

**PELAPORAN KEWANGAN MENERUSI INTERNET: INDEKS, TAHAP
PELAPORAN DAN FAKTOR PENENTUNYA**

Oleh

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**Tesis Diserahkan kepada Kolej Perniagaan,
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PENAKUAN

“Saya akui karya ini adalah hasil kerja saya sendiri kecuali nukilan dan ringkasan yang tiap-tiap satunya telah saya jelaskan sumbernya.”

7 Januari 2010

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ABSTRAK

Penyelidikan ini mengkaji perhubungan di antara tahap pelaporan kewangan menerusi Internet (PKMI) dengan faktor kontingensi dan karakter spesifik syarikat. PKMI diwakili oleh dimensi kandungan, dimensi pembentangan dan indeks keseluruhan PKMI. Kajian ini didorong oleh hasil penelitian literatur yang mendapati bahawa kajian-kajian lepas telah melaporkan hasil penemuan yang tidak konsisten berkaitan dimensi yang digunakan untuk mengetahui tahap PKMI. Keadaan ini telah mendorong wujudnya satu aliran kajian baru yang mencadangkan kepada perlunya pengkaji mengambil kira pemboleh ubah lebih terperinci bagi menjelaskan faktor penentu bagi praktis PKMI. Oleh yang demikian, kajian ini mengintegrasikan literatur PKMI, literatur faktor kontingensi dan literatur pelaporan kewangan dengan mengkaji faktor kontingensi dan karakter spesifik syarikat. Faktor kontingensi telah dibincangkan secara meluas oleh ahli-ahli perakaunan pengurusan sebagai pemboleh ubah yang penting bagi tujuan pelaksanaan strategi perniagaan. Daripada penelitian literatur PKMI, dua faktor bagi faktor kontingensi dan sepuluh faktor bagi karakter spesifik syarikat telah dikenal pasti. Karakter spesifik syarikat kajian pula telah diukur menggunakan tiga pemboleh ubah utama iaitu: struktur, prestasi dan pasaran. Kajian mendapatkan pandangan daripada penyedia laporan tahunan berhubung item yang perlu ada dalam senarai semakan indeks PKMI. Bersesuaian dengan ciri-ciri organisasi kajian, persampelan secara rawak telah digunakan. Sebanyak 68 soal selidik telah dikembalikan dan digunakan untuk dianalisis mewakili 15.11 peratus daripada keseluruhan 450 soal selidik yang diedarkan. Kadar pulangan soal selidik yang diterima adalah mencukupi, iaitu selaras dengan beberapa kajian terdahulu. Data kajian telah dikumpul daripada 182 buah syarikat yang tersenarai di papan utama Bursa Malaysia bagi tujuan analisis regresi berganda. Hasil kajian menunjukkan bahawa sejumlah 87 item daripada 155 item dikenal pasti sebagai asas pengukuran untuk mengetahui tahap PKMI bagi syarikat yang tersenarai di papan utama Bursa Malaysia. Hasil kajian mendapati bahawa purata tahap PKMI ialah 65.10 dengan nilai minimum dan maksimum masing-masing 48.27 dan 78.16. Berdasarkan analisis regresi berganda, keputusan kajian mendapati bahawa tiga ciri utama syarikat iaitu saiz syarikat, tempoh penyenaaran dan pulangan atas ekuiti mempengaruhi secara signifikan tahap PKMI. Hasil kajian turut menunjukkan bahawa wujud hubungan negatif antara nisbah keberuntungan dengan dimensi kandungan dan indeks keseluruhan PKMI. Kajian ini memberi maklumat penting kepada pembuat piawaian perakaunan, penggubal dan pihak berautoriti bagi membentuk satu garis panduan yang boleh diterima pakai oleh syarikat yang tersenarai di Bursa Malaysia berhubung praktis menyalurkan maklumat kewangan di dalam laman web syarikat. Hasil kajian ini juga diperlukan oleh penyelidik lain, para pengurus dan para pelabur yang pada masa kini sedang atau merancang untuk menggunakan maklumat kewangan bagi membuat keputusan pelaburan yang lebih rasional. Kesimpulannya, hasil kajian ini telah menyumbang kepada peningkatan kefahaman terhadap subjek utama kajian dan yang lebih penting lagi ia turut menyumbang kepada perkembangan dan pengukuhan teori dalam bidang PKMI.

ABSTRACT

The purpose of this study is to investigate the relationship between Internet Financial Reporting (IFR) with contingency factors and firm specific characteristics. IFR is represented by dimension of content, dimension of presentation and overall index of IFR. This study is motivated by the inconsistent findings concerning dimensions used to represent IFR as appeared in the contemporary literature. Due to the inconsistencies in the findings, a new research stream emerged. The research stream suggests future researchers to investigate in more detail variables that can clarify the determinants of IFR practices. Therefore, this study integrates the IFR literature, contingency literature and financial reporting literature through the investigation of the contingency factors and firm specific characteristics. Contingency factors have been widely discussed in management accounting literature as important variables for the purpose of strategy implementation. In this study, two contingency factors and ten firm specific characteristics had been identified from the financial disclosure literature. Firm specific characteristics were measured by using three main variables, namely: structure, performance and market. This study obtained responses from the preparers of annual reports in relation with the items that should be included in the checklist of IFR index. Random sampling was used in selecting the sample of the study with the characteristics of the Malaysian preparers accordingly. Out of 450 questionnaires distributed, 68 questionnaires (15.11%) were returned and used for further analysis. The response rate was considered sufficient as it was paralleled with responses from previous studies. In addition, data was collected from 182 companies listed in the main board of Bursa Malaysia for the purpose of multiple regression analysis. This study found that 87 out of 155 items were identified as a basic measurement to determine the level of IFR among the listed companies in main board of Bursa Malaysia. The study found that a mean score of IFR is 65.10 with the highest score of 78.16 and the lowest score of 48.27. Based on multiple regressions analysis, the findings showed that three main firm specific characteristics influenced the level of IFR i.e. firm size, listing period and return on equity. The findings also showed that there was a negative relationship between profitability ratio and dimension of content and overall index of IFR. This study provides important implication for accounting standard setters, regulators and authority bodies in developing a guideline for practicing disseminate financial information through company websites. These findings should be of interest to other researchers, and to managers and investors who currently use or plan to use financial information in making rational investment decisions. In conclusion, findings from this study have contributed to the enhancement of the understanding on the subject matter and more importantly it also contributes to the development and affirmation of theories in the field of IFR.

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DAFTAR SINGKATAN PERKATAAN

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|--------|---|
| AIMR | Association for Investment Management and Research |
| BSKL | Bursa Saham Kuala Lumpur |
| CI | Condition Index |
| CICA | Canadian Institute of Chartered Accountants |
| EDGAR | Electronic Data Gathering, Analysis and Retrieval |
| FASB | Financial Accounting Standards Board |
| FRS | Financial Reporting Standards |
| FSE | Frankfurt Stock Exchange |
| GCC | Gulf Co-operation Council |
| GOF | Goodness of Fit |
| HTML | Hypertext Mark-up Language |
| IASB | International Accounting Standards Board |
| IASC | International Accounting Standards Committee |
| ICAEW | Institute of Chartered Accountants in Englands and Wales |
| ICT | Teknologi Maklumat dan Komunikasi |
| IFAC | International Federation of Accountants |
| IFR | Internet Financial Reporting |
| IKS | Industri Kecil dan Sederhana |
| KPK | Ketua Pegawai Kewangan |
| LSE | London Stock Exchange |
| MASB | Malaysian Accounting Standards Board |
| MD | Mahalanobis Distance |
| MESDAQ | Malaysian Exchange of Securities Dealing & Automated Quotation Berhad |
| MIA | Malaysian Institute of Accountants |
| MKSPKK | Model Kontingensi Sistem Pelaporan Kewangan Korporat |
| NASDAQ | National Association of Securities Dealers Automated Quotations |
| NZSE | New Zealand Stock Exchange |
| OECD | Organisation for Economic Co-operation and Development |
| PDF | Port Document Format |

| | |
|------|---|
| PKMI | Pelaporan Kewangan menerusi Internet |
| SC | Securities Commission |
| SEC | U.S. Security and Exchange Commission's |
| SPSS | Statistical Package for Social Science |
| VIF | Variance Inflation Factor |
| WWW | World Wide Web |

BAB 1

PENGENALAN

1.1 Latar Belakang

Pembangunan pesat teknologi maklumat dan komunikasi (ICT) telah mengubah cara syarikat menyampaikan maklumat kepada pemegang saham, pelanggan, pembekal dan lain-lain pengguna (Bonson & Escobar, 2006). Internet telah muncul sebagai platform komunikasi pilihan bagi penyebaran maklumat di kalangan syarikat korporat bermula sekitar tahun 1990-an dan penggunaannya semakin berkembang. Kini, kewujudan laman web syarikat telah menjadi medium yang penting bagi tujuan pelaporan korporat (Trabelsi, Labelle & Laurin, 2004). Contohnya, laman web telah digunakan oleh syarikat untuk memberitahu maklumat korporat kepada para pelabur di seluruh dunia (Abdelsalam & Street, 2007), mempromosikan identiti korporat (Poon, Li & Yu, 2003; Topalian, 2003), menyampaikan maklumat mengenai organisasi dan aktivitinya (Chan & Wickramasinghe, 2006; Sriram & Laksmana, 2006) dan menyampaikan maklumat kewangan kepada pemegang saham, pelabur dan pihak lain yang berkepentingan (Hodge & Pronk, 2006; Abdelsalam & El-Masry, 2008).

Hasil kajian lepas menunjukkan banyak syarikat di seluruh dunia telah menerbitkan maklumat kewangan korporat menerusi Internet (Lymer, Debreceny, Gray & Rahman, 1999; FASB, 2000; Oyelere, Laswad & Fisher, 2003; Marston & Polei, 2004; Ali Khan, Bajaher & Ismail, 2007). Peningkatan ketara bilangan syarikat yang melaporkan maklumat kewangan menerusi Internet telah memberi impak yang besar kepada perundangan, kewangan, kerangka perakaunan dan sistem (Khan, 2006). Sehubungan dengan itu, Internet telah

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