The Role of Accounting Information Quality in Enhancing Cost Accounting Objectives in Jordanian Industrial Companies

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Abstract

It's crucial to test the role of accounting information quality in enhancing the companies This study aimed to explore the respondents' perceptions on the role of accounting information quality in enhancing cost accounting objectives, namely, planning, controlling, performance evaluation and decision making functions. The researchers had designed a 31-item questionnaire distributed to 227 respondents who are working in industrial companies, out of 227 questionnaires distributed only 181 were returned. Ten of these questionnaires were excluded because they were invalid, the remaining 171 questionnaires yielded 75.3% responses rate. Table below highlights the demographic profile of the respondents. The results found accounting information quality plays significant role in enhancing the cost accounting objective

Keywords: Accounting information quality, cost objectives

1. INTRODUCTION

Information quality plays a vital role in providing useful information to the decision makers, since accounting information is needed by different users (i.e. Internal and external users. Karthikeyan. (2010), argued that those users are expecting the information is a high quality and useful. In addition, the accounting information quality is expected to play a crucial role in enhancing the objectives of cost accounting through planning, controlling, performance evaluation and decision making. Horngren (2014) explains how accounting aids decision making, planning and controlling through the five-steps decision, namely: making process: planning which consist of four – steps, identify the problem & uncertainties, obtain information, make predictions about the future, and make decisions by choosing among alternatives. And the last step is controlling, implement the decision, evaluate performance and learn. Jawabreh and Alrabei (2012) stated that information should be collected in high quality of data to make it more successfully that will be lead to high quality of information about this enterprise, this information will be the way to planning, controlling and making right decisions.

Although this study is intended to measure the role of information quality rather than the quality of information but there is a need to define the quality of information form many aspects. However, the quality of information is usable many purposes, specialists often use more proxies for information quality. For example, accountants consider the information of high quality if possess qualitative characteristics of financial information (i.e. relevance, faithful representation, timeliness, comparability, verifiability, and understandability) (IFRS, 2008). Romney and Steinbart (2015) among others argued that the characteristics that make information useful are relevance, reliability, completeness, timeliness, understandability, verifiability, and accessibility. Whilst Ivanov (1972) define the information quality as a process to guarantee confidence that particular information meets some context specific quality requirements. He claimed that higher the quality the greater will be the confidence in meeting more general, less specific contexts. Salehi, Rostami and Mogadam (2010) Argued that the accounting information system that is created in a business is directly related to the organizational culture, level of strategic planning and the information technologies that this specific business has. It is possible to obtain healthier information about the financial structures of the businesses that have set up a good accounting information system. Some of the important functions that an accounting information system perform in a business are: collecting and recording data about the activities and transactions; planning; processing the data and turning it into information to be used in decision-making for planning, application and control activities; and carrying out the necessary controls in order to protect the business assets.

Many researchers have highlighted the role of accounting information can play in companies to achieve their goals, for example Patel (2015) emphasizes on the important of accounting information in making decisions. He added that the accounting information always plays an essential role in decision making of the managers related to the financial and economic issues and affects to the survival of an organization. In addition, accounting tools such as cost accounting system, management accounting system, price and profitability provide the useful information to the manager to make the financial and economic decisions also. Similarly, Hafij, Ahmed, and Tamanna (2014) evaluated the usage of accounting information by the decision makers in practices in five strategic decision areas such as basic strategic decision, manufacturing decision, human resource decision, long term investment decision and marketing decision were considered for the study. The results of the study prove that there is significant relationship between accounting information and strategic decisions and strategic decisions in all the selected areas significantly depend on accounting information and it is also observed from the analysis of the opinion of the respondents that 44.44% of them are always using accounting information in making strategic decision in manufacturing industries in Bangladesh.

Simkin, Rose, and Norman. (2015) argued that managerial accounting provides relevant information to organization managers, and accounting information may help managers to understand their tasks more clearly and reduce uncertainty before making their decisions.

Qualitative Characteristics of Accounting Information

IASB adopts the qualitative characteristics of accounting information as issued by IASC Board in 2001. This includes relevance, faithful representation, comparability, verifiability, timeliness, and understandability. These characteristics are to enhance the quality of financial statements and provide useful information to variety of users. This framework, according to IFRS (2008), is divided into fundamental and enhancing qualities. The fundamental qualities are relevance and faithful representation, while the enhancing qualities include comparability, verifiability, timeliness, and understandability. In their joint project, IASB and FASB aim to issue a conceptual framework that provides information to a wide range of present and

potential users rather than focusing on the information needs of existing common shareholders only. Alshami and Noor (2009) studied the relationship between qualitative characteristics of accounting information and the quality of financial reports. They found a positive relationship between these qualities and the quality of financial statements.
IFRS (2008) establishes that, "Qualitative characteristics are the attributes that make financial reporting information useful. The qualitative characteristics are complementary concepts that each contribute to the usefulness of financial reporting information Financial reporting information may have varying degrees of usefulness to different capital providers" (p. 12).

Fundamental Qualities

Fundamental qualitative characteristics distinguish useful financial reporting information from information that is not useful or is misleading. For financial information to be useful, it must possess two fundamental qualitative characteristics i.e. relevance and faithful representation (IFRS, 2008, p. 13).

Relevance

Information is relevant if it is capable of making a difference in the decisions made by users in their capacity as capital providers. Information is capable of making a difference if it has predictive value and confirmatory (IFRS, 2008, p. 35). Information has predictive value if it has value as an input to predictive processes used by capital providers to form their own expectations about the future. FASB defines predictive value as "the quality of information that helps users to increase the likelihood of correctly forecasting the outcome of past or present events" (FASB, 2006a, p. 21). IFRS adds that information has confirmatory value if it confirms or changes past (or present) expectations based on previous evaluations. IFRS (2008) remarks that predictive and confirmatory are interrelated, whereas information that has predictive value usually also has confirmatory value.

Faithful Representation

Financial information that faithfully represents an economic phenomenon depicts the economic substance of the underlying transaction, event or circumstances, which is not always the same as its legal form. Faithful representation is attained when the depiction of an economic phenomenon is complete, neutral, and free from material error (IFRS, 2008, p. 36). According to FASB, representational faithfulness is a "correspondence or agreement between a measure or description and the phenomenon that it purports to represent" (FASB, 2006a, p. 23).

IFRS (2008) states that complete characteristics can be achieved if the financial report includes all necessary information for faithful representation of the economic phenomena that it purports to represent. An omission can cause information to be false or misleading and thus not helpful to users of financial reports. The other sub-characteristic of faithful representation is neutrality, defined by IFRS (2008) as the absence of bias intended to attain a predetermined result or to induce a particular behavior. Neutral information is free from bias so that it faithfully represents the economic phenomenon that it purports to represent. IFRS (2008) states that faithful representation does not imply total freedom from error because an economic phenomenon is measured under condition of uncertainty. But IFRS postulates that an estimate must be based on the appropriate inputs which reflect the best available information. It further asserts that a minimum level of accuracy is necessary for an estimate to possess faithful representation characteristic**.**

Enhancing Qualities

IFRS (2008) highlights that "Enhancing qualitative characteristics distinguish more useful information from less useful information. They enhance the decision-usefulness of financial reporting information that is relevant and faithfully represented. However, the enhancing qualitative characteristics, either individually or in concert with each other, cannot make information useful for decisions if that information is irrelevant or not faithfully represented" (p. 13). Enhancing qualities (i.e. comparability, verifiability, timeliness, understandability) are explained below.

Comparability

Comparability can be defined as the quality of information that enables users to identify similarities in and differences between two sets of economic phenomena. Users must be able to compare the financial statements of a company through time in order to identify trends in its financial statements and compare different companies to evaluate their relative financial position, performance and changes in financial position (IASB, 2005, FASB, 1980). IFRS considers comparability to include consistency: "comparability is the goal; consistency is a means to an end that helps achieve that goal" (IFRS, 2008, p. 39). On the other hand, consistency is defined as conformity from period to period with unchanging policies and procedures (FASB, 1980). Davis (2007) states that the hierarchy of the fair value makes consistency and comparability clearer than historical cost does.

Verifiability

IFRS (2008) defines verifiability as "A quality of information that helps assure users that information faithfully represents the economic phenomena that it purports to represent. Verifiability implies that different knowledgeable and independent observers could reach general consensus, although not necessarily complete agreement" (p. 39). 42

FASB defines verifiability as "the ability through consensus among measurers to ensure that information represents what it purports to represent" (FASB, 2006b, p. 22).

Timeliness

IFRS (2008) defines timeliness as having information available to decision makers before it loses its capacity to influence decisions (p. 40). Whittington (2008) notes that the decision usefulness requires timely information that would be possessed by (fair value) current value.

Understandability

Understandability is a quality of information that enables users to comprehend its meaning. Understandability is enhanced when information is classified, characterized, and presented clearly and concisely. Comparability can also enhance understandability (IFRS, 2008, p. 40).

Objectives of cost accounting

Lodha (2016) argued that the cost accounting objectives are (1) Ascertainment and analysis of cost and income by product, function and responsibility. (2) Accumulation and utilization of cost data for control purposes to have the minimum possible cost consistent with maintenance of quality. This objective is achieved through fixation of targets, ascertainment of actuals, comparison of actuals with targets, analysis of reasons of deviations between actuals and targets and reporting deviations to management for taking corrective action, and (3) Providing useful data to management for taking decisions. Otherwise, Abu Nassar (2015) said that the cost accounting objectives can be summarized in (1) planning (2) controlling, (3) decision making and (4) performance evaluation.

Horngren (2015) stated that a five-step decision-making process includes:
1. Identify the problem and uncertainties.
2. Obtain information. Gathering information before making a decision helps managers gain a better understanding of the uncertainties.
3. Make predictions about the future.
4. Make decisions by choosing among alternatives. When making decisions, strategy is a vital guidepost; many individuals in different parts of the organization at different times make decisions. Consistency with strategy binds individuals and timelines together and provides a common purpose for disparate decisions. Aligning decisions with strategy enables an organization to implement its strategy and achieve its goals. Without this alignment, decisions will be uncoordinated, pull the organization in different directions, and produce inconsistent results.

Steps 1 through 4 are collectively referred to as planning. **Planning** comprises selecting organization goals and strategies, predicting results under various alternative ways of achieving those goals, deciding how to attain the desired goals, and communicating the goals and how to achieve them to the entire organization. Management accountants serve as business partners in these planning activities because of their understanding of what creates value and the key success factors. The most important planning tool when implementing strategy is a budget. A **budget** is the quantitative expression of a proposed plan of action by management and is an aid to coordinating what needs to be done to execute that plan.

5. **Implement the decision, evaluate performance, and learn.** Managers take actions to implement the budget. Management accountants collect information to follow through on how actual performance compares to planned or budgeted performance (also referred to as scorekeeping). Information on actual results is different from the pre-decision planning information collected in Step 2, which enabled the management to better understand uncertainties, to make predictions, and to make a decision. The comparison of actual performance to budgeted performance is the control or post-decision role of information.

Control comprises taking actions that implement the planning decisions, deciding how to evaluate performance, and providing feedback and learning to help future decision making. Measuring actual performance informs managers how well they and their subunits are doing. Linking rewards to performance helps motivate managers. These rewards are both intrinsic (recognition for a job well-done) and extrinsic (salary, bonuses, and promotions linked to performance). A budget serves as much as a control tool as a planning tool because a budget is a benchmark against whichactual performance can be compared.

2. LITERATURE REVIEW

There are many researchers have studied the importance of accounting information quality, for example, Shirima et al (2015) examined the relationship between the use of accounting information and the cooperative success. Little has been known on what accounting information is used by the co-operatives in making important decisions pertaining to their operations. Alrabei (2014) explored the efficiency of accounting information system on the Islamic banks in Jordan. The results show that banks rely on accounting information systems to satisfy the clients through the implementation of banking clients as quickly and with minimal effort. In order to realize the research objectives, a questionnaire was designed and distributed to the financial managers, accountants, interior auditors and heads of accounting departments in Islamic banks of Jordan. A total of 42 questionnaires were distributed and 35 were received back which equals to (83.33%) which is considered good and acceptable. The results were analyzed by using SPSS and other statistical methods. The results showed that the Accounting Information System (AISs) are most common in the Jordanian Islamic banks and it helps in providing appropriate information about available substances at the right time.

Nnenna. (2012) explored the use accounting information as an aid to management in decision making. He argued that there is a need for information to concrete and explicit management decision to ensure the success and survival of an organization and since the aim of any business organization is profitability; accounting information is indispensable to achieving this goal. Hence, this research work studies how effective and efficient the instrument of good accounting information is in decision making in an organization. It also looks at the importance of good accounting information as it relates to maximizing the profitability target of an organization. In carrying out the work, various types of data collection methods were adopted, such as distribution of questionnaires, interviews and observations. These methods were adopted for gathering the primary and secondary data. The statistical instrument used was the analysis of variance (ANOVA) model. Tables and judgment techniques were used to analyze and present findings. From our findings, a good accounting system results in higher profit margins over the years. Organizations should eradicate weak accounting systems by making sure that every staff in the Accounts Department is co-operative and fully conscious of his or her role in the department so as to produce good accounting information.

Socea (2012) identified the role that financial accounting information plays the in managerial decision making. He explored the relationships through a fundamental qualitative research, based on literature review. using a consistent literature review, he outlines several considerations about decisions, decision theories, decision-making processes, decision makers, the manager as a key player in decision-making, the role of financial accounting information in this process, including the quality as a determinant of the decision usefulness of financial accounting information. Finally, we formulate conclusions and proposals to improve decision-making process at managerial level. The findings revealed that financial accounting information's help managers know what happened in the past and which is the present situation of the company, make visible those events that are not perceptible by daily activities, provide a quantitative overview of the company and help managers prepare for future activities and decisions. To be useful for decision making, financial accounting information must be intangible, relevant, reliable and comparable. The reality of decision-making reveals that decisions are taken not only in terms of information's and status quo, but based on personal beliefs and representations that shape the personal vision of the world. While Hall. (2010) explored the accounting information and managerial work. In this study he draws on prior research to develop a series of propositions focused on three primary insights into how and why managers use accounting information in their work. First, managers primarily use accounting information to develop knowledge of their work environment rather than as an input into specific decision making scenarios. In this role, accounting information can help managers to develop knowledge to prepare for unknown future decisions and activities. Second, as accounting information is just one part of the wider information set that managers use to perform their work. Third, as managers interact with information and other managers utilizing primarily verbal forms of communication, it is through talk rather than through written reports that accounting information becomes implicated in managerial work. These insights have important implications for how managers use accounting information, and, in particular, require reconsideration of the types accounting information that manager's find, or could find, helpful. The study also considers how existing experimental and field-based methods could fruitfully be adapted to focus on the detailed activities through which managers engage with accounting information.

Eva and Chrisl. (2008). tested the Role of accounting information in decision-making processes in a German dairy cooperative", and this study examines the role of accounting information in a German cooperative and examines the political and economic aspects of decision-making by top managers. The objective is to show how the board of directors and senior managers use accounting information as part of their decision-making strategies, this case study of a German dairy cooperative provides evidence of the uniqueness of decision-making strategies in Germany and identifies the integration of accounting and specific strategic objectives in the decision-making process. The findings decisions are based to a greater extent on both quantitative and qualitative data, which are evaluated in relation to the broader environment. In light of the ongoing globalization process, the awareness of differences in decision-making processes will contribute to a better understanding of the role of management accounting in the globalizing world. This research has significant implications for the international application of management accounting procedures and practices in decision-making processes. Multinational enterprises, governments and researcher would benefit from such insights into the utilization of accounting information in various national contexts. Moreover, Ahmad (2006) aimed to identify the role of accounting information in managerial decision making in general joint-stock companies in Palestine. To fulfill the objectives of this study and to answer its questions, the researcher investigated previous literature related to the subject of the study. Through this literature, the researcher was able to get secondary data which constituted the conceptual framework of the study. As for the practical framework, the researcher used a questionnaire designed for this purpose. The researcher used the descriptive analytical method and conducted the needed statistical analysis and tested the study hypotheses. He found that accounting information has a vital role in decision making in general joint-stock companies. and There is a considerable use of financial lists to get accounting information which is used in decision making. This study Recommended Increasing the use of accounting information in future planning and policy-making processes in companies. And ensuring support of high level administration in general joint-stock companies to financial management departments through providing them with proficient staff and empowering workers to improve their knowledge of subject matter in the field of accounting so that they can provide vital accurate accounting information and outcomes. Additionally, Abdel Razeq. (1993) aimed to determine the extent of using accounting information in managerial decisions such as planning and controlling considered them the most important management functions. He concerned about measuring the problems and difficulties for the use of this information by decision makers. He collected information related to the study using a questionnaire that distributed to the 41 industrial companies. He found that 80% of companies use the accounting information extracted from reports and financial statements when making management decisions related to the planning and controlling, moreover 85% of companies are using accounting information depending on previous plans and reports and financial statements to measure the deviations between actual and planned performance to take management decisions relating to the controlling. In general, 83.27% of the decisions makers at companies using accounting information extracted from reports and financial statements related to the planning and controlling together when making decisions.

PROBLEM STATEMENT

Accounting information quality is expected to play a central role in enhancing the objectives of cost accounting through planning, controlling, performance evaluation, and decision making. As it is well known, the companies are operating in a very competitive environment, thus the management must take rational decisions that will lead to maximize the companies' goals. Thus, the quality of decisions depends on the quality of information. This study tries to answer the following questions: -

1- What is the role of accounting information quality in enhancing planning function?
2- What is the role of accounting information quality in enhancing controlling function?
3- What is the role of accounting information quality in enhancing performance Evaluation function?
4- What is the role of accounting information quality in enhancing Decision Making function?

OBJECTIVES OF THE STUDY

The study aims to explain how the accounting information quality can help Cost Accounting in Industrial Companies to achieve the following objectives:

1- To determine the role of accounting information quality in enhancing planning function.
2- To determine the role of accounting information quality in enhancing controlling function.
3- To determine the role of accounting information quality in enhancing performance evaluation function.
4- To determine the role of accounting information quality in enhancing decision making function.

HYPOTHESES OF THE STUDY

1- There is a significant role for accounting information quality in enhancing Planning function.

2- There is no significant role for accounting information quality in enhancing controlling function.
3- There is no significant role for accounting information quality in enhancing performance evaluation function.
4- there is no significant role for accounting information quality in enhancing decision making function.

3. DATA AND METHODOLOGY

POPULATION AND SAMPLE SELECTION

Sekaran and Bougie (2010) refer to population as the entire group, events, or things of interest that the researcher wishes to investigate, and the sample is a subset of the population. In this study, the population is listed industrial companies. ASE (2016) records show there are 72 industrial companies. Since the objectives of this study are to explore the employees' perception on the role of accounting information quality in enhancing cost accounting objectives, we distributed the questionnaire to the accounting departments in these companies. Out of 227 questionnaires distributed only 181 were returned. Ten of these questionnaires were excluded because they were invalid, the remaining 171 questionnaires yielded 75.3% responses rate. Table below highlights the demographic profile of the respondents

Category	**Frequency**	**Percentage (%)**
Education		
Diploma	20	11.7%
Bachelor degree	112	65.5%
Master degree	45	26.3%
Other	0	0.0%
Total	171	100%
Specialization		
Cost Accounting	137	80.1%
Accountant	8	4.7%
Managerial Accountant	11	6.4%
Other	15	8.8%
Total	171	100%
Years of Experience		
2 or less	8	4.7%
2 to 6	52	30.4%
7 to 12	67	39.2%
More than 12	44	25.7%
Total	171	100%
Age		
Less 25	4	2.3%
26 to 35	122	71.3%
36 to 45	40	23.4%
More 45	5	2.9%

Total	171	100%
Gender		
Male	156	91.2%
Female	15	8.8%
Total	171	100%

Table 1 shows that 65.5% of the respondents held a bachelor's degree, and the remaining either had diploma (11.7%) or Master degree (26.3%). Regarding the specialization of the respondents, the majority of the respondents majored in cost accounting (80.1%), 4.7% were accountant, 6.4% specialized in managerial accounting, while only 8.8% majored in other fields. In relation to respondents' experience, Table 1 shows that 4.7% of the respondents had less than two years of work experience, and 30.4% had experience between three and six years, and the others either had seven to twelve years of experience (39.2%), or more than twelve years of experience (25.7%). Regarding to the respondents' age, most of them were between 26 to 35(71.3%), while 23.4.2% were between 36 to 45, 2.3% less than 25, and only 2.9% were more than 45years.

FACTOR ANALYSIS

Tabachnick & Fidell, (2007) stated that factor analysis is a type of data reduction technique used to reduce the variables to smaller number factors. Before performing the factor analysis, the data must meet the assumptions of normality, homoscedasticity, and linearity (Hair, Black, Babin, Anderson, & Latham, 2010). In doing so, this study had checked these assumptions (the results will be deliberated in the next section) and found the data is valid to perform factor analysis. we used Kaiser Meyer Olkin (KMO) measure of sampling adequacy, which indicates the inter-correlation among the variables and the validity of the variables to enter factor analysis. Bartlett's test of sphericity is needed to test the intercorrelation among the items. For this test, the significance level of less than 0.05 is required to perform the factor analysis. Table 5.3 below shows the guide to interpret findings of factor analysis (Kaiser, 1970, 1974).

Table 2 KMO Test Guide

KMO	**Opportunity for factor analysis**
.90 to 1.00	Marvelous
.80 to .89	Meritorious
.70 to .79	Middling
.60 to .69	Mediocre
.50 to .59	Miserable
Below .50	Should be excluded

According to Hair et al. (2010), the suggested cut-off point for significance loading is 0.4 or above for a sample of 273 subjects. In addition, all components with eigenvalue more than 1.0 will be retained. KMO was used to test the questionnaire validity and to ensure the suitability of all variables entering the factor analysis test, as explained below. The suitability of all items for factor analysis test was assessed by three ways: (1) the correlation matrix includes many coefficients of 0.3 and above, (2) the Kaiser Meyer Olkin (KMO) for all items must exceed the recommended value of 0.6, and (3) the Bartlett's Test of Sphericity (BTS) is significant for all variables. The number of factors was defined by two steps: (1) the factors with eigenvalue greater than 1.0. (2) The factors have substantial amounts of common variance as displayed in the scree test. The variables with no significant loading on the factor were deleted, and then the factor was labeled based on the higher loading variables because they have greater influence than the variables with low loading (Hair et al., 2010).

The results show that factor analysis was suitable to be performed on the study variables because the KMO was ranged between 0.708 and 0.809, the sphericity test was significant at ≤ .005. The items that loaded into the factors explained 41.67 % to 58.62% of the total variance.

LINEARITY, NORMALITY, AND HOMOSCEDASTICITY

Linearity, normality, and homoscedasticity are other important assumptions that should be checked before regression test is performed. The need for normally distributed data is because the correlation represents a linear association between the variables while the nonlinear association is not represented. So the scatter plots should express the normal line for the independent and dependent variables. According to Hair et al. (2010), testing the normality of the data can be done by exploring skewness and kurtosis ratio. Normality is assumed when the skewness and the kurtosis are between ± 1.96 at alpha value .05 and ±2.58 at alpha .01, respectively. The results of skewness and kurtosis showed that the data of the current study is normally distributed**.**

DESCRIPTIVE ANALYSIS

After reviewing the respondents' profile, this section presents the descriptive results of the variables under study, where appropriate. Table 3 shows the result.

Table 3 Descriptive Analysis Results

Variables	# of items
AIQ	8
Planning.	7
Controlling	5
Performance Evalua	6
Decision Making.	5

4. FINDINGS AND DISCUSSIONS

Hypotheses Testing

This section presents the findings of the relationship between the independent and dependent variables. In doing so, this study used simple regression to test the aforementioned relationships. These relationships are hypothesized as follows.

H1: There is a significant role for accounting information quality in enhancing Planning.

The result of simple regression between accounting information quality and planning shows that the r value is 0.143 (F = 3.536, Sig. < 0.006), as shown in Table 4. This means that accounting information quality is significantly and positively related to the planning. Table 4 below shows that accounting information quality predicts significantly the dependent variable (planning), in which for one unit increase in the independent variable, the dependent variable will increase by 0.154 (t = 34.176, p = .000). Based on this result, the first hypothesis is supported.

H2: There is a significant role for accounting information quality in enhancing Controlling.

Table 4 exhibits the results of a simple regression between accounting information quality and controlling and shows that the r value is 0.222 (F = 8.774, Sig. < 0.003). This means that accounting information quality has a positive and significant relationship to controlling. The table also shows that for each unit increase in the accounting information quality there is an expected increase in the dependent variable by .193 (t = 30.199, p = 0.000), suggesting that accounting information predicts significantly the dependent variable. Hence, the second hypothesis is supported.

H3: There is a significant role for accounting information quality in enhancing Performance Evaluation.

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Table 4 below shows that the r value is 0.181 (F = 5.701, Sig. < 0.018). This means that accounting information quality has a positive and significant relationship to Performance Evaluation. The table also shows that for each unit increase in the accounting information quality there is an expected increase in Performance Evaluation by .123 (t = 16.596, p < 0.00), suggesting that accounting information quality predicts significantly the dependent variable. Hence, the third hypothesis is also supported.

H4: There is a significant role for accounting information quality in enhancing Decision Making.

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Table 4 presents the results of a simple regression between accounting information quality and decision making. It shows that the r value is 0.429 (F = 38.074, Sig. = 0.000). This means that there is a positive relationship between accounting information quality and Decision Making. This implies that for each unit increase in accounting information quality there is an expected increase in decision making by 0.503 (t = 5.733, p < 0.000), suggesting that accounting information quality enhances significantly decision making. Hence, the fifth hypothesis is supported**.**

Table 4 Simple Regression Summary

	Coefficient	**t**	**p value**	**R**	**F value**
Accounting information qua planning	0.154	34.176	0.000*	0.143	3.536
Accounting information qua controlling	.193	30.199	0.000*	0.222	8.774
Accounting information qua performance evaluation	0.123	16.596	0.000*	0.181	5.701
Accounting information qua decision making	0.503	5.733	0.000*	0.429	38.074

* Significant at 0.01; ** Significant at 0.05; ***Significant at 0.10

5. CONCLUSION

In this section, the findings of the study have been presented and discussed in detail. In particular, it seeks to explain how the findings are related to previous studies, furthermore, it also offers some recommendations and suggestions for future research. the results showed that the respondents perceived the accounting information quality to enhance the planning, controlling, performance evaluation and decision making functions. These results came in line with the previous studies, for example, Eva and Chrisl. (2008) found evidence on the uniqueness of decision-making strategies in Germany and identifies the integration of accounting and specific strategic objectives in the decision-making process. And Hall. (2010) who explored the accounting information and managerial work. He argued how managers use accounting information, and, in particular, require reconsideration of the types accounting information that manager's find. Similarly, Socea (2012) findings revealed that financial accounting information's help managers know what happened in the past and which is the present situation of the company, make visible those events that are not perceptible by daily activities, provide a quantitative overview of the company and help managers prepare for future. Nnenna. (2012) found that there is a need for information to concrete and explicit management decision to ensure the successful.

On the contrary, Jawabreh and Alrabei found no relationship between accounting information system and planning, controlling, and decision-making in four and five stars Jodhpur Hotels.
This study has significant implications for management and accounting practices in achieving companies' goals. The results suggest that the high quality of information will lead to efficient decisions that will maximize the companies' wealth and goals. Further analysis, based among others on variables in-depth methodologies**,** is needed concerning the quality of accounting information and its relationship with companies' sustainability.

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