

## The Impact of Implementing Web-Trust Principles on the Quality of Accounting Information Issued by Jordanian Banks.

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**Abstract:** The study aimed to examine the impact of implementing web-trust principles on the quality of accounting information issued by Jordanian banks to achieve the main goal of the study, the researchers designed a structured questionnaire that was validated by lecturers in Jordanian universities, the population consisted of (25) Banks at Jordan in the Central Region which expresses all of the total number working banks in Jordan, a number of (148) questionnaires was at respondent. Higher-Financial Management, IT Management and Internal Control and Auditing Management were chosen to examine the hypothesis of the study. The descriptive statistics and Measures Statistical Dispersion were used for data analysis, and the hypotheses were examined by (Multiple Regression and One-Way ANOVA Tests). The research mainly achieved the following results: It was found that most of the population agreed that the application of Web-Trust Principles generally has a determinable influence on the quality of accounting information issued by Jordanian banks. It was also found that the (Confidentiality Principle) was the most effective among all Web-Trust Principles in quality of accounting information issued by Jordanian banks. On the other hand, it was found that (Online Privacy Principle) was the least effective among all Web-Trust Principles. Finally, it was found that applying Web-Trust Principles provides users with quality of accounting information in an accurate manner and at the appropriate time. In the light of achieved results, the researchers recommend the following: To encourage the at Jordanian Banks to keep applying Web-Trust Principles. To find solutions for the weaknesses found in some policies that has low impact on the efficiency of the quality of accounting information issued by Jordanian banks.

**Keywords:** Quality of Accounting Information, Web-trust principles, Web-trust, Sys-trust, Jordanian banks, Canadian American project.

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### I. Introduction

It is well known that the banking sector in any country is a key pillar of the financial market since contributes to directly to the economy growth by recycling cash in other economic sectors contributes and supports in GDP. Furthermore, the accounting information is a crucial outcome of the total banking system, and plays an important and effective role accounting information for various levels of the economy decision-making process in a timely manner. This helps the decision makers to take various administrative and financial decisions by providing this information through reports and issued banking financial statements. To develop a comprehensive plan capable of achieving economic and social development process, data transparency is necessary, since it is considered the basis for the economic and financial reform process. Therefore, an accounting information must be more accurate, fast, and credible to enable the required financial indicators. Such financial indicators will be capable to develop a control process to assess the market performance and to achieve modern economic model, enabled by information systems and communications technology (Zyoud, et al, 2006).

Based on the previous facts and having background on the Web-Trust reliability introduced by the American Institute of Certified Public (AICPA), and the Canadian Institute of Chartered Accountants (CICA), the key question is: What would be the impact of implementing such web-trust reliability principles of the of the on the quality of accounting information issued by Jordanian Banks? As are researchers are trying to answer the main question by implementing the reliability web-trust on the Jordanian Banks system and by examining the Impact on the Jordanian Banks issued accounting information quality

## **II. Questions of The Study**

Since the Jordanian Banks is leading banking system that contributes to the modern and developed Jordanian economy, it would be a great case study to implement the web-trust reliability principle to develop an efficiency, accuracy, and reliability tool to enable the advancement needed in the Jordanian banking business environment to support such successful economy.

The case study to implement web-trust reliability principle and its impact on the quality of accounting information is considered a difficult and challenging idea. However, we believe that the benefit on the Jordanian economy will be noticeable by increase the quality and accuracy of accounting information that are used as financial indicators for economy growth. To achieve that, the following questions must be addressed:

### **2.1. The first main question:**

Is there a statistically significant effect of the application of the principles on the reliability of the Web-Trust on the quality of accounting information issued by Jordanian Banks?

### **The follow up questions:**

1. Is there a statistically significant effect of the application of the security principle of the Web-Trust on the quality of accounting information issued by Jordanian Banks?
2. Is there a statistically significant effect of the application of the availability principle of the Web-Trust on the quality of accounting information issued by Jordanian Banks?
3. Is there a statistically significant effect of the application of the processing integrity principle of the Web-Trust on the quality of accounting information issued by Jordanian Banks?
4. Is there a statistically significant effect of the application of the online privacy principle of the Web-Trust on the quality of accounting information issued by Jordanian Banks?
5. Is there a statistically significant effect of the application of the confidentiality principle of the Web-Trust on the quality of accounting information issued by Jordanian Banks?

### **2.2. The second main question:**

Is there an agreement between the views of the study sample (Supreme Financial Management, Information Technology Management, Control and Internal Audit Department) on the impact of the application of the principles of the reliability of the Web- Trust on the quality of accounting information issued by Jordanian Banks?

## **III. Objective of The Study**

This study aims to:

1. Identify the impact of implementing the Web-Trust principles, and effect on the quality of the issued accounting information.
2. Identify the extent the application of the Web-Trust principle to the Jordanian banking and quality of accounting information.
3. Study and analyze the effect of the Web- Trust principle application on the quality of accounting information issued by the Jordanian Banks.
4. Exit results and propose appropriate recommendations for future research topics.

## **IV. Significance & Importance of The Study**

The banking sector is leading Jordanian banks that contributes to GDP and to the modern and developed Jordanian economy. Whereas a good quality of accounting information, the banks will achieve outstanding performance. The importance of this study lies in expanding the literature on this area. Previous studies examined the quality of accounting information in the commercial and industrial sectors, while this study explored the quality of accounting information in the banking sector. That will be helpful for the stakeholder, decision makers, and software developers to meet the quality of accounting information requirements.

**Importance of the study can be divided into two main areas as follows:**

### **4.1. Practical importance:**

The researchers believe that the practical importance is the future results of the study that will help by:

1. Promoting the application of the principles of the reliability of the Web-Trust, that will contribute to improve the level of quality of accounting information.
2. Enabling the Jordanian banks to compete in other local, regional and global banks.
3. Raising the level of efficiency and performance of the accounting system and thus raise the quality of issued accounting information.

4. Improving the customer satisfaction, and the accuracy and the confidence level of the customer decisions based on the published accounting information.

#### **4.2. Theoretical importance:**

The importance of theoretical study are as follows:

1. Maybe this study will be one of the first studies to implement this principal on Jordanian market, this is would be a great opportunity to study and analyzed the impact of the application of the Web-Trust principles on the quality of accounting information in the Jordanian Banks.

2. Extend the application of the web-trust globally. The study impact to contribute to provide the required literature for the global awareness and benefit of Web-Trust principle. This will advance the research in the topic and provide a good starting point for subsequent studies related to principles of the Web-Trust and its impact on the quality of accounting information.

## **V. Literature Review**

### **5.1 Web Trust Principles:**

In the mid-1990s, with the market for financial audits being described as flat, or shrinking, it was argued that the profession had to further expand and diversify its services into areas such as e-commerce if it wanted to prevent its decline (Gendron, Y., & Barrett, M. 2004). In response, the Canadian Institute of Chartered Accountants (CICA) and the American institute of certified public accountants (AICPA) identified and publicized a series of new assurance services that their members could provide by building on the financial audit tradition (Gendron, Y., & Barrett, M. 2004). Web trust is one of these services, and was initially presented as a seal of assurance that a professional accountant can display on a client's website in order to report to online consumers that the site meets criteria of "good practices" (CICA 2002).

The Web Trust project emerged in the mid-1990s, when members of the professional accounting community developed the belief that the financial audit market was saturated (Gendron, Y., & Barrett, M. 2004). In reaction, the Institutes created working committees to examine the possibility of exporting financial audit expertise to other areas, namely, the CICA Task Force on Assurance Services and the AICPA Special Committee on Assurance Services. Early on, both committees exchanged information and began working together. One of the first conclusions reached by their members was to identify Web assurance as a target area. Members also recognized the need for the profession to act together in developing and promoting new assurance services Which: Preventing the marketplace from being confused by a variety of firm-specific seals and reports, therefore, appeared to be a key concern of committee members. (Gendron, Y., & Barrett, M. 2004).

Definition of Web Trust Reliability: in this type of service, the customer, who wants to get the accounting information, contracts an auditing firm. The firm responsibility is to provide confirmatory services to confirms that the client web site complies with all of the principles and standards of reliability services that relates directly to all commerce operations. The client website then will be certified to comply with the principles and criteria for this type of service. The audit firm then stamped the company website to be web-trusted. This seal indicates that the client site has services are certified as trusted website, which gives confidence and encourages the public to deal with this company via its website. (Arens, A. A., Elder, R. J., & Beasley, M. S. 2014). On the other hand, Alqashi, (2003) defined Web trust principles:

- 1. Security:** this certified that the system is protected from unauthorized transactions.
- 2. Availability:** this certified that the system is ready to operate in accordance with announced policies.
- 3. Processing Integrity:** this certified that the company has been making sure that all the procedures have been developed and followed and that they provide accurate information and announced on a timely manner.
- 4. Online Privacy:** This certified that the company use and disclosure of all information has been obtained through ecommerce agreement comply with company policies in place to ensure the privacy of its clients.
- 5. Confidentiality:** This certified that the confidentiality of all information complies with company announced policies to ensure the confidentiality of information.

### **5.2 Quality of Accounting Information:**

Quality accounting of information is used to assist the users of information to make decisions that are beneficial. According to Laudon and Jane (2012) The Information is data that has been formed into shapes that are meaningful and useful to humans. "information is the data that have been organized and processed to provide meaning and improve the decision making process" (Romney and Steinbart, 2012). On the other hand, Quality of accounting information this indicates the quality of accounting information and it is compliance of the company accounting system goals. The information quality ensures that there is appropriate in place processes and constraints within the organization to achieve or the organization service objectives, protect the company assets, and achieve the company service quality. This will help the company to achieve the maximum production efficiency, and to measure the validity of the accounting system (Al-Shammari, 2013).

According to Susanto (2015) also said that the quality of accounting information is very important, because it will affect the capital providers, and other stakeholders in making decisions. From some of the above opinion can be interpreted that the accounting information is the financial data that is processed and molded into a more meaningful user that can be used as a basis for decision-making, so as to provide added value to an organization. Quality of accounting information is the accounting information has the quality characteristics required by the wearer in decision making valuable achieving organizational goals.

The criteria of quality information according to Romney and Steinbart (2012) is the information should be accurate, timely, relevant and complete. Meanwhile disclosed by Porter and Norton (2012) that high quality information is information that is relevant and faithful representation, include: (1) Relevant information that is useful for decision-making processes, information about the past can help predict the future; (2) Timelines that information should be available when decisions are being made; (3) Faithful representation that the information is complete, neutral and free from error. On the same time, according to Kartikahadi et al (2012) the characteristics of accounting information is understandable (understandability), relevant (relevance), reliability (reliability) and comparable (comparability).

According to Romney et.al (2013) Characteristics of useful information:

**Table (1) Characteristics of useful information.**

1- <b>Relevant:</b>	Reduces uncertainty, improves decision-making, or confirms or corrects prior expectations.
2- <b>Reliable:</b>	Free from error or bias; accurately represents organization events or activities.
3- <b>Existence:</b>	The transactions, assets, obligations and equity generated in the system exist.
4- <b>Valid:</b>	Only those transactions and reports that are atomized by the firm should be processed.
5- <b>Complete:</b>	Does not omit impotent aspects of the events or activities it measures.
6- <b>Timely:</b>	Provided in time for decision-makers to make decisions.
7- <b>Measurable:</b>	Transactions, assets, liabilities, and equities processed in the system are measured accurately.
8- <b>Understandable:</b>	Presented in a useful and intelligible format
9- <b>Verifiable:</b>	two independent, knowledgeable people can produce the same information.
10- <b>Accessible:</b>	Available to users when they need it and in a format they can use.

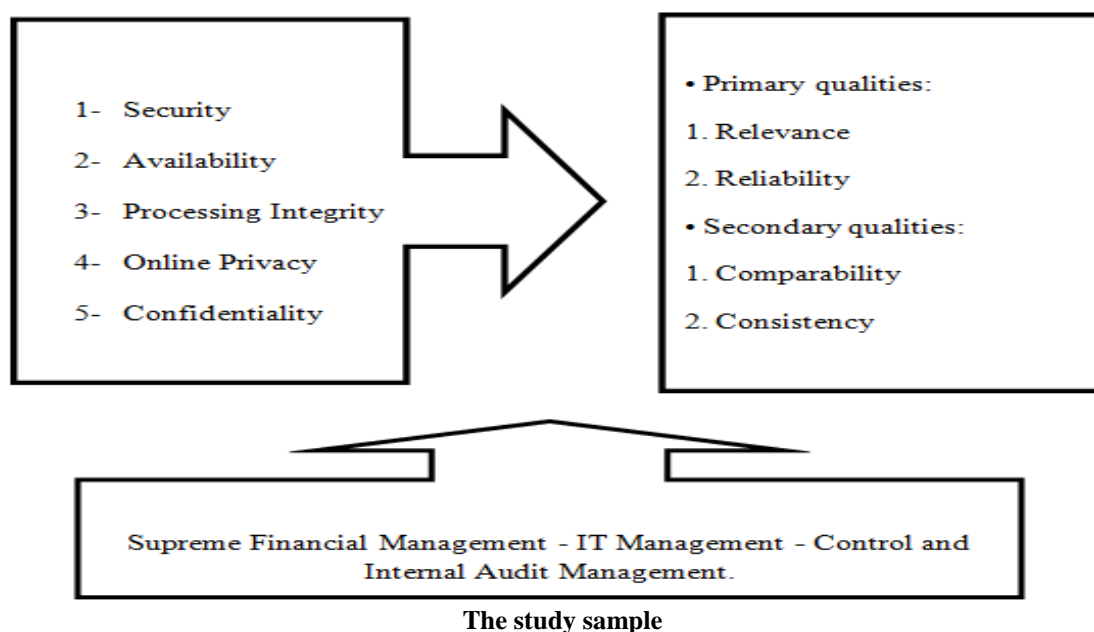
## VI. Framework of The Study

### Independent Variables

Web-Trust Principles:

### Dependent Variables

Quality of Accounting Information:



**Figure (1):** Study framework /Research model.

## VII. Hypotheses of the study

To address the case study objectives, the following assumptions were formulated of the:

### 7.1 The first main hypotheses:

There is a statistically significant at the (0.05) level for the application of the principles of the Web-Trust on the quality of accounting information issued by the Jordanian Banks.

### The main assumption lead to the following assumptions:

1. There is statistically significant at the (0.05) level for the application of the Web-Trust security principle on the quality of accounting information issued by the Jordanian Banks.
2. There is a statistically significant at the (0.05) level for the application of the Web-Trust availability principle on the quality of accounting information issued by the Jordanian Banks.
3. There is a statistically significant at the (0.05) level for the application of the Web-Trust processing integrity principle on the quality of accounting information issued by the Jordanian Banks.
4. There is a statistically Significant at the (0.05) level for the application of the Web-Trust online privacy principled on the quality of accounting information issued by the Jordanian Banks.
5. There is a statistically significant at the (0.05) level for the application of the Web-Trust confidentiality principle on the quality of accounting information issued by the Jordanian Banks.

### 7.2 The second main hypotheses:

No agreement is statistically significant at the (0.05) level between the views of the study sample (Supreme Financial Management, Information Technology Management, Control and Internal Audit Department) on the impact of the application of the principles of the reliability of the Web- Trust on the quality of accounting information issued by the Jordanian Banks.

## VIII. Population and Sample

The study population consists of the consisted of (25) Banks at Jordan in the Central Region which expresses all of the total number of working banks in Jordan, a number of (148) questionnaires was at respondent. Higher-Financial Management, IT Management and Internal Control and Auditing Management were to be chosen to examine the hypothesis of the study. The descriptive statistics and Measures Statistical Dispersion were used for data analysis, and the hypotheses were examined by (Multiple Regression and One-Way ANOVA Tests)

## IX. Data Analysis Methods

The researchers used the Statistical Software Package for Social Sciences (SPSS) to analyze and testing of hypotheses using the following statistical tools such as:Cronbach's alpha equation questions questionnaire in order to measure the degree of correlation between its clauses, Averages and standard deviations, Person Correlation, Multiple Regression and One-Way ANOVA.

### 9.1 Sample Characteristics:

The study population consists of the consisted of (25) Banks at Jordan in the Central Region which expresses all of the total number of working banks in Jordan, a number of (148) questionnaires was at respondent. Higher-Financial Management, IT Management and Internal Control and Auditing Management were planned to be chosen to examine the hypothesis of the study

**Table (2) Demographic Characteristics of the respondents.**

Variables	Category	Frequency	Percentage (%)
Education Level	Bachelor degree	107	72.3
	Master degree	33	22.3
	PhD degree	2	1.4
	Others	6	4.0
	<b>Total:</b>	<b>148</b>	<b>100</b>
Scientific Specialization	Accounting	61	41.1
	Banking and Financial Science	28	18.9
	Information Technology	25	16.8
	computer science	21	14.2
	Accounting information system	11	7.7
	Other	2	1.3
<b>Total:</b>	<b>148</b>	<b>100</b>	
Years of Experience	less than 5	14	9.4
	5 to 10	55	37.2
	10 to 15	69	46.6
	15 to 20	10	6.8

	<b>Total:</b>	<b>148</b>	<b>100</b>
	Yes	30	20.2
<b>Do you have a professional Certification?</b>	No	118	79.8
	<b>Total:</b>	<b>148</b>	<b>100</b>

**Table (2) shows:**

Firstly, about education level that (72.3%) of the sample held a Bachelor degree. Those with a master's degree were only (22.3%). and Others was only (4.2%), the remaining either had a Ph.D. degree (1.4%)and the other certificate (4.0%).Secondly, regarding the Scientific specialization, the majority of the respondents majored in accounting (41.1%), Information Technology (16.8%), Banking and Financial Science (18.9%) and computer science (14.2%), while only (7.7%) majored in Accounting information system and others Scientifics Specializations (1.3%).Thirdly, in relation to experience that (46.6%) of the sample had ten to fifteen years of work experience, and (37.2%) had experienced between five and ten years, and the less than 5had years of experience (9.4%), and of the had fifteen to twenty years of experience (6.8 %).Finally, for professional certificates, the number of those without a vocational certificate reached 118respondents (79.8%), while those with vocational certificates reached 30respondents (20.2%).

The researchers attributed the reason for the high Number of non-holders of a professional certificate Because the sample of the study was taken from (Information Technology staffs) Who don't care about professional certificates.

**9.2 Goodness of Data:**

Before testing the research hypotheses, it is important that the data collected were checked for validity and reliability. The content validity of the instrument was ascertained by obtaining expert opinions from eight lecturers in Jordanian universities. The construct validity of each variable, on the other hand, was ascertained by running factor analysis, which is elaborated below.

**9.3 Factor Analysis:**

Factor analysis is a type of data reduction technique used to reduce the variables to smaller number factors (Tabachnick&Fidell, 2007). Before performing the factor analysis, the assumptions of normality, homoscedasticity, and linearity were checked (Hair, Black, Babin, Anderson, & Latham, 2010). In line with that, this study used Kaiser Meyer Olkin (KMO) measure of sampling adequacy, which indicates the inter-correlation among the variables and the validity of the variables to enter factor analysis. Bartlett's test of sphericity is needed to test the inter correlation among the items. For this test, the significance level of less than 0.05 is required to perform the factor analysis. Table 1.2 below shows the guide to interpret findings of factor analysis (Kaiser, 1970, 1974).

**Table (3) KMO Test Guide**

<b>KMO</b>	<b>Opportunity for factor analysis</b>
0.90 to 1.00	Marvelous
0.80 to 0.89	Meritorious
0.70 to 0.79	Middling
0.60 to 0.69	Mediocre
0.50 to 0.59	Miserable
Below 0.50	Below .50

According to Hair Jr, J. F., & Hult, G. T. M. (2016), the suggested cut-off point for significance loading is 0.4 or above for a sample of 94 subjects. In addition, all components with eigenvalue more than 1.0 will be retained. KMO was used to test the questionnaire validity and to ensure the suitability of all variables entering the factor analysis test, as explained below. The suitability of all items for factor analysis test was assessed by three ways: (1) the correlation matrix includes many coefficients of 0.3 and above, (2) the Kaiser Meyer Olkin (KMO) for all items must exceed the recommended value of 0.6, and (3) the Bartlett's Test of Sphericity (BTS) is significant for all variables. The number of factors was defined by two steps: (1) the factors with eigenvalue greater than 1.0. (2) The factors have substantial amounts of common variance as displayed in the screen test. The variables with no significant loading on the factor were deleted, and then the factor was labeled based on the higher loading variables because they have greater influence than the variables with low loading (Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Latham, R, 2010).

**9.4 Reliability of Measurement:**

After running factor analysis, it is necessary to rerun reliability test again to check for the reliability of the survey instrument. According to Hair et al. (2016), the perfect measure of a concept needs more than one item. Moreover, according to Nunnally (1978), to assess the reliability of the survey instrument, the inter-item

analysis can be used to test the scale's internal consistency. Hence, Cronbach's alpha is considered an adequate indicator of the internal consistency and the reliability of the survey instrument (Sekaran&Bougie, 2014). The test shows that the Cronbach's alphas range from (0.79 to 0.65) which exceed the minimum value of (0.60) to be acceptable. This means that the instruments used to measure the variable were acceptable and the data were later used for further analyses (Sekaran&Bougie, 2014).

**Table (4) Cronbach's alphas**

No.	Variables	Number of paragraphs	Cronbach's Alpha
1.	Security principle	14	0.79
2.	Availability principle	9	0.66
3.	Processing Integrity principle	10	0.69
4.	Online Privacy principle	9	0.79
5.	Confidentiality principle	9	0.65
Total Web-Trust Principles		51	0.78
Quality Of Accounting Information		4	0.66

**9.4 Criterion Validity**

Criterion validity analysis was conducted by using the dependent variables (quality of accounting information issued by the Jordanian Banks) and the independent variable (web trust principles). According to Hair et al. (2010), the tolerance (TOL) should be above 0.10 and the variance inflation factor (VIF) should be less than 10 to indicate no collinearity or multi-collinearity among the independent variables. As shown in Table 1.3 there is no collinearity or multi-collinearity among the variables of this study. Table 1.3 shows that the values of VIF ranged from (1.08 - 1.46) and the values of Tolerance range from (0.69 - 0.95).

**Table (5) Multicollinearity Diagnosis of dependent and independent variables**

No.	Variables	Tolerance	VIF
1.	Security principle	0.69	1.42
2.	Availability principle	0.80	1.24
3.	Processing Integrity principle	0.89	1.16
4.	Online Privacy principle	0.95	1.08
5.	Confidentiality principle	0.70	1.46

**X. Discussion of Results**

The researchers followed the descriptive approach for the data presentation and the analytical approach to the analysis of the results of the study. This aims to understand the impact of implementing web trust principles on the quality of accounting information issued by the Jordanian Banks.

**10.1 averages and standard deviations:**

**Table (6) Arithmetical averages and standard deviations**

Variables	Higher-Financial Management		IT Management		Internal Control & Audit Management		Total summary	
	Average	Stand.D	Average	Stand.D	Average	Stand.D	Average	Stand.D
Security	4.55	0.65	4.28	0.50	4.31	0.40	4.20	0.60
Availability	4.22	0.52	4.88	0.59	4.26	0.55	4.10	0.57
Processing Int.	4.05	0.62	4.11	0.54	4.11	0.50	4.03	0.63
Online Privacy	3.48	1.10	4.08	0.71	3.40	1.08	3.91	0.89
Confidentiality	4.10	0.56	4.31	0.60	4.38	0.49	4.35	0.55

**Table (6) shows:**

The arithmetical averages and standard deviations of each of the study fields to predict the impact of implementing web trust principles on the quality of accounting information issued by the Jordanian Banks. The arithmetical averages mean ranged between (3.91 to 4.35) From the point of view of all individuals, the highest arithmetic average for the (application of confidentiality policies) with a high mean (4.35) and to a high degree. on the other hand, The lowest arithmetic average for the (application of online privacy policies) with a high mean (3.91) and to a high degree. finally, the arithmetic mean of the total number of application of web trust principles reached a high level on the quality of accounting information issued by the Jordanian Banks.

**10.2 Hypotheses testing**

**The testing first main hypotheses:**

**Table (7) Results of analysis (Multiple Regression) to relationship between implementing web trust principles on the quality of accounting information.**

Hyp#	Relationship	Result	T. Value	Stand. Beta
First. H	WTP → QAI	Accepted	R. Squ# 0.615	Significant
H.1	SE → QAI	Supported	4.90	0.35*
H.2	AV → QAI	Supported	3.01	0.22*
H.3	PI → QAI	Supported	2.33	0.16*
H.4	OP → QAI	Supported	2.02	0.14*
H.5	CO → QAI	Supported	5.98	0.44*

Note. Where WTP: Web Trust Principles, QAI: Quality of Accounting Information, SE: Security, AV: Availability, PI: Processing Integrity, OP: Online Privacy, CO: Confidentiality. \* Significant at the 0.05 level (More than: 0.05 = accept, Less than: 0.05 = reject)

**Table (7) shows:**

Results of Multiple Regression each of (hypotheses H5, H1, H2, H3, And H4) Respectively (0.44, 0.35, 0.22, 0.16, and 0.14) achieved is efficiency significantly and positively related on the quality of accounting information issued by the Jordanian Banks at level (0.05). So, the main hypothesis is accepted.

**The testing second main hypotheses:**

**Table (8) Results of analysis (One- Way ANOVA) to detect differences between the opinions of the study sample.**

Variables		Total squares	Degrees of freedom	F. Value	Statistical significance
Security	Between groups	4.858	3	6.269	0.006
	During groups	44.347	145		
	<b>Total:</b>	<b>49.205</b>	<b>148</b>		
Availability	Between groups	8.733	3	10.232	0.000
	During groups	45.587	145		
	<b>Total:</b>	<b>54.32</b>	<b>148</b>		
Processing Integrity	Between groups	0.352	3	0.228	<b>0.811</b>
	During groups	52.284	145		
	<b>Total:</b>	<b>52.636</b>	<b>148</b>		
Online Privacy	Between groups	75.259	3	70.632	0.000
	During groups	56.986	145		
	<b>Total:</b>	<b>132.24</b>	<b>148</b>		
Confidentiality	Between groups	4.593	3	5.126	0.016
	During groups	52.981	145		
	<b>Total:</b>	<b>57.574</b>	<b>148</b>		

**Table (8) shows:**

There are no statistically significant differences at the level of Significant at the (0.05) level in the principles as a whole (Processing Integrity principle) where the (F) values didn't reach the level of statistical significance. On the other hand, there are statistically significant differences at the level of Significant at the (0.05) level in the principles as a whole (Security, Availability, Online Privacy and Confidentiality principles) where the (F) values reached the level of statistical significance. Therefore, the researchers attributed this difference to the presence of (IT Management sample) Heterogeneous/inconsistency with both the (Higher-Financial Management and Internal Control & Audit Management samples)

**XI. Conclusion and Recommendations**

The primary objectives of this study were firstly, Identify the impact of implementing the Web-Trust principles, and effect on the quality of the issued accounting information. Secondly, Identify the extent the application of the Web-Trust principle to the Jordanian banking and quality of accounting information. and finally, Study and analyze the effect of the Web- Trust principle application on the quality of accounting information issued by the Jordanian Banks. By achieving these objectives, this study makes a contribution to the quality of accounting information and Accounting Information System stream of research. Also, based on the phenomenon, the formulation of the problem, hypotheses and research results, the conclusions of the study are



as follows: the quality of accounting information is influenced by the quality of accounting information systems and Web-Trust principle.

The results of this study confirmed that it was found that most of the population agreed that the application of Web-Trust Principles generally has a determinable influence on the quality of accounting information issued by the Jordanian Banks. It was also found that the (Confidentiality Principle) was the most effective among all Web-Trust Principles in quality of accounting information issued by Jordanian banks. On the other hand, it was found that (Online Privacy Principle) was the least effective among all Web-Trust Principles in quality of accounting information issued by Jordanian banks. Finally, it was found that applying Web-Trust Principles provides users with accounting information in an accurate manner and at the appropriate time. So, in the light of achieved results, the researchers recommend the following: To encourage the Jordanian banks to keep applying Web-Trust Principles. To find solutions for the weaknesses found in some policies that has low impact on the quality of accounting information issued by the Jordanian Banks. Also, requiring banks working in Jordan by the Central Bank to apply the principles of Web-Trust because they have a clear importance in increasing the efficiency of performance in banks.

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**Table (9) Tote the Jordanian Banks working in Jordan / Source: Central Bank of Jordan[CBJ], 2016)**

Commercial Banks		Foreign Banks	
1-	Arab Bank	14-	Citibank
2-	ABC Bank (Jordan)	15-	BLOM Bank
3-	Bank of Jordan	16-	Bank Audi
4-	Cairo Amman Bank	17-	Rafidain Bank
5-	Capital Bank	18-	Standard Chartered
6-	Jordan Commercial Bank	19-	National Bank of Abu Dhabi
7-	Jordan Kuwait Bank	20-	Egyptian Arab Lank Bank
8-	Jordan Ahli Bank	21-	National Bank of Kuwait
9-	Bank al Etihad	<b>Jordanian Islamic Banks</b>	
10-	Invest Bank	22-	Islamic International Arab Bank
11-	Societe Generals	23-	Jordan Islamic Bank
12-	Arab Jordan Investment Bank	24-	Jordan Dubai Islamic Bank (Safwa Islamic Bank-new name)
13-	The Housing Bank for Trade & Finance	<b>Foreign Islamic Banks</b>	
		25-	Al-Rajhi Bank

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