

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



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



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 : 24B

Semester : 2

Hari : -

Pukul : 00:00 s.d. 00:00

Ruang : -

No	NP Mahasiswa	Nama Mahasiswa	B/U/P	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Jumlah Hadir	% Hadir
1	24133300038	MUH. ABDUL HADI HASAN		<i>Ha</i>	<i>Ha</i>	<i>Ha</i>	<i>Ha</i>	<i>Ha</i>	<i>Ha</i>	<i>Ha</i>	<i>Ha</i>	<i>Ha</i>	<i>Ha</i>	<i>Ha</i>	<i>Ha</i>	<i>Ha</i>	<i>Ha</i>	<i>Ha</i>		

Gangne pestu A



**PRESENSI DOSEN
MENGAJAR**

TA. 2024/2025 Sem. GENAP

Program Studi : BISNIS DIGITAL
Matakuliah : PERILAKU KONSUMEN [EKM332207]
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Ruang : -

Pert	Tanggal	Pokok Bahasan	Sub-Pokok Bahasan	Jml Mhs	Paraf Mhs	Paraf Dosen
I	5/3/25	Introduction	- Konsep Perilaku Konsumen - Tahapan konsumsi Produk/jasa	2		
II	12/3/25	Consumer Behavior	- Demography cause - Geo Demografi	2		
III	16/4/25	STP	- Segmenting - Targeting - Positioning	2		
IV	23/4/25	Motivation & Needs.	- Motivation concept - Needs concept	2		
V	7/5/25	Consumer Involvement	- Product Involvement - Message Involvement - Co-creation	2		
VI	14/5/25	Consumer Perception	- Exposure - perception - Attention	2		
VII	21/5/25	Reinforcement learning	- Classical conditioning - Instrumental conditioning	2		
VIII	28/5/25	Types of consumer	how to handle them?	2		
IX	4/6/25	Business Sharing	- Business experience	2		
X	11/6/25	Income & Social class	- Social class segmentation - Behavior in social class	2		
XI	18/6/25	Consumer Decision	- Levels of Decision making - Models of consumers	2		
XII	19/6/25	Consumer learning	- Behavioral - Stimulus	2		
XIII	19/6/25	Group opinion opinion leader	- Group Influence - KOL	2		
XIV	20/6/25	Global consumer culture.	- culture Production process - culture Gatekeeper	2		
XV	20/6/25	Exam preparation		2		