

ABSTRACT

This research aims to determine the effect of accounting information system utilization on the performance of pempek industry in Palembang city. Sampling technique using Convenience Sampling method with the amount of sample used in this research is 100 pempek business in Palembang city. Data analysis method used is simple linear analysis. From the results of this study note that the accounting information system had a positive effect on the performance of the pempek business.

Keywords : Accounting Information System, Performance of Pempek Business