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The Influence of Green Financial Literacy, Risk Perception, and Peer Influence on Generation Z's Financial Decisions in Green Banking Practices in Pontianak City

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ABSTRACT

The implementation of green banking has become increasingly important in supporting sustainable finance and environmental protection in Indonesia. Generation Z, as digital natives, plays a strategic role in accelerating green banking adoption; however, limited green financial literacy, risk concerns, and social influence continue to affect financial decision-making in sustainable banking practices. This study employed a quantitative associative approach to analyze the influence of green financial literacy, risk perception, and peer influence on Generation Z's financial decisions in green banking practices in Pontianak City. Data were collected through questionnaires distributed to 150 respondents selected using purposive sampling. The data were analyzed using validity and reliability testing, classical assumption testing, multiple linear regression, correlation analysis, coefficient of determination, and hypothesis testing. The findings indicate that all research instruments were valid and reliable, while the regression model met normality, linearity, and multicollinearity assumptions. Simultaneously, green financial literacy, risk perception, and peer influence significantly influenced financial decisions. Partially, green financial literacy and peer influence had positive and significant effects, whereas risk perception had a negative and significant effect. Peer influence emerged as the most dominant variable affecting financial decisions. Financial decisions regarding green banking practices among Generation Z are strongly shaped by sustainability knowledge, social interaction, and perceived financial risks.

INTRODUCTION

Global economic development has experienced significant transformation due to the increasing impact of climate change, global warming, and environmental degradation (Roson & Van, 2012; Khan et al., 2022). Many countries have begun implementing sustainability-oriented strategies to reduce environmental damage while strengthening long-term economic resilience. This transition affects not only natural resource-based industries but also the service sector, including banking, which plays a strategic role in directing investments and financial flows toward environmentally sustainable activities.

As an essential component of the national financial system, the banking sector is increasingly encouraged to implement sustainable practices through the concept of green banking. Green

banking refers to banking practices that integrate environmental sustainability principles into operational activities, financial services, and investment policies (Aslam, W., & Jawaid, 2023; Gazi et al., 2024; Park & Kim, 2020). These practices include financing environmentally friendly projects, promoting digital banking services, reducing paper usage, improving energy efficiency, and educating customers about sustainable finance. In Indonesia, the implementation of green banking has become increasingly important in supporting the country's environmental commitments and sustainable development goals (Hidayat, 2018; Hermawan & Khoirunisa, 2024; Murwadji & Imamulhadi, 2018; Gunawan et al., 2024; Abyan, 2025).

Indonesia has established ambitious targets for reducing greenhouse gas emissions by 2030 through its Nationally Determined Contribution (NDC). Several sectors, particularly energy, waste, agriculture, forestry, and industry, are expected to contribute significantly to emission reductions. Achieving these targets requires strong support from the financial sector, especially banking institutions, as drivers of economic activities. In response, the Financial Services Authority (OJK) introduced the Sustainable Finance Roadmap 2021–2025 and regulations encouraging financial institutions to integrate sustainability principles into their operational and business strategies.

At the same time, Bank Indonesia has strengthened banking digitalization policies through the expansion of digital payment systems such as QRIS, e-money, and mobile banking services (Humairoh et al., 2025; Metri, 2024). The rapid increase in digital transaction values in Indonesia indicates a major shift in public behavior toward digital financial services. Banking digitalization contributes not only to transaction efficiency and convenience but also to environmental sustainability by reducing paper consumption and minimizing physical banking activities that generate carbon emissions.

Digital transformation in the banking sector is therefore closely associated with the implementation of green banking practices (Gupta & Sharma, 2025; Serdarušić et al., 2024). Services such as mobile banking, e-statements, and cashless payment systems support operational efficiency while reducing environmental impacts. Hussain et al. (2026) and Amiri et al. (2023) said that, the level of public adoption of these digital services has become an important indicator in assessing the implementation of green banking practices within society. However, successful implementation depends heavily on public awareness, financial literacy, and behavioral adaptation toward sustainable financial practices.

Generation Z represents a highly strategic demographic group in accelerating the implementation of green banking. As digital natives, Generation Z demonstrates strong technological adaptability and high internet usage. In Indonesia, this generation accounts for a significant proportion of the population and is expected to dominate the future workforce and consumer market. Compared to previous generations, Generation Z is also considered to possess higher environmental awareness and stronger interest in sustainability-related issues.

Despite their technological familiarity and environmental awareness, the adoption of green banking practices among Generation Z remains relatively limited. Recent surveys indicate that many members of Generation Z still lack understanding of green economy concepts and sustainable finance. Although digital banking usage continues to increase, the utilization of environmentally friendly banking services such as e-statements, QRIS, mobile banking, and sustainable banking programs remains suboptimal. Many young consumers continue to rely on physical ATMs, printed account statements, and in-person banking services despite the availability of digital alternatives.

This phenomenon reflects a significant gap between the potential and actual adoption of green banking among Generation Z. One major contributing factor is the limited level of green financial literacy, which influences how young consumers understand the environmental

benefits of digital banking services. Green financial literacy extends beyond traditional financial literacy by emphasizing financial decision-making that considers environmental sustainability. Without adequate understanding of sustainable finance principles, digital banking usage tends to focus primarily on convenience rather than environmental responsibility.

In addition to green financial literacy, risk perception and peer influence also play important roles in shaping Generation Z's financial decisions. Concerns regarding cybersecurity, data privacy, financial fraud, and transaction errors often reduce trust in digital banking services, encouraging individuals to continue using conventional banking methods perceived as safer. At the same time, peer groups significantly influence financial behavior during adolescence and young adulthood. The preferences and habits of friends frequently shape individuals' decisions regarding the use of digital financial services and sustainable banking practices.

Based on these conditions, this study argues that green financial literacy, risk perception, and peer influence are the main factors affecting Generation Z's financial decisions in green banking practices in Pontianak City. Understanding these relationships is important because Generation Z will become the dominant consumer and workforce group in the coming decades, making their financial behavior highly influential for achieving Indonesia's sustainable finance targets. Therefore, this study aims to analyze the influence of green financial literacy, risk perception, and peer influence on the financial decisions of Generation Z in the implementation of green banking practices in Pontianak City.

METHODOLOGY

Research Design

This study employed a quantitative research approach with an associative design to examine the influence of green financial literacy, risk perception, and peer influence on Generation Z's financial decisions in green banking practices in Pontianak City. The quantitative approach was selected because the study aims to test the relationships among variables through statistical analysis. The associative design was used to identify the extent to which independent variables affect the dependent variable within the context of sustainable financial behavior.

Population and Sample

The population of this study consisted of Generation Z individuals in Pontianak City who actively use digital banking services. Since the exact population size was unknown, the sample size was determined using the unknown population formula. The minimum sample calculation resulted in 97 respondents; however, the study involved 150 respondents to improve data representativeness and reliability. The sampling technique applied was purposive sampling, where respondents were selected based on specific criteria. The participants were required to be active users of digital banking services, particularly mobile banking, and belong to Generation Z aged between 18 and 28 years residing in Pontianak City.

Data Collection Technique

The study used primary data collected directly from respondents through questionnaire distribution. The questionnaire was developed based on indicators representing each research variable, including green financial literacy, risk perception, peer influence, and financial decision-making in green banking practices. Responses were measured using a Likert scale ranging from strongly disagree to strongly agree to assess participants' attitudes, perceptions, and behavioral tendencies regarding green banking practices.

Research Variables

The independent variables in this study consisted of green financial literacy, risk perception, and peer influence. Green financial literacy refers to the level of understanding regarding

sustainable financial concepts and environmentally responsible financial behavior. Risk perception relates to respondents' concerns regarding digital banking security, cybercrime, financial loss, and transaction risks. Peer influence reflects the role of social interaction and friendship environments in shaping financial behavior and decision-making. The dependent variable was Generation Z's financial decisions in green banking practices in Pontianak City.

Data Analysis Technique

The collected data were analyzed using quantitative statistical techniques. Prior to hypothesis testing, the instrument was evaluated through validity and reliability testing to ensure measurement accuracy and consistency. Classical assumption tests, including normality, multicollinearity, heteroscedasticity, and linearity tests, were also conducted to ensure that the regression model met statistical requirements. The primary analytical method used in this study was multiple linear regression analysis to examine the influence of green financial literacy, risk perception, and peer influence on financial decision-making in green banking practices. Correlation analysis was additionally conducted to identify the strength and direction of relationships among variables, while the coefficient of determination was used to measure the explanatory contribution of the independent variables to the dependent variable. Hypothesis testing was carried out using both partial tests (t-test) and simultaneous tests (F-test) with a significance level of 0.05 to determine whether the independent variables significantly influenced Generation Z's financial decisions in green banking practices.

RESULTS AND DISCUSSION

Research Instrument Testing

Validity Testing

The validity test in this study was conducted to ensure that each item in the questionnaire accurately represents and measures the construct being studied. Validity testing was conducted by correlating the score of each item with the total score of the variable. The obtained correlation value, the calculated r, was then compared with the tabulated r value. The tabulated r value was determined based on the degrees of freedom (df), which is the number of samples minus two (n–2), resulting in df = 150–2 = 148. At a significance level of 0.05, the tabulated r value used was 0.160. The results of the validity test for each statement and all variables in this study can be seen in Table 1 below:

Table 1. Validity Test Results

Variable	Indicator	r-count	r-table	Description
Green Financial Literacy (X1)	X1.1	0,813	0,160	Valid
	X1.2	0,850		
	X1.3	0,832		
	X1.4	0,803		
	X1.5	0,745		
	X1.6	0,804		
	X1.7	0,812		
	X1.8	0,797		
	X1.9	0,844		
	X1.10	0,816		
	X1.11	0,837		
	X1.12	0,823		
Risk Perception (X2)	X2.1	0,664	0,160	Valid
	X2.2	0,845		
	X2.3	0,879		

	X2.4	0,850		
	X2.5	0,889		
	X2.6	0,847		
	X2.7	0,736		
	X2.8	0,725		
	X2.9	0,794		
	X2.10	0,693		
Peer Influence (X3)	X3.1	0,795	0,160	Valid
	X3.2	0,827		
	X3.3	0,776		
	X3.4	0,862		
	X3.5	0,797		
	X3.6	0,817		
	X3.7	0,810		
	X3.8	0,860		
	X3.9	0,873		
Financial Decision (Y)	Y1.1	0,772	0,160	Valid
	Y1.2	0,809		
	Y1.3	0,845		
	Y1.4	0,792		
	Y1.5	0,874		
	Y1.6	0,850		
	Y1.7	0,832		
	Y1.8	0,464		
	Y1.9	0,471		

Source: Processed Data, 2026

Based on the validity test results presented in Table 1, it can be seen that all indicators in the variables Green Financial Literacy (X1), Risk Perception (X2), Peer Influence (X3), and Financial Decisions (Y) have calculated r values greater than the table r value of 0.160. These results indicate that all statement items in this study have met the validity criteria. Therefore, each statement used is declared valid and can be used as an instrument in the research data collection process.

Reliability Test

Reliability testing was conducted to determine the level of consistency or reliability of each statement item contained in the questionnaire as a data collection tool for the study. In this study, reliability testing was conducted using the Cronbach's Alpha method. A statement item is considered reliable if the Cronbach's Alpha value obtained reaches at least 0.60. The results of the reliability test for all study variables can be seen in Table 2 below:

Table 2. Reliability Test Results

Variable	Cronbach's Alpha Value	N of Items	Description
Green Financial Literacy (X1)	0,954	12	Reliable
Risk Perception (X2)	0,933	10	Reliable
Peer Influence (X3)	0,940	9	Reliable
Financial Decision (Y)	0,905	9	Reliable

Source: Processed Data, 2026

Based on the reliability test results presented in Table 2, it is known that all variables in this

study, namely Green Financial Literacy (X1), Risk Perception (X2), Peer Influence (X3), and Financial Decisions (Y), obtained Cronbach's Alpha values greater than the minimum limit of 0.60. This indicates that all statement items in each variable have met the reliability criteria. Thus, the research instrument used is considered reliable and suitable for use in the data collection process.

Classical Assumption Test

Normality Test

The normality test in this study was conducted to determine whether the data used in the analysis had a normal distribution. This normality test was conducted using the Kolmogorov–Smirnov method as a statistical analysis tool. Data can be considered normally distributed if it achieves an Asymp. Sig. (2-tailed) value of 0.05. Based on the analysis using SPSS, the normality test results are shown in Table 3 below:

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.82118932
Most Extreme Differences	Absolute	.066
	Positive	.046
	Negative	-.066
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200[c]
a. Test distribution is Normal. b. Calculated from data. c. Lilliefors Significance Correction.		

Source: Processed Data, 2026

Based on the results of the normality test presented in Table 4.6, the Asymp. Sig. (2-tailed) value was 0.200. This value exceeds the established significance level of 0.05. Thus, it can be concluded that the data in this study are normally distributed.

Linearity Test

The linearity test in this study was conducted to determine whether the relationship between the independent and dependent variables is linear. The linearity test was conducted using the Test for Linearity method as an analysis technique. The relationship between variables is declared linear if the significance value for Linearity is less than 0.05 and the significance value for Deviation from Linearity is greater than 0.05. Based on the analysis using SPSS, the results of the linearity test are shown in Table 4 below:

Table 4. Results of the Linearity Test for Green Financial Literacy and Financial Decisions

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Financial Decisions * Green Financial Literacy	Between Groups	(Combined)	38.377	24	1.599	14.286	.000
		Linearity	34.902	1	34.902	311.807	.000
		Deviation from Linearity	3.475	23	.151	1.350	.150

	Within Groups	13.992	125	.112		
	Total	52.369	149			

Source: Processed Data, 2026

Based on the results of the linearity test between the Green Financial Literacy (X1) and Financial Decisions (Y) variables, as shown in Table 4, the linearity sig. value was 0.000, which is below the 0.05 significance level. The deviation from linearity sig. value was 0.150, which is greater than 0.05. These results indicate a linear relationship between the two variables. The results of the linearity test for the Risk Perception (X2) and Financial Decisions (Y) variables can be seen in Table 5 below:

Table 5. Results of the Linearity Test for Risk Perception and Financial Decisions

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Financial Decisions * Risk Perception	Between Groups	(Combined)	37.054	20	1.853	15.606	.000
		Linearity	34.272	1	34.272	288.685	.000
		Deviation from Linearity	2.783	19	.146	1.234	.241
	Within Groups		15.315	129	.119		
	Total		52.369	149			

Source: Processed Data, 2026

Based on the results of the linearity test between the variables Risk Perception (X2) and Financial Decisions (Y), shown in Table 5, the linearity sig. value was 0.000, which is below the 0.05 significance level. The deviation from linearity sig. value was 0.241, which is greater than 0.05. These results indicate a linear relationship between the two variables. The results of the linearity test for the variables Peer Influence (X3) and Financial Decisions (Y) can be seen in Table 6 below:

Table 6. Results of the Linearity Test of Peer Influence and Financial Decisions

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Financial Decisions * Peer Influence	Between Groups	(Combined)	40.434	19	2.128	23.179	.000
		Linearity	38.994	1	38.994	424.717	.000
		Deviation from Linearity	1.440	18	.080	.871	.614
	Within Groups		11.935	130	.092		
	Total		52.369	149			

Source: Processed Data, 2026

Based on the results of the linearity test between the variables Peer Influence (X3) and Financial Decisions (Y), shown in Table 6, the linearity sig. value was 0.000, which is below the 0.05 significance level. The deviation from linearity sig. value was 0.614, which is greater than 0.05. These results indicate a linear relationship between the two variables.

Multicollinearity Test

The multicollinearity test in this study aims to determine whether there is a very strong relationship between the independent variables in the regression model. A high correlation

between independent variables can lead to inaccurate coefficient estimates and reduce the reliability and quality of the regression model. Based on the analysis using SPSS, the multicollinearity test results are shown in Table 7 below:

Table 7. Multicollinearity Test Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.795	.165		10.865	.000		
	Green Financial Literacy	.223	.041	.332	5.407	.000	.508	1.969
	Risk Perception	-.081	.038	-.094	-2.124	.035	.980	1.020
	Peer Influence	.413	.043	.590	9.644	.000	.511	1.957
a. Dependent Variable: Financial Decisions								

Source: Processed Data, 2026

Based on the results of the multicollinearity test in Table 7, the following results can be explained: (1) The tolerance value obtained for the Green Financial Literacy variable (X1) is 0.508, indicating a value greater than 0.10. The VIF value obtained is 1.969, indicating a value less than 10.00; (2) The tolerance value obtained for the Risk Perception variable (X2) is 0.980, indicating a value greater than 0.10. The VIF value obtained is 1.020, indicating a value less than 10.00; (3) The tolerance value obtained for the Peer Influence variable (X3) is 0.511, indicating a value greater than 0.10. The VIF value obtained is 1.957, indicating a value less than 10.00. Based on the explanation above and referring to the decision-making basis, since all three variables showed a Tolerance value above 0.10 and a VIF below 10.00, it can be concluded that there are no symptoms of multicollinearity between the three independent variables in the regression model in this study.

Multiple Linear Regression Analysis

Multiple linear regression analysis in this study was used to analyze the influence of two or more independent variables on the dependent variable, either jointly or separately. Furthermore, this analysis also aims to develop a model that can be used to predict the relationship between the variables studied. Based on the analysis results using SPSS, the regression coefficients obtained are shown in Table 8 below:

Table 8. Results of Multiple Linear Regression Analysis

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.795	.165		10.865	.000
	Green Financial Literacy	.223	.041	.332	5.407	.000
	Risk Perception	-.081	.038	-.094	-2.124	.035
	Peer Influence	.413	.043	.590	9.644	.000
a. Dependent Variable: Financial Decisions						

Source: Processed Data, 2026

Based on the results of the multiple linear regression analysis presented in Table 8 and referring to the multiple linear regression coefficient equation, the results can be explained as follows:

Y = 1.795 + 0.223 X1 - 0.081 X2 + 0.413 X3

The constant (a) is 1.795, meaning that when Green Financial Literacy (X1), Risk Perception (X2), and Peer Influence (X3) are zero, the Financial Decision (Y) remains unchanged at 1.795 units. The regression coefficient (b1) for the Green Financial Literacy (X1) variable is 0.223 with a positive trend, indicating that every one-unit increase in Green Financial Literacy leads to a 0.223 increase in Financial Decision. The regression coefficient (b2) for the Risk Perception variable (X2) is 0.081 with a negative trend, indicating that every one-unit decrease in Risk Perception will result in a 0.081 decrease in Financial Decisions. The regression coefficient (b3) for the Peer Influence variable (X3) is 0.413 with a positive trend, indicating that every one-unit increase in Peer Influence will result in a 0.413 increase in Financial Decisions.

Correlation Coefficient (R)

The correlation coefficient is used to determine the strength of the relationship between two or more variables and to determine the direction of the relationship between them. In this study, correlation analysis was conducted using the Product Moment method. The results of the correlation coefficient test can be seen in Table 9 below:

Table 9. Correlation Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849[a]	.720	.715	.31664
a. Predictors: (Constant), Peer Influence, Risk Perception, Green Financial Literacy				

Source: Processed Data, 2026

Based on the results of the correlation coefficient test presented in Table 9, a correlation value (R) of 0.849 was obtained. This value indicates that the relationship between the variables Green Financial Literacy (X1), Risk Perception, and Peer Influence on Financial Decisions is categorized as very strong, as it falls within the range of 0.80–1.000.

Coefficient of Determination (R^2)

Based on the results of the coefficient of determination (R^2) test presented in Table 9 above, an R-Square value of 0.720 was obtained. This value indicates that in this study, the variables Green Financial Literacy, Risk Perception, and Peer Influence contribute 72.0% to Financial Decisions. The remaining 28.0% is influenced by other variables not included in this study.

Simultaneous Influence Test (F Test)

The simultaneous influence test (F test) was conducted to analyze whether all independent variables together have a significant influence on the dependent variable in the study. Based on the results of the simultaneous hypothesis test (F-Test) using SPSS, the results are shown in Table 10 below:

Table 10. Simultaneous Test Results (F-Test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.731	3	12.577	125.442	.000[b]
	Residual	14.638	146	.100		
	Total	52.369	149			
a. Dependent Variable: Financial Decisions						
b. Predictors: (Constant), Peer Influence, Risk Perception, Green Financial Literacy						

Source: Processed Data, 2026

Based on the results of the simultaneous test (F-test) presented in Table 10, the calculated F-value is 125.442, which is greater than the F-table value of 2.67. The significance value is 0.000, which is below 0.05. Based on these test results, it can be concluded that the variables Green Financial Literacy, Risk Perception, and Peer Influence collectively have a significant influence on Financial Decisions.

Partial Effect Test (t-test)

The partial test (t-test) is used to analyze the effect of each independent variable separately on the dependent variable based on the hypotheses formulated in the study. Based on the results of the partial hypothesis test (t-test) using SPSS, the partial test results are shown in Table 11 below:

Table 11. Partial Test Results (t-test)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.795	.165		10.865	.000
	Green Financial Literacy	.223	.041	.332	5.407	.000
	Risk Perception	-.081	.038	-.094	-2.124	.035
	Peer Influence	.413	.043	.590	9.644	.000
a. Dependent Variable: Financial Decisions						

Source: Processed Data, 2026

Based on the partial test results (t-test) in Table 11, the calculated t-test results will be compared with the t-table. The t-table value is 1.655. The results of the (Partial) t-test in Table 4.14 can be explained as follows: (1) The Green Financial Literacy variable (X1) obtained a calculated t-value of 5.407, which is greater than the t-table value of 1.655, and has a significance value of 0.000, which is less than 0.05. Based on these results, Ho is rejected and Ha is accepted. Thus, it can be concluded that Green Financial Literacy has a positive and significant effect on Financial Decisions. (2) The Risk Perception variable (X2) obtained a calculated t-value of -2.124, which is greater than the t-table value of 1.655, and has a significance value of 0.035, which is less than 0.05. Based on these results, Ho is rejected and Ha is accepted. Thus, it can be concluded that partially Risk Perception has a negative and significant effect on Financial Decisions. The Peer Influence variable (X3) obtained a calculated t value of 9.644 which is greater than the t table value of 1.655, and has a significance value of 0.000 which is smaller than 0.05. Based on these results, Ho is rejected and Ha is accepted. Thus, it can be concluded that partially Peer Influence has a positive and significant effect on Financial Decisions.

CONCLUSION

Based on the correlation coefficient (R) test, the R value = 0.849 was obtained. This value indicates a very strong relationship between the variables of Green Financial Literacy (X1), Risk Perception (X2), and Peer Influence (X3) on Financial Decisions (Y) of Generation Z in Pontianak City. Based on the determination coefficient (R^2) test, the R^2 value = 0.720 or 72.0% was obtained. This means that 72% of the variation in Financial Decisions can be explained by the variables of Green Financial Literacy, Risk Perception, and Peer Influence, while the

remaining 28% is influenced by other factors not observed in this study. Based on the F test, the three independent variables together have a significant influence on Financial Decisions, indicated by F count = 125.442 > F table = 2.67 and a significance value of 0.000 < 0.05. This indicates that Generation Z's financial decisions are simultaneously influenced by Green Financial Literacy, Risk Perception, and Peer Influence. The results of the partial test (t-test) show that Green Financial Literacy has a positive and significant effect on Financial Decisions, Risk Perception has a significant negative effect, while Peer Influence has a significant positive effect. Of the three variables, Peer Influence has the most dominant contribution in influencing Generation Z's financial decisions. This shows that in addition to knowledge and awareness of risk, social interaction and peer influence play an important role in the financial decision-making of the younger generation.

SUGGESTION

Based on the research findings, it is recommended to improve green financial literacy through education, promotions, and eco-friendly transaction guides to help Gen Z better understand the benefits and risks of green banking products. Furthermore, product risk transparency needs to be strengthened to reduce negative perceptions and increase trust in using services. Social and community influences, such as referral programs or social media content, can also be leveraged to increase awareness and positive financial decisions. For Generation Z consumers, it is recommended to balance green financial literacy with risk awareness to ensure more rational financial decisions are not solely influenced by trends or peer pressure. For future research, it is recommended to add other variables such as environmental motivation, attitudes toward green investment, or experience using digital banking services. Furthermore, expanding the sample size to different regions or Gen Z groups could provide more comprehensive results and allow for stronger generalizability of the findings

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