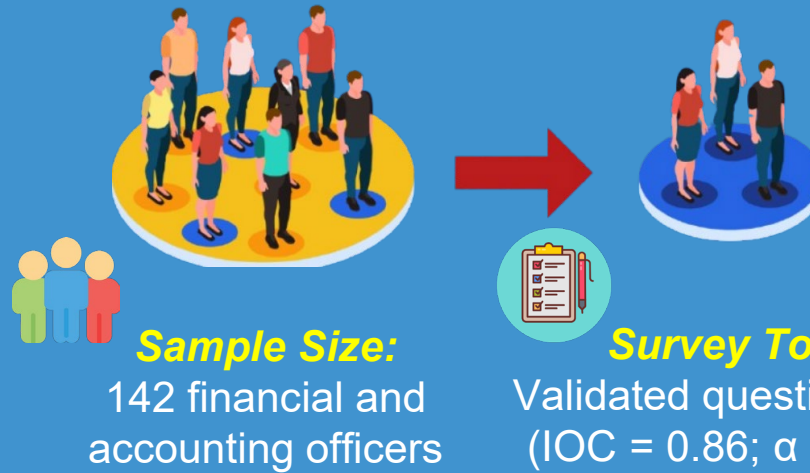


# Factors Influencing User Satisfaction and Operational Efficiency of the Prince of Songkla University Management Accounting System (PSU MAS): Perspectives from Financial and Accounting Officers at Prince of Songkla University



**This Study Investigates:**  
Factors influencing user satisfaction and efficiency of the PSU MAS system among PSU Staff.



**Analytical Methods:**  
Descriptive statistics

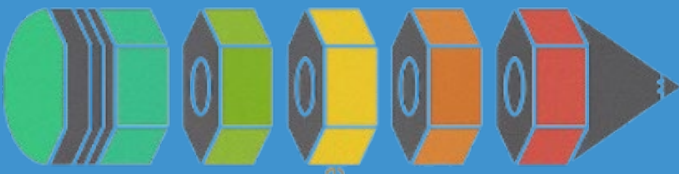


## GROW-WISE

STRATEGIC	
	<b>G</b> G-Guide with inclusive governance
	<b>R</b> Refine system integration
	<b>O</b> Offer a centralized financial platform
	<b>W</b> Weigh long-term investment
OPERATIONAL	
	<b>W</b> Work through a user-friendly design
	<b>I</b> Integrate intelligent reporting
	<b>S</b> Serve with real-time error checks
	<b>E</b> Ensure continuous user feedback



**Key Findings and Implications:**  
The findings informed the **GROW-WISE** framework, providing strategic and operational recommendations to enhance system design, integration, and real-world performance.



**Conclusion:** The importance of aligning system functionality with user needs to enhance effectiveness and satisfaction across the university's financial operations.