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Publications

2026

Prosiding seminar internasional

IMPROVING CUSTOMER SERVICE USING ARTIFICIAL INTELLIGENCE CHATBOTS IN ACADEMIC FILE MANAGEMENT FACILITIES

FIVI RAHMATUS SOFIYAH , ANDREW SATRIA LUBIS , AMI DILHAM , ARIF QAEDI HUTAGALUNG , JONATHAN LIVIERA MARPAUNG

2026

Jurnal internasional bereputasi

How green transformational leadership shapes employee green behavior in Indonesian hotels

ANDREW SATRIA LUBIS , ANCE MARINTAN D. SITOANG , SAIMARA A.M. SEBAYANG , FIVI RAHMATUS SOFIYAH , AISYAH

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Jurnal internasional bereputasi

How green transformational leadership shapes employee green behavior in Indonesian hotels

MUHAMMAD DHARMA TUAH PUTRA NA , AISYAH , ANDREW SATRIA LUBIS , ANCE MARINTAN D. SITOANG , FIVI RAHMATUS SOFIYAH , SAIMARA A.M. SEBAYANG

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Jurnal internasional bereputasi

From Satisfaction to Strategy: A Structural Model for Implementing Generative AI Chatbots in Campus Bureaucracy Toward Sustainable Service Innovation

MUHAMMAD ARIF LUBIS , HAYATUNNUFUS , JONATHAN LIVIERA MARPAUNG , FIVI RAHMATUS SOFIYAH , ANDREW SATRIA LUBIS , AMI DILHAM

2025

Jurnal internasional bereputasi

Evaluating the long-term impact of art therapy on stress management and employee performance in sustainable workplace wellness programs

MUHAMMAD ARIF LUBIS , AMI DILHAM , FIVI RAHMATUS SOFIYAH , ANDREW SATRIA LUBIS , JONATHAN LIVIERA MARPAUNG

2025

Jurnal nasional terakreditasi

Copula-Based Blind Detection of Copy-Move Image Forgery: A Robust Mutual Information Approach

FIVI RAHMATUS SOFIYAH , TULUS , TULUS JOSEPH HERIANTO

2024

Jurnal internasional bereputasi

The Impact of Artificial Intelligence Chatbot Implementation on Customer Satisfaction in Padangsidempuan: Study with Structural Equation Modelling Approach

AMI DILHAM , ANDREW SATRIA LUBIS , HAYATUNNUFUS , Jonathan Liviera Marpaung , Diapari Lubis , FIVI RAHMATUS SOFIYAH

2024
Jurnal internasional bereputasi

The chatbot artificial intelligence as the alternative customer services strategic to improve the customer relationship management in real-time responses

YULINDA , Jonathan Liviera Marpaung , ARIF QAEDI HUTAGALUNG , AMI DILHAM , FIVI RAHMATUS SOFIYAH , ANDREW SATRIA LUBIS

2023
Jurnal nasional terakreditasi

Web-Based Business Simulation Practice Course Learning Application

AGUS MARIANI SARAGIH , ENDA YUNITA SURBAKTI , LILY MARYAM NASUTION , FIVI RAHMATUS SOFIYAH , JUMJUMA

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Jurnal internasional bereputasi

Locus of Control Strategy on Msme Performance in Increasing Distro Income in Several Psychological Aspects in Medan City

YETI MELIANY LUBIS , FIVI RAHMATUS SOFIYAH , AMI DILHAM

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Jurnal internasional bereputasi

Psychological Factors Affecting the Performance of Lecturers in Increasing the Competence of Graduates

FIVI RAHMATUS SOFIYAH , YULINDA , AMI DILHAM

2023
Jurnal internasional

THE REATIONSHIP OF MOMPREENEUR OPTIMISM AS PERFORMANCE IMPROVEMENT THROUGH SUPPORT OF INNOVATION AND MARKET ORIENTATION

FIVI RAHMATUS SOFIYAH , AISYAH

2023
Jurnal nasional terakreditasi

Development of Practical Learning For Virtual Business Simulation Courses in Business Administration Study Program at Medan State Polytechnic

AGUS MARIANI SARAGIH , NURSI AH FITRI , FIVI RAHMATUS SOFIYAH , JUMJUMA

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Jurnal internasional bereputasi

Determination Work Life Balance, Commitment Organization, Work Motivation and Compensation Financial on the Job Satisfaction Generation Millennial Performance as an Intervening Variable (Case Study on Driver Gojek Kota Medan)

FIVI RAHMATUS SOFIYAH , YULINDA

2022
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Determination of Locus of Control, HR Competence and Information Technology Towards Distro Performance in Increasing MSME Income

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2021
Jurnal internasional

Determinants of Mompreneur Performance in the Pandemic Era (Case Study of Medan City Mompreneurs)

FIVI RAHMATUS SOFIYAH , ARIF QAEDI HUTAGALUNG , AISYAH

2020
Prosiding seminar internasional

Managerial Millennial Gojek Driver Performance Study in Medan City

FIVI RAHMATUS SOFIYAH , YULINDA

2020
Jurnal internasional bereputasi

COMMUNITY READINESS AS A BUSINESS PLAN TO ITS DIGITAL ERA

COMPETITIVENESS

YULINDA , FIVI RAHMATUS SOFIYAH , YETI MELIANY LUBIS

2020

Prosiding seminar internasional

e-Commerce and Marketing Literacy in Raudatul Hasanah Studentsâ€™ Business Medan

YULINDA , FIVI RAHMATUS SOFIYAH

2020

Jurnal internasional

An analysis of resilience level of business unit of the village-owned enterprises (Bumdes) associated with the dimensions of service quality using the canonical correlation analysis (case in Saintis village, Percut Sei Tuan, Deli Serdang, Indonesia)

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2019

Jurnal internasional bereputasi

The role of technology marketing micro business, small and medium enterprises (Smes) agents for repurchase intention and its impact on the community satisfaction (case in Indonesia)

BEBY KARINA FAWZEEA , FIVI RAHMATUS SOFIYAH , ISKANDAR MUDA , Ilyda Sudardjat

2019

Jurnal internasional

The role of technology marketing micro business, small and medium enterprises (Smes) agents for repurchase intention and its impact on the community satisfaction (case in Indonesia)

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2019

Jurnal internasional

The influence of e-commerce toward internal factors of startup business success (Case in indonesia)

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2019

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Actorsâ€™ Readiness Level In Industrial Revolution Towards Competitiveness Using Canonical Analysis

FIVI RAHMATUS SOFIYAH , YETI MELIANY LUBIS , YULINDA

2019

Jurnal nasional terakreditasi

BUSINESS MANAGEMENT AND ENTREPRENEURSHIP FOR THE SANTRI AT PESANTREN AR-RAUDHATUL HASANAH MEDAN

FIVI RAHMATUS SOFIYAH , AISYAH

2019

Jurnal internasional

The Role Of Technology Marketing Micro Business, Small And Medium Enterprises (Smes) Agents For Repurchase Intention And Its Impact On The Community Satisfaction (Case In

FIVI RAHMATUS SOFIYAH

2018

Jurnal internasional

Village fund implementation for public work in deli serdang resident of north Sumatera Indonesia

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2018

Jurnal internasional

The efforts of small medium enterprises (SMES) customer engagement in

improving customer relationship through social media development

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2018

Jurnal internasional

The internet marketing effect on the customer loyalty level with brand awareness as intervening variables

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2018

Jurnal internasional

VILLAGE FUND IMPLEMENTATION FOR PUBLIC WORK IN DEKI SERDANG RESIDENT OF NORTH SUMATERA INDONESIA

FIVI RAHMATUS SOFIYAH

2018

Jurnal internasional bereputasi

The Influence Of E-Commerce Toward Internal Factors Of Startup Business Success (Case In Indonesia)

YULINDA , FIVI RAHMATUS SOFIYAH , ISKANDAR MUDA

Researches

2025

Penelitian Dana Lokal Perguruan Tinggi

Model Pengaruh Green Leadership Dan Green Human Resources Management Terhadap Pemberdayaan Sdm Wisata Untuk Mitigasi Kebakaran Di Destinasi Ekowisata Tanah Karo

ANCE MARINTAN D. SITOANG , ANDREW SATRIA LUBIS , FIVI RAHMATUS SOFIYAH , AISYAH

2025

Apinbot sebagai Mediator Digital: Integrasi Kecerdasan Buatan Generatif untuk Otomatisasi Birokrasi Perguruan Tinggi di Indonesia

ANDREW SATRIA LUBIS , MUHAMMAD ARIF LUBIS , FIVI RAHMATUS SOFIYAH , HAYATUNNUFUS , AMI DILHAM

2024

SMART GOVERNANCE: EFEKTIVITAS INTEGRASI CHATBOT ARTIFICIAL INTELEGENCE UNTUK PENINGKATAN PELAYANAN DI PEMERINTAHAN BADAN PERENCANAAN, PENELITIAN DAN PENGEMBANGAN DAERAH KOTA PADANGSIDIMPUAN

ANDREW SATRIA LUBIS , FIVI RAHMATUS SOFIYAH , HAYATUNNUFUS , AMI DILHAM

2023

Ipteks

Klasifikasi Hyperspectral Untuk Deteksi Pemalsuan Fotografi Berbasis Copula

TULUS JOSEPH HERIANTO , FIVI RAHMATUS SOFIYAH , TULUS

2022

Penelitian Kerjasama Antar Perguruan Tinggi

PENGEMBANGAN PEMBELAJARAN PRAKTIK MATA KULIAH SIMULASI BISNIS SECARA VIRTUAL PADA PROGRAM STUDI ADMINITRASI BISNIS POLITEKNIK NEGERI MEDAN

FIVI RAHMATUS SOFIYAH

2021

Penelitian Dana Lokal Perguruan Tinggi

DETERMINASI LOCUS OF CONTROL, KOMPETENSI SDM DAN TEKNOLOGI INFORMASI TERHADAP KINERJA DISTRIBUTION STORE DALAM MENINGKATKAN PENDAPATAN UMKM DI KOTA MEDAN

YETI MELIANY LUBIS , FIVI RAHMATUS SOFIYAH

2020

Determinasi Work Life Balance dan Kompensasi Finansial terhadap Kepuasan Kerja Generasi Milenial dengan Kinerja sebagai Variabel Intervening (Studi Kasus Pada Driver GOJEK Kota Medan)

FIVI RAHMATUS SOFIYAH , YULINDA

2014

Penelitian Hibah Bersaing

Model Pengembangan dan Peningkatan Daya Saing Produk Rotan(Studi Kasus Pada Ko

RITHA F DALIMUNTHE , FIVI RAHMATUS SOFIYAH , SETRI HIYANTI SIREGAR

Community Services

2026

Pembekalan Kompetensi Sekretaris Profesional Menuju Dunia Kerja Pada Siswa SMK Negeri 7 Medan

RAHDINI RIZKI SARAGIH , FIVI RAHMATUS SOFIYAH , AMI DILHAM

2026

Pelatihan Sistem Kearsipan Elektronik dalam Meningkatkan Kompetensi Siswa SMK Program Keahlian Otomatisasi dan Tata Kelola Perkantoran (OTKP) SMK Negeri 7 Medan

RAHDINI RIZKI SARAGIH , NAOMI KARINA HUTAGALUNG , FIVI RAHMATUS SOFIYAH

2026

Penguatan Soft Skills dan Etika Profesi Sekretaris Bagi Siswa SMK 7 Medan

RAHDINI RIZKI SARAGIH , NAOMI KARINA HUTAGALUNG , FIVI RAHMATUS SOFIYAH

2025

ECOGUARD: AKSI NYATA PENJAGA LINGKUNGAN BERBASIS KOMUNITAS UNTUK MEMBENTUK POLA PARTISIPASI MASYARAKAT DESA NELAYAN INDAH SEBAGAI ROLE MODEL PENUNTASAN SAMPAH

MUHAMMAD ARIF LUBIS , FIVI RAHMATUS SOFIYAH , TETTY YULIATY

2023

Pembangunan Desa Wisata Pertanian Berteknologi (DEWI TANI) di Desa Lubuk Kasih, Kecamatan Brandan Barat, Kabupaten Langkat

ZIKRI NOER , IRWANA NAINGGOLAN , TULUS IKHSAN NASUTION , FIVI RAHMATUS SOFIYAH , TETTY YULIATY , AWAN MAGHFIRAH , INDRA FAUZAN

2016

Penelitian Kompetensi

Kegiatan Penyusunan Master Plan Pembangunan Ekonomi Daerah Kabupaten Nias Utara Tahun 2016

ISKANDAR MUDA , FIVI RAHMATUS SOFIYAH , SYAHRIR HAKIM NASUTION , AMI DILHAM

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Sistem Informasi Manajemen: Konsep dan Aplikasi

JONATHAN LIVIERA MARPAUNG , FIVI RAHMATUS SOFIYAH , ANDREW SATRIA LUBIS , AMI DILHAM , HAYATUNNUFUS , ALFI AMALIA , ANCE MARINTAN D. SITOANG , Dita Lisri Hasanah Gulo , Fera Melna Damanik , Siti Hajar