

BIBLIOGRAPHY

- Aisyah, U. N. (2020). The influence of Customer Experience on Customer Satisfaction at Shopee Bandung. *Telkom University*.
- Alabi, O. O., Ayinde, K., Babalola, O. E., Bello, H. A., & Okon, E. C. (2020). Effects of Multicollinearity on Type I Error of Some Methods of Detecting Heteroscedasticity in Linear Regression Model. *Open Journal of Statistics*, 664-677.
- Andryanto, S. Dian. "Perlukah Punya E-Wallet Alias Dompot Digital? Ini Alasannya." *Tempo*, 14 July 2022, bisnis.tempo.co/read/1611895/perlukah-punya-e-wallet-alias-dompot-digital-ini-alasannya#:~:text=E%2Dwallet%20sangatlah%20penting%20terutama.
- Anuj, K., Fayaz, F., & Kapoor, M. N. (2018). Impact of E-Commerce in Indian Economy. *Journal of Business and Management (IOSR-JBM)*, 20(5), 59-71.
- Barbu, C. M., Florea, D. L., Dabija, D.-C., & Barbu, M. C. (2021). Customer Experience in Fintech. *Journal of Theoretical and Applied Electronic Commerce Research*, 16, 1415–1433.
- Becker, L., & Jaakkola, E. (2020). Customer experience: Fundamental premises and implications for research. *Journal of the Academy of Marketing Science*, 48, 630-648.
- Changi, G. Z. (2019). Pengaruh In Store Customer Experience Terhadap Customer Satisfaction Di Ud. Berkat Pangan Lestari. *Jurnal Manajemen dan Start-Up Bisnis*, 4(3).
- Ciputra, S. (2020). Pengaruh In-Store Customer Experience (Iscx) Terhadap Customer Satisfaction Dan Customer Loyalty Gerai Kosmetik Dior Di Kalangan Mahasiswa Universitas Swasta Surabaya. *Jurnal Strategi Pemasaran*, 7(1), 11.
- Dewi, T. U., & Nugroho, P. N. (2020). Pengaruh Customer Experience Terhadap Customer Satisfaction Dan Customer Loyalty Institut Francais Indonesia Di Surabaya. *Jurnal Teknologi dan Terapan Bisnis*, 3(2), 30-39.

- Franco, D. J., & Regi, B. (2016). Advantages And Challenges of E-Commerce Customers And Businesses: In Indian Perspective. *International Journal Of Research-Granthaalayah*, 4(3), 7-13.
- Franedyta, R., Bosnia, T., & Indonesia, C. (2018). *Ini dia empat jenis fintech di Indonesia*. Retrieved from CNBC Indonesia: <https://www.cnbcindonesia.com/tech/20180110145800-37-1126/ini-dia-empat-jenis-fintech-di-indonesia>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang.
- Godovykh, M., & Tasci, A. D. (2020). Customer Experience in Tourism: A Review of Definitions, Components, and Measurements. *Tourism Management Perspectives*(35), 1-10.
- Haryanto, A. T. (2021). *Pengguna Internet Indonesia Tembus 202,6 Juta*. Retrieved from detikinet: <https://inet.detik.com/cyberlife/d-5407210/pengguna-internet-indonesia-tembus-2026-juta>
- Holcomb, Z. C. (2017). *The Fundamentals of Descriptive Statistics*. New York.
- Hult, G., Sharma, P. N., Morgeson, F. V., & Zhang, Y. (2019). Antecedents and consequences of customer satisfaction: Do they differ across online and offline purchases? *Journal of Retailing*, 95, 10–23.
- Indrawati. (2016). *Memenangkan Pasar dengan Pemasaran Efektif dan Memiliki Profit*. Jakarta: Gramedia Pustaka Utama.
- Iranita, I. (2018). Analisa Pengaruh Customer Experience Terhadap Customer Satisfaction Wisatawan Pada Destinasi Wisata Kabupaten Bintan Kepulauan Riau. *Bahtera Inovasi*, 1(2), 67-75.
- Jaiswal, S., & Singh, A. (2020). Influence of the Determinants of Online Customer Experience on Online Customer Satisfaction. *Sage Journal*, 24(1), 41-55.
- Komunikasi, D. (2018). *Mengenal Financial Teknologi*. Retrieved from Bank Indonesia: <https://www.bi.go.id/id/edukasi/Pages/mengenal-Financial-Teknologi.aspx>
- Kotler, P., & Keller, K. (2016). *Marketing Management*. Harlow, England: Pearson Education.
- Kurniawan. (2017). *Meningkatkan Higher Order Thinking Skill*. Yogyakarta: Alfabeta.

- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 69-96.
- Mahira, P. R. (2020). The Effect of Customer Experience Towards Customer Satisfaction at Ikea Alam Sutera. *Telkom University*.
- McLean, G., Nabhani, K. A., & Wilson, A. (2018). Developing a Mobile Application Customer Experience Model (MACE) - Implications for Retailers. *Journal of Business Research*, 85, 325-336.
- Media, Kompas Cyber. "Studi: 68 Persen Pengguna Dompot Digital Adalah Milenial." *KOMPAS.com*, 12 Feb. 2020, money.kompas.com/read/2020/02/12/131300826/studi--68-persen-pengguna-dompot-digital-adalah-milenial. Accessed 25 Sept. 2022.
- Minh, N. V., & Huu, N. H. (2016). The Relationship between Service Quality, Customer Satisfaction and Customer Loyalty: An Investigation in Vietnamese Retail Banking Sector. *Journal of Competitiveness*, 8(2), 103-116.
- Nisar, T. M., & Prabhakar, G. (2017). What factors determine e-satisfaction and consumer spending in e-commerce retailing? *Journal of retailing and consumer services*, 39, 134-144.
- Pei, X. L., Guo, J. N., Wu, T. J., Zou, W. X., & Yeh, S. P. (2020). Does the Effect of Customer Experience on Customer Satisfaction Create a Sustainable Competitive Advantage? A Comparative Study of Different Shopping Situations. *Sustainability*, 12(18).
- Priansa, D. J. (2017). *Perilaku Konsumen dalam Persaingan Bisnis Kontemporer*. Bandung: Alfabeta.
- Puspaningtyas, Lida. "Survei: 44 Persen Orang Gunakan E-Wallet 4 Kali Sepekan." *Republika Online*, 30 Aug. 2021, www.republika.co.id/berita/qynhn6370/survei-44-persen-orang-gunakan-ewallet-4-kali-sepekan.
- Ren, L., Qiu, H., Ma, C., & Lin, P. M. (2018). Investigating accommodation experience in budget hotels. *International Journal of Contemporary Hospitality Management*.

- Rezaldy. (2020). Pengaruh User Experience Terhadap Customer Satisfaction Pada Pengguna Aplikasi Iflix Indonesia. *Telkom University*.
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian*. Jakarta Selatan: Salemba Empat.
- Shukla, S. (2018). *Variables, Hypotheses and Stages of Research* (1 ed.).
- Sugilantoko, I. A. (2020). Pengaruh Post Purchase Experience terhadap Customer Satisfaction Shopee di Surabaya. *Universitas Surabaya*.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Syahnur, M. H., Basalamah, J., & Ackhriansyah, A. A. (2020). Customer Experience Factor Analysis Towards Customer Satisfaction Online Shopping. *Jurnal Analisis Bisnis Ekonomi*, 18(2), 83-94.
- Tkachenko, V., Kwilinski, A., Korystin, O., Svyrydiuk, N., & Tkachenko, I. (2019). Assessment of information technologies influence on financial security of economy. *Journal of Security and Sustainability*, 8(3), 375-385.
- Umbaran, J. (2021). The Influence of Customer Experience on Customer Loyalty at GH Universal Bandung. *Sekolah Tinggi Pariwisata Bandung*.
- Vakulenko, Y., Shams, P., Hellström, D., & Hjort, K. (2019). Online retail experience and customer satisfaction: the mediating role of last mile delivery. *The International Review Of Retail, Distribution And Consumer Research*, 29(3), 306–320.
- Willan, M. (2021). *The Essentials of Contemporary Marketing*. Bloomsbury Publishing.