

Prof. Dr. Yeni Absah, SE., M.Si.

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

✉ yeni.absah@usu.ac.id

🌐 sps.usu.ac.id/id/dosen/yeni-absah

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DESSY KURNIA SARI , RIRIN TRI RATNASARI , YENI ABSAH

2023

Penelitian Disertasi Doktor

Increasing the competitive advantage and the performance of SMEs using entrepreneurial marketing architectural innovation capability in North Sumatera, Indonesia

ARLINA NURBAITY LUBIS , YENI ABSAH , PARAPAT GULTOM , MUHAMMAD YAMIN SIREGAR

2023

Ipteks

KEBIJAKAN DAN IMAGE WISATA HALAL BAGI MUSLIM TRAVELER INDONESIA DAN MALAYSIA

YENI ABSAH

2023

Penelitian Disertasi Doktor

Increasing the competitive advantage and the performance of SMEs using entrepreneurial marketing architectural innovation capability in North Sumatera, Indonesia

ARLINA NURBAITY LUBIS , YENI ABSAH , PARAPAT GULTOM

2023

Kebijakan dan Image Wisata Halal Bagi Muslim Traveller Indonesia dan Malaysia

YENI ABSAH , TETTY YULIATY , Dr. Nor Asmalina Mohd Anuar

2022

Penelitian Kerjasama Antar Perguruan Tinggi

Pengembangan sistem informasi penanggulangan krisis kesehatan berbasis on line

YENI ABSAH , NUR ASNAH SITOANG

2022

Ipteks

Entrepreneurial Marketing Architectural Innovation Capability in Indonesian SMEs : a Conceptual Model

ARLINA NURBAITY LUBIS , YENI ABSAH , PARAPAT GULTOM , MUHAMMAD YAMIN SIREGAR , CINDY SIMANUNGKALIT , SARMA SANTA RIA PASARIBU

2022

Riset Andalan Perguruan Tinggi dan Industri

HI-Cloud: Health Innovation-Clover of Oxalis dehradunensis Start up Bidang Produk Inovasi Berbasis Potensi Lokal

YAYA HASANAH , EKA LESTARI MAHYUNI , EDISON PURBA , YENI ABSAH , URIP HARAHAP

2022

Ipteks

KEBIJAKAN DAN IMAGE WISATA HALAL BAGI MUSLIM TRAVELER

INDONESIA DAN MALAYSIA

YENI ABSAH

2021

Penelitian Disertasi Doktor

Analisis Kesuksesan Karir Subjektif : Perspektif Networking Behavior, Inclusive Leadership dan Innovative Work Behavior

YENI ABSAH , ISFENTI SADALIA

2021

Analisis Strategi Bisnis UMKM Kota Medan pada Masa New Normal

YENI ABSAH , ISFENTI SADALIA , TETTY YULIATY

2020

Penelitian Dana Lokal Perguruan Tinggi

INFLUENCE OF TOURISM IMAGE TO EXPERIENTIAL VALUE AND REVISIT INTENTION IN LAKE TOBA

YENI ABSAH , ENDANG SULISTYA RINI , BEBY KARINA FAWZEEA

2020

Experiential Tourism Di Danau Toba

YENI ABSAH , ENDANG SULISTYA RINI

2020

Analisis Strategi Peningkatan Kinerja Perguruan Tinggi dan Pengaruhnya terhadap Keputusan Mahasiswa di Kota Medan

YENI ABSAH , R. HAMDANI HARAHAP , BEBY KARINA FAWZEEA

2020

ONLINE SHOPPING BEHAVIOR IN SUMATERA UTARA

YENI ABSAH , BEBY KARINA FAWZEEA

2020

Experiential Tourism di Danau Toba Kabupaten Samosir

ALFIFTO , YENI ABSAH , ENDANG SULISTYA RINI

2019

Pendidikan Magister Doktor Sarjana Unggul

Analisis Diskriminan Kebijakan Kompensasi Tenaga Kerja Asing dan Lokal Pada Perusahaan Multinasional di Sumatera Utara

YENI ABSAH

2019

PERSEPSI DAN STATUS SOSIAL EKONOMI TERHADAP PERILAKU NASABAH PENGGUNA JASA KEUANGAN PERBANKAN SYARIAH DENGAN SIKAP SEBAGAI VARIABEL INTERVENING

YENI ABSAH , DOLI M JAFAR DALIMUNTHER , TETTY YULIATY

2019

Penelitian Unggulan Perguruan Tinggi

Model Peningkatan Kinerja Pemasaran UKM Kota Medan Dengan Pendekatan Resources-Based View

RISMAYANI , YENI ABSAH , R. HAMDANI HARAHAP

2019

ANALISIS BISNIS COFFEE SHOP DALAM MENDUKUNG PERKEMBANGAN EKONOMI DAN PARIWISATA KOTA MEDAN

YENI ABSAH , R. HAMDANI HARAHAP

2019

Persepsi dan Sikap Terhadap Perilaku Nasabah Pengguna Jasa Keuangan Perbankan Syariah

YENI ABSAH , DOLI M JAFAR DALIMUNTHER

2019
Pendidikan Magister Doktor Sarjana Unggul

PENGARUH CUSTOMER RELATIONSHIP MANAGEMENT (CRM) DAN PHYSICAL EVIDENCE TERHADAP CUSTOMER LOYALTYMELALUI CUSTOMER SATISFACTION FAST FOOD DI KOTA MEDAN

YENI ABSAH

2018
Penelitian Unggulan Perguruan Tinggi

Model Peningkatan Kinerja Pemasaran UKM Kota Medan Dengan Pendekatan Resources-Based View

YENI ABSAH

2018
Ipteks Bagi Kewirausahaan

ANALISIS HUMAN CAPITAL, TECHNOLOGICAL CAPITAL, CUSTOMER CAPITAL DAN SOCIAL CAPITAL TERHADAP KEUNGGULAN BERSAING MELALUI KINERJA UMKM DISTRO DAN BUTIK DI KOTA MEDAN

YASMIN CHAIRUNISA MUCHTAR , YENI ABSAH , INNEKE QAMARIAH

2017
Penelitian Tim Pasca Sarjana

MODEL PENINGKATAN KINERJA PEMASARAN USAHA KECIL MENEGAH DI KOTA MEDAN DENGAN PENDEKATAN RESOURCES-BASKED VIEW

YENI ABSAH , ENDANG SULISTYA RINI

2017
Peningkatan Kinerja UMKM Kota Medan Melalui Penerapan Strategi Keunggulan Bersaing

YASMIN CHAIRUNISA MUCHTAR , YENI ABSAH , BEBY KARINA FAWZEEA , INNEKE QAMARIAH

2016
Penelitian Unggulan Perguruan Tinggi

ANALISIS PENGARUH PEMASARAN RELASIONAL TERHADAP LOYALITAS MELALUI KEPUASAN NASABAH TABUNGAN MARTABE BANK SUMUT DI KOTA MEDAN

YENI ABSAH , ENDANG SULISTYA RINI

2016
Peningkatan Kinerja UMKM Kota Medan melalui Pengembangan Strategi Keunggulan Bersaing yang Berkelanjutan

YASMIN CHAIRUNISA MUCHTAR , YENI ABSAH , BEBY KARINA FAWZEEA , INNEKE QAMARIAH

2016
Penelitian Hibah Bersaing

PENGEMBANGAN STRATEGI PEMASARAN RASIONAL, EMOSIONAL, DAN SPRITUAL DALAM MEMBENTUK LOYALITAS NASABAH PERBANGKAN SYARIAH DI KOTA MEDAN

YENI ABSAH , ENDANG SULISTYA RINI

2015
Penelitian Fundamental

Strategi Pemasaran Rasional, Emosional dan Spiritual pada Perbankan Syariah di Kota Medan

YENI ABSAH , ENDANG SULISTYA RINI

2014
PENGARUH PENERAPAN STRATEGI PEMASARAN RASIONAL, EMOSIONAL DAN SPRITUAL TERHADAP KEPUASAN DAN LOYALITAS NASABAH PT BANK SUMUT SYARIAH CABANG MEDAN

YENI ABSAH , YULINDA , ENDANG SULISTYA RINI

2026

Ipteks Bagi Masyarakat

MENINGKATKAN DAYA SAING TERASI MELALUI STRATEGI PEMASARAN DIGITAL (Pendampingan Usahawan Oleh-Oleh Khas Desa Sentang, Batu Bara)

YENI ABSAH , HARRIS PINAGARAN NASUTION

2026

Peningkatan Kapasitas Kewirausahaan bagi Industri Pengolahan Terasi (Belacan) Desa Sintang Kec. Nibung Hangus Kab. Batu Bara sebagai Oleh-Oleh Khas Sumatera Utara yang Diminati Para Domestik dan Ekspor

YENI ABSAH , ENDANG SULISTYA RINI , BEBY KARINA FAWZEEA

2026

PENINGKATKAN DAYA SAING TERASI MELALUI STRATEGI PEMASARAN DIGITAL(Pendampingan Usahawan Oleh-Oleh Khas Desa Sentang, Batu Bara)

YENI ABSAH , ENDANG SULISTYA RINI , BEBY KARINA FAWZEEA , Moudy Fitria Respaty , Dina Arfianti Siregar , Alexander Tan , Badikenita Sitepu , Agus Edi Rangkuti , Elperida Juniarni Sinurat , Florence Sirait , Tengku Muhammad Adriansyah

2026

Ipteks Bagi Masyarakat

“Policy Design for Resilient and Transparent Carbon Markets in Indonesia and Malaysia Under Contemporary Disaster Risks (USU and UM Collaboration))

VITA CITA EMIA TARIGAN , YENI ABSAH , MAHMUD MULYADI , ODING AFFANDI

2025

Peningkatan Kemampuan Pembuatan Proposal Penelitian bagi Dosen Universitas Nias

SAHARMAN GEA , YENI ABSAH , FOTARISMAN ZALUCHU , ENDANG SULISTYA RINI

2025

Dewan Pakar PUI Pengendalian Emisi Gas Rumah Kaca

TULUS IKHSAN NASUTION , YENI ABSAH

2025

Anggota Pusat Studi Inovasi Green Carbon USU

YENI ABSAH , ANITA ZAITUNAH

2025

Pengenalan Masakan Tradisional Halal Indonesia Bagi Masyarakat Jepang

FAISAL ERIZA , YENI ABSAH , ENDANG SULISTYA RINI , TETTY YULIATY

2025

Literasi Strategi Pengelolaan Keuangan Kepada Pelajar Penerima Bantuan Program Indonesia Pintar (PIP) di SMP Negeri 2 Tanjung Morawa

YENI ABSAH , Nurul Adelia , Fangandrododo Ndruru , Muhammad Dimas Prasetya , Boy Chandra Nababan , Puteri Ananda

2024

Ipteks Bagi Masyarakat

Pelaksanaan Perilaku Hidup Bersih dan Sehat di Lingkungan Desa Raya Kecamatan Berastagi Kabupaten Karo

FARID AULIA , YENI ABSAH , R. HAMDANI HARAHAHAP

2024

Penelitian Dana Lokal Perguruan Tinggi

Peningkatan Kemampuan Penulisan Publikasi Ilmiah bagi Dosen Sekolah Tinggi Agama Islam (STAI) Nias

ISKANDAR ZULKARNAIN , SAHARMAN GEA , YENI ABSAH , HUMAIZI , MUNZAIMAH M , FARIDA HANIM , MOULITA

2024

Sistem Informasi Pemerintahan Desa Kuta Mbelin dengan Platform Sistem Informasi Desa (SID) yang Terintegrasi dan Presisi

2023

PELATIHAN DAN PENDAMPINGAN PENINGKATAN KOMPETENSI PENULISAN KARYA ILMIAH BAGI DOSEN UNIVERSITAS PRIMA KOTA MEDAN

SYAFRIZAL HELMI SITUMORANG , YENI ABSAH

2023

Ipteks Bagi Masyarakat

Pelatihan dan Pendampingan Peningkatan Kompetensi Penulisan Karya Ilmiah Bagi Dosen Universitas Prima Kota Medan

SAHARMAN GEA , SYAFRIZAL HELMI SITUMORANG , YENI ABSAH , BEBY KARINA FAWZEEA

2023

Ipteks Bagi Masyarakat

Pemberdayaan BUMDes Aarih Ersada Berbasis Eduwisata Di Desa Raya Kecamatan Berastagi Kabupaten Karo

FARID AULIA , YENI ABSAH , R. HAMDANI HARAHAP

2023

Peningkatan Kemampuan Penulisan Publikasi Ilmiah bagi Dosen Sekolah Tinggi Agama Islam (STAI) Nias

ISKANDAR ZULKARNAIN , YENI ABSAH

2023

Pemberdayaan Aparatur Desa dalam Pengelolaan Mangrove Berbasis Ekowisata di Desa Tapak Kuda Kecamatan Tanjung Pura Kabupaten Langkat

FARID AULIA , YENI ABSAH

2022

Ipteks Bagi Masyarakat

Pembangunan Fasilitas Air Jernih Dan Layak Sanitasi Di Desa Liang Pematang Kec. Sinembah Tanjung Muda Hulu Kabupaten Deli Serdang

HANDRIZAL , SENIMAN , YENI ABSAH

2022

Ipteks Bagi Masyarakat

PEMBERDAYAAN PENGURUS BUMDES DALAM PENGEMBANGAN WISATA BERBASIS SUMBERDAYA ALAM DI DESA BULUH DURI KECAMATAN SIPISPIS KABUPATEN SERDANG BEDAGAI

FARID AULIA , YENI ABSAH , R. HAMDANI HARAHAP

2021

Pemberdayaan Aparatur Desa dalam Pengembangan Kawasan Wisata yang Berwawasan Sosial Lingkungan di Desa Silalahi II Kecamatan Silahisabungan Kabupaten Dairi

FARID AULIA , YENI ABSAH , R. HAMDANI HARAHAP

2020

Penguatan Ekonomi BUMDES Lubuk Kertang melalui Pemetaan Potensi Desa secara Partisipatif

YENI ABSAH , ENDANG SULISTYA RINI

2019

Ipteks Bagi Masyarakat

PENINGKATAN EFEKTIFIKASI PROSES PEMBELAJARAN MELALUI PELATIHAN E-LEARNING BAGI GURU SMK NUSANTARA LUBUK PAKAM

YENI ABSAH , ISFENTI SADALIA , ENDANG SULISTYA RINI

2015

Ipteks Bagi Kewirausahaan

PELATIHAN TEKNIK PEMASARAN MELALUI FACEBOOK PADA USAHA

Intellectual Property Rights

2024

Hak cipta internasional

MODERASI PRO COMPTETITION ABSORPTIVE CAPACITY DALAM MENINGKATKAN KINERJA PRODUK PENGRAJIN ULOS DI KAWASAN DANAU TOBA INDONESIA

YENI ABSAH

2024

Hak cipta nasional

MODERASI PRO COMPETITION ABSORPTIVE CAPACITY DALAM MENINGKATKAN KINERJA PRODUK PENGRAJIN ULOS DI KAWASAN DANAU TOBA INDONESIA

LIHARMAN SARAGIH , PAHAM GINTING , YENI ABSAH , SYAFRIZAL HELMI SITUMORANG

2022

Hak cipta nasional

Membangun bisnis start up (project base learning)

EKA LESTARI MAHYUNI , YAYA HASANAH , YENI ABSAH

2022

Hak cipta nasional

Start up HI Cloud Viral Inovasi Kesehatan Berbasis Potensi Lokal

YENI ABSAH , URIP HARAHAHAP , YAYA HASANAH , EKA LESTARI MAHYUNI , EDISON PURBA

2022

Hak cipta nasional

Membangun Bisnis Start-Up (Project Base Learning)

YENI ABSAH , EKA LESTARI MAHYUNI , YAYA HASANAH , EDISON PURBA , URIP HARAHAHAP

2022

Paten nasional

Lembaga Inovasi Penulisan Ilmiah dan Hak Kekayaan Intelektual - Universitas Sumatera Utara

URIP HARAHAHAP , EKA LESTARI MAHYUNI , YENI ABSAH , EDISON PURBA , YAYA HASANAH

2022

Hak cipta nasional

Pengelolaan Lingkungan Hidup Pesisir Dan Laut Pantai Timur Sumatera Utara Yang Berkelanjutan

R. HAMDANI HARAHAHAP , YENI ABSAH

2022

Hak cipta nasional

Pengembangan Kapasitas Kelembagaan Dan Pemanfaatan Sumberdaya Alam Pesisir Yang Berkelanjutan Di Kabupaten Serdang Bedagai, Provinsi Sumatera Utara

YENI ABSAH , R. HAMDANI HARAHAHAP

2022

Hak cipta nasional

Pengembangan Ekowisata Mangrove Dan Perencanaan Minapolitan Tahan Bencana Di Kabupaten Serdang Bedagai Provinsi Sumatera Utara

R. HAMDANI HARAHAHAP , YENI ABSAH

2021

Hak cipta nasional

Kopi Dari Hulu Ke Hilir (Kasus Pertanian Kopi Di Karo Dan Kedai Kopi Di Medan)

2021

Hak cipta nasional

Model Strategi Peningkatan Kinerja Perguruan Tinggi Dan Pengaruhnya Terhadap Kepuasan Mahasiswa Di Kota Medan

R. HAMDANI HARAHAP , BEBY KARINA FAWZEEA , YENI ABSAH

2020

Hak cipta nasional

Pengaruh Kapabilitas Inovasi Dan Branding Terhadap Kinerja Pemasaran UKM Kuliner Kota Medan

ENDANG SULISTYA RINI , YENI ABSAH

2019

Hak cipta nasional

Model Peningkatan Kinerja Usaha Kecil Menengah Di Kota Medan Dengan Pendekatan Berbasis Resource-Based View

YENI ABSAH , R. HAMDANI HARAHAP

2019

Hak cipta nasional

Strategi Keunggulan Bersaing UMKM

YASMIN CHAIRUNISA MUCHTAR , BEBY KARINA FAWZEEA , INNEKE QAMARIAH , YENI ABSAH
