

BERKAS PENYUSUNAN
RENCANA PEMBELAJARAN
SEMESTER (RPS)

TELKOM



FAKULTAS KOMUNIKASI DAN BISNIS

Program Studi S1 Administrasi Bisnis

Matakuliah	:	PEMASARAN JASA
Kode Mata Kuliah	:	KBI2C3
SKS	:	3 SKS
Semester	:	1
Tahun Akademik	:	2020/2021

TELKOM



RENCANA PEMBELAJARAN SEMESTER
PROGRAM STUDI S1 Administrasi Bisnis
FAKULTAS KOMUNIKASI DAN BISNIS – TELKOM UNIVERSITY

MATAKULIAH	KODE	RUMPUN MK	BOBOT		SEMESTER	VERSION
PEMASARAN JASA	KBI2C3	-	T= -	P= -	Gasal	2021-04-28 10:24:30
OTORITAS	PENGEMBANG RPS		KETUA KELOMPOK KEAHLIAN			Ka PRODI
	Mahir Pradana S.E., M.Sc.BA.					
Deskripsi Mata Kuliah	Pemasaran jasa merupakan mata kuliah pemahaman mengenai konsep pemasaran jasa yang berfokus pada pengetahuan yang diperlukan untuk menerapkan strategi layanan untuk keunggulan kompetitif di seluruh industri.					
Capaian Pembelajaran Mata Kuliah	Program Learning Outcomes (PLO) / CPL PRODI					
	PLO 1	Area Bisnis Fungsional : Lulusan menunjukkan pemahaman dan penerapan fungsi bisnis dasar pada semua bidang fungsional dalam administrasi bisnis				
	PLO 2	Komunikasi : Lulusan menunjukkan keterampilan komunikasi lisan dan tulisan yang efektif				
	PLO 3	Pemikiran analitis dan pemecahan masalah : Lulusan menunjukkan kemampuan untuk mengevaluasi, analisis, dan menafsirkan informasi untuk membuat keputusan bisnis.				
	Course Learning Outcomese (CLO)					PLO yang di dukung
	CLO 1	Mampu mendefinisikan konsep dan mengidentifikasi karakteristik jasa				PLO 1
	CLO 2	Mampu menyebutkan model kesenjangan kualitas jasa, harapan pelanggan terhadap jasa, serta persepsi konsumen terhadap jasa				PLO 1
	CLO 3	Mampu mengimplementasikan cara membangun hubungan dengan pelanggan				PLO 2
	CLO 4	Mampu mengimplementasikan cara service recovery				PLO 2
	CLO 5	Mampu menjelaskan customer-defined service standards, physical evidence and the servicescape, employees roles in service, customers roles in service dan managing demand and capacity				PLO 3
	CLO 6	Mampu mendemonstrasikan cara komunikasi dalam konsep integrated service marketing communication, dan strategi pricing of services				PLO 3

Tabel Penilaian	No	Nama Assessmenttools	CLO yang dinilai	Bentuk komponen	Total Bobot Per Bentuk Assement
	1	QUIZ 1	CLO 1	KUIS	2%
	2	QUIZ 4	CLO 2	KUIS	2%
	3	QUIZ 3	CLO 2	KUIS	2%
	4	QUIZ 2	CLO 2	KUIS	2%
	5	QUIZ 5	CLO 3	KUIS	2%
	6	ROLE PLAY 1	CLO 4	TUGAS	5%
	7	UTS	CLO 3	UJIAN TENGAH SEMESTER	30%
			CLO 2	UJIAN TENGAH SEMESTER	
			CLO 1	UJIAN TENGAH SEMESTER	
			CLO 4	UJIAN TENGAH SEMESTER	
	8	QUIZ 6	CLO 5	KUIS	1%
	9	QUIZ 7	CLO 5	KUIS	1%
	10	QUIZ 8	CLO 5	KUIS	1%
	11	QUIZ 9	CLO 5	KUIS	1%
	12	QUIZ 10	CLO 5	KUIS	1%
	13	ROLE PLAY 3	CLO 6	TUGAS	7.5%
	14	UAS	CLO 5	UJIAN AKHIR SEMESTER	30%
			CLO 6	UJIAN AKHIR SEMESTER	
	15	ROLE PLAY 4	CLO 6	TUGAS	7.5%
	TOTAL			0%	95%
Pustaka	Utama				
	Service Marketing-Integrating Customer Focus Across the Firm, 7th Edition. Mc. Graw Hill.				
	Pendukung				
	Essentials of Services Marketing, 3rd Edition. Pearson				
Service Marketing- People, Technology, Strategy, 8th Edition. World Scientific					
Media Pembelajaran	Software				
	-				
	Hardware				
-					
Team Teaching	Dian Gita Utami ST.,MBA, Dra.Ai Lili Yuliati M.M.				
Matakuliah Syarat	PEMASARAN				

Minggu dan Pertemuan	CLO Number	Hasil Pembelajaran yang Diharapkan (SUB - CLO)	Penilaian		Materi Pembelajaran [Referensi]	Metode Pembelajaran [Model]	Pengalaman Pembelajaran Mahasiswa	
			Indikator/ Bukti Ketercapaian CLO	Bentuk			Tatap Muka [estimasi waktu]	Daring [estimasi waktu]
CLO 1 CLO Mampu mendefinisikan konsep dan mengidentifikasi karakteristik jasa								
1-1	CLO 1	• [CLO 1] Mampu mendefinisikan konsep dan mengidentifikasi karakteristik jasa	• Ketepatan mendefinisikan konsep dan trend terbaru dalam pemasaran jasa	UTS, QUIZ 1	• 1. Jasa 2. Pemasaran Jasa 3. Jasa dan Teknologi 4. Karakteristik Jasa 5. Bauran Pemasaran Jasa	• Blended Learning	• Diskusi kelas mengenai konsep dan trend dalam pemasaran jasa [2X50 Menit]	• Mengerjakan Quiz [1X50 Menit]
CLO 2 CLO Mampu menyebutkan model kesenjangan kualitas jasa, harapan pelanggan terhadap jasa, serta persepsi konsumen terhadap jasa								
3-1	CLO 2	• [CLO 2-Sub CLO 2.2] Mampu menyebutkan harapan pelanggan terhadap jasa	• Ketepatan menyebutkan tentang harapan pelanggan terhadap jasa	UTS, QUIZ 3	• 1. Service expectations 2. Factors that Influence customer expectations of service 3. Issues involving customer service expectations	• Blended Learning	• Diskusi kelas mengenai harapan pelanggan terhadap jasa [2X50 Menit]	• Mengerjakan Quiz [1X50 Menit]
CLO 2 CLO Mampu menyebutkan model kesenjangan kualitas jasa, harapan pelanggan terhadap jasa, serta persepsi konsumen terhadap jasa								
4-1	CLO 2	• [CLO 2-Sub CLO 2.3] Mampu menyebutkan persepsi konsumen terhadap jasa	• Ketepatan menyebutkan tentang persepsi konsumen terhadap jasa	UTS, QUIZ 4	• 1. Customer perceptions 2. Customer satisfaction 3. Service quality 4. Service encounters: The building blocks for customer perceptions	• Blended Learning	• Diskusi kelas mengenai persepsi konsumen terhadap jasa [2X50 Menit]	• Mengerjakan Quiz [1X50 Menit]
CLO 3 CLO Mampu mengimplementasikan cara membangun hubungan dengan pelanggan								
5-1	CLO 3	• [CLO 3] Mampu mengimplementasikan cara membangun hubungan dengan pelanggan	• Ketepatan mengimplementasikan cara membangun hubungan dengan pelanggan	UTS, QUIZ 5	• 1. Relationships Marketing 2. Relationship Value Of Customers 3. Customer Profitability Segments 4. Relationship Development Strategies 5. Relationship Challenges	• Blended Learning	• Diskusi kelas mengenai cara membangun hubungan dengan pelanggan [2X50 Menit]	• Mengerjakan Quiz [1X50 Menit]
CLO 4 CLO Mampu mengimplementasikan cara service recovery								
6-1	CLO 4	• [CLO 4] Mampu mengimplementasikan cara service recovery	• Ketepatan mengimplementasikan cara service recovery	ROLE PLAY 1, UTS	• 1. The impact of service failure and recovery 2. How customers respond to service failures 3. Service recovery strategies: fixing the customers 4. Service recovery strategies: fixing the the problem 5. Service Guarantees	• Blended Learning	• Diskusi kelas mengenai cara service recovery [2X50 Menit]	• Role Play [1X50 Menit]
CLO 4 CLO Mampu mengimplementasikan cara service recovery								
7-1	CLO 4	• [CLO 4] Mampu mengimplementasikan cara service recovery	• Ketepatan mengimplementasikan cara service recovery	ROLE PLAY 2, UTS	• 1. The impact of service failure and recovery 2. How customers respond to service failures 3. Service recovery strategies: fixing the customers 4. Service recovery strategies: fixing the the problem 5. Service Guarantees	• Blended Learning	• Diskusi kelas mengenai cara service recovery [2X50 Menit]	• Role Play [1X50 Menit]
CLO 5 CLO Mampu menjelaskan customer-defined service standards, physical evidence and the servicescape, employees roles in service, customers roles in service dan managing demand and capacity								

Minggu dan Pertemuan	CLO Number	Hasil Pembelajaran yang Diharapkan (SUB - CLO)	Penilaian		Materi Pembelajaran [Referensi]	Metode Pembelajaran [Model]	Pengalaman Pembelajaran Mahasiswa	
			Indikator/ Bukti Ketercapaian CLO	Bentuk			Tatap Muka [estimasi waktu]	Daring [estimasi waktu]
8-1	CLO 5	• [CLO 5-Sub CLO 5.1] Mampu menjelaskan customer-defined service standards	• Ketepatan menjelaskan customer-defined service standards	UAS, QUIZ 6	• 1. Factors necessary for appropriate service standards 2. Types of customer-defined service standards 3. Development of customer-defined service standards	• Blended Learning	• Diskusi kelas mengenai customer-defined service standards [2X50 Menit]	• Mengerjakan Quiz [1X50 Menit]
CLO 5 CLO Mampu menjelaskan customer-defined service standards, physical evidence and the servicescape, employees roles in service, customers roles in service dan managing demand and capacity								
9-1	CLO 5	• [CLO 5-Sub CLO 5.2] Mampu menjelaskan physical evidence and the servicescape	• Ketepatan menjelaskan physical evidence and the servicescape	QUIZ 7,UAS	• 1. Physical evidence 2. Types of servicescapes 3. Strategic roles of the servicespace 4. Framework for understanding servicescape effects on behaviour 5. Guidelines for physical evidence strategy	• Blended Learning	• Diskusi kelas mengenai physical evidence and the servicescape [2X50 Menit]	• Mengerjakan Quiz [1X50 Menit]
CLO 5 CLO Mampu menjelaskan customer-defined service standards, physical evidence and the servicescape, employees roles in service, customers roles in service dan managing demand and capacity								
10-1	CLO 5	• [CLO 5-Sub CLO 5.3] Mampu menjelaskan employees roles in service	• Ketepatan menjelaskan employees roles in service	UAS, QUIZ 8	• 1. Service cultures 2. The critical role of service employees 3. Boundary-spanning roles 4. Strategies for delivering service quality through people 5. Customer oriented service delivery	• Blended Learning	• Diskusi kelas mengenai employees roles in service [2X50 Menit]	• Mengerjakan Quiz [1X50 Menit]
CLO 5 CLO Mampu menjelaskan customer-defined service standards, physical evidence and the servicescape, employees roles in service, customers roles in service dan managing demand and capacity								
11-1	CLO 5	• [CLO 5-Sub CLO 5.4] Mampu menjelaskan customers roles in service	• Ketepatan menjelaskan customers roles in service	UAS, QUIZ 9	• 1. The importance of customers in service cocreation 2. Customers roles 3. Self-service technologies-The Ultimate in Customer Participation	• Blended Learning	• Diskusi kelas mengenai customers roles in service [2X50 Menit]	• Mengerjakan Quiz [1X50 Menit]
CLO 5 CLO Mampu menjelaskan customer-defined service standards, physical evidence and the servicescape, employees roles in service, customers roles in service dan managing demand and capacity								
12-1	CLO 5	• [CLO 5-Sub CLO 5.5] Mampu menjelaskan cara managing demand and capacity	• Ketepatan menjelaskan cara managing demand and capacity	QUIZ 10,UAS	• 1. The underlying issues: lack of inventory 2. Capability 3. Capacity Constraint 4. Demand patterns 5. Strategies for matching capacity and demand 6. Yield management 7. Waiting line strategies	• Blended Learning	• Diskusi kelas mengenai cara managing demand and capacity [2X50 Menit]	• Mengerjakan Quiz [1X50 Menit]
CLO 6 CLO Mampu mendemonstrasikan cara komunikasi dalam konsep integrated service marketing communication, dan strategi pricing of services								

Minggu dan Pertemuan	CLO Number	Hasil Pembelajaran yang Diharapkan (SUB - CLO)	Penilaian		Materi Pembelajaran [Referensi]	Metode Pembelajaran [Model]	Pengalaman Pembelajaran Mahasiswa	
			Indikator/ Bukti Ketercapaian CLO	Bentuk			Tatap Muka [estimasi waktu]	Daring [estimasi waktu]
13-1	CLO 6	<ul style="list-style-type: none"> [CLO 6-Sub CLO 6.1] Mampu mendemonstrasikan cara komunikasi dalam konsep integrated service marketing communication 	<ul style="list-style-type: none"> Ketepatan dalam mendemonstrasikan membahas integrated service marketing communication 	ROLE PLAY 3,UAS	<ul style="list-style-type: none"> 1. The need for coordination in marketing 2. Key service communication challenges 3. Five categories of strategies to match service promises with delivery 	<ul style="list-style-type: none"> Blended Learning 	<ul style="list-style-type: none"> Diskusi kelas mengenai integrated service marketing communication [2X50 Menit] 	<ul style="list-style-type: none"> Role Play [1X50 Menit]

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