



**Universitas Negeri Surabaya
Faculty of Economics and Business
Bachelor of Management Study Program**

**Document
Code**

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
Consumer behavior	6120103121	Study Program Elective Courses	T=3	P=0	ECTS=4.77	7	December 27, 2020
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Dra. Hj. Anik Lestari Andjarwati, M.M		Dr. Yessy Artanti, S.E., M.Si.			Yuyun Isbanah, S.E., M.SM.	

Learning model	Case Studies
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Program Learning Outcomes (PLO)	PLO study program which is charged to the course
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PLO-14	(PLO 1) Graduates are able to master management theory as a whole
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	Program Objectives (PO)
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PO - 1	C4. Students are able to carefully examine consumer behavior theories.
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PO - 2	P3. Students are able to show the precise relationship between consumer behavior theories and marketing strategies.
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PO - 3	A5. Students are able to show tough, collaborative, adaptive, innovative, inclusive, lifelong learning and entrepreneurial character in consumer behavior learning activities
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	PLO-PO Matrix
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	<table border="1"> <tr> <th>P.O</th> <th>PLO-14</th> </tr> <tr> <td>PO-1</td> <td></td> </tr> <tr> <td>PO-2</td> <td></td> </tr> <tr> <td>PO-3</td> <td></td> </tr> </table>	P.O	PLO-14	PO-1		PO-2		PO-3	
P.O	PLO-14								
PO-1									
PO-2									
PO-3									

	PO Matrix at the end of each learning stage (Sub-PO)
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	<table border="1"> <tr> <th rowspan="2">P.O</th> <th colspan="16">Week</th> </tr> <tr> <th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th><th>11</th><th>12</th><th>13</th><th>14</th><th>15</th><th>16</th> </tr> <tr> <td>PO-1</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>PO-2</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>PO-3</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table>	P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	PO-1																	PO-2																	PO-3																
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Short Course Description	This course examines the basic concepts of consumer behavior related to influencing factors, consumer behavior models, the concept of consumer satisfaction and loyalty, drivers of consumer satisfaction, motivation and needs, personality and lifestyle, stages of information processing and consumer perception, consumer learning processes, consumer knowledge and attitudes, environmental factors that influence the purchasing decision process. Learning methods that are often used are varied lectures, discussions, market observations and Jig Saw learning.
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References	Main :
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1. Engel, James F.Roger D. Blackwell dan Paul W Miniard, 2006, PerilakuKonsumen, (AlihBahasaBudi Janto), Jilid 1, EdisiKeenam, Binarupa.Aksara,JakartaBarat.
2. J. Paul Peter & Jerry C Olson. 2008. Consumer behavior and marketing strategy 8th edition. New York :McGrawHill.
3. Ujang Sumarwan, 2011. Perilaku Konsumen, Teori dan Penerapannya dalam Pemasaran. Ghalia Indonesia.
4. Setiadi, Nugroho.2003. Perilaku Konsumen Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran . Persada Media. Jakarta timur.
5. Irawan, Handi.2003. 10 Prinsip Kepuasan Pelanggan . PT Media Komputindi Jakarta.
6. Amirulloh. 2002. Perilaku Konsumen . Graha Ilmu, Yogyakarta.
7. Mangkunegara, Anwar Prabu. 2002. Perilaku Konsumen . Refika Aditama Bandung.
8. Hoyer, Macinnis, Pieters, Chan, & Northey. 2018. Consumer Behaviour. Australia: Cengage Learning.

		Supporters:					
		<p>1. Yessy Artanti, Widyastuti Widyastuti, Monika Tiarawati.(2021).Online Knowledge Sharing Behavior through Social Media as a Driver for Online Shopping Behavior During the COVID-19 Pandemic. Journal: Business Excellence and Management.17(2).19-35</p> <p>2. W Widyastuti, S Hartini, Y Artanti .(2020).Revisiting the online shopper's behaviour in Indonesia: The role of trust and perceived benefit. International Journal of Industrial Engineering and Management 11 (4)</p>					
Supporting lecturer		<p>Dra. Hj. Anik Lestari Andjarwati, M.M. Dr. Yessy Artanti, S.E., M.Si. Nindria Untarini, S.E., M.Si. Tias Andarini Indarwati, S.E., M.M. Monika Tiarawati, S.E., M.M.</p>					
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	Consumer Behavior Perspective	1. Be able to explain: a. PK scope b. The importance of understanding PK for marketing 2.. Able to explain c. Relationship between PK and marketing strategy d. Differentiation of various PK Models	Criteria: holistic rubric Form of Assessment : Participatory Activities	Reading literature and peer discussions Reading literature and peer discussions 3 X 50	Google Meet and Google Classroom: Presentations and Discussions	Material: Consumer Behavior Perspective Reader: J. Paul Peter & Jerry C Olson. 2008. Consumer behavior and marketing strategy 8th edition. New York: McGraw Hill. Material: Consumer Behavior Perspective Reference: Ujang Sumarwan, 2011. Consumer Behavior, Theory and Application in Marketing. Ghalia Indonesia.	5%
2	Consumer Behavior Perspective	1. Be able to explain: a. PK scope b. The importance of understanding PK for marketing 2.. Able to explain c. Relationship between PK and marketing strategy d. Differentiation of various PK Models	Criteria: holistic rubric Form of Assessment : Participatory Activities	Reading literature and peer discussions Reading literature and peer discussions 3 X 50	Google Meet and Google Classroom: Presentations and Discussions	Material: Consumer Behavior Perspective Reader: J. Paul Peter & Jerry C Olson. 2008. Consumer behavior and marketing strategy 8th edition. New York: McGraw Hill. Material: Consumer Behavior Perspective Reference: Ujang Sumarwan, 2011. Consumer Behavior, Theory and Application in Marketing. Ghalia Indonesia.	5%

3	Identify consumer satisfaction, factors driving satisfaction and factors that influence consumer behavior	Able to explain: a. Principles of consumer satisfaction b. Factors driving satisfaction c. Dimensions of service quality d. Able to conclude factors that influence purchasing decisions	Form of Assessment : Participatory Activities	Discussion, project based method, case study 3 X 50		Material: consumer behavior Reference: <i>Ujang Sumarwan, 2011. Consumer Behavior, Theory and Application in Marketing. Ghalia Indonesia.</i> Material: consumer behavior References: <i>Hoyer, Macinnis, Pieters, Chan, & Northey. 2018. Consumer Behavior. Australia: Cengage Learning.</i>	5%
4	Identify consumer motivations and needs	Concluding the relationship between motivation and consumer needs and application to marketing strategies	Form of Assessment : Participatory Activities	Discussion, project based method , case study 3 x 50		Material: consumer motivation and needs Reference: <i>Ujang Sumarwan, 2011. Consumer Behavior, Theory and Application in Marketing. Ghalia Indonesia.</i> Material: consumer behavior References: <i>Hoyer, Macinnis, Pieters, Chan, & Northey. 2018. Consumer Behavior. Australia: Cengage Learning.</i>	5%
5	Analyze personality and lifestyle	Explain the relationship between personality, lifestyle and purchasing decisions	Form of Assessment : Participatory Activities	Reading literature and peer discussions 3 X 50		Material: consumer behavior References: <i>Hoyer, Macinnis, Pieters, Chan, & Northey. 2018. Consumer Behavior. Australia: Cengage Learning.</i> Material: consumer life style Reference: <i>Ujang Sumarwan, 2011. Consumer Behavior, Theory and Application in Marketing. Ghalia Indonesia.</i>	5%

6	Describe Information Processing and Consumer Perception	Explain the stages of information processing and consumer perception	Form of Assessment : Project Results Assessment / Product Assessment	Reading literature and peer discussions 3 X 50		Material: consumer perception Reference: <i>Ujang Sumarwan, 2011. Consumer Behavior, Theory and Application in Marketing. Ghalia Indonesia.</i> <hr/> Material: consumer perception Reader: <i>Hoyer, Macinnis, Pieters, Chan, & Northey. 2018. Consumer Behavior. Australia: Cengage Learning.</i>	0%
7	Describe consumer learning	Explain the stages of information processing	Form of Assessment : Project Results Assessment / Product Assessment	Reading literature and peer discussions 3 X 50		Material: Consumer Learning Reader: <i>Hoyer, Macinnis, Pieters, Chan, & Northey. 2018. Consumer Behavior. Australia: Cengage Learning.</i>	0%
8	Midterm exam		Form of Assessment : Practice/Performance, Test	3 X 50			20%

9	Describe consumer learning	Explain: a. Definition and various learning processes b. Learning process requirements 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 processes and applications in marketing	Forms of Assessment : Participatory Activities, Project Results Assessment / Product Assessment	Reading literature and peer discussions 3 X 50			4%
10	Describe consumer knowledge and attitudes	The function of attitudes as a method of changing attitudes. The three component model, the fishbeny multi-attribute attitude model, the ideal number attitude model	Form of Assessment : Participatory Activities	Reading literature and peer discussions 3 X 50		Material: consumer Literature: <i>Hoyer, Macinnis, Pieters, Chan, & Northey. 2018. Consumer Behavior. Australia: Cengage Learning.</i>	0%
11	Formulate environmental factors that influence the decision process	Explain the various variables of environmental factors	Form of Assessment : Participatory Activities	Reading literature and discussions with friends ejawat 3 X 50		Material: consumer behavior References: <i>Hoyer, Macinnis, Pieters, Chan, & Northey. 2018. Consumer Behavior. Australia: Cengage Learning.</i>	3%
12	Formulate environmental factors that influence the decision process	Explain the various variables of environmental factors	Form of Assessment : Participatory Activities	Reading literature and discussions with friends ejawat 3 X 50		Material: consumer behavior References: <i>Hoyer, Macinnis, Pieters, Chan, & Northey. 2018. Consumer Behavior. Australia: Cengage Learning.</i>	3%
13	Formulate environmental factors that influence the decision process	Explain the various variables of environmental factors	Criteria: holistic rubric Form of Assessment : Participatory Activities	Reading literature and peer discussions 3 X 50		Material: consumer behavior References: <i>Hoyer, Macinnis, Pieters, Chan, & Northey. 2018. Consumer Behavior. Australia: Cengage Learning.</i>	4%
14	Analyzing purchasing decisions and loyalty	Explains the decision process for consumption, post-consumption and loyalty	Form of Assessment : Participatory Activities	Reading literature and peer discussions 3 X 50			6%

15	1. Analyze purchasing decisions and loyalty 2. Understand marketing strategies and consumerism, Consumer Protection Law and social responsibility	1. Explains the consumption, post-consumption and loyalty decision processes 2. Explains Marketing Strategy, Consumerism, Consumer Protection Law and Social Responsibility	Form of Assessment : Participatory Activities	Reading literature and peer discussions 3 X 50			5%
16	Final exams		Form of Assessment : Test	3 X 50			30%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Participatory Activities	48%
2.	Project Results Assessment / Product Assessment	2%
3.	Practice / Performance	10%
4.	Test	40%
		100%

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.