

DAFTAR PUSTAKA

- Abdillah, Willy dan Jogiyanto (2015). Partial Least Square (PLS) Alternatif Struktural Equation Modeling (SEM) dalam penelitian bisnis. Yogyakarta: Andi
- Altaf, Mohsin et al (2017). Managing consumer-based brand equity through brand experience in Islamic banking. *Journal of Islamic Marketing*, 8 (2). Retrieved from Emerald Insight
- Ayo, Charles k et al (2016). E-banking users' behaviour: eservice quality, attitude, and customer satisfaction. *International Journal of Bank Marketing*, 34 (3) Retrieved from Emerald Insight
- Bank Indonesia, www.bi.go.id [23 Oktober 2017]
- Deng, Zhaohua, Lu, Yaobin dan Zhang, Jinlong (2010). Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China. *International Journal of Information Management*, 30 289-300 Retrieved from Elsevier
- Fassnacht, Martin dan Kroese, Ibrahim. Quality of Electronic Services: Conceptualizing and Testing a Hierarchical Model. *Journal of Service Research*. Retrieved from Sagepub
- Ghozali, Imam (2016). Aplikasi Analisis Multivariate dengan Program IBM SPSS-23. Semarang: Badan Penerbit Universitas Diponegoro.

- Ghozali, Imam dan Latan, Hengky (2014). Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam dan Latan, Hengky (2016). Partial Least Squares Konsep, Metode, dan Aplikasi Menggunakan Program WarpPLS 5.0. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Hult, G. T., Ringle, C. M., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Second Edition. California: SAGE Publications, Inc
- Indrawati, 2015. Metode Penelitian Manajemen dan Bisnis Konvergensi. Bandung: Refika Aditama
- Jahanzeb, Sadia et al (2013). How service quality influences brand equity. *International Journal of Bank Marketing*. 31(2) 126-141. Retrieved from Emerald Insight
- Jeon, Joo-Eon, (2017). The impact of brand concept on brand equity", *Asia Pacific Journal of Innovation and Entrepreneurship*, 11 (2) 233-245. Retrieved from Emerald Insight
- Kao, Ta-Wei dan Lin, Winson T (2016). The relationship between perceived e-service quality and brand equity: A simultaneous equations system approach. *Computers in Human Behavior*, 57 208-218. Retrieved from Elsevier
- Kim, Jiyoung, Jin, Byoungcho dan Swinney, Jane L (2009). The role ofetail quality, e-satisfaction and e-trust in online loyalty development

- process. *Journal of Retailing and Consumer Services*. 16 239-247.
Retrieved from Elsevier
- Kotler, Philip dan Kevin Lane Keller. (2016). *Marketing Management*.
Global Edition Pearson Prentice Hall.
- Kondasani, Rama Koteswara Rao Panda, Rajeev Kumar (2015), Customer
perceived service quality, satisfaction and loyalty in Indian private
healthcare. *International Journal of Health Care Quality Assurance*,
28 (5) 452 – 467. Retrieved from Emerald Insight
- Kundu, Sukanya dan Datta Saroj Kumar (2015). Impact of trust on the
relationship of e-service quality and customer satisfaction. *EuroMed
Journal of Business*, 10 (1). Retrieved from Emerald Insight
- Lukihardianti, Arie dan Damhuri, Elba (2017,23 Oktober) Pengguna T-
Cash Telkomsel Melonjak [online]. Tersedia: **www.republika.co.id**
[23 Oktober 2017]
- Mazwahid (2013, 10 Juni) Indonesia menuju Mobile Wallet [online].
Tersedia: www.marketing.co.id [23 Oktober 2017]
- Ogba, Ike-Elechi dan Izogo, Ernest Emeka (2015). Service quality, customer
satisfaction and loyalty in automobile repair services sector.
International Journal of Quality & Reliability Management, 32 250-
269. Retrieved from Emerald Insight
- Plimbi Editor (2011, 19 Agustus) Perbandingan Layanan Mobile Wallet
Operator di Indonesia [online]. Tersedia di **www.plimbi.com** [1
November 2017]

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

Sugiyono. (2014). Metodologi Penelitian Bisnis, Cetakan 16. Bandung: Alfabeta

TCASH, <https://digitalpayment.telkomsel.com> Diakses pada tanggal 1 November 2017

Telkomsel . www.telkomsel.com Diakses pada tanggal 1 November 2017

Tjiptono, Fandy dan Chandra, Gregorius (2016) Service, Quality dan Satisfaction . Yogyakarta : Andi

Wardani, Agustin Setyo (2017, 15 Juni) Kontribusi Kecil, XL & Telkomsel Optimistis dengan Bisnis Digital [online]. Tersedia di www.tekno.liputan6.com [23 Oktober 2017]

Zikmund, William G. (2010). Business Research Methods. Australia: South-Western Cengage Learning.