

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

Lecturer of Undergraduate Program in Management Study Program
Faculty of Economics and Business
Universitas Sumatera Utara

✉ arlina@usu.ac.id

🌐 feb.usu.ac.id/en/lecturer/arlina-nurbaity-lubis

Publications

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

2023

Prosiding seminar internasional

Social Interactive Engagement for Gen Z

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

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

2017

Jurnal nasional terakreditasi

Agen Branchless Banking Untuk Mencapai Masyarakat Bankable

TETTY YULIATY , ARLINA NURBAITY LUBIS

2022

Jurnal internasional bereputasi

The Effect of Promotional Strategy, Entrepreneurship, on Marketing Performance with Competitive as Variable Intervening

BEBY KARINA FAWZEEA , ARLINA NURBAITY LUBIS , ENDANG SULISTYA RINI

2024

Buku referensi

INTEGRITAS DAN MORAL SIVITAS AKADEMIKA

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

2024

Book chapter internasional

The Synergistic Dynamics of Marketing Capability, Innovative Performance, and Product-Consumer Congruency in Contemporary Organizations: A Conceptual Framework

ENDANG SULISTYA RINI , AMLYS SYAHPUTRA SILALAH , ARLINA NURBAITY LUBIS , ONAN MARAKALI SIREGAR

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

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

2021

Tulisan ilmiah

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

ARLINA NURBAITY LUBIS , MARHAYANIE

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

2023

Jurnal internasional

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

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

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

2019

Prosiding seminar internasional

Analysis of Restaurant Business Strategy in Developing Business using SWOT Analysis

ARLINA NURBAITY LUBIS , YENI ABSAH

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

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 , T TEVIANA , MUHAMMAD BANGUN SIREGAR

2026

Jurnal internasional bereputasi

How marketing capability and product advantage drive performance: The mediating role of perceptual product congruity in culinary SMEs

ONAN MARAKALI SIREGAR , ARLINA NURBAITY LUBIS , ENDANG SULISTYA RINI , AMLYS SYAHPUTRA SILALAH

2023

Jurnal internasional bereputasi

Business Unit Management Performance Analysis in PT. Perkebunan Nusantara II Medan-North Sumatra

ENDANG SULISTYA RINI , ARLINA NURBAITY LUBIS , BEBY KARINA FAWZEEA

2025

Jurnal internasional bereputasi

Perceptual product congruity as a catalyst for market performance of small

and medium enterprises in North Sumatra

ONAN MARAKALI SIREGAR , ARLINA NURBAITY LUBIS , ENDANG SULISTYA RINI , AMLYS SYAHPUTRA SILALAH

2022

Jurnal nasional terakreditasi

Kecerdasan Emosional Berhubungan dengan Manajemen Konflik Perawat

SRI EKA WAHYUNI , ARLINA NURBAITY LUBIS , KING DESTON SITANGGANG

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

2020

Jurnal nasional

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

RITHA F DALIMUNTHE , ARLINA NURBAITY LUBIS

2022

Jurnal internasional bereputasi

Determination of the Decision to Choose Non-Subsidized Home Ownership Loans at PT. Bank Tabungan Negara North Sumatra Region

BEBY KARINA FAWZEEA , ARLINA NURBAITY LUBIS , ENDANG SULISTYA RINI

2020

Prosiding seminar internasional

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

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

2025

Jurnal nasional

The Effect of Service Quality and Omnichannel Marketing on Customer Loyalty Through Customer Satisfaction on the Apple Brand in Medan City

FADLI , ARLINA NURBAITY LUBIS

2020

Jurnal internasional

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

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

2021

Jurnal internasional

The University's Reputation as Intervening Is Between Quality of Service and Electronic Word of Mouth at Private Universities in Medan City

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

2022

Jurnal internasional

The Influence of Customer Experience and Electronic Word of Mouth on the Participants' Loyalty Through Customer Value as an Intervening Variable in BPJamsostek, Medan City Branch

AMLYS SYAHPUTRA SILALAH , ARLINA NURBAITY LUBIS , A. DHENNY NOVIANDRY NASUTION

2022

Jurnal internasional bereputasi

The Affective Commitment to Strengthening the University Reputation in Electronic Word of Mouth at Private Universities

ARLINA NURBAITY LUBIS , AMLYS SYAHPUTRA SILALAH , ENDANG SULISTYA RINI

2021

Buku lainnya

Developing Strategies Based on Swot Analysis for SMEs

2021

Jurnal internasional bereputasi

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

AMLYS SYAHPUTRA SILALAH , ENDANG SULISTYA RINI , ARLINA NURBAITY LUBIS

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

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

2025

Jurnal internasional bereputasi

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

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

2017

Jurnal internasional bereputasi

Antecedents of Tourism Destination Image and Customer Satisfaction in Tourism Industry

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

2025

Jurnal nasional terakreditasi

ANALISIS PENGARUH MODIFIED DIMENSION OF E-SERVICE QUALITY TERHDAP E-LOYALTY YANG DIMEDIASI OLEH E-SATISFACTION PADA PENGGUNA APLIKASI LINK AJA

NISMAH PANJAITAN , ARLINA NURBAITY LUBIS , MALKAN YAHYA ABDILLAH

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

2024

Jurnal internasional bereputasi

Measuring Gen'Z Loyalty Using Consumer Perception of Channel Integration the Fashion Sector in Medan

BEBY KARINA FAWZEEA , ENDANG SULISTYA RINI , ARLINA NURBAITY LUBIS , Romindo M Pasaribu

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

2024

Jurnal nasional terakreditasi

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

ARLINA NURBAITY LUBIS , ETTI SUDARYATI

2019

Jurnal internasional bereputasi

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

2025

Jurnal internasional bereputasi

Success Strategies for Womenpreneurs to Improve Innovative Performance and Competitive Advantage

PUDJI ASTUTI , RITHA F DALIMUNTHE , ARLINA NURBAITY LUBIS , ELISABET SIAHAAN

2025

Jurnal nasional

The Effect of Price Discount and Shopping Lifestyle on Impulsive Buying with Positive Emotion as An Intervening Variable on E-Commerce Shopee Users (Study on Students of the Faculty of Economics and Business, University of North Sumatra)

FADLI , ARLINA NURBAITY LUBIS

2021

Jurnal internasional

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

FARIDA LINDA SARI SIREGAR , ARLINA NURBAITY LUBIS

2024

Jurnal internasional

THE INFLUENCE OF LEADERSHIP STYLE AND ORGANIZATIONAL CULTURE TOWARDS EMPLOYEE WORK MOTIVATION 3 STAR HOTEL IN MEDAN

Abdi Setiawan , ARLINA NURBAITY LUBIS , YENI ABSAH , BEBY KARINA FAWZEEA

2019

Jurnal internasional bereputasi

Destination Brand Experience And Semiotic Brand Resonance

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

2021

Buku lainnya

Training on Introduction to Platforms and Utilization of Social Media in Online Business for MSME Actors Students of SMK Alwashliyah 2 Simalungun Regency

MARHAYANIE , ARLINA NURBAITY LUBIS , BEBY KENDIDA HASIBUAN

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

2023

Ipteks Bagi Kewirausahaan

Pemberdayaan Masyarakat Pesisir Melalui Usaha Mikro Bidang Pariwisata

ARLINA NURBAITY LUBIS , RITHA F DALIMUNTHE

Community Services

2019

Ipteks Bagi Kewirausahaan

MENUMBUHKAN JIWA KEWIRAUSAHAAN SISWA SMK PERTANIAN DI KEPULAUAN NIAS

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

2020

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

ARLINA NURBAITY LUBIS , RITHA F DALIMUNTHE

2014

Penelitian Hibah Bersaing

Model Penguatan Nilai Perguruan Tinggi Negeri Berbasis Intellectual Capital di K

Intellectual Property Rights

2021

Hak cipta nasional

Examining Generation Z Loyalty in Medan Fashion Sector Omnichannel

BEBY KARINA FAWZEEA , ENDANG SULISTYA RINI , ARLINA NURBAITY LUBIS , Romindo M Pasaribu

2021

Karya desain

Anteseden Loyalitas Generasi Z dalam Konteks Omnichannel Pada Industri Fashion di Kota Medan¹²

BEBY KARINA FAWZEEA , ARLINA NURBAITY LUBIS , ENDANG SULISTYA RINI , Romindo M Pasaribu
