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The Effect of Intellectual Capital Management on The Use of Management Accounting Practices in The SME Consumer Goods Industry in East Java

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Abstract

Increased business competition of Small and Moderate Enterprises, SME, makes each business unit eager to compete. The business units realize the achievement by managing the intellectual capital accurately and making a decision based on information of Accounting Practice Management. This research aims to determine the influence of intellectual capital management toward the accounting practice management of SMEs in good consumable industries in East Java. The researchers took the sample with *a non-probability* sampling technique. Then, they analyzed the data with *Ordinary Least Square* regression (OLS). The respondents were SME doers. They were 126 respondents with various backgrounds. This research used other approaches by adding a controlled variable, the years of business. The results statistically found a positive and significant influence of intellectual capital management with accounting practice management. Thus, Small and Moderate Enterprises, while managing their intellectual capital maximally, could influence the implementation of accounting practice management to provide supportive information in making an organizational decision. On the other hand, the years of business in this research did not significantly influence managerial practice in SMEs.

Pengaruh Pengelolaan Modal Intelektual terhadap Penggunaan Praktik Akuntansi Manajemen pada UKM Industri Barang Konsumen di Jawa Timur

Abstrak

Peningkatan persaingan dunia bisnis skala usaha kecil menengah (UKM) membuat setiap unit bisnis ingin meraih keunggulan kompetitifnya yang dilakukan melalui pengelolaan modal intelektual yang tepat dan pengambilan keputusan berdasarkan informasi dari Praktik Akuntansi Manajemen (PAM). Penelitian ini dilakukan untuk mengetahui pengaruh dari pengelolaan modal intelektual terhadap penggunaan PAM pada UKM industri barang konsumen di Jawa Timur. Penelitian ini dilakukan dengan metode pengambilan sampel menggunakan *non-probability sampling* dan dianalisis dengan menggunakan regresi *Ordinary Least Square* (OLS). Responden pelaku usaha UKM yang berpartisipasi penelitian ini terdata sejumlah 126 responden dengan latar belakang yang berbeda-beda. Penelitian ini juga menggunakan pendekatan lain dengan menambahkan variable kontrol, yaitu lama usaha. Hasil penelitian secara statistik menemukan adanya pengaruh positif signifikan pengelolaan modal intelektual terhadap penggunaan PAM. Artinya, ketika suatu usaha kecil menengah (UKM) melakukan pengelolaan modal intelektual yang dimilikinya dengan maksimal, hal ini akan mempengaruhi penggunaan PAM untuk menyediakan informasi untuk mendukung pengambilan keputusan organisasi. Sedangkan lama usaha, dalam penelitian ini, tidak ditemukan berpengaruh signifikan terhadap penggunaan praktek manajemen pada UKM.

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The business world advances quickly due to ASEAN Economic Community. This community increases the competition among business doers. The researchers also found the competitive situations among SME doers in East Java. SMEs contributed 57.52% of the Gross Regional Domestic Product in East Java. Thus, the economic development could reach 7.53% (Diskopukm, 2019). The development of SMEs and the supports from technology and information development encourage business doers to prepare their organization. It is to encounter competitive and unpredicted competitors (Zuliyati, 2013). In this case, the SME doers could encounter the competition by empowering the internal potential to provide organizational addition and to adjust to external changes (Lasiyono, 2019).

The increased internal potential could be begun with business doers' awareness to decide with financial and non-financial information obtained from Management Accounting Practice (MAP). They could also maximally use the intellectual capital management of the organization to engage with unpredicted challenges (Ahmad & Zabri, 2016). The contingency theory also states that adaptive attitudes of SMEs are useful to overcome unpredicted challenges in business competition. The attitudes facilitate SMEs to reach qualified competition. The achievement of qualified competition in an organization is important as an intangible asset management consideration. It could provide values, uniqueness, originally from other parties as efforts to realize qualified competitions. Intellectual capital is a variable. It has values, uniqueness, and originality that other parties cannot imitate or duplicate. Thus, this capital can renew the competence continuously to respond to business environment changes Fajri, Satria, & Fahmi, (2017) and Widyaningdyah, (2020). This theory explains enterprises that have, dominate, and use intangible assets maximally and accurately could receive many benefits from the qualified competitive aspect. The theory also mentions that intangible assets could improve corporate performance (Wernerfelt, 1984). Resource Based View theory, according to Hart (1995), explains the condition in which qualified competition remains still. The condition is - corporate skill is assisted with sources that other competitors cannot duplicate. This theory is useful to provide a solution role toward the government's effort to keep the quality continuously (Muharam, 2017). Qualified competition achievement occurs if the organization has valuable, unique, rare, and original sources that cannot be imitated (Purnomo, 2011).

This research aims to examine and analyze the influence of intellectual capital management toward accounting practice management on Small and Moderate Enterprises of Consumable Good Industries in East Java. By referring to Toorchi et al. (2015), this research must be investigated since management is inseparable from intellectual capital, especially for an organization. Organizations must manage their intellectual capitals to obtain financial and non-financial information. The information is useful for them to make a decision.

In the conceptual framework of Toorchi et al. (2015) about intellectual capital test toward management accounting practice, the researchers were interested in determining the influence of the variables by combining the adequate indicators. The

dependent variable of this research is accounting practice. The independent variable is intellectual capital. The researchers also used another approach by adding a control variable, the years of business. The researchers had the purpose of examining the robustness of the OLS model. This research aimed to determine the decision differences of accounting practice management uses for a newly established business or an old one.

The management accounting practice applied by organizations supports information provision. It is important to manage the information efficiently based on the organizational needs, starting from planning, promoting, evaluating, and making a decision. The information management consists of financial and non-financial information issued by management accounting practice. They could improve the competitive power, overcome changes in the business environment, and support the decision-making accuracy (Ahmad, 2017; Putri, Dewi, & Dewi, 2018). Managerial decision-making, along with budget estimation, plan, control, and evaluation, uses managerial accounting reports (Siregar, 2013). The needs of information for each organization are varied due to the development of management accounting practice. MAP development, based on *the International Federation of Accountants* (IFAC, 1998), developed by Hariadi (2005). explains that MAP undergoes some changes. The result is four sustainable stages between concepts and the stages. Technology advancement influences MAP started from determining the cost and controlling the financial sector. This MAP is categorized as traditional MAP since the focus is on cost focus without any technological development representation. On the other hand, information about planning and managerial control, resource efficiency during the business process, and value creation via effective resource utility refer to Contemporary MAP. This MAP focuses on customer need fulfillment that grows along with technological advancement (Abdel-Kader dan Luther, 2008).

Intellectual capital is a tangible capital of an organization. This capital is not noted in the financial report. Some literature, with various component explanations of intellectual capital, show the contents. They are *human capital, organizational capital,* and *relational capital* (Peña, 2002).

The years of business refer to the ages of SMEs, starting from the establishment until the current year during the research (Wulandari, 2016). The underlying assumption of years of business is that a the longer year of an enterprise increases the knowledge and skill of organizational management (Nirwana & Purnama, 2019). In this research, the years of business became the control variable on the direct interaction between intellectual capital and MAP. The background of this assumption is the unit analysis of the research. The units of analysis were the SMEs, so applying characteristics of SMEs would be more relevant.

From the findings of Toorchi, Asiaei, & Dehghan (2015), the researchers found that the listed corporations by Iran Stock Exchange used intellectual capital to make a breakthrough for developing the MAP. They used to measure the performance and control the budget. Therefore, in this current research, the researchers used the framework to be the conceptual framework for examining intellectual capital toward

MAP. A study by Tayles, Pike, & Sofian (2007) about the large-scale corporation in Malaysia proved the association between each intellectual capital component toward MAP. Novas, Alves, & Sousa (2017) and Thilini Kaushalya & Kehelwalathanna (2017) supported Tayles et al., (2007)'s finding. They found intellectual capital had a significant and positive correlation toward APM. However, a study by Lasiyono (2019) rebutted Tayles et al. (2007). The author found intellectual capital did not significantly influence MAP for agro-industries in East Java. The research inconsistency made the researchers interested in investigating.

MAP and intellectual capital probably will support the effective decision-making achievement of an organization. The intellectual capital management skill should be able to prepare the organization in engaging competitive competitors, SMEs of consumable goods in East Java. The role of intellectual capital management in an organization facilitates organizational decision-making to use a more advanced MAP. It is to provide both financial and non-financial information for the organization to make a decision. Effective decision-making within competitive conditions is important for management to determine competitive strategy. It is to save the survivability of an organization. Based on the previous findings, the researchers drew hypotheses that the role of intellectual capital toward SMEs of consumable goods in East Java had a significant and positive influence on MAP uses. When a business doer could maximize the intellectual capital, the required information to make a decision would be more varied. Then, the information would not be limited to quantitative information but also qualitative information as a decision-making consideration. This matter could be obtained via traditional and contemporary APMs.

METHOD

This quantitative research uses primary sources from the questionnaire. The researchers distributed the questionnaire to SME doers' and owners in East Java. The questionnaire collected the data about intellectual capital management and APM with years of business as the control variable. The researchers used the control variable to examine the robustness of the research model. Figure 1 shows the applied research model.

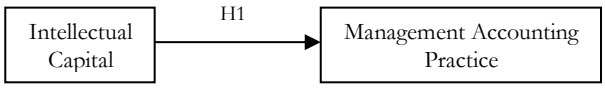

Figure 1. Research Model

The researchers distributed the questionnaire via *Google Form* for SME doers and owners. The assisting media to forward the form were WhatsApp, Instagram, and Facebook. The applied sampling technique was the non-probability sampling technique. The researchers used some criteria, such as SME doers and owners that ran good consumable industries in East Java. The indicators for the research consisted of 25 question items. They consisted of 9 items of intellectual capital variable adapted from Petty & Guthrie (2000) dan Tayles et al. (2007). In these nine items, the researchers adjusted the language to be understandable for the research respondents' characteristics. For MAP indicators, the researchers used 16 questions. The researchers combined the indicators from Abdel-Kader & Luther

(2008); Ahmad, (2017); Pavlatos & Kostakis (2015); Tayles et al. (2007) and Zabri, (2015) by adjusting the scale of SMEs as the research object. The researchers also used one question to collect data about years of business (Nirwana & Purnama, 2019). The detail information about research indicator can be seen in Table 1.

Table 1. Research Indicators

Codes	Indicators	References
MAP1 - MAP3	Costing System	Ahmad, (2017) dan Ahmad & Zabri (2016)
MAP4- MAP8	Budgeting System	Ahmad, (2017); Ahmad & Zabri (2016); dan Pavlatos & Kostakis (2015)
MAP14- MAP16	Performance Evaluation System	
MAP9- MAP13	Strategic Management Accounting	Azudin & Mansor (2018); Ahmad, (2017); Ahmad & Zabri (2016); dan Pavlatos & Kostakis (2015)
IC1 - IC4	Human Capital	Petty & Guthrie (2000)
IC5 - IC6	Organizational Capital	
IC7 - IC9	Relational Capital	
LU	Years of business	Nirwana & Purnama (2019)

The researchers collected the responses from 127 respondents. However, the researchers found a respondent that did not meet the applied criteria. Thus, the respondents were 126 respondents based on the minimum indicator standard by Hair (2010).

The researchers promoted the research questionnaire with the pilot test for three SME owners. It had a purpose to examine the statement understanding in the questionnaire and the required time to fill the questionnaire. The pilot test results showed the research questionnaire was reliable and understandable. The test also only took 15-20 minutes to fill.

The researchers processed the obtained data with *Ordinary Least Square* regression (OLS). The data process was initiated by collecting the averages for each variable, intellectual capital, and MAP. Then, the researchers continued the process with data quality, normality, heteroscedasticity, and model reliability tests for both research equations. The first equation aims to determine the direct correlation between intellectual capital management toward MAP. The second equation aims to determine the direct correlation between intellectual capital management toward MAP. The second equation aims to determine the first model's robustness with control variable addition, years of business. The second equation aims to determine the presence of significant intellectual capital management between old and newly established organizations toward MAP implementation. In this research, the researchers used SPSS version 23 to analyze the data. The research equations are:

$$MAP = \beta_0 + \beta_1 IC_{it} + \varepsilon_{it} \quad \text{..... (1)}$$

$$MAP = \beta_0 + \beta_1 IC_{it} + \beta_2 LU_{it} + \varepsilon_{it} \quad \text{..... (2)}$$

Remarks:

MAP = Management Accounting Practice

β_0 = Constanta

β_1 = Regression Coefficient

IC = Intellectual Capital

LU = Years of Businesses
E = *Error*

RESULTS

Respondents' Characteristics

The participating respondents were SME doers. They ran the businesses of consumable goods in East Java. Based on the questionnaire data, the respondents had various characteristics. They were such as the sex types, ages, and educational backgrounds. Here are the categorizations of the characteristics in Table 2.

Table 2. The Respondents' Characteristics

Classification:		Percentage
Sex Types	Males	39,68%
	Females	60,32%
Ages	20-25 Years Old	41,27%
	26-35 Years Old	12,70%
	36-45 Years Old	12,70%
	46-55 Years Old	29,37%
	≥ 56 Years	3,97%
Educational Levels	SHS/VHS	28,57%
	Diploma III	11,90%
	Bachelor	56,35%
	Master	3,17%

Source: Processed Output by the Researchers (2021)

It explains the characteristics of the respondents, the participating SME doers in this research. The table explains that SME doers are mostly females (60.32%). Most respondents are in productive age for working and have an excellent educational background. This matter encourages SME business developments to be more advanced and compete in large-scale business competition. They can compete to win the same markets with excellent intellectual capital management and information obtained from MAP.

The Descriptive Statistics

The descriptive or statistic data are the values of the variables, such as average, minimum, maximum, and standard of deviation scores of each variable.

Table 3 shows the average of IC management is 3.98. It describes that SME doers averagely agree with the statement about intellectual capital management. It shows that the organizations could manage the intellectual capital excellently. The standard of deviation in IC is 0.58. It shows the variability of the respondents' answers is low. The average MAP is 3.88. It shows the respondents averagely agree with the statement related to MAP in the questionnaire. The standard of deviation in MAP is 0.54. It shows the respondents have low variability.

Table 3. Descriptive Statistics and Reliability

Variable	N	Minimum	Maximum	Mean	Standard of Deviation	*Cronbach Alpha*
IC	126	2,33	5,00	3,98	0,58	0,814
MAP	126	2,44	5,00	3,88	0,54	0,886

Source: Processed Data Output by the Researchers (2021)

Data Quality Test

The data quality test is useful to ensure the data for making a decision. This test consists of validity and reliability tests.

Validity Test

The validity test correlates scores of each indicator with the total score of the construct with a condition of *Sig (2-Tailed)* < 0.05 (Ghozali, 2018). From the validity test, the intellectual capital and MAP met the validity requirement. All indicators had positive results with a score of *Sig (2-tailed)* lower than 0.05.

Reliability Test

The reliability test ensures all respondents answer the questionnaire reliably. The researchers used *Cronbach Alpha* > 0.6 (60%) (Sekaran & Bougie, 2016). The results are in table 3. The *Cronbach Alpha* scores of intellectual capital and MAP are 0.814 and 0.886. The scores were higher than 0.6, so the variables were reliable.

Normality Test

Normality test ensures the independent variable or the residue in the *Ordinary Least Square* regression model has a normal distribution. **The criterion of normal data distribution is the significant value of unstandardized residual is higher than 0.05** (Ghozali, 2018)**.** Table 4 shows the normality test. The result shows a significant score, higher than 0.690. It means the data distribution is normal.

Table 4. Normality and Heteroscedasticity Tests

Model	*Sig*	Conclusions
Unstandardized Residual	0,690	Normally distributed
Regression	0,795	No heteroscedasticity

Source: Processed Data Output by the Researchers (2021)

Heteroscedasticity

The heteroscedasticity test detects the inequality of residual variety of observation toward other observations. The applied condition is based on Glejser's test. The significance must be higher than 0.05. Table 4 shows the heteroscedasticity with a score of 0.795. It means the data does not have a heteroscedasticity indication.

Model Fit Test

Determination Coefficient Test (R^2)

The determination coefficient test shows the model's capability to explain the independent variable via *R-Square*. Table 5 shows the R^2 is 0.319. It describes the intellectual capital variable that can explain the MAP variable with a percentage of 31.9%. The other percentage, 68.1%, is explained by other uninvestigated variables in this research.

Table 5. The Determination Coefficient, Model Fit, and Hypothesis Tests

Model	*Coeficient*	*t*	*sig*
Constant	1,786	6,433	0,000
IC*	0,526	7,628	0,000
IC**	0,529	7,684	0,000
LU**	0,107	1,321	0,189
Ftest	-	-	0,000
Rsquare	0,319	-	-

*) Hypothesis of Equation 1 **) Hypothesis of Equation 2
Source: Processed Data Output by the Researchers (2021)

Model Fit Test

The model fit test or F test examines the OLS regression model of this research. The requirement is a sig score < 0.05. Table 5 shows the F test obtains a significant score of 0.000. It means OLS regression in this model is reliable as the research model.

Hypothesis Test

The Influence of Intellectual Capital on Accounting Practice Management

Hypothesis or T-tests show whether an independent variable individually and significantly influences the dependent variable with a significant score < 0.05. Table 5 explains the hypothesis test with a significant score higher than 0.000. It means the hypothesis is accepted. Here is the OLS regression model 1.

$$APM = 1{,}786 + 0{,}526\ IC + \varepsilon$$

The coefficient value of intellectual capital and MAP correlation is 1.786. It means the MAP score is 1.786 if the intellectual capital is considered 0. The coefficient value of the IC variable is 0.526. It means each increased IC of SME in good consumable industries for each measurement will increase MAP with a score of 0.526.

The Influence of Intellectual Capital Management and Years of Business toward Accounting Practice Management

Table 5 shows the hypothesis test with another approach to examine the robustness of model 1. The hypothesis test shows that intellectual capital management and years of business do not influence accounting practice management. The control variable's significant score is 0.189. It shows the result does not meet the data of Sig > 0.005 or is insignificant. The addition of the control variable for intellectual capital toward MAP does not influence years of business. The OLS regression in equation 1 is significant and consistent, 0.000, although it received addition from the control variable.

DISCUSSIONS

This research discusses the influence of intellectual capital management on APM uses. The results showed positive and significant influences statistically between intellectual capital management and MAP. The results explain that the intellectual capital management of SMEs could influence the use of MAP if applied correctly. It can provide the information needed to achieve organizational purposes. This finding aligns with RBV theory that states an SME doer could manage and develop the intellectual capital. The doer can also support the information from the excellent MAP implementation both for financial and non-financial information. Thus, SME doers can immediately and quickly decide to reach the qualified competition. In practice, intellectual capital management was maximally promoted by SMEs. They used to deal with competitive competition among SMEs. This matter influenced a more advanced use of MAP to adjust the required information needed to decide related to the applied strategy. It means the information is not only quantitative information, such as payment or problem. The information also includes performance and organizational accounting management strategy evaluations. The strategy could support the organization to reach the qualified competition to engage with a competitive business environment, especially in consumable goods. They become direct consumed products by final customers to support their consumption needs.

The positive and significant influences in the correlation between intellectual capital management and MAP show human, organizational, and structural capitals have roles as intellectual capital variable indicators. The organizations could manage them correctly. It means human capital, ,such as educational background and knowledge, improves skill, motivation,, and experience toward the promoted business (IC1-IC4). Then, organizational capital that includes understanding product characters could meet the market needs and business development strategy (IC5-IC6). The organization must have relational capital management. It includes a network to store the products, suppliers, and providers to support the organizational needs (IC7-IC9). Excellent

management of the three components by the organization could maximize the intellectual capital components. This matter influences financial and non-financial information obtained via MAP, both traditional MAP described by MAP1- MAP8 and contemporary MAP described by MAP9- MAP16 (Abdel-Kader & Luther, 2008; Hariadi, 2005). The required financial information by the organization would be received via traditional MAP, such as payment system, budgeting, and determination of the sale price.

On the other hand, the non-financial information could be received via contemporary MAP, such as non-financial performance analysis via customer satisfaction questionnaire and new product achievement. The technology facilitates non-financial information by organizations. For example, using applications, such as Gojek, Grab, Tokopedia, Shopee, Bukalapak, and Lazada, provide features to facilitate SME doers. These applications ease SME doers to obtain feedback from customers about the products sold. Thus, the information could facilitate organizations to reach the objectives. It means the SME doers could manage their intellectual capital. This matter influenced the MAP uses based on the organizational needs.

The intellectual capital management by SMEs could influence the information use and gain from MAP. When an organization has excellent management, such as human capital, the organization could manage the required information to make a further plan. Then, the organizations will understand business characteristics and the promoted business strategy (organizational capital); and have a network with an external party (external capital). This state requires adequate financial and non-financial information to make a decisions to each the organizational objective. It means the use of MAP to provide the required information by the organization is influenced by intellectual capital management capability. If an organization could manage the intellectual capital properly, this management influences more advanced technological information that needs to be obtained from MAP.

The information needs of an organization are different from other organizations. Every organization requires adjustment, including intellectual capital management by an organization and MAP based on the organizational needs. The use of technology also facilitates the provision of financial and non-financial information via contemporary MAP, such as customer satisfaction surveys. This survey is obtained from feedback from customers and is useful to improve the product and service quality. It is important to improve the attractiveness of the community to purchase the products.

This finding is in line with Tayles et al. (2007). They proved the association of intellectual capital components toward MAP with a conceptual framework to examine the correlation Toorchi et al. (2015). It proves that SME doers could manage and maximize intellectual capital. Doing this influences MAP uses to create the required information in deciding to reach the qualified competition.

The examined approach is concerned with adding the control variable, years of business, in the correlation of intellectual capital and MAP. Statistically, the researchers found positive-insignificant influence in the correlation toward MAP. It explains the OLS regression model of this research. The model refers to the direct correlation of intellectual capital and MAP in terms of the consistency due to control variable addition. This approach explains that no difference between a new organization and an old organization in managing the intellectual capital toward MAP uses. It means the intellectual capital and MAP use are not influenced by years of business.

CONCLUSIONS AND SUGGESTIONS

This research aims to find the influence of intellectual capital management toward MAP in SMEs of consumable goods in East Java. Based on the statistic calculation, the results showed intellectual capital management positively and significantly influenced MAP uses. It shows an organization that can manage the intellectual capital maximally will influence the use of MAP to obtain supportive information in making a decision. Excellent intellectual capital management on human, organizational, and relational capitals could facilitate the organization to reach the organizational purposes easily with the obtained information from MAP. Both financial and non-financial information by an organization facilitates the consideration to make a decision.

The other approach used in this research had the purpose of examining the OLS regression model's robustness. The researchers did it by adding a control variable, the years of business, between intellectual capital and MAP. The OLS regression model had consistency. Moreover, with the addition of the control variable, the model still met the reliability criteria to use.

The practical suggestion to be recommended by SME doers is the expectation of excellent intellectual capital management and technology and information development to survive in competitive conditions. The researchers recommended that SMEs improve the use of contemporary MAP uses to know and adjust the community needs and organization needs. Thus, the organization could promote innovations.

This research has some limitations. Therefore, the researchers suggest some matters for future researchers. First, the following researchers can widen the sample to improve the research generalization. The researcher could use other industrial goods, such as handicrafts, fashion, creative products, etc., that have excellent prospects for SME doers.

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