ASSESSMENT OF

ACCOUNTING SOFTWARE CUSTOMER SATISFACTION

IN PRIVATE SECTOR ORGANIZATIONS OF SRI LANKA

By

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The Dissertation was submitted to the Department of Computer Science & Engineering of the University of Moratuwa in partial fulfillment of the requirement for the Degree of Master of Business Administration.

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DECLARATION

I do hereby declare that the work reported in this research project was exclusively carried out by me under the supervision of Mr. Kithsiri Samarasinghe, Department of Electronics & Telecommunication Engineering, University of Moratuwa. It describes the results of my own independent research except where due reference has been made in the text. No part of this project report has been submitted earlier or concurrently for the same or any other degree.

....12|01|2007..

Signature of the Candidate   Date

To the best of my knowledge, the above particulars are correct.

UOM Verified Signature

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ABSTRACT

The accounting software industry in Sri Lanka can be classified into three product market segments, one is the government sector which is backed by department of state accounts under ministry of finance, the second is the large scale private sector organizations using enterprise solutions, and the third is the large and SME private sector organizations using mass market accounting software packages. The private sector is backed by value added resellers of offshore accounting software products and domestic software development firms. Our research is focused in the segment of mass market accounting software packages and their usage. The major problem in the segment is although popular accounting software packages are available and being used by various organizations, many organizations are not fully satisfied with the solutions due to various reasons which fall under either product aspects or service aspects. So there need to be an assessment done on accounting software product quality and service quality and find ways to improve customer satisfaction. The goal of the research is to identify the gaps between perceived and excepted customer satisfaction levels of accounting software products and services. This is accomplished by developing a conceptual model to measure the customer satisfaction. The research variables measured under product quality assessment are; accounting software modules, features, customization capability, and technology. Under the service quality assessment, the five dimensions of popular SERVQUAL methodology (Parasuraman et al. 1988) are measured. Also the service provider image assessment is done by measuring the service provider background coupled with overall product and service qualities. Based on this approach recommendations are made to promote the local accounting software industry.

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AIS	-	Accounting Information System
CIGAS	-	Computerized Integrated Government Accounting System
CPA	-	Charted Public Accountant
ERP	-	Enterprise Resource Planning
GOSL	-	Government of Sri Lanka
IAS	-	International Accounting Standards
IASC	-	International Accounting Standards Committee
ICASL	-	Institute of Charted Accountants of Sri Lanka
ICT	-	Information and Communication Technology
IT	-	Information Technology
MIS	-	Management Information System
PCC	-	Pearson Correlation Coefficient
PQA	-	Product Quality Assessment
RDBMS	-	Relational Database Management System
SLAS		Sri Lanka Accounting Standards
SLASI		Sri Lanka Association for the Software Industry
SME	-	Small and Medium Enterprises
SPIA	-	Service Provider Image Assessment
SQA	-	Service Quality Assessment
WOM	-	Word of Mouth