

## **ABSTRACT**

*The purpose of this research is to test the influences of brand equity, and perceived value on customer trust to impact saving intention. Using these variables, the usage of these variables are able to solve the arising problem within Bank Jateng Semarang. Statement of this problem is how increase saving intention?.*

*The samples size of this research is 119 customers Bank Jateng Semarang. Using the Structural Equation Modeling (SEM). The results show that brand equity, and perceived value on customer trust to impact saving intention.*

*The effect of brand equity on customer trust are significant; The effect brand equity on saving intention are significant; The effect of perceived value on saving intention are significant; The effect of customer trust on saving intention are significant..*

*Keywords: brand equity, perceived value; customer trust and saving intention.*