

Abstract

Sharia banking is based on the type of Islamic banking should demand by the community Indonesia is predominantly Moslem. But the fact there are many who prefer the conventional banking. Purpose in this paper is to determine the relationship of the brand image of sharia and the level of religiosity of the public interest to be a customer in Islamic banking. This research is a correlation study is using data collection techniques such as scale of interest as a customer, brand image sharia scale, and religiosity scale. Subject of study of 100 people from a total population on 4708 through purposive sampling technique. The result of this study indicate that there is no correlation between brand image sharia against the interest of a customer of Islamic banking and there is no correlation between religiosity against the interest of a customer of Islamic banking

Keyword : Brand Image sharia, Religiosity and Interest As A Customer,

