska
Yusmarisa

^{1,2,3}Bali Tourism Polytechnic

¹putrimeryastiti@gmail.com, ²madesri.rukmiyati@gmail.com,

³riska_153@yahoo.com

Abstract

This study aims to investigate the variables that affect users' satisfaction with accounting information systems. According to the Theory of Planned Behavior framework, the system quality and information quality are the variables that are assumed to affect information system user satisfaction. The impact of both on system user satisfaction will be investigated in this study. A sample of 86 respondents from an accounting department at a five-star hotel in Badung Regency made up the population of this quantitative study, which was undertaken. In this study, a linear regression test was applied to address the issues being studied. According to the study's findings, accounting software user satisfaction is positively impacted by the quality of information systems and information itself. The findings of this study lend support to the theory and earlier research.

Keywords: *Information System Quality, Information Quality, User Satisfaction*

Introduction

Information technology is currently growing rapidly along with this development, the accounting information system has also developed into a computer-based accounting information system. This information system, which is based on digital technology, considerably facilitates work in many different disciplines. Now that software is available, tasks that once required a lot of time and human labor may be completed efficiently. Information technology, according to Dandago and Rufai (2014), is one of the resources that must be present in an organization for decision-making to be as effective as possible. According to Romney and Steinbart (2015), information system designers utilize information technology in an effort to improve how information is filtered and received by decision-makers. The efficiency with which an organization's information system is managed, how user-friendly it is, and how well it makes use of available technology all play a role in how successful the system is (Goodhue, 1995). Because incompatible accounting software applications will make it difficult for users to complete their task, the choice of accounting software must be matched to the company's business procedures. User satisfaction will be lower if an accounting program is incompatible with their needs.

This study's theoretical framework is the Theory of Planned Behavior (TPB). By influencing attitudes toward attitudes, subjective norms, and perceived behavioral control, information technology implementation can influence intentions or desires. The first stage in defining the emergence of user satisfaction

in accounting information systems is the desire to use technology. Users would feel content when the system functions properly and meets their demands by promoting its use and being aware of its outcome (Iranto and Juniarti, 2012). According to Ein-Dor and Segev (1988), systems that offer positive advantages would boost user satisfaction and encourage ongoing use (Guimares & Igarria, 1997). The quality of information system used by a company and quality of information produced by the system are factors related to user satisfaction with the information system (Prayanthi et al., 2020).

The job of information system users is more effective and efficient when information systems that create high-quality information are used (Azhar, 2017). The intrinsic knowledge about the system itself is a property of an information system's quality (DeLone and McLean, 1992). According to Davis et al. (1989) and Chin and Todd (1995), perceived ease of use, or the degree to which computer technology is thought to be comparatively simple to understand and operate, is another way to describe information system quality. This demonstrates that users of information systems will have more time to engage in activities that are likely to enhance their overall performance if they perceive the system to be simple to use and require little effort. If information system users feel that the system's quality and the information it produces are good and trustworthy in the decision-making process, they will be satisfied with the information system they use.

According to Rai et al. (2002), the output of the used information system can be used to define the quality of information it produces. According to Setyo and Dessy (2015), the usage of information systems that generate high-quality output allows for the evaluation of the information's quality. An information system's users are more satisfied with it when the quality of information it produces is higher (Delone & Mclean, 2003). If the system generates accurate information and the users find the information valuable in their job, the users will recommend the system to their peers, which will encourage more people to try using the new system.

Customer satisfaction is essential for the hospitality industry, as it can affect hotel ratings. Management issues include ensuring no fictitious income or fraud, accurate delivery of room occupancy information, poor check-in and check-out processes, weak hotel information systems, and inaccurate cost reporting (Pratiwi, 2019). The hospitality industry uses several information systems to support its services, one of which is an accounting software. The accounting information system is used to support the processes of receiving and disbursing cash, purchasing and receiving inventories, and preparing financial reports. Research on user satisfaction with accounting information systems was conducted at five-star hotels in Badung Regency because the largest number of five-star hotels in Bali Province are in that district.

Compared to other hotel categories, five-star hotels have more comprehensive amenities. The required management and information systems are therefore more complicated. Because it makes work easier, software is extremely vital in hotels. Not all software, nevertheless, will be appropriate for the hospitality industry. Because of this, operational requirements and business procedures must be taken into account while using software in hotels. Even the creation of

accounting software. It is crucial to conduct user satisfaction research in order to evaluate how well an organization's information systems have been implemented. Previous research on the impact of the quality of software and information systems on user satisfaction hasn't resulted in consistent findings. Ardianto (2017) found that system quality, information quality, and service quality affect user satisfaction. The same result was also found by Cicilia (2022), where variables such as the quality of the information system used by an entity and the quality of the information generated by the software play an important role in software user satisfaction.

Hanadia (2017) discovered that user satisfaction was unaffected by the system quality variable. According to Ridho's research (2020), the information quality variable has an impact on how satisfied accounting software customers are. However, user knowledge and involvement, quality of information system, and perceived usefulness, meanwhile, have no influence on software user satisfaction. In light of the circumstances mentioned previously, the purpose of this study is to determine if system quality and information quality have an impact on accounting software users' satisfaction at five-star hotels in the Badung Regency.

Literature Review

The Theory of Planned Behavior

One theory that can be used to judge how well-accepted technology use is the theory of planned behavior. Ajzen (1991) introduced the theory of planned behavior (TPB), which seeks to explain how a person's intentions influence their conduct. A person's attitude and conduct are influenced by how they react to and perceive an event, in accordance with the Theory of Planned behavior (Sakdiyah et al., 2019). discusses how someone's interest in doing a certain way leads to their conduct. According to the Theory of Planned Behavior, three primary factors—attitude toward behavior, subjective norms, and perceived behavior control—determine behavioral intention. The notion of planned behavior is predicated on the idea that a person will think about the consequences of their behavior before deciding to act in a certain way. One's intention to act will be higher if there is a good attitude and encouragement from others (Ajzen, 2005).

Information System

An information system is a piece of software that receives, transmits, saves, collects, edits, or illustrates data in support of people, groups, or other software systems (Haverkort, 2011). Information systems can add value to a company by producing timely, accurate, and reliable information (Handoko & Dharmadiaksa, 2017). The information system used in the world of accounting is called the Accounting Information System. According to Dewi and Ernawatiningsih (2018), a system that collects, records, saves, and analyses data to produce information for decision-makers is known as an accounting information system.

End-user satisfaction

The end-user computing satisfaction model, created by Doll and Torkzadeh (1988), can be used to gauge how well an information system is being used by its users. Five factors—content, accuracy, format, ease, and timeliness—were designed

and verified by Doll and Torkzadeh as an end-user computing satisfaction instrument (Xiao & Dasgupta, 2002). Previous studies have shown that the failure of implementing an information system is mainly related to user behavior problems rather than technical problems (Jati et al., 2015). So end-user satisfaction is one of the factors that must be considered in the development of information systems.

Research Methods

At a five-star hotel in Badung Regency, this study was carried out. The participants in this study were accounting staff members at the five-star hotels in Badung Regency. These employees consist of the Chief Accountant, Income Auditor, Account Payable, Account Receivable Cost Controller, Purchasing, Receiving, Storekeeper, Bookkeeper, and Credit Manager. Only internal users, employees, or staff at Five Star Hotels in Badung Regency who match the following criteria will be included in the study's participants.: 1) Five-star hotels in Badung Regency that already have an information technology system 2) Active staff/employees 3) Sections related to the use of accounting information technology and a minimum of two years of work experience. In this study, which used pre-established sampling techniques, 86 respondents were representative of the total number of participants. Regression analysis was utilized in this study's data analysis to ascertain how the independent factors affected the dependent variable. Prior to evaluating the hypothesis, the validity and dependability of the data quality must be examined. Additionally, the used data must undergo traditional assumption testing prior to doing the regression test. According to Rukmiyati and Budiarta (2016), an element of a system's inherent information is the system's quality. The satisfaction that system users are with how the program operates and how they feel about the results it produces is how good an information system is judged to be. Knowing the degree of user satisfaction with the accounting software can help you make a more accurate determination of whether a system is useful or not. The quality of the company's information system improves with higher levels of user satisfaction, which in turn stimulates users' productivity when using accounting software. In research conducted by Khairunnisa and Yunanto (2017), Nurul (2018) states that system quality plays an important role in increasing end-user satisfaction with software.

According to DeLone and McLean (1992), information quality is the output quality of information that information systems produce. Accuracy, relevance, informativeness, and competitiveness are a few of the qualities used to evaluate the quality of information from this accounting software (Weber, 1999). An organization's ability to conduct its operational activities will be facilitated by the availability of information having these qualities. Information is knowledge that is the outcome of analyzing relevant data and drawing a judgment. If some data can be used to generate a conclusion, it can be said that the data is information. It is anticipated that users will perform better when given information that can increase their level of satisfaction. According to research by Hanadia (2017), Wirawati (2018), and Ridho (2020), information system quality plays an important role in

increasing software user satisfaction. Based on the literature review and the results of previous research, the following hypothesis can be formulated:

H1: Information system quality has a positive effect on accounting software user satisfaction.

H2: Information quality has a positive effect on accounting software user satisfaction.

Data for this study were gathered through the use of questionnaires. A five-point Likert scale was utilized to evaluate the survey data for this study. The quality of the information system is determined by the quality of the software used in planning and carrying out work. Information system quality is measured by questionnaire questions adopted from Rukmiyati & Budiarta (2016). This variable is measured by nine questions. The user's assessment of the information quality generated by the employed accounting software is the quality of information being discussed in this study. This variable is measured by six questions adopted from the research of Rukmiyati & Budiarta (2016). The degree of user satisfaction with the accounting software being used and the output that the software generates is used in this study to gauge information system user satisfaction. This questionnaire question was adopted from the research of Rukmiyati & Budiarta (2016), which consists of 12 questions.

Results and Discussion

Data Description

Based on data in 2018, it was able to record economic growth of 6.41 percent (Badung Regency Government, 2014: 5.10). In 2021 the number of 1 to 5 star hotels in Badung Regency has reached 308 hotels or 76.4% of the total number of hotels in Bali. Along with the increase in tourist arrivals marked by the development of hotel development in Badung Regency, it also affects the number of transactions that occur at hotels. This causes companies, especially at 5-star hotels, to try to provide accounting information systems so that they can produce the desired output. The data in this study were obtained through questionnaires distributed to 86 respondents who were staff or employees of the Accounting Department at 5 star hotels in Badung Regency.

Validity and Reliability Test Results

Validity and reliability tests were run on the study instrument before the data were further processed. The validity and reliability of the research instrument items used in this study were assessed using both tests. If an instrument has a correlation coefficient between items that is greater than 0.30 and an alpha error rate of 0.05, it is considered legitimate. The results of the research instrument validity test showed that the measuring instruments used met the requirements. The results of the validity test are displayed in Table 1 below.



Synopsis

The 3rd International Hospitality Entrepreneurship and Innovation Conference 2023 (The 3rd InHEIC 2023) is an International Conference, managed by the student of Hotel Management Study Program Class D of 2019 Bali Tourism Polytechnic, conducted with a hybrid concept.

This International Conference, includes 2 sessions, namely Panelist Sessions and Parallel Session. Before these sessions there is 1 Keynote Speaker from Ministry of Tourism and Economy Creative. In Panelist Session there are 10 invited speakers. Five of them are practitioners and the other half is academician. On Parallel Session, there were 11 breakout rooms. This session provided for scholars and industry professionals to meet and share their contemporary research, as well as get their paper published.



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087819323775



inheic@ppb.ac



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