



# Implementation Of Green Accounting To Achieve Sustainable Development

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## ABSTRACT

This study examines the implementation of green accounting and environmental issues in Sustainable Development. The population in this study is the hospitality industry in Bali. The research population is 157 hospitality industries in Bali. This study classified the entire population according to strata: beachfront hotels, city center hotels, and mountains. Determination of the sample size is done by calculating the proportional sample, which is determined by calculating 10% of the total population in each stratum and using purposive sampling. The number of samples in this study was 16 hotels. Respondents in this study were accountants and hotel leaders/managers. The data collection method used is a questionnaire analyzed through descriptive statistics. This study uses quantitative analysis with a survey design. The t-test data analysis shows that environmental cost awareness has a significant effect on sustainability development, environmental awareness has no significant effect on sustainability development, and environmental cost knowledge has a significant effect on sustainability development. As well as Based on the survey results and descriptive test data analysis per hotel strata, the highest average is in hotels with highland strata, with an average value of 4.29. This indicates that highland hotels have a robust nature conservation policy due to their involvement in mountainous areas, often areas vulnerable to environmental change.

## INTRODUCTION

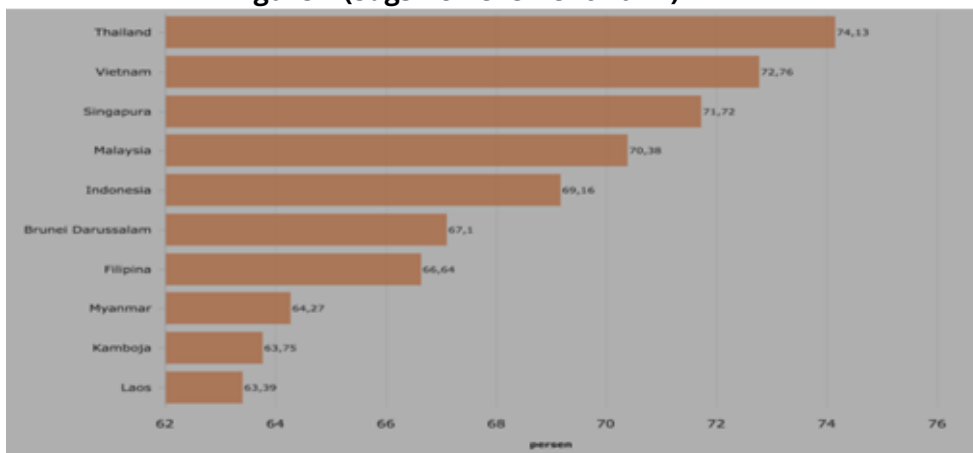
Sustainable development is closely related to the issue of climate change and global warming. Sustainability is a concept that has received increasing attention among social and economic actors in recent years, especially in the business world. Sustainability is the preferred approach to almost all areas and problems of social life (Caliscan, 2014). Sustainability is becoming a central issue for many organizations worldwide in our current business environment,

which faces serious sustainability risks (Nadeem, 2021). Since 2015, Indonesia has adopted the Sustainable Development Goals (SDGs) agenda. The SDGs are a joint agenda of UN member states to improve the welfare of society through development in the social, economic, environmental, and governance fields. The SDGs have 169 targets summarised in 17 significant goals, all expected to be achieved by 2030 (Taghizadeh, 2019)

In addition to being faced with the R.I. 4.0, an organization, especially for the leaders of today's organizations, is also faced with other major challenges. The big challenge is the problem of the Covid-19 pandemic. Until now, there have been many cases and fatalities due to the Covid-19 pandemic. The number of cases and fatalities caused by the Covid-19 pandemic caused concern for many parties such as the government, private parties, and other parties, especially employees. In addition, the Covid-19 pandemic has also greatly affected all sectors of life, especially the economic and business sectors because this event is an outbreak on a large scale and is an event of uncertainty (D'auria & Smet, 2020). The influence of the Covid-19 pandemic on the economic and business sectors is one of the changes in working life in the company such as changes in working time and changes in work patterns. Cultivating this attitude requires the strategic role of the company's leadership behavior. This is in accordance with the opinion of Robijn et al. (2020) one of the organizational resources that have a dominant influence in an organization is the behavior of leaders.

Effective By 2022, Indonesia's SDGs achievement will rank 82nd out of 163 countries. Meanwhile, Indonesia is ranked 5th in Southeast Asia, as shown in the graph. Related to this condition, in September 2022, President Joko Widodo issued a new Presidential Regulation (Perpres) to encourage the performance of achieving SDGs.quot. With the enactment of Perpres No. 111 of 2022 concerning the Implementation of Achieving the Sustainable Development Goals (Ipsos, 2022).

**Figure 1 (Sdgs Achievement Rank)**

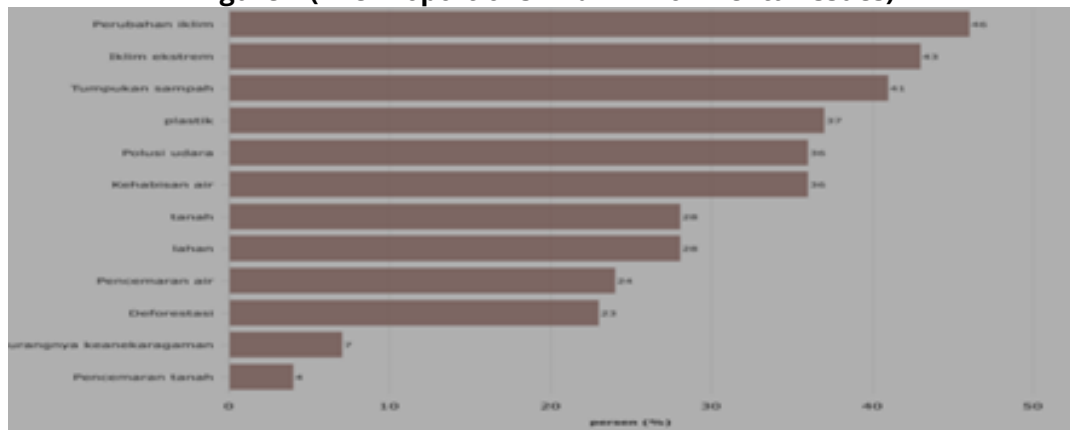


Source: Ipsos, 2023

These sustainability issues are critical and urgent (Sharma, 2021). Climate change is one of several environmental problems highlighted by various people in various parts of the world. This can be seen from the findings of the Ipsos Global Research Institute in collaboration with the French multinational electricity company EDF. The results showed that 46% of respondents considered climate change an environmental issue that received their country's attention or spotlight.

The research methodology was conducted online from 30 August to 26 September 2022. A total of 24,001 people from 30 countries aged more than 16 years were the respondents. EDF and Ipsos believe this number represents two-thirds of the world's population. The following are the proportions and environmental issues that respondents consider to be in the spotlight in their respective countries (Ipsos, 2022).

**Figure 2 (The Proportions And Environmental Issues)**



Source: Ipsos, 2023

**LITERATURE REVIEW**

**Legitimacy Theory**

Legitimacy theory states that organizations seek to ensure that their operations comply with the boundaries and standards of the community in which they operate. Legitimacy theory is based on social contact between organizations and society, where an organization's goals must conform to society's ideals. In this sense, organizational actions must have socially acceptable activities and performance. There is a threat to societal legitimacy when there is a disparity between the two systems. To run the company well, managers must fulfill society's expectations to create a legitimate company status (C. et al., 2019).

**Green Accounting**

The M.W. Green accounting is a concept in which businesses focus on the efficiency and effectiveness of long-term resource use in their manufacturing processes to integrate corporate growth with environmental functions and provide social benefits. The application of Green Accounting in this situation strongly emphasizes the concept of material and energy savings (land savings, material savings, and energy savings).

This is based on ecological ideas. Green Accounting aims to improve the efficiency of environmental management by conducting operations from the point of view of costs (environmental costs) and benefits or impacts (economic benefits), thereby causing environmental protection effects. In short, green accounting can reveal how much a company or organization contributes positively and negatively to the quality of human life and the environment. Green accounting aims for continuous improvement and environmental control (Mowen et al., 2018). Well-implemented green accounting will improve environmental performance, cost control, the use of environmentally friendly technology, and the manufacture of environmentally friendly products. Green Accounting is very useful because there are costs for better environmental management, business strategies that pay attention to the environment, calculate production costs more accurately, and look for opportunities to reduce environmental costs. While the issue of sustainable development is discussed in every field, the economy makes it a primary concern in future development (W. et al., 2010). "development" refers to continuously improving the quality of life by intelligently utilizing the country's resources. One element that must be addressed to achieve sustainable development is reducing environmental degradation without jeopardizing economic progress and social justice (R. et al., 2013). The Brundtland Report, published in 1987, was the first text to use "sustainable development"

internationally. The document was a report of the World Commission on Environment and Development (WCED). "Sustainable development" is defined as "development that meets the needs of the present without jeopardizing the ability of future generations to meet their needs" (United et al., 2015). The United States Environmental Protection Agency defines sustainability as "everything we need for survival and well-being that is directly or indirectly related to the natural environment" ([www.epa.gov](http://www.epa.gov)).

Empirical evidence from previous research shows that there is a relationship between the implementation of Green Accounting and sustainable development. However, this differs from the research results (Sastri, 2020). Environmental accounting does not make a meaningful contribution to sustainable development. This study refers to research (Wiguna, 2022) that examines sustainable development, examining only from the economic dimension or pillar by examining the palm oil sector, while in this study, researchers also examine from the social dimension and use samples in the hospitality industry.

### **Sustainable Development**

The Sustainable Development Goals (SDGs) are global action plans agreed upon by world leaders, including Indonesia, to end poverty, reduce inequality, and protect the environment. The SDGs contain 17 Goals and 169 Targets expected to be achieved by 2030. This agreement occurred at the UN General Assembly in September 2015, namely the 2030 Agenda of Sustainable Development Goals (SDGs). Takes into account the needs of current and future generations. The SDGs aim to maintain the sustainable improvement of people's economic welfare, the sustainability of people's social life, the quality of the environment, and inclusive development, and implement governance that can maintain the quality of life from one generation to the next. (Bappenas.go.id). The Sustainable Development Goals (SDGs) are global and national commitments to improve the welfare of society, including 17 goals, namely (1) No Poverty; (2) No Hunger; (3) Healthy and Prosperous Life; (4) Quality Education; (5) Gender Equality; (6) Clean Water and Sanitation; (7) Clean and Affordable Energy; (8) Decent Work and Economic Growth; (9) Industry, Innovation and Infrastructure; (10) Reduced Inequalities; (11) Sustainable Cities and Settlements; (12) Responsible Consumption and Production; (13) Addressing Climate Change; (14) Ocean Ecosystems; (15) Land Ecosystems; (16) Peace, Justice and Resilient Institutions; (17) Partnerships for the Goals.

These seventeen goals are the national development priorities in Indonesia, which require the synergy of planning policies at the national, provincial, and district/city levels. That is why many local governments have synchronized their development planning to be adjusted and trained their officials to understand the implementation of SDGs. The core of the SDGs' ultimate goal is a prosperous society, which is a condition pointing to a good state of affairs, a human condition in which people are in a state of prosperity, in a state of health, and peace. To achieve this condition, stimulant factors are needed in the form of conditions that can leverage and accelerate the achievement of these goals in the form of economic growth that is equitable and environmentally friendly. A strategic effort is needed to increase economic growth, implement social policy measures to meet various social needs (such as education, health, social protection, and employment opportunities), and policy measures to address climate change and environmental protection. According to (Giang, 2021), applying green accounting is one aspect of achieving sustainability development goals.

### **METHODS**

The population in this study were all 4-star hotels in Bali. The research population is 157 4-star hotels in Bali. The following is the population in the research used:

**Table 1. 4-Star Hotels in Bali**

No.	Hotel Name	Star Class	Classification
1	Alam Kukul Boutique Resort	4	Beachfront Hotel
2	Amana Hotel	4	Beachfront Hotel
3	Amaterra Villa Bali Nusa Dua	4	Beachfront Hotel
4	Anvaya Hotel (ex. Hotel Santika Beach)	4	Beachfront Hotel
5	Bali Dynasty	4	Beachfront Hotel
6	Bali Garden Beach Resort	4	Beachfront Hotel
7	Fairfield by Marriott Bali Kuta Sunset Road	4	Beachfront Hotel
8	Away Bali Legian Camakila	4	Beachfront Hotel
9	Aston Kuta Hotel & Residence	4	Beachfront Hotel
10	Villa Maya Sayang Pool & Spa	4	Beachfront Hotel
11	Eden Hotel Kuta	4	Beachfront Hotel
12	Amadea Resort & Villa Seminyak	4	Beachfront Hotel
13	Tony's Villas & Resort Seminyak	4	Beachfront Hotel
14	Impiana Private Villas Seminyak	4	Beachfront Hotel
15	Mamaka By Ovolo	4	Beachfront Hotel
16	Ibis Styles Bali Legian	4	Beachfront Hotel
17	Fashion Hotel Legian	4	Beachfront Hotel
18	Solia Legian Hotel	4	Beachfront Hotel
19	The 101 Bali Fontana Seminyak	4	Beachfront Hotel
20	Bali Nyuh Gading Villas	4	Beachfront Hotel
21	Maison at C Boutique Hotel & Spa Seminyak	4	Beachfront Hotel
22	Puri Dajuma Beach Eco Resort & Spa	4	Beachfront Hotel
23	The Capital Hotel & Resort Bali	4	Beachfront Hotel
24	Brits Hotel Legian	4	Beachfront Hotel
25	Grand Barong Resort	4	Beachfront Hotel
26	La Berceuse Resort and Villa	4	Beachfront Hotel
27	The Kanjeng Suites & Villas Seminyak	4	Beachfront Hotel
28	Dvaree Hotel & Resort (Episode Kuta Bali)	4	Beachfront Hotel
29	Adhi Jaya Hotel	4	Beachfront Hotel
30	Jimbaran Bay Beach Resort &spa	4	Beachfront Hotel
31	Risata Bali Resort & Spa	4	Beachfront Hotel
32	Harper Kuta Hotel Bali	4	Beachfront Hotel
33	Grand Whiz Hotel Nusa Dua	4	Beachfront Hotel
34	Dash Hotel Seminyak	4	Beachfront Hotel
35	Mercure Bali Legian Hotel	4	Beachfront Hotel
36	Bali Island Villa and Spa	4	Beachfront Hotel
37	Bali Mandira Beach Resort & Spa	4	Beachfront Hotel
38	Bali Rani	4	Beachfront Hotel
39	Bali Relaxing Resort and Spa	4	Beachfront Hotel

No.	Hotel Name	Star Class	Classification
40	Bali Tropic Resort & SPA	4	Beachfront Hotel
41	Citadines Bali Kuta Beach (permanently closed)	4	Beachfront Hotel
42	Club Mediterranee	4	Beachfront Hotel
43	Fontana Hotel Bali	4	Beachfront Hotel
44	Golden Tulip Bay View	4	Beachfront Hotel
45	The Grand Bali Nusa Dua	4	Beachfront Hotel
46	Grand Bali Sani Suites	4	Beachfront Hotel
47	Grand Inna Kuta	4	Beachfront Hotel
48	Grand Istana Rama Adi	4	Beachfront Hotel
49	Grand Zuri	4	Beachfront Hotel
50	Grandwizh Hotel Nusa Dua	4	Beachfront Hotel
51	Hard Rock Hotel Bali	4	Beachfront Hotel
52	Harris Hotel Bukit Jimbaran	4	Beachfront Hotel
53	Harris Resort Kuta Beach (Permanently closed)	4	Beachfront Hotel
54	Harris Seminyak Hotel	4	Beachfront Hotel
55	Harris Tuban Bali	4	Beachfront Hotel
56	Harris Riverview Kuta Hotel & Residences	4	Beachfront Hotel
57	Paragon Hotel Bali	4	Beachfront Hotel
58	Cama Kila Resort Hotel	4	Beachfront Hotel
59	Intan Bali (W Hotel)	4	Beachfront Hotel
60	Ize Seminyak by lifestyle retreats	4	Beachfront Hotel
61	Jimbaran Puri Bali (Belmond Jimbaran Puri)	4	Beachfront Hotel
62	Kayu Manis Nusa Dua Private Villas & Spa	4	Beachfront Hotel
63	Keraton Jimbaran Resort	4	Beachfront Hotel
64	Kirana Hotel	4	Beachfront Hotel
65	La Villais Resort And Spa	4	Beachfront Hotel
66	Legian Beach	4	Beachfront Hotel
67	Legian Paradiso Beach Walk	4	Beachfront Hotel
68	Love Fashion Hotel	4	Beachfront Hotel
69	Mercure Bali Nusa Dua	4	Beachfront Hotel
70	Mercure Kuta Beach Bali	4	Beachfront Hotel
71	Dewata Beach Wara Villas	4	Beachfront Hotel
72	Pelangi Bali	4	Beachfront Hotel
73	Peninsula Beach Resort	4	Beachfront Hotel
74	Plago Holliday Hotel	4	Beachfront Hotel
75	Ramada Resort Camakila Bali	4	Beachfront Hotel
76	Ramayana Resort and Spa	4	Beachfront Hotel
77	Sekar Nusa Villa	4	Beachfront Hotel
78	Sun Island Hotel Kuta	4	Beachfront Hotel
79	The Breezes Bali Resort & Spa	4	Beachfront Hotel

No.	Hotel Name	Star Class	Classification
80	The Elysian Hotel	4	Beachfront Hotel
81	The Heaven Hotel	4	Beachfront Hotel
82	The Jayakarta Hotel & Residence	4	Beachfront Hotel
83	The Kuta Playa Hotel and Villa	4	Beachfront Hotel
84	The Rain Forest (Swiss-Belhotel Rainforest)	4	Beachfront Hotel
85	The Villas Bali Hotels & Spa	4	Beachfront Hotel
86	The Wangsa	4	Beachfront Hotel
87	Vasanti Hotel	4	Beachfront Hotel
88	Villa The Dusun	4	Beachfront Hotel
89	White Rose Kuta Resort Villa and Spa (PERMANENTLY CLOSED)	4	Beachfront Hotel
90	Royal Regantris Kuta	4	Beachfront Hotel
91	Wyndham Garden Kuta Beach Bali	4	Beachfront Hotel
92	Grand Ixora Kuta Resort	4	Beachfront Hotel
93	Kayumas Seminyak Resort	4	Beachfront Hotel
94	J4 Hotels Legian	4	Beachfront Hotel
95	The Kirana Canggu Hotel	4	Beachfront Hotel
96	De Vins Sky Hotel	4	Beachfront Hotel
97	Alindra Villa	4	Beachfront Hotel
98	Infinity8 Bali	4	Beachfront Hotel
99	Rama Beach Resort & Villas	4	Beachfront Hotel
100	Club Med Nusa Dua	4	Beachfront Hotel
101	FuramaXclusive Ocean Beach	4	Beachfront Hotel
102	The Amala & The Amala Estate	4	Beachfront Hotel
103	Amnaya Resort Kuta	4	Beachfront Hotel
104	The Lokha Ubud	4	Beachfront Hotel
105	Venetian Villas & Spa Resort	4	Highland Hotels
106	Kamala Resort Ubud	4	Highland Hotels
107	Puri Gangga Resort	4	Highland Hotels
108	Sens Hotel & Resort	4	Highland Hotels
109	Bagus Jati Hotel	4	Highland Hotels
110	Karang Mesari Ubud Guest House	4	Highland Hotels
111	Adiwana Resort Jembawan	4	Highland Hotels
112	Artotel Haniman Ubud	4	Highland Hotels
113	Blue Karma Dijiwa Ubud	4	Highland Hotels
114	Sunrise Aventus Hotel Nusa Dua	4	Highland Hotels
115	Mara River Safari Lodge	4	Highland Hotels
116	Comune (Resort Commune)	4	Highland Hotels
117	Como Shambala Estate	4	Highland Hotels
118	Kayumanis Ubud Private Villa & SPA	4	Highland Hotels
119	Barong butterfly	4	Highland Hotels

No.	Hotel Name	Star Class	Classification
120	Mandapa A Ritz Carlton Reserve	4	Highland Hotels
121	Puri Wulandari A Boutique Resort & Spa	4	Highland Hotels
122	The Payogan Villa Resort & Spa	4	Highland Hotels
123	The Vimala	4	Highland Hotels
124	Uma Ubud Bali (como uma ubud)	4	Highland Hotels
125	Viceroy Bali	4	Highland Hotels
126	Visesa Resort	4	Highland Hotels
127	The Kanjeng Resort Ubud	4	Highland Hotels
128	Arma Museum & Resort	4	Highland Hotels
129	The Kayon Jungle Resort	4	Highland Hotels
130	Pramana Watu Kurung	4	Highland Hotels
131	Purana Boutique Resort	4	Highland Hotels
132	New Sunari Lovina Beach Resort	4	Beachfront Hotel
133	Bali Taman Beach Resort & Spa-Lovina	4	Beachfront Hotel
134	Bali Menjangan Dynasty	4	Beachfront Hotel
135	The Dream of Menjangan Resort	4	Beachfront Hotel
136	Puri Saron	4	Beachfront Hotel
137	The Lovina Bali	4	Beachfront Hotel
138	Alila Manggis	4	Beachfront Hotel
139	Candi Beach Resort & Spa	4	Beachfront Hotel
140	Rama Candi Dasa	4	Beachfront Hotel
141	Holiday Inn Sanur & IHG Hotel	4	Beachfront Hotel
142	Aston Denpasar Hotel & Convention Centre	4	City Hotel
143	Harris Conventions Denpasar	4	City Hotel
144	Grand Palace Hotel Sanur	4	City Hotel
145	Harrods Hotel/ Embryo/ Genesis Hotel	4	City Hotel
146	Harris Sunset Road	4	City Hotel
147	Artotel Sanur	4	Beachfront Hotel
148	Maison Aurelia Sanur	4	Beachfront Hotel
149	Mercure	4	Beachfront Hotel
150	Prime Plaza Hotel & Suites Sanur	4	Beachfront Hotel
151	Prime Plaza Hotel	4	Beachfront Hotel
152	Sanur Paradise Hotel & Suites	4	Beachfront Hotel
153	Swiss BelResort Watu Jimbar	4	Beachfront Hotel
154	The 101 Bali Oasis Sanur	4	City Hotel
155	Puri Santrian, a Beach Resort and SPA		City Hotel
156	Ramada Encore Seminyak Bali	4	City Hotel
157	B Hotel Bali & Spa	4	City Hotel

Source: Observed, 2024



This study classified the entire population according to their strata: beachfront hotels, city center hotels, and mountains. With provisions:

1. The hotel has been established for more than ten years
2. Hotel implementing Green Accounting
3. The hotel has a special division to implement green accounting

So, the total number of samples in this study was 16 hotels with the following calculations:

**Table 2 Grade Hotels In Bali**

Grade	Population	Proportional
Coastal	121	12
City Centre	9	1
Highlands	27	3
<b>Amount</b>	<b>157</b>	<b>16</b>

Source: Data Processed, 2024

Respondents in this study were accountants and hotel leaders/managers. The data collection method used is a questionnaire analyzed through descriptive statistics. This study uses quantitative analysis with a survey design. Based on the theoretical model that has been described, variable measurement develops a set of questionnaires focusing on the constructs of accounting knowledge, accounting information systems, organizational culture, and business performance. A Likert scale statement ranging from 1=strongly disagree to agree 5=strongly. Previous studies have used these variables (Busco & Scapens, 2011; Boulianne, 2014; Al Dari et al., 2021). The data collection results will be collected and processed using tools such as the SPSS application program.

## RESULTS

**Table 3. t-Test Output**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
(Constant)	-10.266	11.251		-0.912	0.368
Environmental Cost Awareness	0.808	0.108	0.827	7.497	0.000
Environmental Concern	0.002	0.248	0.001	0.006	0.995
Environmental Cost Knowledge	-0.054	0.400	-0.014	-0.136	0.893

Source: Data Processed, 2024

Based on the table, the effect of each independent variable on the dependent variable can be seen based on the Sig value of each variable, which will be explained as follows:

1. Based on the table above, it can be explained that the significance level of the environmental cost awareness variable is  $0.000 < 0.05$ , so  $H_0$  is rejected, and  $H_1$  is accepted, which means that environmental cost awareness has a significant effect on sustainability development.
2. Based on the table above, it can be explained that the significance level of the environmental concern variable is  $0.995 > 0.05$ , so  $H_0$  is accepted, and  $H_2$  is rejected, which means that environmental concern has no significant effect on sustainability development.

3. Based on the table above, it can be explained that the significance level of the environmental cost knowledge variable is  $0.893 > 0.05$ , so  $H_0$  is accepted, and  $H_3$  is rejected, which means that environmental cost knowledge has a significant effect on sustainability development.

### Descriptive Analysis By Level

**Table 4. City Centre**

No.	Variables	Average	Description.
1	Environmental Cost Awareness (X1)	4,44	Strongly Agree
2	Environmental Concern (X2)	3,21	Agree
3	Environmental Cost Knowledge (X3)	4,48	Strongly Agree
<b>Average</b>		<b>4,04</b>	<b>Agree</b>

Source: Data Processed, 2024

**Table 5. Highlands**

No.	Variables	Average	Description.
1	Environmental Cost Awareness (X1)	4,26	Strongly Agree
2	Environmental Concern (X2)	4,20	Strongly Agree
3	Environmental Cost Knowledge (X3)	4,41	Strongly Agree
<b>Average</b>		<b>4,29</b>	<b>Strongly Agree</b>

Source: Data Processed, 2024

**Table 6. Coastal**

No.	Variables	Average	Description.
1	Environmental Cost Awareness (X1)	4,42	Strongly Agree
2	Environmental Concern (X2)	3,39	Agree
3	Environmental Cost Knowledge (X3)	4,43	Strongly Agree
<b>Average</b>		<b>4,08</b>	<b>Agree</b>

Source: Data Processed, 2024

## DISCUSSION

Based on the descriptive analysis table data per hotel strata, the highest average is in hotels with highland strata, with an average value of 4.29. Highland hotels have several strong reasons to implement green accounting and participate in environmental conservation. Highland hotels have strong nature conservation policies due to their involvement in mountainous areas, often vulnerable to environmental changes. Implementing green accounting here can involve nature preservation efforts and the conservation of local natural resources. Highlands often have ecosystems that are vulnerable to environmental change. Deforestation, climate change, and human activities can have significant impacts. Therefore, sustainable practices such as forest preservation, ecosystem restoration, and good water management are crucial to maintaining the balance of upland ecosystems. Highlands are often home to a variety of plant and animal species that may not be able to survive in lowland environments. Involving hotels in environmental conservation can help maintain biodiversity in the area. Highlands are often an essential source of water for the areas below.

Highland hotels that engage in sustainable practices can play an essential role in sustainable water management, including the maintenance of water quality and the protection of the sustainability of water supplies for local communities. Sustainable practices can help highland hotels develop ecotourism models that blend tourism with nature conservation. This creates a positive experience for travelers, helps local communities, and empowers them

economically. Highland Hotels can inspire and serve as a model for local businesses and communities by setting an example of sustainable practices. This can drive environmental awareness throughout the community and change perceptions towards the importance of environmental conservation. Highlands are often more vulnerable to climate change. Through green accounting, hotels can identify and reduce their carbon footprint, as well as take steps to adapt to the impacts of climate change that may occur in the region.

Implementing green accounting and environmental conservation in highland hotels is not only about social responsibility but also about ensuring the long-term sustainability of their business by preserving natural resources that are important to the highland ecosystem and local communities. The main reason for implementing green accounting in a hotel depends on management's awareness, values, and commitment to prioritize environmental sustainability. Factors such as local environmental regulations, consumer pressure for sustainable practices, and the long-term financial benefits of energy efficiency and waste reduction can also influence a hotel's decision to implement green accounting.

## **CONCLUSION**

Based on the results of this study, the application of Green Accounting with variable indicators of environmental cost awareness has a significant effect on sustainability development, the application of Green Accounting with variable indicators of environmental concern has no significant effect on sustainability development, and the application of Green Accounting with variable indicators of environmental costs has a significant effect on sustainability development.

This states that environmental cost awareness and environmental cost accounting play an essential role in the context of sustainable development. Environmental cost awareness includes understanding the impact of human activities on the environment. Companies or organizations that are environmentally cost-conscious will seek to identify the negative impacts that their operations have on natural resources, biodiversity, air, and water. After identifying environmental impacts, the next step is to conduct an environmental cost assessment. This involves assessing the economic value of environmental damage or degradation caused by a company's operations. This assessment may include the restoration cost, waste management, or adaptation to climate change. Environmental cost awareness will lead companies to integrate these costs into business decision-making processes. This may include consideration of environmental costs in strategic planning, product development, and daily operations.

Environmental cost awareness can motivate companies to seek innovations in their production processes and services. These innovations may include more efficient use of resources, development of clean technologies, or waste reduction. By considering environmental costs, companies can improve their financial sustainability. In the long run, managing and reducing environmental costs can create financial stability and reduce risks related to unsustainability. Environmental cost awareness is also essential to ensure a company's compliance with applicable environmental regulations. This awareness helps companies avoid fines and legal sanctions that can be applied if they violate environmental regulations. Companies that demonstrate awareness of environmental costs often earn a better reputation in the eyes of consumers and society.

This can improve the company's image and provide long-term benefits to customer relationships and other stakeholders. Environmental cost awareness is not just limited to companies. Public awareness of environmental impacts also drives companies to be more committed to sustainable practices. Thus, environmental cost awareness and cost are about minimizing negative impacts, creating new opportunities, and enhancing long-term prosperity through sustainable practices. In this context, the concept of sustainable development becomes

more realizable through concrete actions and costs that reflect the full impact of human activities on the environment.

However, there is one exciting thing in this study. Based on the table of data analysis results, it is explained that the significance level of the environmental concern variable is  $0.995 > 0.05$ , so  $H_0$  is accepted, and  $H_2$  is rejected, which means that environmental concern has no significant effect on sustainability development.

This also aligns with the results of interviews and surveys with accountants and hotel managers. Although environmental stewardship is generally considered a positive factor in achieving sustainable development, some factors that hinder or make this stewardship not have a significant effect involve social, economic, and policy challenges. Lack of awareness about environmental issues and lack of education about sustainable development can lead to a lack of concern among the public and stakeholders. Without adequate understanding, individuals and organizations may realize the importance of their role in supporting sustainable development. Lack of environmental regulation or weak law enforcement can reduce the effectiveness of environmental policies. Companies may feel encouraged to adopt sustainable practices without a robust regulatory framework.

Also, one other exciting thing about the results of this study is that based on the data in the descriptive analysis table per hotel strata, the highest average is in hotels with highland strata with an average value of 4.29. The results of surveys and observations of researchers with respondents also support this.

Highland hotels have strong nature conservation policies due to their involvement in mountainous areas, often vulnerable to environmental change. Applying green accounting here can involve preserving nature and conserving local natural resources. Highlands often have ecosystems that are vulnerable to environmental change. Deforestation, climate change, and human activities can have significant impacts. Therefore, sustainable practices such as forest preservation, ecosystem restoration, and good water management are crucial to maintaining the balance of upland ecosystems. Highlands are often home to a variety of plant and animal species that may not be able to survive in lowland environments. Involving hotels in environmental conservation can help maintain biodiversity in the area. Highlands are often an essential source of water for the areas below. Highland hotels that engage in sustainable practices can play an essential role in sustainable water management, including the maintenance of water quality and the protection of the sustainability of water supplies for local communities. Sustainable practices can help highland hotels develop ecotourism models that blend tourism with nature conservation. This creates a positive experience for travelers, helps local communities, and empowers them economically.

Future researchers should expand the research to different sectors to understand the impact of green accounting in diverse contexts. This could include the industrial, service, or public sectors; investigate how green accounting can improve sustainable performance measurement. Please focus on the most relevant performance indicators and determine how green accounting can help organizations achieve sustainability goals.

Identify and analyze best practices in green accounting that successful organizations have implemented in achieving sustainable development goals. This can provide practical guidance for other organizations looking to follow in the same footsteps and conduct comparisons across countries or regions to assess differences in adopting green accounting and its impact on sustainable development. This can provide insight into the local context and factors that influence the implementation of green accounting.

## **SUGGESTION**

This section contains suggestions on problems related to the research carried out and also

contains suggestions for further research.

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