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Bank Business Sustainability: Bibliometric Analysis

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***Abstract:* Economic development that only focuses on growth often has negative impacts, encouraging the emergence of the concept of sustainable development that balances economic, environmental, and social aspects. This concept, supported by the United Nations and various parties, is the basis for sustainable development goals until 2030, covering human, social economic, and environmental development. Sustainability, introduced in 1987, integrates environmental, social, and economic aspects or the triple bottom line in business standards and practices. The development of sustainable banking is still in its infancy, with some banks starting to adopt environmental and social policies. This research examines risk policies to support sustainable development in commercial banking through an analysis of 50 articles. The results show that economic and social efficiency, stability, and environmental contribution are important in assessing bank sustainability. Internal factors such as risk management and financial health, as well as external factors such as regulations and macroeconomic conditions are very influential.**

***Keywords:* Bank Business Sustainability, Internal, External.**

1. INTRODUCTION

Economic development is a process that causes an increase in the real income per capita of a country's population in the long term, accompanied by improvements in the institutional system. Therefore, economic development, in addition to changing the structure of national production by changing the composition of gross domestic product for the better, must also succeed in changing the distribution of national income to become more equal. The issue of economic development is quite an important discussion in people's lives. There is a lot that needs to be known about economic development itself and why there are currently iso many mistakes in terms of economic development and unequal distribution (Zimmermann, i2019).

Economic development can be defined as a process of changing an undeveloped economic structure by means of capital investment and human investment which aims to increase the prosperity of the population or increase per capita income. Economic development really requires resources that can be used to produce physical assets to generate income. These physical aspects include industrial plants, machines, and iso ion. On the other hand, the role of capital is also very significant to pay attention to.

Humans have a strategic position in development. Humans are both objects and subjects of development. Humans as the object of development means that the goal of development is to improve human welfare. As subjects of development, humans are the actors who will carry out development. No matter how sophisticated the technology used, no matter how much physical capital is available, if people cannot carry out development, then development will fail. So humans here are one of the development capital, namely human capital. The object is all aspects of human life, especially human activities in their economic life. In its development, the definition of economic development was realized in an effort to eliminate, at least reduce poverty, unemployment, and inequality. This is motivated by the reality that the implementation of anti-poverty strategies, orientation towards employment opportunities and equitable development often only stop as political rhetoric in power.

Economic development that only focuses on growth often has negative impacts which encourage the emergence of the concept of sustainable development. This concept emphasizes the balance between economic, environmental and social aspects, attracting the attention of many institutions and countries, including the United Nations. The United Nations, in collaboration with governments, civil society and economic actors, has developed a sustainable development framework to incorporate social and environmental issues into economic calculations.

The era of intense competition in various sectors of life gave birth to sustainable development goals as a continuation of the millennium development goals which ended in i2015. Sustainable development goals are a reference framework for development until i2030, covering three main pillars, namely human development, social economy and the environment. CEL Kodeln, as a collaborative association between nations, plays a role in preparing Indonesia to welcome the ASEAN Community and supporting the achievement of sustainable development goals.

Sustainability, which was first introduced in i1987, considers environmental, social and economic aspects or the triple bottom line. This concept has been applied in environmental standards and business management, including practices such as green logistics and sustainable supply chains. The application of information and communication technology strengthens the focus ion sustainable and digital supply chains.

Sustainable systems must meet human, social, technical, environmental and economic sustainability. The development of sustainable banking is still in its infancy, with some banks starting to integrate environmental and social issues. However, many banks have not adopted comprehensive management policies and adequate risk models.

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In simple terms, a bank is defined as a financial institution whose business activities are collecting funds from the community and channeling these funds back to the community as well as providing other banking services. According to Law of the Republic of Indonesia Number i7 of i1992 concerning banking which has been amended by Law Number i10 of i1998, a bank is a business entity that collects funds from the public in the form of savings and distributes them to the public in the form of credit and other forms in the context of improve the standard of living of many people. A bank is a business entity whose existence is to satisfy the needs of other people. By providing credit in the form of money received from other people, even by issuing new paper or metal money (Sholikah and Miranti, i2020). So banks in this case have carried out passive and active efforts, namely collecting funds from people who have excess funds and distributing credit to people who need funds. Conventional banks are banks that use interest as compensation when determining prices. Remuneration received by the bank for distributing funds to the community as well as remuneration paid by the bank to the community for collecting funds. Apart from that, to gain profits from their services, conventional banks will charge fees to their customers. In providing remuneration to those who receive the funds, conventional banks provide remuneration in the form of interest on savings and provide current account services to customers who have current account savings. This research examines countries' experiences in developing risk policy recommendations to support sustainable development in the commercial banking sector.

2. RELATED iWORKS

2.1 Economic Development

Development is an effort or series of planned growth and change efforts carried out consciously by a nation, state, and government toward modernity in developing the nation. Economic development is a series of movements of change towards progress, these changes are planned based ion certain norms. Development is also defined as a series of efforts and activities intended to reach a state of take-off, or perhaps a state full of encouragement towards maturity (Zimmermann, i2019). The main function of development is to improve people's standard of living, for this reason the government must know more clearly about society, and what people want in their lives. Indeed, various efforts from various sectors have been carried out by the government to achieve development goals. However, it often happens that these efforts and good intentions do not reach the entire community, especially rural communities. This is because development is more focused in urban areas than in rural areas. Village development is part of a national development program which in its implementation involves elements of government and society with the aim of improving the welfare of village communities. In its implementation in the new order era, the government's role was very dominant as the implementer of village development. Development in all societies must have at least the following three objectives:

a. Increased increase and expansion of distribution of basic life necessities such as food, shelter, health, and protection.

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b. An increase in living standards is not only an increase in income but also more employment opportunities, better education, and greater attention to cultural and human values. In total, these things can not only improve material welfare but also increase individual and national self-esteem.
c. Expansion of the economic and social choices available to individuals and nations as a whole, freeing them not only from the confines of servitude and feelings of dependence ion people and the nation state but also from the many factors that cause ignorance and misery.

2.2 Bank

In simple terms, a bank is defined as a financial institution whose business activities are collecting funds from the community and channeling these funds back to the community as well as providing other banking services. According to Law of the Republic of Indonesia Number i7 of i1992 concerning banking which has been amended by Law Number i10 of 1998, a bank is a business entity that collects funds from the public in the form of savings and distributes them to the public in the form of credit and other forms in the context of improve the standard of living of many people. A bank is a business entity whose existence is to satisfy the needs of other people. By providing credit in the form of money received from other people, even by issuing new paper or metal money (Sholikah and Miranti, i2020). So banks in this case have carried out passive and active efforts, namely collecting funds from people who have excess funds and distributing credit to people who need funds. Conventional banks are banks that use interest as compensation when determining prices. Remuneration received by the bank for distributing funds to the community as well as remuneration paid by the bank to the community for collecting funds. Apart from that, to gain profits from their services, conventional banks will charge fees to their customers. In providing remuneration to those who receive the funds, conventional banks provide remuneration in the form of interest on savings and provide current account services to customers who have current account savings. On the other hand, banks will receive interest ion credit loans given to customers and fees for banking service transactions provided to customers who need bank services. The characteristics of conventional banks include:

a. In conventional banks, the interest of depositors' fund owners is to obtain rewards in the form of high savings, while the interests of shareholders include obtaining an optimal spread between deposit interest rates and loan interest rates, optimizing the interest difference. On the other hand, the interest of the user of the debtor's funds is to obtain a low interest rate.
b. There is no strong emotional bond between shareholders, bank managers and customers because each party has contradictory desires.

3. METHODOLOGY

Thisiresearchiusedi50iarticles.iAn article can be understood as a series or essay created based on facts and opinions to be published in the media, be it print media, or online media, even now

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many articles are uploaded ion social media. Writing articles itself actually contains the aim of conveying an idea that contains data and facts. The ideas in the article can ultimately educate, convince, and also provide entertainment suggestions for readers. In addition, topics, themes, or ideas in an article can be presented in the form of opinions. This opinion is usually used to respond to a problem that occurs in society as well as provide a solution to the problem. What you need to pay attention to when writing articles is that all opinions and solutions conveyed must be based ion accurate facts and data, iso that the article can be tested for truth. After knowing the meaning of the article, this section will explain the purpose of the article. The purpose of each piece of writing is definitely different, for example, the purpose of procedure text and explanatory text. Procedure texts have the aim of providing instructions to readers. Meanwhile, the purpose of explanatory text is to explain and describe something.
Keywords in searching for bank business sustainability literature. Keywords are word arrangements that can help us search for or search for something in search engines like Google. Keywords will help us lead to what we are looking for. By entering certain keywords, we will get some information about related matters. In the current digital era, keywords have a very important role in building existence in the digital world, such as social media, websites and other platforms. Keywords are words or phrases that stand out in the title, header, subject, abstract, or text, as well as content notes. These words or phrases are used as search terms to find text structures or other important things contained in these keywords.
The focus of this research will explain bank sustainability by explaining internal and external factors. The research focus is an outline of research observations so that observation and analysis of research results are more focused. Therefore, indicators are used to avoid discussions that are too broad and ultimately do not match what is the title of the research.
Systematic literature review and bibliometric analysis were carried out by controlling research results published from ScienceDirect, VOSviewer, and Google Scholar. Systematic literature review is a method for making sense of large bodies of information, and a means for contributing to answers to questions about what works and what doesn't and many other types of questions as well. Bibliometric analysis is a statistical analysis of books, articles, or other publications. Bibliometric analysis is carried out using data on the number and authors of scientific publications as well as articles and citations there in which aims to measure the outcomes of individuals or research teams, institutions and countries, identify national and international networks and map the development of new fields of science and technology. Bibliometric analysis is useful for evaluating and mapping the research of a researcher, research organization and country over a period of time.
Research time is an activity from research preparation, submitting a title, compiling a proposal, seminar proposal, revising the proposal, carrying out research, preparing the thesis until the final implementation. This research was carried out in i2024.

4. RESULTS iAND iDISCUSSION

Table i1. VOSviewer

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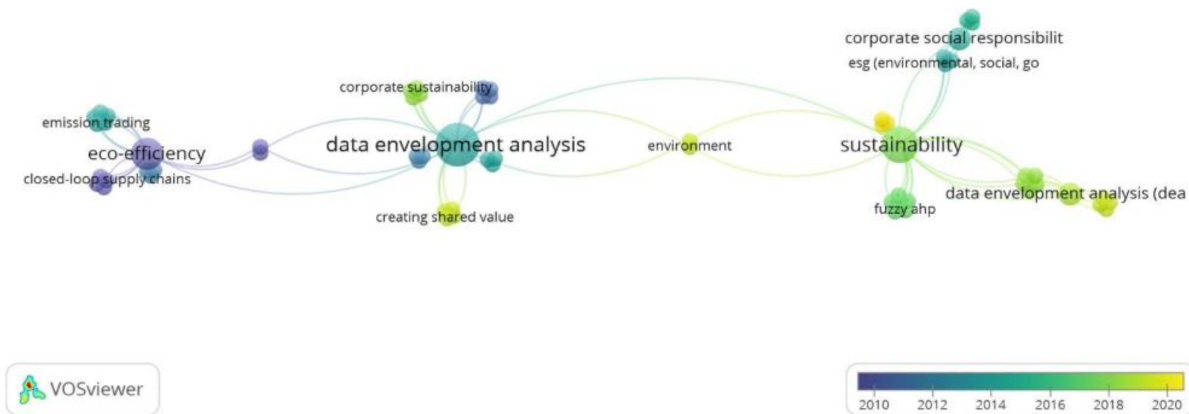

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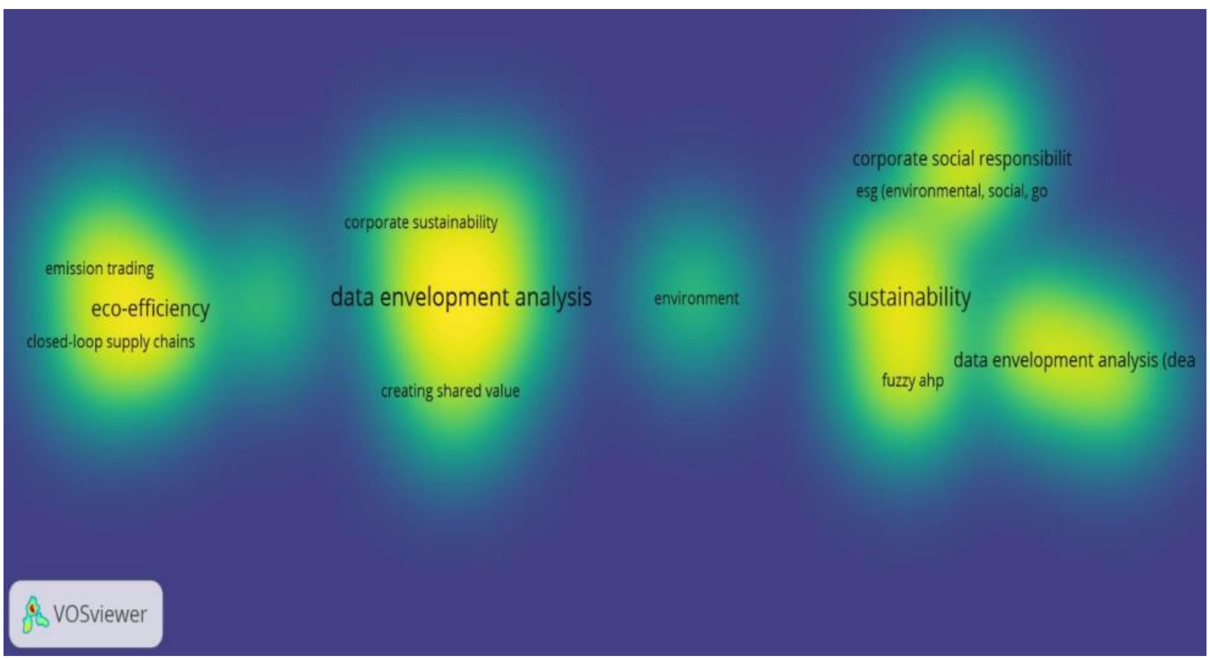

4.1 Banking Sustainability

San-Jose et ial. (2018) examined sustainability aspects in the banking sector with a focus on four main aspects, namely economic, stability, environmental, and social. They observed that customer relationship management does not fully include the social component, which should emphasize the bank's social behavior. This research assesses the sustainability of European Banks by examining the relationship between economic efficiency and social efficiency. Bank sustainability is defined as the ability to balance self-development and contribution to society using available resources.

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Economic efficiency is measured through the use of resources to generate profits, with total assets as input and net profit as output. For social efficiency, the inputs used are equity and savings, while outputs include consumer loans, labor, social contributions or taxes, and risk. Data envelopment analysis is used to obtain these two types of efficiency.
The research results do not show clear evidence regarding the relationship between economic efficiency and social efficiency. Apart from economic and social efficiency, banks' contributions to society also need to be evaluated through environmental efficiency. To achieve sustainability, banks must first achieve stability, making stability efficiency an important aspect that should not be ignored in estimating sustainability in the banking sector.

4.2 Banking Sustainability from Internal and External Factors

Banking sustainability includes four main components, namely social, environmental, economic, and stability. The first two components fall under "external sustainability," while the last two components fall under "internal sustainability." This research also analyzes the factors that influence sustainability by considering company-specific factors, the business environment, and the economic environment. A study of China's banking industry (2003–2017) showed a sustainability level ranging from i0.45-0.75i (with a maximum score of i1). There are significant differences in external sustainability, while stability is a serious issue with low stability efficiency scores. Company-specific determinants, the business environment, and the economy significantly influence internal sustainability.
The development of sustainable banking is still in its infancy, with some banks starting to integrate environmental issues, social risks, and internal operations. However, many banks do not yet have comprehensive management policies or appropriate risk models to assess projects based on environmental, market, and social risks. The study also evaluates countries' experiences in developing risk policies to advance sustainable development in the commercial banking sector.
Research in Malang Raya shows that of the external variables such as regulations, supervision and infrastructure, only one has a significant positive influence on the sustainability of baitul maal wat tamwil. The internal variables such as human resources, management, capital and market reach, only human resources have a significant positive effect. These two variables are important to improve the performance of baitul maal wat tamwil in achieving sustainability in Malang Raya, with recommendations for increasing human resource capacity and accelerating self- regulation of baitul maal wat tamwil.

4.3 Internal Factors

Internal bank factors, which include aspects of risk management, financial health, and operational sustainability, play a key role in determining the sustainability of a bank's business. Effective risk management can help banks identify, evaluate, and manage the risks they face, thereby reducing potential losses and increasing customer confidence. Apart from that, financial health which includes adequate liquidity, good profitability, and proper asset management is also an important factor in maintaining bank stability. Sustainable operations include work process

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efficiency, quality service, and adaptation to market changes, thus providing a positive contribution in maintaining the bank's competitiveness and growth.

Internal factors include managerial in banking companies which include good and bad policies in purchasing and selling, inappropriate supervision of expenditure costs, lack of accuracy in receivables policies, excessive placement of assets, and insufficient capital. Financial ratios that are often used to assess a company's internal condition are third-party funds, capital adequacy ratio, financing deposit ratio, non-performing financing, and return on assets (Khofidlotur et al., 2019).

According to Riyadi (2006), the assessment of success levels has improved over time because of Bank Indonesia's role in regulating and supervising banks. The assessment of the level of success includes quantitative and qualitative approaches to various aspects such as capital, quality of productive assets, management, profitability and liquidity.

Malini (2022) emphasized that legitimacy theory is applied in sharia banking practices to obtain operational legitimacy. Islamic banks are expected to be transparent and accountable in terms of social and environmental impacts, in addition to financial profits.

Zhu and Yang (2021) found that big data analysis strategies had a positive impact on banks' internal processes, stability and financial performance. Banks that implement environmentally friendly innovations show better economic and environmental performance.

Sideri (2021) states that sustainability reporting improves company performance. Awareness of corporate social responsibility increases company profits through increasing trust, legitimacy, and operational efficiency.

Ahmed et al. (2019) stated that policy guidelines have a positive impact on bank sustainability, but political interference can affect financial performance. This study is relevant for understanding policy effects in developing countries.

Kumar and Prakash (2019) show that banks in India are active in community development and financial literacy programs, but environmental disclosures are still limited.

Sholikah and Miranti (2021) highlight the importance of the ratio of return on assets, liquid assets to total assets, and DTA in assessing the financial health of banks in Indonesia. These ratios function as warning indicators for banking financial health.

Pakurár et al. (2019) emphasized the importance of internal control for the financial performance of the Bank of Jordan. Factors such as supplier and customer integration are also important in bank management.

Buallay (2018) found that environmental, social, and governance have a significant positive impact on bank performance. Environmental disclosure is positively correlated with return on assets and Tobin's Q.

Anh et al. (2021) divides bank risk determinants into internal and external factors. External factors such as the trade balance have a more significant influence ion bank beta compared to internal factors such as the consumer price index.

Junaidi et al. (2019) uses the non-performing loans ratio to measure banks' prudential principles. The smaller the non-performing loans ratio, the better the implementation of the precautionary principle.

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Tsindeliani et al. (2021) uses operational expenditure to operational income as an indicator of bank operational efficiency. A smaller value of operational expenditure to operational income indicates better efficiency in accordance with industry standards.
Andania and Yadnya (2020) found that disclosure of economic and social dimensions had a significant effect on return on assets, while environmental disclosure did not show a significant impact.

4.4 External Factors

External factors include managerial matters outside the company, such as natural disasters, and technological developments. Khofidlotur et al. (2019) and Moufty et al. (2022), banks in the European Union and the United States disclose sustainability in similar numbers, including the indirect impact of products and services on the environment as well as the direct impact of operations on society.
According to Arsani (2008), external factors such as exchange rates, interest rates, and inflation can significantly influence banking performance in Indonesia. An unstable exchange rate can make it difficult for banks to manage assets and liabilities, as well as affect the achievement of profit targets.
Lopatin (2019) revealed that key macroeconomic indicators in the Russian Banking sector are approaching the targets set in the country's banking sector development strategy.
Zyznarska-Dworczak et al. (2023) highlight the increasing attention to environmental, social, and governance in the banking sector. Environmental, social, and governance scores show an increase in bank transparency and accountability from year to year.
Malini (2021) confirms that transparency and accountability can strengthen bank sustainability, although this relationship is not always linear with economic sustainability.
Zhang et al. (2022) found that banking activities that focus on environmental sustainability have a significant positive impact on bank environmental performance and environmentally friendly sources of financing. However, challenges such as lack of customer awareness, high investment costs, and technical barriers are affecting this development.
Hasan et al. (2022) studied the influence of social norms, perceived cognitive effort, environmental sustainability, and management support on attitudes and behavior in using environmentally friendly banking during the COVID-19 pandemic.

5. CONCLUSION AND SUGGESTION

This article examines the concept of sustainability in banking with a focus on the long-term relationship between the economic, social, and environmental needs of society. Previous research has shown that banking sustainability often does not fully consider these relationships between predictors and response variables. Sustainability analysis also considers the impact of the bank before failure, which is more in line with the principles of transactions in the Islamic mode, compared to approaches that only focus on short-term solvency measures. The impacts of social, economic, and environmental protection are expected to persist long after bank bankruptcy,

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highlighting the importance of evaluating financial decisions and capital allocation during and after the life of a bank.

However, sustainability studies in finance are often limited to financial records, ignoring important information from other stakeholders. Future studies are expected to further explore the interactions between structures and elements identified in this context, to deepen understanding of bank sustainability holistically. These articles provide in-depth insight into how the concept of sustainability is applied in the banking context, from managing risk to influencing long-term financial decisions and interactions with stakeholders.

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