



**Universitas Negeri Surabaya
Faculty of Economics and Business
Islamic Economics Undergraduate Study Program**

**Document
Code**

SEMESTER LEARNING PLAN

Courses	CODE	Course Family	Credit Weight			SEMESTER	Compilation Date
ISLAMIC CONSUMER BEHAVIOR	6020202085	Study Program Elective Courses	T=3	P=0	ECTS=4.77	7	July 7, 2021
AUTHORIZATION	SP Developer		Course Cluster Coordinator			Study Program Coordinator	
	Khusnul Fikriyah, S.E., M.SEI.		Khusnul Fikriyah, S.E., M.SEI.			Dr. Ahmad Ajib Ridlwan, S.Pd., M.SEI.	

Learning model	Case Studies
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Program Learning Outcomes (PLO)	PLO study program that is charged to the course
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PLO-5	Mastering theoretical concepts in the fields of Islamic Economics, Islamic Business and Islamic Finance in general and specifically to solve problems procedurally in accordance with the scope of work.
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Program Objectives (PO)	
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PO - 1	Able to master the theory of consumer behavior as a whole
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PO - 2	Able to complete his duties and obligations responsibly and ethically
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PO - 3	Able to apply theories about consumer behavior by utilizing science and technology
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PLO-PO Matrix	
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	<table border="1"> <tr> <td>P.O</td> <td>PLO-5</td> </tr> <tr> <td>PO-1</td> <td></td> </tr> <tr> <td>PO-2</td> <td style="text-align: center;">✓</td> </tr> <tr> <td>PO-3</td> <td></td> </tr> </table>	P.O	PLO-5	PO-1		PO-2	✓	PO-3	
P.O	PLO-5								
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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PO-3																																																																																					

Short Course Description	This course discusses the conceptual framework of consumer behavior and various relevant issues in the consumer decision-making process that is integrated in marketing strategy. In this course students are expected to be able to describe the concept of consumer behavior, define consumer values, define consumer trust, explain consumer knowledge and attitudes, define consumer perception, describe motivation and buying interest, identify personality and lifestyle, measure and analyze consumer satisfaction and loyalty, and able to Analyze and Practice Consumer Protection.
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References	Main :
	<ol style="list-style-type: none"> Schiffman, L. G., & Wisenblit, J. (2019). Consumer Behavior (Issue Twelfth Edition) Setiadi, Nugroho J. 2019. Perilaku Konsumen. Jakarta: Prenada Media Grup Maison, D. (2018). Qualitative marketing research: Understanding consumer behaviour. Routledge.
Supporters:	
	<ol style="list-style-type: none"> Izam, A. W. B. M. (2021). Customer Satisfaction and Service Quality of Zakat Institution in Penang. Dr. Syaparuddin, S.Ag., M. S. (2021) Edukasi Ekonomi Islam (Perilaku Konsumen Muslim). Edited by M. S. Jumriani, S.Sos. Yogyakarta: TrustMedia Publishing. Dr. Hj. Anita Rahmawaty, M. A. (2021) Perilaku Konsumen Dalam Perspektif Islam. Yogyakarta: Idea Press Yogyakarta.

Supporting lecturer		Khusnul Fikriyah, S.E., M.SEI. Fitriah Dwi Susilowati, S.Sos., M.SM.					
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	Knowing what will be studied in consumer behavior and finally being able to truly know who consumers really are.	<p>1. Define consumer behavior and the scope of consumer behavior science</p> <p>2. Explain the consumer profile and what the characteristics of consumers are</p>	<p>Criteria: In accordance with the assessment guidelines / rubric</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	<p>offline: Lectures in class using the project based learning method. The lecturer provides an explanation of the scope of learning related to consumer behavior. 2 X 50</p>		<p>Material: Definition of consumer behavior and scope of behavioral science</p> <p>References: <i>Schiffman, LG, & Wisenblit, J. (2019). Consumer Behavior (Issue Twelfth Edition)</i></p> <hr/> <p>Material: Consumer profile and consumer characteristics</p> <p>Reference: <i>Setiadi, Nugroho J. 2019. Consumer Behavior. Jakarta: Prenada Media Group</i></p> <hr/> <p>Material: Consumer behavior as a scientific discipline</p> <p>Reference: <i>Maison, D. (2018). Qualitative marketing research: Understanding consumer behavior. Routledge.</i></p>	4%

2	Mastering the Concept of Consumer Behavior	<ol style="list-style-type: none"> 1.Explain the definition of consumer behavior 2.Explain the development of consumer behavior 3.Describe the theory of consumer behavior 4.Identify types of consumer behavior 5.Explain the factors that influence consumer behavior 	<p>Criteria: In accordance with the assessment guidelines / rubric</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	offline: Class lectures with project based learning. The lecturer provides an explanation about the Market, Market Behavior, and Customer Value 2 X 50		<p>Material: Definition of consumer behavior Reference: <i>Izam, AWBM (2021). Customer Satisfaction and Service Quality of Zakat Institution in Penang.</i></p> <hr/> <p>Material: Development of consumer behavior Reference: <i>Dr. Syaparuddin, S.Ag., MS (2021) Islamic Economic Education (Muslim Consumer Behavior). Edited by MS Jumriani, S. Sos. Yogyakarta: TrustiMedia Publishing.</i></p> <hr/> <p>Material: Types of consumer behavior Reference: <i>Dr. Hj. Anita Rahmawaty, MA (2021) Consumer Behavior from an Islamic Perspective. Yogyakarta: Idea Press Yogyakarta.</i></p> <hr/> <p>Material: Factors that influence consumer behavior Reference: <i>Schiffman, LG, & Wisenblit, J. (2019). Consumer Behavior (Issue Twelfth Edition)</i></p>	4%
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3	Mastering the Consumer Behavior Framework Model	<p>1. Explain the concept of consumer behavior models</p> <p>2. Describe the Consumer Behavior Model - Explain the Consumer Behavior Framework</p> <p>3. Identifying the Basics of Consumer Behavior</p>	<p>Criteria: In accordance with the assessment guidelines / rubric</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	<p>offline: Lectures in class with Project Based Learning based on Student Centered Learning. The lecturer provides an explanation of the 2 X 50 Consumer Behavior Framework Model</p>		<p>Material: Concept of consumer behavior model</p> <p>References: <i>Schiffman, LG, & Wisenblit, J. (2019). Consumer Behavior (Issue Twelfth Edition)</i></p> <hr/> <p>Material: Description of consumer behavior models</p> <p>Reference: <i>Setiadi, Nugroho J. 2019. Consumer Behavior. Jakarta: Prenada Media Group</i></p> <hr/> <p>Material: Basic identification of consumer behavior</p> <p>Reference: <i>Maison, D. (2018). Qualitative marketing research: Understanding consumer behavior. Routledge.</i></p> <hr/> <p>Material: Consumer behavior framework</p> <p>Reference: <i>Dr. Syaparuddin, S.Ag., MS (2021) Islamic Economic Education (Muslim Consumer Behavior). Edited by MS Jumriani, S. Sos. Yogyakarta: TrustMedia Publishing.</i></p>	5%
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4	Defining Customer Value (Customer Value)	<ol style="list-style-type: none"> 1.Explaining Customer Value 2.Explaining Approaches to Value Creation 3.Explaining Levels of Value 4.Explaining The Market-Perceived Quality Profile 5.Explaining The Market - Perceived Price Profile 6.Describe the Customer Value Map 7.Analyzing total customer costs 8.Identify factors that influence customer value 9.Explain the dimensions of customer value 	<p>Criteria: In accordance with the assessment guidelines / rubric</p> <p>Form of Assessment : Portfolio Assessment</p>	Lectures in class with Case Study. The lecturer provides an explanation regarding Customer Value (Customer Value) 3 X 50	<p>Material: Customer value and approaches to value creation</p> <p>Reference: <i>Izam, AWBM (2021). Customer Satisfaction and Service Quality of Zakat Institution in Penang.</i></p> <hr/> <p>Material: Levels of Value and Market perceived quality profile</p> <p>References: <i>Schiffman, L.G, & Wisenblit, J. (2019). Consumer Behavior (Issue Twelfth Edition)</i></p> <hr/> <p>Material: The Market perceived price profile</p> <p>References: <i>Izam, AWBM (2021). Customer Satisfaction and Service Quality of Zakat Institution in Penang.</i></p> <hr/> <p>Material: Customer Value Map and total customer cost analysis</p> <p>Reference: <i>Dr. Syaparuddin, S.Ag., MS (2021) Islamic Economic Education (Muslim Consumer Behavior). Edited by MS Jumriani, S. Sos. Yogyakarta: TrustMedia Publishing.</i></p> <hr/> <p>Material: Factors that influence customer value and dimensions of customer value</p> <p>Reference: <i>Setiadi, Nugroho J. 2019. Consumer Behavior. Jakarta: Prenada Media Group</i></p>	3%
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5	Defining Customer Value (Customer Value)	<ol style="list-style-type: none"> 1.Explaining Customer Value 2.Explaining Approaches to Value Creation 3.Explaining Levels of Value 4.Explaining The Market-Perceived Quality Profile 5.Explaining The Market - Perceived Price Profile 6.Describe the Customer Value Map 7.Analyzing total customer costs 8.Identify factors that influence customer value 9.Explain the dimensions of customer value 	<p>Criteria: In accordance with the assessment guidelines / rubric</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Lectures in class with Project Based Learning based on Student Centered Learning. Lecturers provide explanations regarding Customer Value (Customer Value) 3 X 50	<p>Material: Customer value and approaches to value creation</p> <p>Reference: <i>Izam, AWBM (2021). Customer Satisfaction and Service Quality of Zakat Institution in Penang.</i></p> <hr/> <p>Material: Levels of Value and Market perceived quality profile</p> <p>References: <i>Schiffman, L.G, & Wisenblit, J. (2019). Consumer Behavior (Issue Twelfth Edition)</i></p> <hr/> <p>Material: The Market perceived price profile</p> <p>References: <i>Izam, AWBM (2021). Customer Satisfaction and Service Quality of Zakat Institution in Penang.</i></p> <hr/> <p>Material: Customer Value Map and total customer cost analysis</p> <p>Reference: <i>Dr. Syaparuddin, S.Ag., MS (2021) Islamic Economic Education (Muslim Consumer Behavior). Edited by MS Jumriani, S. Sos. Yogyakarta: TrustMedia Publishing.</i></p> <hr/> <p>Material: Factors that influence customer value and dimensions of customer value</p> <p>Reference: <i>Setiadi, Nugroho J. 2019. Consumer Behavior. Jakarta: Prenada Media Group</i></p>	5%
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6	Understanding Customer Trust	<ol style="list-style-type: none"> 1.Explain Customer Trust and its benefits 2.Explain the characteristics of customer trust 3.Explain the types of customer trust 4.Explain the factors that influence customer trust 5.Formulate ways to develop customer trust 6.Explain the dimensions of customer trust 	<p>Criteria: In accordance with the assessment guidelines / rubric</p> <p>Form of Assessment : Portfolio Assessment</p>	<p>Lectures in class with Case Study based on Student Centered Learning. The lecturer provides an explanation of Customer Trust 3 X 50</p>		<p>Material: Customer trust and its benefits and characteristics of customer trust</p> <p>Reference: <i>Schiffman, LG, & Wisenblit, J. (2019). Consumer Behavior (Issue Twelfth Edition)</i></p> <hr/> <p>Material: Types of customer trust</p> <p>Reference: <i>Setiadi, Nugroho J. 2019. Consumer Behavior. Jakarta: Prenada Media Group</i></p> <hr/> <p>Material: Factors that influence customer trust and dimensions of customer trust</p> <p>Reference: <i>Dr. Syaparuddin, S.Ag., MS (2021) Islamic Economic Education (Muslim Consumer Behavior). Edited by MS Jumriani, S. Sos. Yogyakarta: TrustMedia Publishing.</i></p> <hr/> <p>Material: How to develop customer trust</p> <p>Reference: <i>Dr. Hj. Anita Rahmawaty, MA (2021) Consumer Behavior from an Islamic Perspective. Yogyakarta: Idea Press Yogyakarta.</i></p>	7%
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7	Understanding Consumer Knowledge and Attitudes	<ol style="list-style-type: none"> 1.Explain the concept of knowledge 2.Explain types of knowledge 3.Defining product knowledge 4.Explains consumer purchasing, usage and learning knowledge. 5.Describe consumer attitudes and their functions. 6.Explain the components of consumer attitudes and their levels 	<p>Criteria: In accordance with the assessment guidelines / rubric</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	Lectures in class with ProjectBased LearningCae Study based on Student Centered Learning. The lecturer provides an explanation of the concept of 3 X 50 halal products (goods and services).		<p>Material: Concept of knowledge, types and product knowledge</p> <p>References: <i>Schiffman, L.G, & Wisenblit, J. (2019). Consumer Behavior (Issue Twelfth Edition)</i></p> <hr/> <p>Material: Consumer knowledge, purchasing, use and learning</p> <p>References: <i>Setiadi, Nugroho J. 2019. Consumer Behavior. Jakarta: Prenada Media Group</i></p>	5%
8	MIDTERM EXAM		<p>Criteria: In accordance with the assessment guidelines / rubric</p> <p>Form of Assessment : Test</p>	3 X 50			15%
9	Understanding Consumer Perceptions	<ol style="list-style-type: none"> 1.Explain consumer perceptions 2.Explain the principles in consumer perception 3.Identifying the characteristics of consumer perception 4.Formulate the factors that influence consumer perceptions 	<p>Criteria: In accordance with the assessment guidelines / rubric</p> <p>Form of Assessment : Portfolio Assessment</p>	Class lectures with Lecture Courses based on Student Centered Learning. The lecturer provides an explanation about Consumer Perception		<p>Material: Consumer perception and principles in consumer perception</p> <p>Reference: <i>Schiffman, L.G, & Wisenblit, J. (2019). Consumer Behavior (Issue Twelfth Edition)</i></p> <hr/> <p>Material: Characteristics of consumer perception</p> <p>Reference: <i>Setiadi, Nugroho J. 2019. Consumer Behavior. Jakarta: Prenada Media Group</i></p> <hr/> <p>Material: Factors that influence consumer perceptions</p> <p>Reference: <i>Maison, D. (2018). Qualitative marketing research: Understanding consumer behavior. Routledge.</i></p>	3%

10	Understanding Purchasing Motivation and Interest	<ol style="list-style-type: none"> 1.Explain the concept of consumer motivation 2.Shows the goals and principles of consumer motivation 3.Identifying sources of consumer motivation 4.Explain purchasing motives 5.Explain the concept of purchase interest. Explain the factors that influence purchase interest 6.Explain the process of consumer repurchase interest 	<p>Criteria: In accordance with the assessment guidelines / rubric</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	<p>Lectures in class with Project Based Learning based on Student Centered Learning.</p> <p>The lecturer provides an explanation about Purchase Interest and Motivation</p>	<p>Material: Concept of consumer motivation, Reference: <i>Izam, AWBM (2021). Customer Satisfaction and Service Quality of Zakat Institution in Penang.</i></p> <hr/> <p>Material: Goals and principles of consumer motivation Reference: <i>Dr. Syaparuddin, S.Ag., MS (2021) Islamic Economic Education (Muslim Consumer Behavior). Edited by MS Jumriani, S. Sos. Yogyakarta: TrustMedia Publishing.</i></p> <hr/> <p>Material: Sources of consumer motivation and explaining purchasing motives. Reference: <i>Izam, AWBM (2021). Customer Satisfaction and Service Quality of Zakat Institution in Penang.</i></p> <hr/> <p>Material: Factors that influence consumer purchase and repurchase interest. Reference: <i>Schiffman, LG, & Wisenblit, J. (2019). Consumer Behavior (Issue Twelfth Edition)</i></p>	6%
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11	Understanding Purchasing Motivation and Interest	<ol style="list-style-type: none"> 1.Explain the concept of consumer motivation 2.Shows the goals and principles of consumer motivation 3.Identifying sources of consumer motivation 4.Explain purchasing motives 5.Explain the concept of purchase interest. Explain the factors that influence purchase interest 6.Explain the process of consumer repurchase interest 	<p>Criteria: In accordance with the assessment guidelines / rubric</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	<p>Class lectures with Lecture Course.</p> <p>The lecturer provides an explanation about Purchase Interest and Motivation</p>	<p>Material: Concept of consumer motivation, Reference: <i>Izam, AWBM (2021). Customer Satisfaction and Service Quality of Zakat Institution in Penang.</i></p> <hr/> <p>Material: Goals and principles of consumer motivation Reference: <i>Dr. Syaparuddin, S.Ag., MS (2021) Islamic Economic Education (Muslim Consumer Behavior). Edited by MS Jumriani, S. Sos. Yogyakarta: TrustMedia Publishing.</i></p> <hr/> <p>Material: Sources of consumer motivation and explaining purchasing motives. Reference: <i>Izam, AWBM (2021). Customer Satisfaction and Service Quality of Zakat Institution in Penang.</i></p> <hr/> <p>Material: Factors that influence consumer purchase and repurchase interest. Reference: <i>Schiffman, LG, & Wisenblit, J. (2019). Consumer Behavior (Issue Twelfth Edition)</i></p>	6%
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12	Understanding Personality and Lifestyle	<ol style="list-style-type: none"> 1.Explaining Consumer Personality 2.Explain the factors that influence consumer personality 3.Identify consumer personality types 4.Explaining the big five model 5.Measuring consumer personality 6.Explain lifestyle and types of lifestyle 7.Explain the factors that influence lifestyle 	<p>Criteria: In accordance with the assessment guidelines / rubric</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	<p>Lectures in class with Case Study.</p> <p>The lecturer provides an explanation about personality and lifestyle</p>		<p>Material: Personality and factors that influence consumer personality</p> <p>Reference: <i>Schiffman, L.G, & Wisenblit, J. (2019). Consumer Behavior (Issue Twelfth Edition)</i></p> <hr/> <p>Material: Consumer personality types</p> <p>Reference: <i>Setiadi, Nugroho J. 2019. Consumer Behavior. Jakarta: Prenada Media Group</i></p> <hr/> <p>Material: Big five model</p> <p>References: <i>Maison, D. (2018). Qualitative marketing research: Understanding consumer behavior. Routledge.</i></p> <hr/> <p>Material: Measuring consumer personality</p> <p>Reference: <i>Izam, AWBM (2021). Customer Satisfaction and Service Quality of Zakat Institution in Penang.</i></p> <hr/> <p>Material: Lifestyle, types of lifestyle and factors that influence lifestyle</p> <p>Reference: <i>Dr. Syaparuddin, S.Ag., MS (2021) Islamic Economic Education (Muslim Consumer Behavior). Edited by MS Jumriani, S. Sos. Yogyakarta: TrustMedia Publishing.</i></p>	5%
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13	Measuring Consumer Satisfaction	<ol style="list-style-type: none"> 1.Explaining Consumer Satisfaction and Its Benefits 2.Explaining the Levels of Consumer Satisfaction 3.Explaining the Relationship between Consumer Satisfaction and Value for Consumers 4.Explain the factors that influence consumer satisfaction 5.Explaining Strategies for Increasing Consumer Satisfaction 6.Evaluating Consumer Satisfaction and Follow-Up 	<p>Criteria: In accordance with the assessment guidelines / rubric</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	<p>Lectures in class with Case Study.</p> <p>The lecturer provides an explanation about Consumer Satisfaction</p>	<p>Material: Satisfaction, benefits and levels of consumer satisfaction</p> <p>Reference: <i>Schiffman, L.G, & Wisenblit, J. (2019). Consumer Behavior (Issue Twelfth Edition)</i></p> <hr/> <p>Material: The relationship between consumer satisfaction and value for consumers</p> <p>Reference: <i>Setiadi, Nugroho J. 2019. Consumer Behavior. Jakarta: Prenada Media Group</i></p> <hr/> <p>Material: Factors that influence consumer satisfaction</p> <p>Reference: <i>Maison, D. (2018). Qualitative marketing research: Understanding consumer behavior. Routledge.</i></p> <hr/> <p>Material: Strategies for increasing consumer satisfaction and evaluation.</p> <p>Reference: <i>Dr. Hj. Anita Rahmawaty, MA (2021) Consumer Behavior from an Islamic Perspective. Yogyakarta: Idea Press Yogyakarta.</i></p>	5%
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14	Measuring Consumer Satisfaction	<ol style="list-style-type: none"> 1.Explaining Consumer Satisfaction and Its Benefits 2.Explaining the Levels of Consumer Satisfaction 3.Explaining the Relationship between Consumer Satisfaction and Value for Consumers 4.Explain the factors that influence consumer satisfaction 5.Explaining Strategies for Increasing Consumer Satisfaction 6.Evaluating Consumer Satisfaction and Follow-Up 	<p>Criteria: In accordance with the assessment guidelines / rubric</p> <p>Form of Assessment : Portfolio Assessment</p>	<p>Lectures in class with Case Study.</p> <p>The lecturer provides an explanation about Consumer Satisfaction</p>	<p>Material: Satisfaction, benefits and levels of consumer satisfaction</p> <p>Reference: <i>Schiffman, L.G, & Wisenblit, J. (2019). Consumer Behavior (Issue Twelfth Edition)</i></p> <hr/> <p>Material: The relationship between consumer satisfaction and value for consumers</p> <p>Reference: <i>Setiadi, Nugroho J. 2019. Consumer Behavior. Jakarta: Prenada Media Group</i></p> <hr/> <p>Material: Factors that influence consumer satisfaction</p> <p>Reference: <i>Maison, D. (2018). Qualitative marketing research: Understanding consumer behavior. Routledge.</i></p> <hr/> <p>Material: Strategies for increasing consumer satisfaction and evaluation.</p> <p>Reference: <i>Dr. Hj. Anita Rahmawaty, MA (2021) Consumer Behavior from an Islamic Perspective. Yogyakarta: Idea Press Yogyakarta.</i></p>	7%
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15	Measuring Consumer Loyalty	<ol style="list-style-type: none"> 1.Explaining the Concept of Loyalty and Consumer Loyalty 2.Explaining the Benefits of Having Loyal Customers 3.Explaining Consumer Loyalty Perspectives 4.Describe the Characteristics of Loyal Consumers 5.Identifying Loyal Consumer Types 6.Describe the stages leading to loyalty 7.Explain the relationship between consumer loyalty and customer life time value 	<p>Criteria: In accordance with the assessment guidelines / rubric</p> <p>Form of Assessment : Project Results Assessment / Product Assessment</p>	<p>Lectures in class with Case Study.</p> <p>The lecturer provides an explanation about Consumer Loyalty</p>	<p>Material: Measuring consumer loyalty and the benefits of consumer loyalty</p> <p>Reference: <i>Schiffman, LG, & Wisenblit, J. (2019). Consumer Behavior (Issue Twelfth Edition)</i></p> <hr/> <p>Material: Characteristics of loyal consumers and identification of types of loyal consumers</p> <p>Reference: <i>Setiadi, Nugroho J. 2019. Consumer Behavior. Jakarta: Prenada Media Group</i></p> <hr/> <p>Material: Stages towards loyalty and the relationship between consumer loyalty and customer life time value</p> <p>References: <i>Izam, AWBM (2021). Customer Satisfaction and Service Quality of Zakat Institution in Penang.</i></p>	5%
16	FINAL EXAMS		<p>Criteria: Holistic Rubric</p> <p>Form of Assessment : Test</p>			15%

Evaluation Percentage Recap: Case Study

No	Evaluation	Percentage
1.	Project Results Assessment / Product Assessment	50%
2.	Portfolio Assessment	20%
3.	Test	30%
		100%

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.