



Universitas Negeri Surabaya
Faculty of Economics and Business,
Bachelor of Science in Office Administration Education Study Program

Document Code

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Excellent Service	8721003140	Compulsory Study Program Subjects	T=3	P=0	ECTS=4.77	5	July 17, 2024
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
			Brillian Rosy, S.Pd., M.Pd.	
Learning model	Project Based Learning						
Program Learning Outcomes (PLO)	PLO study program which is charged to the course						
	Program Objectives (PO)						
	PLO-PO Matrix						
		P.O					
Short Course Description	This course includes a discussion of the basic concepts of the nature of recognizing and defining excellent service, relevant to aspects of the general description of excellent service, the concept of excellent service, principles of excellent service, forms of excellent service. Lectures are conducted using lecture, discussion and role playing methods.						
	References						
References	Main :						
	1. Sentana, Aso. 2006. Excellent Service & Customer Satisfaction. Elex Media Komputindo. 2. Tjiptono, Fandy. 2008. Service Management, Mewujudkan Layanan Prima. Andi Publisher. 3. Widaningsih & Rizal, Samsul. 2008. Melaksanakan Pelayanan Prima. Jakarta: Erlangga 4. E. Juhana Wijaya.2010. Pelayanan Prima (excellent Service). Bandung: Armico.						
Supporting lecturer	Supporters:						
	Brillian Rosy, S.Pd., M.Pd. Dr. Farij Ibadil Maula, M.Pd. Dr. Farij Ibadil Maula, 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	Able to understand the basic concepts of excellent service	<p>1.1 Explain the meaning or terms in service 1.2 Explain the meaning of excellent service 1.3 Explain the basic concept of excellent service (A3) 2.1 Identify the objectives of excellent service 2.2 Identify the benefits of excellent service 2.3 Explain the principles of excellent service 2.4 Analyze examples of cases of excellent service in society 3.1 Identify customer expectations for service 3.2 Analyze the role of service in the world economy</p>	<p>Criteria:</p> <p>1.If you answer correctly, the total score is 100 (9 questions)</p> <p>2.Question no. 1 = 10</p> <p>3.Question no. 2 = 10</p> <p>4.Question no. 3 = 10</p> <p>5.Question no. 4 = 10</p> <p>6.Question no. 5 = 10</p> <p>7.Question no. 6 = 10</p> <p>8.Question no. 7 = 10</p> <p>9.Question no. 8 = 10</p> <p>10.Question no. 9 = 20</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance</p>	Reading literature, listening to students' explanations. assignments Reading literature, listening to lecturers' explanations, assignments, case studies given and discussed by colleagues Reading literature, listening to lecturers' explanations, assignments, 2 X 50	Reading literature, listening to students' explanations. assignments Reading literature, listening to lecturers' explanations, assignments, case studies given and discussed by colleagues Reading literature, listening to lecturers' explanations, assignments, 2 X 50		0%
2	Able to understand the basic concepts of excellent service	<p>1.1 Explain the meaning or terms in service 1.2 Explain the meaning of excellent service 1.3 Explain the basic concept of excellent service (A3) 2.1 Identify the objectives of excellent service 2.2 Identify the benefits of excellent service 2.3 Explain the principles of excellent service 2.4 Analyze examples of cases of excellent service in society 3.1 Identify customer expectations for service 3.2 Analyze the role of service in the world economy</p>	<p>Criteria:</p> <p>1.If you answer correctly, the total score is 100 (9 questions)</p> <p>2.Question no. 1 = 10</p> <p>3.Question no. 2 = 10</p> <p>4.Question no. 3 = 10</p> <p>5.Question no. 4 = 10</p> <p>6.Question no. 5 = 10</p> <p>7.Question no. 6 = 10</p> <p>8.Question no. 7 = 10</p> <p>9.Question no. 8 = 10</p> <p>10.Question no. 9 = 20</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance</p>	Reading literature, listening to students' explanations. assignments Reading literature, listening to lecturers' explanations, assignments, case studies given and discussed by colleagues Reading literature, listening to lecturers' explanations, assignments, 2 X 50	Reading literature, listening to students' explanations. assignments Reading literature, listening to lecturers' explanations, assignments, case studies given and discussed by colleagues Reading literature, listening to lecturers' explanations, assignments, 2 X 50		0%

3	Able to understand the basic concepts of excellent service	<p>1.1 Explain the meaning or terms in service 1.2 Explain the meaning of excellent service 1.3 Explain the basic concept of excellent service (A3) 2.1 Identify the objectives of excellent service 2.2 Identify the benefits of excellent service 2.3 Explain the principles of excellent service 2.4 Analyze examples of cases of excellent service in society 3.1 Identify customer expectations for service 3.2 Analyze the role of service in the world economy</p>	<p>Criteria:</p> <p>1.If you answer correctly, the total score is 100 (9 questions)</p> <p>2.Question no. 1 = 10</p> <p>3.Question no. 2 = 10</p> <p>4.Question no. 3 = 10</p> <p>5.Question no. 4 = 10</p> <p>6.Question no. 5 = 10</p> <p>7.Question no. 6 = 10</p> <p>8.Question no. 7 = 10</p> <p>9.Question no. 8 = 10</p> <p>10.Question no. 9 = 20</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance</p>	Reading literature, listening to students' explanations. assignments Reading literature, listening to lecturers' explanations, assignments, case studies given and discussed by colleagues Reading literature, listening to lecturers' explanations, assignments, 2 X 50	Reading literature, listening to students' explanations. assignments Reading literature, listening to lecturers' explanations, assignments, case studies given and discussed by colleagues Reading literature, listening to lecturers' explanations, assignments, 2 X 50		0%
4	Able to understand the basic concepts of excellent service	<p>1.1 Explain the meaning or terms in service 1.2 Explain the meaning of excellent service 1.3 Explain the basic concept of excellent service (A3) 2.1 Identify the objectives of excellent service 2.2 Identify the benefits of excellent service 2.3 Explain the principles of excellent service 2.4 Analyze examples of cases of excellent service in society 3.1 Identify customer expectations for service 3.2 Analyze the role of service in the world economy</p>	<p>Criteria:</p> <p>1.If you answer correctly, the total score is 100 (9 questions)</p> <p>2.Question no. 1 = 10</p> <p>3.Question no. 2 = 10</p> <p>4.Question no. 3 = 10</p> <p>5.Question no. 4 = 10</p> <p>6.Question no. 5 = 10</p> <p>7.Question no. 6 = 10</p> <p>8.Question no. 7 = 10</p> <p>9.Question no. 8 = 10</p> <p>10.Question no. 9 = 20</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance</p>	Reading literature, listening to students' explanations. assignments Reading literature, listening to lecturers' explanations, assignments, case studies given and discussed by colleagues Reading literature, listening to lecturers' explanations, assignments, 2 X 50	Reading literature, listening to students' explanations. assignments Reading literature, listening to lecturers' explanations, assignments, case studies given and discussed by colleagues Reading literature, listening to lecturers' explanations, assignments, 2 X 50		0%

5	Able to understand the basic concepts of excellent service	<p>1.1 Explain the meaning or terms in service 1.2 Explain the meaning of excellent service 1.3 Explain the basic concept of excellent service (A3) 2.1 Identify the objectives of excellent service 2.2 Identify the benefits of excellent service 2.3 Explain the principles of excellent service 2.4 Analyze examples of cases of excellent service in society 3.1 Identify customer expectations for service 3.2 Analyze the role of service in the world economy</p>	<p>Criteria:</p> <p>1.If you answer correctly, the total score is 100 (9 questions)</p> <p>2.Question no. 1 = 10</p> <p>3.Question no. 2 = 10</p> <p>4.Question no. 3 = 10</p> <p>5.Question no. 4 = 10</p> <p>6.Question no. 5 = 10</p> <p>7.Question no. 6 = 10</p> <p>8.Question no. 7 = 10</p> <p>9.Question no. 8 = 10</p> <p>10.Question no. 9 = 20</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance</p>	Reading literature, listening to students' explanations. assignments Reading literature, listening to lecturers' explanations, assignments, case studies given and discussed by colleagues Reading literature, listening to lecturers' explanations, assignments, 2 X 50	Reading literature, listening to students' explanations. assignments Reading literature, listening to lecturers' explanations, assignments, case studies given and discussed by colleagues Reading literature, listening to lecturers' explanations, assignments, 2 X 50		0%
6	Able to understand the basic concepts of excellent service	<p>1.1 Explain the meaning or terms in service 1.2 Explain the meaning of excellent service 1.3 Explain the basic concept of excellent service (A3) 2.1 Identify the objectives of excellent service 2.2 Identify the benefits of excellent service 2.3 Explain the principles of excellent service 2.4 Analyze examples of cases of excellent service in society 3.1 Identify customer expectations for service 3.2 Analyze the role of service in the world economy</p>	<p>Criteria:</p> <p>1.If you answer correctly, the total score is 100 (9 questions)</p> <p>2.Question no. 1 = 10</p> <p>3.Question no. 2 = 10</p> <p>4.Question no. 3 = 10</p> <p>5.Question no. 4 = 10</p> <p>6.Question no. 5 = 10</p> <p>7.Question no. 6 = 10</p> <p>8.Question no. 7 = 10</p> <p>9.Question no. 8 = 10</p> <p>10.Question no. 9 = 20</p> <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance</p>	Reading literature, listening to students' explanations. assignments Reading literature, listening to lecturers' explanations, assignments, case studies given and discussed by colleagues Reading literature, listening to lecturers' explanations, assignments, 2 X 50	Reading literature, listening to students' explanations. assignments Reading literature, listening to lecturers' explanations, assignments, case studies given and discussed by colleagues Reading literature, listening to lecturers' explanations, assignments, 2 X 50		0%

7	Provide assistance to customers	7.1 Explain the meaning of customer 7.2 Mention the types of customers 7.3 Explain how to serve customers well. 7.4 Provide assistance to customers	<p>Criteria:</p> <ol style="list-style-type: none"> 1.If you answer correctly, the total score is 100 (4 questions) 2.Question no. 1 = 25 3.Question no. 2 = 25 4.Question no. 3 = 25 5.Question no. 4 = 25 <p>Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment, Practices / Performance</p>	Reading literature, listening to students' explanations. assignment 2 X 50			0%
8	UTS			2 X 50			0%
9	Able to understand SOPs/procedures in providing assistance to customers	9.1 Explain SOPs/procedures for providing assistance to customers 9.2 Explain indicators for assessing service quality by customers 9.3 Explain procedures for providing assistance to customers 9.4 Practice procedures for providing assistance to customers	<p>Criteria:</p> <ol style="list-style-type: none"> 1.If you answer correctly all total marks are 100 (3 questions) 2.Question no. 1 = 30 3.Question no. 2 = 35 4.Question no. 3 = 35 	Reading literature, listening to students' explanations. Assignments, and practice procedures in providing assistance to customers (telephone/SMS/email media) 2 X 50			0%
10	Able to communicate with customers	10.1 Explain the basics of communication 10.2 Mention the elements of communication 10.3 Communicate with customers 10.4 Explain the obstacles to communicating with customers 10.5 Explain the process of cross-cultural communication	<p>Criteria:</p> <ol style="list-style-type: none"> 1.If you answer correctly, the total score is 100 (5 questions) 2.Question no. 1 = 20 3.Question no. 2 = 20 4.Question no. 3 = 20 5.Question no. 4 = 20 6.Question no. 5 = 20 	Reading literature, listening to students' explanations. Assignment 2 X 50			0%

11	Able to understand public services	11.1 Explain the meaning of public service 11.2 Explain the principles of public service 11.3 Explain the principles of public service 11.4 Explain public service standards 12.1 Understand excellent service in public service 12.2 Understand the criteria for evaluating excellent service	Criteria: 1.If you answer correctly, the total score is 100 (5 questions) 2.Question no. 1 = 20 3.Question no. 2 = 20 4.Question no. 3 = 20 5.Question no. 4 = 20 6.Question no. 5 = 20 7.If you answer correctly, the total score is 100 (5 questions) 8.Question no. 1 = 20 9.Question no. 2 = 15 10.Question no. 3 = 15 11.Question no. 4 = 20 12.Question no. 5 = 15 13.Question no. 6 = 15	Reading literature, listening to students' explanations. Assignment and discussion 2 X 50			0%
12	Able to understand public services	11.1 Explain the meaning of public service 11.2 Explain the principles of public service 11.3 Explain the principles of public service 11.4 Explain public service standards 12.1 Understand excellent service in public service 12.2 Understand the criteria for evaluating excellent service	Criteria: 1.If you answer correctly, the total score is 100 (5 questions) 2.Question no. 1 = 20 3.Question no. 2 = 20 4.Question no. 3 = 20 5.Question no. 4 = 20 6.Question no. 5 = 20 7.If you answer correctly, the total score is 100 (5 questions) 8.Question no. 1 = 20 9.Question no. 2 = 15 10.Question no. 3 = 15 11.Question no. 4 = 20 12.Question no. 5 = 15 13.Question no. 6 = 15	Reading literature, listening to students' explanations. Assignment and discussion 2 X 50			0%

13	Able to understand customer satisfaction and customer loyalty	<p>13.1 Explain the definition of customer satisfaction</p> <p>13.2 Explain the factors that determine the level of customer satisfaction</p> <p>13.3 Explain the method of measuring customer satisfaction</p> <p>13.4 Explain the relationship between customer satisfaction and customer perceptions and expectations</p> <p>13.5 Explain the benefits of measuring customer satisfaction</p> <p>14.1 Explain the definition of customer loyalty</p> <p>14.2 Explain the stages of loyalty</p> <p>14.3 Explain the benefits of customer loyalty</p> <p>14.4 Explain the relationship between customer satisfaction and customer loyalty</p>	<p>Criteria:</p> <p>1.If you answer correctly, the total score is 100 (8 questions)</p> <p>2.Question no. 1 = 10</p> <p>3.Question no. 2 = 10</p> <p>4.Question no. 3 = 10</p> <p>5.Question no. 4 = 10</p> <p>6.Question no. 5 = 20</p> <p>7.Question no. 6 = 10</p> <p>8.Question no. 7 = 10</p> <p>9.Question no. 8 = 10</p> <p>10.Question no. 9 = 10</p>	Reading literature, listening to students' explanations. Assignment 2 X 50			0%
14	Able to understand customer satisfaction and customer loyalty	<p>13.1 Explain the definition of customer satisfaction</p> <p>13.2 Explain the factors that determine the level of customer satisfaction</p> <p>13.3 Explain the method of measuring customer satisfaction</p> <p>13.4 Explain the relationship between customer satisfaction and customer perceptions and expectations</p> <p>13.5 Explain the benefits of measuring customer satisfaction</p> <p>14.1 Explain the definition of customer loyalty</p> <p>14.2 Explain the stages of loyalty</p> <p>14.3 Explain the benefits of customer loyalty</p> <p>14.4 Explain the relationship between customer satisfaction and customer loyalty</p>	<p>Criteria:</p> <p>1.If you answer correctly, the total score is 100 (8 questions)</p> <p>2.Question no. 1 = 10</p> <p>3.Question no. 2 = 10</p> <p>4.Question no. 3 = 10</p> <p>5.Question no. 4 = 10</p> <p>6.Question no. 5 = 20</p> <p>7.Question no. 6 = 10</p> <p>8.Question no. 7 = 10</p> <p>9.Question no. 8 = 10</p> <p>10.Question no. 9 = 10</p>	Reading literature, listening to students' explanations. Assignment 2 X 50			0%

15	Able to identify problems and service strategies	15.1 Explaining the service strategy (<i>intangibility</i>) 15.2 Identify emerging problems 15.3 Explain <i>Heterogeneity</i> service strategy 15.4 Analyze demand alternatives 15.5 Explain the <i>Inseparability</i> service strategy Explain <i>Perishability's</i> service strategy	Criteria: 1.If you answer correctly, the total score is 100 (8 questions) 2.Question no. 1 = 20 3.Question no. 2 = 20 4.Question no. 3 = 20 5.Question no. 4 = 10 6.Question no. 5 = 20 7.Question no. 6 = 10	Reading literature, listening to students' explanations. Assignment 2 X 50			0%
16	UAS			2 X 50			0%

Evaluation Percentage Recap: Project Based Learning

No	Evaluation	Percentage
		0%

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.