

ABSTRACT

Green banking is an environment-oriented banking concept that aims to reduce the environmental impact of its business activities, both direct and indirect impact. Bank A and Bank B are two public banks that have implemented green banking and actively running their business processes in Padang. However, based on the preliminary survey, there are still many customers who are not familiar with this program. This fact may impede the implementation of green banking, because the implementation of green banking should involve all stakeholders, including customers.

This study aims to determine and improve the customers' knowledge and awareness towards green banking. Data are collected using a questionnaire distributed to 100 customers of the two banks that accidentally sampled at an office of each bank. Data analysis technique used are descriptive analysis using percentage calculation and comparative analysis using Mann Whitney U test. While the causes identification performed by using a Fishbone diagram.

The results show, even the customers are less informed about green banking, they aware that this program contributes in the environmental improvement. The customers' knowledge level is at an average level, with a value of 48.90%. While, the customers' awareness level is at a good level, with a value of 74.76%. Based on the brainstorming, the lack of the customers' knowledge level towards green banking caused by the low customers' interest in reading, the less customers' concern on the environmental issues, the customer needs already fulfilled by the banking services they use, the lack of dissemination, less appropriate dissemination method, incomplete and unorganized information, and inadequate infrastructure. Based on the causes, then suggested some recommendations to improve the customers' knowledge towards green banking. The recommendations are: advertising of green banking and e-Banking services, providing green banking and e-Banking services menu on the bank official website, offering prizes for the e-Money and e-Billing services users, conducting seminar or talk show of green banking freely, and increasing the number of e-Money merchant in Padang.

Keywords: green banking, customers' knowledge and awareness, descriptive analysis, comparative analysis, fishbone diagram