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Publications

2025

Jurnal internasional bereputasi

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

SYAFRIZAL HELMI SITUMORANG

2024

Jurnal nasional

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

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

2024

Jurnal internasional

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

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

Jurnal internasional

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

Jurnal internasional bereputasi

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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Jurnal internasional bereputasi

Adapting to Thrive: the Role of Organizational Learning in Driving Marketing Agility and Marketing Performance for Sustainable Development in Express Delivery

SYAFRIZAL HELMI SITUMORANG

2024

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

2024

Jurnal nasional terakreditasi

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

SYAFRIZAL HELMI SITUMORANG

2024

Jurnal nasional terakreditasi

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

SYAFRIZAL HELMI SITUMORANG

2024

Jurnal nasional terakreditasi

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

SYAFRIZAL HELMI SITUMORANG

2024

Jurnal internasional

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

SYAFRIZAL HELMI SITUMORANG

2024

Jurnal internasional bereputasi

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

SYAFRIZAL HELMI SITUMORANG

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

2024

Jurnal internasional bereputasi

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

2024

Jurnal internasional bereputasi

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

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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2024

Jurnal internasional bereputasi

From Rating to Purchase Decisions: A Systematic Literature Review on Online Reviews and Consumer Behavior

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2024

Jurnal nasional terakreditasi

THE IMPACT OF ONLINE REVIEWS AND VOLUME REVIEWS ON CONSUMER

PURCHASE DECISIONS IN SHOPEE: A QUANTITATIVE ANALYSIS

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

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Jurnal nasional terakreditasi

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

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Jurnal nasional terakreditasi

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

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Jurnal internasional

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

SYAFRIZAL HELMI SITUMORANG

2024

Jurnal nasional

BSI Mobile : Systematic Literature Review

Ahmad Syarif Nasution , BEBY KARINA FAWZEEA , SYAFRIZAL HELMI SITUMORANG

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Jurnal nasional terakreditasi

Memorable Tourism Experiences in Tourism: A Literature Review

SYAFRIZAL HELMI SITUMORANG

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Jurnal nasional terakreditasi

E-Wom Marketing In The Age of Social Media: a Bibliometric Review and Vosviewer Visualization

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Jurnal nasional terakreditasi

Systematic Literature Review : Pengaruh Service Quality terhadap Behavioral Intention

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Jurnal nasional terakreditasi

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

SYAFRIZAL HELMI SITUMORANG

2024

Jurnal nasional terakreditasi

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

SYAFRIZAL HELMI SITUMORANG

2024

Jurnal nasional terakreditasi

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

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 nasional

Systematic Literature Review : Pengaruh Service Quality terhadap Behavioral Intention

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

2024

Jurnal internasional

BSI Mobile: Systematic Literature Review

SYAFRIZAL HELMI SITUMORANG

2024

Jurnal internasional

BSI Mobile: Systematic Literature Review

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

2024

Jurnal internasional

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

2024

Jurnal nasional terakreditasi

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

SYAFRIZAL HELMI SITUMORANG

2024

Prosiding seminar internasional

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

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Prosiding seminar internasional

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

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Jurnal internasional

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

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2023

Jurnal internasional

The Fairness of Price and Satisfaction On Loyalty Of Digital Streaming Services Users

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Prosiding seminar internasional

THE EFFECT OF SERVICESCAPE AND LIFESTYLE ON REPURCHASE

INTENTION WITH MEDIATION OF PERSUASION ON SOETA DINING HALL CAFE BINJAI

SYAFRIZAL HELMI SITUMORANG

2023

Jurnal nasional terakreditasi

The Influence of Student Experiences, Institution Image, and Perceived Quality on Students' Satisfaction At Al-Amjad Islamic Education, Medan

SYAFRIZAL HELMI SITUMORANG

2023

Buku referensi

Pengembangan Pariwisata Halal Menuju Pariwisata Sustainable

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

2023

Jurnal internasional bereputasi

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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2023

Prosiding seminar internasional

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

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Jurnal internasional

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

2023

Book chapter internasional

Digital Transformation for Business and Society

SYAFRIZAL HELMI SITUMORANG

2023

Jurnal nasional terakreditasi

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

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2023

Prosiding seminar internasional

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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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

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2023

Prosiding seminar internasional

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

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2023

Jurnal internasional

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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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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2023

Jurnal internasional

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

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2023

Jurnal internasional

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

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2023

Jurnal internasional

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

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2023

Jurnal nasional terakreditasi

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

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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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2023

Jurnal internasional

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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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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Jurnal nasional terakreditasi

PENERAPAN MANAJEMEN SUMBER DAYA MANUSIA BERBASIS SYARIAH DALAM MENINGKAT KINERJA KARYAWAN

2023

Jurnal internasional

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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2023

Jurnal nasional terakreditasi

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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2023

Jurnal internasional

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

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2023

Jurnal internasional

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

SYAFRIZAL HELMI SITUMORANG

2023

Jurnal internasional

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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2023

Prosiding seminar internasional

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

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2023

Prosiding seminar internasional

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

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2023

Jurnal internasional bereputasi

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

SYAFRIZAL HELMI SITUMORANG

2022

Prosiding seminar internasional

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

SYAFRIZAL HELMI SITUMORANG

2022

Buku lainnya

The Effect of Customer Value and Customer Experience Towards Customer

Loyalty Through Customer Satisfaction Among Online Transportation Users in Medan

SYAFRIZAL HELMI SITUMORANG , FADLI , IRA HAIRANI BR DAMANIK

2022

Jurnal internasional

Halal Tourism: Development, Challenges and Opportunities

SYAFRIZAL HELMI SITUMORANG

2022

Jurnal nasional terakreditasi

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

SYAFRIZAL HELMI SITUMORANG

2022

Book chapter internasional

Handbook of Research on Smart Management for Digital Transformation

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2022

Prosiding seminar internasional

Destination Image: Identifying Image Elements of Tourism Destination

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Prosiding seminar internasional

Destination Image: Identifying Image Elements of Tourism Destination

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2022

Book chapter internasional

FinTech Development for Financial Inclusiveness

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2021

Prosiding seminar internasional

Destination Image: Identifying Image Elements of Tourism Destination

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

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)

SYAFRIZAL HELMI SITUMORANG

2021

Jurnal internasional bereputasi

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

2021

Prosiding seminar internasional

Measuring Emotional Value in the Digital Brand

SYAFRIZAL HELMI SITUMORANG

2021

Book chapter internasional

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

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2021
Jurnal internasional bereputasi

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

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

2020
Jurnal nasional terakreditasi

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

SYAFRIZAL HELMI SITUMORANG

2019
Buku referensi

Service Marketing

SYAFRIZAL HELMI SITUMORANG

2019
Jurnal nasional terakreditasi

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

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2019
Jurnal internasional bereputasi

Brand experience analysis “How it relates to brand personality, value, satisfaction and loyalty in TV brands?”

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2018
Jurnal internasional

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

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2018
Jurnal nasional terakreditasi

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

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2018
Prosiding seminar internasional

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

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2018
Prosiding seminar internasional

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

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2018
Prosiding seminar internasional

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

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2017
Jurnal internasional bereputasi

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

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2011
Buku referensi

Bisnis Konsep dan Kasus

SYAFRIZAL HELMI SITUMORANG

2010
Buku referensi

Analisis data untuk riset manajemen dan bisnis

SYAFRIZAL HELMI SITUMORANG

2008
Buku referensi

Filsafat Ilmu dan Metode Riset

SYAFRIZAL HELMI SITUMORANG

Community Services

2023
**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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Hak cipta nasional

**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

2023
Buku lainnya

Pengembangan Pariwisata Halal Menuju Pariwisata Sustainable

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

2022
Paten nasional

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

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