



**Universitas Negeri Surabaya  
Faculty of Vocational Studies  
D4 Culinary Management Study Program**

Document Code

**SEMESTER LEARNING PLAN**

<b>Courses</b>	<b>CODE</b>	<b>Course Family</b>	<b>Credit Weight</b>	<b>SEMESTER</b>	<b>Compilation Date</b>																																										
Service Psychology	99999440602061		T=2 P=0 ECTS=3.18	4	July 17, 2024																																										
<b>AUTHORIZATION</b>	<b>SP Developer</b>		<b>Course Cluster Coordinator</b>		<b>Study Program Coordinator</b>																																										
	.....		.....		Lilis Sulandari, S.Pt., M.P.																																										
<b>Learning model</b>	Case Studies																																														
<b>Program Learning Outcomes (PLO)</b>	PLO study program that is charged to the course																																														
	Program Objectives (PO)																																														
	PLO-PO Matrix																																														
		P.O																																													
	PO Matrix at the end of each learning stage (Sub-PO)																																														
		<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td rowspan="2" style="width: 5%;">P.O</td> <td colspan="16">Week</td> </tr> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td> </tr> </table>														P.O	Week																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																															
<b>Short Course Description</b>	This course provides an understanding of knowledge that studies human behavior in the process of work interaction in the hospitality service industry in hotels (hotels, restaurants, cafes) towards guests and customers, learning how to be a disciplined person and have a good attitude (patience), friendliness, and politeness) for guest and customer satisfaction, including basic concepts of consumer behavior and personality dynamics, motivation and needs, developing interests, building effective relationships/communicating with rapport, situational leadership, and handling conflict and implementing changes in order to improve service organization/company, especially professionally, complete customer service (customer service satisfaction and service quality)																																														
<b>References</b>	<b>Main :</b>																																														
	<ol style="list-style-type: none"> <li>1. Admin. 2009, Pelayanan Prima untuk Pelanggan. On-line: <a href="http://: Journalskripsi.com">http://: Journalskripsi.com</a>. diakses pada 13 Januari 2013</li> <li>2. Algifari. 2016. Mengukur Kualitas Layanan. Yogyakarta: BPFEE.</li> <li>3. Agus, Nawar. 2002. Psikologi Pelayanan. Bandung: Alfabeta</li> <li>4. Asep, Adya Barata .2006. Dasar-dasar Pelayanan Prima. Jakarta: PT Elex Media Koputindo</li> <li>5. Schiffman, Leon.G. dan Leslie Lazar Kanuk. 2007. Perilaku Konsumen. Edisi Ke-7. terj. Zoelkifli Kasip. Jakarta: PT. Indeks.</li> <li>6. Sugiarto, Endar. 2002. Psikologi Pelayanan Dalam Industri Jasa. Jakarta: Gramed</li> <li>7. Tan, Rio Budi Prasadja. 2009. Psikologi Pelayanan Jasa Hotel, Restoran, Dan Kafe (HoReKa). Jakarta: Penerbit Buku Erlangga</li> <li>8. Tjiptono, Fandi, 2008, Service Management: Mewujudkan Layanan Prima. Yogyakarta: Andi Offset</li> </ol>																																														
	<b>Supporters:</b>																																														
<b>Supporting lecturer</b>	Prof. Dr. Any Sutiadiningsih, M.Si.																																														
<b>Week-</b>	<b>Final abilities of each learning stage (Sub-PO)</b>	<b>Evaluation</b>		<b>Help Learning, Learning methods, Student Assignments, [ Estimated time]</b>		<b>Learning materials [ References ]</b>	<b>Assessment Weight (%)</b>																																								
		<b>Indicator</b>	<b>Criteria &amp; Form</b>	<b>Offline ( offline )</b>	<b>Online ( online )</b>																																										
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)																																								

1	Able to understand this from the orientation of service psychology, along with duties, obligations and sanctions for violations. Able to understand the concept of service psychology, actively communicate, conclude the results of material exploration	Able to understand this from the orientation of the service psychology course, along with duties, obligations and sanctions for violations. Able to explain the concept of service psychology in your own words, and write it in your workbook and add to the results of the exploration of the material	<b>Criteria:</b> Total score 100	Learning with Google Classroom, via video conference 2 X 50			0%
2	Understand the basic concepts of service psychology in a good and responsible manner	Able to describe the meaning of service psychology accurately and responsibly Able to identify the scope of service psychology Able	<b>Criteria:</b> Correct answer on a scale of 0-100	Learning with Google Classroom. 2 X 50			0%
3	Understand the concept of consumers (guests and customers) as individuals: Definition of consumers (guests and customers) Explain the meaning of consumers (guests and customers) for Horeka Explain the things that consumers (guests and customers) need and want for Horeka Explain the relationship between consumer needs and targets (guests and customers)	Explaining the meaning of consumers (guests and customers)	<b>Criteria:</b> According to the answer key, correct answers are on a scale of 0 - 100	Learning using Google Classroom 2 X 50 media			0%
4	Understanding the concept of consumers as individuals (continued)	Able to explain the motivation of guests and customers as consumers Able to explain consumer personality and behavior Able to explain consumer perceptions Able to describe consumer learning Able to explain the formation and change of consumer attitudes, communication and consumer behavior	<b>Criteria:</b> Correct answer (0-100)	Learning with Google Classroom 2 X 50			0%

5	Able to explain the dynamic nature of guest and customer motivation	<ol style="list-style-type: none"> <li>1. Be able to explain that motivation is dynamic: needs are never satisfied,</li> <li>2. new needs will emerge when old needs are met,</li> <li>3. success and failure affect goals,</li> <li>4. replacement target</li> <li>5. feeling frustrated</li> <li>6. triggers various motives</li> </ol>	<b>Criteria:</b> Correct answer. Rating scale 0-100	Learning with Google Classroom 2 X 50			0%
6	Able to explain consumer personality and behavior	Explain the meaning of personality Explain the types of hospitality consumers and their personalities Explain how consumers eat, drink and sleep outside the home	<b>Criteria:</b> According to the correct answer, the rating scale is 0-100	Learning with Google Classroom 2 X 50			0%
7	Able to explain the relationship between lifestyle and consumer behavior	Explain the meaning of lifestyle. Explain the relationship between lifestyle and consumer behavior	<b>Criteria:</b> According to the correct answer, the rating scale is 0 -100	Learning with Google Classroom 2 X 50			0%
8	UTS	UTS	<b>Criteria:</b> According to the correct answer, the rating scale is 0 -100	2 X 50			0%
9	Continuing to discuss the relationship between lifestyle and consumer behavior	Explain the relationship between lifestyle and choosing a hotel, restaurant, café. Explain the relationship between lifestyle and free time and money	<b>Criteria:</b> According to the correct answer, the rating scale is 0 -100	Learning with Google Classroom 2 X 50			0%
10	Be able to explain the personality of the waiter	Explaining one's personality as a waiter Explaining the personality characteristics of a waiter Explaining the appearance of a waiter in service activities Explaining a positive etiquette and effective communication in service	<b>Criteria:</b> According to the correct answer, the rating scale is 0 -100	Learning with Google Classroom 2 X 50			0%

11	Be able to explain the personality of the waiter	Explaining one's personality as a waiter Explaining the personality characteristics of a waiter Explaining the appearance of a waiter in service activities Explaining positive attitude etiquette and effective communication in service	<b>Criteria:</b> According to the correct answer, the rating scale is 0 -100	Learning with Google Classroom 2 X 50			0%
12	Able to explain Customer Character	Explaining the implementation of the 8 basics of service. Explaining the types of customers: quiet customers. impatient customers. customers who talk a lot	<b>Criteria:</b> According to the correct answer, the rating scale is 0 -100	Learning with Google Classroom 2 X 50			0%
13	Able to explain customer character	Explaining customers who ask a lot Explaining customers who are hesitant Explaining customers who like to argue Explaining customers who are naive Explaining customers who are mentally prepared Explaining customers who are suspicious Explaining customers who are arrogant Explaining the types of services that should not be given to customers Explaining serving more than one customer at the same time Facing delayed service	<b>Criteria:</b> According to the correct answer, the rating scale is 0 -100	Learning with Google Classroom 2 X 50			0%
14	dealing with customer complaints and excellent service		<b>Criteria:</b> According to the correct answer, the rating scale is 0 -100	Learning with Google Classroom 2 X 50			0%
15	Service Case Study and how to solve it Service strategy in order to maintain business in times of crisis		<b>Criteria:</b> According to the correct answer, the rating scale is 0 -100	Learning with Google Classroom 2 X 50			0%
16							0%

**Evaluation Percentage Recap: Case Study**

No	Evaluation	Percentage
		0%

Notes

1. **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.
2. **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.
3. **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.
4. **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.
5. **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.
6. **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.
7. **Forms of assessment:** test and non-test.
8. **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.
9. **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.
10. **Learning materials** are details or descriptions of study materials which can be presented in the form of several main points and sub-topics.
11. **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%.
12. TM=Face to face, PT=Structured assignments, BM=Independent study.