

**THE INFLUENCE OF PRICING, PERCEIVED USEFULNESS,  
SPEED OF TRANSACTION, FEATURES AVAILABILITY, AND  
CUSTOMER SATISFACTION ON CUSTOMER LOYALTY (A  
Study on Users of BRIMO International Transfer)**



**UNDERGRADUATE THESIS**

Submitted as one of the requirements to complete the Bachelor  
Program (S1) in the Bachelor Program of the  
Faculty of Economics and Business  
University Diponegoro  
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