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IMPACT OF DIGITAL ACCOUNTING TOOLS ON THE BOOKKEEPING EFFICIENCY OF SMEs IN NASUGBU, BATANGAS

ANDREA MARIE DIGNOS BARCELON
Dr. Francisco L. Calingasan Memorial Colleges Foundation, Inc.
barcelonandreamarie@gmail.com

ABSTRACT

This study examined how digital accounting tools influence the bookkeeping efficiency of small and medium enterprises (SMEs) in Nasugbu, Batangas. It focused on how useful and easy these tools are for users and how widely they are incorporated into regular bookkeeping activities. It also assessed how digital accounting tools support the accuracy, speed, error reduction, timeliness, and retrieval of financial records. The study used a descriptive quantitative research design and gathered data from SME owners, managers, bookkeepers, cashiers, and staff involved in bookkeeping and financial recording. The findings showed that respondents generally viewed digital accounting tools positively because these tools help organize financial information, save time, support report preparation, and improve bookkeeping activities. Bookkeeping efficiency was also found to be high across the areas examined. Furthermore, adoption of digital accounting tools was significantly associated with bookkeeping efficiency. Based on the findings, the study proposed skills training, organized digital filing, and regular checking of financial records to strengthen the effective use of digital accounting tools among SMEs.

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