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## Publications

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### **Pengaruh Harga, Kualitas Produk, Dan Kualitas Pelayanan Terhadap Keputusan Pembelian (Studi Pada Cafe Ruang Sarca)**

ONAN MARAKALI SIREGAR , NICHOLAS MARPAUNG

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### **Alternative Process Towards Business Model Innovation in Medan City**

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### **PENGARUH LABEL HALAL, FOOD QUALITY DAN SERVICE QUALITY TERHADAP CUSTOMER SATISFACTION**

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### **PENGARUH MODAL KERJA DAN PENJUALAN TERHADAP LABA BERSIH PADA PERUSAHAAN OTOMOTIF YANG TERDAFTAR DI BURSA EFEK INDONESIA**

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### **Pengaruh Customer Rating, Live Streaming Selling, dan Customer Reviewterhadap Impulsive Buying Pembelian Skincare The Originote pada E-Commerce Shopee (Studi pada Mahasiswi PTN di Kota Medan)**

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2023

Buku referensi

### **Inovasi Inkremental dan Radikal Pada UKM**

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### **The Effect of Human Capital and Total Quality Management on Managerial Performance with the Reward System as A Moderation Variable at PT Pegadaian Regional Office I Medan**

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## **PENGARUH ETHNOCENTRISM, BRAND IMAGE, DAN LIFESTYLE TERHADAP BUYING DECISION ERIGO (Studi Pada Customer Erigo Kota Medan)**

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## **The effect of agricultural policy on sustainability and environmental protection: omnibus law case study**

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**THE INFLUENCE OF COMPENSATION, WORK ENVIRONMENT AND WORK DISCIPLINE ON EMPLOYEE PERFORMANCE AT PT. BANK SUMUT BRANCH OF SIPIROK**

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## **Pengaruh Online Customer Review Dan Rating Terhadap Minat Beli Produk Pada Layanan Aplikasi Shopee**

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## **Researches**

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Penelitian Dosen Pemula

### **ANALISIS KELAYAKAN BISNIS PADA USAHA PENGGILINGAN PADI DI**

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## **REKOMENDASI KEBIJAKAN PELAKSANAAN OTONOMI DESA DI KABUPATEN DELI SERDANG**

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