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The Effect Of After-Sales Service And User Experience On User Satisfaction With The Accounting Software Of Pt Acosys Global Data In Lampung

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Abstrak

The use of accounting software in a company's operational activities requires good after-sales service and a comfortable user experience to enhance user satisfaction. However, not all users experience optimal service quality and user experience. This study aims to analyze the influence of after-sales service and user experience on user satisfaction with PT Acosys Global Data's accounting software in Lampung Province. This study employs a quantitative method using purposive sampling. The study population consists of all Acosys users in Lampung Province, totaling 5,052 companies, with a sample size of 140 respondents. Data analysis utilizes multiple linear regression to test the relationships between variables. The results indicate that after-sales service and user experience have a positive influence on user satisfaction. User experience has a more dominant influence compared to after-sales service. The coefficient of determination value of 0.513 indicates that the two variables can explain 51.3% of the variation in user satisfaction. This study concludes that improving after-sales service and user experience can increase user satisfaction with PT Acosys Global Data's accounting software in Lampung Province.

Keywords: After-sales service, user experience, user satisfaction, accounting software

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INTRODUCTION

Software is a set of instructions used by computers to perform specific tasks, supported by data and documentation to ensure proper use (Pressman, 2010). In the business world, software helps improve work efficiency, data management, and decision-making (Stair & Reynolds, 2017). One widely used type is accounting software—a system designed to automatically record and manage financial data, thereby generating fast and accurate reports (Romney & Steinbart, 2018). The use of accounting software in Indonesia continues to rise, including in Lampung Province, creating competition among local and national developers such as Acosys, Accurate, and Zahir. Amid this competition, Acosys V.4 has emerged as a local software solution offering integrated features such as transaction recording, inventory management, automated financial reports, POS, and payroll, all presented with a user friendly interface.



Figure 1. Example of the Acosys V.4 Software Interface

Figure 1 illustrates that the user interface and user experience are key factors in the use of accounting software. Acosys V.4 features a simple interface and integrated functions such as transaction recording, inventory management, POS, payroll, and

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automated financial reporting to support the operations of SMEs. Additionally, Acosys offers flexible pricing options through a licensing system and cloud subscription.

Despite having competitive features and pricing strategies, PT Acosys Global Data's revenue fluctuated between 2016 and 2025. This indicates that the success of software is determined not only by its features but also by the user experience. Reviews on Google Reviews reveal varying user experiences, with some finding the system easy to use, while others encounter issues such as errors and operational disruptions.

Table 1. Acosys User Reviews

No.	Review	Description
1.	Positive	• This technology company offers highly reliable accounting software, perfect for those looking to start a retail business or a convenience store. Many convenience stores already use Accousist's software. The software is easy to use and provides detailed reports. • • Excellent after-sales service that has been very helpful to us with our bookkeeping 👍 • An app that's incredibly helpful for business operations, sales, inventory management, profit tracking, and accounting—it meets all your business needs. The pricing is tailored to your needs, and the technicians are reliable and always ready to fix any issues. Technician fees are affordable, and the app is easy and simple to use—no computer knowledge required; just start using it right away. • The most comprehensive business accounting software—from point-of-sale to accounting—is simple and easy to use, with technicians available for maintenance at any time.
2	Negative	• I've been using Acosy for years, and it's true that it often crashes on its own—suddenly it won't work, receipts won't print, barcodes won't scan, and so on. This happens all the time. What's worse is that when

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No.	Review	Description
		we ask for support, they're slow to respond over the phone and just brush us off in chat. My unit still hasn't been fixed. I have 3 clothing boutique branches; only 1 uses Acosy—the other 2 don't use it and are running smoothly. This is a total mess. • Feedback: The system is slow and glitchy. When I called the office, none of the operators knew what was going on. I've called the technician 20 times, but they never pick up. Think twice before using this program!! It's not as fast as they promised at the beginning! • After-sales service is lacking when it comes to consultations, and it's a bit difficult to visit the location; plus, the app sometimes crashes

` Source: Google Review of PT Acosys Global Data

Based on user reviews on Google Reviews, most users find that Acosys helps with bookkeeping, inventory management, and financial reporting, and that it has a user-friendly interface. However, some users still complain about system errors and delays in technical support. This indicates that user satisfaction is influenced not only by the software's features but also by after-sales service and the user experience.

PT Acosys Global Data provides after-sales services in the form of remote and on-site maintenance, software updates, data backups, and user training to support the smooth operation of the system. Fast service and a comfortable user experience can increase user satisfaction, while technical obstacles and suboptimal service can decrease it. Based on these conditions, this study was conducted to analyze the influence of after-sales service and user experience on user satisfaction with PT Acosys Global Data's accounting software in Lampung.

LITERATURE REVIEW

Marketing

Marketing is the process of understanding consumer needs, creating value, and delivering products or services to achieve customer satisfaction and corporate

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objectives. According to Tjiptono and Diana (2019), marketing encompasses the creation, distribution, promotion, and pricing of products. For technology-based products such as software, marketing strategies have evolved from the 4Ps to the 7Ps, which include product, price, place, promotion, people, process, and physical evidence.

After-Sales Service

According to Nasir et al. (2021), after-sales service refers to the support a company provides following a sale through technical assistance, system updates, communication, and complaint handling to help customers use the product optimally. This service is measured using indicators such as repair and maintenance, service staff, service delivery, communication, and complaint handling. In accounting software, the quality of after-sales service plays a crucial role in enhancing user satisfaction, trust, and loyalty. Additionally, DeLone and McLean (2003) state that service quality is a key factor in the success of information systems and user satisfaction.

User Experience

According to Deng et al. (2010), user experience refers to the cognitive and emotional engagement of users when interacting with a system. User experience is measured through five indicators: focused immersion, temporal dissociation, heightened enjoyment, control, and curiosity. In accounting software, a positive user experience can increase user satisfaction and loyalty to the system.

User Satisfaction

According to DeLone and McLean (1992; 2003; 2017), user satisfaction is a measure of an information system's success that is influenced by the quality of the system, the information, and the services. Petter et al. (2008) explain that user satisfaction is measured through satisfaction with the information, system functionality, service support, and overall satisfaction. In accounting software, user satisfaction is influenced by after-sales service and a positive user experience.

METHODOLOGY

This study is a quantitative study using an associative approach, as it aims to determine whether after-sales service and user experience, both collectively and individually, influence user satisfaction with PT Acosys Global Data's accounting software in Lampung, using purposive sampling. The study population consists of all

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Acosys users in Lampung Province, totaling 5,052 companies, with a sample size of 140 respondents. Data analysis employs multiple linear regression.

DISCUSSION

Validity Test

Table 2. Recapitulation of Validity Test Results

Variable	Question Item	K-M-O	*Anti Image*	*Loading Factor*	Description (>0,50 = Valid)
X1	X1.1	0,892	0,908	0,611	Valid
	X1.2		0,920	0,681	Valid
	X1.3		0,920	0,684	Valid
	X1.4		0,898	0,711	Valid
	X1.5		0,890	0,607	Valid
	X1.6		0,904	0,641	Valid
	X1.7		0,886	0,631	Valid
	X1.8		0,836	0,614	Valid
	X1.9		0,893	0,704	Valid
	X1.10		0,861	0,615	Valid
X2	X2.1	0,884	0,904	0.707	Valid
	X2.2		0,889	0,687	Valid
	X2.3		0,875	0,695	Valid
	X2.4		0,832	0,606	Valid
	X2.5		0,896	0,660	Valid
	X2.6		0,857	0,625	Valid
	X2.7		0,876	0,640	Valid
	X2.8		0,915	0,711	Valid
	X2.9		0,875	0,683	Valid
	X2.10		0,906	0,652	Valid
Y	Y1.1	0,865	0,884	0,659	Valid
	Y1.2		0,870	0,640	Valid
	Y1.3		0,870	0,652	Valid
	Y1.4		0,870	0,686	Valid
	Y1.5		0,842	0,712	Valid
	Y1.6		0,838	0,638	Valid

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	Y1.7		0,879	0,750	Valid
	Y1.8		0,868	0,683	Valid

Source: Processed data (2026)

Based on Table 2, all variables have KMO values above 0.50: after-sales service (X1) at 0.892, user experience (X2) at 0.884, and user satisfaction (Y) at 0.865; therefore, the data is suitable for analysis. Furthermore, all items have Anti-Image and Loading Factor values above 0.50, so all items are deemed valid and can be used in the study.

Reliability test

Table 3. Reliability Test Results

Variable	Question Item	*Cronbach Alpha*	*Cronbach's Alpha if Item Deleted*	Description
X1	X1.1	0,848	0,837	Reliabel
	X1.2		0,830	Reliabel
	X1.3		0,830	Reliabel
	X1.4		0,827	Reliabel
	X1.5		0,838	Reliabel
	X1.6		0,834	Reliabel
	X1.7		0,835	Reliabel
	X1.8		0,837	Reliabel
	X1.9		0,828	Reliabel
	X1.10		0,837	Reliabel
X2	X2.1	0,861	0,845	Reliabel
	X2.2		0,847	Reliabel
	X2.3		0,846	Reliabel
	X2.4		0,853	Reliabel
	X2.5		0,849	Reliabel
	X2.6		0,852	Reliabel
	X2.7		0,851	Reliabel
	X2.8		0,844	Reliabel
	X2.9		0,847	Reliabel

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	X2.10		0,849	Reliabel
Y	Y1.1	0,832	0,815	Reliabel
	Y1.2		0,817	Reliabel
	Y1.3		0,816	Reliabel
	Y1.4		0,812	Reliabel
	Y1.5		0,808	Reliabel
	Y1.6		0,818	Reliabel
	Y1.7		0,802	Reliabel
	Y1.8		0,812	Reliabel

Source: Processed data (2026)

Based on Table 3, all variables have Cronbach's Alpha values above 0.60, namely after-sales service (0.848), user experience (0.861), and user satisfaction (0.832); therefore, all instruments are deemed reliable and consistent for use in this study.

Multiple Linear Regression Results

Table 4. Results of Multiple Linear Analysis

Coefficients[a]						
Model		*Unstandardized Coefficients*		*Standardized Coefficients*	t	Sig.
		B	*Std. Error*	Beta		
1	(Constant)	.929		.297	3.125	.002
	After-Sales Service	.353		.076	.337	4.650	.000
	User Experience	.467		.072	.469	6.485	.000
a. Dependent Variable: User Satisfaction						

Source: Processed data (2026)

Based on Table 4, the multiple linear regression equation used is as follows:

Y = 0,929 + 0,337X1 + 0,469X2

Explanation:
A = Constant
Y = User Satisfaction

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X1 = After-Sales Service
X2 = User Experience

The regression results indicate that after sales service (X1) and user experience (X2) have a positive effect on user satisfaction (Y). After sales service has a regression coefficient of 0.337 with a calculated t-value of 4.650 and a significance level of 0.000, while user experience has a regression coefficient of 0.469 with a calculated t-value of 6.485 and a significance level of 0.000. Thus, both variables have a positive and significant effect on user satisfaction.

Hypothesis Testing

Table 5. T-test Results

Hypothesis	T Calculate	Sig.	Description
After-Sales Service (X1) → User Satisfaction (Y)	4.650	.000	Accepted
User Experience (X2)→ User Satisfaction (Y)	6.485	.000	Accepted

Source: Processed data (2026)

The Impact of After-Sales Service on Customer Satisfaction

Based on the results of the hypothesis test, after-sales service has a calculated t-value of 4.650 with a significance level of 0.000 (<0.05), so the first hypothesis (H1) is accepted. The regression coefficient of 0.337 indicates that after-sales service has a positive effect on user satisfaction with the Acosys accounting software. This means that the better the service provided after system use, the higher the level of user satisfaction will be. After-sales service is a critical factor because the use of accounting software is not immune to potential system issues or disruptions in daily operational activities. Users will feel more satisfied if the service provider is able to provide technical assistance quickly, offer appropriate solutions, and handle complaints responsively. Additionally, clear communication and routine system maintenance also help users feel more comfortable and confident in the system they are using. When using Acosys accounting software, after-sales service plays a crucial role in ensuring the smooth operation of users' work. When errors or system issues can be resolved quickly, users' workflows are not significantly disrupted, allowing operational activities to continue running smoothly. This situation fosters increased user trust and satisfaction with the

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software. The results of this study align with Nasir et al. (2021) and the DeLone and McLean (2003) model, which state that service quality has a positive effect on user satisfaction with information systems. This study also supports the findings of Rigopoulou et al. (2008), which show that after-sales service can increase user satisfaction.

The Impact of User Experience on User Satisfaction

Based on the results of the hypothesis test, user experience had a t-value of 6.485 with a significance level of 0.000 (<0.05), so the second hypothesis (H2) was accepted. The regression coefficient of 0.469 indicates that user experience has a positive effect and is the most dominant factor in increasing user satisfaction with the Acosys accounting software. This indicates that the better the experience users perceive while using the system, the higher their satisfaction levels will be. A good user experience is evident in the system's ease of use, the comfort of operating its features, and the system's ability to effectively assist users in their work. Users will feel more satisfied if the system is easy to understand, responds quickly, rarely encounters issues, and is capable of assisting with data processing and financial reporting more efficiently. These conditions make users' work easier and reduce obstacles in daily operational activities. These findings align with Deng et al. (2010), who explain that user experience through the concept of cognitive absorption can enhance user satisfaction. Additionally, Petter et al. (2008) also state that the experience of using an information system influences user satisfaction. Thus, user experience is a key factor in enhancing user satisfaction with the Acosys accounting software.

Results of the F-Test

Table 6. F-Test Results

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	12.425	2	6.213	72.056	.000[b]
	Residual	11.812	137	.086		
	Total	24.237	139			
a. Dependent Variable: User Satisfaction						
b. Predictors: (Constant), User Experience, After Sales Service						

Source: Processed data (2026)

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Based on Table 6, the calculated F-value is 72.056 with a significance level of 0.000 (<0.05), so the hypothesis is accepted. This indicates that after-sales service and user experience simultaneously influence user satisfaction. The results of this study indicate that user satisfaction increases when supported by responsive after-sales service and a system experience that is comfortable, easy to use, and helpful for users' work.

Coefficient of determination

Table 7. Determination Analysis Results (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716[a]	.513	.506	.29363
a. Predictors: (Constant), User Experience, After-Sales Service				

Source: Processed data (2026)

Based on Table 7, an R value of 0.716 indicates a strong relationship between after-sales service and user experience and user satisfaction. An R-squared value of 0.513 indicates that 51.3% of user satisfaction can be explained by these two variables, while the remainder is influenced by other factors outside the scope of this study.

CONCLUSION

Based on the research findings, it can be concluded that after-sales service and user experience have a positive and significant impact on user satisfaction with PT Acosys Global Data's accounting software in Lampung. Good after-sales service such as prompt responses, clear communication, and proper complaint handling can enhance user satisfaction. Additionally, a positive user experience characterized by ease, convenience, and smooth system operation also significantly contributes to increased user satisfaction. Therefore, PT Acosys Global Data is advised to implement regular system updates, maintain system stability and user comfort, and improve the quality of technical support and training for users. Future researchers are also advised to include additional variables and employ different research methods or subjects to yield more comprehensive and in-depth findings.

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