

ABSTRACT

Muhammad Azka Arifin (2025), *The Effect of Promotion and Reputation on Saving Decisions with Trust as an Intervening Variable (Case Study of Generation Z Bank Syariah Indonesia Customers in Tasikmalaya City)*.

Generation Z Bank Syariah Indonesia in Tasikmalaya City). This study aims to analyze the effect of promotion and reputation on saving decisions with trust as an intervening variable on Generation Z customers at Bank Syariah Indonesia Tasikmalaya City. The research background is based on the importance of promotional strategies and reputation image in shaping customer trust, especially the younger generation, towards Islamic banking institutions. The method used in this research is quantitative with a survey approach, using a questionnaire as a data collection tool to 150 respondents who are Generation Z customers. Data were analyzed using Structural Equation Modeling (SEM) techniques. The results showed that promotion and reputation have a significant effect on trust, and trust has a significant effect on saving decisions. In addition, trust is also proven to mediate the relationship between promotion and reputation on saving decisions. These findings indicate the importance of proper promotion and good reputation to build customer trust, which in turn encourages decision making in saving in Islamic banking.

Keywords: *Promotion, Reputation, Trust, Saving Decision, Islamic Bank Indonesia, Generation Z*