Prof. Dr. Arlina Nurbaity Lubis, SE., MBA

Dosen Program Studi S2 Manajemen Properti dan Penilaian
Sekolah Pascasarjana
Universitas Sumatera Utara

arlina@usu.ac.id

sps.usu.ac.id/id/dosen/arlina-nurbaity-lubis-se

Publications

2026
Buku lainnya

Manajemen UMKM Perempuan: Ambidexterity, Resiliensi, dan Digitalisasi

RAMADANI , RITHA F DALIMUNTHE , ARLINA NURBAITY LUBIS , APRINAWATI , NURUL ADELIA

2026
Jurnal internasional

The Effect of Risk Perception and Perceived Ease of Use on Intention to Use Dana E-Wallet in Medan City with E-Trust as an Intervening Variable Plantation

Angellia Saragih , ARLINA NURBAITY LUBIS , BEBY KARINA FAWZEEA

2026
Jurnal internasional

Analysis Of Brand Image Strengthening Strategy to Enhance The Competitiveness of PT Eleanor Mandiri Indonesia In The Manufacturing Industry

BEBY KARINA FAWZEEA , Shela Citra Purwaningsih Harahap , ARLINA NURBAITY LUBIS

2026
Jurnal internasional

The Influence of Service Quality, Brand Image and Technology Usage on Customer Loyalty through Customer Satisfaction as a Mediating Variable in PT. Pos Indonesia Medan Branch

Putri Khalijah Tricahyanti Siregar , BEBY KARINA FAWZEEA , ARLINA NURBAITY LUBIS

2026
Jurnal internasional bereputasi

The intermediary role of digital on the transformation of human resource and competitive advantage in women-led enterprises

RAMADANI , RITHA F DALIMUNTHE , ARLINA NURBAITY LUBIS , MUHAMMAD BANGUN SIREGAR , T TEVIANA

2025
Jurnal nasional terakreditasi

Improving Gender Literacy and Bullying Prevention through Strengthening Cultural Arts for Women's Empowerment and Child Protection in Denai Sarang Burung Village

SYARIFAH , ARLINA NURBAITY LUBIS , EVA SYAHFITRI NASUTION , HAIRANI SIREGAR

2025
Jurnal nasional terakreditasi

Improving Gender Literacy and Bullying Prevention through Strengthening Cultural Arts for Women's Empowerment and Child Protection in Denai Sarang Burung Village

RAMADANI , ARLINA NURBAITY LUBIS , EVA SYAHFITRI NASUTION , HAIRANI SIREGAR , SYARIFAH

2025

Jurnal internasional bereputasi

The intermediary role of digital on the transformation of human resource and competitive advantage in women-led enterprises

MUHAMMAD BANGUN SIREGAR , RITHA F DALIMUNTHE , ARLINA NURBAITY LUBIS , T TEVIANA , RAMADANI

2025
Jurnal internasional

User-Generated Content and Viral Marketing Effects on Purchase Intention: The Moderating Role of Product Knowledge among Gen Z

ARLINA NURBAITY LUBIS , BEBY KARINA FAWZEEA , CHRISTINE

2025
Jurnal internasional bereputasi

The Path to Brand Love: How Omnichannel Integration Shapes Gen Z Consumer Engagement

PIPIT BUANA SARI , PAHAM GINTING , ARLINA NURBAITY LUBIS , SYAFRIZAL HELMI SITUMORANG

2024
Buku referensi

INTEGRITAS DAN MORAL SIVITAS AKADEMIKA

AGUS PURWOKO , ARLINA NURBAITY LUBIS , TENGKU SITI HAJAR HARYUNA , ROSMAYATI , IDA YUSTINA , SONDANG PINTAULI , Tengku Silvana Sinar , Masfria

2024
Jurnal nasional terakreditasi

The Influence of Motivation and Work Stress on the Performance of Nurses

ARLINA NURBAITY LUBIS , ETTI SUDARYATI

2024
Jurnal internasional bereputasi

The Influence of Electronic Word of Mouth and Social Media Marketing On The Purchasing Decision of Small and Medium Enterprises (Case Study On Diyos Shoes Cleaning In Medan City)

ARLINA NURBAITY LUBIS , PARAPAT GULTOM , ROY MULYADI MARDIYOS

2024
Jurnal internasional

Entertainment Factor and Relatability’s Effect on Gen Z and Millennial’s Interaction in Medan Through Their Emotion

BEBY KARINA FAWZEEA , ARLINA NURBAITY LUBIS , Ayu Nur Utami Siwi Hariyati

2023
Jurnal nasional

The Influence of Social Media Marketing and Lifestyle on Purchasing Decisions in Small to Medium Enterprises Diyos Shoes Cleaning Shoe Cleaning Services

ROY MULYADI MARDIYOS , PARAPAT GULTOM , ARLINA NURBAITY LUBIS

2023
Jurnal nasional

The Effect Of Consumer Perceptions Of Products And Motivation On Purchase Decisions Canako Rice Box With A Lifestyle As A Moderation Variable

ARLINA NURBAITY LUBIS , ANGGITA RIZKI DEFIANI HASIBUAN , PARAPAT GULTOM

2023
Prosiding seminar internasional

Social Interactive Engagement for Gen Z

PAHAM GINTING , PIPIT BUANA SARI , ARLINA NURBAITY LUBIS , SYAFRIZAL HELMI SITUMORANG

2023
Jurnal internasional

THE EFFECT OF PRICE PERCEPTION AND TRUST ON CANAKO RICE BOX PURCHASE DECISION THROUGH CUSTOMER SATISFACTION AS INTERVERNING VARIABLES

PARAPAT GULTOM , ARLINA NURBAITY LUBIS , ANGGITA RIZKI DEFIANI HASIBUAN

2022
Buku lainnya

Pemikiran Guru Besar USU :Strategi Pengembangan Keilmuan dan Kualitas Pendidikan Dalam Mencapai 8 Indikator Kinerja Utama

TAMRIN , ROSMAYATI , ARLINA NURBAITY LUBIS , PUJIATI , TIMBANGEN SEMBIRING

2022
Jurnal nasional

The Influence of the Quality of Nurses' Work-Life against Performance of Nurses at Dr. Pirngadi Hospital Medan

SITI SAIDAH NASUTION , Siti Mariani Damanik , ETTI SUDARYATI , ARLINA NURBAITY LUBIS

2022
Jurnal nasional terakreditasi

Kecerdasan Emosional Berhubungan dengan Manajemen Konflik Perawat

SRI EKA WAHYUNI , ARLINA NURBAITY LUBIS , KING DESTON SITANGGANG

2021
Jurnal internasional

The Influence of Self-efficacy on Nurse Performance in Mitra Sejati Hospital

FARIDA LINDA SARI SIREGAR , ARLINA NURBAITY LUBIS

2021
Jurnal internasional bereputasi

The Satisfaction as Mediation to Increase Electronic Word of Mouth at Private Higher Education

AMLYS SYAHPUTRA SILALAHI , ENDANG SULISTYA RINI , ARLINA NURBAITY LUBIS

2021
Buku lainnya

Developing Strategies Based on Swot Analysis for SMEs

ARLINA NURBAITY LUBIS , MARHAYANIE

2021
Tulisan ilmiah

Relevance of Segmenting, Targeting, and Positioning to Stimulate Product Performance of Traditional Woven Industry in North Sumatera

ARLINA NURBAITY LUBIS , MARHAYANIE

2020
Jurnal internasional

Confirmatory Factor Analysis of Electronic Word of Mouth in Private College Students in Medan

AMLYS SYAHPUTRA SILALAHI , ARLINA NURBAITY LUBIS , ENDANG SULISTYA RINI , MESRA

2020
Prosiding seminar nasional

Menumbuhkan Jiwa Kewirausahaan SMK Pertanian Di Kepulauan Nias [Foster an entrepreneurial spirit of agricultural Vocational High School in Nias Islands]

ARLINA NURBAITY LUBIS , R.B. MOH. IBRAHIM FATONI , TAVI SUPRIANA , APRI HERI ISWANTO , TASYA CHAIRUNA PANE , JELLY LEVIZA

2020
Jurnal nasional terakreditasi

The Impact of Work-Family Conflict and Emotional Intelligence on Nurse's Performance at Dr. Pirngadi Hospital

SRI EKA WAHYUNI , ARLINA NURBAITY LUBIS , ROMAULI SIALLAGAN

2020
Jurnal internasional bereputasi

A Study of Supply Chain Management for Preliminary Destination Brand Experience in North Sumatera, Indonesia

ARLINA NURBAITY LUBIS , BEBY KARINA FAWZEEA , ENDANG SULISTYA RINI

2020
Jurnal nasional

Pengembangan Usaha Kecil Makanan pada Komunitas Perempuan di Kecamatan Tanjung Morawa Kota Deli Serdang

RITHA F DALIMUNTHE , ARLINA NURBAITY LUBIS

2020
Jurnal internasional

Effect of Product Quality and Service Quality towards Loyalty through Customer Satisfaction at the Taplus BNI Medan Petisah Sub Branch

HARRIS SIRAIT , ARLINA NURBAITY LUBIS , PARAPAT GULTOM

2020
Prosiding seminar internasional

The Influence of Celebrity Endorsers on Conspicuous Consumption Through EWOM Based on a Gender Perspective

AMLYS SYAHPUTRA SILALAHI , ARLINA NURBAITY LUBIS , ENDANG SULISTYA RINI , MUTIA ARDA

2019
Prosiding seminar internasional

Analysis of Restaurant Business Strategy in Developing Business using SWOT Analysis

ARLINA NURBAITY LUBIS , YENI ABSAH

2019
Jurnal internasional bereputasi

Effect of Service Quality of Distributors on Loyalty Through Relationship Quality to Retail As Intervening Variables (Study on Anlene Retail in The South Medan Region)

ENDANG SULISTYA RINI , PRADITA YUGANTARA , ARLINA NURBAITY LUBIS

2019
Jurnal internasional

The Influence Of Organizational Commitment and Job Satisfaction in Nurses Turnover Intention In Malahayati Islamic Hospital, Medan

ISMUNTANIA , FARIDA LINDA SARI SIREGAR , ARLINA NURBAITY LUBIS

2019
Jurnal internasional bereputasi

Destination Brand Experience And Semiotic Brand Resonance

ARLINA NURBAITY LUBIS , BEBY KARINA FAWZEEA , MISKA IRANI BR TARIGAN , ENDANG SULISTYA RINI

2019
Jurnal internasional bereputasi

Brand Experience Analysis-How it Relates to Brand Personality in Tv Brands

SYAFRIZAL HELMI SITUMORANG , ENDANG SULISTYA RINI , SIROJUZILAM , ARLINA NURBAITY LUBIS

2018
Jurnal internasional bereputasi

The Influence of Marketing Mix Dimension on the Destination Image Dimension: A Case Study of Lake Toba, North Sumatera, Indonesia

T TEVIANA , ARLINA NURBAITY LUBIS , ZULKARNAIN SIREGAR

2018
Prosiding seminar internasional

The impact of reference groups and organized retail on marketing performance through the image of modern retails in medan city (case study of alfa mart, alfa midi and indo maret)

ENDANG SULISTYA RINI , ARLINA NURBAITY LUBIS , YENI ABSAH

2017
Jurnal internasional bereputasi

Antecedents of Tourism Destination Image and Customer Satisfaction in Tourism Industry

T. TEVIANA , PARAPAT GULTOM , ARLINA NURBAITY LUBIS , PAHAM GINTING

Researches

2025
Penelitian Fundamental

MEMBANGUN KEUNGGULAN BERSAING MELALUI DIGITALISASI, AMBIDEXTERITY DAN RESILIENSI PADA WIRAUSAHA KECIL PEREMPUAN DI SUMATERA UTARA

ARLINA NURBAITY LUBIS , RITHA F DALIMUNTHE , APRINAWATI

2025
Ipteks Bagi Kewirausahaan

Pengaruh Content Marketing terhadap Customer Advocacy dengan Brand Trust dan Customer Engagement sebagai Variabel Intervening pada Aplikasi Tiktok di Kota Medan

ARLINA NURBAITY LUBIS

2023
Ipteks Bagi Kewirausahaan

Pemberdayaan Masyarakat Pesisir Melalui Usaha Mikro Bidang Pariwisata

ARLINA NURBAITY LUBIS , RITHA F DALIMUNTHE

Community Services

2026

Membangun Karakter Anak yang Mandiri dan Berdaya Melalui Edukasi Kewirausahaan dan Manajemen Diri di Sekolah Rakyat Sentra Bahagia Kota Medan

ARLINA NURBAITY LUBIS , RITHA F DALIMUNTHE , MUHAMMAD BANGUN SIREGAR , SYARIFAH , RAMADANI , RIZKY PUTRA , PUJIATI

2020

Pengembangan Usaha Kecil Makanan Pada Komunitas Perempuan di Kecamatan Tanjung Morawa Kota Deli Serdang

ARLINA NURBAITY LUBIS , RITHA F DALIMUNTHE

Intellectual Property Rights

2026
Hak cipta nasional

Manajemen UMKM Perempuan: Ambidexterity, Resiliensi, dan Digitalisasi

RAMADANI , RITHA F DALIMUNTHE , ARLINA NURBAITY LUBIS , APRINAWATI , NURUL ADELIA