

ABSTRACT

The purpose of this research is to test the influences of brand awareness and perceived of service on brand preference to increase resaving intention. Using these variables, the usage of these variables are able to solve the arising problem within Bank Jateng Magelang branches.

The samples size of this research is 100 customers Bank Jateng Magelang branches. Using the Structural Equation Modeling (SEM). The results show that the brand awareness and perceived of value on brand preference to increase resaving intention.

The effect brand awareness on brand preference are significant; The effect brand awareness on resaving intention are significant; The effect perceived of value on brand preference are significant; The effect perceived of value on resaving intention are significant; and The effect brand preference on resaving intention are significant.

Keywords: brand awareness; perceived of service; brand preference; and resaving intention.