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The Effect of Service Quality and Perceived Ease of Use on Customer Loyalty (Study on Generation X Customers at BRILink Agent Giyanto Sungai Harapan)

(Jurnal Akuntansi, Ekonomi dan Manajemen Bisnis, 2024-07-25) Pebriyanti, C

The dynamics of the changing banking world have prompted Bank BRI to create a new transaction service pattern called BRILink Agent. This service is designed to address the challenges faced by customers requiring extended service hours, the

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