

# Dr. Amlys Syahputra Silalahi, SE., M.Si.

Lecturer of Undergraduate Program in Management Study Program  
Faculty of Economics and Business  
Universitas Sumatera Utara

✉ [amlys@usu.ac.id](mailto:amlys@usu.ac.id)

📍 Jl. Prof. T. M. Hanafiah, S.H., Kampus USU, Medan, 20155, Sumatera Utara, Indonesia

🌐 [feb.usu.ac.id/en/lecturer/amlys-syahputra](http://feb.usu.ac.id/en/lecturer/amlys-syahputra)

---

## Publications

---

2020

Jurnal nasional terakreditasi

### **t 594 Marketing Strategy To Increase Sweembath Bathrooms Village, Soppa, Bandar Huluan District, Simalungun District**

SAIB SUWILO , TULUS , DARDANI, HARIADI SUSILO , PENI PATRIANI , EVA SARTINI BAYU , MARUF TAFSIN , FARIDA ARIANI , AMLYS SYAHPUTRA SILALAH, TUGIMAN

2021

Jurnal internasional

### **Analysis of Herding Behavior in Developing Countries**

AMLYS SYAHPUTRA SILALAH, RIRIN STEFANI SILITONGA

2023

Jurnal internasional bereputasi

### **ANALYSIS OF THE INFLUENCE INTELLECTUAL CAPITAL ON COMPANY FINANCIAL PERFORMANCE THROUGH GREEN INNOVATION COMPANY STUDY LQ-45**

AMLYS SYAHPUTRA SILALAH, ISKANDAR MUDA , ADI HASAN RAGIL SAPUTRA

2025

Prosiding seminar internasional

### **Digital Transformation, Social Capital, and Financial Inclusion: Driving Indigenous Entrepreneurial Performance?**

AMLYS SYAHPUTRA SILALAH, IDARNI HAREFA

2022

Jurnal internasional

### **The Effect of Emotional Intelligence, Cooperations and Self Efficacy on Employee Turnover Intention through Job Satisfaction in PT. XYZ**

AMLYS SYAHPUTRA SILALAH, RITHA F DALIMUNTHE , AYU NURUL HUDA

2023

Jurnal internasional bereputasi

### **HALAL TOURISM: IMPLICATION FOR TOURISM INDUSTRY IN DANAU TOBA, INDONESIA (SUPPORT FOR LAW NUMBER 10 OF 2009 CONCERNING TOURISM)**

AMLYS SYAHPUTRA SILALAH, ISKANDAR MUDA

2023

Jurnal internasional bereputasi

### **THE ROLE OF SERVICE QUALITY TO SUPPORT PURCHASE INTENTION IN LOCAL SPECIALITY SOUVENIR PRODUCTS**

AMLYS SYAHPUTRA SILALAH, ISKANDAR MUDA , ISHBIR MUJAHID ADHA

2023

Jurnal internasional bereputasi

# Customer Resource Integration in Virtual Brand Communities: Conceptual Framework

AMLYS SYAHPUTRA SILALAH , BEBY KARINA FAWZEEA , ENDANG SULISTYA RINI

2019

Jurnal internasional bereputasi

## Analysis of the Effect of Service Quality on Customer Loyalty through Customer Satisfaction in CV. Led Media Promosindo Medan

ENDANG SULISTYA RINI , JUNAIDI , AMLYS SYAHPUTRA SILALAH

2020

Jurnal nasional

## The effect of BI rate, exchange rate, inflation, and third-party fund (DPK) on credit distribution and its impact on non-performing loan (NPL) on XYZ commercial segment bank

AMLYS SYAHPUTRA SILALAH , ISKANDAR MUDA , JERIMIEUS SAMUEL SINAGA

2022

Jurnal internasional bereputasi

## The Affective Commitment to Strengthening the University Reputation in Electronic Word of Mouth at Private Universities

ARLINA NURBAITY LUBIS , ENDANG SULISTYA RINI , AMLYS SYAHPUTRA SILALAH

2024

Jurnal nasional terakreditasi

## Return On Assets Of Plantation Companies Listed On The Indonesian Stock Exchange

AMLYS SYAHPUTRA SILALAH , HAMONANGAN SIALLAGAN

2022

Prosiding seminar internasional

## Analysis of Balanced Scorecard Implementation on the Calculation of Performance of PT PLN (Persero) North Sumatera

AMLYS SYAHPUTRA SILALAH

2023

Jurnal internasional bereputasi

## THE INFLUENCE OF SAFETY CULTURE, MOTIVATION AND ORGANIZATIONAL COMMITMENT ON WORK ETHICS WITH JOB SATISFACTION AS AN INTERVENING VARIABLE IN THE MAJU BERSAMA SUPERMARKET IN MEDAN CITY AFTER THE ENACTMENT OF THE JOB CREATION LAW YEARS OF 2023

AMLYS SYAHPUTRA SILALAH , ISKANDAR MUDA , ALBERT

2022

Prosiding seminar internasional

## THE INFLUENCE OF ORGANIZATIONAL CULTURE TOWARDS EMPLOYEE'S PERFORMANCE OF MILLENNIALS GENERATION IN PT. JASA RAHARJA NORTH SUMATERA BRANCH

AMLYS SYAHPUTRA SILALAH , YENI ABSAH , SITI SAFIRA MAYHARA

2023

Prosiding seminar internasional

## The Impact of Service Quality to Customer Satisfaction at PT Bank Sumut Medan

AMLYS SYAHPUTRA SILALAH , A RAHIM MATONDANG , ELISABETH N AMBARITA

2023

Jurnal nasional terakreditasi

## Analysis of The Influence of Entrepreneurial Leadership, Technical Guidance and Tourism Development on Organizational Commitment and Performance of Village Government in The ...

AMLYS SYAHPUTRA SILALAH , ISKANDAR MUDA , RIKO FRIDOLEND SIANTURI

2021

Jurnal nasional terakreditasi

## **The Effect Of Regional Original Income, General Allocation Funds, Specific Allocation Funds, And Fund For The Results Of The District Capital Expenditure Allocation And North** ...

AMLYS SYAHPUTRA SILALAH

2023

Jurnal nasional terakreditasi

## **Analysis of The Influence of Leadership Empowerment on Performance Through Psychological Empowerment and Satisfaction on Functional Officer in The Office Regent of Simalungun**

AMLYS SYAHPUTRA SILALAH , ISKANDAR MUDA , TRI DHARMA SIPAYUNG

2024

Jurnal internasional bereputasi

## **The Impact Analysis of the Construction of the Indrapura -Kisaran Toll Road in Asahan Regency**

HASAN BASRI TARMIZI , RAINA LINDA SARI , AMLYS SYAHPUTRA SILALAH , LUCKY SATRIA PRATAMA

2024

Book chapter internasional

## **Islamic Finance - New Trends in Law and Regulation**

AMLYS SYAHPUTRA SILALAH

2023

Jurnal internasional bereputasi

## **THE ROLE OF ORGANIZATIONAL CLIMATE IN MODERATING THE EFFECT OF SATISFACTION WITH SALARY AND SATISFACTION WITH SUPERVISORS ON WORK MOTIVATION (THE CONTRIBUTION TO THE JOB CREATION LAW)**

ISKANDAR MUDA , AMLYS SYAHPUTRA SILALAH , FERRY NOVLIADI

2023

Jurnal nasional terakreditasi

## **Analysis of Good Corporate Governance Moderate The Relationship Between Corporate Social Responsibility, Profit Management, and Performance Profitability of Non-Cyclical Consumer Sector Companies**

AMLYS SYAHPUTRA SILALAH , ISKANDAR MUDA , ARDI HIRMANSAH

2023

Book chapter internasional

## **Strategies and Applications of Islamic Entrepreneurship**

AMLYS SYAHPUTRA SILALAH

2023

Jurnal internasional bereputasi

## **DETERMINANTS OF GENERATION Z IN EFFORTS TO INCREASE AWARENES OF FAYING ZISWAF: AN EMPIRICAL EVIDENCE OF MUSLIM COMMUNITY IN INDONESIA (RECOMMENDATIONS FOR DSN MUI FATWA NO. 116/DSN-MUI/IX/2017 REGARDING THE USE OF SHARIA ELECTRONIC MONEY)**

AMLYS SYAHPUTRA SILALAH , ISKANDAR MUDA , FARMA ANDIANSYAH

2023

Jurnal internasional bereputasi

## **ANALYSIS OF VARIABLES AFFECTING THE DECISION IN THE USE OF RUPIAH COINS: A CASE STUDY IN THE RIAU ISLANDS PROVINCE (RECOMMENDATIONS FOR THE IMPLEMENTATION OF LAW (UU) NUMBER 7 OF 2011 CONCERNING CURRENCY)**

AMLYS SYAHPUTRA SILALAH , ISKANDAR MUDA , NOVIS FOURIANDI

2023

Jurnal internasional bereputasi

## **ANALYZING THE ASSOCIATIONS AMONG DESTINATION IMAGE, SERVICE QUALITY, ELECTRONIC WORD-OF-MOUTH (E-WOM), AND INTENTIONS TO REVISIT SABANG ISLAND IN BANDA ACEH**

AMLYS SYAHPUTRA SILALAH , ISKANDAR MUDA , APRINAWATI

---

2023

Jurnal nasional terakreditasi

**Analysis of Good Corporate Governance Moderate The Relationship Between Corporate Social Responsibility, Profit Management, and Performance Profitability of Non-Cyclical Consumer Sector Companies**

ARDI HIRMANSAH , AMLYS SYAHPUTRA SILALAHI , ISKANDAR MUDA

---

2023

Jurnal internasional bereputasi

**THE ROLE OF ORGANIZATIONAL CLIMATE IN MODERATING THE EFFECT OF SATISFACTION WITH SALARY AND SATISFACTION WITH SUPERVISORS ON WORK MOTIVATION (THE CONTRIBUTION TO THE JOBÂ ...**

AMLYS SYAHPUTRA SILALAHI , ISKANDAR MUDA , FERRY NOVLIADI

---

2023

Jurnal nasional terakreditasi

**Analysis of The Effect of Product Quality, Price, and Service Quality on Consumer Purchase Intention in The Traditional Market of Medan (A Case Study of Inpres Kwala Bekala Market, Medan)**

AMLYS SYAHPUTRA SILALAHI , ISKANDAR MUDA , WINDY AGINTA

---

2020

Jurnal internasional

**Analysis of the Effect of Profitability on General Corporate Information and Forward-looking Information and its impact on the Company's Share Prices listed on the Indonesia Stock Exchange**

KHAIRA AMALIA FACHRUDDIN , AMLYS SYAHPUTRA SILALAHI

---

2021

Jurnal nasional terakreditasi

**Transformation of Organizational Cultural Values And Performance of Millennial Generation Lecturers of The University of North Sumatra**

AMLYS SYAHPUTRA SILALAHI

---

2021

Artikel ilmiah

**A Study of the Use of Cashless Payments in Relation to Income, Financial Behavior, and Almsgiving Behavior in Sumatera, Indonesia**

KHAIRA AMALIA FACHRUDDIN , AMLYS SYAHPUTRA SILALAHI

---

2023

Jurnal internasional bereputasi

**Pain of Paying and Cashless Almsgiving Behavior in Communities with a Philanthropic Culture**

AMLYS SYAHPUTRA SILALAHI , KHAIRA AMALIA FACHRUDDIN , FARIDA AINI , HERLINA

---

2026

Jurnal internasional

**The Influence of Customer Experience and Social Media Marketing on Customer Loyalty Through Customer Satisfaction at Terseduh Medan**

BEBY KARINA FAWZEEA , AMLYS SYAHPUTRA SILALAHI , Samuel Morales Pandapotan Simanjuntak

---

2023

Jurnal internasional bereputasi

**IMPLEMENTATION OF INTERVENING VARIABLES AS AN INCREASE IN BRAND ASSOCIATION IN CUSTOMER LOYALTY TO SUPPORT THE LAW ON CONSUMER PROTECTION**

AMLYS SYAHPUTRA SILALAHI , ISKANDAR MUDA , RIFKY BUDI SETIAWAN

---

2021

Jurnal nasional terakreditasi

**Analisis pengaruh kinerja keuangan terhadap pembagian dividen pemegang saham**

AMLYS SYAHPUTRA SILALAHI , ERWIN

---

2021

Jurnal nasional terakreditasi

## **Training Of alphanumeric filling System and Electronic filling to teachers and administrative staffs of junior high school in Dolok Hilir**

YAN BATARA PUTRA SIRINGORINGO , AMLYS SYAHPUTRA SILALAH , DOLI M JAFAR DALIMUNTHE , ARYANTI SARIARTHA SIANIPAR , TETTY YULIATY

---

## **Community Services**

---

2023

### **PENGURUS BADAN KEMAKMURAN MESJID BAITURRAHMAN FEB USU**

AMLYS SYAHPUTRA SILALAH

---

2024

### **Pembinaan Dan Pengembangan Usaha Kecil Menengah (UKM) di Desa Gajing Jaya Kecamatan Gunung Maligas, Kabupaten Simalungun, Sumatra Utara**

AMLYS SYAHPUTRA SILALAH

---