

**PRESENSI PERKULIAHAN
SEMESTER GENAP
TAHUN AKADEMIK 2024/2025**



**GULAM HAZMIN, S.Kom., M.M.
PERILAKU KONSUMEN
24A1**



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DAFTAR HADIR KULIAH

Program Studi : BISNIS DIGITAL
Tahun Akademik : 2024/2025
Semester : GENAP
Dosen : GULAM HAZMIN [0524129101]

Kode Matakuliah : EKM332207
Matakuliah : PERILAKU KONSUMEN
Bobot : 3 SKS
Kelas : 24A1

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

No.	NP Mahasiswa	Nama Mahasiswa	B/I/U/P	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Jumlah Hadir	% Hadir
1	24133300001	Aldhis Manggala Gautama																		
2	24133300002	Agustina kurniawati enembe																		
3	24133300003	Meylita Aulia																		
4	24133300006	AGISTHA RATRI PRAMUDITHA																		
5	24133300007	MAYA DEWI FAJARIANTI																		
6	24133300009	Muhammad Yasir																		
7	24133300011	Nur Umi Mahmudah																		
8	24133300012	Marlia Rinda Tonia Putri																		
9	24133300013	Ayesha Fadilla Hasna																		
10	24133300014	M. Zidan Ghufon																		
11	24133300016	Muhammad Daffa Ikhtizam																		
12	24133300017	Elirca Luthiyah																		
13	24133300018	Rizky Inam Surya Permana																		
14	24133300019	Ghefira septiani																		
15	24133300020	Adila Afianti																		
16	24133300021	Mifta Aiyah Ramadhani																		
17	24133300022	Eriya Puspita Defi																		
18	24133300023	Abdulloh ali																		
19	24133300024	AZ-ZIKRI FADLAN S																		
20	24133300025	Aghni Mustalia Barokah																		

Lembar 1 : Untuk Dosen

Lembar 2 : Untuk Arsip Program Studi



**PRESENSI DOSEN
MENGAJAR**

TA. 2024/2025 Sem. GENAP

Program Studi : BISNIS DIGITAL
Matakuliah : PERILAKU KONSUMEN [EKM332207]
Bobot : 3 SKS
Dosen : GULAM HAZMIN [0524129101]

Kelas : 24A1
Hari : -
Pukul : 00:00 s.d. 00:00
Ruang : -

Pert	Tanggal	Pokok Bahasan	Sub-Pokok Bahasan	Jml Mhs	Paraf Mhs	Paraf Dosen
I	3/3/25	Introduction	- Konsep perilaku konsumen - Tahapan konsumsi produk baru	16	M. HAZMIN	G. HAZMIN
II	13/25 13	consumer behavior	online meeting	18	M. HAZMIN	G. HAZMIN
III	14/2025 14	STP	Segmenting, Targeting Positioning	18	M. HAZMIN	G. HAZMIN
IV	21/2025 14	Motivation and needs	Motivation and needs	17	M. HAZMIN	G. HAZMIN
V	28/9/2025	Keterlibatan konsumen	- Product involvement. - Message involvement	19	M. HAZMIN	G. HAZMIN
VI	5/25 15	Persepsi konsumen	- Exposure - perception - Attention	17	M. HAZMIN	G. HAZMIN
VII	26/25 15	Reinforce learning	- Classical conditioning - Instrumental conditioning	18	M. HAZMIN	G. HAZMIN
VIII	28/25 15	Type of customer	How to handle them?	19	M. HAZMIN	G. HAZMIN
IX	2/25 16	Sharing with Andara	Professional Lecturing Business models	17	M. HAZMIN	G. HAZMIN
X	12/25 16	Income & social class	- Social class segmentation - Behavior in social class	17	M. HAZMIN	G. HAZMIN
XI	17/6/25	Group influence and opinion leadership	- Group influence - FOL	13	M. HAZMIN	G. HAZMIN
XII	16/6/25	Consumer Decision	- Levels of Decision Making. - models of consumer	17	M. HAZMIN	G. HAZMIN
XIII	17/6/25	Consumer learning	- Behavioral - Stimulus	17	M. HAZMIN	G. HAZMIN
XIV	19/6/25	Global consumer culture.	- culture production process - Cultural Gatekeeper.	17	M. HAZMIN	G. HAZMIN
XV	26/6/25	Exam preparation		17	M. HAZMIN	G. HAZMIN