ABSTRACT

This study aims to analyze the level of Environmental, Social, and Governance (ESG) awareness among young banking customers in Indonesia, analyze the influence of Environmental, Social, and Governance dimensions on young customer loyalty, and identify the most dominant ESG dimensions in influencing such loyalty. The study used a mixed method with quantitative and qualitative approaches to obtain a more objective, valid, and comprehensive understanding. The study population was young banking customers aged 18–35 years who are active customers of Bank Rakyat Indonesia (BRI) in the West Sumatra region, with a sampling technique using purposive sampling and a number of respondents of 100–200 people and supported by five research informants. The results of the study indicate that ESG awareness among young customers is formed more through experience with real practices than conceptual understanding of ESG. ESG implementation is assessed through environmentally friendly digital banking services, social responsibility, sustainable financing, and transparent and accountable governance. The results of the analysis also show that the Environmental, Social, and Governance dimensions have a positive and significant effect on young customer loyalty, with the Environmental dimension being the most dominant factor. These findings indicate that consistent implementation of ESG practices can increase young customers' trust, satisfaction, and loyalty to the banking sector.

Keywords: ESG, Environmental, Social, Governance, customer loyalty, banking, sustainability.

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