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Digital Transformation in Micro, Small, and Medium Enterprises: Accounting Information Systems and Digital Marketing Driving Financial Performance

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Abstract: This study examines the influence of Accounting Information Systems (AIS) and digital marketing on the financial performance of Micro, Small, and Medium Enterprises (MSMEs) in Takalar Regency, South Sulawesi. Digital transformation has become an essential strategy for enhancing MSME competitiveness, yet many rural enterprises still face barriers in adopting financial and marketing technologies. Grounded in signaling theory, AIS and digital marketing are viewed as strategic signals that reflect transparency, accountability, and innovation within MSME operations. Using a quantitative research approach, data were collected through questionnaires distributed to 104 MSME respondents who have operated for at least two years and utilize both financial recording and digital promotion methods. Data analysis was performed using multiple linear regression with SPSS version 26. The results indicate that AIS positively and significantly affects financial performance Demonstrating that accurate and timely financial reporting improves managerial decision-making and operational efficiency. Digital marketing also shows a positive and significant effect, suggesting that effective use of online platforms enhances sales growth and customer engagement. Together, both variables explain the variation in financial performance Indicating a strong synergistic impact. This study contributes to the literature on MSME digital transformation and provides practical implications for policymakers and local governments to strengthen training, infrastructure, and technological adoption in rural business development.

Keywords: accounting information systems, digital marketing, digital transformation, MSMEs, signaling theory

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a pivotal role in the structure of Indonesia's economy. According to data from the Ministry of Cooperatives and SMEs (2023), the number of MSMEs in Indonesia has reached more than 64 million business units, contributing approximately 61% to the national Gross Domestic Product (GDP) and employing over 97% of the workforce. This strategic contribution positions MSMEs as one of the main pillars of inclusive and sustainable economic development. Nevertheless, amid the rapid advancement of technology and shifting consumer behavior, MSMEs are confronted with significant challenges in adapting to digital transformation, particularly in non-metropolitan areas such as Takalar Regency, South Sulawesi.

Digital transformation is not merely a global trend but has become a fundamental necessity for enhancing the competitiveness and sustainability of MSMEs. Two key aspects of digital transformation that are particularly relevant to business management are Accounting Information Systems (AIS) and digital marketing. AIS serves as a primary tool for efficient, accurate, and timely financial recording and reporting (Putra & Khalisa., 2023). The adoption of AIS enables MSME practitioners to make better and more measurable financial decisions. Meanwhile, digital marketing allows MSMEs to reach broader markets at relatively lower costs through the utilization of social media, online marketplaces, and business websites (Khaerani & Sudarmiatin, 2022).

Although the benefits of implementing Accounting Information Systems (AIS) and digital marketing have been widely demonstrated empirically, many MSMEs have yet to adopt these technologies optimally. In Takalar Regency, for example, most MSMEs still rely on manual recording systems and traditional promotional methods. This condition is further supported by the findings of Purnomo et al. (2024), which reveal that low digital literacy, limited technical training, and inadequate infrastructure are the main barriers to technology adoption among MSME actors in rural areas. These challenges have further widened the gap between urban and rural MSMEs.

Previous studies have largely focused on examining the effects of AIS and digital marketing separately on MSME performance. For instance, Risdwiyanto et al.,(2020) highlighted the influence of digital marketing on business growth in urban areas, while Singh et al. (2024) investigated the impact of AIS on the financial efficiency of MSMEs in specific regions. However, there has been limited research integrating both aspects into a single comprehensive analytical framework, particularly within the context of MSMEs in underdeveloped regions such as Takalar. This represents the research gap that the present

study seeks to address.

Building upon this research gap, the present study offers novelty in several aspects. First, the integrative approach between AIS and digital marketing provides a holistic perspective on the digital transformation of MSMEs. Second, the rural context, as represented by Takalar Regency, introduces a new dimension that has been rarely explored in prior literature. Third, this study not only evaluates the implementation of technology but also examines its direct impact on the financial performance of MSMEs, both in terms of operational efficiency and revenue enhancement.

Financial performance serves as a key indicator of business success and forms the basis for strategic decision-making among MSME actors. The effective implementation of Accounting Information Systems (AIS) enhances financial accountability and transparency, which in turn fosters greater trust from investors and financial institutions (Saputra et al., 2021). On the other hand, the strategic use of digital marketing can boost sales and strengthen customer relationships through digital channels (Agustina et al., 2023). Thus, the synergy between AIS and digital marketing is believed to make a significant contribution to improving the financial performance of MSMEs.

This study seeks to answer the central question: To what extent can the integration of Accounting Information Systems (AIS) and digital marketing enhance the financial performance of MSMEs in Takalar Regency? To address this question, the study employs a quantitative approach with respondents drawn from MSME actors operating in the region. The findings are expected to contribute academically by enriching the literature on MSME digitalization, while also providing practical insights for stakeholders, including local governments and MSME support institutions. Accordingly, this research is not only academically relevant but also practically significant in supporting the acceleration of inclusive digital transformation within the MSME sector. The implications of this study are anticipated to encourage the strengthening of regional policies in providing adequate training, mentoring, and digital infrastructure, as well as to motivate MSME actors to adopt technology as part of their long-term growth strategies.

Signaling theory explains how information communicated by management to external parties, such as investors and creditors, is used to reduce information asymmetry (Spence, 1973). In the context of MSMEs, the implementation of Accounting Information Systems (AIS) and the use of digital marketing can serve as positive signals of firm performance. These signals demonstrate that the enterprise embraces transparency, accountability, and

technology-driven growth orientation. According to Connelly et al. (2011), the quality of the signals influences stakeholders' perceptions and trust regarding the sustainability potential of the business.

Digital transformation refers to the integration of digital technologies into all aspects of business operations to create value, efficiency, and competitiveness. For MSMEs, this transformation encompasses the digitalization of financial, marketing, and operational processes. Vial (2019) argues that digital transformation reshapes organizational structures, processes, and strategies through the utilization of technology. A study by Kurniawati et al. (2021) found that MSMEs adopting comprehensive digital technologies experienced significant improvements in competitiveness and revenue growth.

AIS are systems designed to collect, process, and report financial information in support of decision-making. Effective implementation of AIS can enhance operational efficiency and financial transparency. Latifah et al. (2021) revealed that the use of AIS among MSMEs positively contributes to financial performance, particularly in cost management and improving the accuracy of financial reporting. Financial performance refers to the extent to which a business can manage its resources efficiently to achieve profitability, liquidity, and solvency. According to Saputra et al. (2021), financial performance serves as a key indicator of business sustainability and strategic decision-making. The study of Saputra et al. (2021) demonstrated that MSMEs adopting information technology and digital financial recording systems achieved improvements in profit margins and more effective cash flow management.

AIS are systems designed to record, process, and generate relevant and accurate financial reports to support managerial decision-making. In the context of MSMEs, AIS facilitates the recording of transactions, reporting, and financial evaluation in a timely manner. Research by Latifah et al. (2021) demonstrated that the implementation of AIS positively influences financial performance by improving information accuracy and operational efficiency. This is further supported by the study of Failany et al. (2025), which found that the adoption of AIS among culinary MSMEs had a significant impact on cost efficiency and net profit growth.

H1: Accounting Information Systems have a positive and significant effect on the financial performance of MSMEs.

Digital marketing refers to marketing efforts that utilize digital technologies and online platforms to reach a broader customer base. The use of such strategies has been proven to

enhance promotional effectiveness, reduce marketing costs, and expand market access. Ahmad(2025) found that digital marketing increases customer loyalty and sales among MSMEs. Similarly, Andriani et al. (2025) confirmed that digital marketing significantly impacts revenue growth and cost efficiency in promotional activities, particularly in rural areas.

H2: Digital marketing has a positive and significant effect on the financial performance of MSMEs.

METHOD

Population and Sample

The population for this study comprises Small and Medium Enterprises (SMEs) operating within Takalar Regency. This specific region was deliberately chosen because it represents a transitional economic zone in South Sulawesi where traditional local businesses are actively, yet unevenly, beginning to adopt digital infrastructures to expand their market reach, making it an ideal empirical setting. The data collection was systematically conducted over a two-month period, specifically from [Insert Start Month] to [Insert End Month, e.g., October 2025]. A total of 130 structured questionnaires were distributed directly and via digital forms to SME owners and managers who had been operating for at least two years. Of those distributed, 104 questionnaires were fully completed and returned, resulting in a robust and valid response rate of 80%.

Operational Definition of Variables

The variables in this study consist of two independent variables (AIS and Digital Marketing) and one dependent variable (Financial Performance). All variables were measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Table 1 Operational Definition of Variables

Variable	Definition	Indicators	Scale	References
Accounting Information Systems (AIS) (Independent Variable / X1)	A structured system designed to record, process, and report financial information to support decision-making in MSMEs.	1. Accuracy of financial records 2. Timeliness of financial reporting 3. Efficiency in transaction recording 4. Use of digital tools/software in bookkeeping	Likert Scale (1–5)	Julianto et al. (2022); Failany et al. (2025)
Digital Marketing (Independent Variable / X2)	Marketing strategies that utilize digital technologies and online platforms to reach broader markets effectively.	1. Use of social media platforms for promotion 2. Utilization of online marketplaces 3. Use of business websites 4. Customer engagement through digital content	Likert Scale (1–5)	Ahmad (2025); Andriani et al. (2025)
Financial Performance (Dependent Variable / Y)	The extent to which MSMEs manage resources efficiently to achieve profitability, liquidity, and sustainability.	1. Revenue growth (sales/turnover) 2. Cost efficiency 3. Profit margin improvement 4. Cash flow effectiveness	Likert Scale (1–5)	Saputra et al. (2021)

Data Collection Technique

Data in this study were collected using a closed-ended questionnaire designed with a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to capture respondents' perceptions in a structured manner. The use of a Likert scale allows for the

quantification of subjective opinions, making them suitable for statistical analysis. The questionnaire was distributed through two approaches, namely direct distribution to respondents and online dissemination via Google Forms, to increase response reach and efficiency. This dual method of distribution was intended to minimize response bias and improve data representativeness. Each research variable was operationalized through five indicator statements, ensuring that the constructs were measured comprehensively. The use of multiple indicators for each variable also enhances the accuracy and consistency of the measurement instrument.

Data Analysis Technique

The data analysis process commenced with instrument testing to ensure the quality and suitability of the collected data. Validity testing was conducted using Pearson's correlation coefficient, with a threshold value greater than 0.3 indicating that each item was sufficiently correlated with the overall construct. Reliability testing was performed using Cronbach's Alpha, where a value above 0.7 signifies acceptable internal consistency among the indicators. In addition, classical assumption tests were carried out to verify that the data met the requirements for regression analysis. The normality test was conducted using the Kolmogorov-Smirnov method to assess whether the data followed a normal distribution. Multicollinearity was evaluated using the Variance Inflation Factor (VIF), with values below 10 indicating the absence of high correlation among independent variables. Furthermore, heteroscedasticity was examined using the Glejser test to ensure that the variance of residuals remained constant across observations.

To analyze the relationship between variables, this study employed multiple linear regression analysis as the primary analytical technique. The regression model used is expressed as $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$, where Y represents financial performance, X_1 denotes the accounting information system, X_2 represents digital marketing, and ε is the error term capturing unexplained variation. This model enables the estimation of both individual and combined effects of the independent variables on the dependent variable. Hypothesis testing was conducted using the t-test to evaluate the partial influence of each independent variable on financial performance. Additionally, the F-test was used to determine whether the independent variables jointly have a statistically significant effect on the dependent variable. The coefficient of determination (R^2) was also calculated to assess the proportion of variance in financial performance that can be explained by the independent variables

included in the model. The regression model applied in this study is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where

Y = Financial Performance

X_1 = Accounting Information System

X_2 = Digital Marketing

ε = Error Term

RESULTS

Validity Test

In this study, the validity test was conducted using the Pearson product-moment correlation (r) technique. This test was applied to determine the extent of the relationship between the score of each item and the total score of the corresponding variable. Through this approach, it can be identified whether each indicator truly represents the construct being measured.

Based on the results presented in the validity test table, several conclusions can be drawn regarding the measurement instrument used in this study. All statement items for the variables Accounting Information System (X1), Digital Marketing (X2), and MSME Financial Performance (Y) show r-count values greater than the r-table value (0.193) at a 5% significance level. This indicates that each indicator of the research instrument demonstrates a significant level of validity, supported by significance values of less than 0.01. Furthermore, the r-count values for all question items range from 0.824 to 0.901, which substantially exceed the minimum r-table threshold of 0.193. Therefore, all questionnaire items can be categorized as valid, as they exhibit a strong correlation with the total score of their respective constructs. In addition, the obtained Pearson correlation coefficients are all positive, indicating that the relationship between each indicator and the measured construct is direct and positive. This implies that higher respondent scores on the items of variables X1 and X2 are associated with higher values of variable Y, reflecting improved financial performance of MSMEs.

Table 2 Validity Test Results

Variable	Item	r-Count	r-Table	Remark
Accounting Information System (X1)	X1_1	0.881	0.193	Valid
	X1_2	0.849	0.193	Valid
	X1_3	0.846	0.193	Valid
	X1_4	0.874	0.193	Valid
	X1_5	0.850	0.193	Valid
Digital Marketing (X2)	X2_1	0.881	0.193	Valid
	X2_2	0.901	0.193	Valid
	X2_3	0.864	0.193	Valid
	X2_4	0893	0.193	Valid
	X2_5	0.885	0.193	Valid
Financial Performance (Y)	Y1	0.850	0.193	Valid
	Y2	0.844	0.193	Valid
	Y3	0.824	0.193	Valid
	Y4	0.842	0.193	Valid
	Y5	0.875	0.193	Valid

Reliability Test

Table 3 Reliability Test Results

Variable	Composite Reliability
Accounting Information System	0.912
Digital Marketing	0.931
Financial Performance	0.901

Based on the results presented in Table 3, it can be concluded that all variables in this study demonstrate a high level of reliability. The Accounting Information System variable has a composite reliability (CR) value of 0.912, which exceeds the minimum threshold of 0.70 and is categorized above 0.90, indicating excellent reliability. This suggests that the measurement items consistently represent the intended construct. Similarly, the Digital Marketing variable obtained a CR value of 0.931, reflecting a very high level of reliability and strong internal consistency among its indicators. This indicates that the items used are accurate in capturing the underlying construct being studied. Furthermore, the Financial Performance variable shows a CR value of 0.901, which is also classified as highly reliable.

This implies that the questionnaire items used to measure MSMEs' financial performance produce stable, consistent, and dependable results.

Normality Test

Table 4 Results of the Normality Test (One-Sample Kolmogorov-Smirnov Test)

One-Sample Kolmogorov-Smirnov Test		
N		104
Normal Parameters	Mean	0.0000000
	Std. Deviation	2.26324463
Most Extreme Differences	Absolute	0.067
	Positive	0.038
	Negative	-0.067
Test Statistic		0.067
Asymp. Sig. (2-tailed)		0.200

The normality test was conducted using the One-Sample Kolmogorov–Smirnov (K–S) Test to determine whether the residuals of the regression model followed a normal distribution. The output shows an Asymp. Sig. (2-tailed) value of 0.200, which exceeds the significance level of 0.05. The residual data are considered to be normally distributed. Moreover, the mean of the unstandardized residuals is 0.000, indicating that the residuals are symmetrically distributed around zero. The standard deviation value of 2.263 suggests that the data dispersion remains within an acceptable range. The most extreme difference (absolute value) of 0.067 also falls within the normal limits, reinforcing the conclusion that no serious deviations from the assumption of normality were observed. Hence, the regression model satisfies the normality requirement for further statistical analysis.

Multicollinearity Test

Table 5 Results of the Multicollinearity Test

Coefficients		
Model	**Collinearity Statistics**	
	Tolerance	**VIF**
Accounting Information System (X1)	0.993	1.007
Digital Marketing (X2)	0.993	1.007

The multicollinearity test was performed to examine whether there was a strong correlation between the independent variables in the regression model. As presented in the table, both Accounting Information System (X1) and Digital Marketing (X2) have tolerance values of 0.993 and variance inflation factor (VIF) values of 1.007. According to the standard criteria proposed by Ghozali (2018), a regression model is considered free from multicollinearity when the tolerance value exceeds 0.10, and the VIF value is below 10. Based on these results, the model meets the assumption of non-multicollinearity, indicating that no strong linear relationship exists between the independent variables.

This finding implies that the Accounting Information System and Digital Marketing variables are statistically independent in explaining variations in MSME financial performance. Therefore, the regression model used in this study can be deemed valid and appropriate for subsequent hypothesis testing and regression analysis.

Heteroskedasticity Test

The heteroskedasticity test aims to determine whether the residual variance in the regression model is constant or varies across observations. A good regression model requires the absence of heteroskedasticity. This study employed the Glejser Test method, in which the absolute value of the residuals is regressed against the independent variables. The decision criterion states that if the significance value (Sig.) of each independent variable exceeds 0.05, the model can be considered free from heteroskedasticity.

Table 6 Results of the Heteroskedasticity Test (Glejser Test)

Coefficients					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	2.448	0.732		3.343	0.001
Accounting Information System (X1)	-0.036	0.027	-0.132	-1.338	0.184
Digital Marketing (X2)	0.005	0.025	0.018	0.180	0.857

Based on the results, the Accounting Information System (X1) variable obtained a significance value of 0.184 (>0.05), indicating that it does not significantly affect the absolute residuals. Similarly, the Digital Marketing (X2) variable shows a significance value

of 0.857 (> 0.05), meaning it also does not cause heteroskedasticity. Although the constant value of 2.448 with a significance of 0.001 appears significant, it does not influence the interpretation of the heteroskedasticity test, since the focus lies on the significance values of the independent variables. Thus, the results confirm that all independent variables, Accounting Information System and Digital Marketing, have significance values above the 0.05 threshold. Consequently, the regression model used in this study is free from heteroskedasticity problems and can be considered reliable for further regression analysis.

Multiple Linear Regression Test

The multiple linear regression analysis was conducted to determine the extent to which the independent variables Accounting Information System (X1) and Digital Marketing (X2) influence the dependent variable, namely Financial Performance (Y).

Table 7 Results of the Multiple Linear Regression Analysis

Model Summary			
R	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
0.832	0.692	0.686	2.28554

The analysis results in a correlation coefficient (R) value of 0.832, indicating a strong positive relationship between the independent variables (Accounting Information System and Digital Marketing) and the dependent variable (Financial Performance of MSMEs). This suggests that the combined implementation of these two factors is positively associated with the improvement of MSME financial outcomes. Furthermore, the coefficient of determination (R^2) is 0.692, meaning that 69.2% of the variation in MSME financial performance can be explained by the Accounting Information System and Digital Marketing variables. The Adjusted R^2 value of 0.686 indicates that, after accounting for the number of predictors, approximately 68.6% of the variability in financial performance is still explained by the model, while the remaining 31.4% is influenced by other factors not included in this study. These results demonstrate that the regression model has a strong predictive capability and is appropriate for explaining the relationship between Accounting Information Systems, Digital Marketing, and the enhancement of MSME financial performance.

F-Test

The F-test 55 was conducted to determine whether all independent variables in the regression model, Accounting Information System (X1) and Digital Marketing (X2), simultaneously influence the dependent variable, namely Financial Performance (Y).

Table 8 Results of the F-Test (Simultaneous Significance Test)

ANOVA					
Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Regression	1187.444	2	593.722	113.659	0.000
Residual	527.594	101	5.224		
Total	1715.038	103			

The test results show an F-statistic of 113.659, which is greater than the F-table value of 3.09, with a significance level of 0.000 (< 0.05). These findings indicate that the regression model is statistically significant and can be considered suitable for further analysis. This result confirms that the independent variables Accounting Information System and Digital Marketing jointly exert a significant and positive influence on the Financial Performance of MSMEs in Takalar Regency. In other words, when applied together, the integration of accounting information systems and digital marketing strategies substantially enhances MSME financial outcomes.

t-Test

The t-test was conducted to assess the partial effect of each independent variable—Accounting Information System (X1) and Digital Marketing (X2)—on the dependent variable, Financial Performance (Y), of MSMEs in Takalar Regency.

Table 9 Results of the Partial Significance Test (t-Test)

Coefficients					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	0.026	1.305		0.020	0.984
Accounting Information System (X1)	0.555	0.048	0.642	11.597	0.000
Digital Marketing (X2)	0.469	0.045	0.584	10.538	0.000

The results indicate that both independent variables, Accounting Information System (X1) and Digital Marketing (X2), have positive and significant effects on MSME financial performance. The Accounting Information System (X1) variable has a t-value of 11.597 with a significance level of 0.000 (< 0.05), suggesting that effective implementation of accounting systems enhances financial performance by improving accuracy and decision-making efficiency. Similarly, Digital Marketing (X2) demonstrates a t-value of 10.538 and a significance level of 0.000 (< 0.05), indicating that the effective utilization of digital marketing strategies significantly contributes to increased sales, market expansion, and overall financial growth. These findings confirm that improvements in both accounting information systems and digital marketing initiatives directly enhance MSME financial performance. Hence, the better these systems are implemented, the higher the level of profitability and business sustainability achieved.

Regression Equation

The regression model for this research is as follows:

$$Y = 0.026 + 0.555X_1 + 0.469X_2 + \varepsilon$$

Based on the regression equation above, both Accounting Information System (X_1) and Digital Marketing (X_2) demonstrate positive coefficients, indicating that each variable contributes positively to the improvement of MSME financial performance (Y). Specifically, the coefficient of 0.555 for the Accounting Information System variable shows that a one-unit increase in the effectiveness of accounting information systems will lead to a 0.555 unit increase in financial performance, assuming other variables remain constant. Similarly, the coefficient of 0.469 for Digital Marketing implies that a one-unit improvement in digital marketing efforts results in a 0.469 unit rise in MSME financial performance. These findings suggest that the integration of digital technology in both accounting and marketing processes significantly enhances operational efficiency, decision-making accuracy, and overall business profitability. This outcome reinforces the premise that technological adoption and digital marketing strategies serve as crucial drivers of competitiveness and sustainability for small and medium enterprises.

DISCUSSION

The empirical analysis supports the first hypothesis, revealing that Accounting Information Systems (AIS) positively and significantly enhance financial outcomes for SMEs in Takalar Regency. The analysis demonstrates that as enterprises transition from

manual bookkeeping to structured digital accounting tools, they inherently minimize recording errors, track cash flows with precision, and optimize operational cost control. Consistent with Signaling Theory, transparent and accurate financial reporting acts as a strong signal of managerial competence. This internal clarity allows business owners to make agile, data-driven decisions that directly elevate profitability and operational efficiency, corroborating the recent findings of Failany et al. (2025) and Julianto et al. (2022), who emphasized that proper accounting structures are foundational to sustainable business growth.

The findings also validate the second hypothesis, demonstrating a positive and significant link between digital marketing and financial performance. By utilizing social media and digital marketplaces, enterprises in rural or developing areas can overcome physical constraints and access a much wider demographic. Online marketing operates as an external signal of innovation and brand credibility to modern consumers. It is basic to understand how clients make obtaining choices. Some time recently, amid, and after the buy of merchandise or administrations, the customers acquiring choice handle alludes to the decision-making (Angelica & Gunawan, 2024). The strategic deployment of these digital tools dramatically lowers customer acquisition costs while simultaneously driving sales volumes, culminating in stronger revenue streams. This aligns with the perspectives of Andriani et al. (2025) and Ahmad (2025), confirming that digital engagement is a critical catalyst for market expansion and revenue generation.

Theoretically, this research enriches the existing discourse on business modernization by proving that digital transformation elements (AIS and digital marketing) act as critical performance drivers and credibility signals, even within developing, non-metropolitan contexts (Pangestu & Akwila, 2024). Practically, the evidence signals an urgent need for local government agencies and cooperative incubators to prioritize digital capability building. Providing accessible, hands-on training in foundational accounting software and e-commerce strategies will directly empower regional SMEs to improve their market competitiveness, adaptability, and long-term financial resilience.

Conclusion, Limitations, and Suggestions

As digital transformation increasingly dictates market survival, this study aimed to evaluate how the adoption of Accounting Information Systems (AIS) and digital marketing influences the financial performance of SMEs in Takalar Regency. The findings conclusively

demonstrate that both variables are powerful, significant drivers of business success. Integrating digital accounting systems fundamentally improves financial tracking efficiency and managerial decision-making, while targeted digital marketing broadens market reach and reduces promotional expenditures. Together, these technological adaptations create a robust synergistic effect that substantially elevates profitability and operational liquidity. Despite these encouraging insights, this research acknowledges certain limitations. The sample is geographically confined to a single regency, which may restrict the broad generalization of the findings to regions with vastly different digital infrastructure landscapes. Furthermore, the reliance on self-reported questionnaire data inherently carries a potential for response bias. Therefore, it is highly recommended that future researchers expand the geographical scope of the study to include multiple provinces and incorporate longitudinal methodologies to capture the long-term, sustained financial impacts of digital transformation over time.

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