

CHAPTER V - CONCLUSION

5.1. Conclusion

In conclusion, this research aims to arise the impact of COVID-19 on the Malagasy Virtual Accounting Assistant services (related on demand, pricing and business model adaption) precisely during the period of 2020 and 2021. The findings of this study suggest that while the COVID-19 pandemic has indeed affected the Malagasy Virtual Accounting Assistant services, its impact may not be as significant as previously assumed. In fact:

1. The results of the Regression Coefficient Test (t-test) showed that the COVID-19 variable had a statistical significance on all three dependent variables, indicating that the pandemic had an impact on the Malagasy Virtual Accounting Assistant services in terms of demand, pricing, and business model adaptation.
2. However, the Coefficient of Determination Test (R-squared) indicated that the COVID-19 variable had only a slight influence on the dependent variables (Demand, Pricing and Business Model Adaptation) and was not a significant predictor of them.
3. Additionally, the Correlation Testing results showed that the COVID-19 variable had no significant correlation on any of the dependent variables (Demand, Pricing and Business Model Adaptation). This finding contradicts the results of the t-test and suggests that the relationship between COVID-19 and the dependent variables may be more complex than initially thought.

5.2. Research implications

The implications of this research are significant for Malagasy Virtual Accounting Assistant professionals, policymakers, and business owners who rely on virtual accounting services. The study found that while the COVID-19 pandemic has had an impact on the Malagasy Virtual Accounting Assistant services, the impact may not be as significant as previously assumed. This suggests that the profession has been able to adapt to the pandemic, which is positive news for the industry.

For professionals, the findings suggest that they need to continue to monitor the situation and adapt their services to meet the changing needs of their clients. For policymakers, the study highlights the need for continued support for virtual accounting services, particularly during

times of economic uncertainty. Finally, for business owners, the study suggests that virtual accounting services remain a viable option even during times of crisis.

Overall, the research provides valuable insights into the impact of the COVID-19 pandemic on the Malagasy Virtual Accounting Assistant services and highlights the need for further research to better understand the complex relationships between COVID-19 and the dependent variables of demand, pricing, and business model adaptation.

5.3. Research limitations

The study focused only on the Malagasy Virtual Accounting Assistant services, which may not be representative of the impact of COVID-19 on accounting services in other countries or regions. Therefore, caution should be exercised in generalizing the findings of this study to other contexts.

Additionally, the data used in this study were collected through online surveys, which may have resulted in a biased sample as respondents who chose to participate may have different characteristics than those who did not participate. Additionally, self-reported data may be subject to social desirability bias, where respondents may provide socially desirable responses instead of their true opinions or behaviors.

This quantitative research only considered the impact of COVID-19 on three variables, namely demand, pricing, and business model adaptation. Other variables that may have been affected by COVID-19 were not investigated in this study.

The study used a quantitative research design, which may not fully capture the complex and nuanced impact of COVID-19 on the Malagasy Virtual Accounting Assistant services. A qualitative research design or mixed-methods approach may provide a more comprehensive understanding of the impact of COVID-19 on the profession.

5.4. Suggestions

Based on the limitations and implications of this research, and the need for further investigation, some suggestions for future research are:

- a. Increase the sample size: this study was conducted with a relatively small sample size. Future research could benefit from a larger sample size that includes a wider range of Malagasy Virtual Accounting Assistant professionals.

- b. Include qualitative data: while this study focused on quantitative data, it would be beneficial to also include qualitative data to gain a more comprehensive understanding of the impact of COVID-19 on the Malagasy Virtual Accounting Assistant services.
- c. Investigate other factors: this quantitative research only investigated the impact of COVID-19 on demand, pricing, and business model adaptation. Future research could investigate other factors such as the impact of government policies, the competitive landscape of the industry, the technological advancements, the economic conditions, etc.
- d. Longitudinal study: this study only covers the period of 2020 and 2021. Future research could investigate the impact of COVID-19 on the Malagasy Virtual Accounting Assistant services over a longer period of time to observe any long-term effects.
- e. Conduct similar studies in other countries: it would allow for a comparison of the impact of COVID-19 on the virtual accounting assistant profession across different regions and markets.

