



Universitas Negeri Surabaya
Faculty of Economics and Business
Bachelor of Business Education Study Program

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Consumer behavior	8721103057		T=3	P=0	ECTS=4.77	6	April 12, 2023
AUTHORIZATION		SP Developer	Course Cluster Coordinator			Study Program Coordinator	
		Finisica Dwijayati Patrikha, S.Pd., M.Pd	Renny Dwijayanti, S.Pd., M.Pd			Dr. Tri Sudarwanto, S.Pd., MSM.	
Learning model	Case Studies						
Program Learning Outcomes (PLO)	PLO study program that is charged to the course						
	Program Objectives (PO)						
	PLO-PO Matrix						
		P.O					
Short Course Description	Discussion of the concept of consumer behavior and its implementation in the world of economic education, especially as preparation for entering the world of work as an economics teacher at a vocational school. Understanding the concept and studying consumer behavior and its implementation to obtain marketing information as a means of carrying out market research and decision making. Lectures are carried out using a system of case study analysis, presentations and discussions, and reflections. Course Description Discussion about the concept of consumer behavior and its implementation in the world of economic education, especially as a provision to enter the world of work to become an economics teacher in vocational schools. Understanding the concept and assessing consumer behavior and its implementation in order to obtain marketing information as a means of implementing market research and decision making. Lectures are carried out using a case study analysis system, presentation and discussion, and reflection						
	References						
References	Main :						
	<ol style="list-style-type: none"> 1. James F Engel, R.D Blackwell, dan Paul W M. 1994. Perilaku konsumen jilid I & II . Terjemahan Binarupa Aksara. 2. Anwar Prabu M, Refika Aditama. 2002. Perilaku konsumen edisi revisi. 3. Sutisna. 2001. Perilaku konsumen & Komunikasi Pemasaran. Bandung: PT Reemaja Rosdakarya. 4. Winardi. 1991. Marketing dan Perilaku Konsumen. Bandung: Madar Maju. 5. L.G Schiffman dan L.L Kanuk. 1997. Consumer Behavior International Edition. Prentice Hall International. 6. Michael R Solomon. 1998. Consumer Behavior 4th edition. Prentice Hall International. 7. Assael Henry. 1994. Consumer Behavior and Marketing Action 5th ed. International Thomson Publishing. 8. Uyung Sulaksana. 2003. Integrated Marketing Communications "Teks dan Kasus". Pustaka Pelajar. 						
Supporting lecturer	Supporters:						
	Renny Dwijayanti, S.Pd., M.Pd. Angga Martha Mahendra, M.Pd.						
Week-	Final abilities of each learning stage (Sub-PO)	Evaluation		Help Learning, Learning methods, Student Assignments, [Estimated time]		Learning materials [References]	Assessment Weight (%)
		Indicator	Criteria & Form	Offline (offline)	Online (online)		
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)

1	Describe the general picture of Consumer Behavior which includes the scope and models of consumer behavior	<ol style="list-style-type: none"> 1. Describe the scope of consumer behavior 2. Mention the consumer behavior model 	<p>Criteria:</p> <ol style="list-style-type: none"> 1. Score >80-100 Describes the scope and model of consumer behavior correctly 2. Score >65-79 Describes the scope correctly, describes the consumer behavior model incorrectly 3. Score >50-64 Incorrectly describes the scope and model of consumer behavior <p>Form of Assessment : Participatory Activities</p>	1) Reading literature 2) 3 X 1 case study discussion	-	<p>Material: Scope and models of consumer behavior</p> <p>References: <i>Anwar Prabu M, Refika Aditama. 2002. Consumer behavior revised edition.</i></p>	3%
2	Analyze different consumer behavior models	<ol style="list-style-type: none"> 1. Mention models of consumer behavior 2. Identifying different consumer behavior models 3. Analyzing different consumer behavior models 	<p>Criteria:</p> <ol style="list-style-type: none"> 1. >80 Able to describe the general picture of consumer behavior which includes the scope and models of consumer behavior 2. 65-79 Able to describe the general picture of consumer behavior, less precise in describing the scope and model of consumer behavior 3. < 65 unable to describe the general picture of consumer behavior which includes the scope and model of consumer behavior <p>Form of Assessment : Participatory Activities</p>	Reading literature and case study discussions related to the 3 X 1 consumer behavior model	-	<p>Material: General overview of consumer behavior which includes the scope and models of consumer behavior.</p> <p>Reference: <i>James F Engel, RD Blackwell, and Paul W M. 1994. Consumer behavior volumes I & II. Binarupa Script Translation.</i></p>	2%
3	Identify consumer satisfaction, factors driving satisfaction and factors that influence consumer behavior	<ol style="list-style-type: none"> 1. Describe the principles of consumer satisfaction 2. Explain the factors driving consumer satisfaction 3. Analyze the principles of consumer satisfaction and the factors driving consumer satisfaction 	<p>Criteria:</p> <ol style="list-style-type: none"> 1. >80 Able to analyze the principles of consumer satisfaction and factors driving consumer satisfaction 2. 65-79 Able to analyze the principles of consumer satisfaction, it is not appropriate to mention the factors driving consumer satisfaction <p>Form of Assessment : Participatory Activities</p>	Reading literature and discussions related to the factors driving 3 X 1 consumer satisfaction	-	<p>Material: Principles of consumer satisfaction and factors driving consumer satisfaction.</p> <p>Reference: <i>Uyung Sulaksana. 2003. Integrated Marketing Communications</i></p>	4%

4	Analyzing service quality dimensions and factors that influence purchasing decisions	1.Analyzing service quality dimensions 2.Explain the factors that influence purchasing decisions	<p>Criteria:</p> <p>1.>80 Able to analyze service quality dimensions and factors that influence purchasing decisions</p> <p>2.65-79 Able to analyze the principles of consumer satisfaction, it is not appropriate to mention the factors that influence purchasing decisions</p> <p>3.< 65 It is not appropriate to analyze the dimensions of service quality and the factors that influence purchasing decisions</p> <p>Form of Assessment : Participatory Activities</p>	Read literature and discussions related to 3 X 1 service quality dimensions	-	<p>Material: Dimensions of service quality and factors that influence purchasing decisions</p> <p>Reader: <i>Sutisna. 2001. Consumer Behavior & Marketing Communications. Bandung: PT Reemaja Rosdakarya.</i></p>	4%
5	Identify consumer motivations and needs	1.Identifying the basis for forming consumer motivation 2.Identifying consumer needs is based on consumer motivation	<p>Criteria:</p> <p>1.>80 Able to identify consumer motivations and needs correctly</p> <p>2.65-79 Able to identify consumer motivation, less precise in analyzing consumer needs</p> <p>3.< 65 Inaccurate identification of consumer motivations and needs</p> <p>Form of Assessment : Participatory Activities</p>	Reading literature and discussions related to consumer motivation and needs 3 X 1	-	<p>Material: Consumer motivation and needs</p> <p>References: <i>LG Schiffman and LL Kanuk. 1997. Consumer Behavior International Edition. Prentice Hall International.</i></p>	4%
6	Analyze personality and lifestyle	Explain the relationship between personality, lifestyle and purchasing decisions		Reading literature and peer discussions 3 X 1			0%
7	Describe consumer learning	Explain the stages of information processing		Reading literature and peer discussions 3 x50			0%
8	UTS		<p>Criteria: -</p> <p>Form of Assessment : Test</p>	-	-	<p>Material: - Library:</p>	20%

9	Describe consumer learning	Explain: (a) Definition and types of learning processes. (b) Requirements for the learning process. (c) The process of learning classical conditioning and creating examples of its application in marketing. (d) Instrumental learning process and creating examples of application in marketing. (e) Observational learning process and application in marketing		Reading literature and peer discussions 3 x50			0%
10	Describe consumer knowledge and attitudes	Explain: (a) Definition of knowledge and attitudes, types of knowledge and characteristics of attitudes. (b) Product knowledge and application in marketing. (c) Purchasing knowledge and giving examples of application in marketing. (d) Knowledge of usage and giving examples of application in marketing. (e) The function of attitude as a method of changing attitudes. (f) Three component model, Fishbeny multi-attribute attitude model, ideal number attitude model		Reading literature and peer discussions 3 x50			0%
11	Formulate environmental factors that influence the decision process	Explain the various variables of environmental factors		Reading literature and peer discussions 3 x50			0%
12	Formulate environmental factors that influence the decision process	Explain the various variables of environmental factors		Reading literature and peer discussions 3 x50			0%
13	Formulate environmental factors that influence the decision process	Explain the various variables of environmental factors		Reading literature and peer discussions 3 X 1			0%
14	Analyze purchasing decisions and loyalty	Explains the consumption, post-consumption and loyalty decision processes		Reading literature and peer discussions 3 x50			0%

15	Understand marketing strategies and consumerism, law, consumer protection, and social responsibility	Explain marketing strategies and consumerism, laws, consumer protection, and social responsibility		Reading literature and peer discussions 3 X 1			0%
16	UAS		Criteria: - Form of Assessment : Test	- 3 X 50	-	Material: - Library:	30%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	17%
2.	Test	50%
		67%

Notes

- Learning Outcomes of Study Program Graduates (PLO - Study Program)** are the abilities possessed by each Study Program graduate which are the internalization of attitudes, mastery of knowledge and skills according to the level of their study program obtained through the learning process.
- The PLO imposed on courses** are several learning outcomes of study program graduates (CPL-Study Program) which are used for the formation/development of a course consisting of aspects of attitude, general skills, special skills and knowledge.
- Program Objectives (PO)** are abilities that are specifically described from the PLO assigned to a course, and are specific to the study material or learning materials for that course.
- Subject Sub-PO (Sub-PO)** is a capability that is specifically described from the PO that can be measured or observed and is the final ability that is planned at each learning stage, and is specific to the learning material of the course.
- Indicators for assessing** ability in the process and student learning outcomes are specific and measurable statements that identify the ability or performance of student learning outcomes accompanied by evidence.
- Assessment Criteria** are benchmarks used as a measure or measure of learning achievement in assessments based on predetermined indicators. Assessment criteria are guidelines for assessors so that assessments are consistent and unbiased. Criteria can be quantitative or qualitative.
- Forms of assessment:** test and non-test.
- Forms of learning:** Lecture, Response, Tutorial, Seminar or equivalent, Practicum, Studio Practice, Workshop Practice, Field Practice, Research, Community Service and/or other equivalent forms of learning.
- Learning Methods:** Small Group Discussion, Role-Play & Simulation, Discovery Learning, Self-Directed Learning, Cooperative Learning, Collaborative Learning, Contextual Learning, Project Based Learning, and other equivalent methods.
- Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
- The assessment weight** is the percentage of assessment of each sub-PO achievement whose size is proportional to the level of difficulty of achieving that sub-PO, and the total is 100%.
- TM=Face to face, PT=Structured assignments, BM=Independent study.