

# Dr. Fivi Rahmatus Sofiyah, SE., M.Si.

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

✉ [fivi.rahmatus@usu.ac.id](mailto:fivi.rahmatus@usu.ac.id)

🌐 [feb.usu.ac.id/en/lecturer/fivi-rahmatus-sofiyah](http://feb.usu.ac.id/en/lecturer/fivi-rahmatus-sofiyah)

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## Publications

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2023

Jurnal nasional terakreditasi

### **Web-Based Business Simulation Practice Course Learning Application**

AGUS MARIANI SARAGIH , ENDA YUNITA SURBAKTI , LILY MARYAM NASUTION , FIVI RAHMATUS SOFIYAH , JUMJUMA

2019

Jurnal nasional terakreditasi

### **BUSINESS MANAGEMENT AND ENTREPRENEURSHIP FOR THE SANTRI AT PESANTREN AR-RAUDHATUL HASANAH MEDAN**

FIVI RAHMATUS SOFIYAH , AISYAH

2020

Prosiding seminar internasional

### **e-Commerce and Marketing Literacy in Raudatul Hasanah Studentsâ€™ Business Medan**

YULINDA , FIVI RAHMATUS SOFIYAH

2019

Jurnal internasional

### **The Role Of Technology Marketing Micro Business, Small And Medium Enterprises (Smes) Agents For Repurchase Intention And Its Impact On The Community Satisfaction (Case In&#8230;**

FIVI RAHMATUS SOFIYAH

2018

Jurnal internasional

### **VILLAGE FUND IMPLEMENTATION FOR PUBLIC WORK IN DEKI SERDANG RESIDENT OF NORTH SUMATERA INDONESIA**

FIVI RAHMATUS SOFIYAH

2022

Prosiding seminar internasional

### **Determination of Locus of Control, HR Competence and Information Technology Towards Distro Performance in Increasing MSME Income**

YETI MELIANY LUBIS , FIVI RAHMATUS SOFIYAH

2023

Jurnal nasional terakreditasi

### **Development of Practical Learning For Virtual Business Simulation Courses in Business Administration Study Program at Medan State Polytechnic**

AGUS MARIANI SARAGIH , NURSI AH FITRI , FIVI RAHMATUS SOFIYAH , JUMJUMA

2018

Jurnal internasional

### **Village fund implementation for public work in deli serdang resident of north Sumatera Indonesia**

FIVI RAHMATUS SOFIYAH

2020

Jurnal internasional

**An analysis of resilience level of business unit of the village-owned enterprises (Bumdes) associated with the dimensions of service quality using the canonical correlation analysis (case in Saintis village, Percut Sei Tuan, Deli Serdang, Indonesia)**

FIVI RAHMATUS SOFIYAH

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2019

Jurnal internasional bereputasi

**The role of technology marketing micro business, small and medium enterprises (Smes) agents for repurchase intention and its impact on the community satisfaction (case in Indonesia)**

BEBY KARINA FAWZEEA , FIVI RAHMATUS SOFIYAH , ISKANDAR MUDA , Ilyda Sudardjat

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2023

Jurnal internasional bereputasi

**Psychological Factors Affecting the Performance of Lecturers in Increasing the Competence of Graduates**

FIVI RAHMATUS SOFIYAH , YULINDA , AMI DILHAM

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Jurnal internasional bereputasi

**How green transformational leadership shapes employee green behavior in Indonesian hotels**

AISYAH , ANDREW SATRIA LUBIS , ANCE MARINTAN D. SITOANG , SAIMARA A.M. SEBAYANG , FIVI RAHMATUS SOFIYAH

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2018

Jurnal internasional

**The efforts of small medium enterprises (SMES) customer engagement in improving customer relationship through social media development**

FIVI RAHMATUS SOFIYAH

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2018

Jurnal internasional bereputasi

**The Influence Of E-Commerce Toward Internal Factors Of Startup Business Success (Case In Indonesia)**

YULINDA , FIVI RAHMATUS SOFIYAH , ISKANDAR MUDA

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2024

Jurnal internasional bereputasi

**The chatbot artificial intelligence as the alternative customer services strategic to improve the customer relationship management in real-time responses**

YULINDA , Jonathan Liviera Marpaung , ARIF QAEDI HUTAGALUNG , AMI DILHAM , FIVI RAHMATUS SOFIYAH , ANDREW SATRIA LUBIS

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2023

Jurnal internasional bereputasi

**Locus of Control Strategy on Msme Performance in Increasing Distro Income in Several Psychological Aspects in Medan City**

YETI MELIANY LUBIS , FIVI RAHMATUS SOFIYAH , AMI DILHAM

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2019

Jurnal internasional

**The role of technology marketing micro business, small and medium enterprises (Smes) agents for repurchase intention and its impact on the community satisfaction (case in Indonesia)**

FIVI RAHMATUS SOFIYAH

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2022

Jurnal internasional bereputasi

**Determiation Work Life Balance, Commitment Organization, Work Motivation and Compensation Financial on the Job Satisfaction Generation Millennial Performance as an Intervening Variable (Case Study on Driver**

## Gojek Kota Medan)

FIVI RAHMATUS SOFIYAH , YULINDA

2019

Jurnal internasional

### **The influence of e-commerce toward internal factors of startup business success (Case in indonesia)**

FIVI RAHMATUS SOFIYAH

2019

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### **Actorsâ€™ Readiness Level In Industrial Revolution Towards Competitiveness Using Canonical Analysis**

FIVI RAHMATUS SOFIYAH , YETI MELIANY LUBIS , YULINDA

2018

Jurnal internasional

### **The internet marketing effect on the customer loyalty level with brand awareness as intervening variables**

FIVI RAHMATUS SOFIYAH

2020

Jurnal internasional bereputasi

### **COMMUNITY READINESS AS A BUSINESS PLAN TO ITS DIGITAL ERA COMPETITIVENESS**

YULINDA , FIVI RAHMATUS SOFIYAH , YETI MELIANY LUBIS

2021

Jurnal internasional

### **Determinants of Mompreneur Performance in the Pandemic Era (Case Study of Medan City Mompreneurs)**

FIVI RAHMATUS SOFIYAH , ARIF QAEDI HUTAGALUNG , AISYAH

2023

Jurnal internasional

### **THE RELATIONSHIP OF MOMPREENEUR OPTIMISM AS PERFORMANCE IMPROVEMENT THROUGH SUPPORT OF INNOVATION AND MARKET ORIENTATION**

FIVI RAHMATUS SOFIYAH , AISYAH

2020

Prosiding seminar internasional

### **Managerial Millennial Gojek Driver Performance Study in Medan City**

FIVI RAHMATUS SOFIYAH , YULINDA

## Researches

2020

### **Determinasi Work Life Balance dan Kompensasi Finansial terhadap Kepuasan Kerja Generasi Milenial dengan Kinerja sebagai Variabel Intervening (Studi Kasus Pada Driver GOJEK Kota Medan)**

FIVI RAHMATUS SOFIYAH , YULINDA

2025

Penelitian Dana Lokal Perguruan Tinggi

### **Model Pengaruh Green Leadership Dan Green Human Resources Management Terhadap Pemberdayaan Sdm Wisata Untuk Mitigasi Kebakaran Di Destinasi Ekowisata Tanah Karo**

ANCE MARINTAN D. SITOANG , ANDREW SATRIA LUBIS , FIVI RAHMATUS SOFIYAH , AISYAH

2021

Penelitian Dana Lokal Perguruan Tinggi

### **DETERMINASI LOCUS OF CONTROL, KOMPETENSI SDM DAN TEKNOLOGI**

## **INFORMASI TERHADAP KINERJA DISTRIBUTION STORE DALAM MENINGKATKAN PENDAPATAN UMKM DI KOTA MEDAN**

YETI MELIANY LUBIS , FIVI RAHMATUS SOFIYAH

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2022

Penelitian Kerjasama Antar Perguruan Tinggi

### **PENGEMBANGAN PEMBELAJARAN PRAKTIK MATA KULIAH SIMULASI BISNIS SECARA VIRTUAL PADA PROGRAM STUDI ADMINITRASI BISNIS POLITEKNIK NEGERI MEDAN**

FIVI RAHMATUS SOFIYAH

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## **Community Services**

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2015

Ipteks Bagi Kewirausahaan

### **PELATIHAN TEKNIK PEMASARAN MELALUI FACEBOOK PADA USAHA MIKRO KECIL MENENGAH BINAAN BANK SUMUT KOTA MEDAN**

FIVI RAHMATUS SOFIYAH , YENI ABSAH , ENDANG SULISTYA RINI , AMI DILHAM

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