$$
\begin{aligned}
Y(z) &= E(z) + A(z)X(z) - A(z)Y(z) \\
&= E(z)\frac{1}{1+A(z)} + X(z)\frac{A(z)}{1+A(z)} \\
&= E(z)\underbrace{H_E(z)}_{NTF} + X(z)\underbrace{H_X(z)}_{STF}
\end{aligned}
$$