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Cloud Accounting Utilisation and SME Performance in Bali, Indonesia: An Integrated TAM, IS Success, and Contingency Theory Perspective

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ABSTRACT

This study examines how cloud accounting utilisation improves the performance of small and medium-sized enterprises (SMEs) in Bali, Indonesia, by integrating the Technology Acceptance Model (TAM), the DeLone and McLean Information Systems Success Model, and contingency theory. Prior studies have generally examined cloud accounting adoption or business performance separately, leaving limited evidence on how technology acceptance and information-system quality jointly explain cloud accounting use and its performance consequences in emerging-economy SMEs. Using a quantitative survey of 198 SMEs and Partial Least Squares Structural Equation Modelling (PLS-SEM) with WarpPLS 8.0, this study tests the effects of perceived usefulness, perceived ease of use, information quality, system quality, and service quality on cloud accounting utilisation and subsequently on SME performance. The results show that all five antecedents positively and significantly influence cloud accounting utilisation, with system quality and perceived usefulness showing the strongest effects. Cloud accounting utilisation also has a strong positive effect on SME performance. The model explains 78% of the variance in cloud accounting utilisation and 59% of the variance in SME performance. The study contributes by showing that TAM explains user acceptance, the IS Success Model explains system-related drivers, and contingency theory clarifies why cloud accounting creates performance value in a competitive SME context. Practically, SME managers, software vendors, and policymakers should prioritise reliable systems, clear user benefits, responsive support, and digital accounting capability-building. The study is limited by its cross-sectional and self-reported design, suggesting the need for future longitudinal and multi-region research.

Keywords: *Cloud Accounting, SME Performance, TAM, IS Success Model, Contingency Theory, PLS-SEM*

1. Introduction

The accounting field is undergoing rapid transformation as information and communication technology changes the way financial information is recorded, processed, stored, and used for managerial decision-making. Accounting practices that were previously dominated by manual or locally installed systems are increasingly moving toward cloud-based solutions that enable real-time data access, collaboration, automation, and remote financial monitoring. For SMEs, this transformation is particularly important because they often operate with limited resources and require accounting systems that are affordable, flexible, and easy to use.

Cloud accounting allows organisations to store and access accounting and financial data through internet-based platforms. In the SME context, cloud accounting can reduce investment in physical infrastructure, improve access to financial information, accelerate reporting, and support faster business decisions (Ma et al., 2021; Al-Okaily et al., 2023). Recent studies have also shown that cloud accounting adoption is increasingly relevant for SMEs in developing economies because digital accounting systems can help small firms respond to market uncertainty, resource limitations, and competitive pressure (Hamzah et al., 2023; Mujalli et al., 2024).

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Despite growing interest in cloud accounting, several gaps remain in the literature. First, many prior studies have focused on isolated adoption factors, such as perceived usefulness, perceived ease of use, or system quality, without integrating user acceptance and information-system success perspectives into a single explanatory model. Second, previous research has often examined adoption intention or system use separately from performance outcomes, so the mechanism linking cloud accounting utilisation to SME performance remains underdeveloped. Third, empirical evidence from Indonesian SMEs, particularly from Bali, remains limited, even though SMEs in this region face intense competition, digitalisation pressure, and the need for timely accounting information to sustain business performance (Putri et al., 2020; Triandini et al., 2023; Andayani et al., 2026).

To address these gaps, this study integrates TAM, the DeLone and McLean IS Success Model, and contingency theory. TAM explains why users accept and use cloud accounting based on perceived usefulness and perceived ease of use. The IS Success Model explains how information quality, system quality, and service quality support effective information-system utilisation. Contingency theory complements both models by explaining that the performance value of cloud accounting depends on the fit between digital accounting systems and the organisational context of SMEs. This integrated framework provides a more comprehensive explanation of both the antecedents and consequences of cloud accounting utilisation.

Based on this rationale, the study investigates whether perceived usefulness, perceived ease of use, information quality, system quality, and service quality influence cloud accounting utilisation and whether cloud accounting utilisation subsequently improves SME performance. Instead of treating the research questions as separate technical items, the study positions them within one coherent inquiry: how user perceptions and information-system quality jointly encourage cloud accounting use and how such use contributes to performance improvement among SMEs in Bali.

The study offers three contributions. Theoretically, it extends cloud accounting research by integrating TAM, IS Success, and contingency theory in a single model. Empirically, it provides evidence from SMEs in Bali, an important regional context in Indonesia where digital accounting adoption is increasingly needed but still uneven. Practically, the study identifies which system-related and user-related factors should be prioritised by SME managers, cloud accounting vendors, and policymakers to improve digital accounting adoption and business performance.

2. Literature Review

Contingency theory

Contingency theory argues that no single organisational practice or control system is universally effective in every context. The effectiveness of a management practice depends on the fit between organisational characteristics, environmental uncertainty, technology, strategy, and operational needs (Otley, 1980; Otley, 2016). In this study, contingency theory is used to explain why cloud accounting may produce performance benefits for SMEs when the system fits their need for timely information, cost efficiency, flexibility, and competitive responsiveness. Thus, cloud accounting is not viewed merely as a technology, but as a context-sensitive organisational capability that can support performance when properly adopted and used.

Technology Acceptance Model

The Technology Acceptance Model (TAM) explains technology adoption through two central beliefs: perceived usefulness and perceived ease of use (Davis, 1989; Venkatesh, 2008). Perceived usefulness reflects the extent to which users believe that a technology enhances job performance, while perceived ease of use reflects the extent to which users believe that the technology is free of excessive effort. TAM is relevant to cloud accounting because SME owners, managers, and accounting staff are more likely to use cloud accounting systems when they

believe the systems improve productivity, simplify accounting tasks, and can be learned and operated easily.

Information System Success Model

The DeLone and McLean IS Success Model explains the Success of information systems through system quality, information quality, service quality, use, user satisfaction, and net benefits (DeLone & McLean, 1992; DeLone & McLean, 2003). For cloud accounting, information quality refers to the accuracy, timeliness, completeness, and clarity of financial information; system quality refers to reliability, flexibility, response time, integration, and accessibility; and service quality refers to vendor or technical support provided to users. These dimensions are important because cloud accounting adoption does not depend solely on user perceptions, but also on whether the system and supporting services meet the operational needs of SMEs.

Integrated conceptual framework

The integration of TAM, the IS Success Model, and contingency theory provides the conceptual foundation of this study. TAM captures individual-level acceptance of cloud accounting through perceived usefulness and perceived ease of use. The IS Success Model captures system-level conditions through information quality, system quality, and service quality. Contingency theory connects these adoption factors to performance by suggesting that cloud accounting improves SME performance when the technology fits the firm's operational and environmental conditions. This integration responds to prior studies that have examined adoption and performance in fragmented ways and provides a more holistic model for explaining cloud accounting utilisation in SMEs.

Hypothesis development

Perceived usefulness and cloud accounting utilisation

Perceived usefulness refers to the belief that using a technology will improve work performance (Davis, 1989). In cloud accounting, perceived usefulness is reflected in the extent to which users believe that the system helps them complete accounting tasks faster, improves reporting quality, and supports more accurate decision-making. SMEs are likely to adopt and use cloud accounting when they perceive that it provides clear operational benefits, such as reducing manual work, supporting real-time access to financial data, and improving productivity. Prior studies indicate that perceived usefulness is a key determinant of cloud accounting adoption and digital accounting use (Ahmad et al., 2022; Zebua & Widuri, 2023; Mujalli et al., 2024). Therefore, the first hypothesis is proposed as follows:

H1: Perceived usefulness positively affects cloud accounting utilisation.

Perceived ease of use and cloud accounting utilisation

Perceived ease of use refers to the extent to which users believe that a technology can be used with minimal effort (Davis, 1989). In SMEs, ease of use is critical because owners and accounting staff often face limited time, limited digital skills, and limited access to specialised IT support. A cloud accounting system that is easy to learn, flexible, and user-friendly can reduce resistance and increase actual utilisation. Previous research shows that perceived ease of use influences the acceptance of information technology and cloud accounting systems (Kamal et al., 2020; Musyaffi & Arinal, 2021; Zebua & Widuri, 2023). Therefore, the second hypothesis is proposed as follows:

H2: Perceived ease of use positively affects cloud accounting utilisation.

Information quality and cloud accounting utilisation

Information quality is a central determinant of information-system use because users depend on accurate, timely, complete, and understandable information to make business

decisions. In cloud accounting, high-quality information can reduce information asymmetry, improve financial monitoring, and help SMEs respond to operational changes more effectively. When users trust the quality of information generated by the system, they are more likely to rely on cloud accounting in daily activities. Prior studies confirm that information quality is associated with accounting information-system use and e-accounting adoption (Lutfi et al., 2022; Ahmad et al., 2022; Saad, 2023; Sunarta et al., 2025). Therefore, the third hypothesis is proposed as follows:
H3: Information quality positively affects cloud accounting utilisation.

System quality and cloud accounting utilisation

System quality refers to the technical performance of an information system, including reliability, response time, flexibility, integration, and accessibility (DeLone & McLean, 1992; DeLone & McLean, 2003). Cloud accounting systems with strong system quality allow SMEs to access financial data easily, integrate information across business functions, and reduce system-related disruptions. In a competitive SME environment, system reliability and accessibility are especially important because accounting information is needed for timely pricing, purchasing, inventory, and financing decisions. Previous studies demonstrate that system quality supports the use of accounting information systems and cloud-based applications (Lutfi et al., 2022; Al-Okaily et al., 2023; Saad, 2023). Therefore, the fourth hypothesis is proposed as follows:
H4: System quality positively affects cloud accounting utilisation.

Service quality and cloud accounting utilisation

Service quality reflects the quality of support provided by cloud accounting vendors, internal information systems units, or external service providers. Responsive support, training, problem-solving assistance, and professional service can increase user confidence and reduce perceived risk in using cloud accounting. Clear and user-friendly digital service design is particularly important for SMEs because many users may not have advanced technical knowledge. Prior studies show that service quality influences the successful use of cloud-based accounting information systems and other AIS applications (Ahmad et al., 2022; Lutfi et al., 2022; Saad, 2023). Therefore, the fifth hypothesis is proposed as follows:
H5: Service quality positively affects cloud accounting utilisation.

Cloud accounting utilisation and SME performance

Cloud accounting utilisation refers to the extent to which SMEs rely on cloud accounting systems in their daily accounting and financial activities. From a contingency perspective, cloud accounting can improve performance when it fits the operational needs of SMEs by enabling faster reporting, reducing administrative costs, improving coordination, and supporting evidence-based decisions. Previous studies show that cloud accounting and cloud computing adoption can enhance organisational performance, especially in SMEs that require flexible and cost-efficient digital solutions (Khayer et al., 2020; Khayer et al., 2021; Rawashdeh & Rawashdeh, 2023; Andayani et al., 2026). Therefore, the sixth hypothesis is proposed as follows:
H6: Cloud accounting utilisation positively affects SME performance.

3. Methods

Population and sample

The population of this study consists of 43,769 SME business units in Bali. The sampling of this study uses convenience sampling because of practical obstacles in accessing SME owners and managers in Bali. Respondents were selected based on availability and willingness to participate in the study. The sample size was initially determined using the Slovin formula with

a margin of error of 7%, resulting in a sample of at least 198 respondents. The 7% margin of error was chosen because this study involved a limited population and was designed as an explanatory survey where SME respondents' access was limited by time and field conditions. To reinforce methodological adequacy, the final sample was also evaluated against the PLS-SEM sample size recommendations, and 198 observations exceeded the minimum requirements for models with five predictors and moderate expected effects (Hair et al., 2019; Sarstedt et al., 2022). A total of 396 questionnaires were distributed to SME owners, managers, and accounting staff who are involved in accounting activities and have knowledge of the company's accounting practices. Of these, 200 questionnaires were returned, and 198 were eligible for analysis. Nonresponse bias test using an independent sample t-test showed t = -0.923 and sig. = 0.357 (> 0.05), indicating no significant response bias based on the procedure proposed by Armstrong and Overton (1977). The test results are shown in Table 1.

Table 1. Nonresponse bias test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Total	Equal variances assumed	2,588	0,109	-0,923	196	0,357	-2,809	3,042	-8,807	3,190
	Equal variances are not assumed.			-1,142	28,852	0,263	-2,809	2,460	-7,841	2,224

Measurement of research variables

The research variables were measured using indicators adapted from validated prior studies. All items were measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Six indicators were initially used to measure perceived usefulness (PeUs), six indicators measured perceived ease of use (PeUE), four indicators measured information quality (InQu), five indicators measured system quality (SyQu), three indicators measured service quality (SerQ), three indicators measured cloud accounting utilisation (UtCA), and four indicators measured SME performance (PSME). SME performance was measured perceptually because objective financial records were not uniformly available across SMEs. This operationalisation is common in SME survey research, but it is acknowledged as a limitation because perceptual performance may differ from audited or objective performance indicators. The research indicators are presented in Table 2.

Table 2. Research Indicators

Variable	Items	Reference
PeUs	1. Using cloud accounting helps me accomplish my work objectives. 2. Cloud accounting is expected to improve the quality of my work. 3. I believe that applying cloud accounting will boost my productivity. 4. The implementation of cloud accounting is anticipated to improve task efficiency. 5. I expect cloud accounting to streamline and simplify my work processes. 6. I recognise the advantages of cloud accounting in supporting my daily work activities.	(Davis, 1989)
PeUE	7. I am confident I can quickly learn to operate cloud accounting software.	(Davis, 1989)

	8. I would feel at ease configuring cloud accounting to suit my requirements. 9. The system's interaction is clear and easy to comprehend. 10. I believe cloud accounting is flexible, making it simple to navigate and use. 11. I am optimistic that I can become proficient in using cloud accounting in a short time. 12. In my view, cloud accounting features a user-friendly interface.	
InQu	13. The information generated by cloud accounting is consistently up to date. 14. The data provided by cloud accounting is highly accurate. 15. Cloud accounting delivers complete and detailed information. 16. The information produced by cloud accounting is well-organised and presented clearly.	(DeLone & McLean, 2003)(H. F. Lin, 2010); (Lutfi et al., 2022)
SyQu	17. The operational performance of cloud accounting is dependable and trustworthy. 18. The system responds within a reasonable and acceptable time. 19. Cloud accounting can be tailored to suit different business requirements. 20. It effectively integrates data across multiple departments within the company. 21. Cloud accounting enables easier, more convenient access to information.	(DeLone & McLean, 2003) (Lin, Hsu, and Ting, 2006); (Lutfi et al., 2022)
SerQ	22. The information obtained from the information systems department is trusted. 23. The training I receive from cloud accounting service providers could improve the calibre of my work. 24. My issues can be resolved, and responsive services can be obtained from the cloud accounting service provider.	(Alzoubi, 2011); (Lutfi et al., 2022)
UtCA	25. Cloud accounting is utilised constantly. 26. Every day, I spend most of my time using cloud accounting. 27. My reliance is on cloud accounting.	(Lutfi et al., 2022)
PSME	28. Using cloud-based accounting can enhance operational efficiency. 29. Adopting cloud-based accounting can boost profitability. 30. Leveraging cloud-based accounting can enhance financial performance. 31. Employing cloud-based accounting can ensure accurate data.	(Laitinen, 2014); (Lutfi et al., 2022)

4. Results and Discussion

Respondent Profile

The profiles of respondents who participated in this study appear in Table 3.

Table 3. Profile responded

Description	Amount (n=198)	Percentage (%)
Age		
< 21 years	0	0%
22–31 years	25	13%
32–41 years	78	39%

42–51 years	67	34%
> 52 years	28	14%
Gender		
Male	85	43%
Female	113	57%
Education		
Senior High School	12	6%
Diploma Degree	74	37%
Undergraduate	110	56%
Postgraduate	2	1%
Position		
Manager	15	8%
Accounting staff	183	92%

Table 3 shows that most respondents were aged 32-41 years (78 respondents or 39%), followed by those aged 42-51 years (67 respondents or 34%). Female respondents accounted for 113 respondents (57%), while male respondents accounted for 85 respondents (43%). Most respondents had undergraduate education (110 respondents or 56%), and the majority were accounting staff (183 respondents or 92%). This profile indicates that the data were primarily obtained from respondents who were directly involved in daily accounting practices, which supports the relevance of their responses to cloud accounting utilisation. However, the dominance of accounting staff should be considered when generalising the findings to owners or top managers.

Data Analysis

The proposed model was empirically tested using PLS-SEM. This method is appropriate because the study has a prediction-oriented objective, involves multiple latent constructs, and seeks to examine both antecedents and consequences of cloud accounting utilisation (Kock, 2016; Hair et al., 2019; Sarstedt et al., 2022). PLS-SEM has also been widely applied in accounting, information systems, marketing, sociology, and business research (Nitzl, 2016).
The analysis was conducted in two stages. First, the outer model was assessed to ensure that the indicators reliably and validly measured their constructs. Second, the inner model was assessed to evaluate the explanatory and predictive relationships among the constructs. Hypothesis testing was conducted using bootstrapping with 500 resamples.

Evaluation of the Outer Model

Reliability was assessed using composite reliability and Cronbach's alpha. Table 4 shows that composite reliability values for all constructs exceed 0.70, indicating satisfactory internal consistency (Henseler et al., 2009). These results show that the retained indicators consistently measure their respective constructs.

Convergent validity was assessed using factor loadings and AVE. The retained indicators have factor loadings above 0.70 and AVE values above 0.50, satisfying the recommended thresholds (Chin, 1998; Hair et al., 2017). These results indicate that each construct explains more than half of the variance of its indicators and is suitable for structural analysis..

Table 4. Reliability and convergent validity.

Construct	item	Factor loading	AVE	Composite reliability	Cronbach's alpha
PeUs	PeUs1	0.838	0.687	0.916	0.885
	PeUs2	0.868			
	PeUs4	0.853			
	PeUs5	0.826			
	PeUs6	0.754			
PeUE	PeUE1	0.775	0.664	0.922	0.898
	PeUE2	0.763			
	PeUE3	0.857			
	PeUE4	0.794			
	PeUE5	0.822			
InQu	InQu1	0.870	0.724	0.913	0.873
	InQu2	0.849			
	InQu3	0.862			
	InQu4	0.822			
SyQu	SyQu1	0.861	0.705	0.923	0.895
	SyQu2	0.844			
	SyQu3	0.855			
	SyQu4	0.863			
	SyQu5	0.772			
SerQ	SerQ1	0.819	0.658	0.852	0.737
	SerQ2	0.871			
	SerQ3	0.737			
UtCA	UtCA1	0.856	0.670	0.859	0.752
	UtCA2	0.783			
	UtCA3	0.814			
PSME	PSME1	0.822	0.673	0.892	0.838
	PSME2	0.818			
	PSME3	0.827			
	PSME4	0.813			

Notes: n = 198. PeUs3 and PeUE6 were not retained in the final measurement model after indicator purification; the retained indicators met the recommended reliability and convergent validity thresholds.

Discriminant validity was assessed using the Fornell-Larcker criterion (Fornell & Larcker, 1981). As shown in Table 5, the square root of AVE for each construct is higher than its correlations with other constructs. The comparison of construct correlations and square roots of the average variance extracted indicates that each construct captures a distinct concept and supports the discriminant validity of the measurement model.

Table 5. Correlations Among l.vs. With sq. rts. of AVEs

	PeUs	PeUE	InQu	SyQu	SerQ	UtCA	PSME
PeUs	**0.829**						
PeUE	0.779	**0.815**					
InQu	0.715	0.729	**0.851**				
SyQu	0.723	0.804	0.838	**0.840**			
SerQ	0.662	0.714	0.745	0.736	**0.811**		
UtCA	0.778	0.777	0.781	0.817	0.745	**0.818**	

PSME	0.760	0.802	0.690	0.737	0.660	0.763	**0.820**

Based on these reliability and validity results, the measurement model is considered adequate for subsequent structural model testing.

Structural Model Testing

The structural model was assessed using bootstrapping with 500 resamples. Table 6 shows that all hypothesised relationships are positive and significant. Among the antecedents of cloud accounting utilisation, system quality has the strongest effect (β = 0.28; p < 0.01), followed by perceived usefulness (β = 0.27; p < 0.01), service quality (β = 0.16; p < 0.01), information quality (β = 0.15; p = 0.04), and perceived ease of use (β = 0.13; p = 0.04). These findings indicate that both user acceptance and system-success dimensions are important, but system reliability, accessibility, and technical performance are especially critical in encouraging SMEs to use cloud accounting. Cloud accounting utilisation also has a strong positive effect on SME performance (β = 0.77; p < 0.01), confirming that the use of cloud accounting is closely associated with perceived performance improvement.

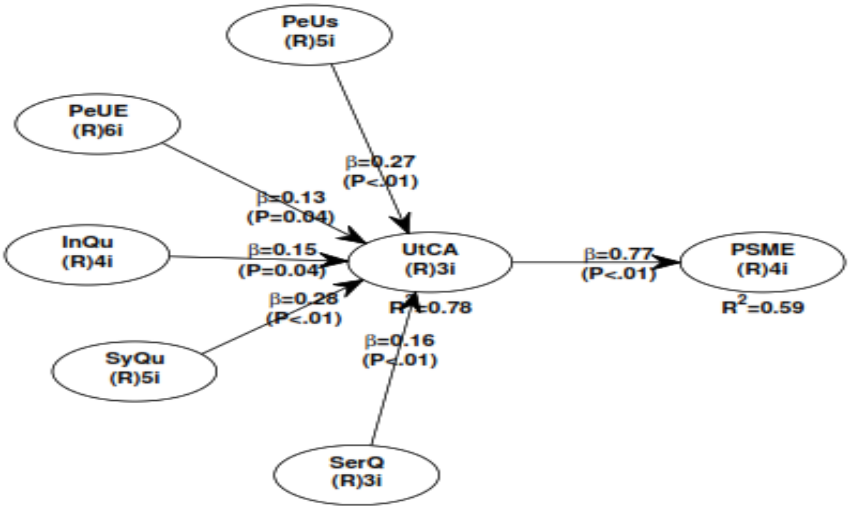

Figure 2. Full Model Analysis

Table 6. Analysis model

Hypothesis	Path coefficients	P value	Conclusion
H1: Perceived usefulness positively affects cloud accounting utilisation.	β = 0.27	P < 0.01	accepted
H2: Perceived ease of use positively affects cloud accounting utilisation.	β = 0.13	P = 0.04	accepted
H3: Information quality positively affects cloud accounting utilisation.	β = 0.15	P = 0.04	accepted
H4: System quality positively affects cloud accounting utilisation.	β = 0.28	P < 0.01	accepted
H5: Service quality positively affects cloud accounting utilisation.	β = 0.16	P < 0.01	accepted
H6: Cloud accounting utilisation positively affects SME performance.	β = 0.77	P < 0.01	accepted

Figure 2 shows that the coefficient of determination (R^2) for cloud accounting utilisation is 0.78. The results indicate that perceived usefulness, perceived ease of use, information quality, system quality, and service quality jointly explain 78% of the variance in cloud accounting utilization. Based on Hair et al. (2017), this value indicates strong explanatory power. The remaining 22% may be explained by other factors not included in the model, such as digital literacy, owner support, technology readiness, trust, or perceived security.

The R^2 value for SME performance is 0.59, indicating that cloud accounting utilisation explains 59% of the variance in SME performance. The Q^2 values of 0.776 for cloud accounting utilisation and 0.586 for SME performance are greater than zero, indicating predictive relevance (Hair et al., 2019). Additional structural diagnostics also show acceptable collinearity because the VIF values for the antecedents of cloud accounting utilisation range from 2.69 to 4.69, below the conservative threshold of 5.00. The approximate effect sizes (f^2) indicate that perceived usefulness has a small-to-medium effect (0.109), system quality has a small-to-medium effect (0.082), service quality has a small effect (0.047), information quality has a small effect (0.018), and perceived ease of use has a small effect (0.013). The effect size of cloud accounting utilisation on SME performance is large (approximately 1.439). These results directly address the study objective by showing that both adoption-related and system-quality factors explain cloud accounting use and that such use is strongly related to SME performance.

Beyond statistical significance, these findings provide substantive insight into how SMEs in Bali use cloud accounting. The stronger effects of system quality and perceived usefulness indicate that SMEs are not motivated merely by the simplicity of the system, but by whether the system is reliable, accessible, technically stable, and clearly beneficial for daily accounting work. The findings indicate that cloud accounting utilization among SMEs is mainly driven by practical value and system dependability. Therefore, the results directly address the research objective by demonstrating that both user acceptance factors and information-system quality dimensions jointly explain cloud accounting utilisation. In contrast, cloud accounting utilisation itself becomes an important mechanism for improving SME performance.

Discussion

The findings provide empirical support for the integrated TAM, IS Success, and contingency theory framework. Perceived usefulness and perceived ease of use confirm the relevance of TAM in explaining why SME users accept cloud accounting. Information quality, system quality, and service quality confirm the relevance of the IS Success Model in explaining the system-related conditions that encourage actual utilisation. Finally, the positive effect of cloud accounting utilisation on SME performance supports contingency theory by showing that digital accounting systems create value when they fit the operational needs and competitive conditions of SMEs.

The significant effect of perceived usefulness indicates that SME users are more likely to use cloud accounting when they believe it improves work quality, productivity, and task efficiency. This result is consistent with Ahmad et al. (2022), Zebua and Widuri (2023), and Mujalli et al. (2024), who found that perceived usefulness is an important determinant of cloud accounting adoption. In the Bali SME context, usefulness is likely to be important because firms need timely financial information to manage cash flow, pricing, inventory, and daily operational decisions. Cloud accounting becomes attractive when users can clearly see its practical value for improving accounting work.

Perceived ease of use also has a positive effect on cloud accounting utilisation, although its effect is weaker than perceived usefulness and system quality. The findings from this study indicate that although ease of use is important, SMEs are more likely to continue using cloud accounting when it provides clear benefits and reliable system performance. The result aligns with TAM-based studies showing that easy-to-use systems reduce resistance and increase user acceptance (Kamal et al., 2020;

Musyaffi & Arinal, 2021). For SMEs with limited IT support, simple interfaces, easy navigation, and accessible training remain important conditions for sustained use.

Information quality positively affects cloud accounting utilisation, confirming that users are more likely to rely on cloud accounting when the system produces accurate, complete, timely, and well-organised information. This finding supports the IS Success Model and is consistent with Lutfi et al. (2022), Saad (2023), and Sunarta et al. (2025). For SMEs, high-quality accounting information is not only an administrative output but also a strategic resource for decision-making. When cloud accounting generates trustworthy information, users are more confident in using it for operational and financial decisions.

System quality shows the strongest influence on cloud accounting utilisation. This result indicates that technical reliability, accessibility, response time, flexibility, and integration are central to cloud accounting use among SMEs. The finding extends previous studies by showing that system quality may be more influential than ease of use in a practical SME setting. In Bali, where SMEs may operate across tourism, trade, and service sectors, the ability to access financial information anytime and integrate data across business activities can make cloud accounting more valuable. The supports Al-Okaily et al. (2023) and Saad (2023), who emphasise the importance of system reliability in digital accounting implementation.

Service quality also positively affects cloud accounting utilisation. This result suggests that vendor support, training, and responsiveness help SMEs overcome technical barriers and user uncertainty. Good service quality can reduce perceived risk, increase user confidence, and encourage more intensive use of cloud accounting. The need for user-friendly systems is especially relevant for SMEs that may lack internal IT expertise. The finding supports Ahmad et al. (2022) and Lutfi et al. (2022), who highlight the importance of service support in the Success of cloud-based accounting systems.

The strong positive effect of cloud accounting utilisation on SME performance indicates that digital accounting use is associated with better operational efficiency, profitability, financial performance, and data accuracy. This finding confirms studies by Khayer et al. (2020), Khayer et al. (2021), Rawashdeh and Rawashdeh (2023), and Andayani et al. (2026), which show that cloud accounting and cloud computing can improve SME outcomes. However, this result should be interpreted as evidence of a strong association rather than definitive causality because the study uses cross-sectional self-reported data.

Theoretically, this study contributes by demonstrating that cloud accounting utilisation is best explained through a multi-theoretical framework. TAM explains user beliefs, the IS Success Model explains information-system quality, and contingency theory explains the performance relevance of cloud accounting in a specific organisational and environmental context. This integration extends prior cloud accounting research that often focuses only on adoption intention or system use without connecting these factors to SME performance.

Practically, the findings suggest that SME managers should prioritise systems that are reliable, useful, easy to use, and supported by responsive service providers. Cloud accounting vendors should focus not only on software features but also on training, technical support, data reliability, and user-friendly design. Policymakers and SME development agencies should support digital accounting literacy, provide adoption incentives, and facilitate access to trusted cloud accounting platforms, particularly for smaller firms with limited digital capability.

5. Conclusion

This study concludes that perceived usefulness, perceived ease of use, information quality, system quality, and service quality positively influence cloud accounting utilisation among SMEs in Bali. Cloud accounting utilisation, in turn, has a strong positive effect on SME performance. These findings show that both user acceptance and information-system quality

are necessary to explain cloud accounting use. At the same time, actual utilisation is an important pathway through which digital accounting contributes to SME performance.

The main theoretical contribution of this study lies in the integration of TAM, the DeLone and McLean IS Success Model, and contingency theory. TAM explains the role of user beliefs, the IS Success Model explains the quality dimensions of digital accounting systems, and contingency theory explains why cloud accounting can improve performance when it fits SME needs and competitive conditions. This integrated framework advances cloud accounting research by linking adoption antecedents and performance consequences in one model.

The practical implication is that SME performance improvement through cloud accounting requires more than simply adopting software. SME managers should ensure that cloud accounting systems are useful for daily work, easy to operate, technically reliable, able to produce high-quality information, and supported by responsive service providers. Software vendors should strengthen training, technical assistance, system integration, and data reliability. Policymakers should support digital accounting adoption through SME training, infrastructure support, and collaboration with credible cloud accounting providers.

This study has several limitations. First, the cross-sectional design does not allow the analysis of changes in cloud accounting use and SME performance over time. Second, the use of self-reported questionnaire data may create common method bias and may not fully capture objective performance. Third, the geographic scope is limited to SMEs in Bali, so the findings may not be fully generalisable to SMEs in other Indonesian regions or other emerging economies. Fourth, the study focuses on selected TAM and IS Success variables and does not include other potentially important factors such as trust, perceived security, digital literacy, owner support, firm size, or industry type.

Future research should use longitudinal designs to examine the dynamic effects of cloud accounting adoption over time. Future studies may also compare SMEs across provinces or countries, combine perceptual and objective performance indicators, and test moderating variables such as digital literacy, firm size, owner competence, perceived security, trust, and technology readiness. Such extensions would provide a deeper understanding of when and how cloud accounting produces sustainable performance benefits for SMEs.

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