

NUR WAHYUNI, Dra., M.M

Pemasaran Jasa (2 SKS)

Tanggal Mengajar : Wednesday, 08 March 2023

Pertemuan : 01

PENDAHULUAN :

1. SIFAT JASA
2. INDUSTRI JASA
3. BAURAN JASA
4. KARAKTERISTIK JASA

File Materi : 82_20230308004124_JASA 1.pptx

File Tugas :

Mahasiswa

| FOTO | NIM | NAMA | TGL. DOWNLOAD MATERI | FILE TUGAS |
|--|------------|---|-----------------------------------|------------|
|  | 2013290001 | FITRIA RAHMAWATI TGL. ABSEN : Wednesday, 08 March 2023 05:26:45 | Wednesday, 08 March 2023 18:03:00 | |
|  | 2013290004 | RECKY NAWANO TGL. ABSEN : Wednesday, 10 May 2023 10:21:00 | Wednesday, 10 May 2023 10:21:00 | |
|  | 2013290006 | AINNA CAHYA PUTRI TGL. ABSEN : Tuesday, 25 April 2023 00:13:00 | Thursday, 13 July 2023 09:54:00 | |
|  | 2013290008 | ASEP DANI ALVINDRA TGL. ABSEN : Wednesday, 08 March 2023 08:36:03 | Thursday, 11 May 2023 19:39:00 | |

Tanggal Mengajar : Wednesday, 15 March 2023

Pertemuan : 02

Mengapa mempelajari Jasa


Jasa mendominasi ekonomi di banyak negara




Kekuatan besar transformasi jasa

File Materi : 82_20230315091124_MINGGU 2.docx

File Tugas :

Mahasiswa

| FOTO | NIM | NAMA | TGL. DOWNLOAD MATERI | FILE TUGAS |
|--|------------|---|-----------------------------------|------------|
|  | 2013290001 | FITRIA RAHMAWATI TGL. ABSEN : Wednesday, 15 March 2023 13:07:52 | Wednesday, 15 March 2023 16:08:00 | |

| FOTO | NIM | NAMA | TGL. DOWNLOAD MATERI | FILE TUGAS |
|--|------------|--|----------------------------------|------------|
|  | 2013290004 | RECKY NAWANO TGL. ABSEN : Wednesday, 10 May 2023 10:23:00 | Wednesday, 10 May 2023 10:23:00 | |
|  | 2013290006 | AINNA CAHYA PUTRI TGL. ABSEN : Tuesday, 25 April 2023 00:13:00 | Thursday, 13 July 2023 09:55:00 | |
|  | 2013290008 | ASEP DANI ALVINDRA TGL. ABSEN : Wednesday, 15 March 2023 10:45:53 | Wednesday, 12 July 2023 06:31:00 | |

Tanggal Mengajar :

Pertemuan : 03

File Materi :

File Tugas :

Mahasiswa




| FOTO | NIM | NAMA | TGL. DOWNLOAD MATERI | FILE TUGAS |
|------|-----|------|----------------------|------------|
| | | | | |

Tanggal Mengajar : Wednesday, 29 March 2023
Pertemuan : 04
-

File Materi : 82_20230329080151_MINGGU 3.docx

File Tugas :

Mahasiswa

| FOTO | NIM | NAMA | TGL. DOWNLOAD MATERI | FILE TUGAS |
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|  | 2013290001 | FITRIA RAHMAWATI TGL. ABSEN : Wednesday, 29 March 2023 18:15:54 | Thursday, 30 March 2023 14:47:00 | |
|  | 2013290004 | RECKY NAWANO TGL. ABSEN : Wednesday, 10 May 2023 10:24:00 | Wednesday, 10 May 2023 10:24:00 | |
|  | 2013290006 | AINNA CAHYA PUTRI TGL. ABSEN : Tuesday, 25 April 2023 00:13:00 | Thursday, 13 July 2023 09:56:00 | |
|  | 2013290008 | ASEP DANI ALVINDRA TGL. ABSEN : Wednesday, 29 March 2023 13:26:26 | Thursday, 11 May 2023 19:44:00 | |

Tanggal Mengajar : Wednesday, 05 April 2023

Pertemuan : 05

STRATEGI SUMBER DAYA MANUSIA DALAM PEMASARAN JASA

Peran Penting SDM dalam Perusahaan Jasa

PENGELOLAHAN SDM PERUSAHAAN JASAMembangun *customer service*

Proses manajemen sdm dalam operasi jasa

File Materi : 82_20230405071606_JASA 4.pptx

File Tugas :

Mahasiswa

| FOTO | NIM | NAMA | TGL. DOWNLOAD MATERI | FILE TUGAS |
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|  | 2013290001 | FITRIA RAHMAWATI TGL. ABSEN : Wednesday, 05 April 2023 14:18:36 | Wednesday, 05 April 2023 21:00:00 | |
|  | 2013290004 | RECKY NAWANO TGL. ABSEN : Wednesday, 10 May 2023 10:25:00 | Wednesday, 10 May 2023 10:25:00 | |
|  | 2013290006 | AINNA CAHYA PUTRI TGL. ABSEN : Tuesday, 25 April 2023 00:14:00 | Tuesday, 25 April 2023 00:14:00 | |
|  | 2013290008 | ASEP DANI ALVINDRA TGL. ABSEN : Wednesday, 05 April 2023 13:35:16 | Saturday, 13 May 2023 08:19:00 | |

Tanggal Mengajar : Wednesday, 12 April 2023

Pertemuan : 06

MANAJEMEN KUALITAS JASA




- Pengertian pelanggan (customer)
- Pengertian kualitas (Quality)
- Siklus kepuasan pelanggan
- Dimensi pengukuran pada kepuasan

File Materi : 82_20230412053214_JASA 5.pptx

File Tugas :

Mahasiswa

| FOTO | NIM | NAMA | TGL. DOWNLOAD MATERI | FILE TUGAS |
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|  | 2013290001 | FITRIA RAHMAWATI TGL. ABSEN : Wednesday, 12 April 2023 09:18:41 | Saturday, 15 April 2023 06:53:00 | |

| FOTO | NIM | NAMA | TGL. DOWNLOAD MATERI | FILE TUGAS |
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|  | 2013290004 | RECKY NAWANO TGL. ABSEN : Wednesday, 12 April 2023 12:17:19 | Wednesday, 10 May 2023 10:26:00 | |
|  | 2013290006 | AINNA CAHYA PUTRI TGL. ABSEN : Tuesday, 25 April 2023 00:14:00 | Tuesday, 25 April 2023 00:14:00 | |
|  | 2013290008 | ASEP DANI ALVINDRA TGL. ABSEN : Thursday, 11 May 2023 23:59:00 | Saturday, 13 May 2023 08:17:00 | |

Tanggal Mengajar : Wednesday, 03 May 2023

Pertemuan : 07

PENGORGANISASIAN DAN IMPLEMENTASI PEMASARAN JASA

Orientasi Pasar dalam Penyusunan Struktur Organisasi Pemasaran

Service Oriented Organizational Structure

Membangun Organisasi yang Berorientasi Pelanggan

Hubungan Konsumen, Kualitas Jasa dan Pemasaran Jasa




Cara Melakukan Pengujian Apakah Kita Berorientasi Kepada Pelanggan atau Tidak

Strategi Inovatif Pemasaran dan Struktur Organisasi yang Mendukung Perusahaan Jasa

File Materi : 82_20230503064709_PENGORGANISASIAN+DAN+IMPLEMENTASI+PEMASARAN+JASA.pptx

File Tugas :

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| FOTO | NIM | NAMA | TGL. DOWNLOAD MATERI | FILE TUGAS |
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|  | 2013290001 | FITRIA RAHMAWATI TGL. ABSEN : Wednesday, 03 May 2023 20:55:24 | Sunday, 07 May 2023 18:37:00 | |
|  | 2013290004 | RECKY NAWANO TGL. ABSEN : Wednesday, 03 May 2023 11:17:52 | Thursday, 01 June 2023 13:17:00 | |
|  | 2013290008 | ASEP DANI ALVINDRA TGL. ABSEN : Wednesday, 03 May 2023 18:23:02 | Saturday, 13 May 2023 08:14:00 | |

Tanggal Mengajar : Wednesday, 24 May 2023


Pertemuan : 08

PENGORGANISASIAN DAN IMPLEMENTASI PEMASARAN JASA

File Materi : 82_20230524082622_JASA 9.pptx

File Tugas :

Mahasiswa

| FOTO | NIM | NAMA | TGL. DOWNLOAD MATERI | FILE TUGAS |
|--|------------|--|---------------------------------|------------|
|  | 2013290003 | MUHAMMAD ROYHAN TGL. ABSEN : Wednesday, 24 May 2023 20:32:19 | Wednesday, 24 May 2023 20:32:00 | |
|  | 2013290004 | RECKY NAWANO TGL. ABSEN : Wednesday, 24 May 2023 16:14:47 | Thursday, 01 June 2023 13:17:00 | |
|  | 2013290006 | AINNA CAHYA PUTRI TGL. ABSEN : Tuesday, 30 May 2023 23:41:00 | Tuesday, 30 May 2023 23:41:00 | |
|  | 2013290008 | ASEP DANI ALVINDRA TGL. ABSEN : Wednesday, 24 May 2023 09:49:56 | Sunday, 09 July 2023 14:26:00 | |

Tanggal Mengajar : Wednesday, 31 May 2023




Pertemuan : 09

PEMASARAN JASA DALAM KONTEKS E-BUSINESS

File Materi : 82_20230531083920_jasa 10.pptx

File Tugas :

Mahasiswa

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|  | 2013290003 | MUHAMMAD ROYHAN TGL. ABSEN : Wednesday, 31 May 2023 20:08:57 | | |
|  | 2013290004 | RECKY NAWANO TGL. ABSEN : Wednesday, 31 May 2023 17:41:48 | Thursday, 01 June 2023 13:17:00 | |
|  | 2013290008 | ASEP DANI ALVINDRA TGL. ABSEN : Wednesday, 31 May 2023 18:57:33 | Wednesday, 31 May 2023 18:58:00 | |

Tanggal Mengajar : Wednesday, 07 June 2023





Pertemuan : 10

KEPUASAN PELANGGAN DAN IMPLIKASINYA TERHADAP PERILAKU PURNA PENGGUNAAN JASA

File Materi : 82_20230607083743_jasa 11.pptx

File Tugas :

Mahasiswa

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|  | 2013290003 | MUHAMMAD ROYHAN TGL. ABSEN : Wednesday, 07 June 2023 21:05:20 | | |
|  | 2013290004 | RECKY NAWANO TGL. ABSEN : Wednesday, 07 June 2023 15:06:17 | Wednesday, 07 June 2023 15:09:00 | |
|  | 2013290006 | AINNA CAHYA PUTRI TGL. ABSEN : Friday, 16 June 2023 16:06:00 | Friday, 16 June 2023 16:06:00 | |
|  | 2013290008 | ASEP DANI ALVINDRA TGL. ABSEN : Saturday, 10 June 2023 09:49:00 | Saturday, 10 June 2023 09:49:00 | |

Tanggal Mengajar : Wednesday, 14 June 2023






Pertemuan : 11

MEMPROMOSIKAN LAYANAN DAN MENGEDUKAI PELANGGAN

File Materi : 82_20230614005326_JASA 12.docx

File Tugas :

Mahasiswa

| FOTO | NIM | NAMA | TGL. DOWNLOAD MATERI | FILE TUGAS |
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|  | 2013290001 | FITRIA RAHMAWATI TGL. ABSEN : Wednesday, 14 June 2023 07:06:06 | | |
|  | 2013290003 | MUHAMMAD ROYHAN TGL. ABSEN : Wednesday, 14 June 2023 19:52:15 | | |
|  | 2013290004 | RECKY NAWANO TGL. ABSEN : Wednesday, 14 June 2023 23:00:00 | Saturday, 24 June 2023 20:56:00 | |
|  | 2013290006 | AINNA CAHYA PUTRI TGL. ABSEN : Friday, 16 June 2023 16:06:00 | Friday, 16 June 2023 16:06:00 | |
|  | 2013290008 | ASEP DANI ALVINDRA TGL. ABSEN : Saturday, 10 June 2023 09:49:00 | Wednesday, 14 June 2023 15:05:00 | 82_15_pemasaran jasa.docx |

Tanggal Mengajar : Wednesday, 21 June 2023






Pertemuan : 12

MERANCANG DAN MENGELOLA PROSES JASA

File Materi : 82_20230621054937_MINGGU 13.docx

File Tugas : 82_20230621055040_TUGAS 13.docx

Mahasiswa

| FOTO | NIM | NAMA | TGL. DOWNLOAD MATERI | FILE TUGAS |
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|  | 2013290001 | FITRIA RAHMAWATI TGL. ABSEN : Wednesday, 21 June 2023 08:33:47 | | |
|  | 2013290003 | MUHAMMAD ROYHAN TGL. ABSEN : Wednesday, 14 June 2023 19:52:15 | | 82_15_tugas_mnj.pemasaran_jasa_ke_13_2013290003_muhammad_royhan.docx |
|  | 2013290004 | RECKY NAWANO TGL. ABSEN : Wednesday, 14 June 2023 23:00:00 | Saturday, 24 June 2023 21:01:00 | 82_15_ReckyNawano_Pemasaran_Jasa_TUGAS_13.docx |
|  | 2013290006 | AINNA CAHYA PUTRI TGL. ABSEN : Thursday, 29 June 2023 10:40:00 | Thursday, 13 July 2023 10:07:00 | |
|  | 2013290008 | ASEP DANI ALVINDRA TGL. ABSEN : Wednesday, 21 June 2023 16:28:44 | Wednesday, 21 June 2023 16:29:00 | |


Tanggal Mengajar :

Pertemuan : 13

File Materi :

File Tugas :

Mahasiswa

| FOTO | NIM | NAMA | TGL. DOWNLOAD MATERI | FILE TUGAS |
|--|------------|--|----------------------|------------|
|  | 2013290003 | MUHAMMAD ROYHAN TGL. ABSEN : Wednesday, 05 July 2023 15:17:42 | | |

Tanggal Mengajar : Wednesday, 05 July 2023


Pertemuan : 14



MENGEMBANGKAN PRODUK JASA :**ELEMEN-ELEMEN INTI DAN TAMBAHAN**

File Materi : 82_20230705063824_MINGGU 14.docx

File Tugas :

Mahasiswa

| FOTO | NIM | NAMA | TGL. DOWNLOAD MATERI | FILE TUGAS |
|--|------------|--|----------------------|------------|
|  | 2013290003 | MUHAMMAD ROYHAN TGL. ABSEN : Wednesday, 05 July 2023 15:17:42 | | |

| FOTO | NIM | NAMA | TGL. DOWNLOAD MATERI | FILE TUGAS |
|--|------------|---|----------------------------------|------------|
|  | 2013290006 | AINNA CAHYA PUTRI TGL. ABSEN : Thursday, 13 July 2023 09:22:00 | Thursday, 13 July 2023 09:22:00 | |
|  | 2013290008 | ASEP DANI ALVINDRA TGL. ABSEN : Wednesday, 05 July 2023 18:33:02 | Wednesday, 05 July 2023 18:33:00 | |