

DAFTAR PUSTAKA

- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science, 16*, 74–94.
- Barrett, P. (2007). Structural equation modelling: Adjudging model fit. *Personality and Individual Differences, 42*(5), 815–824.
- Brakus, J. J., Schmitt, B., & Zarantonello, L. (2015). Brand Experience. *Cracking the Code: Leveraging Consumer Psychology to Drive Profitability: Leveraging Consumer Psychology to Drive Profitability*, 159.
- Farhan, F., & Aditya, F. (2019). The Influence Of Brand Image And Brand Experience On Brand Loyalty On Brizzi Card Users At Bri Unit Sentra Bisnis Driyorejo. *Jurnal Ekonomi, 20*(1), 23–35.
- Febrian, A., & Ahluwalia, L. (2020). Analisis Pengaruh Ekuitas Merek pada Kepuasan dan Keterlibatan Pelanggan yang Berimplikasi pada Niat Pembelian di E-Commerce. *Jurnal Manajemen Teori Dan Terapan/ Journal of Theory and Applied Management, 13*(3), 254.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., Ray, S., Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). An introduction to structural equation modeling. *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*, 1–29.
- Iacobucci, D. (2009). Everything you always wanted to know about SEM (structural equations modeling) but were afraid to ask. *Journal of Consumer Psychology, 19*(4), 673–680.
- Ibrahim, M. (2023). *Saldo DANA Raib Sendiri, Pengguna Pertanyakan Sistem Keamanan*. Infobanknews.Com. <https://infobanknews.com/saldo-dana-raib-sendiri-pengguna-pertanyakan-sistem-keamanan/>
- Kinanti, K. P. (2023). *Pengguna DANA Keluhkan Uang ‘Nyangkut’ & Tak Bisa Transfer*. Bloombergtechnoz.Com. <https://www.bloombergtechnoz.com/detail-news/8394/pengguna-dana-keluhkan-uang-nyangkut-tak-bisa-transfer>
- Kurdi, B., Alshurideh, M., & Alnaser, A. (2020). The impact of employee satisfaction on customer satisfaction: Theoretical and empirical underpinning. *Management Science Letters, 10*(15), 3561–3570.
- Lei, P., & Wu, Q. (2007). Introduction to structural equation modeling: Issues and practical considerations. *Educational Measurement: Issues and Practice, 26*(3), 33–43.
- Mabkhot, H. A., Shaari, H., & Md Salleh, S. (2017). The influence of brand image and brand personality on brand loyalty, mediating by brand trust: An empirical study. *Jurnal Pengurusan, 50*, 71–82.
- Marliawati, A., & Cahyaningdyah, D. (2020). Impacts the brand of experience and brand image on brand loyalty: Mediators brand of trust. *Management Analysis*

- Journal*, 9(2), 140–151.
- Marsh, H. W., Guo, J., Dicke, T., Parker, P. D., & Craven, R. G. (2020). Confirmatory factor analysis (CFA), exploratory structural equation modeling (ESEM), and set-ESEM: Optimal balance between goodness of fit and parsimony. *Multivariate Behavioral Research*, 55(1), 102–119.
- Marsh, H. W., Hau, K.-T., & Grayson, D. (2005). *Goodness of fit in structural equation models*.
- McColl-Kennedy, J., & Schneider, U. (2000). Measuring customer satisfaction: why, what and how. *Total Quality Management*, 11(7), 883–896.
- Nalendra, A. R. A. (2018). Pengaruh kualitas pelayanan harga kepuasan pelanggan terhadap loyalitas pelanggan (studi kasus pelanggan im3 madiun). *JITK (Jurnal Ilmu Pengetahuan Dan Teknologi Komputer)*, 3(2), 281–288.
- Nuhadriel, Y., Japiana, M., & Keni, K. (2021). Pentingnya Brand Communication, Brand Experience, Dan Brand Image Dalam Meningkatkan Brand Loyalty Pada Ritel Furnitur: Brand Trust Sebagai Variabel Mediasi. *Jurnal Ilmiah Ekonomi Bisnis*, 26(3), 264–277.
- Rahayu, R. (2023). *Saldo Pengguna Hilang, Ini Tanggapan DANA*. Bisnis.Tempo.Co. <https://bisnis.tempo.co/read/1810275/saldo-pengguna-hilang-ini-tanggapan-dana>
- Safarudin, A., Kusdibyo, L., & Senalasari, W. (2020). Faktor-faktor pembentuk loyalitas generasi z dalam menggunakan financial technology e-wallet. *Prosiding Industrial Research Workshop and National Seminar*, 11(1), 1073–1078.
- Santika, I. W., & Pramudana, K. A. S. (2018). Peran Mediasi E-Satisfaction pada Pengaruh E-Service Quality terhadap E-Loyalty Situs Online Travel di Bali. *INOBIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 1(3), 278–289.
- Saragih, M. G., Surya, E. D., Rahayu, S., Harianto, H., Harahap, R., & Widodo, S. (2019). Analysis of brand experience and brand satisfaction with brand loyalty through brand trust as a variable mediation. *Journal of International Conference Proceedings*, 2(3), 139–148.
- Shi, D., Lee, T., & Maydeu-Olivares, A. (2019). Understanding the model size effect on SEM fit indices. *Educational and Psychological Measurement*, 79(2), 310–334.
- Streiner, D. L. (2006). Building a better model: an introduction to structural equation modelling. *The Canadian Journal of Psychiatry*, 51(5), 317–324.
- Wang, K., Xu, Y., Wang, C., Tan, M., & Chen, P. (2020). A Corrected Goodness-of-Fit Index (CGFI) for model evaluation in structural equation modeling. *Structural Equation Modeling: A Multidisciplinary Journal*, 27(5), 735–749.
- Yuan, K.-H., & Zhong, X. (2013). Robustness of fit indices to outliers and leverage observations in structural equation modeling. *Psychological Methods*, 18(2),

121.

- Zha, D., Melewar, T. C., Foroudi, P., & Jin, Z. (2020). An assessment of brand experience knowledge literature: Using bibliometric data to identify future research direction. *International Journal of Management Reviews*, 22(3), 287–317.

