

## **ABSTRACT**

*The development of Indonesia's economy, reflected in a 5.05% economic growth rate in 2023, demonstrates significant dynamics in the goods and services business sector. Banks play a crucial role in supporting fund collection and allocation, as well as economic development through financial products and digital services such as mobile banking. With the rapid growth of the Islamic banking industry, which reached assets of over Rp 831.95 trillion and a market share of 7.09% in 2023, brand image becomes an essential element in building customer trust.*

*This study analyzes the brand image of Bank Syariah Indonesia (BSI) at BSI KCP Sumedang Tanjungsari 2, particularly after the customer data breach incident in May 2023. This incident affected service delivery and caused customer dissatisfaction, although BSI has since made improvements and ensured data security. The research aims to assess the brand image of BSI KCP Sumedang Tanjungsari 2, identify factors influencing the brand image, and determine aspects that need enhancement.*

*The analysis results show that the brand image of BSI KCP Sumedang Tanjungsari 2 is in the very good category, with brand strength, favorability, and uniqueness recognized by customers. The brand strength is associated with trust in the reliability of the staff, favorability is shown by the brand's ability to be easily remembered and provide good service, while brand uniqueness lies in the Sharia-based services that distinguish it from conventional banks. This research uses a quantitative method with a descriptive-survey approach, identifying that a positive brand image contributes to the branch's asset growth and increases customer loyalty.*

*Keywords: Brand Image, Marketing Management, Brand Strength, Brand Favorability, Brand Uniqueness*