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|--------------------------|-------------------------------|--------------|-------------------------|
| Nama Mata Kuliah | : Perilaku Konsumen | Dosen | : RITTA SETIYATI (5334) |
| Kode MK dan Kelas | : EBM 403 (KJ01) | | |
| Jadwal dan Ruang | : Kamis, 07:30 - 10:00 (R315) | | |
| Jumlah Mahasiswa | : 50 | | |
| Semester | : SEMESTER GENAP 2019 - 2020 | | |

Perencanaan Jurnal Perkuliahan

| Pertemuan ke / Kelompok | Rencana Perkuliahan | | | | | Realisasi Perkuliahan | | | | Option | |
|-------------------------|-------------------------------------|---------------------------------------|-------|---------|----------------------------|-----------------------|--------------------------------------------------------|---------------|---------|------------|-------------------|
| | Tanggal/Jam | Dosen/Ruang | Jenis | Peserta | Rencana Materi Perkuliahan | Pelaksanaan | Materi/Kegiatan | Catatan Dosen | Status | Gen. Honor | Realisasi |
| 1-Jan | Kamis, 5 Mar 2020 07:30 - 10:00 | 5334 - RITTA SETIYATI Ruang : R315 | Teori | 42 | | Tatap Muka | PENDAHULUAN | | Selesai | ✓ | 🔗 |
| 2-Jan | Kamis, 12 Mar 2020 07:30 - 10:00 | 5334 - RITTA SETIYATI Ruang : R315 | Teori | 32 | | Tatap Muka | PENGENALAN PERILAKU KONSUMEN | | Selesai | ✓ | 🔗 |
| 3-Jan | Kamis, 19 Mar 2020 07:30 - 10:00 | 5334 - RITTA SETIYATI Ruang : R315 | Teori | 45 | | Tatap Muka | PERTEMUAN 3 SEGMENTASI, TARGETING DAN POSITIONINGBa... | | Selesai | ✓ | 🔗 |
| 4-Jan | Kamis, 26 Mar 2020 07:30 - 10:00 | 5334 - RITTA SETIYATI Ruang : R315 | Teori | 44 | | Tatap Muka | PERTEMUAN 4 Motivasi dan Keterlibatan Pelanggan | | Selesai | ✓ | 🔗 |
| 5-Jan | Kamis, 2 Apr 2020 07:30 - 10:00 | 5334 - RITTA SETIYATI Ruang : R315 | Teori | 39 | | Tatap Muka | Perkuliahan 5 PERSEPSI KONSUMEN | | Selesai | ✓ | 🔗 |
| 6-Jan | Kamis, 9 Apr 2020 07:30 - 10:00 | 5334 - RITTA SETIYATI Ruang : R315 | Teori | 43 | | Tatap Muka | PEMBELAJARAN KONSUMEN | | Selesai | ✓ | 🔗 |
| 7-Jan | Kamis, 16 Apr 2020 07:30 - 10:00 | 5334 - RITTA SETIYATI Ruang : R315 | Teori | 40 | | Tatap Muka | SIKAP DAN PERILAKU KONSUMEN | | Selesai | ✓ | 🔗 |
| 8-Jan | Kamis, 7 Mei 2020 07:30 - 10:00 | 5334 - RITTA SETIYATI Ruang : R315 | Teori | 43 | | Tatap Muka | Materi : KOMUNIKASI DAN PERILAKU KONSUMEN | | Selesai | ✓ | 🔗 |
| 9-Jan | Kamis, 14 Mei 2020 07:30 - 10:00 | 5334 - RITTA SETIYATI Ruang : R315 | Teori | 48 | | Tatap Muka | PEMBELAJARAN KONSUMEN | | Selesai | ✓ | 🔗 |
| 10-Jan | Kamis, 4 Jun 2020 07:30 - 10:00 | 5334 - RITTA SETIYATI Ruang : R315 | Teori | 48 | | Tatap Muka | PERTEMUAN 10 Pembentukan dan Perubahan Sikap Konsum... | | Selesai | ✓ | 🔗 |
| 11-Jan | Kamis, 11 Jun 2020 07:30 - 10:00 | 5334 - RITTA SETIYATI Ruang : R315 | Teori | 48 | | Tatap Muka | PERILAKU KONSUMEN DAN STRATEGI PRODUK | | Selesai | ✓ | 🔗 |
| 12-Jan | Kamis, 18 Jun 2020 07:30 - 10:00 | 5334 - RITTA SETIYATI Ruang : R315 | Teori | 47 | | Tatap Muka | PERILAKU KONSUMEN DAN STRATEGI PROMOSI | | Selesai | ✓ | 🔗 |
| 13-Jan | Kamis, 25 Jun 2020 07:30 - 10:00 | 5334 - RITTA SETIYATI Ruang : R315 | Teori | 45 | | Tatap Muka | Pertemuan 13 Perilaku Konsumen dan Strategi Harga | | Selesai | ✓ | 🔗 |
| 14-Jan | Kamis, 2 Jul 2020 07:30 - 10:00 | 5334 - RITTA SETIYATI Ruang : R315 | Teori | 46 | | Tatap Muka | Pertemuan 14 E-commerce | | Selesai | ✓ | 🔗 |



UNIVERSITAS ESA UNGGUL

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NILAI AKHIR

Semester Genap 2019 - 2020

Kode : EBM403 Kelas : KJ01 Dosen : RITTA SETIYATI
Matakuliah : Perilaku Konsumen
Prodi : Manajemen

| No | N I M | Nama Mahasiswa | absensi | tugas1 | UTS | UAS | NA | Nilai Akhir | |
|----|-------------|------------------------------|---------|--------|-----|-----|-------|-------------|-------|
| | | | 10% | 20% | 30% | 40% | | Angka | Huruf |
| 1 | 20160101242 | Hans Eka Wijaya | 50 | 40 | 60 | 90 | 67 | 2.7 | B- |
| 2 | 20160101371 | Chiesa Abi Putra Mardhani | 64.29 | 45 | 75 | 70 | 65.93 | 2.7 | B- |
| 3 | 20170101034 | Sheila Novianda Firdausy | 85.71 | 60 | 85 | 75 | 76.07 | 3.3 | B+ |
| 4 | 20170101043 | Adi Saputra | 21.43 | 15 | 65 | | 24.64 | 0 | E |
| 5 | 20170101064 | Muhammad Andriyan | 78.57 | 55 | 70 | 85 | 73.86 | 3 | B |
| 6 | 20170101246 | Dermila | 85.71 | 60 | 85 | 80 | 78.07 | 3.7 | A- |
| 7 | 20170101516 | Putri Dwina Kartini | 78.57 | 55 | 85 | 80 | 76.36 | 3.3 | B+ |
| 8 | 20180101002 | Bonifasius Yulian Firmansyah | 100 | 70 | 85 | 85 | 83.5 | 4 | A |
| 9 | 20180101006 | Rian Sanjaya | 92.86 | 65 | 85 | 85 | 81.79 | 4 | A |
| 10 | 20180101007 | Siti Zakiyatul Miskiyyah | 92.86 | 65 | 75 | 80 | 76.79 | 3.3 | B+ |
| 11 | 20180101008 | Artika | 92.86 | 65 | 80 | 80 | 78.29 | 3.7 | A- |
| 12 | 20180101010 | Frans Jaya | 92.86 | 65 | 85 | 85 | 81.79 | 4 | A |
| 13 | 20180101011 | Novitasari | 100 | 70 | 80 | 75 | 78 | 3.7 | A- |
| 14 | 20180101012 | Ikmal Anis Makhshusho | 92.86 | 65 | 85 | 80 | 79.79 | 3.7 | A- |
| 15 | 20180101020 | Arin Dwitya | 92.86 | 65 | 85 | 85 | 81.79 | 4 | A |
| 16 | 20180101021 | Chaerani Miranda | 92.86 | 65 | 85 | 85 | 81.79 | 4 | A |
| 17 | 20180101026 | Annisa Putri | 85.71 | 60 | 85 | 80 | 78.07 | 3.7 | A- |
| 18 | 20180101027 | Vioni Firda Agnestya | 100 | 70 | 80 | 85 | 82 | 4 | A |
| 19 | 20180101037 | Indah Wulan Sari | 85.71 | 60 | 80 | 85 | 78.57 | 3.7 | A- |
| 20 | 20180101045 | Adelia Dwi Putri | 92.86 | 65 | 85 | 85 | 81.79 | 4 | A |
| 21 | 20180101052 | Icha Kiki Anggraini | 100 | 70 | 80 | 75 | 78 | 3.7 | A- |
| 22 | 20180101057 | Rina Widiyanti | 100 | 70 | 85 | 90 | 85.5 | 4 | A |
| 23 | 20180101060 | Diah Fitriani | 85.71 | 60 | 85 | 85 | 80.07 | 4 | A |
| 24 | 20180101066 | Sholekhatun Nisa | 57.14 | 40 | 80 | 70 | 65.71 | 2.7 | B- |
| 25 | 20180101072 | Debora Siagian | 100 | 70 | 75 | 90 | 82.5 | 4 | A |
| 26 | 20180101093 | Rosdiana | 100 | 70 | 80 | 80 | 80 | 4 | A |
| 27 | 20180101101 | Siti Nur Rahmadhany | 78.57 | 55 | 80 | 85 | 76.86 | 3.3 | B+ |
| 28 | 20180101109 | Elita Tanujaya Julianto | 92.86 | 65 | 85 | 85 | 81.79 | 4 | A |
| 29 | 20180101120 | Putri Desianti Ramadhan | 100 | 70 | 80 | 85 | 82 | 4 | A |
| 30 | 20180101124 | Siti Sarah | 92.86 | 65 | 85 | 80 | 79.79 | 3.7 | A- |
| 31 | 20180101125 | Isnaini Nur Safitri | 100 | 70 | 80 | 80 | 80 | 4 | A |
| 32 | 20180101127 | Ifa Suhartini | 100 | 70 | 75 | 85 | 80.5 | 4 | A |
| 33 | 20180101128 | Feren Aprilia Asri | 92.86 | 65 | 85 | 85 | 81.79 | 4 | A |
| 34 | 20180101130 | Rido Satria Ramadeni | 85.71 | 60 | 80 | 75 | 74.57 | 3.3 | B+ |
| 35 | 20180101135 | Theresia Shintia Permata | 92.86 | 65 | 85 | 85 | 81.79 | 4 | A |
| 36 | 20180101137 | Ulfa Dianik | 92.86 | 65 | 85 | 80 | 79.79 | 3.7 | A- |
| 37 | 20180101138 | Khairul Anam Husen | 92.86 | 70 | 80 | 80 | 79.29 | 3.7 | A- |
| 38 | 20180101215 | Dejulianda | 100 | 70 | 80 | 80 | 80 | 4 | A |
| 39 | 20180101237 | Dwi Sulistyani | 92.86 | 65 | 80 | 80 | 78.29 | 3.7 | A- |

| | | | | | | | | | |
|----|-------------|-------------------------------|-------|----|----|----|-------|-----|----|
| 40 | 20180101261 | Apolonaris Jempa | 78.57 | 55 | 85 | 75 | 74.36 | 3.3 | B+ |
| 41 | 20180101268 | Tegar Mulya Aji R | 85.71 | 60 | 85 | 80 | 78.07 | 3.7 | A- |
| 42 | 20180101276 | Allissa Putri Priatna | 92.86 | 65 | 85 | 80 | 79.79 | 3.7 | A- |
| 43 | 20180101289 | Nova Wulandari | 92.86 | 65 | 80 | 70 | 74.29 | 3.3 | B+ |
| 44 | 20180101332 | Cindy Vernanda Firdaus | 78.57 | 60 | 80 | 80 | 75.86 | 3.3 | B+ |
| 45 | 20180101333 | Annida Ningrum Bintoro | 78.57 | 55 | 85 | 85 | 78.36 | 3.7 | A- |
| 46 | 20180101334 | Cindy Widya Astuti | 78.57 | 55 | 80 | 85 | 76.86 | 3.3 | B+ |
| 47 | 20180101341 | Hikmah Ramadhani | 100 | 70 | 80 | 85 | 82 | 4 | A |
| 48 | 20180101347 | Fadyah Siti Zahra | 57.14 | 40 | 75 | 80 | 68.21 | 3 | B |
| 49 | 20180101478 | Fitriana Rezki | 92.86 | 65 | 80 | 85 | 80.29 | 4 | A |
| 50 | 20180101490 | Adyamar Giftby Ellyolga Irwan | 85.71 | 60 | 80 | 85 | 78.57 | 3.7 | A- |

Ket: PF = Performance TGS =
Tugas

Saya menyatakan bahwa nilai yang tercetak di atas adalah BENAR dan dapat dipertanggungjawabkan. Dengan ini saya menetapkan bahwa nilai tersebut SAH dan merupakan NILAI AKHIR.

Mengetahui,

Ketua Program Studi

Jakarta,

Dosen Pembina / Pengawas,

RITTA SETIYATI

NIP. 5334

NIP.

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