

Daftar Pustaka

- (n.d.). Retrieved from Asosiasi Fintech Indonesia: <https://fintech.id/>
- Hasibuan, M. S. (2011). *Dasar-dasar Perbankan*. Jakarta: Bumi Aksara.
- Larsson, A., & Viitaoja, Y. (2017). Building Customer Loyalty in Digital Banking: A Study of Bank Staff's Perspectives on The Challenges of Digital CRM and Loyalty. *Emerald Insight*.
- (2016, 12 16). Retrieved from Kompas.com:
<https://ekonomi.kompas.com/read/2016/12/16/074500126/satu.hal.ini.masih.jadi.ganjalan.regulasi.peer.to.peer.lending.fintech>
- Anderson, R. E., & Srinivasan, S. S. (2003). E-Satisfaction and E-Loyalty. *A Contingency Framework Psychology & Marketing Vol 20*, 123-137.
- Anscombe, J., & Klassen, A. J. (2017). Winning in Digital Innovation: Turning Scale and Legacy into Strengths. *Atkearny*.
- Atkins, C., Mahdavian, M., McCarthy, & Vierler, M. (2018). Staring The Analytics Journey. *Ehere You Can Find Sales Growth Right Now*.
- Bank, X. (2016). *Annual Report Bank XYZ 2016*. Jakarta: Bank XYZ.
- Barnes, S., & Vidgen, R. (2003). Journal of Electronic Commerce Research, Vol 3, No. 3. *An Integrative Approach to The Assessment of E-Commerce Quality*, 114-127.
- Berry, L. (2016). Emerald Insight. *Revisiting "Big Ideas in Service Marketing" 30 Years Later*.
- Coviello, N., Milley, R., & Marcolin, B. (2001). Journal of Interactive Marketing. *Understanding IT Enabled Interactivity in Contemporary Marketing*.

- Davis, F. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly Vol. 13, No. 3*, 319-340.
- Davis, G. B. (2013). *Kerangka Dasar Sistem Informasi Manajemen*. Jakarta: PT. Pustaka Binaman Pressindo.
- Dimmel, B. (2016). What Is "Digital Customer Service", and What Will it Will Mean in The Future? *InTheChat*.
- Djaslim, S. (2012). *Manajemen Pemasaran, Analisis Perencanaan Pelaksanaan, Unsur- unsur Pemasaran*. Bandung: CV. Linda Karya.
- Etzel, M. J., Walker, B. J., & Stanton, W. J. (2001). *Marketing*. New York: McGraw Hill.
- Foroudi, P., Gupta, S., Nazarian, A., & Duda, M. (2017). Digital Technology and Marketing Management Capability: Achieving Growth in SME. *Emerald Insight*.
- Hartono, J. (2007). *Model Kesuksesan Sistem Teknologi Informasi*. Yogyakarta: Andi.
- Heidrick & Struggles. (2009). *Corporate Governance Report 2019: Boards in Turbulent Times*. Chicago: Heidrick & Struggles Ltd.
- Hyejeong, K., & Niehm, L. S. (2009). The Impact of Website Quality Information Quality and Value on Loyalty Intentions in Apparel Retailing. *Journal of Interactive Marketing Vol. 3*, 221-223.
- Kasmir. (2010). *Pemasaran Bank*. Jakarta: Kencana.
- Kotler, P., & Amstrong, G. (2012). *Prinsip-prinsip Pemasaran*. Jakarta: Erlangga.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. New Jersey: Pearson Prentice Hall.

- Kuncoro, M. (2000). *Manajemen Perbankan Teori dan Aplikasi*. Yogyakarta: BPFE.
- Latan, H., & Ghazali, I. (2012). *Partial Least Square: Konsep, Teknik, dan Aplikasi*. Semarang: Universitas Diponegoro.
- Lee, Y. W., Strong, D. M., Kahn, B. K., & Wang, R. Y. (2002). AIMQ: A Methodology for Information Quality Assessment. *ScienceDirect Vol. 40*, 133-146.
- Lippeveld, T., Sauerborn, R., & Bodart, C. (2000). Design and Implementation of Health Information Systems. *Scribd*.
- Liu, C., & Arnett, K. P. (2000). Exploring the Factors Associated with Web Site Success in the Context of Electronic Commerce. *Science Direct Vol. 38*, 23-33.
- Marakas, G. M., & O'Brien, J. A. (2017). *Introduction to Information Systems*. Chicago: McGraw Hill.
- Mursyidi. (2010). *Akuntansi Dasar*. Bogor: Ghalia Indonesia.
- Pikkarainen, T., Pikkarainen, K., Pikkarainen, H., & Pahnila, S. (2004). Consumer Acceptance of Online Banking: An Extension of The Technology Acceptance Model. *Research Gate Vol 3*, 224-235.
- Sekaran, U. (2009). *Metodologi Penelitian untuk Bisnis*. Jakarta: Salemba Empat.
- Sekaran, U., & Bougie, R. (2013). *Research Methods for Business: A Skill Building Approach*. West Sussex: John Wiley & Sons Ltd.
- Skousen, F., Stice, E., & Stice, J. (2009). *Intermediate Accounting*. Nashville: South Western.
- Sugiyono. (2017). *Metode Penelitian*. Bandung: Alfabeta.
- Susanto, A. (2013). *Sistem Informasi Akuntansi*. Bandung: Universitas Padjadjaran.

Swasta, B., & Handoko, H. (2010). *Manajemen Pemasaran: Analisa dan Perilaku Konsumen*. Yogyakarta: BPFE.

Widoyoko, E. (2012). *Teknik Penyusunan Instrumen Penelitian*. Yogyakarta: Pustaka Pelajar.

XYZ Bank. (2015). *Annual Report XYZ Bank*. Jakarta: Bank XYZ.

XYZ Bank;. (2014). *Annual Report XYZ Bank 2014*.

XYZ, B. (2014). *Annual Report*. Jakarta: Bank XYZ.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. (2013). *Service Marketing: Integrating Customer Focus Across The Firm*. NewYork: McGraw Hill.