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## Publications

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2024

Jurnal internasional bereputasi

### **Evaluating the Influence of Viral Marketing and Brand Awareness on Purchase Decisions a Study Tiktok Shop**

SYAFRIZAL HELMI SITUMORANG

2023

Prosiding seminar internasional

### **The Effect of Service Failure and Word of Mouth on Customer Satisfaction Through Service Recovery on “Couple of Shoes” Laundry Services Medan**

SYAFRIZAL HELMI SITUMORANG

2011

Buku referensi

### **Bisnis Konsep dan Kasus**

SYAFRIZAL HELMI SITUMORANG

2024

Jurnal nasional terakreditasi

### **Systematic Literature Review : Pengaruh Service Quality terhadap Behavioral Intention**

SYAFRIZAL HELMI SITUMORANG

2023

Prosiding seminar internasional

### **Academic culture and institutional image towards student loyalty with the quality of batuta university academic services**

SYAFRIZAL HELMI SITUMORANG

2024

Jurnal internasional

### **THE MEDIATING ROLE OF CUSTOMER ENGAGEMENT ON THE EFFECT OF USER INTERFACE ON CUSTOMER SATISFACTION ON DIGITAL STREAMING SERVICE USERS**

SYAFRIZAL HELMI SITUMORANG

2024

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### **The Role of Emotional Marketing and Destination Image on Positive Electronic Word of Mouth through Tourist Satisfaction as a Mediating Variable in Siantar Zoo Tourism**

SYAFRIZAL HELMI SITUMORANG

2024

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### **BSI Mobile: Systematic Literature Review**

SYAFRIZAL HELMI SITUMORANG

2024

Jurnal internasional bereputasi

## **The effect of servicescape and brand image on repurchase intention through customer satisfaction on Maxx Coffee customers**

BEBY KARINA FAWZEEA , SYAFRIZAL HELMI SITUMORANG , Riki Thomas Tarigan

2024

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## **The Effect of Celebrity Attraction on Consumer Loyalty through Trust in Skincare Products among Generation Z Women**

SYAFRIZAL HELMI SITUMORANG

2024

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## **Using Norm Activation Theory to Predict External Participation Toward New Product Development Batakness Handwoven Ulos: A Proposed Conceptualization**

SYAFRIZAL HELMI SITUMORANG

2024

Jurnal internasional bereputasi

## **The Effect of Advertisements and Consumer Reviews on Buying Interest in Wardah Cosmetic Products in Medan City with Social Media Involvement as a Moderation Variable**

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## **PENERAPAN MANAJEMEN SUMBER DAYA MANUSIA BERBASIS SYARIAH DALAM MENINGKAT KINERJA KARYAWAN**

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Jurnal nasional terakreditasi

## **Analisis Customer Value dan Quick Service terhadap Kepuasan Pelanggan di Connection 88 Cafe Medan**

SYAFRIZAL HELMI SITUMORANG

2023

Jurnal internasional

## **THE INFLUENCE OF DIGITAL CUSTOMER EXPERIENCE AND ENJOYMENT ON FLIP E-WALLET E-LOYALTY THROUGH E-TRUST IN MEDAN CITY MILLENIAL GENERATIONS**

SYAFRIZAL HELMI SITUMORANG

2023

Prosiding seminar internasional

## **Impact of Brand Image and Relationship Marketing on Customer Loyalty Through Customer Satisfaction**

SYAFRIZAL HELMI SITUMORANG

2023

Jurnal internasional

## **ANALYSIS OF THE EFFECT OF DIGITAL CUSTOMER EXPERIENCE ON CUSTOMER LOYALTY THROUGH EMOTIONAL MARKETING AND CUSTOMER SATISFACTION FOR INDIHOME CUSTOMERS**

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Jurnal internasional bereputasi

## **Enhance Eco-Handloom Product Performance Through Entrepreneurial Orientation and Absorptive Capacity for Sustainable Fashion Development**

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# Halal Tourism: Development, Challenges and Opportunities

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## **THE EFFECT OF CUSTOMER EXPERIENCE ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION TO USERS OF TRANSPORTATION SERVICES ONLINE IN MEDAN CITY**

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2022

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## **Handbook of Research on Smart Management for Digital Transformation**

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## **Destination Image: Identifying Image Elements of Tourism Destination**

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## **THE EFFECT OF PRIVATE LABEL, SERVICE QUALITY, PRODUCT DISPLAY AND PRICE DISCOUNT ON IMPULSE BUYING AT PT. X MABAR HILIR BRANCH, MEDAN CITY**

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## **ANALYSIS OF THE INFLUENCE OF WORK DISCIPLINE, WORK FACILITIES AND WORK COMPETENCIES ON PERFORMANCE ACHIEVEMENT WELL SERVICE FUNCTION EMPLOYEES AT PT PERTAMINA HULU ROKAN PANGKALAN MILK FIELD**

SYAFRIZAL HELMI SITUMORANG

2024

Jurnal nasional

## **Systematic Literature Review : Pengaruh Service Quality terhadap Behavioral Intention**

Ahir Diana Putri Siregar , BEBY KARINA FAWZEEA , SYAFRIZAL HELMI SITUMORANG

2024

Jurnal internasional

## **The Influence Community Experience to Brand Community Commitment in Sampoerna Retail Community Medan 2**

Ahmad Syarif Nasution , Indra Hermawan , BEBY KARINA FAWZEEA , SYAFRIZAL HELMI SITUMORANG

2024

Jurnal internasional bereputasi

## **The Effectiveness of Instagram Visual Campaigns on Brand Awareness Among Gen Z**

BEBY KARINA FAWZEEA , SYAFRIZAL HELMI SITUMORANG , Lamriama Valintina Chrystina Siregar

2020

Jurnal nasional terakreditasi

## **THE EFFECT OF CUSTOMER EXPERIENCE AND EMOTIONAL VALUE ON THE NET PROMOTER SCORE: MIDDLE-CLASS MILLENNIAL CLIMBER CATEGORY**

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2021  
Prosiding seminar internasional

## **Measuring Emotional Value in the Digital Brand**

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## **Customer Experience, Net Emotional Value and Net Promoter Score on muslim middle class women in Medan**

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## **Collaboration Humans And Robots Supported By Artificial Intelligence (AI) In Serving Customers**

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## **Pengaruh Right Issue Terhadap Harga Saham Pada Perbankan Yang Terdaftar Di Bei Periode 2021-2023**

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## **Destination Image: Identifying Image Elements of Tourism Destination**

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## **DRIVING TOURIST INTENTIONS THROUGH USER-GENERATED CONTENT: EVIDENCE FROM STRUCTURAL EQUATION MODELING**

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2021  
Jurnal nasional

## **Training on Introduction to Platforms and Utilization of Social Media in Online Business for MSME Actors Students of SMK Alwashliyah 2 Simalungun Regency**

TETTY YULIATY , SYAFRIZAL HELMI SITUMORANG , MARHAYANIE , MARHAINI , BEBY KARINA FAWZEEA

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2018  
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## **Influence Of Servicescape, Customer Satisfaction, WOM, and Social Media to Consumer Loyalty (study case bali beach)**

SYAFRIZAL HELMI SITUMORANG

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## **Digital Transformation for Business and Society**

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2021  
Jurnal internasional

# **The Effect of Digital Service Quality (BRIMO) on Customer Loyalty through Customer Trust and Satisfaction on COVID-19 Situation (Pt Bank Rakyat Indonesia Medan Regional Office)**

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## **Which One Has a Greater Impact on Marketing Agility: Organizational Learning or Organizational Innovation?**

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## **Using Norm Activation Theory to Predict External Participation Toward New Product Development Batakness Handwoven Ulos: A Proposed Conceptualization**

YENI ABSAH , SYAFRIZAL HELMI SITUMORANG , PAHAM GINTING , Liharman Saragih

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## **Building Men's Grooming Customer Loyalty: The Influence Of Customer Experience And Customer Value On Beauty Clinics In The City Of Medan**

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## **The Effect of Digital Service Quality (BRIMO) on Customer Loyalty through Costumer Trust and Satisfaction on COVID-19 Situation (PT Bank Rakyat Indonesia Medan Regional Office)**

SYAFRIZAL HELMI SITUMORANG , ENDANG SULISTYA RINI

2010

Buku referensi

## **Analisis data untuk riset manajemen dan bisnis**

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## **Collecting toys for happiness: Examining adults's satisfaction in playing with their toys in Urbanizing the Regional Sector to Strengthen Economy and Business to Recover from Recession**

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## **Brand experience analysis "How it relates to brand personality, value, satisfaction and loyalty in TV brands?"**

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## **Influence of user-generated content on tourist visitintention: a literatur review**

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## **The Effect of Servicescape and Brand Image on Repurchase Intention Through Customer Satisfaction on Maxx Coffee Customers**

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## **FinTech Development for Financial Inclusiveness**

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## **Investigating the Factors that Influence Repurchase Intention through Customer Satisfaction during COVID-19 Pandemic in Indonesia**

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Jurnal internasional bereputasi

## **Brand Experience On Consumer Satisfaction Purchasing Mobile Legend Virtual Game Items A Literature Review**

BEBY KARINA FAWZEEA , SYAFRIZAL HELMI SITUMORANG , Mario Andreas Ginting , Rusdiono , Moudy Fitria Respaty

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## **Pengaruh Perceived Usefulness, Perceived Enjoyment dan Kepercayaan Terhadap Continuance Intention Melalui Kepuasan Pada Generasi Millennial Pengguna E-Wallet di Kota Medan**

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2022

Buku lainnya

## **The Effect of Customer Value and Customer Experience Towards Customer Loyalty Through Customer Satisfaction Among Online Transportation Users in Medan**

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## **Pengaruh Pemasaran Media Sosial dan Pengalaman Konsumen Terhadap Intensi Pembelian dengan Mediasi Keterlibatan Konsumen Menggunakan Aplikasi Grab Food dan Go Food Delivery**

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## **The Effect of Instagram Marketing and Customer Experience on Customer Loyalty through Customer Engagement in Mili Kopi Pematang Siantar, Indonesia**

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## **The Influence Of Influencer Marketing On Gen Z Consumer Purchase Interest a Literature Review**

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## **Upaya Strategi Brand Meyakinkan Konsumen dan Karyawan PadaUMKM:Studi Kasus Natto Milk Indonesia**

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## **Pengaruh Social Media, Servicescape Dan Customer Experience Terhadap Minat Berkunjung Kembali ( Revisit Intention ) Pada Maulana Villa Dan Cafe Di Pangambaten Kabupaten Karo**

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## **The Influence of Organizational Climate and Employee Training on Employee Performance with Innovative Work Behavior as an Intervening Variable in North Sumatera Provincial Manpower Office**

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**THE EFFECT OF SERVICESCAPE AND LIFESTYLE ON REPURCHASE INTENTION WITH MEDIATION OF PERSUASION ON SOETA DINING HALL CAFE BINJAI**

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**ANALYSIS OF FACTORS INFLUENCING STUDENTS' DECISIONS IN CHOOSING PRIVATE COLLEGE AT MUHAMMADIYAH UNIVERSITY OF NORTH SUMATRA**

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**The Influence of Entrepreneur Competencies and Business Ethics on Growth Business (Case Study Local Food In Sumatera)**

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**User Generated Content (UGC) to Visit and Purchase Intention: Literature Review**

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**e-CRM and Loyalty: A Mediation Effect of Customer Experience and Satisfaction in Online Transportation of Indonesia**

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**ANALYSIS OF THE INFLUENCE OF BRAND IMAGE, SERVICE QUALITY AND STORE ATMOSPHERE ON CUSTOMER SATISFACTION CAFE RUANG SARCA MEDAN**

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**Pelatihan dan Pengembangan Peningkatan Kompetensi Penulisan Karya Ilmiah Bagi Dosen Universitas Prima Kota Medan**

BEBY KARINA FAWZEEA , YENI ABSAH , SYAFRIZAL HELMI SITUMORANG , Saharman Gea

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2018

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**Pengaruh Brand Ambassador, Brand Personality Dan Korean Wave Terhadap Keputusan Pembelian Produk Nature Republic Aloe Vera**

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**The Effect Of Sales Promotion And Product Innovation On Chatime Consumers' BuyingDecisions Sun Plaza Medan**

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2019

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**Pengaruh Nilai Pelanggan, Kepuasan Pelanggan dan Kepercayaan terhadap Loyalitas Pelanggan pada Kedai Kopi Online di Kota Medan**

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# **Investigating the Factors that Influence Repurchase Intention through Customer Satisfaction during COVID-19 Pandemic in Indonesia**

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## **ANALYSIS OF BRAND IMAGE, BRAND TRUST, CUSTOMER EXPERIENCE ON CUSTOMER SATISFACTION THROUGH PERCEIVED VALUE BANK SYARIAH INDONESIA (STUDY AT BSI KCP KRAKATAU)**

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## **ANALYSIS OF THE EFFECT OF COMMITMENT AND PARTICIPATION ON COOPERATIVE PERFORMANCE WITH INNOVATION AS INTERVENING VARIABLES IN COOPERATIVES IN SERDANG BEDAGAI DISTRICT**

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2019

Buku referensi

## **Service Marketing**

SYAFRIZAL HELMI SITUMORANG

2023

Buku referensi

## **Pengembangan Pariwisata Halal Menuju Pariwisata Sustainable**

SLAMET WIDODO SE MBA , SYAFRIZAL HELMI SITUMORANG , PRIHATIN LUMBANRAJA , ARLINA NURBAITY LUBIS

2024

Jurnal internasional

## **BSI Mobile: Systematic Literature Review**

SYAFRIZAL HELMI SITUMORANG , BEBY KARINA FAWZEEA , AHMAD SYARIP NASUTION , ABD. RASYID SYAMSURI

2024

Jurnal internasional bereputasi

## **The Psychological Pull of FoMOin Consumer Behavior: a Literature Review**

BEBY KARINA FAWZEEA , SYAFRIZAL HELMI SITUMORANG , Hartini Pratiwi Pane , Syahrika Luthfi , Ismail Napitupulu

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## **The Effect Of Social Media Marketing On Value Equity, Brand Equity And Relationship Equity On Young Entrepreneurs In Medan City**

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## **The Influence of E-Wom and Food Quality on Revisit Intention of Authentic Restaurant Consumers in Medan**

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## **BSI Mobile : Systematic Literature Review**

Ahmad Syarif Nasution , BEBY KARINA FAWZEEA , SYAFRIZAL HELMI SITUMORANG

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## **The Effect of Social Influence and Habit on Use Behavior with Behavioural Intention as an Intervening Variable in the Gojek Application User at the Medan Helvetia District**

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## **Pengaruh Pengalaman Komunitas terhadap Komitmen Komunitas Merek pada komunitas Sampoerna Retail Community Medan 2**

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**Effect of Perceived Service Quality, Servicescape and Perceived Value on Customer Loyalty through Customer Satisfaction: A Case Study of Waiting List Coffee Medan, Indonesia**

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**Pengaruh social media, Servicescape Dan Customer Experience Terhadap Minat Berkunjung Kembali (RevisitIntention) Pada Maulana Villa DanCafe Di Pangambaten Kabupaten Karo**

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**Training on Introduction to Platforms and Utilization of Social Media in Online Business for MSME Actors Students of SMK Alwashliyah 2 Simalungun Regency**

SYAFRIZAL HELMI SITUMORANG

2008

Buku referensi

**Filsafat Ilmu dan Metode Riset**

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Prosiding seminar internasional

**Marketing Mix Strategy and SWOT Analysis on Beraskita Products Perum Bulog Regional Division North Sumatra**

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**The Effect of Brand Association, Brand Identity, Brand Advocate on Consumer Satisfaction at Starbucks Coffee Outlet in Medan City**

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**Handbook of Research on Innovation and Development of E-Commerce and E-Business in ASEAN**

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## **Cancel culture: Unveiling the dark side of social media for brands - a systematics literature review**

Novi Yanti , Mey Ramayanti Tinambunan , Irmayanti Nasution , SYAFRIZAL HELMI SITUMORANG , BEBY KARINA FAWZEEA

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## **Community Services**

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## **PELATIHAN DAN PENDAMPINGAN PENINGKATAN KOMPETENSI PENULISAN KARYA ILMIAH BAGI DOSEN UNIVERSITAS PRIMA KOTA MEDAN**

SYAFRIZAL HELMI SITUMORANG , YENI ABSAH

## **Intellectual Property Rights**

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## **Optimalisasi Destinasi Wisata Melalui Pendekatan Destination Authenticity Identifying Di Ekowisata Taman Nasional Gunung Leuser**

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## **MODERASI PRO COMPETITION ABSORPTIVE CAPACITY DALAM MENINGKATKAN KINERJA PRODUK PENGRAJIN ULOS DI KAWASAN DANAU TOBA INDONESIA**

LIHARMAN SARAGIH , PAHAM GINTING , YENI ABSAH , SYAFRIZAL HELMI SITUMORANG

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SLAMET WIDODO SE MBA , SYAFRIZAL HELMI SITUMORANG , ARLINA NURBAITY LUBIS , PRIHATIN LUMBANRAJA