# ABSTRACT

Increasing competition with private banking, limited human resources professionals, information technology and telecommunications continue to evolve, as well as an increase in food prices as a major obstacle to the government banks in accommodating public funds. This prompted the Bank Rakyat Indonesia (BRI) seeks to develop strategies to attract and retain customers through increased interest in saving. This study aimed to determine the relationship between customer value, reputation, trust in the interest of saving PT. BRI Cabang Pembantu Ambarawa.

The problems that developed in this research is how to increase the interest of saving clients through customer value management, reputation, customer confidence in the interest of saving money. The purpose of this study was to analyze the effect of customer value, reputation, trust in considering the savings in the bank. Respondents were used in this study are the prospective customer PT. Bank BRI KCP Ambarawa totaling 108 respondents. The theoretical model consists of four variables with four hypotheses will be tested using SEM analysis tools via the AMOS program.

The findings of this study indicate that of the four hypotheses proposed three hypotheses accepted and one of them rejected the third hypothesis. The third hypothesis which states that the higher the value of the customer, the higher the interest savings can not be proved statistically or rejected. Therefore, it is suggested that an increase in interest in saving more focused on the role of customer value on trust, so it will create trust and positive impact on the increased interest in saving.



Keywords : Customer Value, Reputation, Trust, Savings Interest