

# Comparative Study of Green Accounting Implementation based on University Social Responsibility (USR) and Good University Governance (GUG) Policy

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## ABSTRACT

**Purpose:** This study aims to examine a comparative study of the implementation of green accounting based on USR as the application of GUG in universities in Indonesia.

**Design/methodology/approach:** The research method uses a literature review of journal articles with relevant topics. The results of the study prove that environmental awareness and environmental involvement have been implemented very well by State Universities and Private universities in Indonesia, while environmental reporting and environmental audit have not been carried out optimally.

**Findings:** USR-based green accounting has 4 dimensions, namely environmental awareness, environmental involvement, environmental reporting, and environmental auditing. However, the implementation of USR-based green accounting has not been implemented properly, especially in the environmental reporting and auditing dimensions, while awareness and involvement in environmental activities have been implemented very well.

**Research limitations/implications:** For this reason, the implementation of GUG has not been implemented properly. The regulations governing USR have not yet been established and the environmental audit function has not received maximum attention. The environmental audit function is not included in the SPI's duties, because the SPI's task functions only focus on the management and implementation of controlling financial resources, human resources, and also facilities and infrastructure resources.

**Paper type:** is categorized as a research paper.

**Keywords:** Green Accounting, University Social Responsibility (USR), Good University Governance (GUG)

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## I. INTRODUCTION

Corporate Social Responsibility (CSR) is indeed a trend in Indonesia. The term CSR in education is better known as University Social Responsibility (USR). Universities or colleges are currently considered as educational institutions that are trusted to guarantee to solve problems among the community, so many universities organize USR activities in various forms of university Tridharma activities and can provide benefits to stakeholders, such as scholarships, Real Work Lectures (KKN) , providing counseling and training for MSME entrepreneurs (Micro, Small and Medium Enterprises) and environmental conservation. USR activities can be carried out by State Universities (PTN) or Private Universities (PTS). USR activities at State Universities are public relations activities that are useful to compete with Private Universities, which lately the competition is getting tougher and providing indirect intake on the image of the university. This is clarified by Dahan and Senol (2012), that non-state universities must carry out USR activities in order to compete and have a positive impact on the good reputation of the university.

Astiti (2014), explains that universities can implement USR-based green accounting, known as the dimensions of Environmental awareness, Environmental Involvement, Environmental Reporting, and Environmental Auditing. This is in line with the research results of Teoh and Thong (1984), that organizations

are involved in protecting the environment if they care about the environment (Environmental awareness), organizations must also be involved in solving environmental problems (Environmental Involvement), organizations must also carry out environmental reporting (Environmental Reporting), and organizations must also carry out environmental auditing (Environmental Auditing).

USR activities can be related to GUG (Good University Governance). The GUG theme emerged when management conflicts at the university surfaced, which caused the university's image in the public domain to decline. Larasati (2020), stated that ICW (Indonesia Corruption Watch) found several corruption cases that occurred in several universities in Indonesia. There were 37 incidents in the past 10 years. This action occurred because of the lack of transparency in financial management, resulting in fraud, so that the budget given to State Universities could not be tracked. For this reason, one of the activities that can foster public image and view on financial governance of State Universities and Private Universities in Indonesia can be done by implementing GUG in a sustainable manner. GUG is good governance with reference to the principles of good corporate governance, namely fairness, independence, accountability, responsibility and transparency.

The implementation of GUG can have an impact on excellent service which not only meets customer satisfaction standards but it is more than expected by customers, in this case providing satisfaction to its stakeholders. This is in line with the opinion expressed by Nurcahyani et al. (2013), who confirmed that consistent good corporate governance activities will increase public trust from time to time. According to Chen et al. (2015), that universities have an obligation to provide satisfaction to their stakeholders through the implementation of USR. Several studies on the topic of USR have been carried out, but the results are different. Dewi and Maryanti (2017), state that environmental awareness and involvement at Universitas Muhammadiyah Sidoarjo is already very high, but environmental reporting and auditing is still low. The results of this study are different from those conducted by Lubis et al. (2018), proving that the dimensions of USR at UIN Maulana Malik Ibrahim Malang can be said to be good, while Ignastia (2017), finds the fact that Universitas Brawijaya has high environmental awareness and involvement but has not yet had a report. good environment. The environmental audit aspect is in the medium category and is still in the process of being improved. The results of this study indicate that not all universities have implemented USR very well.

The application of USR in higher education abroad was not optimal, as research by Chen et al. (2015), it proved that higher education only focuses on strategies for achieving academic services, while the problem of social responsibility or in this case the application of USR has not been widely done. Chen et al. (2015) research results are supported by Chen and Vanclay (2020) research. His research was conducted at the University of Groningen Yantai and the results prove that the implementation of USR has not been going well.

Based on the background and the phenomenon of inconsistent research results, both those conducted at State Universities and Private Universities in Indonesia, the application of USR-based green accounting and the application of the GUG concept has not been carried out optimally. It can be proven that from the four dimensions of green accounting, reporting and environmental auditing factors have not been implemented properly. Therefore, based on the background of the problems that have been described, the purpose of this study will be to examine a comparative study of the implementation of USR-based green accounting as the application of GUG using the literature review method.

## II. LITERATURE REVIEW

### A. Stakeholder Theory in the Implementation of USR and GUG

Stakeholder theory explains that a corporation does not only run for its own sake but is also able to provide benefits to its stakeholders (Chariri & Ghozali, 2007: 409), in line with the opinion of Deegan (2009), that stakeholder theory is a theory that describes how a corporate governance can realize and manage the wishes of the stakeholders. This theory focuses more on the importance of the "accountability" of the institution than on the financial performance of the institution. This theory explains that institutions will gladly disclose all information both about their social, environmental and intellectual performance even above their mandatory request in order to realize the expectations desired by stakeholders.

This can be explained that State Universities and Private Universities are required to implement GUG properly, including the obligation to report USR activities based on green accounting completely and publish to the public.

### B. University Social Responsibilities (USR)

Universities or Colleges have ethical policies regarding the implementation of their Tridharma activities or known as USR. Sari and Hadiprajitno (2013), explained that USR is an ethical policy of the university and has

social responsibility as an impact in carrying out its academic activities, so that it is economically, socially and environmentally responsible. In essence, USR activities are relevant to CSR activities. Hadiwijaya and Rohman (2013), also stated the same thing that basically every person, organization and institution also has obligations to the environment and social. Social and environmental responsibility is an ethic and ability to help the community in the surrounding environment. The two descriptions above indirectly say that the role of the university as a legal entity has social and environmental responsibilities.

Universities are a group of individuals who produce organic and non-organic waste, so they are obliged to protect the environment as a manifestation of their social responsibility. The government through its regulations requires campuses to reduce the use of plastic waste. The implementation of USR has an impact on improving the image of the campus. For this reason, campuses can implement real forms of social responsibility by carrying out community service activities, so Subagyo and Silalahi (2014), adds that university social responsibility is formally implied in the third Tridharma, namely community service. The implementation of social responsibility will also leave a good impression on the campus in the eyes of stakeholders. The opinion of Chen et al. (2015) is strengthened that the reform of the implementation of USR has an impact on universities, but also for society and the global community. However, the results of this research explain that social responsibility must be embedded in the core values and functions of university practice. The facts show that in actual practice and strategic plans are focused on achieving academic services only, while social responsibility issues or the implementation of USR have not been widely carried out.

For this reason, it can be concluded that USR is a change in the form of CSR to be adopted by universities, that not only prioritizes its commercial function but also the application of Tridharma as a social function of Higher Education, so that the definition of USR is related to the general definition of CSR, namely to raise the image of universities, prioritize sustainable development, and develop the social functions of the community as stated in the Tridharma of Higher Education. But unfortunately, the implementation of USR has not been implemented optimally by the campus.

### **C. Good University Government (GUG)**

Based on the Regulation of the Minister of Finance No. 119/PMK.05/2007 article 5, the governance pattern is an internal university regulation which stipulates that the organization and management include organizational structure, work procedures, logical grouping of functions, availability and development of human resources and cost efficiency; accountability includes policy mechanisms/procedures, accountability media, and periodization of accountability for programs, activities and finances in order to achieve the goals that have been set and transparency by applying the principle of openness which is built on the basis of easy access to information for those in need.

GUG is an obligation that must be carried out by every campus, both State Universities and Private Universities in harmony to realize good governance, namely good governance. In general, the GUG theme is not much different from the concept of good governance. However, what is different is how to apply the concept of good governance to the environment in a country and must apply the concept and uphold the value of education in carrying it out. Wijatno (2009), explains that GUG is the application of the basic principles of good governance to the governance system and process at university institutions, with various adjustments to the values that must be upheld in the administration of universities in particular and education in general, including :

1) Transparency

Higher education as an industry, has the responsibility and obligation to provide information disclosure for internal parties and stakeholders so as to get the real condition of corporate management (university) and opportunities in the future. It includes; 1) transparency of the decision-making process; 2) transparency to partners, and; 3) transparency of employee performance appraisal.

2) Accountability

Tertiary Education Institutions must have a clear and written list of job descriptions and responsibilities for all functional positions of the university, including the criteria and mechanisms and criteria for measuring performance, supervision, and technical reporting as well as involving the university's internal audit function. Accountability in this case may include aspects of accountability in the submission of financial reports and aspects of accountability in the field of HR.

3) Responsibility

The entire job description that has been determined is an absolute responsibility that must be applied in every action of the individuals involved in the management of the university, including the lecturers who must obey the ethics and norms of lecturers. Universities must prioritize compliance with applicable laws and regulations and the principles of healthy and quality institutions in managing their universities.

4) Independency

The parties involved in the management of the university must free themselves from all forms of conflict of interest that could potentially arise in carrying out their duties and responsibilities with the aim of ensuring

that every decision is independent and absolute in the interests of the university without pressure and intimidation in the interests of certain parties.

5) Equity and Equality (Fairness)

Research related to GUG has been carried out by several researchers. Rosyid (2014), stated that the implementation of GUG at STAIN Pekalongan was still in the middle class. Baihaki (2016), proves that the University of Lampung has implemented 3 GUG principles well, namely independence, accountability, transparency, while responsibility and fairness have not been good. So it can be concluded that the application of GUG is also not optimal.

#### **D. Green Accounting**

So far, the concept of Green accounting based on Corporate Social Responsibility (CSR) is mostly applied to companies, although in fact every organization including higher education institutions also has social responsibility to the environment and society (Suhardiyah & Nurdina, 2019). The form of CSR at universities is called the University Social Responsibility (USR). University social responsibility or USR acts as a critical player for social change that has an ethical quality policy, regulating the performance of the university community, which includes teachers, administrators, students, and all employees (Sunardi, 2019). The application of USR in Indonesian universities is one way for universities to obtain the title of Good University Governance (GUG). GUG is a form of Good Corporate Governance (GCG) which is implemented in universities. Educational institutions or universities must implement the Tri Dharma, namely education, research, and community service.

USR-based green accounting has 4 important items regarding environmental awareness, namely environmental awareness (Environmental Awareness), environmental involvement (Environmental Involvement), environmental reports (Environmental Reporting), and environmental auditing (Environmental Auditing) (Pramitari et al., 2019). The four categories can be used as a benchmark, whether the application of Green accounting that has been carried out by the University can be said to have been fully implemented or not.

#### **E. Methods**

Literature review method used by analyzing relevant articles and focusing on Comparative Studies on the Implementation of Green Accounting Based on University Social Responsibility (USR) as the Implementation of Good University Governance (GUG). The articles used in this literature review are articles obtained using 3 Pubmed databases, Google Scholar by entering the keywords "University Social Responsibilities (USR)", "Good University Government (GUG)" and "Green Accounting".

Articles are selected based on several characteristics. First, it will explain the definition, procedure and characteristics of the application of Green Accounting by the University. Second, the research method used. Third, it does not distinguish the location. Fourth, it does not prioritize the latest publication year because the topic of implementing Green Accounting by universities is still not widely known in accounting research in Indonesia because it focuses a lot on CSR topics.

### **III. RESULT AND ANALYSIS**

Green accounting which is associated with sustainability is to provides information such as the calculation of costs incurred by universities so that intra-campus activities or infrastructure in the campus environment are environmentally friendly. One of the environmental programs that are currently mainly aimed at university environments is called the eco-campus program (Green Campus). Basically the various environmental programs carried out by the government are no exception for the voluntary eco-campus and stimulus programs, where there is no element of coercion or pressure from the government. Thus what is expected is the emergence and development of awareness and awareness of the campus community itself in preserving the environment. Likewise, the campus as a gathering place for intellectuals and the birthplace of the next generation of young intellectuals is expected to become a model or example for other institutions in good environmental management. Thus, when the campus implements USR-based green accounting well, it indirectly implements GUG well.

Green Campus is a program or movement that seeks to make campuses that are comfortable, refreshing, and beautiful and more importantly can reduce global warming. Campuses are expected to be able to implement science and technology which is held mainly in the environmental field. The campus must be the engine of change towards a green environment. The concept of going green here is not just planting trees or making the

campus "green". But how the campus can utilize existing resources effectively and efficiently. Starting from the use of electricity, water, paper, waste management, drainage channels and much more.

The following is a journal article that explains about universities that have implemented a form of Green Accounting policy in the form of USR implementation and the results of the research are as follows:

No.	Researcher	Title	Research Method	Research Results
	Sari and Hadiprajitno (2013)	Supervision of "Green Accounting" Implementation Based on University Social Responsibilities (USR) At Semarang State University	Descriptive analysis methods and inferential analysis with research subjects students at universities throughout the city of Semarang	The performance of Semarang State Universities on the environment is considered lacking, especially in environmental reporting and environmental auditing. In addition, there is no significant difference with other universities in the city of Semarang
	Astiti (2014)	Implementation of Green Accounting Based on University Social Responsibility at Yogyakarta State University	Quantitative method with Research Subjects, students and officials of Yogyakarta State University	UNY has a high level of awareness and concern for its environment, while environmental reporting and environmental auditing are still in the low category.
	Subagyo and Silalahi (2014)	Implementation of Higher Education Social Responsibility & Its Impact on Campus Image at Nusantara University PGRI Kediri	Qualitative method with a single case study approach with student research subjects at Nusantara University PGRI Kediri	The implementation of social responsibility at Nusantara University PGRI Kediri is a manifestation of the Tri Dharma of Higher Education and improves the image of the campus
	Ignastia (2017)	Implementation of Green Accounting Based on University Social Responsibility (USR) at Brawijaya University	Qualitative method with Research Subjects, students and officials of Brawijaya University	Brawijaya University has high environmental awareness and involvement, but has not implemented environmental reporting and environmental auditing in the improvement process.
	Rumambi and Lintong (2017)	"Implementation of Higher Education Institutions Social Responsibility (Study at Manado State Polytechnic)".	Qualitative method	Social responsibility is implemented in community service activities and the use of funds is reported in the budget realization report for goods expenditure and social assistance posts.
	Lubis et al. (2018)	University Social Responsibility Disclosure Analysis at UIN Maulana Malik Ibrahim Malang	Quantitative descriptive method and research subjects, students and officials at UIN Maulana Malik Ibrahim Malang	Quantitative descriptive method and research subjects, students and officials at UIN Maulana Malik Ibrahim Malang

	<i>Hati (2018)</i>	<i>Analysis of the Application of Green Accounting Based on University Social Responsibility (Usr) at the University of Riau Islands and Batam International University</i>	<i>Quantitative methods and research subjects, officials at Batam International University</i>	<i>There is no significant difference between the environmental awareness and audit variables, while the environmental involvement and reporting variables have differences</i>
	<i>Suhardiyah and Nurdina (2019)</i>	<i>“Implementation of environmental accounting in higher education solutions to improve the college’s role in the implementation of corporate social responsibility”</i>	<i>Qualitative method</i>	<i>Universities have a big role in helping the preservation of the environment, especially instilling attitudes to students to play a role in environmental conservation.</i>
10	<i>Tunti et al. (2019)</i>	<i>“Analysis of Green Accounting Implementation Based on University Social Responsibility (Study at Nusa Cendana University Kupang)”</i>	<i>Descriptive and quantitative methods</i>	<i>UNDANA already has a level of environmental awareness and involvement, while the publication of environmental reports and audits has not been implemented.</i>
11	<i>Denovis and Rahmawati (2019)</i>	<i>Application of Green Accounting Based on University Social Responsibility (USR) at Andalas University Padang</i>	<i>Quantitative descriptive with research subjects are officials of the General Division, Finance Division, Academic Administration Bureau (BAA), Internal Supervisory Unit (SPI), and LP2M.</i>	<i>Environmental awareness and involvement at Andalas University can be said to be very good, while the publication of environmental reports and audits has not been implemented well enough.</i>
12	<i>Pramitari et al. (2019)</i>	<i>“Green Accounting Based on University Social Responsibility at Politeknik Negeri Bali”</i>	<i>Phenomenological qualitative method</i>	<i>The Bali State Polytechnic has awareness and involvement in the environment, while environmental reports and audits have not been implemented. Environmental costs are classified as maintenance costs in the general financial statements.</i>
13	<i>Putri et al. (2021)</i>	<i>Implementation of Green Accounting Based on University Social Responsibility (USR)</i>	<i>Quantitative Method with Independent-t test.</i>	<i>Petra Christian University has disclosed information regarding environmental costs in its report. However, it has not been applied in general to other universities</i>

Source: Research Data (2021)

The following is an explanation of the table above which describes the results of research that has been carried out regarding the comparison of the implementation of green accounting based on University Social

Responsibility (USR) as a form of GUG implementation carried out at State Universities and Private Universities in Indonesia.

Dewi and Maryanti (2017), explained that the environmental awareness and involvement of the University of Muhammadiyah Sidoarjo towards the application of USR-based Green Accounting was in the high category, while for environmental reporting and auditing in the low category, while the research conducted by Sari and Hadiprajitno (2013), shows that the performance of Semarang State Universities on the environment is still considered lacking, especially in environmental reporting and environmental auditing. In addition, there is no significant difference in performance and social responsibility between Semarang State Universities and other universities in the city of Semarang, this is in line with research from Astiti (2014), who conducted research at Yogyakarta State University The results of both studies conducted at State Universities and Private Universities gave the same result that environmental reporting and auditing had not been carried out properly.

Likewise research from Ignastia (2017), explained that the level of environmental awareness and involvement at Brawijaya University is very high, especially as it is known as a green campus pioneer. However, environmental reporting has not been implemented and environmental audits are in the process of improving. This is supported by research from Lubis et al. (2018), who conducted research at UIN Maulana Malik Ibrahim Malang. Meanwhile Tunti et al. (2019), conducted research at Cendana University Kupang, and Denovis and Rahmawati (2019), conducted his research at Andalas University, Padang. Research from Hati (2018), found different results from previous research that between Riau Islands University and Batam International University there was no significant difference between the environmental awareness and audit variables, while the environmental involvement and reporting variables there were differences. The results of the study indicate that USR-based green accounting has not been implemented well enough.

However, there have been campus efforts to improve their performance towards green campus pioneers, as in the research of Pramitari et al. (2019), explained that the Bali State Polytechnic had awareness and involvement in the environment. Although there is no formal regulation regarding the environment, the activities carried out at the university show concern for the environment, while environmental reports and audits have not been implemented because costs related to the environment are classified as maintenance costs in the general financial statements. The results of the study have proven that although there are no regulations governing the implementation of USR, the campus has made efforts to make environmental reports by including it as maintenance costs. This indicates that the campus has tried to implement the GUG optimally. Although, it has not been supported by the role of SPI and there is no regulation. This is supported by Suhartini et al. (2021), finding empirical evidence that the implementation of USR in State Universities in Surabaya has been well implemented, especially related to environmental awareness and involvement, but for environmental reporting and environmental audits it has not been implemented properly. The results of interviews with SPI (Internal Supervisory Unit) that SPI's duties only focus on the function of managing and controlling financial resources, human resources and facilities and infrastructure resources.

Such a condition is very unfortunate, considering that the application of USR can increase sustainable competitive advantage, as stated by Adel et al. (2021), that USR can increase SCA (Sustainable Competitive Advantage) for campuses in developing countries. However, the campus has implemented green accounting quite well by implementing the university's Tridharma function, namely community service activities. Subagyo and Silalahi (2014), explained that the implementation of social responsibility at Nusantara University PGRI Kediri is a manifestation of the Tri Dharma of Higher Education. The implementation of social responsibility has improved the campus' image of the community's economy, especially around the campus and in the city of Kediri in general, supported by Rumambi and Lintong (2017), explaining that the Manado State Polytechnic has carried out social responsibility activities through the realization of the third Tri Dharma, namely community service and the use of social responsibility funds is reported in financial reports, especially reports on budget realization on goods expenditure posts and social assistance. The results of this study indicate that State Universities and Private Universities are always trying to implement USR as the embodiment of GUG.

#### IV. CONCLUSION

The conclusions that can be drawn from a number of previous research results can prove that environmental awareness and environmental involvement in general by State Universities from within and from abroad have been carried out very well while environmental reporting and environmental audits have not been carried out optimally. environmental cost performance reports have not been published properly. The function of the SPI's duties only focuses on the management and implementation of control over financial resources, human resources and facilities and infrastructure resources. Meanwhile, the environmental reporting and

environmental audit functions have not been implemented properly by the various State Universities, so it can be said that the application of Green Accounting includes 4 dimensions of the function application, namely Environmental Awareness, Environmental Involvement, Environmental Reporting, as well as Environmental Auditing, are still not fully implemented by various State Universities and Private Universities as a form of implementation and awareness of GUG, especially for the dimensions of transparency and accountability.

In addition, there is no regulation that regulates the obligation of universities to implement USR. This is different from the regulations applied to CSR which clearly require companies to make social responsibility reports in their financial statements, even though the implementation of CSR is in line with the implementation of USR. It can be said that the University is a public organization where academic individuals gather who certainly create organic and non-organic waste which is the impact of their activities, such as waste and environmental crowds.

This study has limitations, namely the majority only uses a sample of universities in Indonesia so that they have not been able to photograph the implementation of USR widely. For this reason, future research suggestions are to use samples from universities abroad that implement USR. The goal is that research results can contribute to comparing the application of USR at universities in Indonesia and universities abroad, especially in developing countries. In addition, it is necessary to issue regulations on USR obligations for State Universities and Private Universities, especially those in Indonesia, considering that environmental awareness is still low as evidenced by the less than optimal implementation of Green Accounting policies by State Universities and Private Universities. There needs to be a regulation that regulates the clarity of the environmental audit function. This is considered very important to be implemented in every State Universities and Private Universities, especially those in Indonesia.

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