

ABSTRAKSI

Candra Pratama Djaya (09.1.036), Influence of Accountancy Information Utilizing on The Success of Building Material Market Business in Palembang (on the guidance of Mr. Y. Andry Putrant, S.E.,M.Sc., Ak)

The objective in this research was to examine “is there any Influence of Accountancy Information Utilizing on The Success of Building Material Market Business in Palembang”. The variables used in this research were accountancy information utilizing as dependent variable and the success of business as independent variable. This research was done involving 30 respondents who were the owner of building material market in Palembang through quisioners. The data was processed by using the analysist of simple regression with SPSS version 16.0 program. Simple regression analysist was used to test hypotheses of the influence of accountancy information utilizing on the success of business. It showed that the signification t test value for the variable of influence of accountancy information was 0,281 more than the value of significant level 5%= 0,05, so it could be conclude that there was no influence of accountancy information utilizing on the success of building material market.

Key words: Accountancy Information Utilizing, Success of Business