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Welcome Address

It is a great honour and pleasure to welcome you to the international research conference on Business, Economics and Social Sciences, IRC-2015. This conference is a great opportunity for researchers, academicians and corporate experts to come and share their valuable experience and new development in different areas of Business, Economics and Social Sciences. The conference will provide an avenue for discussion and exchange of views on issues and challenges in business, economic and social science's global readiness. The idea is to facilitate discussion on business strategies that will expedite global growth and economic recovery.

Moreover, as a matter of our institutional policy, we expect to bring together an outstanding and diverse group of researchers, academicians, practitioners and thought leaders at the forefront of this event. The IRC-2015 will make every attempt to include younger scientists and students along-with expert academician and practitioners to bridge the gap of research and practice.

We would like to thank everyone who helped us to organize IRC-2015. A very special thanks to our honorable scientific and review committee for spending much of their time in reviewing the papers of this event and helping the participants in publishing their research in affiliated journals. Also special thanks to all the session chairs from industry, academia and policy institutions who volunteered their time and support to make this event a success. A very special thanks to the great scholars for being here with us as key note speakers, their valuable thoughts will surely open the horizon of new research and practice for the conference participants throughout the world.

Wish you a very successful conference and a pleasant stay in Bangkok.

Dr. Inam ul Haq,
Conference Convener

Conference Session Plan

International Research Conference on Business, Economics and Social Sciences, IRC-2015

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08:15- 08:30	Welcome Tea/Coffee
08:30-09:00	Registration and Caucus
09:00-09:15	Welcome Address by Dr. Farooq Anwar Bajwa IRC- Conference Convener
09:15-09:30	Address by Key Note Speaker Dr. Inam ul Haq
09:30	Combined Group Photo
09:40- 10:00	Tea/Coffee Break (Socialization and Networking Session).
10:00- 12:00	**Session I**
12:00- 13:00	Lunch Break
13:00-15:00	**Session II**
15:00-15:30	Tea/Coffee Break (Socialization and Networking Session).
15:30-17:30	**Session III**
17:30-18:00	Closing Ceremony Best Presentation Awards. Special Awards and gifts for Presenters.

Session I
10:00- 12:00

SESSION 1	PRESENTER	DURATION	FROM	TILL
SESSION CHAIR: Dr. IMRAN SHARIF PAPER 1: PENNYCOOK, POSTCOLONIALISM AND TEFL: AN APPRECIATION	1: Walter H. Persaud,			
PAPER 2: RESEARCH RESULTS UTILIZATION IN VOCATIONAL EDUCATION POLICY MAKING IN MALAYSIA	2: Wilfredo Herrera Libunaoa			
PAPER 3: MENOPAUSALSYMPTOMS AMONG KUWAITI WOMEN	3: Dr. Fawaz Alanezi			
PAPER 4: THE RELATIONSHIP BETWEEN ORGANIZATIONAL CSR STRATEGY, ETHICAL LEADERSHIP AND ORGANIZATION AND EMPLOYEE OUTCOMES: A CROSS-LEVEL ANALYSIS	4: Ya-Wen Tsai			
PAPER 5: ANALYSIS OF THE HUMAN CAPITAL IMPACTS IN THE EU COUNTRIES BY MEANS OF SPATIAL DURBIN MODEL	5: Paula Puškárová.			
PAPER 6: THE PERSPECTIVE OF MOTIVATED INFORMATION PROCESSING IN GROUP ON TEAM DIVERSITY, PSYCHOLOGICAL SAFETY CLIMATE AND TEAM CREATIVITY: THE MODERATING ROLE OF PARTICIPATE LEADERSHIP	6. Xue-Ni Chung			
PAPER7: VARIETY SEEKING BEHAVIOR AND QUANTITY OF IDEAS: THE MODERATING EFFECTS OF TIME PRESSURE	7. Yi-Hsuan Huang			
PAPER 8: ABNORMAL ACCRUALS AND THE PREDICTIVE ABILITY OF FUTURE CASH FLOWS	8. Dr. Lingyan ZUO			
PAPER9: EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD) INTEGRATION IN MALAYSIAN POLYTECHNICS	9. Crystal Joan Peter			
PAPER 10: RESONANCE: MODE OF ARTISTIC PRODUCTION	10. Chih-Chiang Hung			

Lunch Break
12:00- 13:00

Session II
13:00- 15:00

SESSION 2	PRESENTER	DURATION	FROM	TILL
SESSION CHAIR: Dr. Inam ul Haq PAPER 1: CHINESE MONETARY POLICY: CAN IT MAKE THE DRAGON LEAP AHEAD IN BRICS?	1: Dr. Shailly Nigam			
PAPER 2: WHAT DO EMPLOYEES REALLY WANT? A CASE STUDY OF EMPLOYEES' RETENTION IN A CHAIN RESTAURANT IN TAIWAN	2: Chih-Yi Lin			
PAPER 3: PERCEIVED E-SERVICE QUALITY: STUDY IN THE CONSUMER-BANKING SECTOR	3: Yohan Wismantoro			
PAPER 4: THE ABILITY OF FREE CASH FLOW AS A MARKET VALUE DRIVER IN GOING PUBLIC COMPANIES IN INDONESIA	4: Nila Tristiarini			
PAPER 5: SOCIAL SKILLS DEFICITS AMONG STUDENTS WITH AUTISM SPECTRUM DISORDER IN INCLUSIVE EDUCATION CLASSROOMS	5: Yeo Kee Jiar			
PAPER 6: HUMAN RESOURCE MANAGEMENT PRACTICES OF SELECTED HOTELS AND RESORTS IN OLONGAPO CITY	6. Dr. David Cababaro Bueno			
PAPER7: THE ROLE OF EMPLOYEE SATISFACTION IN ORGANIZATIONAL SUCCESS: A TURKISH MUNICIPALITY CASE	7. Gültekin Altuntaş			
PAPER 8: INFLATION TARGETING AND REAL EXCHANGE RATE: EVIDENCE OF THAILAND	8. Petchtharin Wongcharoen			
PAPER9: THE IMPACT OF FINANCIAL CONDITION AND CORPORATE SOCIAL RESPONSIBILITY TO THE ASSERTIVENESS OF COMPANY TAX IN JAKARTA ISLAMIC INDEX	9. Provita wijayanti			
PAPER 10: ENHANCING BUILDING ECONOMICS THROUGH INCORPORATING VERTICAL FARMS IN DESIGNING SUSTAINABLE RESIDENTIAL COMMUNITIES IN DAVAO CITY	10. Prof.Arch Jean Marie Villamor-Juanga			

Coffee Break

Session III
15:30-18:00

SESSION 3	PRESENTER	DURATION	FROM	TILL
SESSION CHAIR: Dr. Farooq Anwar Bajwa				
PAPER 1: THE ANALYSIS OF CHINA' ROLES IN CENTRAL ASIA IN PERIOD OF THE UNITED STATES' MILITARY WITHDRAWAL FROM AFGHANISTAN	1: Natthaphol Sonjaroon			
PAPER 2: A STUDY ON GRADUATE STUDENTS' ENGLISH LANGUAGE LEARNING STRATEGIES IN ASSUMPTION UNIVERSITY OF THAILAND	2: Yan Ye			
PAPER 3: ASIAN ECONOMIC COMMUNITY: COMPETENCY AND PREPARATION OF HUMAN RESOURCES IN PRIVATE SECTOR OF EASTERN AREA	3: Oranicha Buthphorm			
PAPER 4: PROACTIVE PERSONALITY, ORGANIZATIONAL CONTEXT, EMPLOYEE CREATIVITY AND INNOVATIVE CAPABILITY: EVIDENCE FROM MNCS AND DOMESTIC CORPORATIONS	4: Tai Huynh			
PAPER 5: ACCOUNTING INFORMATION SYSTEMS IMPLEMENTATION AND COMPETITIVE ADVANTAGE IN THAI-FOOD MANUFACTURING FIRMS	5: Patcharin Bunnoon			
PAPER 6: FINANCING SOCIAL VENTURES - SOCIAL IMPACT BONDS	6. Garg Nehal			
PAPER7: SELF-DISCLOSURE IN SELECTED EPISODES OF FACE THE PEOPLE	7. Mariel F. Basaran			
PAPER 8: THE EFFECT OF CONTEXTUAL VARIABLES ON THE RELATIONSHIP BETWEEN CONTROL SYSTEM AND PERFORMANCE BY USING SYSTEM APPROACH.	8. Muhammad Ja'far Shodiq			
PAPER9: DEVELOPMENT OF CONGESTION PREDICTING MODEL USING REAL-TIME TRAFFIC DATA AND SPATIAL INFORMATION	9. KwangSup Shin			
PAPER 10: RURAL TOURISM: A MODEL FOR SUSTAINABLE PROTECTING OF ENVIRONMENT	10. H.Yusuf Gungor			
PAPER 11: HUMAN RESOURCE MANAGEMENT PRACTICES OF SELECTED HOTELS AND RESORTS IN OLONGAPO CITY	11. Dr. David Cababaro Bueno			

DEVELOPMENT MODEL OF GREEN ACCOUNTING IN MANUFACTURE COMPANY

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Abstract: One of Corporate social responsibilities to the environment is by disclosure environmental information as a result of industrial activities or their business. It covers a clear figure of a company to combine cost and environmental benefits in economic decision making reflected in the implementation of *green accounting*. The purpose of this study is to establish indicators and constructs of *green accounting* by identifying environmental activities grouped into *the green support, appraisal, internal* and *external failure activities.*

The population is manufacturing companies in the Central Java province which is administered by purposive sampling technique. It is obtained a sample of 40 companies. Then, the data are analyzed by using factor analysis in order to establish and construct appropriate indicators for *green accounting*.

The findings show that *green accounting* has four constructs or variables with the respective indicator as follows: First, *Green Internal Failure Activity* (GIFA) construct with indicators of product design activities (product change orders), product improvement activities (saturated consumer products), product improvement activities (customers switch to a competitor's product), selection activity and supplier evaluation. Second, *Green External Failure Activity* (GEFA) construct with indicators of the activity of the defective product packaging orders, decrease in sales control activities because of out of reach area, the the decline in sales activity due to the in-optimal promotion product. Third, *the Green Appraisal Activity* (GAA) construct with indicators of product repair activity as product demand has decreased and product control activity of customers' dissatisfaction due to product orders rising prices. Fourth, *Green Support Activity* (GSA) construct with indicators of product packaging activity to control damage orders, control activities in sales decline due to higher product prices to market prices.

Key words: *green accounting, activity, environment, indicators, constructs*

INTRODUCTION

The increased concentrations of greenhouse effect resulting from human activities lead to the accumulation of heat in the atmosphere that affects global climate system. Global warming leads to climate change such as air temperature and rainfall. Climate change can be anticipated by adaptation to it to minimize the impact resulted, anticipate risks and reduce the costs to be incurred as a result of climate change (Firmansyah, 2009). Environmental responsibility is the responsibility of all human beings on this earth. If everyone tries to keep the living environment,

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to produce and to use environmentally friendly products, it will shape the earth healthy. So that for *corporate,* where the preservation of the environment is very close due to the operational activities of the company, such operation is definitely needed.

One of corporate social responsibility to the environment is by disclosing environmental information as a result of industrial activities or productions. Profile of a company to combine cost and environmental benefits in economic decision making is reflected in the implementation of *green accounting.* Recently, environmental benefits have been much felt by companies in various aspects, e.g., raw materials as the manufacture of any product all come from the environment, and fresh air and physical health are also products of the use of the environment. Ideally, the costs for environment should be issued in balance to the benefit derived from the environment. However, environmental costs that should have been issued by the company, has not been done properly. Waste as a result of the business production process is untapped back and not managed properly to be able to provide many benefits to the surrounding community and the environment itself. Therefore, through *green accounting,* company will calculate, control and report all costs associated with environment.

This study will identify environmental costs that occur in the company activities through *green support, green appraisal, green internal failure* and *green external failure activities.* These costs will occur in the company's activities. Costs such as: the selection and evaluation of suppliers, *market research,* field trials, the design and certification of vendors are costs arising from the *green support activities.* Then the costs such as: inspection of raw materials, raw material testing, packaging inspection and testing equipment are costs arising from the *green appraisal activities.* The cost of changes in product design, product repair, re-inspection, and re-testing a product are costs arising from the *green internal failure activities.* The cost of customer dissatisfaction, *lost sales,* and *lost market share* represent costs incurred from *green external failure activities.* The identification of these costs will be carried out on a manufacturing company in Central Java, whether these manufacturing companies have included costs incurred in each activity of financial statements of the company or not. Besides, this study will examine the most dominant costs of those four indicators *(green support, green appraisal, green internal failure* and *green external failure activities).*

LITERATURE REVIEW

Green Accounting

Green accounting describes an attempt to incorporate costs and benefits of environment in economic decision making (Vasile et al, 2008). Environmental costs that have been incurred by the company directly provide great benefits for the company and the community. For companies, it can improve environmental performance and provide a great responsibility on the company's internal or external. For a real community, it will form a better environment with many companies that are aware of environments.

Green accounting represents a process of identification, calculation, control, reporting and analysis of general expenses by alignment-enterprise environment, the results of the prevention, restriction and removal of the influence of *ecological disaster* with a good influence for the environment and the company (Caraiani and Jianu 2007 in Vaile et al). The advantages of adopting *green* accounting are it can provide useful information to achieve cost minimization targets (especially environmental) and negative impacts on the environment, present data on the costs required to estimate the financial impact of such initiatives as: preventing pollution, green

design and environment accounting repair; projections, costs, estimated life cycle in the environment; circulation administration of environmental product candidates; and supply process from the perspective of the environment; the product or the obligations of the manufacturer; centered environment management system; assessing, testing and report environmental performance of activities. More routine information of managerial activities such as: the design of products and processes, the cost of distribution and control, capital budgeting, bidding process, pricing policies, and performance evaluation are also included. The weakness of green accounting is the implementation of green accounting does not represent a guarantee for financial gain or environmental performance related.

The purpose *of green accounting* is the recognition and efforts to identify ways to reduce the negative effects of environmental activity and systems. Looking at the basic principles of Activity-Based Costing System (ABC System), *green accounting* accomplishes terminology and terms of dictionary used by ABC System. Therefore, terms such as: cost driver activity, the cost of the driver, the direct costs, the cost of the activity, the cost object, activity-based management, performance management, value chain, etc. equipped with other requirements such as activity-based costing system, the calculation of the environmental costs, environmental management systems, full Theoretical and Applied Economics environmental cost calculation, investment management, product life cycle analysis, calculation of the product life cycle, logistics, pollution prevention , personal expenses, value-added activities, etc. will help to facilitate the understanding of new terms or ideas that are used by green accounting for the purpose of communication and respect of internal policies.

Green support activities are activities that cause costs to prevent low environmental quality in the goods and services produced. The activities include selection and evaluation of suppliers, market research, field trials, and design and certification vendor.

Green appraisal activities are activities that cause costs to account for goods and services that form requirements and needs of customers and for the protection of the environment. These activities include: inspection of raw materials, raw material testing, packaging inspection, and packaging test.

Green failure activities are activities established by companies or customers themselves, in response to the low level of environmental protection. This cost is categorized into two costs:
1. *Green internal failure activities*

That is costs as a result of errors that occur prior to product delivery. Costs incurred in this activity include: the cost of changing the design of the product, the cost of repair products, re-inspection fee, and the cost of re-testing the product.
2. *Green External failure activities*

That is costs as a result of activity that occurs after delivery of products to customers. Costs incurred in this activity include: *customer dissatisfaction, lost sales, lost market share,* and *return.*

METHODOLOGY

Population and Sample
The population in this study is all finance managers at manufacturing company in Central Java province. The reason for choosing financial managers is because they are the elements that are responsible for the costs arising from environmental activities. The final sample consists of 40 financial managers.

Data Collection Technique

Primary data are collected by using *survey* method through questionnaires by *mail survey* and sent directly to manufacturing companies throughout Central Java Province.

Research Variables

This study proposes 63 indicators of green accounting consisting of 14 groups, those are:
1. Order Cancellation Activity (OCA) consists of 4 indicators
2. Changes in Product Design Activity (CPDA) consists of 4 indicators
3. Repair Products Activity (RPA) consists of 4 indicators
4. Customer Dissatisfactions (CD) consists of 4 indicators
5. Sales Decline (SD) consists of 4 indicators
6. Returns (R) consists of four indicators
7. Complaint Adjustment (CA) consists of 4 indicators
8. Supplier Selection and Evaluation (SSE) consists of 5 indicators
9. Market Research (MR) consists of 5 indicators
10. Environment Quality (EQ) consists of 4 indicators
11. Training Program (TP) consists of 4 indicators
12. Raw Material Inspection (RMI) consists of 4 indicators
13. Inspection Packaging (IP) consists of 4 indicators
14. Design and Certification Vendor (DCV) consists of 4 indicators

Data Analysis Technique

Data analysis is performed in two stages, those are: exploratory and confirmatory factor analysis. Exploratory factor analysis is carried out in order to classify various indicators of green accounting into various constructs or variables. While the confirmatory factor analysis is performed to determine the feasibility indicators of each construct or variable formed.

FUNDINGS/DISCUSSION

The first step taken is performing exploratory analysis for each group so that it provides indicators representing such group. The exploratory analysis is done by looking at the value of the minimum KMA-SA of 0.5 and the value of the image of at least 0.5. Therefore, The order cancellation activity is represented by three indicators, The changing of design product activity is represented by two indicators, the repair product activity is represented by four indicators, Customer Dissatisfaction is represented by two indicators, the sales decline is represented by four indicators, Complaint Adjustment is with 4 indicators, Supplier Selection and Evaluation is represented by three indicators, Training Program is represented by 5 indicators and Design and Certification Vendors is represented by two indicators.

The second step is to conduct exploratory analysis with all indicators selected in the first step. Based on the selected indicators are then carried out several tests as follows:
1. ***Kaiser-Meyer-Olkin and Bartlett's Test.***

Based on the results of the analysis of ***the Kaiser-Meyer-Olkin and Bartlett's Test*** for all the selected indicators, it is obtained the following results:

Table 1
KMO and Bartlett's Test I

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.402
Bartlett's Test of Sphericity	Approx. Chi-Square	596. 967
	Df	406
	Sig.	.000

The results of the analysis of Table 1 shows that the value of KMO-MSA is smaller than 0.5, it means that the data cannot be applied, so, the factor analysis should use *the anti-image correlation metrics* to determine which indicators are to be discarded in order to be able to be analyzed. After five stages of testing with the analysis of *the Kaiser-Meyer-Olkin and Bartlett's Test,* it is obtained 11 indicators of *green accounting* to be selected, they are: 1 (one) indicator of OCA, 1 (one) indicator of CPDA, 4 (four) indicators of RPA, 1 (one) indicator of CD, 3 (three) indicators of SD, and the last, one indicator of SSE.

The results of *matric anti-image correlation* (Table 3) shows that the 3 (three) indicators of OCA, 3 (three) indicators of CPDA, 3 (three) indicators of CD, 1 (one) indicator of SD, 3 (three) indicators of SSE and four indicators of DCV are eliminated or removed from the factor analysis because it has a correlation value of less than 0.50. Therefore, the indicators will be further analyzed include: 1 (one) indicator of OCA, 1 (one) indicator of CDPA, 4 (four) indicators of RPA, 1 (one) indicator of CD, 3 (three) indicators of SD, and one indicator of SSE.

The next step will be to analyze the factors by incorporating selected indicators mentioned above with a value *of anti-image correlation metrics* of more than or equal to 0.50. The results of the analysis of *the Kaiser-Meyer-Olkin and Bartlett's* at second stage are as the following:

Table 2
KMO and Bartlett's Test II

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.765
Bartlett's Test of Sphericity	Approx. Chi-Square	118 .652
	D f	55
	Sig.	.000

The results of the analysis of Table 2 shows that the value of KMO-MSA is 0.765and it is greater than 0.50 and the value of Bartiett`s Test of Sphericity Approx Chi Square is 118.652 with a significant level of less than 0.05. Therefore, factor analysis can be preceded with the indicators that have been selected.

2. *The total variance explained test*

Table 4 shows that the number of variance formed are as much as constituent indicator or dimensions. In this study, there are eleven variances with *initial* value of *the total eigenvalues* of

≥ 1. These factors represent the constituent of sub-variables. The form of total variance factors in the analysis can be seen from the value of *total variance explained.*

Table 4 shows that the measurement of total variance are, 1st variance (F1) has percentage of variance of 34.387, the second variance (F2) has percentage of variance of 14.188, the third one (F3) has percentage of variance of 10.376, the fourth (F4) has percentage of variance of 9.137, the fifth (F5) has percentage of variance of 7.139, the sixth (F6) has percentage of variance of 5.584, the seventh (F7) has percentage variance of 5.171, the eighth (F8) has percentage of variance of 4.209, the ninth (F9) has percentage of variance of 3.923, the tenth (F10) has percentage of variance of 1.139 and the last (F11) has percentage of variance of 2.749. So, the number of variance representing seven measurement variables or dimensions determined by value of *the total initial eigenvalue ≥* 1 is as many as eleven indicators from F1 to F11.

3. Component matrix

Based on the analysis on rotated component matrix, then, it produces a clear division of components as follow:
1. Component 1 (one) consists of: CPDA4, RPA1, RPA3, and SSE1
2. Component 2 (two) consists of: RPA4, SD3, and SD4
3. Component 3 (three) consists of: RPA2 and CD2
4. Component 4 (four) comprising: OCA4 and SD1

The matrix component analysis show that *green accounting* indicators that have been designed in this study provides an indicator of the four constructs formed.

Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis is a factor analysis technique based on the theory and concepts that are already known to be understood or predetermined. In this analysis, the writer creates a number of indicators, variables and the goals. The results of the analysis of *the Kaiser-Meyer-Olkin and Bartlett's Test* can be seen in the table below:

Constructs	Indicator	Results of *Kaiser-Meyer-Olkin and Bartlett's* tests		
		KMO-SA	Chi-square	Sig
GIFA	CPDA4, RPA1, RPA3, SSE1	0.705	24.725	0.000
GEFA	RPA4, SD3, SD4	0.529	14.765	0.002
GAA	RPA2, CD2	0.500	12.265	0.000
GSA	OCA4, SD1	0.500	106.291	0.057

2. ***Anti-image correlation test.***
    The result of ***Anti-image correlation test*** shows that all indicators are from construct variables. This result has score of anti-image of ≥ 0.50 (see the table 4)

3. ***Total variance explained test***
    The result of ***Total variance explained test*** shows that the contribution of each measuring results percentage of their variant is as much as the score of *initial eigenvalue total* which is ≥ 1 (table 4). Therefore, all indicators can be indicators of their construct.

Output of the research or Result Obtained

      Based on the discussion of green accounting which has been discussed above, it shows that it has 4 constructs or latent variables, those are: (1) *Green Internal Failure Activity* (GIFA); (2) *Green External Failure Activity* (GEFA); (3) *Green Appraisal Activity (GAA);* and (4) *Green Support Activity (GSA).*Every construct or latent variable which has been mentioned before, is supported with several indicators. Those indicators of every variable or latent construct are as follows:

(1) *Green Internal Failure Activity* (GIFA) has four indicators. Those are: CPDA4, RPA1, RPA3, and SSE1;

(2) *Green External Failure Activity* (GEFA) has three indicators. Those are: RPA4, SD3, and SD4.

(3) *Green Appraisal Activity (GAA)* has two indicators, those are: RPA2 and CD2.

(4) *Green Support Activity (GSA)* has two indicators, those are: OCA4 and SD1.

      Based on the result of data analysis, then this research model based on empirical data can be drawn as follows:
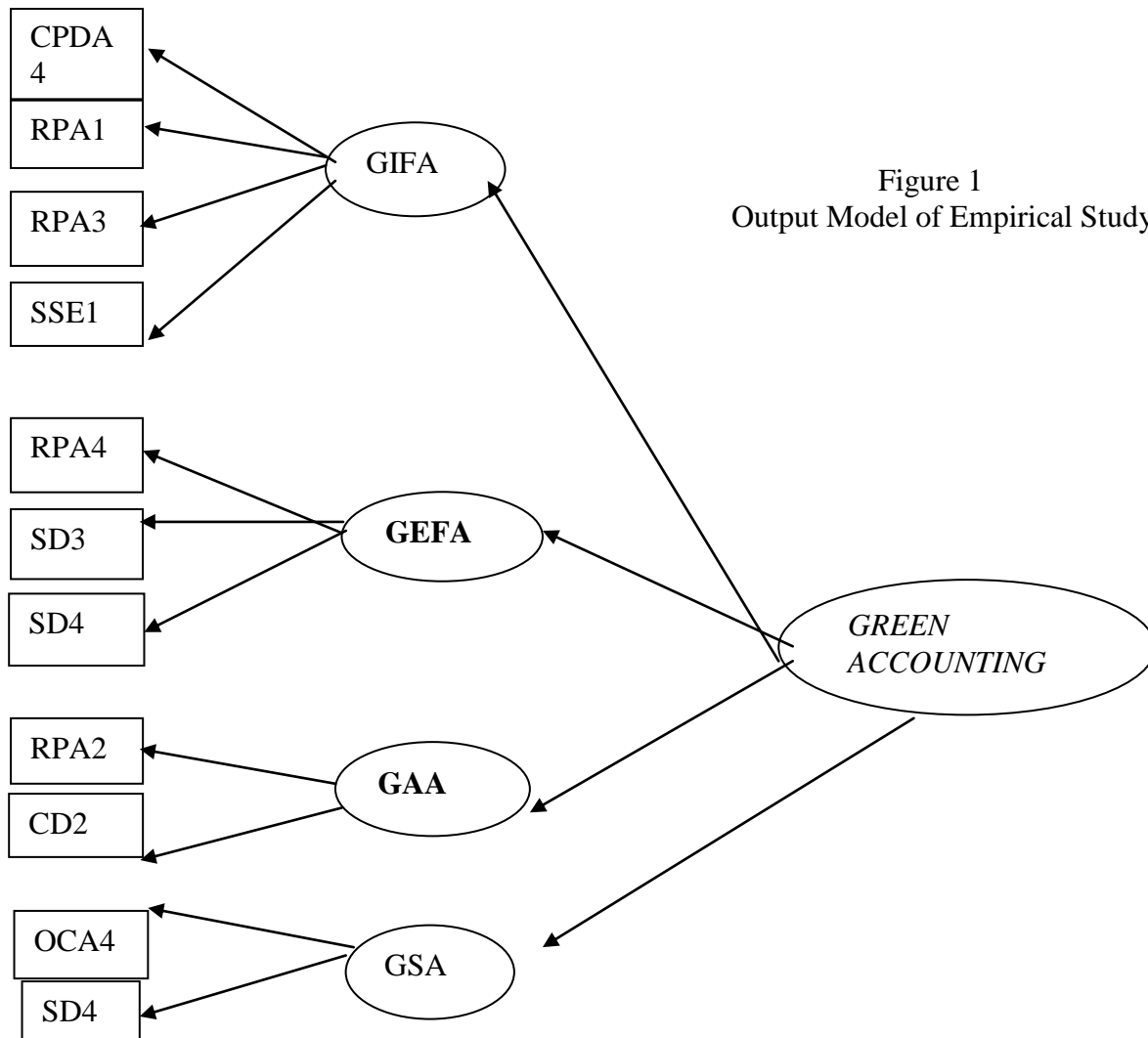

Figure 1
Output Model of Empirical Study

Planning For Futher Research

This phase I research is the beginning of research in green accounting. This is because it has not found indicator and construct or appropriate variables of green accounting. The further phase of this research considers how far the cost of green accounting is stated in the financial report because without the cost statement of green accounting in financial report, so the cost is wasteful. Thus, it is important to conduct further research by considering how the correlation between this green accounting and its statement in financial report is. The cost related to green accounting should be stated in financial report. Therefore, the further report which is very important is to try to conduct analysis on the implementation of green accounting and its correlation with green disclosure financial statement.

Based on constructed empirical research model above, therefore it is suggested for further research (Phase II) to develop the previous research model. The proposed research model of green accounting is as follow:
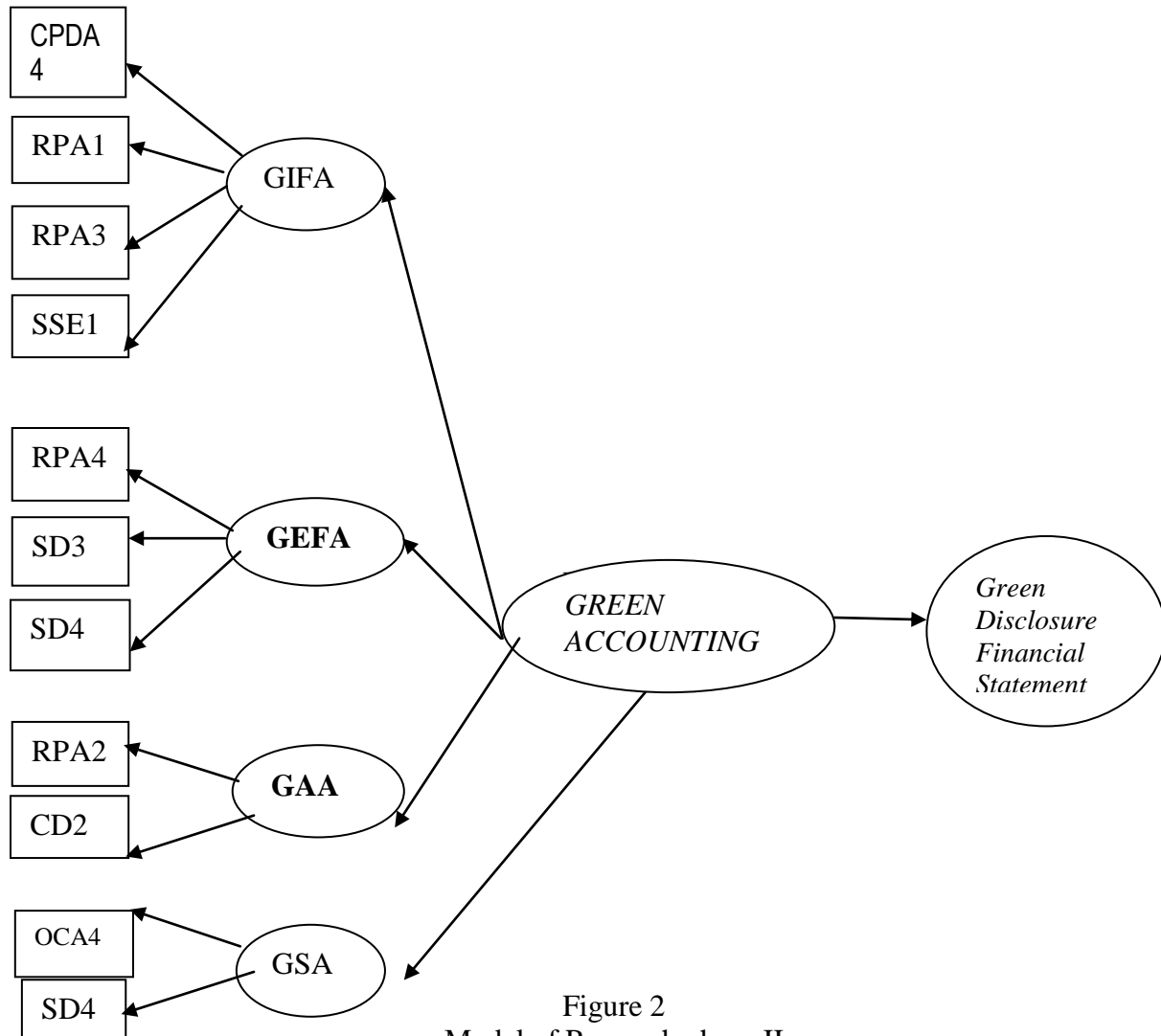

Figure 2
Model of Research phase II

CONCLUSION AND IMPLICATION

Conclusion

Based on the results of the data analysis above, it can be concluded that the Green Accounting has four constructs or latent variables, they are: (1) Green Internal Failure Activity (GIFA); (2) Green External Failure Activity (GEFA); (3) Green Appraisal Activity (GAA); and (4) Green Support Activity (GSA). Each construct or the chosen *green accounting variable* is supported by several indicators.

The constructs or the chosen green accounting variables has some items. First, Green Internal Failure Activity (GIFA) with indicator: CPDA4, RPA1, RPA3, and SSE1. The indicators are formed by some question items such as product design changes due to changes in product design activity (CPDA4), product improvement is done because consumers experience the saturation of the product (RPA1), product improvement is done because customers switch to competitors' products because of the better quality (RPA3), selection and Evaluation to the Supplier is conducted to get a qualified supplier (SSE1).

Secondly, Green External Failure Activity (GEFA) is with indicator of RPA4, SD3, and SD4. The indicators are formed of some questions items such as: the damaged of product packaging ordered by customer causes the product unfit for use (RPA4), sales decline occurs because there are areas that have not been reached by the product marketing (SD3), the sales decline occurs because the product promotions is not maximum (SD4).

Third, Green Appraisal Activity (GAA) is with indicator of RPA2 and CD2. The indicators are formed by question items, such as: product improvement is made due to the demand of the products has decreased (RPA2), customer dissatisfaction occurs because the increase of products' price ordered by customers (CD2).

Fourth, Green Support Activity (GSA) is with: OCA4 and SD1. The indicators are formed from questions items such as: the damaged of the product packaging ordered by customer causes the product unfit for use (OCA4), the sales decline occurs due to the price of goods sold is higher compared to the similar products on the market (CD2).

Implications

There are several limitations in this study such as: the collectability of the questionnaire is very low. Therefore, further suggestions for the next research are (1) there must be the safeguarding of the questionnaire distributed to the respondents in order to obtain a high degree of collectability questionnaire, (2) there must be testing model and the development of the result model of this study, so that the result obtained are getting better and complete in the realm of green accounting literature.

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Anti-image correlation test

Tabel 3

Anti-image Matrices

		OCA4	CPDA4	RPA1	RPA2	RPA3	RPA4	CD2	SD1	SD3	SD4	SSE1
Anti-image Covariance	OCA4	.744	-.050	-.050	.113	.152	-.152	.065	-.081	.040	.038	.140
	CPDA4	-.050	.574	-.119	.012	-.012	.036	.080	-.130	-.068	-.143	-.155
	RPA1	-.050	-.119	.680	.046	.139	.065	.105	-.083	-.061	-.044	-.024
	RPA2	.113	.012	.046	.610	-.005	-.087	.273	-.040	-.021	-.106	-.049
	RPA3	.152	-.012	.139	-.005	.638	-.025	-.073	.066	.092	.098	.098
	RPA4	-.152	.036	.065	-.087	-.025	.516	.056	-.194	-.188	-.106	.030
	CD2	.065	.080	.105	.273	-.073	.056	.575	-.032	-.049	-.129	.120
	SD1	-.081	-.130	-.083	-.040	.066	-.194	-.032	.656	.099	.021	-.048
	SD3	.040	-.068	-.061	-.021	.092	-.188	-.049	.099	.558	-.162	.129
	SD4	.038	-.143	-.044	-.106	.098	-.106	-.129	.021	-.162	.522	-.045
	SSE1	.140	-.155	-.024	-.049	.098	.030	.120	-.048	.129	-.045	.694
Anti-image Correlation	OCA4	.682[a]	-.076	-.070	.168	.220	-.245	.099	-.116	.062	.060	.194
	CPDA4	-.076	.828[a]	-.190	.021	-.020	.066	.139	-.213	-.120	-.261	-.245
	RPA1	-.070	-.190	.846[a]	.072	.211	.110	.168	-.125	-.099	-.075	-.035
	RPA2	.168	.021	.072	.722[a]	-.007	-.154	.461	-.064	-.037	-.188	-.075
	RPA3	.220	-.020	.211	-.007	.847[a]	-.043	-.120	.102	.153	.170	.147
	RPA4	-.245	.066	.110	-.154	-.043	.746[a]	.103	-.334	-.351	-.204	.050
	CD2	.099	.139	.168	.461	-.120	.103	.677[a]	-.052	-.086	-.235	.190
	SD1	-.116	-.213	-.125	-.064	.102	-.334	-.052	.793[a]	.164	.035	-.071
	SD3	.062	-.120	-.099	-.037	.153	-.351	-.086	.164	.722[a]	-.300	.207
	SD4	.060	-.261	-.075	-.188	.170	-.204	-.235	.035	-.300	.778[a]	-.074

SSE1	.194	-.245	-.035	-.075	.147	.050	.190	-.071	.207	-.074	.721[a]

a. Measures of Sampling
   Adequacy(MSA)

Tabel 4
Total Variance Explained I

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.783	34.387	34.387	3.783	34.387	34.387	2.117	19.243	19.243
2	1.561	14.188	48.574	1.561	14.188	48.574	2.067	18.794	38.037
3	1.141	10.376	58.951	1.141	10.376	58.951	1.753	15.938	53.975
4	1.005	9.137	68.087	1.005	9.137	68.087	1.552	14.112	68.087
5	.785	7.139	75.226						
6	.614	5.584	80.810						
7	.569	5.171	85.981						
8	.463	4.209	90.190						
9	.431	3.923	94.112						
10	.345	3.139	97.251						
11	.302	2.749	100.000						

Extraction Method: Principal
Component Analysis.