

## **ABSTRACT**

*Bank Syariah Indonesia provides financial products and services to meet the transaction needs of Muslim consumers. However, the level of use of savings products by Generation Z is still low at Bank Syariah Indonesia compared to conventional banks. Generation Z is a potential consumer who can support the development of Islamic financial institutions. Therefore, this study aims to analyze the intention of Generation Z in saving at Bank Syariah Indonesia through influencing factors using the Theory of Planned Behavior (TPB).*

*This study uses a quantitative approach. The analytical method used to analyze the data is using a multiple linear regression model with the help of the IBM SPSS 27 application. Data is distributed through an online questionnaire. Respondents are determined through a purposive sampling technique, by limiting respondents to Generation Z who do not yet have Easy Mudharabah Savings at Bank Syariah Indonesia. The total sample is 110 respondents.*

*The results of this study indicate that Attitude Towards Behavior influences the interest in saving in Easy Mudharabah Savings at Bank Syariah Indonesia. Subjective Norm influences the interest in saving in Easy Mudharabah Savings at Bank Syariah Indonesia. Perceived Behavioral Control influences the interest in saving in Easy Mudharabah Savings at Bank Syariah Indonesia.*

**Keywords:** *Saving Intention, Attitude Towards Behavior, Subjective Norm, Perceived Behavioral Control, Bank Syariah Indonesia.*

