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Rulianda Purnomo Wibowo SP, M.Ec, Ph.D., born in Bogor on October 21, 1980, is a lecturer in Agribusiness at the Universitas Sumatera Utara in the field of Economics. He completed his doctoral degree in Agricultural Economics at Kansas State University, USA in 2016.

Publications

2021

Prosiding seminar internasional

Risk preference and choice of sugarcane planting method: Are risk-taker farmers more likely to choose bud chip methods?

RULIANDA PURNOMO WIBOWO

2023

Prosiding seminar nasional

The Effect of Innovation and Participation on Employee's Job Satisfaction with Psychological Ownership as Mediation Variable in Wedding Decoration Business Registered in Associations of Decoration Service Entrepreneurs Indonesia (ASPEDI) in Sumatera Utara

FEBRIZA , YENI ABSAH , RULIANDA PURNOMO WIBOWO

2015

Prosiding seminar internasional

Is irrigated farm is more efficient than non-irrigated non-tillage farm and non-irrigated conventional farm for a sample of Kansas corn farmer?

RULIANDA PURNOMO WIBOWO

2019

Jurnal internasional bereputasi

The Influence of Marketing Mix Strategy on Decision to Buy Financing Product at PT Bank Pembiayaan Rakyat Syariah Puduarta Insani Medan

ENDANG SULISTYA RINI , RULIANDA PURNOMO WIBOWO , NUR AINUN

2016

Poster seminar internasional

Optimal irrigation strategy with limited water availability accounting for the risk from weather uncertainty

RULIANDA PURNOMO WIBOWO

2020

Prosiding seminar internasional

Analysis the factors affecting the women's participation in economic activities of the fisherman households in coastal areas

RULIANDA PURNOMO WIBOWO , ISKANDARINI

2023

Jurnal nasional terakreditasi

Faktor-Faktor yang Berkaitan dengan Impor dan Ekspor Bawang Merah di Indonesia

2018

Prosiding seminar internasional

Talenta

RULIANDA PURNOMO WIBOWO

2021

Jurnal internasional

Analysis of carrot production development in Karo Regency North Sumatera

TAVI SUPRIANA , RULIANDA PURNOMO WIBOWO

2022

Jurnal nasional terakreditasi

AN ANALYSIS OF FISHBEIN MULTIATTRIBUTE ATTITUDE OF AWAI NA SHRIMP PASTE PRODUCTS AND INDOFOOD SHRIMP PASTE PRODUCTS

TAVI SUPRIANA , RULIANDA PURNOMO WIBOWO

2021

Prosiding seminar internasional

Risk analysis of polyculture cultivations of tiger shrimp (Penaeus monodon) and tilapia (Oreochromis niloticus) (case: Belawan Sicanang Village, Medan Belawan District, Medan City)

RULIANDA PURNOMO WIBOWO , TAVI SUPRIANA

2023

Jurnal internasional

Analysis Of Indonesian Coffee Export Demand In The United States Using The AIDS Model

HABIBULAH , RULIANDA PURNOMO WIBOWO , SRI FAJAR AYU, SP, MM, DBA

2023

Jurnal internasional

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

SYAFRIZAL HELMI SITUMORANG , YESSI CLAUDIA SIANIPAR , RULIANDA PURNOMO WIBOWO

2022

Prosiding seminar internasional

Measurement of Supply Chain Management Performance on Toll Road Projects with Design and Build Contract Using SCOR and AHP Methods

RULIANDA PURNOMO WIBOWO

2021

Prosiding seminar internasional

Analysis of carrot production development in Karo Regency North Sumatera

TAVI SUPRIANA , RULIANDA PURNOMO WIBOWO

2021

Jurnal internasional bereputasi

Risk analysis of polyculture cultivations of tiger shrimp (Penaeus monodon) and tilapia (Oreochromis niloticus) (case: Belawan Sicanang Village, Medan Belawan District, Medan City)

TAVI SUPRIANA , RULIANDA PURNOMO WIBOWO

2026

Hasil penelitian/pemikiran yang tidak dipublikasikan

Palm Oil Contribution To Malaysian Economy

RULIANDA PURNOMO WIBOWO

2022

Artikel ilmiah

AN ANALYSIS OF FISHBEIN MULTIATTRIBUTE ATTITUDE OF AWAI NA SHRIMP PASTE PRODUCTS AND INDOFOOD SHRIMP PASTE PRODUCTS

TAVI SUPRIANA , RULIANDA PURNOMO WIBOWO

2017

Jurnal internasional bereputasi

Using a crop simulation model to understand the impact of risk aversion on optimal irrigation management

RULIANDA PURNOMO WIBOWO

2025

Jurnal nasional terakreditasi

Analysis Of Rice Price Volatility In Medan City, Indonesia

RULIANDA PURNOMO WIBOWO , DIAN PEBRIYANI

2015

Prosiding seminar internasional

Spatial Analysis and Implications of Cross-county Food and Retail Sectors in Virginia

RULIANDA PURNOMO WIBOWO

2019

Prosiding seminar internasional

The Effect of Implementing the Graphic Design in Digital Marketing on Sales of Products in Travel Companies

RULIANDA PURNOMO WIBOWO

2023

Jurnal internasional

The Effect Of Work Scheduling On Job Satisfaction In Dr RM Djoelham Binjai

RULIANDA PURNOMO WIBOWO , YENI ABSAH , HENDRA FRIZKY NOVANDO

2023

Jurnal nasional terakreditasi

Consumer Behavior in Adopting Useetv Go Streaming & Video-On-Demand Services Using Unified Theory Of Acceptance And Use Of Technology 2 (UTAUT2)

ENDANG RIZKINAWATY SEMBIRING , SUGIHARTO P , RULIANDA PURNOMO WIBOWO

2015

Prosiding seminar internasional

Irrigation technology upgrade and water savings on the Kansas High Plains aquifer

RULIANDA PURNOMO WIBOWO

2023

Jurnal internasional

THE INFLUENCE OF SERVICE QUALITY, PRICE PERCEPTIONS AND EXPERIENTIAL MARKETING ON WORLD OF MOUTH IN MANDIRI BINA PRESTASI UNIVERSITY (UMBP) STUDENTS

CHRISTY ARDELIA TARIGAN , SUGIHARTO P , RULIANDA PURNOMO WIBOWO

2018

Prosiding seminar internasional

The pricing behavior comparison of Canada and Australia exporter in wheat international market using

RULIANDA PURNOMO WIBOWO

2022

Jurnal internasional

The Effect of Behavior and Characteristics of Shallot Farmers on Production Risk in Deli Serdang District

RULIANDA PURNOMO WIBOWO , SRI FAJAR AYU, SP, MM, DBA

2022

Prosiding seminar internasional

Analysis of spinach and mustard farming portfolio in Marelan District

RULIANDA PURNOMO WIBOWO

2024

Prosiding seminar internasional

Analysis of Indonesia coffee exports competitiveness in the United States and Japan to promote sustainable market

SUHELA PUTRI NASUTION , TAVI SUPRIANA , RULIANDA PURNOMO WIBOWO

2022

Prosiding seminar internasional

Evaluation of the Implementation of Hospital Management Information Systems (SIMRS) Using the Hot-Fit Method at Al Fuadi General Hospital, Binjai

RULIANDA PURNOMO WIBOWO , YENI ABSAH

2019

Prosiding seminar internasional

Analysis of UPSUS PAJALE program influence toward the decision of farmers in planting soybean commod

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2019

Prosiding seminar internasional

The impact of fluctuation of the price of food commodity on inflation in North Sumatera Province

RULIANDA PURNOMO WIBOWO , SRI FAJAR AYU, SP, MM, DBA

2019

Jurnal internasional

Analysis of UPSUS PAJALE program influence toward the decision of farmers in planting soybean commodity (case study: Sumberejo Village, Pagar Merbau Subdistrict, Deli Serdang, & #8230;

RULIANDA PURNOMO WIBOWO

2023

Jurnal nasional terakreditasi

Factors influencing demand and supply of shallots in Indonesia.

NATALIE JESSICA REGINA SURBAKTI , RULIANDA PURNOMO WIBOWO

2019

Jurnal internasional

Analysis of Influence of Training, Emotional Intelligence, and Organizational Culture to Employees performance at STTP Medan, North Sumatra, Indonesia

YENI ABSAH , RULIANDA PURNOMO WIBOWO

2026

Hasil penelitian/pemikiran yang tidak dipublikasikan

MALAYSIAN PALM BIODIESEL INDUSTRY CONTRIBUTION TOWARD EMPLOYMENT

RULIANDA PURNOMO WIBOWO

2025

Prosiding seminar internasional

Analysis of Technical and Allocative Efficiency Models for Shallot Farming to Increase Production in Karo Regency

THARMIZI HAKIM , TAVI SUPRIANA , RULIANDA PURNOMO WIBOWO , YAYA HASANAH

2021

Prosiding seminar internasional

Risk analysis of polyculture cultivations of tiger shrimp (Penaeus monodon) and tilapia (Oreochromis niloticus)(case: Belawan Sicanang Village, Medan Belawan District, Medan City)

TAVI SUPRIANA , RULIANDA PURNOMO WIBOWO

2024

Jurnal internasional bereputasi

Business Sustainability Analysis of the Social Forestry Program in West Sumatra Province

2023

Jurnal internasional

Analysis Risk And Return Of Crops Portfolio

DIAN PEBRIYANI , RULIANDA PURNOMO WIBOWO

2019

Prosiding seminar internasional

Is irrigated farm more efficient than non-irrigated no-tillage farm and non-irrigated conventional farm for a sample of Kansas corn farmer?

RULIANDA PURNOMO WIBOWO

2019

Prosiding seminar internasional

Climate Change Adaptation Strategies for In-field Conservation Practices by Irrigated Farm

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2020

Prosiding seminar internasional

Analysis of effect of leadership style, work motivation and work ability to employee satisfaction in increasing performance of harvesters

RULIANDA PURNOMO WIBOWO

2020

Jurnal internasional

The Effect of Marketing Mix on Customer Satisfaction in Belawan Branch of PT Pelabuhan Indonesia 1 (Persero) Medan

AMRIN FAUZI , RULIANDA PURNOMO WIBOWO

2025

Jurnal nasional

Analysis of the Effect of Beauty Product Marketing Mix on Buying Interest with the Use of South Korean Celebrity Brand Ambassadors as a Moderation Variable

BEBY KARINA FAWZEEA , QURRATU A'YUNI SIREGAR , RULIANDA PURNOMO WIBOWO

2020

Jurnal internasional

The Influence of Financial and Non-Financial Compensation on the Work Motivation of Harvest Workers in PT. Rizky Fajar Adi Putra

RULIANDA PURNOMO WIBOWO , A RAHIM MATONDANG

2023

Jurnal nasional terakreditasi

Faktor-Faktor yang Mempengaruhi Permintaan dan Penawaran Bawang Merah di Indonesia

NATALIE JESSICA REGINA SURBAKTI , RULIANDA PURNOMO WIBOWO

2015

Poster seminar internasional

Is irrigated farm is more efficient than non-irrigated non-tillage farm and non-irrigated conventional farm for a sample of Kansas corn farmer?

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2022

Prosiding seminar internasional

Predictors and Impact of Openness to Change in Asset Management Contract (AMC) Implementation at the Electric Power Service Company

RULIANDA PURNOMO WIBOWO , YENI ABSAH

Researches

2025

Kajian Potensi Hilirisasi Cabai dan Tomat Sumatera Utara

YAYA HASANAH , TAVI SUPRIANA , DIAN PEBRIYANI , ELISA JULIANTI , RULIANDA PURNOMO WIBOWO

2022

Penelitian Unggulan Perguruan Tinggi

Penguatan Kelembagaan dan Pengembangan Usaha dalam Pembangunan Perhutanan Sosial Relative forest income in west Sumatera: Comparison Between Hutan Kemasyarakatan (HKm) dan Hutan Nagari (HN)

RULIANDA PURNOMO WIBOWO

2022

Business Sustainability Analysis of the Social Forestry Program in West Sumatra Province

FERYANTO , HERAWATI , ZEDNITA AZRIANI , MAHDI , DWI RACHMINA , RULIANDA PURNOMO WIBOWO

Community Services

2023

Usaha Peningkatan Pemasaran Agrowisata Taman Seribu Bunga Melalui Pelatihan Digitalisasi Informasi Desa Wisata dan Pengembangan Website Usaha

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Intellectual Property Rights

2022

Hak cipta nasional

Analisis Pendapatan Dan Risiko Pada Portofolio Usahatani Sayuran Di Kecamatan Marelan

RULIANDA PURNOMO WIBOWO , DIAN PEBRIYANI , SRI FAJAR AYU, SP, MM, DBA

2022

Hak cipta nasional

Preferensi Dan Strategi Manajemen Risiko Petani Bawang Merah Di Kabupaten Deli Serdang

RULIANDA PURNOMO WIBOWO , SITI NUR ARAFAH , SRI FAJAR AYU, SP, MM, DBA
