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Publications

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

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

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

2019

Prosiding seminar internasional

Analysis of Restaurant Business Strategy in Developing Business using SWOT Analysis

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

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

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

2021

Buku lainnya

Developing Strategies Based on Swot Analysis for SMEs

ARLINA NURBAITY LUBIS , MARHAYANIE

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

2017

Jurnal internasional bereputasi

Antecedents of Tourism Destination Image and Customer Satisfaction in Tourism Industry

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

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

2023

Jurnal internasional

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

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 Sejati Hospital

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

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
