

## DAFTAR PUSTAKA

- Alya Itrah Fatimah, Hendrati Dwi Mulyaningsih, N. S. (2024). *Pengaruh E-Service Quality terhadap Customer Loyalty yang Dimoderasi oleh Customer Trust*.
- Amin, M. (2016). Internet banking service quality and its implication on e-customer satisfaction and e-customer loyalty. *International Journal of Bank Marketing*.
- Chowdhury, H. J. (2024). The Mediating Role of Trust in Shaping Customer Loyalty of Bank: Insights from a developing country perspective. *Financial Markets Institutions and Risks*.
- Chowdhury, H. J., Quaasar, G. M. A. A., Saba, N. A., & Rahman, M. A. (2024). The Mediating Role of Trust in Shaping Customer Loyalty of Bank: Insights from a developing country perspective. *Financial Markets, Institutions and Risks*, 8(4), 111–125. [https://doi.org/10.61093/fmir.8\(4\).111-125.2024](https://doi.org/10.61093/fmir.8(4).111-125.2024)
- Dias Rintasari, N. F. (2020). *Pengaruh E-Trust dan E-Service Quality terhadap E-Loyalty melalui E-Satisfaction (Studi Pada Pengguna Situs E-Commerce C2C Shopee Di Kabupaten Sleman)*.
- Elsha Melinda, Osly Usman, S. A. (2023). *THE EFFECT OF E-SERVICE QUALITY AND E-TRUST ON E-LOYALTY WITH E-SATISFACTION AS AN INTERVENING FOR MOBILE BANKING USER*.
- Ghozali, Imam; Latan, H. (2020). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 untuk Penelitian Empiris*.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). *When to Use and How to Report the Results of PLS-SEM*. 31. <https://doi.org/10.1108/EBR-11-2018-0203>
- Indriyani Safitri, Hesty Wulandari Andi Ningsih, H. (2023). *Pengaruh E-Trust Dan E-Satisfaction Terhadap E-Loyalty (Studi: Pengguna Flip.Id)*.
- Joseph Franklin Hair, William Black, Barry J. Babin, R. E. A. (2010). *Multivariate Data Analysis: A Global Perspective*. Pearson.
- Kotler, P., Keller, K. L., Shaw, S. J., & Davis, K. R. (2016). Marketing Management Edisi 15. In *Journal of Marketing* (Vol. 37, Number 15).
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: An integrative typology. *Information Systems Research*, 13(3), 334–359. <https://doi.org/10.1287/isre.13.3.334.81>
- Mohamed Amer Mohamed, Mohammed Salimmadi, Hasanain Ali Ismail Kalf, H. A. A. (2023). *Mediating Role of Customer Trust in the Relationship between*

*Service Quality and Customer Loyalty: Empirical Evidence from Iraqi Banking Customers.*

Muhammad Taqi Ardabilli, Muinah Fadhillah, A. L. (2024). *The Role of Service Quality in Increasing Customer Satisfaction and Loyalty: An Analysis of BNI Mobile Banking.*

Philip Kotler, Hermawan Kartajaya, I. S. (2017). *Marketing 4.0: Moving from Traditional to Digital.* John Wiley & Sons, Inc.

PT Bank Digital BCA. (n.d.). *Tentang kami: Mengenal blu by BCA Digital.* Retrieved <https://blubybcadigital.id/>

PT Bank Digital BCA. (2023). *Annual Report 2022.* [https://bcadigital.co.id/uploads/Annual\\_Report2022\\_1ff1e19ba4.pdf](https://bcadigital.co.id/uploads/Annual_Report2022_1ff1e19ba4.pdf)

PT Bank Digital BCA. (2025). *Laporan Penerapan Tata Kelola Perusahaan 2024.*

Schiffman, Leon G.; Wisenblit, J. L. (2019). *Consumer Behavior* (12th Globa). Pearson.

Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being* (13th ed.). Pearson.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D.* Alfabeta.

Syed Ali Raza, Amna Umer, Muhammad Asif Qureshi, D. S. (2020). *Internet banking service quality, e-customer satisfaction and loyalty: the modified e-SERVQUAL model.*

Tjiptono, F. (2008). *Service Management: Mewujudkan Layanan Prima.* Andi Offset.

Zeithaml, V. A.; Bitner, M. J.; Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed.). McGraw-Hill Education.