

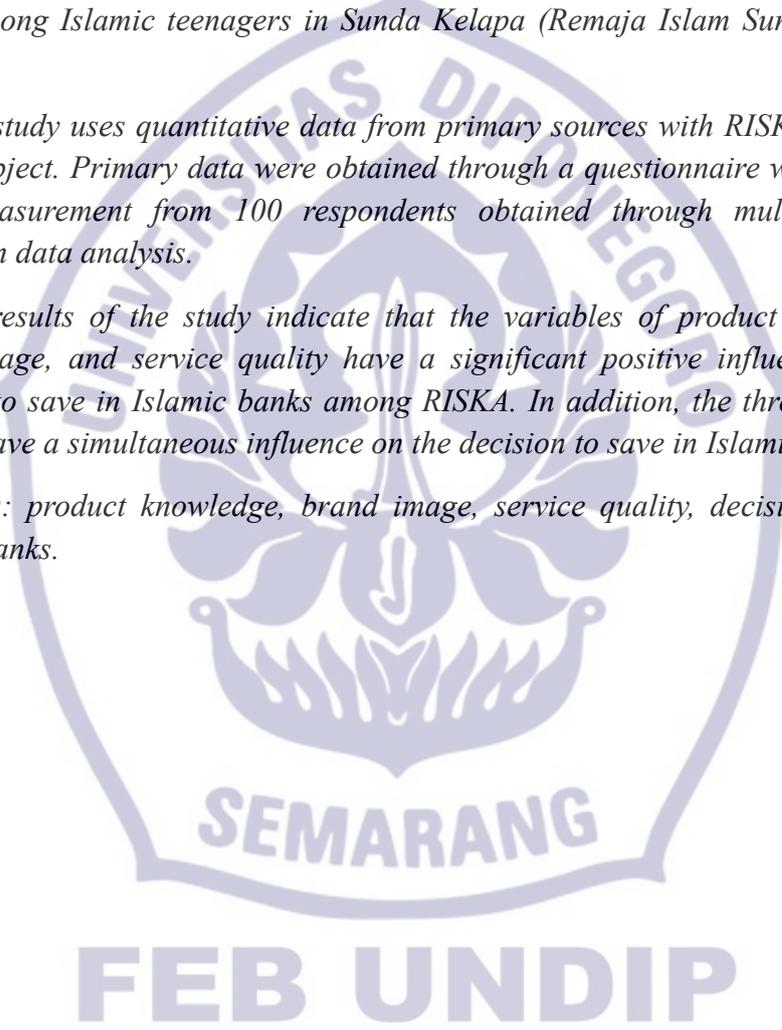
ABSTRACT

Interest in saving at Islamic banks is still relatively low compared to conventional banks, even though the majority of Indonesia's population is Muslim. One of the factors influencing this condition is the limited knowledge of the public regarding Islamic banking products, perceptions of brand image, and the quality of services provided. This study aims to analyze the influence of product knowledge, brand image, and service quality on the decision to save in Islamic banks among Islamic teenagers in Sunda Kelapa (Remaja Islam Sunda Kelapa) Jakarta.

This study uses quantitative data from primary sources with RISKAs members as the subject. Primary data were obtained through a questionnaire with a Likert scale measurement from 100 respondents obtained through multiple linear regression data analysis.

The results of the study indicate that the variables of product knowledge, brand image, and service quality have a significant positive influence on the decision to save in Islamic banks among RISKAs. In addition, the three variables studied have a simultaneous influence on the decision to save in Islamic banks.

Keywords: product knowledge, brand image, service quality, decision to save, Islamic banks.



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