

OPTIMIZING VIRTUAL ASSISTANT SERVICES THROUGH ACCOUNTING INFORMATION SYSTEMS: A STUDY OF PATRA CORPORATION IN QUEZON CITY

ABSTRACT

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The integration of Virtual Assistant (VA) services with Accounting Information Systems (AIS) has significantly transformed business operations by enhancing efficiency, accuracy, and financial decision-making. This study investigates how AIS contributes to optimizing VA services at PATRA Corporation in Quezon City, focusing on both the advantages and obstacles associated with this integration. A descriptive research design was utilized to assess the integration of AIS in VA services. Data were gathered through survey questionnaires administered to fifty (50) virtual assistants, comprising 25 onsite and 25 online employees of PATRA Corporation. The study employed purposive simple random sampling. Collected data were analyzed using statistical tools such as percentage distribution, weighted mean, and Likert scale ranking. The study found that AIS significantly improved the efficiency, decision-making capabilities, and overall service quality of virtual assistants. Respondents expressed agreement regarding the system's ease of use, functionality, and continued relevance in daily operations. Noted challenges included software compatibility concerns, data security vulnerabilities, high maintenance costs, and employee resistance to change. Despite these challenges, the utilization rate of AIS remained high, reflecting its integral role in supporting VA workflows. The findings support previous literature indicating that AIS adoption enhances financial management and operational efficiency. However, the presence of technical, financial, and human-related barriers highlights the need for targeted interventions. To ensure successful integration, organizations should invest in training programs, establish strong data security measures, and upgrade outdated systems. Continued technical support and regular workshops are recommended to sustain the effectiveness of AIS in optimizing virtual assistant services.

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