

**PRESENSI PERKULIAHAN
SEMESTER GENAP
TAHUN AKADEMIK 2023/2024**



GULAM HAZMIN, S.Kom., M.M.

PERILAKU KONSUMEN

23A1



DAFTAR HADIR KULIAH

Program Studi : BISNIS DIGITAL
Tahun Akademik : 2023/2024
Semester : GENAP
Dosen : GULLAM HAZMIN [0524129101]

Kode Matakuliah : EKM332207
Matakuliah : PERILAKU KONSUMEN
Bobot : 2 SKS
Kelas : 23A1

Semester : 2
Hari : -
Pukul : 00:00 s.d. 00:00
Ruangan : -

Table with columns: No NP Mahasiswa, Nama Mahasiswa, B/U/P, and 15 attendance columns (1-15). Rows list student names and their attendance status for each session.



DAFTAR HADIR KULIAH

Program Studi : BISNIS DIGITAL	Kode Matakuliah : EKM332207	Semester : 2
Tahun Akademik : 2023/2024	Matakuliah : PERILAKU KONSUMEN	Hari : -
Semester : GENAP	Bobot : 2 SKS	Pukul : 00:00 s.d. 00:00
Dosen : GULAM HAZMIN [0524129101]	Kelas : 23A1	Ruang : -

No	NIM	Nama	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
20	23133300023	ZAIN AFRIAWAN	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS
21	23133300024	ENY QOFIFAH	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS
22	23133300025	DYAH RATRI SEKAR KINASHI	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS
23	23133300026	ARYA METTA WIJOYONO	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS
24	23133300027	MUHAMMAD ARIFKHAN ILHAN MOMOA	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS
25	23133300028	FEBITA PUTRI REGINAWATI	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS
26	23133300029	DHEA MAULYN BIELQIS MALICHAH	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS	AS

U 23133300030 Steven Bimo Pannidya S.W.

[Handwritten notes in the margins of the attendance table]



PRESENSI DOSEN
MENGAJAR

TA. 2023/2024 Sem. GENAP

Program Studi : BISNIS DIGITAL
Matakuliah : PERILAKU KONSUMEN [EKM332207]
Bobot : 2 SKS
Dosen : GULAM HAZMIN [0524129101]

Kelas : 23A1
Hari : -
Pukul : 00:00 s.d. 00:00
Ruang :

Pert	Tanggal	Pokok Bahasan	Sub-Pokok Bahasan	Jml Mhs	Paraf Mhs	Paraf Dosen
I	1/3/2023	Introduction	- PPS - kontrak. - pengantar perilaku konsumen	27	<i>[Signature]</i>	<i>[Signature]</i>
II	18/3/24	Consumer Customer	perilaku konsumen -	26	<i>[Signature]</i>	<i>[Signature]</i>
III	25/3/2024	Market Segmentation (STP)	- Segmenting - positioning - Targeting	25	<i>[Signature]</i>	<i>[Signature]</i>
IV	1/3/2024	Motivation and It's Implication	- Needs & wants - Motivation's conflict.	24	<i>[Signature]</i>	<i>[Signature]</i>
V	10/3/2024	Factor-faktor yang mempengaruhi Perilaku Konsumen	- Proses keputusan pembelian	25	<i>[Signature]</i>	<i>[Signature]</i>
VI	17/3/2024	Keperibadian & Perilaku Konsumen	- Teori keperibadian - Pengaruh keperibadian pada consumer behavior	26	<i>[Signature]</i>	<i>[Signature]</i>
VII	24/3/2024	Persepsi dan aplikasinya	- Sensory dynamics of perception - Elemen persepsi	26	<i>[Signature]</i>	<i>[Signature]</i>
VIII	21/3/2024	Pembentukan Perilaku	- Strategi perubahan sikap konsumen - Attitudes and It's Affect	26	<i>[Signature]</i>	<i>[Signature]</i>
IX	28/3/2024	Budaya dan Pengaruhnya pada Perilaku	- Pengaruh Budaya dan Etnis terhadap perilaku konsumen	27	<i>[Signature]</i>	<i>[Signature]</i>
X	5/5/2024	Program Pemasaran dan Komunikasi	Budaya dan hubungannya dengan pemuasan kebutuhan.	26	<i>[Signature]</i>	<i>[Signature]</i>
XI	12/5/2024	CRM & Konsumen	- Informasi dalam pemasaran - Aplikasi CRM dalam pemasaran	26	<i>[Signature]</i>	<i>[Signature]</i>
XII	19/5/2024	Alasan Konsumen dalam Melakukan Pembelian.	- Sensory marketing. - Experiential marketing	26	<i>[Signature]</i>	<i>[Signature]</i>
XIII	26/5/2024	Tipe-tipe Campaign Marketing	- Teaser, cause, sales UGC, campaign	26	<i>[Signature]</i>	<i>[Signature]</i>
XIV	2/6/2024	Consumer Decision making process	Tahapan konsumen dalam melakukan pembelian.	26	<i>[Signature]</i>	<i>[Signature]</i>
XV	9/6/2024	Consumer behavior as marketing act.	Industry samples.	26	<i>[Signature]</i>	<i>[Signature]</i>



**PRESENSI UJIAN AKHIR SEMESTER GENAP
TAHUN AKADEMIK 2023/2024**

Program Studi : BISNIS DIGITAL -- S1
Matakuliah : PERILAKU KONSUMEN
Kode MK : EKM332207
Dosen : GULAM HAZMIN, M.M

Kelas : 23A1
Ruang :
Hari/Tanggal : Rabu, 26-06-2024
Waktu : 08:00 - 09:15

No	NPM	Nama Mahasiswa	B/U/P	Tanda Tangan	Nilai
1	23133300001	IVAN YULIYANTO	B		B+
2	23133300002	FARHAN WIDODO ADIWICAKSONO	B		B+
3	23133300004	RYA ANGELICA PUTRI	B		B+
4	23133300005	AGUNG BUDI PRATALA	B		B+
5	23133300006	KAYLA AZZAHRA HUMAIRA ISMAIL	B		A
6	23133300007	ANNISA TUZAHRA	B		B+
7	23133300008	DEVANGGA INDIKA HUSEIN FAJRUL FALAKH	B		A
8	23133300009	AHMAD NUR FAIZA	B		B+
9	23133300011	FERNANDO MARIO ABEDNEGO KAWATU	B		A
10	23133300012	DICKO ADITYA AZHAR	B		A
11	23133300013	STEVEN BIMO PRAMUDYA SAKA WICAKSANA	B		B+
12	23133300014	NAZWA SADRINA KURNIA	B		A
13	23133300015	ANDIKA ARDI PUTRA	B		A-
14	23133300016	RASKHY RAMADHAN	B		A
15	23133300017	ALDI NURHIDAYAT	B		B+
16	23133300018	HAFIDH AHYA SHABRINDA	B		A
17	23133300019	AZIZAH MAHARANI PUTRI	B		A
18	23133300020	GAMMA AULIA DAMAYANTI	B		A
19	23133300021	KEVIN PRADANA PUTRA	B		B+
20	23133300022	BETRIK LAILY NOVITA DEWI	B		B-
21	23133300023	ZAIN AFRIAWAN	B		A
22	23133300024	ENY QOFIFAH	B		A-
23	23133300025	DYAH RATRI SEKAR KINASIH	B		B+



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24	23133300026	ARYA METTA WIJOYONO	B		A-
25	23133300027	MUHAMMAD ARIFKHAN ILHAN MOMOA	B		A
26	23133300028	FEBITA PUTRI REGINAWATI	B		A-
27	23133300029	DHEA MAULYN BIELQIS MALICHAH	B		A

Pengawas

1. Ginanjar Setyo Nugroho, S.Kom, M.Kom ()
2. Pachma Ima Tuliq, S.P ()
3. (_____)
4. (_____)

Yogyakarta, 26-06-2024

GULAM HAZMIN, M.M