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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

2026
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### CONSUMPTION PATTERNS, PRICE VOLATILITY, AND HOUSEHOLD ADAPTATION BEHAVIOR TOWARD THE RED CHILI COMMODITY IN MEDAN CITY

R.B. MOH. IBRAHIM FATONI , RULIANDA PURNOMO WIBOWO , DIAN PEBRIYANI

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### Why we waste: A meta-analysis of food waste behavior using the Theory of Planned Behavior (TPB)

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### UNLEASHING THE POTENTIAL OF THE INDONESIAN TIMBER LEGALITY ASSURANCE SYSTEM FOR LEGALITY ASSURANCE, PERFORMANCE, AND GLOBAL COMPETITIVENESS

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### Why we waste: A meta-analysis of food waste behavior using the Theory of Planned Behavior (TPB)

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### Spatial Price Integration and Asymmetric Threshold Effects in Red Shallot Markets Between Urban and Rural Areas: Evidence from North Sumatra, Indonesia

RULIANDA PURNOMO WIBOWO , PROF DR H SYA'AD AFIFUDDIN MEC , Arga Abdi Rafiud Darajat Lubis , DR IR RAHMANTA GINTING MSI

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### Analisis Keputusan Petani Menggunakan Pupuk Organik, Anorganik, dan Campuran Pada Usahatani Padi Sawah

SINAR INDRA KESUMA , HARDY H. HASUGIAN , RULIANDA PURNOMO WIBOWO

2025

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## 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

2025
Jurnal nasional

## Mitigasi dan Adaptasi Bencana Hidrometeorologi Berbasis Pendekatan Ekonomi di Desa Habeahan Kecamatan Lintong Nihuta Kabupaten Humbang Hasundutan

ABDUL RAUF , T IRMANSYAH , RULIANDA PURNOMO WIBOWO , HELOVA LEONARD PANJAITAN , YUSAK MARYUNIANTA

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## Analysis Of Rice Price Volatility In Medan City, Indonesia

RULIANDA PURNOMO WIBOWO , DIAN PEBRIYANI

2025
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## Pengembangan Dan Pengelolaan Agrowisata Taman Seribu Bunga Desa Raya, Kecamatan Berastagi Kabupaten Karo

HAFNES WAHYUNI , ELISA JULIANTI , NINI RAHMAWATI , RULIANDA PURNOMO WIBOWO , SYAHIRA ADDINA , R.B. MOH. IBRAHIM FATONI , KRISTIAWAN HADINATA GINTING

2025
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## Usaha Peningkatan Pemasaran Agrowisata Taman Seribu Bunga Melalui Pelatihan Digitalisasi Informasi Desa Wisata

ISKANDARINI , KRISTIAWAN HADINATA GINTING , DIAN PEBRIYANI , RULIANDA PURNOMO WIBOWO

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## The influence of perceived usefulness in the technology acceptance model on the success of ERP implementation to support sustainability in North Sumatra’s palm oil companies

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## 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

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

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## Analysis of Soybean Demand in North Sumatra Province

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## Production and prices forecasting analysis of red chili (Capsicum annuum L.) in North Sumatera in 2028

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## Analysis the factors affecting the womenâ€™s participation in economic activities of the fisherman households in coastal areas

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

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

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## The impact of risk and uncertainty on irrigation decision for paddy production in North Sumatera Indonesia

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## Analysis of UPSUS PAJALE program influence toward the decision of farmers in planting soybean commodity (case study: Sumberejo Village, Pagar Merbau Subdistrict, Deli SerdangÃ‚Â …

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

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## Comparative analysis of technical efficiency between organic and non-organic rice farming in North Sumatera Indonesia

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## Employee Needs Planning Based on Workloads Analysis in the Procurement Goods and Services of PT PLN (Persero) Unit Induk Pembangunan Pembangkit Sumatera

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## 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

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## Deficit irrigation for rice farming with production risk due to weather variability

RULIANDA PURNOMO WIBOWO , TAUFIK RIZALDI , SUMONO

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

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

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

YENI ABSAH , RULIANDA PURNOMO WIBOWO

2018
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## Talenta

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## Pricing behavior of USA exporter in wheat international market

SUMONO , M JUFRI MSI IR , RULIANDA PURNOMO WIBOWO , MOZART DARUS MBA

2018
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## The pricing behavior comparison of Canada and Australia exporter in wheat international market using Pricing to Market (PTM) and Residual Demand Elasticity (RDE)

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

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

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

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

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

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## MALAYSIAN PALM BIODIESEL INDUSTRY CONTRIBUTION TOWARD

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**Palm Oil Contribution To Malaysian Economy**

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## Researches

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**Kajian Analisis Rantai Pasok Pangan Terhadap Stabilitas Harga Pangan dan Pengaruhnya Kepada Kesejahteraan Masyarakat Kota Medan**

R.B. MOH. IBRAHIM FATONI , DIAN PEBRIYANI , RULIANDA PURNOMO WIBOWO

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Penelitian Dosen Pemula

**Analisis Perilaku Dan Keputusan Konsumen Pada Pembelian Buah Dan Sayur Melalui Platform E- Commerce Di Kota Medan: Pendekatan Theory Of Planned Behavior**

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

2024

Ipteks Bagi Kewirausahaan

**Analisis Pengaruh Sikap, Perilaku Dan Pola Hidup Sehat Terhadap Keputusan Konsumen Untuk Membeli Minyak Goreng Merah**

DIAN PEBRIYANI , KRISTIAWAN HADINATA GINTING , RULIANDA PURNOMO WIBOWO , LUHUT SIHOMBING

2023

**Dampak Pengadaan Beras Bulog terhadap Masyarakat Penerima Manfaat dan Stabilisasi Harga Beras**

DIANA CHALIL , RIANTRI BR BARUS , RULIANDA PURNOMO WIBOWO

2022

Penelitian Unggulan Perguruan Tinggi

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

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2022

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

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**Analysis of Affecting Factors on the Natural Rubber Exports Volume in North Sumatera**

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2021

**Analisis Pengaruh Mulsa Penutup Tanah Kepada Keandalan Produksi (Yeld Reability) Untuk Tanaman Padi Dipengaruhi oleh Ketidakpasatian Cuaca Pada Daerah Aliran Sungai (DAS) Deli**

SUMONO , RULIANDA PURNOMO WIBOWO

2017

### Analisis Elastisitas Transmisi Sawit Indonesia ke Pasar Pakistan

DIANA CHALIL , RULIANDA PURNOMO WIBOWO

## Community Services

2023

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

RULIANDA PURNOMO WIBOWO

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### Peningkatan Fasilitas Hygine dan Sanitasi Agrowisata Taman Seribu Bunga Bumdes Arih Ersada Sebagai Daya Tarik Wisatawan dan Mewujudkan Desa Wisata Yang Mandiri

M JUFRI MSI IR , SINAR INDRA KESUMA , DIAN PEBRIYANI , RULIANDA PURNOMO WIBOWO

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Ipteks

### Usaha Peningkatan Pemasaran Agrowisata Taman Seribu Bunga Melalui Pelatihan Digitalisasi Informasi Desa Wisata

ISKANDARINI , KRISTIAWAN HADINATA GINTING , RULIANDA PURNOMO WIBOWO

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### USAHA PENINGKATAN PEMASARAN AGROWISATA TAMAN SERIBU BUNGA MELALUI PELATIHAN DIGITALISASI INFORMASI DESA WISATA dan Pengembangan Website Usaha

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### Mitigasi dan Adaptasi Bencana Hidrometeorologi (Aspek Lingkungan, Sosialdan Ekonomi) di Desa Habeahan Kecamatan Lintong Nihuta Kabupaten Humbang Hasundutan Sumatera Utara

HELOVA LEONARD PANJAITAN , YUSAK MARYUNIANTA , ABDUL RAUF , RULIANDA PURNOMO WIBOWO

2023

### Program Pengenalan ISPO Bagi Pekebun Swadaya: Langkah Awal Menuju Mandatory ISPO 2025

DIANA CHALIL , RIANTRI BR BARUS , RULIANDA PURNOMO WIBOWO

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### PEMBERDAYAAN PETANI BERBASIS INTEGRASI PENGEMBANGAN AGRIBISNIS KOMODITAS UNGGULAN DAN PARIWISATA DI DESA GARUNGGANG, KECAMATAN KUALA, KABUPATEN LANGKAT

YUSAK MARYUNIANTA , M JUFRI MSI IR , SINAR INDRA KESUMA , RULIANDA PURNOMO WIBOWO , DARMANTA STEVANUS PINEM , ARIF WIBOWO , CHOIS TRAI SARUMAHA , REZA FACHRUDDIN , MUHAMMAD HADI ARKAN TANJUNG

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### Pemberdayaan Petani Berbasis Integrasi Pengembangan Agribisnis Komoditas Unggulan dan Pariwisata di Desa Garunggang, Kecamatan Kuala, Kabupaten Langkat

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2020

### PEMULIHAN PENGHIDUPAN PETANI KORBAN ERUPSI GUNUNG SINABUNG MELALUI PENGEMBANGAN AGRIBISNIS SALAK DI DESA KUTAMBARU KECAMATAN TIGANDERKET KABUPATEN KARO

YUSAK MARYUNIANTA , SINAR INDRA KESUMA , THOMSON SEBAYANG , RULIANDA PURNOMO WIBOWO

2019

### Pemulihan Penghidupan Petani Korban Erupsi Gunung Sinabung Melalui Pengembangan Agribisnis Salak Di Desa Kutambaru Kecamatan Tiganderket Kabupaten Karo

YUSAK MARYUNIANTA , SINAR INDRA KESUMA , THOMSON SEBAYANG , RULIANDA PURNOMO WIBOWO

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### Analisis Pendapatan Dan Risiko Pada Portofolio Usahatani Sayuran Di Kecamatan Marelan

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

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