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## Research Article

# AN IMPROVE TO AN ACCOUNTING LECTURE'S PERFORMANCE: INSIGHT THE SIGNALING THEORY AND THE STAKEHOLDER THEORY

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### ABSTRACT

Recently, the level of competitiveness entire the Universities in Asian countries and the many educational institutions within Higher Education industries that conducted within disruptive global-economics and the newest hi-tech, could also made some tight competitions in Asian countries. Furthermore, the study reveals gaps the influences of job satisfactions and performance based on several proposed variables. The three possible variables have a direct influence on job satisfactions and performance are internal control, financial management transparency, and continuous education. The study would expected to assist accounting educators and accounting education institutions in making accurate strategic decisions appropriate especially to attract lecture's performance in the accounting program. However, the data were collected through a questionnaire given directly to accounting lectures with total sample had 279 that it was consisting of 12<sup>th</sup> universities in Banten Province. Thus, an analysis was conducted within the Partial Least Squares with Structural Equation Modeling (SEM) Software 8.80, through two step approach-types of statistical procedures. In the present study, the results show that internal control, financial management transparency, and continuous education influence predominantly on job satisfaction. On the other side, job satisfaction as a mediating variable can improve the influence of three exogenous variable to accounting lecture's performance.

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## INTRODUCTION

An universities have become the central of excellent for many educated persons in the world, that its should have many function for development and evolved the knowledge, skill and ability for looking forward the smart and intellegent of many people in the nations. However, the robust tangible assets as like the well knowledge in among the Lecture's performance for sustainable higher educations business for made more competitiveness in sustain- business that conducted within innovatively in higher educational-business. (Luca, Maia, Cardoso, Vasconcelos, & Cunha, 2014; Winkelbach & Walter, 2015; Zacharias, Nijssen, & Stock, 2016; Zaichkowsky, Parlee, & Hill, 2010). Recently, the level of competitiveness entire the Higher Education in Asian countries and the many an educational- institutions within H-E industries that conducted within hi-tech, could also made some tight competitions in Asian countries. (Allen Schaefer & Haytko, 2013; González, Rodríguez Gil, Martorell Cunill, & Merigó Lindahl, 2016; Perin, Sampaio, Jiménez-Jiménez, & Cegarra-Navarro, 2016; Scheiner, Baccarella, Bessant, & Voigt, 2017)

Furthermore, the data of H-Eextraordinary- Lecture's Performance, as follow figure 1 below:

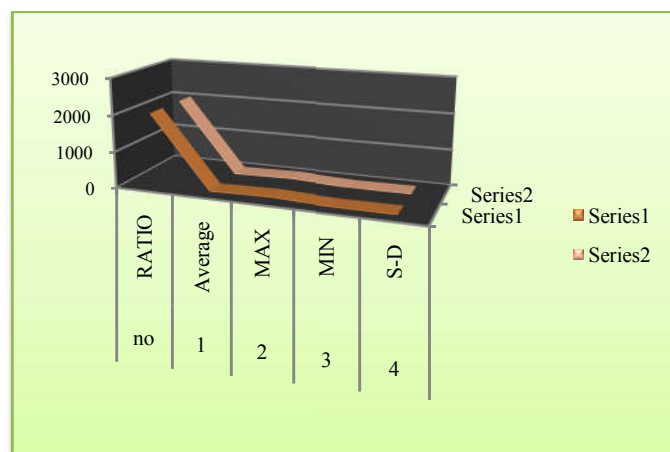
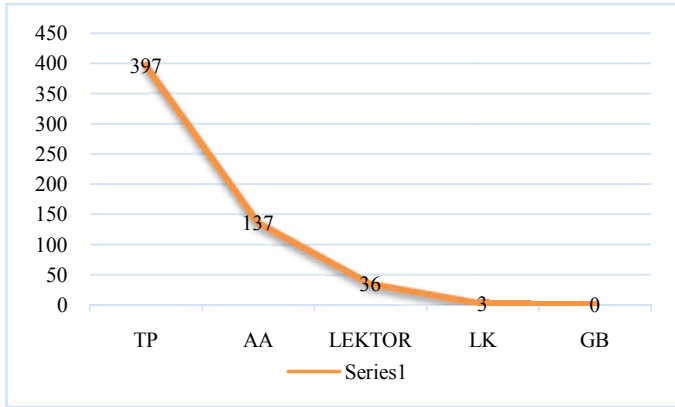


Figure 1 The gaps of The Ratio of H-E Extraordinary-Lecture's Performance (Source: PDDIKTI Data, 2018)

The reveals gaps in this inquires have how increased the leads to attempt the Lecture's performance that conducted to full fill

this gaps with the research model for an among University in Banten. Furthermore, the scholars indicated the research gaps that conducted within inconsistency result to improve great performance on entire lecturers.(Fung, Sharma, Wu, & Su, 2017; Xerri & Reid, 2017; Zehir, Yıldız, Köle, & Başar, 2016) Hence, the data of H-E Lecture's Performance that indicated with the level of the functional, as follow figure 2 below:



**Figure 2** The gaps of The Ratio of H-E Level of the Fuctional-Accounting Lecture's Performance  
(Source: LLDIKTI Data, 2018)

Therefore, the scholars were focus of the research model that conducted within to offering the predicted variables that pertains;measure the influences of job satisfactions and accounting lecture's performance based on several proposed variables. The three possible variables have a direct influence on job satisfactions and performance are internal control, financial management transparency, and continuous education.

**Literature Review and Hypothesis Development**

The Signaling theory supports within this study within among the H-E industries in Banten that should an involved that could conveying the great information's products and the services in emerging markets to another party and the stakeholder and also the principals to pursue the future H-E prospects for the investors and the stake holders. Furthermore, the executives in the universities should state the best information's in their H-E to entire the prospects investors to pursues and increase the lecture performance and the market- orientations for the sustainable business. (Duffy & Muñoz-garcía, 2015; Mackelprang, Habermann, & Swink, 2015; Mavlanova, Benbunan-Fich, & Koufaris, 2012)(Ross, 1977), (Josh, Jeff, Eric, & Phillip, 2016; Song, Wang, & Cavusgil, 2015)(Krafft, Albers, & Lal, 2004)(Claro & Bortoluzzo, 2015; Klovieni, Gimzauskiene, & Misiunas, 2015; Thomas, 2015; Wiersma, 2017; Zhang, 1998)

Actually, the signaling model development have an explaining the H-E structure base on the asymmetric information's- base, that conducted between the Rectors with well informed and the outsider within poorly informed and also indicated a view the prospects within the H-E across the countries in Asian countries. Hence, the model should be develop conducted idea-based that the Rectors of the H-Ebelong the best information's within the universities and would be deliver to new- investors and the stake holders to increase the organization performance. Furthermore, the asymmetric information's within entire the H-

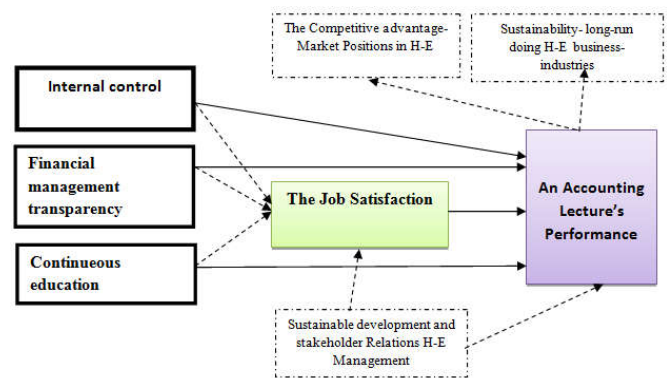
E could the Rectors not be able only provide the entire well information but among employee from other H-Ethat could deliver other information and make the investor not in believe. Moreover, the signaling have an indicated for the H-Ein Asian to take an actions within the universities 'management that delivered on an investors how the counting and rating some prospects for the future opportunities.(Hingley, Lindgreen, & Grant, 2015; Wallnöfer & Hacklin, 2013)(Duffy & Muñoz-garcía, 2015; Mavlanova *et al.*, 2012).(Ellili, 2011)Brigham and Houston (2017) (Krause, Whitley, & Semadeni, 2013)(Dutta, 2012; Palmatier, Houston, Dant, & Grewal, 2013).

**The stakeholder theory in H-E**

The H-E of universities not only an entities to operations to an institutions themselves but must be deliveries and have responsibilities to some various of the stakeholders and also have some satisfaction from entire activities within H-E (e.g., students, lectures, workers, laboran, head of department, deans and among rectors also the foundation of H-E).(Jurgens, Berthon, Papania, & Shabbir, 2010; Laczko, Hullova, Needham, Rossiter, & Battisti, 2018; Matuleviciene & Stravinskiene, 2015; Pérez & Rodríguez del Bosque, 2014) Furthermore, the stakeholders would supported the entire programme to doing business wthin H-E organizations. Hence, the stakeholder have interpreted the intercorrelationally that conducted within cooperatively each others for making the great decisions that could satisfying to among members in H-E.(Jurgens *et al.*, 2010; Reynolds, Shoss, & Jundt, 2015; tom Dieck & Jung, 2017)

**Proposed the frame work and hypothesis development**

The scholars have develop for the research framework to fulfill the research gaps for inquiries the knowledge that could make the contributions of knowledge of the management and business theories and it's could to improve to accounting lecture's performance within entire H-E in Banten, Indonesia.(L.-L. Chang, Hsiao, & Tsai, 2013; W. Chang, Ellinger, Kim, & Franke, 2016; Martins & Lopes, 2016; Perin *et al.*, 2016; Pradhan, 2016; Taghieh, Taghieh, & Poorzamani, 2013). Furthermore, within the emerging- market, competitive advantage and performance should be based for making the action plan for run the business in H-E indutries.(Castaño, Méndez, & Galindo, 2016; Demirkan & Spohrer, 2014; Kapferer, 2012; Torun & Çicekci, 2007), as follow in figure 3, below:



**Figure 3** The Research Model Conducted within to Attempt the Accounting Lecture's Performance (Sources: Develop by authors)

Despite the scholarly, the hypotheses in this study would base on the empirical evidence above, therefore:

**H<sub>a</sub>:** The internal control, financial management transparency and continuous educations were positively related partially and simultaneously to the job satisfaction and an accounting lecture's performance of H-E in Banten, Indonesia.

**Research method**

The study was improved some objective conducted within the quantitative- based business research in management science within the positivist approach thought the deductive reasoning and causal design research that conducted within survey methods and to yield the result to confirmed entire hypothesis also could predicted to the entire H-Eto pursue the job satisfaction and affected to accounting lecture's performance. (Alegre, Mas-Machuca, & Berbegal-Mirabent, 2016; Christopher, 2010; Kloviene *et al.*, 2015; Matei & Drumasu, 2015; Peter, Tamyko, & Daniel, 2017; Ramendra & Gopal, 2013; Shan, Song, & Ju, 2015; Silva, Gerwe, & Becerra, 2017)

**Sample and data collection**

The data source from the H-E in Banten, Indonesia within for this empirical study entire of the 12<sup>th</sup> Universities based within explore and investigated for 491 lecture. Hence, in this inquiries conducted within among H-E in Banten, Furthermore, in this inquire the scholars used 275 accountancy lecture in H-E. (Hertwig & Pleskac, 2010; Wahab, Quazi, & Blackman, 2016)

**Measurement variables**

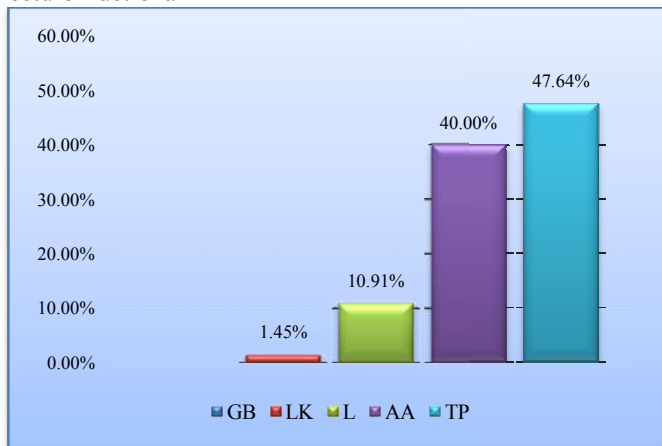
In this study were have some the survey forms that conducted within the instruments- in 5-Likert Scale measured to achieved the primary data that finding from the entire sample. (Bertoni, Bertoni, Panarotto, Johansson, & Larsson, 2016; Derfuss, 2016)

**Data Analysis and Finding**

**Data analysis**

The data analysis were conducted within entire accountancy lecture performance in H-E univeristies in Banten, Indonesia , as follow table 1 below:

**Table 1** The Descriptive data statistics the Level of the Lecture-Fuctional



(Source: prime data by authors, 2019)

Moreover, in this study the researcher have evaluated that the perceptions of among latent variables that conducted inn tis study from accountancy lecture in Banten, Indonesia, as follow table 2 below:

**Table 2** The Recapitulation of the Score among Latent Variables

No.	The Latent Variable	Score	Remarks
1	The Internal Control (X <sub>1</sub> )	3.60	
2	The Fianacial management transparency (X <sub>2</sub> )	3.65	
3	Continously educations (X <sub>3</sub> )	3.50	Good
4	Job Satisfactions (Y <sub>1</sub> )	3.34	
5	The accounting Lecture's Performance (Y <sub>2</sub> )	4.02	

(Source: prime data by authors, 2019)

**The Hypothesis testing**

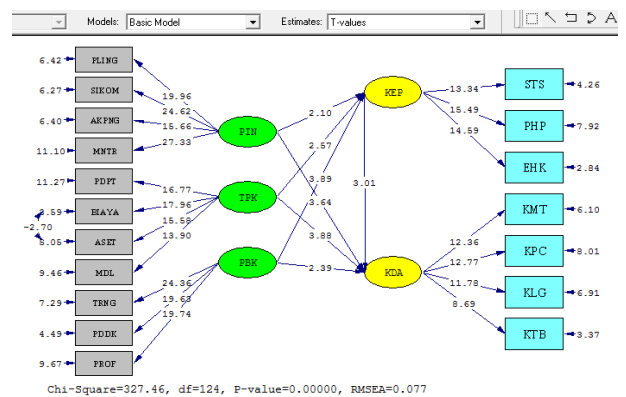
The important results with the robust methodical in business and this investigates to attempt the Job satisfaction and accounting lecture's performance were to delineate of the research hypothesis. The entire hyphotesis has been accepted and it's indicated the data could reflected the among theories that conducted within this study. Therefore, the internal control, financial management transparency and continuous educations were positively related partially and simultaneously to the job satisfaction and an accounting lecture's performance of H-E in Banten, Indonesia, as follow in table 3 as below (Dobroszek, 2015; Leite, Rodrigues, & Albuquerque, 2014; Ramendra & Gopal, 2013; Täuscher & Laudien, 2017; Xie, Zhou, Huang, & Xia, 2017):

**Table 3** The delineated of research hypothesis

Hypothesis testing	Koef/R <sup>2</sup>	Error	T value	Remarks
Ha <sub>1</sub>	.17	.082	2.10	The entire hypotesis has been accepted in this study.
Ha <sub>2</sub>	.20	.079	2.57	
Ha <sub>3</sub>	.40	.10	3.89	
Ha <sub>4</sub>	.49	.51	28.99	
Ha <sub>5</sub>	.26	.072	3.64	
Ha <sub>6</sub>	.35	.09	3.88	
Ha <sub>7</sub>	.20	.082	2.39	
Ha <sub>8</sub>	.18	.059	3.01	
Ha <sub>9</sub>	.71	.29	93.33	

(source: prime data- output).

Furthermore, the out put of the research model that conducted within basic-model and calculated with the estimate value on t-value that supported the hypothesis testing and then the TPK have more higher leads to KDA with t value 3.88, could be see in figure 4 below:



**Figure 4** The Research Model-Output Conducted within to Attempt the an Accounting Lecture's Performance (Sources: Data- output)

This study argue, within the Equation model (1) and (2) that the great estimation was TPK would affected to the KDA with best prediction value of gamma.35 and the determinations- value was 71% that indicated more than good predictions:

$$\begin{aligned}
 \text{REP} &= 0.18 * \text{FIN} + 0.19 * \text{TPK} + 0.41 * \text{FBK}, \text{ Errorvar.} = 0.51, R^2 = 0.49 \dots (1) \\
 &\quad (0.082) \quad (0.077) \quad (0.10) \\
 &\quad 2.17 \quad 2.43 \quad 3.96 \\
 \text{KDA} &= 0.26 * \text{FIN} + 0.35 * \text{TPK} + 0.20 * \text{FBK} + 0.18 * \text{REP}, \text{ Errorvar.} = 0.29, R^2 = 0.71 \\
 &\dots (2) \\
 &\quad (0.072) \quad (0.090) \quad (0.082) \quad (0.059) \\
 &\quad 3.64 \quad 3.88 \quad 2.39 \quad 3.01
 \end{aligned}$$

Thus, the output for GOF testing for the research model could calculated from, table 4 below:

**Table 4** the GOF Testing of Research Model

GOF Indicators	Cut of point	The results	Remarks
<b>Absolute Fit</b>			
GFI	GFI ≥ 0,90	0,84	Marginal Fit
RMSEA	RMSEA < 0,08	0,077	Good Fit
<b>Incremental Fit</b>			
NNFI	NNFI ≥ 0,90	0,98	Good Fit
NFI	NFI ≥ 0,90	0,97	Good Fit
AGFI	AGFI ≥ 0,90	0,78	Marginal Fit
RFI	RFI ≥ 0,90	0,97	Good Fit
IFI	IFI ≥ 0,90	0,98	Good Fit
CFI	CFI ≥ 0,90	0,98	Good Fit
PGFI	PGFI ≥ 0,60	0,61	Good Fit

(Sources: Data- output)

While empirical evidence, could approved and reflected from data table 4 above, that woud indicated the good fit model, and it's should to conducted to explained and confirmed the result-research of the internal control, financial management transparency and continuous educations were positively related partially and simultaneously to the job satisfaction and an accounting lecture's performance of H-E in Banten, Indonesia.(Zehir, Gurol, Karaboga, & Kole, 2016; Zehir, Yıldız, et al., 2016; Zhao, Feng, & Wang, 2015)

## CONCLUSIONS

The results of entire hypothesis testing indicated the proved empirically The internal control, financial management transparency and continuous educations were positively related partially and simultaneously to the job satisfaction and an accounting lecture's performance of H-E in Banten, Indonesia. Finally, the simultaneously has Statistically Significant with the contribution value 49.00% and 71.00%. Furthermore, the results within variable of the Financial management transparency has been evolving accountancy disciplines that should be for supported the Signaling theory and the Stakeholder theory within the well information's the best prospected to the communities and the stakeholders at .(Jurgens et al., 2010; Mavlanova et al., 2012)

### Research contributions

Despite the scholarly, the empirically from this study could be delivering some contributions to evolving, develop and to body of knowledge the Signaling theory and the stakeholder theory that conducted to the improved the accounting lecture's performance in the entire universities in Banten, Indonesia. (Kazlauskienė, 2015; Mavlanova et al., 2012). Moreover, the result of this study will be providing the great-Financial management transparency information's to leads some positively- H-E perceptions to pursue the organization performance (Barker, 2001; Josh et al., 2016) (Nix & Zacharia,

2014; Perin et al., 2016)(Bell, Filatotchev, & Aguilera, 2013; Bhootra & Hur, 2012; L.-L. Chang et al., 2013). Hence, the practical implications from this inquiry could have for guidance entire the Rectors of the H-E in Banten, Indonesia to conducted and manage the financial performance more focus withinthe great-Financial management transparency information's.(Sung & Choi, 2012; Thomas, 2015)(Cohen, 2015; Dibrell & Moeller, 2011)

### Limitations and future research

Actually, the data has not enough robust for only survey in Banten, Indonesia to conducted within regression analysis and the outcome would less accurate and power for doing predictions, confirmed and explained to evolved the accounting disciplines.(Cheng & Coyte, 2014; Iwai & Azevedo, 2016). Furthermore, the study was could improve for the future research that conducted within some other among variables pertains; the universities- cash flow and also the H-E reputations on competitive advantage, the financial structure, the incentive and also developing relational capital. (Šontaitė-Petkevičienė, 2015; Wei, Kim, Miao, Behnke, & Almanza, 2018)(Adeosun & Ganiyu, 2013; Jiang, Issa, & Malek, 2011; Šontaitė-Petkevičienė, 2015; Tang & Tang, 2012; Wang, 2014)(Gregorio Martín de, Pedro López, & José Emilio Navas, 2004; Pradhan, 2016)

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