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A Systematic Literature Review of Green Financing, Green Banking, and Green Marketing on Customer Loyalty: The Roles of Top Management Support and Corporate Image

Tinjauan Literatur Sistematis tentang Hubungan Green Financing, Green Banking, dan Green Marketing dengan Loyalitas Pelanggan: Peran Dukungan Manajemen Puncak dan Citra Perusahaan

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ABSTRACT
This study aims to examine and synthesize previous studies discussing the interrelationships among green financing, green banking initiatives, green marketing, customer loyalty, top management support, and corporate image in the banking sector. This study employs a Systematic Literature Review (SLR) method by analyzing 33 national and international scientific articles published between 2019 and 2025, obtained from Google Scholar, Scopus, and other indexed journals. The article selection process was conducted through identification, screening, eligibility, and inclusion stages following the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) approach. The findings indicate that green financing, green banking initiatives, and green marketing are generally associated with customer loyalty. The reviewed studies suggest that environmentally oriented banking strategies can enhance customer trust, customer satisfaction, and corporate image, which in turn support customer loyalty. Furthermore, top management support plays an important role in facilitating the implementation of green business strategies, while corporate image strengthens the relationship between green strategies and customer loyalty. This study contributes to the development of green banking literature by providing a comprehensive synthesis of previous findings and offers insights for banking institutions seeking to improve customer loyalty through sustainable business strategies.

Keywords: Green Financing, Green Banking, Green Marketing, Top Management Support, Customer Loyalty, Corporate Image

A. INTRODUCTION

The development of sustainability concepts and the increasing public awareness of environmental issues have encouraged the banking sector to adopt more environmentally friendly business strategies. Green banking and sustainable finance are considered important approaches for supporting corporate sustainability and strengthening customer relationships in banking services (Sun et al., 2020; Ilma, 2020; Wu et al., 2025). As public concern for sustainable business practices continues to grow, banking institutions are increasingly required to implement green strategies to maintain their reputation and build long-term relationships with customers.

Environmentally oriented business strategies, such as green financing, green banking initiatives, and green marketing, are among the efforts undertaken by banking institutions to improve their competitiveness. These strategies are associated with the enhancement of corporate image, customer satisfaction, customer trust, and customer loyalty through business practices that emphasize environmental sustainability (Mani Adhikari et al., 2025; Skackauskiene & Vilkaite-Vaitone, 2023; Cai et al., 2025). In the banking sector, green strategies may be implemented through environmentally friendly financing, digital banking services, paperless operations, and sustainability-oriented marketing campaigns. Previous studies have shown that green financing is associated with customer loyalty through increased customer trust and satisfaction (Bansal et al., 2023; Javid et al., 2023). Similarly, green banking initiatives may improve green image and bank trust, thereby supporting customer loyalty (Sun et al., 2020; Hoang et al., 2024). Green marketing also helps banking institutions establish emotional connections with customers by strengthening brand image and environmental awareness (Kewakuma et al., 2021; Majeed et al., 2022).

However, previous studies still show inconsistent findings regarding the relationship between green business strategies and customer loyalty. Several studies suggest that green financing, green banking initiatives, and green marketing are positively associated with customer loyalty through customer trust, customer satisfaction, and corporate image. Nevertheless, other studies indicate that this relationship does not always occur directly, but may be influenced by other factors, such as customer trust, corporate image, and management support (Amir, 2024; Yang et al., 2021). These inconsistent findings indicate a research gap regarding the mechanisms that explain the relationship between green business strategies and customer loyalty. Furthermore, based on the literature mapping conducted in this study, most previous studies have focused only on one or two variables, such as green banking and customer loyalty, green marketing and customer loyalty, or green financing and environmental performance. Studies that integrate green financing, green banking initiatives, and green marketing simultaneously within a single conceptual framework remain relatively limited.

In addition, the roles of top management support and corporate image have received limited attention in the green banking literature. Therefore, the novelty of this study lies in

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the development of a conceptual framework that integrates green financing, green banking initiatives, and green marketing with top management support and corporate image in explaining customer loyalty through a Systematic Literature Review (SLR) approach. This study is important because the banking industry faces increasing pressure to adopt sustainability principles and green banking practices. As public awareness of environmental issues continues to increase, customer loyalty has become a strategic factor that influences the competitiveness and long-term sustainability of banking institutions. Therefore, a comprehensive literature synthesis is needed to identify the factors related to customer loyalty and to explain the roles of top management support and corporate image in strengthening green business strategies within the banking sector.

Based on these conditions, this study aims to examine and synthesize previous studies on green financing, green banking initiatives, green marketing, customer loyalty, top management support, and corporate image in the banking sector. This study is expected to contribute to the development of green banking literature and serve as a reference for banking institutions in enhancing customer loyalty through environmentally oriented business strategies.

B. LITERATURE REVIEW

Green Financing

Green financing is a form of financing provided by financial institutions to support environmentally friendly and sustainable economic activities. The implementation of green financing aims to reduce negative impacts on the environment by financing green projects, renewable energy, and sustainable business activities (Bansal et al., 2023);(Javid et al., 2023). In the banking sector, green financing not only functions as a corporate sustainability strategy, but also as an effort to increase customer trust and loyalty towards the bank (Hoang et al., 2024);(Yang et al., 2021).

Previous research has shown that green financing has a positive influence on customer loyalty by increasing customer trust and satisfaction. Customers tend to choose banking companies that are committed to environmental issues and sustainable development (Bansal et al., 2023);(Javid et al., 2023). Furthermore, implementing green financing can strengthen a company's reputation and create long-term relationships with customers. Implementing green financing helps companies gain public trust and supports long-term business sustainability (Sriyono et al., 2021);(Nasution et al., 2021);(Hoang et al., 2024).

Green Banking Initiatives

Green banking initiatives are various banking policies and activities aimed at reducing the negative impact of company operations on the environment. Green banking initiatives include paperless banking, digital services, energy efficiency, and green lending (Sharma & Choubey, 2022);(Mani Adhikari et al., 2025). The implementation of this strategy is a form of corporate responsibility in supporting the concepts of sustainable banking and sustainable finance.

Several studies have shown that green banking initiatives have a positive impact on customer loyalty. The implementation of environmentally friendly banking services can improve a bank's green image, improve bank trust, and improve customer satisfaction, thus impacting customer loyalty to the banking company (Sun et al., 2020);(Hoang et al., 2024);(Mani Adhikari et al., 2025). In addition, implementing green banking initiatives also helps companies strengthen their image in the eyes of the public and increase their long-term competitiveness (Amir, 2024);(Sharma & Choubey, 2022).

Green Marketing

Green marketing is a marketing strategy implemented by companies that emphasizes environmentally friendly aspects in their products, promotions, and business activities. This strategy is implemented to meet the needs of consumers who are increasingly concerned about environmental issues and sustainability (Skackauskiene & Vilkaite-Vaitone, 2023);(Sulaiman et al., 2020). In the banking sector, green marketing is carried out through digital service promotions, environmental campaigns, and the use of environmentally friendly products. Previous research has shown that green marketing has a positive influence on customer loyalty by improving brand image and customer trust. Environmentally-based marketing strategies can improve green brand image, customer trust, and customer interest in environmentally friendly products or services. Companies that implement green marketing strategies are considered to have a better image and are more trusted by consumers (Cai et al., 2025);(Majeed et al., 2022);(Chen et al., 2021). In addition, companies that implement green marketing are considered more capable of building long-term relationships with customers and increasing consumer loyalty to the company (Kewakuma et al., 2021);(Sayeeda & Kavitha.M.Dr, 2020).

Customer Loyalty

Customer loyalty is a customer's commitment to continue using a company's products or services over the long term. Customer loyalty is a crucial factor in increasing the success and sustainability of a banking company (Purwanto et al., 2020);(Javid et al., 2023). Loyal customers tend to reuse a company's services and recommend the company to other customers. Several studies have shown that customer loyalty is influenced by customer satisfaction, service quality, trust, and company image. The better the quality of service and the better the company's relationship with customers, the higher the customer loyalty to the banking company (Esmaeili et al., 2021);(Albarq, 2023);(Gautam & Sah, 2023). In the context of green banking, customer loyalty is also influenced by the company's commitment to sustainable business practices and concern for the environment (Mani Adhikari et al., 2025);(Amir, 2024).

Top Management Support

Top management support is the support and commitment of a company's top management to support the implementation of business strategies and corporate decision-making. This support can take the form of company policies, resource provision, and a commitment to innovation and sustainability (Arsawan et al., 2023);(Men et al., 2023). In implementing green banking, management support plays a crucial role in ensuring the success of environmentally-based business strategies.

Previous research has shown that strong management support helps companies improve the successful implementation of innovation and sustainable business strategies. Top management support also plays a role in increasing organizational effectiveness and the successful implementation of company policies (Zada et al., 2023);(Alsyouf et al., 2022);(Arsawan et al., 2023). Therefore, top management support acts as a mediating variable in the relationship between green business strategy and customer loyalty.

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Corporate Image

Corporate image is the public's perception of a company's reputation, identity, and image. Corporate image is a crucial factor influencing customer trust and loyalty toward the company (Yang et al., 2021);(Purwanto et al., 2020). In the banking sector, companies with a positive image tend to be more trusted by the public and have higher customer loyalty.

Several studies have shown that companies with a positive image tend to be more trusted by customers and have higher customer loyalty. Furthermore, corporate image can also strengthen the relationship between service quality and customer loyalty (Alam & Noor, 2020);(Zhang et al., 2021);(Yang et al., 2021). In the context of green banking, the implementation of environmentally friendly business strategies can build positive public perceptions of the company, thereby strengthening the relationship between green strategies and customer loyalty (Feimi & Vela, 2025);(Hidayat et al., 2022).

Research Question:

1. How does green financing relate to customer loyalty in the banking sector?
2. How do green banking initiatives contribute to customer loyalty based on previous studies?
3. How does green marketing relate to customer loyalty based on previous studies?
4. What is the role of top management support in supporting the implementation of green business strategies?
5. How does corporate image strengthen the relationship between green business strategies and customer loyalty?

C. RESEARCH METHODS

This study employs the Systematic Literature Review (SLR) method to examine and synthesize previous studies discussing the relationship between green financing, green banking initiatives, green marketing, customer loyalty, top management support, and corporate image in the banking sector. The SLR method was used to systematically identify, collect, evaluate, and analyze relevant studies from various scientific literature sources. The articles were obtained from Google Scholar, Scopus, and other indexed journals.

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The data collection process involved several stages to obtain articles that were relevant to the research objectives. This study focused on scholarly articles discussing the banking sector, sustainable business strategies, and customer loyalty.

Initial Identification

The initial identification stage involved searching for scientific articles related to green banking, customer loyalty, and sustainable business strategies. Literature searches were conducted through Google Scholar, Scopus, and other indexed journals using predetermined keywords. The keywords used in the search process included “green financing”, “green banking”, “green banking initiatives”, “green marketing”, “customer loyalty”, “top management support”, “corporate image”, and “sustainable banking”. The search process was conducted systematically to identify national and international scientific articles relevant to the research objectives. At this stage, articles were collected based on their relevance to the relationship between green business strategies and customer loyalty in the banking sector. The identified articles were then screened and evaluated according to the inclusion and exclusion criteria established in this study.

Year Filtering

During the year filtering stage, the articles were limited to publications from 2019 to 2025. This filtering was conducted to ensure that the studies used were current and relevant to the development of green banking and sustainable finance concepts. Articles published before 2019 were not included in this study.

Inclusion and Exclusion Criteria

The inclusion criteria in this study consisted of national and international scientific articles published between 2019 and 2025, articles discussing green financing, green banking initiatives, green marketing, customer loyalty, top management support, and corporate image, articles relevant to the banking sector, and articles published in indexed journals. Meanwhile, the exclusion criteria included articles that were not relevant to the research topic, duplicate articles, articles published before 2019, articles that did not clearly discuss the research variables, and articles that did not meet the required scholarly standards.

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Data Extraction

The data extraction stage was conducted by grouping and analyzing articles that had passed the selection process. Based on this selection process, 33 scientific articles were obtained for further analysis. The extracted data included the author(s), year of publication, research objectives, research methods, research variables, and key findings related to green financing, green banking initiatives, green marketing, customer loyalty, top management support, and corporate image. The extracted data were then synthesized systematically using descriptive, thematic, and comparative approaches to develop the discussion and formulate the research conclusions.

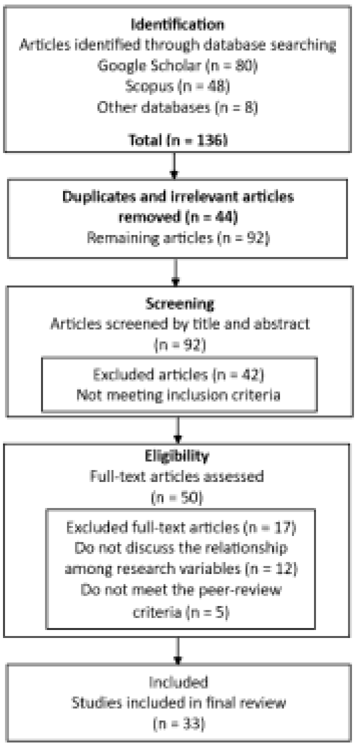

Figure 1. PRISMA Flow Diagram of Article Selection Process

Based on the article selection process using the PRISMA approach, 33 scientific articles with the highest level of relevance were selected for further analysis. The selected articles met the inclusion criteria, including publication between 2019 and 2025, relevance to the banking sector, and a clear discussion of the research variables. The articles were then analyzed to identify patterns, relationships among variables, and research gaps related to sustainable business strategies and customer loyalty in the banking sector.

D. RESULTS AND DISCUSSION

RESULTS

Based on an analysis of 33 national and international scientific articles, it was found that green financing, green banking initiatives, and green marketing have a positive relationship with customer loyalty in the banking sector.

Table 1 Data Extraction Table of Selected Articles

No	Author(s) and Year	Title	Indexing
1	Sriyono, Sarwendah Biduri, & Bayu Proyogi (2021)	Acceleration of Performance Recovery and Competitiveness through Non-Banking Financing in SMEs Based on Green Economy: Impact of Covid-19 Pandemic	Scopus
2	A.H. Nasution, B. Nasution, O.K. Saidin, & Sunarmi (2021)	Agricultural Sector Financing to Realize Green Banking in Indonesia	Scopus
3	Neha Bansal, Sanjay Taneja, & Ercan Ozen (2023)	Green Financing as a Bridge Between Green Banking Strategies and Environmental Performance in Punjab, India	Scopus
4	Dorjana Feimi & Fioralba Vela (2025)	Green Banking in Albania: Examining Its Impact on Environmental Performance, Financing, and Corporate Image	Scopus
5	Huidong Sun et al. (2020)	CSR, Co-Creation and Green Consumer Loyalty: Are Green Banking Initiatives Important?	Scopus Q1
6	Hao Wu, Norzieiriani Ahmad, & Nazlina Zakaria (2025)	Green Banking Initiatives: The Role of CSR in Aligning with the SDGs and Shaping Sustainable Consumer Choices	Scopus
7	Vu Hiep Hoang et al. (2024)	The Nexus between Green Banking Initiatives and Environmental Performance: Examining the Moderating Effect of Environmental Risk Management	Scopus
8	Songbo Cai et al. (2025)	Leveraging Customer Green Behavior Toward Green Marketing Mix and Electronic Word-of-Mouth	Scopus Q1
9	Ilona Skackauskiene & Neringa Vilkaite-Vaitone (2023)	Green Marketing and Customers' Purchasing Behavior: A Systematic Literature Review for Future Research Agenda	Scopus Q1
10	Yaty Sulaiman et al. (2020)	The Influence of Green Marketing, Syariah Compliance, Customer's Environmental Awareness and Customer's Satisfaction towards Muslim Consumer Purchasing Behaviour in Kedah	Scopus
11	Muhammad Ussama Majeed et al. (2022)	Green Marketing Approaches and Their Impact on Green Purchase Intentions: Mediating Role of Green Brand Image and Consumer Beliefs towards the Environment	Scopus Q1
12	Yang Chen et al. (2021)	The Green Competitiveness of Enterprises: Justifying the Quality Criteria of Digital Marketing Communication Channels	Scopus Q1
13	Muhammad Zada et al. (2023)	Linking Public Leadership with Project Management Effectiveness: Mediating Role of Goal Clarity and Moderating Role of Top Management Support	Scopus Q1
14	Feng Men et al. (2023)	The Impact of Top Management Support, Perceived Justice, Supplier Management, and Sustainable Supply Chain Management on Moderating the Role of Supply Chain Agility	Scopus Q1

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15	Adi Alsyouf et al. (2022)	The Role of Personality and Top Management Support in Continuance Intention to Use Electronic Health Record Systems among Nurses	Scopus Q1
16	Samer Aqel AbuAkel & Marhaiza Ibrahim (2023)	The Effect of Relative Advantage, Top Management Support and IT Infrastructure on E-Filing Adoption	Scopus
17	I Wayan Edi Arsawan et al. (2023)	Green Innovation in Hospitality Industry: Role of Environmental Strategies and Top Management Support	Scopus
18	Edi Purwanto, July Deviny, & Ahmed M. Mutahar (2020)	The Mediating Role of Trust in the Relationship Between Corporate Image, Security, Word of Mouth and Loyalty in M-Banking Using among the Millennial Generation in Indonesia	Scopus
19	Asep Syarifuddin Hidayat et al. (2022)	Legal Obligations of Corporate Social Responsibility as Efforts to Improve the Image of Islamic Banking in Indonesia	Scopus
20	Chih-Cheng Chen et al. (2021)	The Role of Corporate Social Responsibility and Corporate Image in Times of Crisis: The Mediating Role of Customer Trust	Scopus Q1
21	Mirza Mohammad Didarul Alam & Nor Azila Mohd Noor (2020)	The Relationship Between Service Quality, Corporate Image, and Customer Loyalty of Generation Y	Scopus
22	Dianxi Zhang et al. (2021)	Exploring the Impact of Corporate Social Responsibility Communication through Social Media on Banking Customer E-WOM and Loyalty in Times of Crisis	Scopus Q1
23	Ahmad Esmaeili et al. (2021)	Customer Loyalty in Mobile Banking: Evaluation of Perceived Risk, Relative Advantages, and Usability Factors	Scopus
24	Abbas N. Albarq (2023)	The Impact of CKM and Customer Satisfaction on Customer Loyalty in Saudi Banking Sector: The Mediating Role of Customer Trust	Scopus
25	Dhruba Kumar Gautam & Gunja Kumari Sah (2023)	Online Banking Service Practices and Its Impact on E-Customer Satisfaction and E-Customer Loyalty in Developing Country of South Asia-Nepal	Scopus
26	Muhammad Akbar Ilma (2020)	Sustainable Finance: Customer Loyalty or Green Environment?	Sinta
27	Gyan Mani Adhikari et al. (2025)	Impact of Green Banking Practices in Enhancing Customer Loyalty: Insights from Banking Sector Customers	Scopus
28	Sanober Javid et al. (2023)	Mediation Role of Customer Trust and Satisfaction on Green Banking and Customer Loyalty	Google Scholar
29	Khaled Bin Amir (2024)	Impact of Green Banking Practice on Consumer Loyalty of Commercial Banks in Bangladesh	Google Scholar
30	Meenakshi Sharma & Akanksha Choubey (2021)	Green Banking Initiatives: A Qualitative Study on Indian Banking Sector	Scopus
31	Angeline Stella Ventari Kewakuma, Rofiaty, & Kusuma Ratnawati (2021)	The Effect of Green Marketing Strategy on Customer Loyalty Mediated by Brand Image	Google Scholar
32	Leila Baktash & Muzalwana Abdul Talib (2019)	Green Marketing Strategies: Exploring Intrinsic and Extrinsic Factors towards Green Customers' Loyalty	Scopus
33	Dorjana Feimi & Fioralba Vela (2025)	Green Banking in Albania: Examining Its Impact on Environmental Performance, Financing, and Corporate Image	Scopus

Furthermore, top management support plays a crucial role in the successful implementation of sustainable business strategies, while corporate image can strengthen the relationship between green strategies and customer loyalty. The research results are presented based on the relationships between variables identified in previous research.

DISCUSSION

The Relationship Between Green Financing and Customer Loyalty

The reviewed studies indicate that green financing is positively associated with customer loyalty. The implementation of green financing through support for environmentally friendly projects and sustainable investments may increase customer trust and satisfaction with banking companies (Bansal et al., 2023; Javid et al., 2023).

Customers tend to choose banks that are committed to environmental issues because these banks are perceived as more responsible and have a long-term orientation toward corporate sustainability (Hoang et al., 2024; Yang et al., 2021). In addition to supporting customer loyalty, green financing may also strengthen a company's reputation and create long-term relationships with customers. Banking companies that implement green financing are often perceived to have a better image than those that have not implemented sustainable business strategies (Purwanto et al., 2020; Hoang et al., 2024). These findings are also supported by Sriyono et al. (2021), who state that green economy-based financing can support business sustainability and build customer trust in the company.

The Relationship Between Green Banking Initiatives and Customer Loyalty

Green banking initiatives, such as paperless banking, digital services, and energy efficiency, are suggested to support customer loyalty. The implementation of environmentally friendly banking services may increase customer satisfaction and strengthen public trust in banking companies (Sharma & Choubey, 2022; Mani Adhikari et al., 2025). Furthermore, the use of digital services is considered more effective and efficient, thereby increasing customer convenience in using banking services.

Several studies indicate that the implementation of green banking initiatives can improve a company's green image and build long-term relationships with customers (Sun et al., 2020; Hoang et al., 2024). Banking companies that actively implement environmentally friendly strategies tend to be more trusted by the public, which may contribute to increased customer loyalty. Furthermore, green banking practices also help improve green image and green trust, thereby supporting customer loyalty (Mani Adhikari et al., 2025; Sharma & Choubey, 2022). These findings indicate that green banking strategies not only focus on environmental sustainability but also provide benefits for companies in retaining customers.

The Relationship Between Green Marketing and Customer Loyalty

The reviewed studies indicate that green marketing is positively associated with customer loyalty through the improvement of brand image and customer trust. Environmentally based marketing strategies can help companies build emotional connections with customers who care about environmental issues (Kewakuma et al., 2021; Sayeeda & Kavitha.M.Dr, 2020). In addition, the promotion of environmentally oriented services may improve a company's image in the eyes of the public.

In the banking sector, green marketing can be implemented through environmental campaigns, digital service promotions, and the use of electronic media to reduce paper use. These strategies may increase positive public perceptions of the company, which in turn support customer loyalty (Skackauskiene & Vilkaite-Vaitone, 2023; Chen et al., 2021). Other studies also suggest that green marketing strategies can improve brand image and build customer loyalty toward environmentally friendly products and services (Kewakuma et al., 2021; Baktash & Talib, 2020; Sayeeda & Kavitha.M.Dr, 2020). Therefore, green marketing is an important strategy for supporting the success of green banking and strengthening customer loyalty.

The Role of Top Management Support in Supporting Green Business Strategies

The reviewed studies indicate that top management support plays an important role in the successful implementation of environmentally based business strategies. Management support in the form of company policies, resource provision, and commitment to green innovation can increase the effectiveness of green financing, green banking initiatives, and green marketing (Arsawan et al., 2023; AbuAkel & Ibrahim, 2023).

Furthermore, strong management support helps companies build an organizational culture that supports corporate sustainability. Previous studies suggest that companies with strong management support tend to be more successful in implementing green business strategies and maintaining customer loyalty (Men et al., 2023; Zada et al., 2023). Thus, top

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management support may function as an important supporting mechanism that strengthens the implementation of green business strategies and contributes to customer loyalty.

The Role of Corporate Image in Strengthening Customer Loyalty

Corporate image is an important factor related to customer loyalty in banking companies. Companies with a positive image tend to be more trusted by the public, which may increase customer loyalty (Chen et al., 2021; Purwanto et al., 2020). In the context of green banking, corporate image is formed through a company's commitment to sustainable business practices and environmental concerns.

The reviewed studies indicate that corporate image can strengthen the relationship between green business strategies and customer loyalty. Companies that successfully build a positive image through the implementation of green financing, green banking initiatives, and green marketing tend to have stronger relationships with customers (Feimi & Vela, 2025; Hidayat et al., 2022). A good corporate image helps companies build customer trust and strengthen long-term relationships with customers (Chen et al., 2021; Alam & Noor, 2020). Therefore, corporate image is an important factor in enhancing the effectiveness of green business strategies in supporting customer loyalty.

Overall, the reviewed studies indicate that environmentally based business strategies play an important role in strengthening customer loyalty in the banking sector. The implementation of green financing, green banking initiatives, and green marketing, supported by top management support and strengthened through corporate image, can help companies build long-term relationships with customers and enhance their competitiveness in the era of sustainable business.

CONCLUSION AND SUGGESTIONS

Conclusion

This study synthesized findings from 33 national and international scientific articles to examine the relationship between green financing, green banking initiatives, green marketing, customer loyalty, top management support, and corporate image in the banking sector. The findings indicate that previous studies generally show a positive relationship between green financing, green banking initiatives, green marketing, and customer loyalty.

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Environmentally oriented business strategies contribute to enhancing customer trust, customer satisfaction, and corporate image, which in turn support the development of customer loyalty.

The literature also highlights the important role of top management support in facilitating the implementation of sustainable business strategies through managerial commitment, resource allocation, and policy support. In addition, corporate image is consistently identified as a factor that strengthens the relationship between green business strategies and customer loyalty. Overall, the reviewed studies suggest that the implementation of environmentally based business strategies can support the competitiveness and long-term sustainability of banking institutions.

However, this study is limited to the analysis of articles published between 2019 and 2025 and focuses only on the banking sector. Furthermore, this study employs a Systematic Literature Review (SLR) approach and does not involve primary data collection. Therefore, future studies are encouraged to conduct empirical research using quantitative or mixed-method approaches to further validate the relationships identified in this review.

Suggestions

The findings of this study provide several practical and academic implications. For banking practitioners, the implementation of green financing, green banking initiatives, and green marketing needs to be optimized as a strategy to strengthen customer loyalty and improve corporate image. Banking institutions should also strengthen top management support by providing clear policies, adequate technological infrastructure, and sufficient resources to support the implementation of sustainable business strategies.

For regulators, the findings suggest the importance of strengthening policies and supervision related to the implementation of green banking and sustainable finance in the banking sector. Clear regulatory support is needed so that environmentally oriented business strategies can be implemented more effectively, consistently, and in accordance with sustainability principles.

For future researchers, further empirical studies are needed to validate the relationships identified in this review. Future studies may use quantitative, qualitative, or mixed-method approaches to obtain deeper insights into the influence of green business strategies on customer loyalty. In addition, future research may include other relevant variables, such as customer trust, perceived value, environmental awareness, digital banking experience, and corporate sustainability, to expand the scope of green banking research.

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