



DAFTAR HADIR KULIAH

Program Studi : **BISNIS DIGITAL**
 Tahun Akademik : **2022/2023**
 Semester : **GENAP**
 Dosen : **GULAM HAZMIN [0524129101]**

Kode Matakuliah : **EKM332207**
 Matakuliah : **PERILAKU KONSUMEN**
 Bobot : **2 SKS**
 Kelas : **22A1**

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	22133300002	VIVI RISNAWATI																		
2	22133300003	DIVA ANJELANSYAH PUTRI																		
3	22133300004	KEVIN GRAY DASMASELA																		
4	22133300005	LUHUR GUSTRIYANA																		
5	22133300006	NOR CHOLIS																		
6	22133300007	MARCHEL																		
7	22133300009	VENTIRATNA NURAINI																		
8	22133300011	CRISTOFER YONATHAN																		
9	22133300012	YEDUA MARGARETA PUTRI LESTARI																		
10	22133300013	LAELA RAHMAWATI																		
11	22133300014	HANIF ADIYATMIKA																		
12	22133300016	RAHMA																		
13	22133300018	HARGA DIMAS WAHYU WILAYA																		
14	22133300019	MOH NURADI																		
15	22133300022	ADKHA ANANTA ROHMAN																		
16	22133300023	ARIF FARHAN ISMAIL																		
17	22133300010	OKTAVIAN MUSTIKAR F.																		
18	22153300021	Muhammad Fiqry Fauzei P.																		



PRESENSI DOSEN MENGAJAR

TA. 2022/2023 Sem. GENAP

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

Kelas : 22A1
Hari : -
Pukul : 00:00 s.d. 00:00
Ruang : -

Pert	Tanggal	Pokok Bahasan	Sub-Pokok Bahasan	Jml Mhs	Paraf
I	6/3/2023	RPS, Kontate, Introduction.	Silabus, RPS, Pergerakan Perilaku Konsumen	16	<i>[Signature]</i>
II	13/3/2023	STP	Segmenting, Targeting positioning	16	<i>[Signature]</i>
III	20/3/2023	Market Segmentation	Demographic, social class - demo-geografik	15	<i>[Signature]</i>
IV	27/3/2023	Motivations & Affect	Needs and wants Emotional factors	16	<i>[Signature]</i>
V	3/4/2023	Consumer Perception	Sensory marketing Stages of perception	17	<i>[Signature]</i>
VI	10/4/2023	Consumer Involvement	Types of involvement the use of consumer involvement	16	<i>[Signature]</i>
VII	17/4/2023	Consumer learning	Element of consumer learning information processing	15	<i>[Signature]</i>
VIII	2/5/2023	Customer Research	Proses Riset Konsumen Tujuan Riset Konsumen	17	<i>[Signature]</i>
IX	8/5/2023	Consumer Attitudes	Model Struktur Perilaku Formasi Perilaku	16	<i>[Signature]</i>
X	15/5/2023	Social class, Culture and status	Kelas & Status Sosial Faktor Budaya & Demografi	16	<i>[Signature]</i>
XI	22/5/2023	Market communication & Brand program	Budaya & sub budaya. Pemuasan kebutuhan	15	<i>[Signature]</i>
XII	29/5/2023	CRM	Customer Relationship Management Application	18	<i>[Signature]</i>
XIII	5/6/2023	Consumer Decision making	- Decision Making Process - factors within Decision making	18	<i>[Signature]</i>
XIV	12/6/2023	Buying Reasons	- CRM & DMP	18	<i>[Signature]</i>
XV	19/6/2023	World class Brand	- CRM of world class brand - The application of consumer behavior.	18	<i>[Signature]</i>



PRESENSI UJIAN AKHIR SEMESTER GENAP
TAHUN AKADEMIK 2022/2023

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

Kelas : 22A1
Ruang :
Hari/Tanggal : Kamis, 06-07-2023
Waktu : 13:00 - 14:30

No	NPM	Nama Mahasiswa	B/U/P	Tanda Tangan	Nilai
1	22133300002	VIVI RISNAWATI	B		A
2	22133300003	DIVA ANJELIANSYAH PUTRI	B		A
3	22133300004	KEVIN GRAY DASMASELA	B		A
4	22133300005	LUHUR GUSTRIYANA	B		A
5	22133300006	NOR CHOLIS	B		A
6	22133300007	MARCHEL	B		A-
7	22133300009	VENTIRATNA NUR'AINI	B		A
8	22133300010	OKTAVIANI MUSTIKASARI	B		A
9	22133300011	CRISTOFER YONATHAN	B		A
10	22133300012	YEDJIA MARGARETA PUTRI LESTARI	B		A-
11	22133300013	LAELA RAHMAWATI	B		A
12	22133300014	HANIF ADIYATMIKA	B		A
13	22133300016	RAHMA	B		A
14	22133300018	HARGA DIMAS WAHYU WIJAYA	B		A-
15	22133300019	MOH NURADI	B		A
16	22133300022	ADKHA ANANTA ROHMAN	B		D+
17	22133300023	ARIF FARHAN ISMAIL	B		A-

Pengawas

- MUMMADY MUTHIRAN ()
- GINANJAR SETYO NUGROHO ()
- (_____)
- (_____)

Yogyakarta, 06-07-2023

GULAM HAZMIN, M.M

18 22133300021 Muhammad Firry

A