

## **ABSTRACT**

*The effectiveness of the use of information systems is very important for MSME to find out information on the development and progress of the company based on its objectives. MSME in Cilacap Regency that can use accounting information systems effectively will certainly help make decisions based on the information presented, but the facts on the ground in using accounting information systems are not as easy as imagined to get to the level of effective use due to several factors.*

*The purpose of this study was to determine the relationship between the effect of work experience, the ability of users of incentives, and the effectiveness of accounting information systems and to know simultaneously and partially work experience, user abilities and incentives on the effectiveness of accounting information systems in MSME in Cilacap Regency using report preparation applications. web-based profit and loss.*

*The method used in this study is a quantitative method using primary data obtained from a questionnaire and its measurement using a Likert scale. The population used in this study is MSME in Cilacap Regency who use a web-based income statement preparation application. The sample selection used purposive sampling and obtained a sample of 13 MSME with 41 respondents. The data analysis method used is multiple linear regression analysis method.*

*Based on the results of simultaneous testing, work experience, ability to use and incentives affect the effectiveness of the accounting information system used in MSME in Cilacap Regency using a web-based income statement application. The results of the partial test of work experience, and user ability have a positive and significant effect on the effectiveness of accounting information systems, while incentives have no significant effect on the effectiveness of accounting information systems on MSME in Cilacap Regency using a web-based income statement application.*

*Based on the results of the research, the use of accounting information systems in the form of a web-based income statement preparation application is effective for MSME using marketplace users, so it can be taken into consideration for MSME using marketplaces to implement the application in order to help MSME to achieve their goals. For the Office of Cooperatives, Small and Medium Enterprises, based on the results of research in the form of the influence of user ability on the effectiveness of accounting information systems, it can be used as a reference to hone the ability to use information systems for MSME.*

**Keywords: Effectiveness of Accounting Information Systems, Intensive, User Capabilities, Work Experience.**