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## Publications

2024

Jurnal internasional bereputasi

**Investigation of the role of internet marketing, word of mouth communication and brand awareness on purchasing decisions: An empirical study in online stores**

TITA HARIYANTI , MULYONO , ETI SETIAWATI , GUSTIARTI LEILA , ir. HADI PURNOMO , NICKO ALBART , YOGI , INDARTI

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**Investigation of the role of internet marketing, word of mouth communication and brand awareness on purchasing decisions: An empirical study in online stores**

MULYONO , TITA HARIYANTI , ir. HADI PURNOMO , ETI SETIAWATI , INDARTI , GUSTIARTI LEILA , NICKO ALBART

2022

Prosiding seminar nasional

**Effect of Structural Empowerment and Work Autonomy on Innovative Work Behavior in Plantation Companies**

GUSTIARTI LEILA

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## Researches

2025

**Pengaruh Kepemimpinan Inklusif terhadap Perilaku Kerja Inovatif Pada Karyawan Generasi Z yang Dimediasi Oleh Job Crafting**

FERRY NOVLIADI , GUSTIARTI LEILA

2025

**Peran Moderasi Interaksi Parasosial pada Pengaruh Citra Merek terhadap Keputusan Pembelian Skincare pada Wanita**

EKA DANTA JAYA GINTING , GUSTIARTI LEILA

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## Community Services

2023

**Pengangkatan Psikolog / Assesor P3M untuk pelayanan Jasa Psikologi Harian Fakultas Psikologi USU**

ZULKARNAIN , GUSTIARTI LEILA

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