BRAND IMAGE ANALYSIS OF BANK SYARIAH THROUGH THE IMPLEMENTATION OF GREEN BANKING IN GENERATION Z IN JATINANGOR (CASE STUDY OF SMAS DARUL FATWA)

Irni Sri Cahyanti[1)], Siti Amanah Nur Rohmah [2)],
Universitas Islam Negeri Sunan Gunung Djati Bandung, Universitas Islam Nusantara
irnisricahyanti@uinsgd.ac.id, sitimha31@gmail.com

ABSTRACT/

The global climate crisis has encouraged the banking sector to implement more environmentally friendly practices, one of which is through green banking. In the context of Islamic banking, green banking is relevant because it is in line with the principles of maqasid asy-sharia. The form of implementation of Islamic banks, such as the digitization of services that have been carried out by Bank Muamalat and Bank Syariah Indonesia (BSI). However, the implementation still faces challenges such as low environmental literacy and disruption of digital systems. On the other hand, brand image is an important factor that shapes public perception of Islamic banks, especially among Generation Z who are known to be critical, environmentally friendly, and technologically literate. The purpose of this study is to analyze the influence of green banking implementation on the brand image of Sharia Banks in Generation Z at SMAS Darul Fatwa Jatinangor. The number of samples in this study was 105 respondents using a quantitative approach. The data collection technique used questionnaires. The results of this study show that the value of sig. 0.000 < 0.05 and the t-calculated value of 7.559 > t-table 1.659. The value of the determination coefficient (R2) is 0.357, meaning that 35.7% of the variation in brand image can be explained by the practice of green banking. This study implies that the implementation of good green banking can improve the brand image of Sharia Bank in the eyes of generation Z in Jatinangor District.

Keywords: *Green banking, Brand image, Generation Z*

ABSTRAK

Krisis iklim global mendorong sektor perbankan untuk mengimplementasikan praktik yang lebih ramah lingkungan salah satunya melalui *green banking*. Dalam konteks perbankan syariah, *green banking* menjadi relevan karena sejalan dengan prinsip *maqasid asy-syariah*. Bentuk Implementasi dari bank syariah, seperti digitalisasi layanan yang telah dilakukan oleh Bank Muamalat dan Bank Syariah Indonesia (BSI). Namun, implementasi tersebut masih menghadapi tantangan seperti rendahnya literasi lingkungan dan gangguan sistem digital. Di sisi lain, *brand image* menjadi faktor penting yang membentuk persepsi masyarakat terhadap bank syariah, terutama di kalangan Generasi Z yang dikenal kritis, peduli lingkungan, dan melek teknologi. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh implementasi *green banking* terhadap *brand image* Bank Syariah pada Generasi Z di SMAS Darul Fatwa Jatinangor. Jumlah sampel pada penelitian ini sebanyak 105 responden dengan menggunakan pendekatan kuantitatif. Teknik pengumpulan data menggunakan kuesioner. Hasil penelitian ini menunjukkan bahwa nilai sig. 0,000 < 0,05 dan nilai t-hitung sebesar 7,559 > t-tabel 1,659 . nilai koefisien determinasi (R^2) sebesar 0,357, artinya sebesar 35,7% variasi *brand image* dapat dijelaskan oleh pratik *green*

banking. Implikasi dari penelitian ini yaitu Implementasi *green banking* yang baik dapat meningkatkan citra merek Bank Syariah di mata generasi Z di Kecamatan Jatinangor.

Kata Kunci: *Green banking*, *Brand image*, Generasi Z

INTRODUCTION

Sustainability issues and the global climate crisis are pushing all sectors, including banking, to change their business approach to be more environmentally friendly. In this context, green banking is one of the important strategies implemented to encourage the transition to a green economy. Green banking is an approach to banking activities that pays attention to the social and environmental impact of each activity (Adhitya, 2021). In Islamic banking, the implementation of green banking is not only a business strategy, but also a form of moral responsibility that is in line with the principles of maqasid asy-sharia, such as hifz al-maal .

Several Islamic banks in Indonesia such as Bank Muamalat and Bank Syariah Indonesia (BSI) have adopted *green banking principles* through digital services such as Muamalat DIN, BSI Mobile, and BYOND by BSI, as well as financing for environmentally friendly MSMEs. However, the results of Nurjannah's research et al., (Nurjannah et al., 2024) shows that the implementation of *green banking* is still general and not optimal, especially in the aspects of product innovation, environmental literacy, and digital system security. On the other hand, although market dominance is still small, the Katadata survey noted that Bank Muamalat and BSI are among the banks with *the strongest green banking* image in Indonesia, indicating a growing positive perception of the sustainability commitment of Islamic banks (Dihni, 2022).

Table 1 Bank with *the Strongest* Green Banking Image

BANK NAME	SCORE
BCA	25,7
BRI	23,7
BNI	12,6
Bank Mandiri	12,1
BSI	1,2
CIMB Niaga	0,9
BTN	0,7
BI	0,6
Bank Jago	0,5
Bank Muamalat	0,5
BTPN	0,5
Lain-lainnya	3,3
Tidak tahu	17,7

Source: katadata.co.id, 2022

This shows that the application of sustainability principles can strengthen the bank's positive image in the eyes of the public, although its adoption is still limited. These efforts are an important first step in building *a strong brand image* that is relevant to sustainability values in the modern era, especially in the eyes of the younger generation who are increasingly aware of environmental issues.

In modern marketing strategies, *brand image* is an important asset that affects customer loyalty and trust. *Brand image* is formed from brand associations that are profitable, strong, and unique in the minds of consumers (Pandiangan et al., 2021). The implementation of *green banking* that is consistent and has a direct impact on the environment is believed to strengthen *the brand image* of Islamic banking. However, there are not many researchers who have specifically evaluated the influence of *green banking practices* on the brand image of Islamic banks from the perspective of Generation Z.

Generation Z, who were born between 1997-2012, have digital native, critically minded characteristics and have a high level of awareness of social and environmental issues (Putriana & Kholil, 2024). Research by Cupian et al., (Cupian et al., 2022) and Junaedi et al., (Junaedi et al., 2023) shows that Generation Z considers the value of sustainability and social credibility of banks in choosing financial services, not just digital convenience. Therefore, Generation Z's perception of banks that implement *green banking* is very important to be studied as a benchmark for the success of Islamic bank branding strategies in the modern era.

This research took place at SMAS Darul Fatwa, Jatinangor District, Sumedang Regency, which is based on Islamic boarding schools and has integrated general education and Islamic values. Jatinangor is an educational and urban growth area surrounded by prominent campuses such as Padjadjaran University (UNPAD), Bandung Institute of Technology (ITB Jatinangor Campus), and IPDN. This strategic position makes SMAS Darul Fatwa students have more open access to technology, environmental issues, and sharia economic developments.

Students of SMAS Darul Fatwa have received direct education from Bank Muamalat through the GEULIS (Sharia Literacy Movement) program. The Darul Fatwa Islamic Foundation also establishes formal cooperation with BSI in educational and social finance programs. Some students have become active customers of Islamic banks, and have studied *fiqh muamalah* and the yellow book as part of the Islamic boarding school curriculum.

Apart from their background in Islamic education and direct experience in receiving Islamic financial education, students of SMAS Darul Fatwa also showed concern for environmental issues through their involvement in the agenda of the Pancasila Student Profile Strengthening Project (P5). This program is a forum for student character formation that reflects the values of mutual cooperation, sustainability and social responsibility. In the P5 activity, the students played an active role in various real actions such as waste sorting in the school environment, planting trees together, and making used material crafts as a form of concern for the surrounding environment.

Several previous studies have discussed the relationship between *green banking* and consumer perception, Kartika Dewi & Indudewi (Dewi & Indudewi, 2024) state that *green banking* can strengthen green images and increase customer trust. Mareta et al., (Mareta et al., 2024) also emphasized the importance of environmentally friendly digital service innovation in strengthening *brand image*. However, most of the research has not highlighted the specific perception of Generation Z, especially in the context of Islamic banking in Indonesia.

These activities not only raise ecological awareness, but also help form a sustainable and critical mindset towards social issues. This shows that Darul Fatwa High School students have a high level of concern for environmental sustainability, in line with the values in the implementation of *green banking*. With the provision of Islamic values, an understanding of Islamic economics, and experience in environmental activities, the students are seen as appropriate and relevant as respondents to the research on the influence of the implementation *of green banking* on he *brand image* of Islamic banks in Generation Z.

Based on this background, this study aims to identify and analyze the influence of *green banking* implementation on *the brand image* of Islamic banks in Generation Z, with a case study on students of SMAS Darul Fatwa Jatinangor. This research is expected to make a theoretical contribution to the development of literature related to *green banking* and *brand image* in the Islamic banking sector. In addition, it is also expected to provide practical benefits for industry players to design branding strategies that are more relevant to the value of sustainability and the needs of the younger generation segment.

Based on the background described above, the research question addressed in this study is: how significant is the influence of green banking implementation on the brand image of Islamic banks among Generation Z, with a case study of students of SMAS Darul Fatwa Jatinangor? In line with this research question, the objective of this study is to analyze and measure the extent to which the implementation of green banking influences the brand image of Islamic banks among Generation Z at SMAS Darul Fatwa Jatinangor.

LITERATURE REVIEW

Green Banking

Green banking is a banking paradigm that integrates environmental sustainability principles into all aspects of banking operations and business strategies. This concept emerged in response to the climate crisis, environmental degradation, and socio-economic inequality that demand the transformation of the global economic system towards sustainable development (Yusuf, 2025). Widiyanti explained that Jeucken developed a typology that is a fundamental reference in understanding the evolution of sustainable banking, which distinguishes four phases: (1) *defensive banking* banking which is reactive to environmental regulations; (2) *preventive banking banking that begins to anticipate environmental risks; (3) offensive* banking banking that proactively integrates sustainability as a competitive advantage; and (4) *sustainable banking* banking that fully internalizes sustainability throughout the value chain. This typology provides a framework to analyze the extent to which banking institutions, including Islamic banks, have adopted green banking practices in their operations. The research shows that of the six Islamic banks analyzed, only two are in the *offensive banking* phase, while the other four are still in the *preventive banking phase*(Widiyanti et al., 2025)

Brand Image

Brand image is a crucial intangible asset for banking institutions, including Islamic banks. In the context of green banking, the implementation of environmentally friendly practices has been proven to have a significant influence on the formation and strengthening of brand image. Belgacem & Ejaz research (2025) reveals that customer- and policy-oriented green banking practices significantly improve banks' reputations, especially when combined with environmental awareness (Belgacem, 2025). These findings show that Islamic banks that actively promote green practices to their customers tend to gain a better reputation in the eyes of the public. The adoption of technology in a green environment also supports the ethical positioning of Islamic banks in terms of sustainable development goals (Belgacem, 2025).

The study of Khan et al. (2024) strengthens these findings by showing that *employee-related practices*, *daily operations-related practices*, *customer-related practices*, and *bank's policy-related practices*) has a significant positive influence on the bank's reputation. The study also found that employee environmental awareness acts as a moderator that strengthens the relationship between the four types of green banking practices and the bank's reputation. This indicates that effective green banking implementation requires commitment and awareness from all elements of the organization, not just policies at the top management level.(Khan et al., 2024)

METHODOLO GY

The approach used in this study is a quantitative approach. The sample is part of the population number and the characteristics possessed by that population (Muhsin et al., 2023)(Cahyanti et al., n.d.). The population in this study is students of SMAS Darul Fatwa for the 2024/2025 school year, including classes X and XI who have received education related to Islamic banks and environmental sustainability issues totaling 130 people. The sampling technique used in this study is simple random sampling, a probability sampling technique in which every member of the population has an equal and independent chance of being selected as a respondent, so that the results can be generalized to represent the population as a whole. The determination of the sample size in this study also refers to Sugiyono's opinion (Sugiyono, 2023), which suggests that the larger the sample drawn from the population, the more reliable the research results tend to be. Using this simple random sampling procedure, the number of samples used in this study was 105 respondents, randomly selected from the total population of 130 students.

The data collection techniques used in this study are Closed questionnaire/questionnaire, which is a questionnaire in the form of questions given to respondents in the form of multiple choice. Data was collected using an online questionnaire using the google form service. This study uses data analysis techniques consisting of validity test, reliability test, classical assumption test (normality test, linearity test and homocedasticity test), simple linear regression test, hypothesis test and determination coefficient test (R2).

Simple linear regression analysis is a statistical test used to determine the relationship between two numeric variables, namely independent and dependent variables (Masruroh & Mauladi, 2020). In this study, simple linear regression analysis was used to test The Effect of

Green Banking Implementation on the *Brand Image* of Islamic Banks. The mathematical form of simple linear regression is as follows:

Y = a + Bx + e

The independent and dependent variables in the researcher can be seen in the following table:

Table 2 Variables and Indicators

Variable	Indicators
Green banking (X)	*Carbon Emissions* • I've seen bank offices (like BSI or Muamalat) try to save electricity, such as turning off lights, fans, or electronic devices when not in use. • I know that Islamic banks have held environmental care activities such as energy-saving campaigns, tree planting, or environmental clean-ups on social media or the surrounding environment. • I believe Islamic banks help reduce environmental pollution through energy-friendly policies. (Example: saving electricity in the office, supporting green campaigns) *Green Investment* • I know that Islamic banks support environmental activities such as waste banks, environmental cleansup, or recycling education through social programs or CSR. (A real example: BSI has partnered in a river clean-up program or a waste management program with the community). • I have seen information from Islamic banks that work with communities or environmental institutions in activities such as waste collection or waste management training. (for example, official Instagram posts of BSI or Muamalat about CSR cooperation with green communities). • I believe Islamic banks show concern for the environment by supporting community programs to reduce waste. (Example: not doing it directly, but co-funding or facilitating). *Green Building* • I learned that Bank Muamalat and Bank Syariah Indonesia (BSI) fund projects that support environmental sustainability, such as organic farming, waste-free farms, or recycling businesses. • I have seen promotions from Islamic banks about financing products related to environmental

conservation. (Example: green MSME financing programs on social media).

- I feel that by supporting green businesses, Islamic banks show their commitment to sustainability.

Paperless

- I have used or seen Islamic bank applications such as BSI Mobile or Muamalat DIN for transactions. (Example: balance check, transfer, opening an account from a cellphone).
- I see that Islamic banks rarely use paper for reports or forms, and more often through emails or applications. (Example: e-statement, online registration).
- I feel that Islamic banks help reduce paper waste through digital systems. (Example: do not print receipts or brochures excessively).

Reuse/Recycle/Refurbish

- When I heard the name Bank Syariah Indonesia (BSI) or Bank Muamalat, I immediately remembered that this bank supports environmental care programs. (Example: tree planting campaigns, digitization of services to reduce paper).
- I believe that Islamic banks care about environmental sustainability, not just focusing on financial services. (Example: they convey eco-friendly messages on social media or advertisements).
- I often see or hear that Islamic banks carry out social activities related to the environment. (Examples: environmental cleanup, environmentally friendly digital education).

Brand image (Y)

Strength of Brand Association

- When I heard the name Bank Syariah Indonesia (BSI) or Bank Muamalat, I immediately remembered that this bank supports environmental care programs. (Example: tree planting campaigns, digitization of services to reduce paper).
- I believe that Islamic banks care about environmental sustainability, not just focusing on financial services. (Example: they convey eco-friendly messages on social media or advertisements).
- I often see or hear that Islamic banks carry out social activities related to the environment. (Examples:

environmental cleanup, environmentally friendly digital education).

Uniqueness of Brand Association

- I like Islamic banks that care about the environment and practice Islamic principles in their operations. (Example: banks that are energy-efficient and remain sharia).
- I feel proud if I become or one day become a customer of an Islamic bank that cares about the environment. (Example: if I have an account at a bank that takes care of the earth)
- I am more interested and believe in Islamic banks that run environmental programs in real terms and not just advertisements. (Example: really have an activity, not just a promotion).

Favorability of Brand Association

- I like Islamic banks that care about the environment and practice Islamic principles in their operations. (Example: banks that are energy-efficient and remain sharia).
- I feel proud if I become or one day become a customer of an Islamic bank that cares about the environment. (Example: if I have an account at a bank that takes care of the earth) I
- am more interested and believe in Islamic banks that run environmental programs in real terms and not just advertisements. (Example: really have an activity, not just a promotion).

Source: Processed by researchers, in 2025

Green banking is an approach to carrying out banking practices by paying attention to the social and environmental impacts of each activity (Adhitya, 2021). The implementation of the green banking concept in Islamic Banks in Indonesia includes five main indicators, consisting of *carbon emissions, green building, reuse/recycle/refurbish, paper work/paperless* and *green investment* (Arislan & Mashuri Toha, 2024).

According to Kotler and Keller, brand image refers to the views and beliefs that exist in the minds of consumers, including associations that are stored in the customer's memory and always remembered when they hear a slogan, as well as imprinted in the consumer's mind. Indicators of *brand image* in this study include *the favorability of brand association, uniqueness of brand association*, and *strength of brand association* (Pandiangan et al., 2021). The determination of variable indicators in the study is based on previous studies that are in line with the research title.

RESEARCH AND DISCUSSION RESULTS

Validity Test

The validity test is to determine how well an instrument can measure what it really wants to measure (Tugiman et al., 2022). The validity test criterion is that if the calculated r value exceeds the r table value, then the questionnaire statement item can be declared valid. Conversely, if the calculated r value is less than the r table value, then it can be stated that the questionnaire statement item is not valid.

Table 3 Validity Test Results

Variable	Item	r-count	r-table	Information
Green banking (X)	X.1	0,521	0,191	Valid
	X.2	0,642	0,191	
	X.3	0,512	0,191	
	X.4	0,548	0,191	
	X.5	0,556	0,191	
	X.6	0,647	0,191	
	X.7	0,536	0,191	
	X.8	0,680	0,191	
	X.9	0,662	0,191	
	X.10	0,440	0,191	
	X.11	0,513	0,191	
	X.12	0,437	0,191	
	X.13	0,452	0,191	
	X.14	0,584	0,191	
	X.15	0,565	0,191	
Brand image (Y)	Y.1	0,500	0,191	Valid
	Y.2	0,532	0,191	
	Y.3	0,591	0,191	
	Y.4	0,635	0,191	
	Y.5	0,516	0,191	
	Y.6	0,738	0,191	
	Y.7	0,638	0,191	
	Y.8	0,595	0,191	
	Y.9	0,692	0,191	

Source: Output SPSS

Based on the results of the validity test in the table above, it can be seen that the questionnaire is valid because the calculated r value is greater than the r table value, where the r table value for 105 respondents is 0.191. Thus, these statements can be used for future tests.

Reliability Test

Reliability tests are applied in a study to ensure that the various instruments applied in the study will produce the same or stable data (Magdalena et al., 2023). The reliability test applied to this study is Cronbach Alpha. The reliability test criteria states that if the Cronbach Alpha value is more than 0.6, then the questionnaire statement item is declared reliable.

Tabel 4 Hasil Uji Reliabilitas

No.	**Variable**	**Cronbach Alpha**	**Information**
1	*Green banking* (X)	0,872	Reliable
2	*Brand image* (Y)	0,784	

Source: Output SPSS

The table above shows that the free variable has a Cronbanch Alpha value of more than 0.6 where the *green banking* variable (X) has a value of 0.872. The Cronbanch Alpha value for the bound variable has a value of more than 0.60, where the *brand image* variable (Y) has a value of 0.784. So the results of the reliability test are said to be reliable, so this research can be continued.

Normality Test

The purpose of the normality test is to check whether the data used is normally distributed or not. To test whether the data is normally distributed, the Kolmogorov-Smirnov Test is carried out (Ahadi & Zain, 2023). The Kolmogorov-Smirnov normality test with a significance level of 5% was used. The data can be said to be normally distributed if the significance value is more than 0.05. Conversely, if the significance value is less than 0.05, the data is not normally distributed.

Table 5 Normality Test Results

		Unstandardized Residual
N		105
Normal Parameters	Mean	0,0000000
	Std. Deviation	2,89690779
Most Extreme Differences	Absolute	,081
	Positive	,081
	Negative	-,045
Test Statistic		,081

Asymp. Sig. (2-tailed)	,090

Source: Output SPSS

The results of the normality test illustrated, if the data is normally distributed with a significance value of 0.090 > 0.05. Thus, the data of this study can be used for testing with a simple linear regression model.

Linearity Test

The linearity test is performed to determine whether the relationship between independent variables and dependents is linear or not (Nasar et al., 2024). The results of the linearity test are seen in the Deviation from Linearity section, if the significance value is less than 0.05, then the relationship between variables is considered non-linear. Conversely, if the significance value is greater than or equal to 0.05 then the relationship between the variables is stated to be linear.

Table 6 Normality Test Results

			Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Brand image Green banking*	Between Groups	(Combined)	628,449	22	28,566	3,219	,000
		Linearity	484,139	1	484,139	54,497	,000
		Deviation from Linearity	144,311	21	6,872	,774	,742
	Within Groups		728,465	82	8,884		
	Total		1356,914	104			

Source: Output SPSS

Based on the results of the SPSS output above, it is illustrated that there is a linear relationship between the two variables with a dignifation value of 0.742 > 0.05. Therefore, the data of this study can be used for testing with a simple linear regression model.

Homoskedasticity Test

The homoskedasticity test is one of the most important steps in regression analysis that aims to identify whether there is a residual variance instability in each observation (Ghadani et al., 2022). When the significance value is greater than 0.05, it can be concluded that the data is free from the symptoms of heteroscedasticity, which means that the residual variance is constant or homoscedasticity. Thus, the homocedasticity test provides confidence that the results of the analysis obtained can be trusted for appropriate decision-making (Mariana et al., 2023).

Table 7 Homocedasticity Test Results

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	3,590	1,546		2,322	,022
Green banking	-,023	,029	-,079	-,808	,421

Source: Output SPSS

The results of the homoskedasticity test in this study were obtained through the analysis of the regression coefficient between *the green banking* variable and the positive residual. The significance value (p-value) for *the green banking* variable of 0.421 is greater than the significance limit of 0.05.

This indicates that there is no relationship between *the green banking variable* and the positive residual, so the residual variance is homogeneous or constant across the entire range of independent variable values. Thus, it can be concluded that the homocedasticity assumption is met, which means that the regression model meets one of the important prerequisites in regression analysis.

Simple Linear Regression Test

Simple linear regression analysis is applied to examine the relationship between two numeric variables, namely independent and dependent variables (Masruroh & Mauladi, 2020). In this study, regression analysis was used to examine the influence of the implementation of *green banking* on the *brand image* of Sharia Banks in generation Z in Jatinangor.

Table 8 Results of Simple Linear Regression Test

	Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	12,881	2,673		4,819	,000
	Green banking)	,378	,050	,597	7,559	,000

Source: Output SPSS

Based on the results of the output above, it was revealed that the results obtained were a constant value (a) of 12.881, while the value *of green banking* (b/regression coefficient) was 0.378. The value of the X regression coefficient is 0.378, revealing that every 1% addition of *the green banking* value, the brand *image* value increases by 0.378. The regression coefficient has a positive value, so it can be said that the direction of influence of variable X on Y is positive. The significance value of 0.000 is smaller than 0.05 so that the effect is statistically significant.

Hypothesis Test (t-Test)

Hypothesis testing (t-test) is used to test hypotheses about the difference or influence of independent variables on dependent variables (Sugiyono, 2023) The basis for decision-making can be stated, if the significance value is more than 0.000, then the hypothesis is rejected. Conversely, if the significance value is less than 0.05 then the hypothesis is accepted.

Based on table 8, it is known that the value of Sig. 0.000 < 0.05. So it can be concluded that *the green banking* variable (X) has a significant effect on the *brand image* (Y) variable. Based on the t-value, it is known that the calculated t-value of 7.559 is greater than the t-table value of 1.659. So that the hypothesis can be drawn from the accepted hypothesis, that *the green banking* variable has a positive and significant effect on *the brand image* of Bank Syariah in generation Z in Jatianangor.

Coefficient of Determination (R^2)

The determination coefficient serves to assess the extent to which variations in dependent variables can be explained by independent variables in a regression model. The value of r2 is between 0 and 1, where a value close to 1 indicates that the independent variable is getting better at explaining the variation in the data in the dependent variable (Pratiwi & Rizky, 2024).

Table 9 Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,597	,357	,351	2,911

Source: Output SPSS

The output results above clearly illustrate the magnitude of the correlation value or relationship (R), which is 0.597. From this output, a determination coefficient value (R Square) of 0.357 was obtained, which means that the influence of the free variable (*green banking*) on the bound variable (*brand image*) was 35.7%. Meanwhile, 64.3% (100% - 35.7% = 64.3%) was explained by other factors not studied in this study.

DISCUSSION

The Effect of Green *Banking* Implementation (X) on *Brand Image* (Y)

The results of a simple linear regression analysis revealed that the implementation of *green banking* has a significant effect on the *brand image* of Islamic banks. A significance value of 0.000 < 0.05 explains if there is a statistically significant relationship. A calculated t-value of 7.559 is greater than the t table of 1.659 indicating that the hypothesis is Accepted. This means that the better the implementation of *green banking*, the more positive the brand image will be in the eyes of Generation Z.

The value of the regression coefficient of 0.378 indicates that every improvement in the implementation of *green banking* will increase the *brand image* of Islamic banks by 37.8%. The value of the determination coefficient (R2) of 0.357 shows that 35.7% of the variation in *the brand image* of Islamic banks can be interpreted by the green banking implementation variable, while the remaining 64.3% is influenced by other factors.

These findings are in line with *the brand image* theory by Kotler and Keller (Pandiangan et al., 2021) which states that brand image is formed from associations that are firmly embedded in the minds of consumers. Green *banking practices* such as carbon emission reduction and service digitalization strengthen positive associations with banks, especially among Generation Z who are critical and aware of sustainability issues.

In line with the results of this study, Kartika Dewi dan Febe Yuanita Ratna Indudewi (Dewi & Indudewi, 2024) stated that the implementation of *green banking* has a positive influence on *green image* and customer trust, which then has an impact on customer loyalty. Although the study focuses on loyalty, the fundamental similarity is the impact of *green banking* in increasing a positive image of banking institutions. This shows that banks that implement *green banking* practices not only gain the trust of customers, but also build stronger loyalty within them. Similarly, the study of Sukma Nur Mareta et al., (Mareta et al., 2024) which emphasizes the importance of eco-friendly digital services in shaping a positive customer experience and strengthening the bank's image.

Thus, it can be concluded that the implementation of *green banking* plays an important role in strengthening *the brand image* of Islamic banks. These findings underscore that sustainability strategies, including education and digitalization, are important assets in building a brand image that is relevant and loved by the younger generation. Islamic banks are expected to continue to increase the intensity of collaboration with educational institutions in order to strengthen sustainability literacy in order to maintain long-term business sustainability.

CONCLUSION

Based on the results of the analysis, this study concludes that the implementation of *green banking* has a positive and significant influence on the *brand image* of Islamic banks among Generation Z, as indicated by a significance value of 0.000 < 0.05 and a determination coefficient (R^2) of 0.357, meaning that green banking practices account for 35.7% of the variation in brand image. This finding directly answers the research question raised in this study: the better Islamic banks implement green banking principles, such as carbon emission reduction, paperless digital services, environmentally friendly investment, and the 3R principle (reuse/recycle/refurbish), the stronger the positive brand image formed in the minds of Generation Z customers. These results imply that Islamic banks need to strengthen and consistently communicate their green banking practices to Generation Z in order to build a brand image that is more sustainable, relevant, and trusted.

REFERENCE

Adhitya, F. (2021). Green Banking Trend Menjaga Sustainabilitas Bisnis Berwawasan Lingkungan.

Ahadi, G. D., & Zain, N. N. L. E. (2023). Pemeriksaan Uji Kenormalan dengan Kolmogorov-Smirnov, Anderson-Darling dan Shapiro-Wilk. Eigen Mathematics Journal, 6(1), 11–19. https://doi.org/10.29303/emj.v6i1.131

Arislan, Much. S. A., & Mashuri Toha. (2024). Imlementasi Green Banking pada Perbankan Syariah Indonesia Melalui CSR. Jurnal Perbankan Syariah, 3(1), 12–20. https://doi.org/10.20414/jps.v3i1.10079

Belgacem, I. (2025). Impact of Green Banking Practices on Bank Reputation; Moderating Role of Environmental Awareness. Pakistan Journal of Life and Social Sciences (PJLSS), 23(1). https://doi.org/10.57239/PJLSS-2025-23.1.0073

Cahyanti, I. S., Janwari, Y., Solhudin, E., & Jubaedah, D. (n.d.). THE EFFECT OF INTEREST RATES AND INFLATION ON ISLAMIC STOCK RETURNS IN COMPANIES LISTED ON THE JAKARTA ISLAMIC INDEX. In Airlangga International Journal of Islamic Economics and Finance (Vol. 7, Issue 01).

Cupian, Valentino, U., & Noven, S. A. (2022). Analisis Faktor-Faktor Yang Mempengaruhi Minat Menggunakan Bank Digital Syariah pada Generasi Z: Studi Kasus di Kota Bogor. Jurnal Ilmiah Ekonomi Islam, 8(02), 1679–1688.

Dewi, K., & Indudewi, F. Y. R. (2024). Green Banking Impact: Mediation of Green Image and Bank Trust on Bank Loyalty. PERFORMA: Journal of Management and Start-Up Business, 9(1), 1–19. https://doi.ORG/10.37715/jp.v9i1.4513

Dihni, V. A. (2022). Bank dengan Citra “Green Banking” Terkuat, Siapa Juaranya? Katadata.Co.Id.

Ghadani, A., Muhar, A. M., & Sari, A. I. (2022). Pengaruh brand ambassador dan brand image terhadap keputusan pembelian di shopee dengan mediasi brand awareness. Insight Management Journal, 2(3), 110–118. https://doi.org/10.47065/imj.v2i3.200

Junaedi, A. T., Renaldo, N., Yovita, I., Veronica, K., & Sudarno. (2023). Opportunities and Challenges of Islamic Banks in the Digital Banking Era in The Perspective of Generation Z. Jurnal Akuntansi, Kewirausahaan Dan Bisnis, 8(2), 116–125.

Khan, I. U., Hameed, Z., Khan, S. U., & Khan, M. A. (2024). Green banking practices, bank reputation, and environmental awareness: Evidence from Islamic banks in a developing economy. Environment, Development and Sustainability: A Multidisciplinary Approach to the Theory and Practice of Sustainable Development, 26(6), 16073–16093.

Magdalena, I., Fitroh, A., Fadhilah, D., Habsah, D., & Qodrawati, R. (2023). Mengelolah Data Uji Validitas dan Reliabilitas dalam PenelitianPendidikan: Instrumen Tes dan Non Tes Peserta Didik Kelas IV SDNPondok Kacang Barat 03. Jurnal Pendidikan Sosial Dan Konseling, 1(2), 49–53.

Mareta, S. N., Titis, D., Wardani, K., Hanim, A. L., & Rahmawati, D. C. (2024). Peran Transformasi Digital Terhadap Kepuasan Nasabah Green Banking. Journal of Waqf and Islamic Economic Philanthropy, 1(3), 1–11.

Mariana, R., Situmorang, N. Z., & Hidayah, N. (2023). Pengaruh Character Strength, Resilience Terhadap Flourishing pada Guru Sekolah Dasar di Kecamatan Lubuk Begalung Padang. Psyche 165 Journal, 16(3), 244–249. https://doi.org/10.35134/jpsy165.v16i3.280

Masruroh, M., & Mauladi, K. F. (2020). Penerapan Metode Regresi Linear Berganda Dalam Sistem Prediksi Nilai Ujian Nasional Siswa Smp. Jurnal Teknika, 12(1), 1. https://doi.org/10.30736/jt.v12i1.393

Muhsin, M., Cahyanti, I. S., & Wafa, F. D. (2023). Cash Waqf Linked Sukuk: Potential Mapping of Cash Waqf in Micro, Small and Medium Enterprises (MSMEs). Laa Maisyir : Jurnal Ekonomi Islam, 10(1), 25–43.

Nasar, A., Saputra, D. H., Arkaan, M. R., Ferlyando, M. B., Andriansyah, M. T., & Pangestu, P. D. (2024). Uji Prasyarat Analisis. JEBI: Jurnal Ekonomi Dan Bisnis, 2(6), 786–799.

Nurjannah, Bulutoding, L., Sapa, N. Bin, K, A., & Sumarlin. (2024). Green Banking Perspektif Maqāṣ id Asy- Syarī ʿ ah dalam Mendorong Eksistensi Perbankan Syariah. 20, 1–18.

Pandiangan, K., Masiyono, M., & Dwi Atmogo, Y. (2021). Faktor-Faktor Yang Mempengaruhi Brand Equity: Brand Trust, Brand Image, Perceived Quality, & Brand Loyalty. Jurnal Ilmu Manajemen Terapan, 2(4), 471–484. https://doi.org/10.31933/jimt.v2i4.459

Pratiwi, A., & Rizky, M. C. (2024). Analisis Gaya Kepemimpinan , Employee Engagement dan Kepuasan Kerja Terhadap Kinerja Karyawan pada PT Sarana Baja Perkasa Medan. MANEGGIO: Jurnal Ilmiah Magister Manajemen, 7(2), 161–171.

Putriana, R., & Kholil, S. (2024). Analisis Trik dan Teknik Marketing Generasi Z dalam Mempromosikan Produk Somethinc di Instagram. Jurnal Indonesia : Manajemen Informatika Dan Komunikasi, 5(2), 1676–1684. https://doi.org/10.35870/jimik.v5i2.744

Sugiyono. (2023). Metode Penelitian Kuantitatif, Kualitatif dan R&D. In Sutopo (Ed.), Alfabeta, cv (2nd ed.). Alfabeta, cv.

Tugiman, T., Herman, H., & Yudhana, A. (2022). Uji Validitas Dan Reliabilitas Kuesioner Model Utaut Untuk Evaluasi Sistem Pendaftaran Online Rumah Sakit. JATISI (Jurnal Teknik Informatika Dan Sistem Informasi), 9(2), 1621–1630. https://doi.org/10.35957/jatisi.v9i2.2227

Widiyanti, D. R., Hanifah, S. H., & Supriani, I. (2025). Exploring Green Banking Performance of Islamic Banks in Indonesia. International Journal of Islamic Economics and Finance (IJIEF), 8(1), 1–36. https://doi.org/10.18196/ijief.v8i1.22411

Yusuf, H. Y. (2025). Analisis Konseptual Green Banking Dalam Ekonomi Islam: Kajian Literatur Terhadap Tantangan Keuangan Berkelanjutan. Sipakainge: Inovasi Penelitian, Karya Ilmiah, Dan Pengembangan (Islamic Science), 3(7), 35–60. https://doi.org/10.35905/sipakainge.v3i7.14181