



SINTA ID : 6665142

Nama : Doktor Ismayudin Yulizar S.E., M.M.

Grade Raw : Seniorlecturer

Country : ID

Program Studi : S1 - Manajemen

NIDN : 0429076801

Pendidikan : S3

Grade : Lektor

Code PDDIKTI : 61201

SINTA

| Score V2 3 Year | Score V2 Overall | Score V3 3 Year | Score V3 Overall |
|-----------------|------------------|-----------------|------------------|
| 240             | 248.5            | 21.25           | 52.25            |

Summary

| Kategori | Total Document | Total Citation | Total Cited | Total H Index | Total i10 Index | Total G Index | Total G Index 3Y |
|----------|----------------|----------------|-------------|---------------|-----------------|---------------|------------------|
| Scopus   | 0              | 0              | 0           | 0             | 0               | 0             | 0                |
| Wos      | 0              | 0              | 0           | -             | -               | -             | -                |
| Garuda   | 0              | 0              | 0           | -             | -               | -             | -                |
| Google   | 20             | 150            | 13          | 6             | 4               | 1             | -                |

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Tangerang, 28 Oktober 2026





| Kategori         | Total Publikasi | Total Sitasi |
|------------------|-----------------|--------------|
| Publikasi Garuda | 10              | 0            |

| Tahun           | 2026 | 2024 | 2023 |
|-----------------|------|------|------|
| Total Publikasi | 3    | 3    | 3    |
| Total Sitasi    | 0    | 0    | 0    |

| Tanggal       | Judul                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Sitasi |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 3 Maret 2026  | <b>Digital Mindfulness, Algorithms, And Sustainability In Shopee Loyalty: Moderated By Consumer Spirituality And Digital Intelligence</b><br>Akreditasi : 2, Penerbit : Universitas Muhammadiyah Ponorogo, Source : EKUILIBRIUM : JURNAL ILMIAH BIDANG ILMU EKONOMI, Source Page : 219-249, Source Issue : Vol 21 No 1 (2026): March, DOI: 10.24269/ekuilibrium.v21i1.2026.pp219-249, Abstract : The rapid growth of e-commerce platforms has intensified competition, making customer loyalty a stra...                                                                                                                                         | 0      |
| 31 Maret 2026 | <b>Perceived Ease Of Use, Usefulness, And Social Influence As Determinants Of Consumer Purchase Intention</b><br>Akreditasi : Jurnal Ilmiah Tidak Terakreditasi, Penerbit : Konsorsium Lembaga Penelitian dan Pengabdian kepada Masyarakat Perguruan Tinggi Muhammadiyah 'Aisyiyah (PTMA) Koordinator Wilayah Jawa Tengah - DIY, Source : Prosiding University Research Colloquium, Source Page : 321-333, Source Issue : Proceeding of The 22nd University Research Colloquium 2026: Bidang Sosial, Ekonomi dan Psikologi, , Abstract : This study investigates the influence of perceived ease of use, perceived usefulness, and social inf... | 0      |
| 22 April 2026 | <b>Fomo And Interactive Live Streaming On Customer Loyalty Tiktok: Moderating Role Of Pocket Money And Perceived Ease Of Use</b><br>Akreditasi : 2, Penerbit : Universitas Mercu Buana, Source : MIX: JURNAL ILMIAH MANAJEMEN, Source Page : 308-327, Source Issue : Vol. 16 No. 1 (2026): MIX : Jurnal Ilmiah Manajemen, DOI: 10.22441/jurnal_mix.2026.v16i1.019, Abstract : The explosive growth of TikTok Live Shop in Indonesia has made understanding the drivers of impulse...                                                                                                                                                             | 0      |

| Tanggal       | Judul                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Sitasi |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 30 April 2024 | <b>The Influence Of Offering Discounts Through Social Media And Service Quality On Customer Loyalty In Laundry Services (a Case Study Of Ken'z Wash House, Tangerang)</b><br>Akreditasi : 3, Penerbit : PT Mattawang Mediatama Solution, Source : Quantitative Economics and Management Studies, Source Page : 253-260, Source Issue : Vol. 5 No. 2 (2024), DOI: 10.35877/454RI.qems2415, Abstract : Laundry in the present era is concurrent with the increasing competition in similar businesses. In t... | 0      |



| Tanggal          | Judul                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Sitasi |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 10 Agustus 2024  | <b>Pengaruh Kualitas Pelayanan Publik Terhadap Kepuasan Masyarakat Di Desa Serdang Wetan Kecamatan Legok Tangerang</b><br>Akreditasi : 4, Penerbit : Institut Penelitian Matematika, Komputer, Keperawatan, Pendidikan dan Ekonomi (IPM2KPE), Source : Journal of Economic, Bussines and Accounting (COSTING), Source Page : 1227-1235, Source Issue : Vol. 7 No. 4 (2024); Journal of Economic, Bussines and Accounting (COSTING), DOI: 10.31539/costing.v7i5.9204, Abstract : Penelitian ini bertujuan untuk mengetahui besarnya pengaruh kualitas pelayanan publik terhadap kepu... | 0      |
| 4 September 2024 | <b>Langkah Praktis Menuju Persaingan Bisnis Yang Lebih Sehat Melalui Digitalisasi Umkm Kelurahan Benda, Kota Tangerang</b><br>Akreditasi : Jurnal Ilmiah Tidak Terakreditasi, Penerbit : Lembaga Pengembangan Kinerja Dosen, Source : Aksi Nyata : Jurnal Pengabdian Sosial dan Kemanusiaan, Source Page : 49-60, Source Issue : Vol. 1 No. 4 (2024); Oktober: Aksi Nyata : Jurnal Pengabdian Sosial dan Kemanusiaan, DOI: 10.62383/aksinyata.v1i4.552, Abstract : The aim of implementing community service in Benda sub-district is to support business actors in pro...             | 0      |

| Tanggal         | Judul                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Sitasi |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 30 April 2023   | <b>Increase Employee Motivation By Using A Democratic Leadership Style And Offering Incentives</b><br>Akreditasi : 4, Penerbit : Pusat Riset dan Inovasi Nasional, Source : International Journal of Economics and Management Research, Source Page : 39-49, Source Issue : Vol. 2 No. 1 (2023); April : International Journal of Economics and Management Research, DOI: 10.55606/ijemr.v2i1.66, Abstract : Democratic reform, to make employers more clean and responsible, professional to make an efficient a... | 0      |
| 24 Oktober 2023 | <b>Meningkatkan Creativepreneurship Pada Siswa Smkn 4 Kabupaten Tangerang</b><br>Akreditasi : Jurnal Ilmiah Tidak Terakreditasi, Penerbit : Yayasan Daarul Huda Kruengmane, Source : Nanggroe: Jurnal Pengabdian Cendikia, Source Page : , Source Issue : Vol 2, No 7 (2023); Oktober, DOI: 10.5281/zenodo.10037236, Abstract : Dedication to the Society with the theme Increasing Creativepreneurship in Students at SMKN 4 Tanger...                                                                              | 0      |
| 24 Oktober 2023 | <b>Meningkatkan Creativepreneurship Pada Siswa Smkn 4 Kabupaten Tangerang</b><br>Akreditasi : Jurnal Ilmiah Tidak Terakreditasi, Penerbit : Yayasan Daarul Huda Kruengmane, Source : Nanggroe: Jurnal Pengabdian Cendikia, Source Page : , Source Issue : Vol 2, No 7 (2023); Oktober, DOI: 10.5281/zenodo.10037236, Abstract : Dedication to the Society with the theme Increasing Creativepreneurship in Students at SMKN 4 Tanger...                                                                              | 0      |

| Tanggal          | Judul                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Sitasi |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 1 September 2020 | <b>Kontribusi Kualitas Produk Dan Kualitas Pelayanan Terhadap Keupasan Pelanggan Pt. Mitra Bangun Cemerlang</b><br>Akreditasi : Jurnal Ilmiah Tidak Terakreditasi, Penerbit : Univesitas Muhammadiyah Tangerang, Source : Jurnal Comparative: Ekonomi dan Bisnis, Source Page : 11-25, Source Issue : Vol 2, No 1 (2020); Jurnal Comparative: Ekonomi Dan Bisnis, DOI: 10.31000/combis.v2i1.3097, Abstract : Kualitas produk dan kualitas pelayanan merupakan salah satu faktor penting dalam keberhasilan sebuah... | 0      |



| Kategori         | Total Publikasi | Total Sitasi |
|------------------|-----------------|--------------|
| Publikasi Google | 56              | 587          |

| Tahun           | 2026 | 2025 | 2024 | 2023 | 2022 |
|-----------------|------|------|------|------|------|
| Total Publikasi | 4    | 4    | 6    | 3    | 2    |
| Total Sitasi    | 0    | 0    | 0    | 0    | 38   |

| Tahun | Judul                                                                                                                                                                                                                                    | Jurnal                                                | Sitasi |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|--------|
| 2026  | <b>Fomo And Interactive Live Streaming On Customer Loyalty Tiktok: Moderating Role Ofpocket Money And Perceived Ease Ofuse</b><br>Akreditasi : , Penulis : I Yuliyzar, C Kurniastuti, A Rauf, MF Ramli, N Dara, HG Febrianto, Abstract : | MIX: Jurnal Ilmiah Manajemen 16 (2026), 308-327, 2026 | 0      |
| 2026  | <b>Marketing Internasional</b><br>Akreditasi : , Penulis : I Yuliyzar, Abstract :                                                                                                                                                        |                                                       | 0      |
| 2026  | <b>Fomo And Interactive Live Streaming On Customer Loyalty Tiktok: Moderating Role Ofpocket Money And Perceived Ease Ofuse</b><br>Akreditasi : , Penulis : I Yuliyzar, C Kurniastuti, A Rauf, MF Ramli, N Dara, HG Febrianto, Abstract : | MIX: Jurnal Ilmiah Manajemen 16 (2026), 308-327, 2026 | 0      |
| 2026  | <b>Marketing Internasional</b><br>Akreditasi : , Penulis : I Yuliyzar, Abstract :                                                                                                                                                        |                                                       | 0      |

| Tahun | Judul                                                                                                                                                                                                                                 | Jurnal                                                                   | Sitasi |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|--------|
| 2025  | <b>Pengaruh Brand Image Dan Product Quality Terhadap Loyalitas Konsumen Pada Brand Uniqlo Di Supermall Lippo Karawaci Tangerang</b><br>Akreditasi : , Penulis : AA Putri, I Yuliyzar, Abstract :                                      | Musytari: Jurnal Manajemen, Akuntansi, dan Ekonomi 20 (4), 101-110, 2025 | 0      |
| 2025  | <b>The Influence Of Fear Of Missing Out (fomo) And Tiktok Social Media Marketing On Impulsive Buying Of Adidas Samba Products Among Students Of The University Of Muhammadiyah</b><br>Akreditasi : , Penulis : I Yuliyzar, Abstract : | Musytari: Jurnal Manajemen, Akuntansi, dan Ekonomi 19 (2), 161-170, 2025 | 0      |
| 2025  | <b>Strategic Management Digital Strategy, Agile Strategy, Strategic Transformation, Innovation Ecosystem</b><br>Akreditasi : , Penulis : IY Priyo Susilo, Abstract :                                                                  |                                                                          | 0      |
| 2025  | <b>Strategic Management Digital Strategy, Agile Strategy, Strategic Transformation, Innovation Ecosystem</b><br>Akreditasi : , Penulis : IY Priyo Susilo, Abstract :                                                                  |                                                                          | 0      |



| Tahun | Judul                                                                                                                                                                                                                                                          | Jurnal                                                                          | Sitasi |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|--------|
| 2024  | <b>Langkah Praktis Menuju Persaingan Bisnis Yang Lebih Sehat Melalui Digitalisasi Umkm Kelurahan Benda, Kota Tangerang</b><br>Akreditasi : , Penulis : C Kurniastuti, P Susilo, I Yuliyzar, P Pratama, S Suparman, Abstract :                                  | Aksi Nyata: Jurnal Pengabdian Sosial dan Kemanusiaan 1 (4), 49-60, 2024         | 0      |
| 2024  | <b>The Influence Of Offering Discounts Through Social Media And Service Quality On Customer Loyalty In Laundry Services (a Case Study Of Ken&amp;#39;z Wash House, Tangerang)</b><br>Akreditasi : , Penulis : MT Susilowati, A Gumilar, I Yuliyzar, Abstract : | Quantitative Economics and Management Studies 5 (2), 253-260, 2024              | 0      |
| 2024  | <b>The Influence Of Prices, Advertaising, And Product Assesment On Purchase Decisions At Shoppe By State High School Students In Cibodas District, Tangerang City</b><br>Akreditasi : , Penulis : RF Ismayudin Yulizar, Muljadi, Abstract :                    | Indonesian Interdisiplinary Journal of Sharia Economics (IIJSE) 7 (IIJSE), 2024 | 0      |
| 2024  | <b>The Influence Of Offering Discounts Through Social Media And Service Quality On Customer Loyalty In Laundry Services (a Case Study Of Ken&amp;#39;z Wash House, Tangerang)</b><br>Akreditasi : , Penulis : MT Susilowati, A Gumilar, I Yuliyzar, Abstract : | Quantitative Economics and Management Studies 5 (2), 253-260, 2024              | 0      |
| 2024  | <b>The Influence Of Prices, Advertaising, And Product Assesment On Purchase Decisions At Shoppe By State High School Students In Cibodas District, Tangerang City</b><br>Akreditasi : , Penulis : RF Ismayudin Yulizar, Muljadi, Abstract :                    | Indonesian Interdisiplinary Journal of Sharia Economics (IIJSE) 7 (IIJSE), 2024 | 0      |
| 2024  | <b>Langkah Praktis Menuju Persaingan Bisnis Yang Lebih Sehat Melalui Digitalisasi Umkm Kelurahan Benda, Kota Tangerang</b><br>Akreditasi : , Penulis : C Kurniastuti, P Susilo, I Yuliyzar, P Pratama, S Suparman, Abstract :                                  | Aksi Nyata: Jurnal Pengabdian Sosial dan Kemanusiaan 1 (4), 49-60, 2024         | 0      |

| Tahun | Judul                                                                                                                                                                     | Jurnal                                                                        | Sitasi |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|--------|
| 2023  | <b>Increase Employee Motivation By Using A Democratic Leadership Style And Offering Incentives</b><br>Akreditasi : , Penulis : I Yuliyzar, Abstract :                     | International Journal of Economics and Management Research 2 (1), 39-49, 2023 | 0      |
| 2023  | <b>Increase Employee Motivation By Using A Democratic Leadership Style And Offering Incentives</b><br>Akreditasi : , Penulis : I Yuliyzar, Abstract :                     | International Journal of Economics and Management Research 2 (1), 39-49, 2023 | 0      |
| 2023  | <b>Meningkatkan Creativepreneurship Pada Siswa Smkn 4 Kabupaten Tangerang</b><br>Akreditasi : , Penulis : C Kurniastuti, I Yuliyzar, P Susilo, R Perwithasari, Abstract : | Nanggroe: Jurnal Pengabdian Cendikia 2 (7), 2023                              | 0      |

| Tahun | Judul | Jurnal | Sitasi |
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|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|----|
| 2022 | <b>Pengaruh Online Customer Review, Live Streaming, Dan Content Creator Terhadap Keputusan Pembelian Melalui Marketplace Tiktok Shop</b><br>Akreditasi : , Penulis : C Kurniastuti, L Septiani, I Yuliyzar, Abstract : | Journal of Economic 13 (02), 270-277, 2022 | 19 |
| 2022 | <b>Pengaruh Online Customer Review, Live Streaming, Dan Content Creator Terhadap Keputusan Pembelian Melalui Marketplace Tiktok Shop</b><br>Akreditasi : , Penulis : C Kurniastuti, L Septiani, I Yuliyzar, Abstract : | Journal of Economic 13 (02), 270-277, 2022 | 19 |

| Tahun | Judul                                                                                                                                                                                                                                                              | Jurnal                                       | Sitasi |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|--------|
| 2021  | <b>Pengaruh Sistem Informasi Manajemen Berbasis Aplikasi Smartphone Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Di Agen Pt. Jalur Nugraha Ekakurir Siliwangi Pasar Kemis</b><br>Akreditasi : , Penulis : I Yuliyzar, IS Rofiq, D Deliagustianti, Abstract : | Dynamic Management Journal 5 (2), 1-8, 2021  | 3      |
| 2021  | <b>Pengaruh Budaya Kerja, Pengawasan Dan Produktivitas Terhadap Kepuasan Kerja Karyawan Pada Pt. Sani Indo Busana Indonesia</b><br>Akreditasi : , Penulis : IS Rofiq, IY Yuliyzar, E Pratala, Abstract :                                                           | Dynamic Management Journal 5 (1), 1-12, 2021 | 6      |
| 2021  | <b>Manajemen Pemasaran</b><br>Akreditasi : , Penulis : E Hendrayani, L Siwiyanti, Abstract :                                                                                                                                                                       | Samudra Biru, 2021                           | 89     |
| 2021  | <b>Pengaruh Budaya Kerja, Pengawasan Dan Produktivitas Terhadap Kepuasan Kerja Karyawan Pada Pt. Sani Indo Busana Indonesia</b><br>Akreditasi : , Penulis : IS Rofiq, IY Yuliyzar, E Pratala, Abstract :                                                           | Dynamic Management Journal 5 (1), 1-12, 2021 | 6      |
| 2021  | <b>Pengaruh Sistem Informasi Manajemen Berbasis Aplikasi Smartphone Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Di Agen Pt. Jalur Nugraha Ekakurir Siliwangi Pasar Kemis</b><br>Akreditasi : , Penulis : I Yuliyzar, IS Rofiq, D Deliagustianti, Abstract : | Dynamic Management Journal 5 (2), 1-8, 2021  | 3      |

| Tahun | Judul                                                                                                                                                                                    | Jurnal                                                    | Sitasi |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|--------|
| 2020  | <b>Manajemen Pemasaran</b><br>Akreditasi : , Penulis : AWS Gama, NPY Astiti, CVN Aletheia, JTGK No, DB Tegal Gundul, ..., Abstract :                                                     | Bali: CV. Noah Aletheia, 2020                             | 30     |
| 2020  | <b>Kontribusi Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pt. Mitra Bangun Cemerlang</b><br>Akreditasi : , Penulis : I Yuliyzar, A Rauf, W Widiyasari, Abstract : | Jurnal Comparative: Ekonomi dan Bisnis 2 (1), 11-25, 2020 | 6      |
| 2020  | <b>Kontribusi Brand Image, Brand Trust Dan Kualitas Produk Terhadap Minat Beli Smartphone Merek Xiaomi</b><br>Akreditasi : , Penulis : I Yuliyzar, A Hakim, Abstract :                   | Dynamic Management Journal 4 (2), 40-49, 2020             | 9      |



| Tahun | Judul                                                                                                                                                                                                         | Jurnal                                                                                                                                                                                   | Sitasi |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 2020  | <b>Peningkatan Minat Beli Konsumen Melalui Daya Tarik Iklan Dan Label Halal Produk Lipcream Emina Pada Universitas Muhammadiyah Tangerang</b><br>Akreditasi : , Penulis : I Yuliyzar, SD Enjelita, Abstract : | Dynamic Management Journal 4 (1), 2020                                                                                                                                                   | 16     |
| 2020  | <b>Peningkatan Minat Beli Konsumen Melalui Daya Tarik Iklan Dan Label Halal Produk Lipcream Emina Pada Universitas Muhammadiyah Tangerang</b><br>Akreditasi : , Penulis : I Yuliyzar, SD Enjelita, Abstract : | Dynamic Management Journal 4 (1), 2020                                                                                                                                                   | 16     |
| 2020  | <b>Kontribusi Brand Image, Brand Trust Dan Kualitas Produk Terhadap Minat Beli Smartphone Merek Xiaomi</b><br>Akreditasi : , Penulis : I Yuliyzar, A Hakim, Abstract :                                        | Dynamic Management Journal 4 (2), 40-49, 2020                                                                                                                                            | 9      |
| 2020  | <b>Manajemen Pemasaran</b><br>Akreditasi : , Penulis : B ARIANTO, Abstract :                                                                                                                                  | <a href="https://youtube.com/@BestBasIndonesia">https://youtube.com/@BestBasIndonesia</a> ;<br><a href="https://youtu.be/0OGR8lbdKE?si=MÂ">https://youtu.be/0OGR8lbdKE?si=MÂ</a> ?, 2020 | 24     |
| 2020  | <b>Kontribusi Kualitas Produk Dan Kualitas Pelayanan Terhadap Keupasan Pelanggan Pt. Mitra Bangun Cemerlang</b><br>Akreditasi : , Penulis : I Yuliyzar, A Rauf, W Widiyasari, Abstract :                      | Jurnal Comparative: Ekonomi dan Bisnis 2 (1), 11-25, 2020                                                                                                                                | 6      |

| Tahun | Judul                                                                                                                                                                                                                                   | Jurnal                                                                       | Sitasi |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|--------|
| 2019  | <b>Implementation Of Gcg In Making Reputation And Crm, Toward Customer Loyalty</b><br>Akreditasi : , Penulis : M Sulaeman, HF Kusnandar, D Sundarsih, YS Andriati, I Yulizar, ..., Abstract :                                           | 1st International Conference on Life, Innovation, Change and Knowledge, 2019 | 0      |
| 2019  | <b>Job Analysis, Workload Analysis, And Employee's Needs Planning Determinant Of Employee Performance Of Civil Servant</b><br>Akreditasi : , Penulis : R Faizal, Abstract :                                                             | Jurnal Pundi 3 (1), 2019                                                     | 5      |
| 2019  | <b>The Influence Of Culture, Work Motivation And Competence On Employee Performance</b><br>Akreditasi : , Penulis : R Faizal, M Sulaeman, I Yulizar, Abstract :                                                                         | eBA Journal: Journal Economics, Business and Accounting 5, 11-21, 2019       | 9      |
| 2019  | <b>Sikap, Motivasi Dan Kemampuan Petugas Dalam Meningkatkan Efektivitas Pemungutan Pajak Bumi Dan Bangunan Sektor Perdesaan Dan Perkotaan Di Kota Banjar</b><br>Akreditasi : , Penulis : M Sulaeman, I Yulizar, Y Nurdianti, Abstract : | Journal of Management and Bussiness Review 16 (1), 2019                      | 4      |
| 2019  | <b>Pengaruh Budaya, Motivasi Kerja Dan Kompetensi Terhadap Kinerja Karyawan</b><br>Akreditasi : , Penulis : R Faizal, M Sulaeman, I Yulizar, Abstract :                                                                                 | Jurnal eBA 5 (1), 2019                                                       | 134    |
| 2019  | <b>Job Analysis, Workload Analysis, And Employee's Needs Planning Determinant Of Employee Performance Of Civil Servant</b><br>Akreditasi : , Penulis : R Faizal, Abstract :                                                             | Jurnal Pundi 3 (1), 2019                                                     | 5      |



| Tahun | Judul                                                                                                                                                                                                                                   | Jurnal                                                                           | Sitasi |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|--------|
| 2019  | <b>The Increasing Consumer Interest In Buying Through Electronic And Endorsement Advertising Media In Tangerang City Sport Mall Shop</b><br>Akreditasi : , Penulis : I Yuliyzar, Abstract :                                             | OSF, 2019                                                                        | 1      |
| 2019  | <b>Analysis Of Increasing Customer Value Through Quality Service And Consumer Perception (study Of Indomaret Tangerang Customers)</b><br>Akreditasi : , Penulis : I Yuliyzar, Abstract :                                                | Journal of Marketing and Consumer Research 62 (2019), 21-27, 2019                | 0      |
| 2019  | <b>Faktor Brand Awareness Dan Persepsi Harga Terhadap Keputusan Pembelian Produk Sepatu Merek Nike Tiruan Di Home Industry Cikupa Tangerang</b><br>Akreditasi : , Penulis : I Yuliyzar, Abstract :                                      | JMB: Jurnal Manajemen dan Bisnis 6 (2), 2019                                     | 1      |
| 2019  | <b>Pengaruh Budaya, Motivasi Kerja Dan Kompetensi Terhadap Kinerja Karyawan</b><br>Akreditasi : , Penulis : R Faizal, M Sulaeman, I Yulizar, Abstract :                                                                                 | Jurnal eBA 5 (1), 2019                                                           | 134    |
| 2019  | <b>Implementation Of Gcg In Making Reputation And Crm, Toward Customer Loyalty</b><br>Akreditasi : , Penulis : E Syarif, Abstract :                                                                                                     | Proceedings of the 1st International Conference on Life, Innovation, Change 2019 | 0      |
| 2019  | <b>Job Analysis, Workload Analysis, And Employee's Needs Planning Determinant Of Employee Performance Of Civil Servant</b><br>Akreditasi : , Penulis : R Faizal, Abstract :                                                             | Jurnal Pundi 3 (1), 2019                                                         | 4      |
| 2019  | <b>Kontribusi Kualitas Produk Dan Kualitas Pelayanan Terhadap Keupasan Pelanggan Pt. Mitra Bangun Cemerlang</b><br>Akreditasi : , Penulis : I Yuliyzar, A Rauf, W Widiyasari, Abstract :                                                | Jurnal Comparative: Ekonomi dan Bisnis 2 (1), 11-25, 2019                        | 0      |
| 2019  | <b>The Increasing Consumer Interest In Buying Through Electronic And Endorsement Advertising Media In Tangerang City Sport Mall Shop</b><br>Akreditasi : , Penulis : I Yuliyzar, Abstract :                                             | OSF, 2019                                                                        | 1      |
| 2019  | <b>Analysis Of Increasing Customer Value Through Quality Service And Consumer Perception (study Of Indomaret Tangerang Customers)</b><br>Akreditasi : , Penulis : I Yuliyzar, Abstract :                                                | Journal of Marketing and Consumer Research 62 (2019), 21-27, 2019                | 0      |
| 2019  | <b>Keputusan Konsumen Dalam Memilih Perusahaan Sebagai Dampak Dari Kelompok Referensi Dan Nilai Terhadap Citra Perusahaan Asuransi Umum Di Provinsi Dki Jakarta</b><br>Akreditasi : , Penulis : I Yuliyzar, Abstract :                  | JMB: Jurnal Manajemen dan Bisnis 7 (1), 2019                                     | 0      |
| 2019  | <b>Faktor Brand Awareness Dan Persepsi Harga Terhadap Keputusan Pembelian Produk Sepatu Merek Nike Tiruan Di Home Industry Cikupa Tangerang</b><br>Akreditasi : , Penulis : I Yuliyzar, Abstract :                                      | JMB: Jurnal Manajemen dan Bisnis 6 (2), 2019                                     | 1      |
| 2019  | <b>Sikap, Motivasi Dan Kemampuan Petugas Dalam Meningkatkan Efektivitas Pemungutan Pajak Bumi Dan Bangunan Sektor Perdesaan Dan Perkotaan Di Kota Banjar</b><br>Akreditasi : , Penulis : M Sulaeman, I Yulizar, Y Nurdianti, Abstract : | Journal of Management and Bussiness Review 16 (1), 2019                          | 4      |



| Tahun | Judul                                                                                                                                                           | Jurnal                                                                 | Sitasi |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|--------|
| 2019  | <b>The Influence Of Culture, Work Motivation And Competence On Employee Performance</b><br>Akreditasi : , Penulis : R Faizal, M Sulaeman, I Yulizar, Abstract : | eBA Journal: Journal Economics, Business and Accounting 5, 11-21, 2019 | 9      |

| Tahun | Judul                                                                                                                                                                                                                  | Jurnal                                       | Sitasi |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|--------|
| 2018  | <b>Keputusan Konsumen Dalam Memilih Perusahaan Sebagai Dampak Dari Kelompok Referensi Dan Nilai Terhadap Citra Perusahaan Asuransi Umum Di Provinsi Dki Jakarta</b><br>Akreditasi : , Penulis : I Yuliyzar, Abstract : | JMB: Jurnal Manajemen dan Bisnis 7 (1), 2018 | 0      |
| 2018  | <b>Keputusan Konsumen Dalam Memilih Perusahaan Sebagai Dampak Dari Kelompok Referensi Dan Nilai Terhadap Citra Perusahaan Asuransi Umum Di Provinsi Dki Jakarta</b><br>Akreditasi : , Penulis : I Yuliyzar, Abstract : | JMB: Jurnal Manajemen dan Bisnis 7 (1), 2018 | 0      |

| Tahun | Judul                                                                         | Jurnal                                                  | Sitasi |
|-------|-------------------------------------------------------------------------------|---------------------------------------------------------|--------|
| 2017  | <b>Manajemen Pemasaran</b><br>Akreditasi : , Penulis : DJ Priansa, Abstract : | Denpasar: Fakultas Peternakan Universitas Udayana, 2017 | 12     |
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| Tahun | Judul                                                                                                                                                                                                                                   | Jurnal | Sitasi |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--------|
|       | <b>Sikap, Motivasi Dan Kemampuan Petugas Dalam Meningkatkan Efektivitas Pemungutan Pajak Bumi Dan Bangunan Sektor Perdesaan Dan Perkotaan Di Kota Banjar</b><br>Akreditasi : , Penulis : M Sulaeman, I Yulizar, Y Nurdianti, Abstract : |        | 0      |



| Kategori       | Total Publikasi |
|----------------|-----------------|
| Publikasi Buku | 3               |

| Tahun           | 2026 | 2025 |
|-----------------|------|------|
| Total Publikasi | 1    | 2    |

| Tahun | Judul                                                                                                                                                                                | Kategori       |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| 2026  | <b>Marketing Internasional</b><br>ID : 394133, ISBN : 9786342589069, Penulis : Ismayudin Yuliyzar, Tempat : Kota Solok, Sumatera Barat, Penerbit : Pt Mafy Media Literasi Indonesia, | Buku Referensi |

| Tahun | Judul                                                                                                                                                                                                                                                             | Kategori  |
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| 2025  | <b>Strategi Manajemen Sumber Daya Manusia Dan Manajemen Talen</b><br>ID : 349982, ISBN : 9786342583234, Penulis : Ismayudin Yuliyzar, Priyo Susilo, Tempat : Kota Tangerang, Penerbit : Mafy Media Literasi Indonesia,                                            | Buku Ajar |
| 2025  | <b>Strategic Management Digital Strategy, Agile Strategy, Strategic Transformation, Innovation Ecosystem</b><br>ID : 349983, ISBN : 9786342584675, Penulis : Priyo Susilo, Ismayudin Yuliyzar, Tempat : Kota Tangerang, Penerbit : Mafy Media Literasi Indonesia, | Buku Ajar |