

## *ABSTRACT*

This study aims to analyze how much influence the product attribute, product quality and sales promotions to customer's interest saving in Bank Jateng Cabang Kordinator Semarang. This study also aims to analyze whether the variable image of the company is able to mediate variable product attribute, product quality and sales promotions of the interest of saving.

The population used in this study are active customers who are conducting transactions at Bank Jateng Cabang Kordinator Semarang. Samples in this study is 100 respondents and the technique used is the technique of Non-Probability sampling with accidental sampling approach (sampling by coincidence).

From the analysis, the indicators in this study is valid and the variables are valid. The results showed that the variables attribute product, product quality and sales promotions has positive effect on the company's image. Then, the image variable positive effect on the company's interest in the customer savings at Bank Jateng cabang Kordinator Semarang.

Keyword : Attribute product, Product quality, Sales promotion, Corporate Image, Interest saving