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

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

feb.usu.ac.id/en/lecturer/amlys-syahputra

Publications

2026
Prosiding seminar internasional

Adaptive University Performance at State Universities with Legal Entities in Indonesia

INNEKE QAMARIAH , PRIHATIN LUMBANRAJA , AMLYS SYAHPUTRA SILALAHI , YENI ABSAH

2026
Jurnal internasional bereputasi

Digital Halal Information Capability in Island Tourism Service Systems: Moderating the Destination Image–Revisit Intention Link

ENDANG SULISTYA RINI , AMLYS SYAHPUTRA SILALAHI , PRIHATIN LUMBANRAJA

2026
Jurnal internasional bereputasi

How marketing capability and product advantage drive performance: The mediating role of perceptual product congruity in culinary SMEs

ONAN MARAKALI SIREGAR , AMLYS SYAHPUTRA SILALAHI , ARLINA NURBAITY LUBIS , ENDANG SULISTYA RINI

2026
Jurnal internasional

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

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

2025
Prosiding seminar internasional

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

AMLYS SYAHPUTRA SILALAHI , IDARNI HAREFA

2025
Jurnal nasional

Peningkatan Kapasitas Usaha Peternakan Kambing Melalui Penerapan Silase dan Mesin Chopper di Desa Rabuhit, Kecamatan Gunung Maligas, Kabupaten Simalungun

PENI PATRIANI , AMLYS SYAHPUTRA SILALAHI , MARUF TAFSIN , DARDANILA , MULYADI

2025
Jurnal internasional

Linking Sense of Community and Innovative Work Behavior to Employee Performance in Government Institutions: A Proposed Conceptual Framework

YENI ABSAH , AISYAH , PRIHATIN LUMBANRAJA , AMLYS SYAHPUTRA SILALAHI

2025
Jurnal internasional bereputasi

A Multivariate Framework for MSME Financial Performance: Financial and

Strategic Determinants in Developing Island Economies

MARIA MAGDALENA BATE'E , SYAHYUNAN , AMLYS SYAHPUTRA SILALAHI , KHAIRA AMALIA FACHRUDDIN

2025
Jurnal internasional bereputasi

Perceptual product congruity as a catalyst for market performance of small and medium enterprises in North Sumatra

ONAN MARAKALI SIREGAR , ARLINA NURBAITY LUBIS , ENDANG SULISTYA RINI , AMLYS SYAHPUTRA SILALAHI

2025
Jurnal internasional bereputasi

How Does Collaborative Experiential Learning Affect Adaptive University Performance?

PRIHATIN LUMBANRAJA , YENI ABSAH , AMLYS SYAHPUTRA SILALAHI , INNEKE QAMARIAH

2025
Jurnal internasional bereputasi

Unveiling the nexus between customer social participation, mutually beneficial interactions, and resource integration within Indonesian brand communities

ENDANG SULISTYA RINI , BEBY KARINA FAWZEEA , AMLYS SYAHPUTRA SILALAHI , M. DHARMA TUAH PUTRA NASUTION

2025
Jurnal internasional bereputasi

Leadership Dynamics in Government Institutions: The Paradox of Performance and Innovation under Bureaucratic Structures

YENI ABSAH , AMLYS SYAHPUTRA SILALAHI , Aisyah , PRIHATIN LUMBANRAJA

2025
Jurnal internasional bereputasi

Leadership Dynamics in Government Institutions: The Paradox of Performance and Innovation under Bureaucratic Structures

AISYAH , PRIHATIN LUMBANRAJA , YENI ABSAH , AMLYS SYAHPUTRA SILALAHI

2025
Jurnal nasional

Pembinaan dan Pengembangan Usaha Kecil dan Menengah di Desa Gajing Jaya Kecamatan Gunung Maligas Kabupaten Simalungun

PENI PATRIANI , AMLYS SYAHPUTRA SILALAHI , MARUF TAFSIN , HARIADI SUSILO , FARIDA ARIANI , DARDANILA

2024
Prosiding seminar internasional

Enhancing Female Entrepreneurs' Performance through Social Capital, Innovation Capability, and Competitive Advantage in Deli Serdang Regency

AMLYS SYAHPUTRA SILALAHI , RITHA F DALIMUNTHE , RAMADANI

2024
Prosiding seminar internasional

Enhancing Female Entrepreneurs' Performance through Social Capital, Innovation Capability, and Competitive Advantage in Deli Serdang Regency

RAMADANI , RITHA F DALIMUNTHE , AMLYS SYAHPUTRA SILALAHI

2024
Jurnal internasional

Building Sustainable Competitive Advantage: The Role of Social Capital and Innovation Capability in Women Entrepreneurship

RAMADANI , RITHA F DALIMUNTHE , AMLYS SYAHPUTRA SILALAHI

2024
Jurnal nasional terakreditasi

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

AMLYS SYAHPUTRA SILALAHI , HAMONANGAN SIALLAGAN

2024
Jurnal internasional

Factors Influencing Continued Interest in Online Training with Learning Experience as Mediation

AMLYS SYAHPUTRA SILALAHI , ELISABET SIAHAAN , LENORA GUSTINA ARUAN

2024
Jurnal internasional bereputasi

Social Media Marketing and Consumer Brand Engagement: Elevating Luxury Perfume Brand Equity

AMLYS SYAHPUTRA SILALAHI , ENDANG SULISTYA RINI , BEBY KARINA FAWZEEA , YOSSIE ROSSANTY

2024
Jurnal internasional bereputasi

Social Media Marketing and Consumer Brand Engagement: Elevating Luxury Perfume Brand Equity

YOSSIE ROSSANTY , ENDANG SULISTYA RINI , BEBY KARINA FAWZEEA , AMLYS SYAHPUTRA SILALAHI

2024
Jurnal internasional bereputasi

Teaching Digital Service Skills and Innovative Behaviour to Fresh Graduates: An Empirical Analysis

AMLYS SYAHPUTRA SILALAHI , PRIHATIN LUMBANRAJA , ELISABET SIAHAAN , JUPIANUS SITEPU

2024
Jurnal internasional bereputasi

A study intention, implementation and adoption of e-wallet in Indonesia

AMLYS SYAHPUTRA SILALAHI , PAHAM GINTING , BEBY KARINA FAWZEEA , NORA ANISA BR SINULINGGA

2024
Jurnal internasional bereputasi

Antecedents of Startup Company Performance in Indonesia: A Pathway Towards Achieving Sustainable Development Goals

AMLYS SYAHPUTRA SILALAHI , PRIHATIN LUMBANRAJA , YENI ABSAH , RIZKY PUTRA

2024
Jurnal internasional bereputasi

Antecedents of Startup Company Performance in Indonesia: A Pathway Towards Achieving Sustainable Development Goals

RIZKY PUTRA , PRIHATIN LUMBANRAJA , YENI ABSAH , AMLYS SYAHPUTRA SILALAHI

2024
Jurnal internasional bereputasi

INVESTIGATING THE MEDIATION OF POWERFUL ENTREPRENEURIAL NETWORKING IN THE MARKETING PERFORMANCE OF HALAL SMES IN INDONESIA TOWARDS ACHIEVING SUSTAINABLE DEVELOPMENT GOALS

AMLYS SYAHPUTRA SILALAHI , ENDANG SULISTYA RINI , PRIHATIN LUMBANRAJA , ERWANSYAH

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 SILALAHI , LUCKY SATRIA PRATAMA

2024
Jurnal internasional bereputasi

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

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

2024
Jurnal internasional bereputasi

Impacts of PT Pertamina Geothermal Sibayak's Exploration on Economic, Social, and Environmental Aspects: A Case Study in Semangat Gunung Village, Karo District

AMLYS SYAHPUTRA SILALAHI , ANDREW SATRIA LUBIS , PARAPAT GULTOM , Jonathan Liviera Marpaung , Ikhwan Nurhadi , Yulinda

2024
Jurnal nasional terakreditasi

THE INFLUENCE OF THE PRESENTATION OF FINANCIAL REPORTS, THE COMPETENCE OF THE APPARATUS AND THE GOVERNMENT'S INTERNAL CONTROL SYSTEM ON ACCOUNTABILITY VILLAGE FINANCIAL MANAGEMENT IN MUARA BATU SUB-DISTRICT NORTHERN ACEH DISTRICT

ABDILLAH ARIF NASUTION , AMLYS SYAHPUTRA SILALAHI , NURUL MIZNA SUKMA

2024
Prosiding seminar internasional

The Influence of Product Innovation on Investment Interest Through Business Networks As an Intervening Variable in Startup Companies in Indonesia

RIZKY PUTRA , PRIHATIN LUMBANRAJA , YENI ABSAH , AMLYS SYAHPUTRA SILALAHI

2024
Prosiding seminar internasional

The Influence of Product Innovation on Investment Interest Through Business Networks As an Intervening Variable in Startup Companies in Indonesia

AMLYS SYAHPUTRA SILALAHI , PRIHATIN LUMBANRAJA , YENI ABSAH , RIZKY PUTRA

2024
Jurnal internasional

The Influence of Interest in Online Training, Organizational Learning and Support on Performance satisfaction

ELISABET SIAHAAN , AMLYS SYAHPUTRA SILALAHI

2024
Jurnal internasional

The Effect of Systematic Risk, Return on Equity, and Market Sentiment on Stock Return in Banking Companies Listed on the Indonesian Stock Exchange in 2019-2021

KHAIRA AMALIA FACHRUDDIN , AMLYS SYAHPUTRA SILALAHI , DEBY DEWANTY DAULAY

2024
Prosiding seminar internasional

The Influence of Effectiveness and Efficiency Ratio on Regional Economic Growth in North Sumatra Province

AMLYS SYAHPUTRA SILALAHI , KHAIRA AMALIA FACHRUDDIN , NASHRIATUN MUNAWWARAH

2024
Book chapter internasional

The Synergistic Dynamics of Marketing Capability, Innovative Performance, and Product-Consumer Congruency in Contemporary Organizations: A Conceptual Framework

ENDANG SULISTYA RINI , AMLYS SYAHPUTRA SILALAHI , ARLINA NURBAITY LUBIS , ONAN MARAKALI SIREGAR

2024
Prosiding seminar internasional

THE INFLUENCE OF WORK LIFE BALANCE, EMPLOYEE ENGAGEMENT AND JOB SATISFACTION ON EMPLOYEE PERFORMANCE OF PT ASABRI (PERSERO) BRANCH OFFICE

AMLYS SYAHPUTRA SILALAHI , Mulia Putri , YENI ABSAH

2024
Prosiding seminar internasional

The Pain of Paying and Post Purchase Regret Using Cashless Transaction in Two Age Groups

KHAIRA AMALIA FACHRUDDIN , AMLYS SYAHPUTRA SILALAHI

2024
Jurnal internasional bereputasi

The Effect Of Financial Education And Financial Stress On Financial Well-Being With The Use Of Financial Technology

MUHAMMAD RIJAL BALATIF , KHAIRA AMALIA FACHRUDDIN , MUHAMMAD ZAINUL B TORONG , AMLYS SYAHPUTRA SILALAHI , SYAHYUNAN

2024
Book chapter internasional

Islamic Finance - New Trends in Law and Regulation

AMLYS SYAHPUTRA SILALAHI

2023
Jurnal internasional bereputasi

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

AMLYS SYAHPUTRA SILALAHI , ISKANDAR MUDA , ISHBIR MUJAHID ADHA

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 SILALAHI , ISKANDAR MUDA , ALBERT

2023
Prosiding seminar internasional

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

AMLYS SYAHPUTRA SILALAHI , A RAHIM MATONDANG , ELISABETH N AMBARITA

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 SILALAHI , 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 SILALAHI , 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 SILALAHI , ISKANDAR MUDA , APRINAWATI

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 internasional bereputasi

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

AMLYS SYAHPUTRA SILALAHI , ISKANDAR MUDA , RIFKY BUDI SETIAWAN

2023
Jurnal internasional bereputasi

DIGITAL LITERACY, TECHNOLOGICAL LITERACY, AND ECOLOGICAL LITERACY AS PREDICTORS OF ATTITUDES TOWARDS ICT G-READINESS [AS RECOMMENDATION TO THE DRAFTING OF THE PERSONAL DATA PROTECTION LAW (PDP)]

HIMMA DEWIYANA LUBIS , ISKANDAR MUDA , AMLYS SYAHPUTRA SILALAHI

2023
Jurnal internasional bereputasi

Digital Literacy, Technological Literacy, and Ecological Literacy as Predictors of Attitudes Towards ICT G-Readiness [As Recommendation to The Drafting of The Personal DataÂ ...

HIMMA DEWIYANA LUBIS , ISKANDAR MUDA , AMLYS SYAHPUTRA SILALAHI

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 SILALAHI , FERRY NOVLIADI

2023
Jurnal nasional terakreditasi

THE INFLUENCE OF JOB PLACEMENT, COMPENSATION, AND TURNOVER INTENTION ON EMPLOYEE PERFORMANCE AT J&T EXPRESS MEDAN WAREHOUSE BRANCH

YENI ABSAH , Pranata Suteza , AMLYS SYAHPUTRA SILALAHI

2023
Jurnal nasional terakreditasi

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

AMLYS SYAHPUTRA SILALAHI , ISKANDAR MUDA , TRI DHARMA SIPAYUNG

2023
Jurnal nasional terakreditasi

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

AMLYS SYAHPUTRA SILALAHI , ISKANDAR MUDA , ARDI HIRMANSAH

2023
Jurnal nasional terakreditasi

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

ARDI HIRMANSAH , AMLYS SYAHPUTRA SILALAHI , ISKANDAR MUDA

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

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 TheÂ ...

AMLYS SYAHPUTRA SILALAHI , ISKANDAR MUDA , RIKO FRIDOLEND SIANTURI

2023
Prosiding seminar internasional

Bank Specific Factors and Dividend Policy on BUMN Bank in Indonesia

TILADELA LUHITA , ARYANTI SARIARTHA SIANIPAR , AMLYS SYAHPUTRA SILALAHI

2023
Jurnal nasional terakreditasi

Towards Financial Education Transformation: Accounting Computer Application Training for Teachers and Students of SMA Negeri 1 Dolok Batu Nanggar

WINDI ASTUTI , ANDREW SATRIA LUBIS , MUHAMMAD ARIF LUBIS , AMLYS SYAHPUTRA SILALAHI

2023
Book chapter internasional

Digitalization in Halal Management

BEBY KARINA FAWZEEA , ENDANG SULISTYA RINI , YOSSIE ROSSANTY , AMLYS SYAHPUTRA SILALAHI

2023
Book chapter internasional

Social Media Marketing and Halal Brand Equity

AMLYS SYAHPUTRA SILALAHI , ENDANG SULISTYA RINI , BEBY KARINA FAWZEEA , YOSSIE ROSSANTY

2023
Book chapter internasional

Social Media Marketing and Halal Brand Equity

YOSSIE ROSSANTY , ENDANG SULISTYA RINI , BEBY KARINA FAWZEEA , AMLYS SYAHPUTRA SILALAHI

2023
Jurnal internasional

Sustainable Ecology: Problems and the Perspective of Ecosystems in Tangkahan

Yayuk Yuliana , SIROJUZILAM , AMLYS SYAHPUTRA SILALAHI , SYAFRIZAL HELMI SITUMORANG , ENDANG SULISTYA RINI

2023
Jurnal internasional bereputasi

Mediating role of authenticity in the relationship between destination image and destination loyalty

ENDANG SULISTYA RINI , SIROJUZILAM , AMLYS SYAHPUTRA SILALAHI , SYAFRIZAL HELMI SITUMORANG , Yayuk Yuliana

2023
Book chapter internasional

Strategies and Applications of Islamic Entrepreneurship

AMLYS SYAHPUTRA SILALAHI

2023
Jurnal internasional

The Influence of Celebrity Endorsers on Conspicuous Consumption Through EWOM Based on a Gender Perspective

MUTIA ARDA , ARLINA NURBAITY LUBIS , ENDANG SULISTYA RINI , AMLYS SYAHPUTRA SILALAHI

2023
Jurnal nasional terakreditasi

THE EFFECT OF CUSTOMER EXPERIENCE AND SERVICESCAPE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AS A VARIABLE INTERVERNING ON ME & COFFEE WORKS WAHID HASYIM MEDAN

AMLYS SYAHPUTRA SILALAHI , ENDANG SULISTYA RINI , RINDI SHARIFA

2023
Jurnal internasional bereputasi

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

AMLYS SYAHPUTRA SILALAHI , ISKANDAR MUDA , ADI HASAN RAGIL SAPUTRA

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 SILALAHI , ISKANDAR MUDA

2023
Jurnal nasional terakreditasi

ANALYSIS OF THE INFLUENCE OF PSYCHOLOGICAL, SOCIODEMOGRAPHIC, AND FINANCIAL LITERACY FACTORS ON CHILDREN EDUCATION FUND PLANNING FOR INDONESIAN MILLENIAL PARENTS

AMLYS SYAHPUTRA SILALAHI , KHAIRA AMALIA FACHRUDDIN , AGNES RENATA RAJAGUKGUK

2023
Jurnal nasional terakreditasi

THE EFFECT OF CHANGES IN ORGANISATION AND ORGANISATION CULTURE TOWARDS EMPLOYEE'S PERFORMANCE THROUGH JOB SATISFACTION OF MILLENNIALS GENERATION IN PT X NORTH SUMATERA BRANCH

AMLYS SYAHPUTRA SILALAHI , YENI ABSAH , SITI SAFIRA MAYHARA

2023
Jurnal internasional bereputasi

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

FARIDA AINI , MUHAMMAD FAIDHIL IMAN , HERLINA , 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

2023
Prosiding seminar nasional

MEDIATION EFFECTS OF FINANCIAL LITERACY ON THE EFFECT OF FUTURE TIME PERSPECTIVE ON CHILDREN EDUCATION FUND PLANNING FOR INDONESIAN MILLENNIAL PARENTS

AMLYS SYAHPUTRA SILALAHI , KHAIRA AMALIA FACHRUDDIN , AGNES RENATA RAJAGUKGUK

2023
Jurnal nasional terakreditasi

The Effect Of Customer Value, Customer Experience And Customer Trust On Customer Satisfaction (Ace Hardware Medan Customer)

AMLYS SYAHPUTRA SILALAHI , PAHAM GINTING , NADYA NURUL SABRINA

2023
Jurnal internasional bereputasi

Customer Resource Integration in Virtual Brand Communities: Conceptual Framework

AMLYS SYAHPUTRA SILALAHI , BEBY KARINA FAWZEEA , ENDANG SULISTYA RINI

2023
Prosiding seminar internasional

Customer Resource Integration in Virtual Brand Communities: Conceptual Framework

BEBY KARINA FAWZEEA , AMLYS SYAHPUTRA SILALAHI , ENDANG SULISTYA RINI

2023
Prosiding seminar internasional

Consumer Response Model for Luxury Brands

ENDANG SULISTYA RINI , BEBY KARINA FAWZEEA , AMLYS SYAHPUTRA SILALAHI

2023
Prosiding seminar internasional

The Effect of Customer Experience, Customer Value, and Service Quality on Customer Satisfaction (Ace Hardware Customer)

AMLYS SYAHPUTRA SILALAHI , PAHAM GINTING , ENDANG SULISTYA RINI , BEBY KARINA FAWZEEA , NADYA NURUL SABRINA

2023
Prosiding seminar internasional

The Effect of Budget Planning and Quality of Human Resources on Budget Absorption of North Sumatera Province

AMLYS SYAHPUTRA SILALAHI , KHAIRA AMALIA FACHRUDDIN , NASHRIATUN MUNAWWARAH

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 SILALAHI , YENI ABSAH , SITI SAFIRA MAYHARA

2022
Jurnal nasional terakreditasi

Sustainable Development of Promotional Strategies to Increase the New Students at Yapekdi Private Junior High School Dolok Ilir Dolok Batu Nanggar District, Simalungun Regency

HARIADI SUSILO , SALLYANTI , AMLYS SYAHPUTRA SILALAHI

2022
Jurnal nasional terakreditasi

Optimization of turnover Through digital marketing training for fisherman products in desa pasar sorkam district sorkam barat regency tapanuli tengah

BONGSU HUTAGALUNG , AMLYS SYAHPUTRA SILALAHI , ANDREW SATRIA LUBIS , ADIKA FAJAR PUTRA

2022
Prosiding seminar internasional

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

AMLYS SYAHPUTRA SILALAHI

2022
Jurnal internasional bereputasi

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

ARLINA NURBAITY LUBIS , AMLYS SYAHPUTRA SILALAHI , ENDANG SULISTYA RINI

2022
Jurnal internasional bereputasi

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

ARLINA NURBAITY LUBIS , ENDANG SULISTYA RINI , AMLYS SYAHPUTRA SILALAHI

2022
Monograf

Integrasi Sumber Daya di Komunitas Merek

ENDANG SULISTYA RINI , AMLYS SYAHPUTRA SILALAHI , BEBY KARINA FAWZEEA

2022
Jurnal internasional

The Effect of Electronic Service Quality and Perceived Value on Customer Loyalty Through Customer Satisfaction as a Mediating Variable for Participants in BPJamsostek MedanÂ ...

AMLYS SYAHPUTRA SILALAHI , ENDANG SULISTYA RINI , ROMI AJI SETIAWAN

2022
Jurnal nasional terakreditasi

Analysis of the Effect of Capital Structure, Corporate Governance and Intellectual Capital on the Possibility of Financial Distressin Coal Mining Companiesin Indonesia andÂ ...

AMLYS SYAHPUTRA SILALAHI , KHAIRA AMALIA FACHRUDDIN

2022
Jurnal internasional

The Influence of Customer Experience and Electronic Word of Mouth on the Participants' Loyalty Through Customer Value as an Intervening Variable in BPJamsostek, Medan City Branch

AMLYS SYAHPUTRA SILALAHI , ARLINA NURBAITY LUBIS , A. DHENNY NOVIANDRY NASUTION

2022
Book chapter internasional

Context-based Entrepreneurship

BEBY KARINA FAWZEEA , AMLYS SYAHPUTRA SILALAHI , ENDANG SULISTYA RINI

2022
Jurnal internasional

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

AMLYS SYAHPUTRA SILALAHI , RITHA F DALIMUNTHE , AYU NURUL HUDA

2022
Jurnal internasional bereputasi

Human resource competency 4.0 and its impact on Bank Indonesia employees' readiness for transformational change

YENI ABSAH , AMLYS SYAHPUTRA SILALAHI , PRIHATIN LUMBANRAJA

2022
Jurnal internasional

The Influence of Integrated Marketing Communication, Brand Ambassador on Purchase Decisions through Brand Awareness, and Brand Image as Intervening Variables at Tokopedia inÂ ...

AMLYS SYAHPUTRA SILALAHI , ENDANG SULISTYA RINI , DICKY HENDI

2022
Jurnal internasional bereputasi

The Relationship among Financial Literacy, Conscientiousness Traits, Financial Behavior, Financial Wellbeing

AMLYS SYAHPUTRA SILALAHI , KHAIRA AMALIA FACHRUDDIN

2022
Prosiding seminar internasional

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

2021
Jurnal nasional terakreditasi

Analisis pengaruh kinerja keuangan terhadap pembagian dividen pemegang saham

AMLYS SYAHPUTRA SILALAHI , ERWIN

2021
Jurnal internasional

Analysis of Herding Behavior in Developing Countries

AMLYS SYAHPUTRA SILALAHI , RIRIN STEFANI SILITONGA

2021
Prosiding seminar internasional

Destination Image: Identifying Image Elements of Tourism Destination

Yayuk Yuliana , ENDANG SULISTYA RINI , AMLYS SYAHPUTRA SILALAHI , SYAFRIZAL HELMI SITUMORANG

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

Researches

2026
Penelitian Dana Lokal Perguruan Tinggi

Stabilitas Preservasi Suhu Rendah Daging Sapi Wet Aging Pascainjeksi CaCl2 Dan Ultrasonikasi Dalam Variasi Kemasan PA/LLDPE Untuk Standarisasi Kualitas Keamanan Pangan Dan Proyeksi Kelayakan Ekonomi

HELOVA LEONARD PANJAITAN , AMLYS SYAHPUTRA SILALAHI , TATI VIDIANA SARI , PENI PATRIANI

2026
Penelitian Dana Lokal Perguruan Tinggi

Stabilitas Preservasi Suhu Rendah Daging Sapi Wet Aging Pascainjeksi CaCl2 Dan Ultrasonikasi Dalam Variasi Kemasan PA/LLDPE Untuk Standarisasi Kualitas Keamanan Pangan Dan Proyeksi Kelayakan Ekonomi

AMLYS SYAHPUTRA SILALAHI , TATI VIDIANA SARI

2024
Penelitian Tim Pasca Sarjana

Optimalisasi Kapabilitas Inovasi dan Modal Sosial Sebagai Strategi Keunggulan Bersaing bagi Pengusaha Perempuan di Kabupaten Deli Serdang

RITHA F DALIMUNTHE , AMLYS SYAHPUTRA SILALAHI , RAMADANI

2022
Penelitian Fundamental

KAJIAN PEMANFAATAN TRANSAKSI NON TUNAI, KEPRIBADIAN, PERILAKU KEUANGAN, KEPUASAN KEUANGAN, DAN KESEJAHTERAAN KEUANGAN

AMLYS SYAHPUTRA SILALAHI , KHAIRA AMALIA FACHRUDDIN

2021

Analisis Kebijakan Dividen Perusahaan-Perusahaan yang Terdaftar di Bursa Efek Indonesia Tahun 2010-2020

ARYANTI SARIARTHA SIANIPAR , AMLYS SYAHPUTRA SILALAHI

2020

Kebijakan Dividen Perusahaan Perusahaan Go Public di Sektor Perbankan (Analisis Dividen Optimal dan Hubungan Kausalitas)

ARYANTI SARIARTHA SIANIPAR , AMLYS SYAHPUTRA SILALAHI , KHAIRA AMALIA FACHRUDDIN

2020
Penelitian Dosen Pemula

TRANSFORMASI NILAI BUDAYA ORGANISASI DAN KINERJA DOSEN GENERASI MILENIAL UNIVERSITAS SUMATERA UTARA

AMLYS SYAHPUTRA SILALAHI , DOLI M JAFAR DALIMUNTHE , ARIF QAEDI HUTAGALUNG

2019
Ipteks Bagi Masyarakat

Aktivitas Tanggung Jawab Sosial (CSR) dan Kinerja Perusahaan

ARYANTI SARIARTHA SIANIPAR , AMLYS SYAHPUTRA SILALAHI , DOLI M JAFAR DALIMUNTHE

Community Services

2026

UTBK SNPMB 2026

AMLYS SYAHPUTRA SILALAHI , PAIDI

2026
Penelitian Dana Lokal Perguruan Tinggi

FOCUS GROUP DISCUSION : PERUMUSAN STRATEGI DAN KEBERLANJUTAN PROGRAM PENINGKATAN KAPASITAS PERTANIAN TERPADU UNTUK KETAHANAN EKONOMI MASYARAKAT DESA RABUHIT KECAMATAN GUNUNG MALIGAS KABUPATEN SIMALUNGUN

MARUF TAFSIN , AMLYS SYAHPUTRA SILALAHI , FARIDA ARIANI , PENI PATRIANI , TULUS

2026

SK Pengurus BKM Baiturrahmah FEB USU

MUTIA FITRI CHANIA , ARLINA NURBAITY LUBIS , ABDILLAH ARIF NASUTION , ANDREW SATRIA LUBIS , MUHAMMAD ARIF LUBIS , SYAHYUNAN , WINDI ASTUTI , MUHAMMAD ANANDA FAKHRI , AMLYS SYAHPUTRA SILALAHI , TAUFIK AKBAR PARLUHUTAN , AYULITA RAMADHANI , HARYAJI CATUR PUTERA HASMAN , FAUZIAH KUMALASARI , KHAIRA AMALIA FACHRUDDIN , ISHBIR MUJAHID ADHA , PAIDI , ADIKA FAJAR PUTRA , FARIANITA LESTARI , DOLI M JAFAR DALIMUNTHE , BERRY DHIYASHAVANA , ARIF QAEDI HUTAGALUNG , DIO AGUNG HERUBAWA , INGGRITA GUSTI SARI NASUTION , FADLI , INNEKE QAMARIAH

2025

PENGURUS BADAN KEMAKMURAN MESJID BAITURRAHMAN FEB USU

AMLYS SYAHPUTRA SILALAHI , TAUFIK AKBAR PARLUHUTAN

2025

Ipteks Bagi Masyarakat

Kolaborasi Bersama untuk Meningkatkan Literasi Keuangan Masyarakat di Universitas Nias

AMLYS SYAHPUTRA SILALAHI , PAIDI , DOLI M JAFAR DALIMUNTHE , FADLI , INNEKE QAMARIAH

2023

PENGURUS BADAN KEMAKMURAN MESJID BAITURRAHMAN FEB USU

AMLYS SYAHPUTRA SILALAHI

2025

PENINGKATAN KAPASITAS USAHA PERTANIAN TERPADU UNTUK KETAHANAN EKONOMI DI DESA RABUHIT KECAMATAN GUNUNG MALIGAS KABUPATEN SIMALUNGUN

MARUF TAFSIN , AMLYS SYAHPUTRA SILALAHI , FARIDA ARIANI , HARIADI SUSILO , PENI PATRIANI

2025

Upaya Kolaboratif Dalam Mengintegrasikan Literasi LPS Ke Dalam Kurikulum Perguruan Tinggi Untuk Peningkatan Kesadaran Keuangan

AMLYS SYAHPUTRA SILALAHI , PAIDI , NURMALA FITRI S , FADLI , INNEKE QAMARIAH

2024

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

AMLYS SYAHPUTRA SILALAHI

2024

Pengurus Badan Kemakmuran Mesjid Baiturrahmah FEB USU

ANDREW SATRIA LUBIS , MUHAMMAD ARIF LUBIS , AMLYS SYAHPUTRA SILALAHI

2024

PENGURUS BADAN KEMAKMURAN MESJID BAITURRAHMAH FEB USU DEKAN FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS SUMATERA UTARA

MUTIA FITRI CHANIA , AMLYS SYAHPUTRA SILALAHI , PAIDI , DOLI M JAFAR DALIMUNTHE , AZHAR , NURMALA FITRI S , FADLI , INNEKE QAMARIAH

2024

Penelitian Dana Lokal Perguruan Tinggi

PEMBINAAN DAN PENGEMBANGAN USAHA KECIL MENENGAH (UKM) DI DESA GAJING JAYA KECAMATAN GUNUNG MALIGAS KABUPATEN SIMALUNGUN

DWI WIDAYATI , MARUF TAFSIN , AMLYS SYAHPUTRA SILALAHI , NURHAYATI HARAHAP , FARIDA ARIANI , HARIADI SUSILO , MULYADI , PENI PATRIANI , DARDANILA , T THYRHAYA ZEIN

2023

Ipteks Bagi Masyarakat

PELATIHAN PENGGUNAAN APLIKASI KOMPUTER AKUNTANSI UNTUK GURU DAN SISWA SMA NEGERI 1 DOLOK BATU NANGGAR

ANDREW SATRIA LUBIS , MUHAMMAD ARIF LUBIS , WINDI ASTUTI , AMLYS SYAHPUTRA SILALAHI

2023

Pengurus Badan Kemakmuran Mesjid Baiturrahmah FEB USU

AMLYS SYAHPUTRA SILALAHI , PAIDI , DOLI M JAFAR DALIMUNTHE , FADLI , INNEKE QAMARIAH

2022
Ipteks Bagi Masyarakat

Optimalisasi Omset Melalui Pelatihan Digital Marketing Bagi Hasil Produk Nelayan di Desa Pasar Sorkam Kec. Sorkam Barat Kab. Tapanuli Tengah

ANDREW SATRIA LUBIS , BONGSU HUTAGALUNG , AMLYS SYAHPUTRA SILALAHI , ADIKA FAJAR PUTRA

2023

Pengurus BKM Baiturrahmah FEB USU

AMLYS SYAHPUTRA SILALAHI , PAIDI

2023

Pengurus Badan Kemakmuran Mesjid Baiturrahmah FEB USU

AMLYS SYAHPUTRA SILALAHI , PAIDI , DOLI M JAFAR DALIMUNTHE , FADLI , INNEKE QAMARIAH

2023

Pengurus Badan Kemakmuran Mesjid Baiturrahmah FEB USU

AMLYS SYAHPUTRA SILALAHI , PAIDI , DOLI M JAFAR DALIMUNTHE , FADLI , INNEKE QAMARIAH

2022
Penelitian Dana Lokal Perguruan Tinggi

Pembinaan Berkelanjutan Strategi Promosi untuk Meningkatkan Jumlah Siswa Baru di SMP Swasta Yapekdi Dolok Ilir Kecamaan Dolok Batu Nanggar Kabupaten Simalungun

AMLYS SYAHPUTRA SILALAHI , SALLYANTI , HARIADI SUSILO , FAHREZA RAHMAD HIDAYAT , BREMAKILA RANGGA SURBAKTI

2021

Strategi Promosi Untuk Meningkatkan Jumlah Siswa Baru di SMP Swasta Yapekdi Dolok Ilir Kecamatan Dolok Batunanggar Kabupaten Simalungun

AMLYS SYAHPUTRA SILALAHI , SALLYANTI , HARIADI SUSILO

2021
Ipteks Bagi Kewirausahaan

Pembinaan Dan Pengembangan UKM Produk Kerajinan Bambu (Funurture) Di Desa Naga Jaya I Kecamatan Bandar Huluan Kapten Simalungun

PRIBADI BANGUN , AMLYS SYAHPUTRA SILALAHI , ROSLIANA LUBIS

2021
Ipteks Bagi Masyarakat

Pemberdayaan Masyarakat Melalui Home Industry Kentang Krispi Untuk Meningkatkan Nilai Tambah Hasil Pertanian di Desa Ria-Ria, Kecamatan Pollung, Kabupaten Humbang Hasundutan

MUHAMMAD ARIF LUBIS , AMLYS SYAHPUTRA SILALAHI , ARIF QAEDI HUTAGALUNG , IKHWAN NURHADI , MUHAMMAD BANGUN SIREGAR

2020

Pemberdayaan Pelaku UMKM Gula Jahe Merah Instan Melalui Pelatihan Penyusunan Laporan Keuangan Sederhana, Branding Produk Serta Pemanfaatan Media Online Sebagai Sarana Pemasaran Produk

ARYANTI SARIARTHA SIANIPAR , AMLYS SYAHPUTRA SILALAHI , DOLI M JAFAR DALIMUNTHE

2019

PENINGKATAN DAYA SAING USAHA JASA PENYEDIA MAKANAN DAN MINUMAN DENGAN PENDEKATAN MANAJEMEN DI MOTHERLAND COFFEE

ANCE MARINTAN D. SITOHANG , ARYANTI SARIARTHA SIANIPAR , AMLYS SYAHPUTRA SILALAHI , DOLI M JAFAR DALIMUNTHE , RINA BR BUKIT

Intellectual Property Rights

2026
Hak cipta nasional

PELATIHAN DAN PRAKTIK PENYUSUNAN PAKAN DAN PEMBUATAN PELET UNTUK TERNAK DI DESA RABUHIT, KECAMATAN GUNUNG MALIGAS, KABUPATEN SIMALUNGUN

PENI PATRIANI , AMLYS SYAHPUTRA SILALAHI , TULUS , HELOVA LEONARD PANJAITAN , TATI VIDIANA SARI

2026
Hak cipta nasional

Kolaborasi Internasional dan Kearifan Lokal Melalui Focus Group Discussion Kapasitas Pertanian Terpadu untuk Penguatan Ekonomi Berkelanjutan di Desa Rabuhit Kabupaten Simalungun

PENI PATRIANI , AMLYS SYAHPUTRA SILALAHI , FARIDA ARIANI , TULUS , MARUF TAFSIN

2026
Hasil penelitian/pemikiran yang tidak dipublikasikan

policy brief kemitraan usu, pemerintahan desa rabuhit dan universiti putra malaysia

PENI PATRIANI , AMLYS SYAHPUTRA SILALAHI , TULUS , MARUF TAFSIN

2025
Hak cipta nasional

Peningkatan Kapasitas Usaha Pertanian Terpadu Untuk Ketahanan Ekonomi di Desa Binaan Rabuhit, Kecamatan Gunung Maligas, Kabupaten Simalungun

HARIADI SUSILO , FARIDA ARIANI , DARDANILA , PENI PATRIANI , MULYADI , AMLYS SYAHPUTRA SILALAHI , MARUF TAFSIN

2024
Hak cipta nasional

PELATIHAN PENGGUNAAN MESIN PENGIRIS OTOMATIS UNTUK PEMBUATAN KERIPIK SINGKONG DI KECAMATAN GUNUNG MALIGAS KABUPATEN SIMALUNGUN

HARIADI SUSILO , FARIDA ARIANI , AMLYS SYAHPUTRA SILALAHI , DARDANILA , T THYRHAYA ZEIN , MULYADI , PENI PATRIANI , MARUF TAFSIN

2024
Hak cipta nasional

PEMBUATAN PAKAN FERMENTASI MENGGUNAKAN MESIN CHOPPER UNTUK TERNAK DOMBA DAN KAMBING DI DESA BINAAN GAJING JAYA KECAMATAN GUNUNG MALIGAS KABUPATEN SIMALUNGUN

PENI PATRIANI , AMLYS SYAHPUTRA SILALAHI , FARIDA ARIANI , DARDANILA , HARIADI SUSILO , MARUF TAFSIN

2023
Hak cipta nasional

Pengabdian Masyarakat Di SMP Swasta Yapekdi Dolok Ilir Tahun Ajaran 2023/2024

HARIADI SUSILO , SALLYANTI , AMLYS SYAHPUTRA SILALAHI

2022
Hak cipta nasional

Integrasi sumber daya di komunitas merek

AMLYS SYAHPUTRA SILALAHI , BEBY KARINA FAWZEEA , ENDANG SULISTYA RINI , MUHAMMAD DHARMA TUAH PUTRA NA