The Impact of Implementing Web Trust Principles on the Efficiency of Accounting Information System in Commercial Banks at Jordan.

*Manaf Mowafaq Al-Okaily (1), Mohd Shaari Abd Rahman (2)

¹School of Maritime Business and Management, Universiti Malaysia Terengganu, kuala Terengganu, Malaysia. ²School of Maritime Business and Management, Universiti Malaysia Terengganu, kuala Terengganu, Malaysia. Corresponding Author: Manaf Al-okaily

Abstract: The study aimed to examine the Impact of Implementing Web-Trust Principles on the Efficiency Performance of Accounting Information System in Commercial Banks at Jordan.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 (13) Commercial Banks at Jordanian the Central Region which expresses (52%) of the total number of all working banks in Jordan, a number of (96) 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 efficiency of the accounting information system in Commercial Banks at Jordan. It was also found that the (Confidentiality Principle) was the most effective among all Web-Trust Principles in the accounting information system in Commercial Banks at Jordan. 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 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 Commercial Banks at Jordan 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 Accounting Information system in Commercial Banks at Jordan.

Key words: AIS efficiency, Web-trust principles, Web-trust, Sys-trust, Jordanian commercial banks, Canadian American project.

Date of Submission: 03-07-2017 Date of acceptance: 22-07-2017

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 system 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 on the efficiency of accounting information system in commercial banks at Jordan?

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 accounting information system in commercial banks at Jordan.

DOI: 10.9790/487X-1907047180 www.iosrjournals.org 71 | Page

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 it 'son the Efficiency Performance of Accounting Information System 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 system that are used as finical 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 Efficiency of Accounting Information System in Commercial Banks at Jordan?

The follow up questions:

- 1. Is there a statistically significant effect of the application of the security principle of the web-trust on the efficiency of accounting information system?
- 2. Is there a statistically significant effect of the application of the availability principle of the web-trust on the efficiency of accounting information system?
- 3. Is there a statistically significant effect of the application of the processing integrity principle of the web-trust on the efficiency of accounting information system?
- 4. Is there a statistically significant effect of the application of the online privacy principle of the web-trust on the efficiency of accounting information system?
- 5. Is there a statistically significant effect of the application of the confidentiality principle of the web-trust on the efficiency of accounting information system?

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 efficiency of the performance of the accounting information system in the Jordanian commercial banks?

III. Objective of the study:

This study aims to:

- 1. Identify the impact of implementing the Web-Trust principles, and efficiency of accounting information system.
- 2. Identify the extent the application of the Web-trust principle to the Jordanian commercial banking system.
- 3. Study and analyze the effect of the Web- Trust principle application on the efficiency of accounting information system in commercial banks at Jordan.
- 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 efficiency performance of accounting information system, the banks will achieve outstanding performance. The importance of this study lies in expanding the literature on this area. Previous studies examined the effectiveness of accounting information systems in the commercial and industrial sectors, while this study explored the effectiveness of accounting information systems in the banking sector. That will be helpful for the stakeholder, decision makers, and software developers to meet the AIS efficiency 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 Efficiency of Accounting Information System.
- 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 system.

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 Efficiency of Accounting Information System in Commercial Banks at Jordan.
- 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 Efficiency of Accounting Information System.

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 webtrusted. 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 Accounting Information System:

Accounting information system is basically a system. To understand what accounting information system is necessary first to understand the system, information, information systems, accounting and accounting information systems. Some definitions of the system expressed by the experts. According to McLeod & Schell (2007) that the system is a group of integrated elements with the same purpose to achieve a goal. Susanto, A. (2013) said that the system as a collection/group of sub-systems/parts/components in any physical or non-physical are interconnected with one another and work together in harmony to achieve a certain goal.Dull, R. B., Gelinas, U. J., & Wheeler, P. R. (2012).defined that AIS is subsystem of MIS. According to Pornpandejwittaya, P. (2012) uses the term "success" to describe the successful application of accounting information systems in

areas which are of central concern to the organization, is used extensively by one or more users are satisfied and improve the quality of its performance.

From some of the above opinion can be said that the system is a set of components / elements are integrated to carry out activities in order to achieve a goal. Some opinions explained the definition of information systems. (Susanto, A.2015)

According to Grande, et al. (2011) AIS is defined as "tool which, when incorporated into the field of Information and Technology systems (IT), were designed to help in the management and control of topics related to firms' economic-financial area". The resulting statistical reports can be used internally by management or externally by other interested parties including investors, creditors and tax authorities. Stair and Reynolds (2010), an accounting information systems quality is usually flexible, efficient, accessible, and timely. According to Taber et al. (2014). stated that the accounting information system has to possess the following characteristics to be effective and efficient: accurate, timely, provide administration by necessary information to achieve control and evaluation of the economic activities, provide administration by necessary information that helps them in planning, provide administration by feedback and flexible to suit the environmental changes.

VI. Framework of The Study:

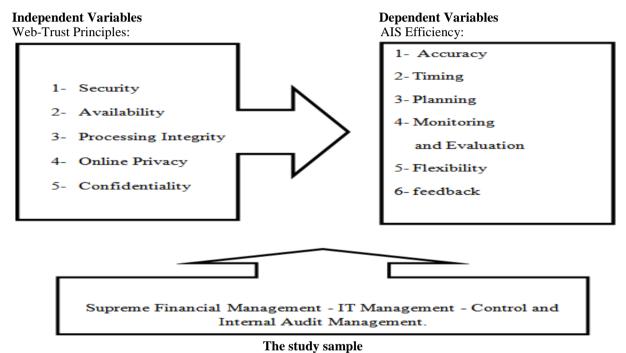


Figure (1): Study framework /Research model.

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 Efficiency of Accounting Information System in Commercial Banks at Jordan.

The main assumption lead to the following assumptions:

- 1. There is a statistically significant at the (0.05) level for the application of the Web-Trust security principle on the Efficiency of Accounting Information System in Commercial Banks at Jordan.
- 2. There is a statistically significant at the (0.05) level for the application of the Web-Trust availability principle on the Efficiency of Accounting Information System in Commercial Banks at Jordan.
- 3. There is a statistically significant at the (0.05) level for the application of the Web-Trust processing integrity principle on the Efficiency of Accounting Information System in Commercial Banks at Jordan.
- 4. There is a statistically Significant at the (0.05) level for the application of the Web-Trust online privacy principle on the Efficiency of Accounting Information System in Commercial Banks at Jordan.
- 5. There is a statistically significant at the (0.05) level for the application of the Web-Trust confidentiality principle on the Efficiency of Accounting Information System in Commercial Banks at Jordan.

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 efficiency of the performance of the accounting information system Jordanian commercial banks.

VIII. Population and sample:

The study population consists of the consisted of (13) Commercial Banks at Jordan in the Central Region which expresses (52%) of the total number of all working banks in Jordan, a number of (96) 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 population of this study is (13) Commercial Banks at Jordan in the Central Region which expresses (52%) of the total number of all working banks in Jordan, a number of (96) 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 (1) Demographic Characteristics of the respondents.

Variables	Category	Frequency	Percentage (%)
	Bachelor degree	67	69.8
	Master degree	24	25.0
Education Level	PhD degree	1	1.0
	Others	4	4.2
	Total:	96	100
	Accounting	38	39.6
	Banking and Financial Science	17	17.7
	Information Technology	18	18.8
Scientific Specialization	computer science	15	15.6
	Accounting information system	8	8.3
	Other	=	=
	Total:	96	100
	less than 5	4	4.2
	5 to 10	44	45.8
Years of Experience	10 to 15	46	47.9
	15 to 20	2	2.1
	Total:	96	100
	Yes	19	19.8
Do you have a professional	No	77	80.2
Certification?	Total:	96	100

Table (1) shows:

Firstly, about education level that (69.8%) of the sample held a Bachelor degree. Those with a master's degree were only (25.0%). and Others was only (4.2%), the remaining either had a Ph.D. degree (1.0%). Secondly regarding the Scientific specialization, the majority of the respondents majored in accounting (39.6%), Information Technology (18.8%), Banking and Financial Science (17.7%) and computer science (15.6%), while only (8.3%) majored in Accounting information system. Thirdly in relation to experience that (47.9%) of the sample had ten to fifteen years of work experience, and (45.8%) had experienced between five and ten years, and the less than 5had years of experience (4.2%), and of the had fifteen to twenty years of experience (2.1%). Finally, for professional certificates, the number of those without a vocational certificate reached 77respondents (80.2%), while those with vocational certificates reached 19respondents (19.8%).

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.

9.2Goodness 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 intercorrelation among the variables and the validity of the variables to enter factor analysis. Bartlett's test of sphericity is needed to test the intercorrelation 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 (2) KMO Test Guide

KMO	Opportunity for factor analysis
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 (3) Cronbach's alphas

	Table	e (3) Cronbach s aiphas	
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 0.7			
Accou	nting Information Systems Efficiency	6	0.67

9.4 Criterion Validity

Criterion validity analysis was conducted by using the dependent variables (efficiency of accounting information system in commercial banks at Jordan) 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 (1.06 - 1.44) and the values of Tolerance range from (0.69 - 0.94).

Table (4) Multicollinearity Diagnosis of dependent and independent variables

No.	Variables	Tolerance	VIF
1.	Security principle	0.81	1.24
2.	Availability principle	0.69	1.44
3.	Processing Integrity principle	0.94	1.06
4.	Online Privacy principle	0.78	1.28
5.	Confidentiality principle	0.69	1.43

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 efficiency of accounting information system in commercial banks at Jordan.

10.1 averages and standard deviations:

Table (5) Arithmetical averages and standard deviations

Tuble (c) infilimetical averages and standard deviations								
	Higher-Financial Management		IT Management		Internal Control & Audit Management		Total Summation	
Variables								
	Average	Stand.D	Average	Stand.D	Average	Stand.D	Average	Stand.D
Security	4.30	0.40	4.31	0.51	4.53	0.65	4.11	0.58
Availability	4.25	0.56	4.00	0.65	4.87	0.59	4.05	0.61
Processing Integrity	4.10	0.50	4.15	0.54	4.02	0.66	4.06	0.59
Online Privacy	3.42	1.08	4.35	0.67	4.05	0.71	3.76	0.96
Confidentiality	4.40	0.49	4.31	0.60	4.05	0.68	4.22	0.62

Table (5) shows:

The arithmetical averages and standard deviations of each of the study fields to predict the impact of implementing web trust principles on the efficiency of accounting information system in commercial banks at Jordan. the arithmetical averages mean ranged between (3.76 to 4.22). From the point of view of all individuals, the highest arithmetic average for the (application of confidentiality policies) with a high mean (4.22) and to a high degree. on the other hand, The lowest arithmetic average for the (application of online privacy policies) with a high mean (3.76) 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 efficiency of accounting information system in commercial banks at Jordan.

10.2 Hypotheses testing

- The testing first main hypotheses:

Table (6) Results of analysis (Multiple Regression) to relationship between implementing web trust principles on the efficiency of AIS.

Relationship	Result	T. Value	Stand. Beta
WTP → AISE	Accepted	R. Squ# 0.616	Significant
SE - AISE	Supported	2.31	0.16*
AV - AISE	Supported	3.05	0.23*
PI - AISE	Supported	2.15	0.14*
OP → AISE	Supported	2.02	0.14*
CO → AISE	Supported	5.99	0.45*
	WTP AISE SE AISE AV AISE PI AISE OP AISE	WTP AISE Accepted SE AISE Supported AV AISE Supported PI AISE Supported OP AISE Supported Supported Supported	WTP AISE Accepted R. Squ# 0.616 SE AISE Supported 2.31 AV AISE Supported 3.05 PI AISE Supported 2.15 OP AISE Supported 2.02

Note. Where WTP: Web Trust Principles, AISE: Accounting Information Systems Efficiency, 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 (6) shows:

Results of Multiple Regression each of (hypotheses H5, H2, H1, H4, And H3) Respectively (0.45, 0.23, 0.16, 0.14, and 0.14) achieved is efficiency significantly and positively related on the efficiency of accounting information system in commercial banks at Jordan at level (0.05). So, the main hypothesis is accepted.

- The testing second main hypotheses:

Table (7) Results of analysis (One- Way ANOVA) to detect differences between the opinions of the study

		sample.			
Variables		Total	Degrees of	F. Value	Statistical
		squares	freedom		significance
Security	Between groups	3.239	2	5.296	0.007
	During groups	28.443	93		
	Total:	31.682	95		
Availability	Between groups	5.822	2	9.259	0.000
	During groups	29.239	93		
	Total:	35.061	95		
Processing	Between groups	0.235	2	0.328	0.721
Integrity	During groups	33.299	93		
	Total:	33.534	95		
Online Privacy	Between groups	50.173	2	63.832	0.000
	During groups	36.550	93		
	Total:	86.723	95		
Confidentiality	Between groups	3.062	2	4.190	0.018
	During groups	33.981	93		
	Total:	37.043	95		

Table (7) 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 Efficiency of Accounting Information System. Secondly, Identify the extent the application of the Web-Trust principle to the Jordanian commercial banking system. and finally, Study and analyze the effect of the Web- Trust principle application on the Efficiency of Accounting Information System in Commercial Banks at Jordan. By achieving these objectives, this study makes a contribution to the 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 the It was found that most of the population agreed that the application of Web-Trust Principles generally has a determinable influence on the efficiency of the accounting information system in Commercial Banks at Jordan. It was also found that the (Confidentiality Principle) was the most effective among all Web-Trust Principles in Commercial Banks at Jordan. 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 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 Commercial Banks at Jordan 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 Accounting Information system in Commercial Banks at Jordan. 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.

References:

- AICPA/CICA, (2002). Exposure Draft, Trust Services Principles and Criteria Incorporating Sys Trust and Web Trust, Trust Services. AICPA. New York, NY 10036-8775.
- [2]. Alqashi, D. (2003). The effectiveness of accounting information systems in safety, reliability and Confirming achieve in light of e-commerce. Published Doctoral Dissertation, Amman Arab University, Amman, Jordan
- [3]. Al-Shemmari, F. (2013). The impact of credit standards to improve the quality of accounting information, Unpublished Master Thesis, Amman Arab University, Amman, Jordan.
- [4]. American Institute of Certified Public Accountants AICPA. (ND) Web Trust Services Web Trust principles and criteria for business to consumer electronic commerce Retrieved from http://www.aicpa.org/Pages/default.aspx
- [5]. Arens, A., Elder, R., & Beasley, M. (2014). Auditing and assurance services-An integrated approach; includes coverage of international standards and global auditing issues, in addition to coverage of. Boston: Aufl.
- [6]. Central Bank of Jordan. (2017). Jordanian Banks working in Jordan. Retrieved from http://www.cbj.gov.jo/Default.aspx
- [7]. Dull, R. B., Gelinas, U. J., & Wheeler, P. R. (2012). Accounting Information Systems: Foundations in Enterprise Risk Management. Ninth Edition, South-Western.
- [8]. Gendron, Y., & Barrett, M. (2004). Professionalization in action: Accountants' attempt at building a network of support for the Web Trust seal of assurance. Contemporary Accounting Research, 21(3), 563-602.
- [9]. Gendron, Y., & Barrett, M. (2004). Professionalization in action: Accountants' attempt at building a network of support for the Web Trust seal of assurance. Contemporary Accounting Research, 21(3), 563-602.
- [10]. Hair Jr, J. F., & Hult, G. T. M. (2016). A primer on partial least squares structural equation modeling (PLS-SEM). Sage Publications.
- [11]. Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Latham, R. (2010). Multivariate data analysis (7thed). New Jersey: Pearson.
- [12]. Kaiser, H. F. (1970). A second generation little jiffy. Psychometrika, 35(4), 401-415.
- [13]. Kaiser, H. F. (1974). An index of factorial simplicity. Psychometric 39(1), 31-36. Rev Bras Epidemiol.
- [14]. McLeod Jr, R., & Schell, P. George. (2007). Management Information Systems. 10th Edition. Prentice Hall. New Jersey.
- [15]. Nunnally, J. C., & Bernstein, I. H. (1978). Psychometric Theory (2Nded.). New York: McGraw-Hill
- [16]. Pornpandejwittaya, P. (2012). Effectiveness of accounting information system: Effect on performance of Thai–Listed firms in Thailand. International Journal of Business Research, 12(3), 84-94.
- [17]. Sekaran, U., & Bougie, R. J. (2014). Research methodology for business: A skill building approach (9th ed.). Australia: Wiley & Sons.
- [18]. Stair, R. M., & Reynolds, G. W. (2010). Principles of Information Systems, Course Technology. 9th Editions. NY: Mc-Graw-Hill
- [19]. Susanto, A. (2013). Accounting Information Systems: Development of Risk Control Structure. Prime Edition. First mold. Bandung: Lingga Jaya.
- [20]. Susanto, A. (2015). Influence The Quality of Accounting Information on the Implementation of Good Governance Program Study, International Journal of Science & Technology Research 14, (12), 326-336.
- [21]. Tabachnick, B. G., & Fidell, L. S. (2007). Using multivariate analysis (5thed.). USA: Parson.
- [22]. Taber, T. A. A., Alaryan, L. A., & Haija, A. A. A. (2014). The effectiveness of accounting information systems in Jordanian private higher education institutions. International Journal of Accounting and Financial Reporting, 4(1), 28.
- [23]. Urquía Grande, E., Pérez Estébanez, R., & Muñoz Colomina, C. (2011). The impact of Accounting Information Systems (AIS) on performance measures: empirical evidence in Spanish SMEs. The International Journal of Digital Accounting Research, 11 2)) 25 43.
- [24]. Zyoud, latif & Alreda, oqabah & laiqa, Rola (2006), the disclosure of accounting in banks' financial statements in accordance with international standard no. (30): if fully implemented in the commercial bank of Syria. Tishreen University Journal for Studies and Scientific Research, a series of economic and legal sciences, 28, (2), S197-217.

Table (8) Tote the Jordanian Banks working in Jordan /Source: Central Bank of Jordan[CBJ], 2016)

	Commercial Banks in Jordan						
1-	Arab Bank	8-	Jordan Ahli Bank				
2-	ABC Bank (Jordan)	9-	Bank al Etihad				
3-	Bank of Jordan	10-	Invest Bank				
4-	Cairo Amman Bank	11-	Societe Generals				
5-	Capital Bank	12-	Arab Jordan Investment Bank				
6-	Jordan Commercial Bank	13-	The Housing Bank for Trade & Finance				
7-	Jordan Kuwait Bank						

INFORMATION ABOUT THE AUTHORS:



First Author: Manaf Mowafaq Al-okaily is a Ph.D. Accounting candidate at Universiti Malaysia Terengganu, School of Maritime Business and Management, Department of Accounting and Finance,. Manaf Al-okaily received a bachelor's degree in Accounting from Jadara University in Jordan, MSc in Accounting (Hons) from Jadara University in Jordan. His research interests are Accounting information system, quality of Accounting information, Technology in Accounting, Auditing Electronic, Electronic & Mobile Payment system.

Address: Department of Accounting and Finance, School of Maritime Business and Management, Universiti Malaysia Terengganu, kuala Terengganu. Malaysia.

Phone Number: +6011-37169074 E-mail: Manaf alokaily@yahoo.com



Second Author: Dr. Mohd Shaari Abd Rahman is a Senior Lecturer at School of Business and Management and Director (Career and Entrepreneurship Centre) at Universiti Malaysia Terengganu. Mohd Abd Rahman received a bachelor's degree in Accounting (Hons) from Universiti Utara Malaysia, MSc (Accounting & Finance), from Birmingham in the United Kingdom, Ph.D., from University of Tasmania, in Australia. His research interests are Accounting Information Systems, Accounting Education (E-Learning), Technology in Accounting

Address: Department of Accounting and Finance, School of Maritime Business and Management, Universiti Malaysia Terengganu, kuala Terengganu Malaysia.

Phone Number: +6017-930 8784 E-mail: Shaari@umt.edu.my

Manaf Mowafaq Al-Okaily . "The Impact of Implementing Web Trust Principles on the Efficiency of Accounting Information System in Commercial Banks at Jordan." IOSR Journal of Business and Management (IOSR-JBM) 19.7 (2017): 71-80.