

Daftar Pustaka

- Ain Damia Zamry, & Syafiqah Md Nayan. (2020). What Is the Relationship Between Trust and Customer Satisfaction? *Universiti Kuala Lumpur, 11*(2).
- Aldboush, H. H. H., & Ferdous, M. (2023). Building Trust in Fintech: An Analysis of Ethical and Privacy Considerations in the Intersection of Big Data, AI, and Customer Trust. *International Journal of Financial Studies, 11*(3). <https://doi.org/10.3390/ijfs11030090>
- Andrilia Safira, Siti Asiyah, & Afi Rachmat Slamet. (2023). *Pengaruh Costumer experience, kepercayaan, dan emosional terhadap kepuasan pelanggan resto Hodai All you can eat.*
- Arora, R., Chawla, S., Kakkar, S., Kataria, L., Patel, Y., Sachdeva, S., & Singh, P. (2018). *IN SEARCH OF CUSTOMERS WHOLOVE THEIR BANK.*
- Ban, H. J., & Kim, H. S. (2019). Understanding customer experience and satisfaction through airline passengers' online review. *Sustainability (Switzerland), 11*(15). <https://doi.org/10.3390/su11154066>
- Bank Mandiri. (2024, August 7). *Penuhi Kebutuhan Nasabah, Nilai Transaksi Livin' by Mandiri di Region VI/Jawa I Capai Rp 160,7 triliun per Juni 2024.* <https://www.bankmandiri.co.id/en/press-detail?primaryKey=331995288&backUrl=/press>
- Bernd H. Schmitt. (2010). *Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers* (John Wiley & Sons (ed.)).
- Chi Minh City Quarter, H., Trung Ward, L., Duc City, T., & Chi Minh City, H. (2021). The impact of customer experience on customer satisfaction and customer loyalty. In *Turkish Journal of Computer and Mathematics Education* (Vol. 12, Issue 14).
- Dita Mutiara Andriani. (2023). *PENGARUH CUSTOMER EXPERIENCE DAN KEPERCAYAAN TERHADAP KEPUASAN NASABAH PENGGUNA APLIKASI LIVIN' BY MANDIRI DI BANK MANDIRI KCP MEDAN PULAU PINANG.* 58.
- Doddy Adrisal Putra, & Diana Triwardhani. (2020). PENGARUH KEPERCAYAAN, KEAMANAN DAN KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN SHOPEE DI KOTA SOLOK. *Journal of Young Entrepreneurs, 2*(2), 78–93.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). The Results of PLS-SEM Article information. *European Business Review, 31*(1), 2–24.
- Imam Machali. (2021). *Metode Penelitian Kuantitatif (Panduan Praktis Merencanakan, Melaksanakan dan analisis dalam penelitian kuantitatif) KUANTITATIF* (Abdau Qurani Habib (ed.)). Fakultas Ilmu Tarbiyah dan Keguruan UIN Sunan Kalijaga.
- Indarsari, M. (2019). *PEMASARAN DAN KEPUASAN PELANGGAN.* Unitomo Press.
- Ira Triyana Dewi, & Muhammad Irwansyah Hasibuan. (2016). Pengaruh Pengalaman Pelanggan (Customer Experience) Terhadap Kepuasan Pelanggan Pada Rumah Makan Kuliner Jawa Rantauprapat. *Jurnal Ecobisma, 3.*
- Livin' by Mandiri.* (n.d.). Bank Mandiri. Retrieved December 8, 2024, from <https://www.bankmandiri.co.id/web/guest/livin>

- Mowen John, & Minor Michael. (2014). *Perilaku konsumen*. Erlangga.
- Munari, L., Ielasi, F., & Bajetta, L. (2013). Customer satisfaction management in Italian banks. *Qualitative Research in Financial Markets*, 5(2), 139–160.
<https://doi.org/10.1108/QRFM-11-2011-0028>
- Nurul Natasya, & Ahmad Yudhira. (2023). PENGARUH KUALITAS PELAYANAN DAN KEPERCAYAAN TERHADAP KEPUASAN PELANGGAN GO-RIDE DI GOJEK PADA MAHASISWA I FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS TJUT NYAK DHIEN. *JURNAL MANAJEMEN DAN BISNIS*.
- Philip Kotler, & Kevin Lane Keller. (2016). *Marketing Management* (Daniel Petrino (Ed.); 15th ed.). Essex Pearson Education Limited.
- Reza Sri Ayaumi, & Neng Siti Komariah. (2021). *PENGARUH CUSTOMER EXPERIENCE DAN TRUST TERHADAP MINAT BELI ULANG LAYANAN PESAN ANTAR GOFOOD SAAT PANDEMI COVID-19 PADA GENERASI Z*.
- Scott Robinette, Vicki Lenz, & Claire Brand. (2008). *Emotion Marketing - The Hallmark Way of Winning Customers for Life*.
- Shams, G., Rehman, M. A., Samad, S., & Rather, R. A. (2020). The impact of the magnitude of service failure and complaint handling on satisfaction and brand credibility in the banking industry. *Journal of Financial Services Marketing*, 25(1–2), 25–34.
<https://doi.org/10.1057/s41264-020-00070-0>
- Suharto, & Yuliansyah. (2023). The Influence of Customer Relationship Management and Customer Experience on Customer Satisfaction. *Integrated Journal of Business and Economics*, 7(1), 389. <https://doi.org/10.33019/ijbe.v7i1.641>
- Surapati, U., & Abidin, Z. (2020). THE EFFECT OF SERVICE QUALITY AND CUSTOMER TRUST ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY PT SURYA RAFI BERSAUDARA. *Business and Accounting Research (IJEBAR) Peer Reviewed-International Journal*, 4. <https://jurnal.stie-aas.ac.id/index.php/IJEBAR>
- Wiyono, G. (2020). *Merancang penelitian bisnis dengan alat analisis SPSS 25 & SmartPLS 3.2.8* (2nd ed.). UPP STIM YKPN.