

## FOREWORD

All praise and gratitude to Allah SWT for His abundant blessings and guidance, which enabled the author to successfully complete this mini thesis entitled "The Influence of Financial Literacy and Brand Image on Interest in Saving Funds in Sharia Banks." The purpose of this mini thesis is to fulfill one of the requirements for completing the undergraduate program in the Business Administration Study Program at the Faculty of Economics and Business, Telkom University Bandung. In this research, the author received a lot of guidance, criticism, suggestions, and motivation from various parties. Therefore, the author would like to thank:

1. Mr. Mahir Pradana, SE., M.Sc.BA, Ph.D, as the supervisor and guardian lecturer, has greatly contributed his time, knowledge, and attention by offering guidance, direction, and advice to the author throughout the process of completing this thesis.
2. Dr. Sita Deliyana Firmialy, S.E., MSM and Mrs. Pd. Nurafni Rubiyanti, S.M.B., M.B.A as the examiners, who have provided valuable insight and suggestions to improve the results of this research.
3. All lecturers of the Business Administration study program, I would like to express my gratitude for their dedication in sharing their knowledge, insights, and expertise during my time at the Faculty of Economics and Business, Telkom University.
4. To my dear parents, Mr. Izak and Mrs. Uti, who are the primary source of inspiration and motivation in my life. Thank you for all support and constant prayers. I am also deeply grateful for all the efforts you've made to provide both moral and material support while I completed my education.
5. To my elder sister, Maura, and my little brother, Qolbii, for their endless love, support, and encouragement throughout this journey. Your presence and understanding have been a constant source of strength for me.

6. To the author's closest friends, Awa, Zizi, Aurel, Nadhifah, and Maria, who have always been there during the college journey. Their endless support, encouragement, and friendship made every challenge easier and every moment more meaningful.
7. The author's big family and friends, who always provide encouragement and support in various forms.
8. All parties who cannot be mentioned one by one who have offering their assistance, encouragement, and support, I am deeply thankful. May Allah SWT bless you all with endless grace and blessings for the positive impact you've made in my life.
9. To myself, thank you for not giving up, and for continuing to move forward.