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| Tanggal: *30 Desember 2017* |
| **FORMULIR**  SATUAN PENJAMINAN MUTU INTERNAL **(SPMI)** | Revisi: |
| Halaman: *1 dari 15* |

**FORMULIR**

KONTRAK PERKULIAHAN

MANAJEMEN PELAYANAN PELANGGAN

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| **Digunakan untuk melengkapi:** | *Kode: ...........*  STANDAR PROSES PEMBELAJARAN |

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| **Proses** | **Penanggung Jawab** | | | **Tanggal** |
| **Nama** | **Jabatan** | **Tanda Tangan** |
| 1. Perumusan | Tim Kurikulum |  |  |  |
| 1. Pemeriksaan | Made Irma Dwiputranti, S.E., M.T. | Ka. Prodi |  |  |
| 1. Persetujuan | Dodi Permadi, S.T., M.T. | Wadir 1 |  |  |
| 1. Penetapan | Dr. Ir. Agus Purnomo, M.T. | Direktur |  |  |
| 1. Pengendalian | Sri Suharti, S.E., M.M. | Ka. SPMI |  |  |

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|  | **KONTRAK PERKULIAHAN** |  |

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| **Mata Kuliah** | **: Customer Service Logistics** |
| **Kode Mata Kuliah** | **:** |
| **Pengajar** | **:** |
| **Semester/SKS** | **: () / SKS** |
| **Hari Pertemuan / Jam** | **:** |
| **Tempat Perkuliahan** | **:** |

1. **Manfaat Mata Kuliah**

Dengan mengambil mata kuliah *Customer Service Logistics* pada program studi logistik bisnis, mahasiswa dapat mengkaji peran *service excellence* sebagai salah satu kunci keunggulan kompetitif dalam bisnis. Selain itu, Mahasiswa diharapkan dapat menganalisis karakteristik model layanan yang baik sebagaimana terlukis dalam segitiga layanan, serta dapat menerapkan prinsip-prinsip layanan berdasarkan analisis tersebut dengan merumuskan strategi pelayanan pelanggan yang komprehensif, termasuk komunikasi pelanggan, penanganan keluhan pelanggan, dan dapat menerapkan metode-metode praktis untuk mewujudkan kepuasan pelanggan, sehingga dapat dipergunakan dalam pekerjaannya.

1. **Deskripsi Perkuliahan**

Perkuliahan ini mengkaji peran *service excellence* sebagai salah satu kunci keunggulan kompetitif dalam bisnis. Mahasiswa diharapkan dapat menganalisis karakteristik model layanan yang baik sebagaimana terlukis dalam segitiga layanan. Mahasiswa juga dapat menerapkan prinsip-prinsip layanan berdasarkan analisis tersebut dengan merumuskan strategi pelayanan pelanggan yang komprehensif. Kompetensi utama perkuliahan ini adalah komunikasi pelanggan, termasuk penanganan keluhan pelanggan. Dalam perkuliahan juga termasuk metode-metode praktis untuk mewujudkan kepuasan pelanggan. Menjelaskan kepentingan dari penerapan *Customer Accomodation* sebagai pendukung keberhasilan logistik.

1. **Kompetensi/Capaian Pembelajaran Mata Kuliah (Kompetensi Umum dan Kompetensi Khusus)**
2. Kompetensi Umum:

Mahasiswa mampu menganalisis karakteristik model layanan yang baik, mampu menerapkan prinsip-prinsip layanan berdasarkan analisis tersebut dengan merumuskan strategi pelayanan pelanggan yang komprehensif, termasuk komunikasi pelanggan, penanganan keluhan pelanggan. serta metode-metode praktis untuk mewujudkan kepuasan pelanggan.

1. Kompetensi Khusus:
2. Mahasiswa mampu menjelaskan latar belakang pelayanan, seperti dinamika perilaku pelanggan, service excellence, aspek lingkunan dalam service, dan perspektif service.
3. Mahasiswa mampu menjelaskan sifat dasar service
4. Mahasiswa mampu menjelaskan Dimensi Kualitas Layanan
5. Mahasiswa mampu memahami Mengukur dan Mengelola Kualitas Layanan
6. Mahasiswa mampu menjelaskan tentang pelanggan
7. Mahasiswa mampu menjelaskan bagaimana Mengelola *Customer Relationship*
8. Mahasiswa mampu menjelaskan Paradigma Baru Memahami Pelanggan
9. Mahasiswa mampu menjelaskan tentang Kepuasan dan Kesetiaan Pelanggan
10. Mahasiswa mampu memahami Profesionalisme dalam Pelayanan Pelanggan
11. Mahasiswa mampu menjelaskan Akomodasi Customer
12. Mahasiswa mampu memahami Customer Relationship Management
13. Mahasiswa mampu menjelaskan Relationship Development and Management
14. **Organisasi Materi**

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| Mahasiswa mampu menganalisis karakteristik model layanan yang baik, mampu menerapkan prinsip-prinsip layanan berdasarkan analisis tersebut dengan merumuskan strategi pelayanan pelanggan yang komprehensif, termasuk komunikasi pelanggan, penanganan keluhan pelanggan, serta metode-metode praktis untuk mewujudkan kepuasan pelanggan. | |
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| 12 | Mahasiswa mampu menjelaskan Relationship Development and Management |
|  |  |
| 11 | Mahasiswa mampu memahami Customer Relationship Management |
|  |  |
| 10 | Mahasiswa mampu menjelaskan menjelaskan Akomodasi Customer |
|  |  |
| 9 | Mahasiswa mampu memahami Profesionalisme dalam Pelayanan Pelanggan |
|  |  |
| 8 | Mahasiswa mampu menjelaskan tentang Kepuasan dan Kesetiaan Pelanggan |
|  |  |
| 7 | Mahasiswa mampu menjelaskan Paradigma Baru Memahami Pelanggan |
|  |  |
| 6 | Mahasiswa mampu menjelaskan bagaimana Mengelola *Customer Relationship* |
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| 5 | Mahasiswa mampu menjelaskan tentang pelanggan |
|  |  |
| 4 | Mahasiswa mampu Mengukur dan Mengelola Kualitas Layanan |
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| 3 | Mahasiswa mampu menjelaskan Dimensi Kualitas Layanan |
|  |  |
| 2 | Mahasiswa mampu menjelaskan sifat dasar service |
|  |  |
| 1 | Mahasiswa mampu menjelaskan latar belakang pelayanan, seperti dinamika perilaku pelanggan, service excellence, aspek lingkunan dalam service, dan perspektif service |
|  | |  | | --- | | Manajemen Pelayanan Pelanggan | |

1. **Strategi Perkuliahan**

Strategi perkuliahan dilakukan dengan metode ceramah, diskusi, latihan-latihan (berupa pendalaman materi maupun studi kasus).

1. **Materi/Bacaan Perkuliahan**
2. Akbar, Waidi (2007). *Self Empowerment by NLP*. Jakarta, Elex Media Komputindo.
3. Bothe, Keki R. (1996). *Beyond Customer Satisfaction to Customer Loyalty: The Key to Greater Profitability*. AMA Membership Publications Division, NY.
4. Bowersox, Closs & Cooper (2007). Supply Chain Logistics Management. McGraw-Hill
5. Grönroos, Christian (2000). *Service Management and Marketing; A Customer Relationship Management Approach.* Chichester, John Wiley & Sons.
6. Gunawan, Adi W., dan Ariesandi Setyono (2006). *Manage Your Mind for Success*. Jakarta, Gramedia Pustaka Utama.
7. Jenkins, Victoria (2002). *Quality Customer Service*. UCISA Conference. [www.ventura-uk.com](http://www.ventura-uk.com)
8. McGehee, Sharon P., (2002). *Customer-Oriented Services*; *Understanding and Serviceng Our Clientele*. Ontario, --.
9. Mentzer, John T. dkk (1999). *Developing a logistics service quality scale*. Journal of Business Logistics, vol.
10. Rafiq, Mohamed dan Harlina S. Jaafar (2007). *Measuring Customers' Perceptions Of Logistics Service Quality Of 3pl Service Providers*. Journal of Business Logistics, vol. 28 (2) pp. 159-175
11. Tjiptono (2008). Service Management by ANDI. Yogyakarta, ANDI OFFSET
12. Zeithaml, V.A, L.L. Berry & A. Parasuraman (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. The Free Press, New York.
13. **Tugas**

Selama masa perkuliahan dalam satu semester, diberikan tugas-tugas sebagai berikut:

1. Tugas Individu terdiri dari tugas harian dan tugas besar, yang memberikan pengalaman belajar untuk mahasiswa, selain kuliah adalah belajar di perpustakaan
2. Kuis, diberikan dua kali dalam satu semester. Pelaksanaan Kuis tidak dijadwalkan, bisa merupakan tes mendadak untuk menguji tingkat ppenerimaan materi.
3. Tugas Kelompok, yang akan dipresentasikan di depan kelas, sehingga pengalaman belajar yang diperoleh mahasiswa, selain kuliah adalah diskusi.
4. **Kriteria Penilaian**

Hasil pembelajaran akan dinilai dengan menggunakan kriteria sesuai dengan **peraturan akademik yang berlaku di Politeknik Pos Indonesia,** yaitu:

|  |  |  |  |
| --- | --- | --- | --- |
| **Skala Nilai** | **Huruf Mutu** | **Angka Mutu** | **Sebutan Mutu** |
| 85 – 100 | A | 4 | Sangat Baik |
| 71 – 84 | B | 3 | Baik |
| 56 – 70 | C | 2 | Cukup |
| 41 – 55 | D | 1 | Kurang |
| 1 – 40 | E | 0 | Gagal |

Aspek-aspek yang dinilai dalam penentuan Nilai Akhir, meliputi:

1. Ujian tengah semester
2. Ujian akhir semester
3. Tugas-tugas (Tugas Besar dan Individu)
4. **Jadwal perkuliahan:**

| Pertemuan ke: | Topik Bahasan | Bacaan/Bab |
| --- | --- | --- |
| 1 | Latar Belakang | 1. Bothe, Keki R. (1996). *Beyond Customer* Satisfaction *to Customer Loyalty: The Key to Greater Profitability*. AMA Membership Publications Division, NY. 2. Bowersox, Closs & Cooper (2007). Supply Chain Logistics Management. McGraw-Hill 3. Grönroos, Christian (2000). *Service Management and Marketing; A Customer Relationship Management Approach.* Chichester, John Wiley & Sons. 4. Gunawan, Adi W., dan Ariesandi Setyono (2006). *Manage Your Mind for Success*. Jakarta, Gramedia Pustaka Utama. 5. Jenkins, Victoria (2002). *Quality Customer Service*. UCISA Conference. [www.ventura-uk.com](http://www.ventura-uk.com) 6. McGehee, Sharon P., (2002). *Customer-Oriented Services*; *Understanding and Serviceng Our Clientele*. Ontario, --. 7. Mentzer, John T. dkk (1999). *Developing a logistics service quality scale*. Journal of Business Logistics, vol. 8. Rafiq, Mohamed dan Harlina S. Jaafar (2007). *Measuring Customers' Perceptions Of Logistics Service Quality Of 3pl Service Providers*. Journal of Business Logistics, vol. 28 (2) pp. 159-175 9. Tjiptono (2008). Service Management by ANDI. Yogyakarta, ANDI OFFSET 10. Zeithaml, V.A, L.L. Berry & A. Parasuraman (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. The Free Press, New York. |
| 2 | Sifat Dasar *Service* | 1. Bothe, Keki R. (1996). *Beyond Customer* Satisfaction *to Customer Loyalty: The Key to Greater Profitability*. AMA Membership Publications Division, NY. 2. Bowersox, Closs & Cooper (2007). Supply Chain Logistics Management. McGraw-Hill 3. Grönroos, Christian (2000). *Service Management and Marketing; A Customer Relationship Management Approach.* Chichester, John Wiley & Sons. 4. Gunawan, Adi W., dan Ariesandi Setyono (2006). *Manage Your Mind for Success*. Jakarta, Gramedia Pustaka Utama. 5. Jenkins, Victoria (2002). *Quality Customer Service*. UCISA Conference. [www.ventura-uk.com](http://www.ventura-uk.com) 6. McGehee, Sharon P., (2002). *Customer-Oriented Services*; *Understanding and Serviceng Our Clientele*. Ontario, --. 7. Mentzer, John T. dkk (1999). *Developing a logistics service quality scale*. Journal of Business Logistics, vol. 8. Rafiq, Mohamed dan Harlina S. Jaafar (2007). *Measuring Customers' Perceptions Of Logistics Service Quality Of 3pl Service Providers*. Journal of Business Logistics, vol. 28 (2) pp. 159-175 9. Tjiptono (2008). Service Management by ANDI. Yogyakarta, ANDI OFFSET 10. Zeithaml, V.A, L.L. Berry & A. Parasuraman (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. The Free Press, New York. |
| 3 | Dimensi Kualitas Layanan | 1. Bothe, Keki R. (1996). *Beyond Customer* Satisfaction *to Customer Loyalty: The Key to Greater Profitability*. AMA Membership Publications Division, NY. 2. Bowersox, Closs & Cooper (2007). Supply Chain Logistics Management. McGraw-Hill 3. Grönroos, Christian (2000). *Service Management and Marketing; A Customer Relationship Management Approach.* Chichester, John Wiley & Sons. 4. Gunawan, Adi W., dan Ariesandi Setyono (2006). *Manage Your Mind for Success*. Jakarta, Gramedia Pustaka Utama. 5. Jenkins, Victoria (2002). *Quality Customer Service*. UCISA Conference. [www.ventura-uk.com](http://www.ventura-uk.com) 6. McGehee, Sharon P., (2002). *Customer-Oriented Services*; *Understanding and Serviceng Our Clientele*. Ontario, --. 7. Mentzer, John T. dkk (1999). *Developing a logistics service quality scale*. Journal of Business Logistics, vol. 8. Rafiq, Mohamed dan Harlina S. Jaafar (2007). *Measuring Customers' Perceptions Of Logistics Service Quality Of 3pl Service Providers*. Journal of Business Logistics, vol. 28 (2) pp. 159-175 9. Tjiptono (2008). Service Management by ANDI. Yogyakarta, ANDI OFFSET 10. Zeithaml, V.A, L.L. Berry & A. Parasuraman (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. The Free Press, New York. |
| 4 | Mengukur dan Mengelola Kualitas Layanan | 1. Bothe, Keki R. (1996). *Beyond Customer* Satisfaction *to Customer Loyalty: The Key to Greater Profitability*. AMA Membership Publications Division, NY. 2. Bowersox, Closs & Cooper (2007). Supply Chain Logistics Management. McGraw-Hill 3. Grönroos, Christian (2000). *Service Management and Marketing; A Customer Relationship Management Approach.* Chichester, John Wiley & Sons. 4. Gunawan, Adi W., dan Ariesandi Setyono (2006). *Manage Your Mind for Success*. Jakarta, Gramedia Pustaka Utama. 5. Jenkins, Victoria (2002). *Quality Customer Service*. UCISA Conference. [www.ventura-uk.com](http://www.ventura-uk.com) 6. McGehee, Sharon P., (2002). *Customer-Oriented Services*; *Understanding and Serviceng Our Clientele*. Ontario, --. 7. Mentzer, John T. dkk (1999). *Developing a logistics service quality scale*. Journal of Business Logistics, vol. 8. Rafiq, Mohamed dan Harlina S. Jaafar (2007). *Measuring Customers' Perceptions Of Logistics Service Quality Of 3pl Service Providers*. Journal of Business Logistics, vol. 28 (2) pp. 159-175 9. Tjiptono (2008). Service Management by ANDI. Yogyakarta, ANDI OFFSET 10. Zeithaml, V.A, L.L. Berry & A. Parasuraman (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. The Free Press, New York. |
| 5 | Mema-hami Pelanggan | 1. Bothe, Keki R. (1996). *Beyond Customer Satisfaction to Customer Loyalty: The Key to Greater Profitability*. AMA Membership Publications Division, NY. 2. Grönroos, Christian (2000). *Service Management and Marketing; A Customer Relationship Management Approach.* Chichester, John Wiley & Sons. 3. Gunawan, Adi W., dan Ariesandi Setyono (2006). *Manage Your Mind for Success*. Jakarta, Gramedia Pustaka Utama. 4. Jenkins, Victoria (2002). *Quality Customer Service*. UCISA Conference. [www.ventura-uk.com](http://www.ventura-uk.com) 5. McGehee, Sharon P., (2002). *Customer-Oriented Services*; *Understanding and Serviceng Our Clientele*. Ontario, --. 6. Mentzer, John T. dkk (1999). *Developing a logistics service quality scale*. Journal of Business Logistics, vol. 7. Rafiq, Mohamed dan Harlina S. Jaafar (2007). *Measuring Customers' Perceptions Of Logistics Service Quality Of 3pl Service Providers*. Journal of Business Logistics, vol. 28 (2) pp. 159-175 8. Zeithaml, V.A, L.L. Berry & A. Parasuraman (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. The Free Press, New York. |
| 6 | Mengelola *Customer Relationship* | 1. Bothe, Keki R. (1996). *Beyond Customer Satisfaction to Customer Loyalty: The Key to Greater Profitability*. AMA Membership Publications Division, NY. 2. Grönroos, Christian (2000). *Service Management and Marketing; A Customer Relationship Management Approach.* Chichester, John Wiley & Sons. 3. Gunawan, Adi W., dan Ariesandi Setyono (2006). *Manage Your Mind for Success*. Jakarta, Gramedia Pustaka Utama. 4. Jenkins, Victoria (2002). *Quality Customer Service*. UCISA Conference. [www.ventura-uk.com](http://www.ventura-uk.com) 5. McGehee, Sharon P., (2002). *Customer-Oriented Services*; *Understanding and Serviceng Our Clientele*. Ontario, --. 6. Mentzer, John T. dkk (1999). *Developing a logistics service quality scale*. Journal of Business Logistics, vol. 7. Rafiq, Mohamed dan Harlina S. Jaafar (2007). *Measuring Customers' Perceptions Of Logistics Service Quality Of 3pl Service Providers*. Journal of Business Logistics, vol. 28 (2) pp. 159-175 8. Zeithaml, V.A, L.L. Berry & A. Parasuraman (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. The Free Press, New York. |
| 7 | Paradigma Baru Memahami Pelanggan | 1. Bothe, Keki R. (1996). *Beyond Customer Satisfaction to Customer Loyalty: The Key to Greater Profitability*. AMA Membership Publications Division, NY. 2. Grönroos, Christian (2000). *Service Management and Marketing; A Customer Relationship Management Approach.* Chichester, John Wiley & Sons. 3. Gunawan, Adi W., dan Ariesandi Setyono (2006). *Manage Your Mind for Success*. Jakarta, Gramedia Pustaka Utama. 4. Jenkins, Victoria (2002). *Quality Customer Service*. UCISA Conference. [www.ventura-uk.com](http://www.ventura-uk.com) 5. McGehee, Sharon P., (2002). *Customer-Oriented Services*; *Understanding and Serviceng Our Clientele*. Ontario, --. 6. Mentzer, John T. dkk (1999). *Developing a logistics service quality scale*. Journal of Business Logistics, vol. 7. Rafiq, Mohamed dan Harlina S. Jaafar (2007). *Measuring Customers' Perceptions Of Logistics Service Quality Of 3pl Service Providers*. Journal of Business Logistics, vol. 28 (2) pp. 159-175 8. Zeithaml, V.A, L.L. Berry & A. Parasuraman (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. The Free Press, New York. |
| 8 | Ujian Tengah Semester (UTS) |  |
| 9 | Kepuasan dan Kesetiaan Pelanggan | 1. Bothe, Keki R. (1996). *Beyond Customer* Satisfaction *to Customer Loyalty: The Key to Greater Profitability*. AMA Membership Publications Division, NY. 2. Grönroos, Christian (2000). *Service Management and Marketing; A Customer Relationship Management Approach.* Chichester, John Wiley & Sons. 3. Gunawan, Adi W., dan Ariesandi Setyono (2006). *Manage Your Mind for Success*. Jakarta, Gramedia Pustaka Utama. 4. Jenkins, Victoria (2002). *Quality Customer Service*. UCISA Conference. [www.ventura-uk.com](http://www.ventura-uk.com) 5. McGehee, Sharon P., (2002). *Customer-Oriented Services*; *Understanding and Serviceng Our Clientele*. Ontario, --. 6. Mentzer, John T. dkk (1999). *Developing a logistics service quality scale*. Journal of Business Logistics, vol. 7. Rafiq, Mohamed dan Harlina S. Jaafar (2007). *Measuring Customers' Perceptions Of Logistics Service Quality Of 3pl Service Providers*. Journal of Business Logistics, vol. 28 (2) pp. 159-175 8. Zeithaml, V.A, L.L. Berry & A. Parasuraman (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. The Free Press, New York. |
| 10 | Profesionalisme Dalam Customer Service | 1. Bothe, Keki R. (1996). *Beyond Customer* Satisfaction *to Customer Loyalty: The Key to Greater Profitability*. AMA Membership Publications Division, NY. 2. Bowersox, Closs & Cooper (2007). Supply Chain Logistics Management. McGraw-Hill 3. Grönroos, Christian (2000). *Service Management and Marketing; A Customer Relationship Management Approach.* Chichester, John Wiley & Sons. 4. Gunawan, Adi W., dan Ariesandi Setyono (2006). *Manage Your Mind for Success*. Jakarta, Gramedia Pustaka Utama. 5. Jenkins, Victoria (2002). *Quality Customer Service*. UCISA Conference. [www.ventura-uk.com](http://www.ventura-uk.com) 6. McGehee, Sharon P., (2002). *Customer-Oriented Services*; *Understanding and Serviceng Our Clientele*. Ontario, --. 7. Mentzer, John T. dkk (1999). *Developing a logistics service quality scale*. Journal of Business Logistics, vol. 8. Rafiq, Mohamed dan Harlina S. Jaafar (2007). *Measuring Customers' Perceptions Of Logistics Service Quality Of 3pl Service Providers*. Journal of Business Logistics, vol. 28 (2) pp. 159-175 9. Tjiptono (2008). Service Management by ANDI. Yogyakarta, ANDI OFFSET 10. Zeithaml, V.A, L.L. Berry & A. Parasuraman (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. The Free Press, New York. |
| 11 | Akomodasi Customer (1) | 1. Bothe, Keki R. (1996). *Beyond Customer* Satisfaction *to Customer Loyalty: The Key to Greater Profitability*. AMA Membership Publications Division, NY. 2. Bowersox, Closs & Cooper (2007). Supply Chain Logistics Management. McGraw-Hill 3. Grönroos, Christian (2000). *Service Management and Marketing; A Customer Relationship Management Approach.* Chichester, John Wiley & Sons. 4. Gunawan, Adi W., dan Ariesandi Setyono (2006). *Manage Your Mind for Success*. Jakarta, Gramedia Pustaka Utama. 5. Jenkins, Victoria (2002). *Quality Customer Service*. UCISA Conference. [www.ventura-uk.com](http://www.ventura-uk.com) 6. McGehee, Sharon P., (2002). *Customer-Oriented Services*; *Understanding and Serviceng Our Clientele*. Ontario, --. 7. Mentzer, John T. dkk (1999). *Developing a logistics service quality scale*. Journal of Business Logistics, vol. 8. Rafiq, Mohamed dan Harlina S. Jaafar (2007). *Measuring Customers' Perceptions Of Logistics Service Quality Of 3pl Service Providers*. Journal of Business Logistics, vol. 28 (2) pp. 159-175 9. Tjiptono (2008). Service Management by ANDI. Yogyakarta, ANDI OFFSET 10. Zeithaml, V.A, L.L. Berry & A. Parasuraman (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. The Free Press, New York. |
| 12 | Akomodasi Customer (2) | 1. *Bothe*, Keki R. (1996). *Beyond Customer Satisfaction to Customer Loyalty: The Key to Greater Profitability*. AMA Membership Publications Division, NY. 2. Grönroos, Christian (2000). *Service Management and Marketing; A Customer Relationship Management Approach.* Chichester, John Wiley & Sons. 3. Gunawan, Adi W., dan Ariesandi Setyono (2006). *Manage Your Mind for Success*. Jakarta, Gramedia Pustaka Utama. 4. Jenkins, Victoria (2002). *Quality Customer Service*. UCISA Conference. [www.ventura-uk.com](http://www.ventura-uk.com) 5. McGehee, Sharon P., (2002). *Customer-Oriented Services*; *Understanding and Serviceng Our Clientele*. Ontario, --. 6. Mentzer, John T. dkk (1999). *Developing a logistics service quality scale*. Journal of Business Logistics, vol. 7. Rafiq, Mohamed dan Harlina S. Jaafar (2007). *Measuring Customers' Perceptions Of Logistics Service Quality Of 3pl Service Providers*. Journal of Business Logistics, vol. 28 (2) pp. 159-175 8. Zeithaml, V.A, L.L. Berry & A. Parasuraman (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. The Free Press, New York. |
| 13 | Customer Relationship Management | 1. Bothe, Keki R. (1996). *Beyond Customer Satisfaction to Customer Loyalty: The Key to Greater Profitability*. AMA Membership Publications Division, NY. 2. Grönroos, Christian (2000). *Service Management and Marketing; A Customer Relationship Management Approach.* Chichester, John Wiley & Sons. 3. Gunawan, Adi W., dan Ariesandi Setyono (2006). *Manage Your Mind for Success*. Jakarta, Gramedia Pustaka Utama. 4. Jenkins, Victoria (2002). *Quality Customer Service*. UCISA Conference. [www.ventura-uk.com](http://www.ventura-uk.com) 5. McGehee, Sharon P., (2002). *Customer-Oriented Services*; *Understanding and Serviceng Our Clientele*. Ontario, --. 6. Mentzer, John T. dkk (1999). *Developing a logistics service quality scale*. Journal of Business Logistics, vol. 7. Rafiq, Mohamed dan Harlina S. Jaafar (2007). *Measuring Customers' Perceptions Of Logistics Service Quality Of 3pl Service Providers*. Journal of Business Logistics, vol. 28 (2) pp. 159-175 8. Zeithaml, V.A, L.L. Berry & A. Parasuraman (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. The Free Press, New York. |
| 14 | Relationship Development and Management(1) | 1. Bothe, Keki R. (1996). *Beyond Customer Satisfaction to Customer Loyalty: The Key to Greater Profitability*. AMA Membership Publications Division, NY. 2. Grönroos, Christian (2000). *Service Management and Marketing; A Customer Relationship Management Approach.* Chichester, John Wiley & Sons. 3. Gunawan, Adi W., dan Ariesandi Setyono (2006). *Manage Your Mind for Success*. Jakarta, Gramedia Pustaka Utama. 4. Jenkins, Victoria (2002). *Quality Customer Service*. UCISA Conference. [www.ventura-uk.com](http://www.ventura-uk.com) 5. McGehee, Sharon P., (2002). *Customer-Oriented Services*; *Understanding and Serviceng Our Clientele*. Ontario, --. 6. Mentzer, John T. dkk (1999). *Developing a logistics service quality scale*. Journal of Business Logistics, vol. 7. Rafiq, Mohamed dan Harlina S. Jaafar (2007). *Measuring Customers' Perceptions Of Logistics Service Quality Of 3pl Service Providers*. Journal of Business Logistics, vol. 28 (2) pp. 159-175 8. Zeithaml, V.A, L.L. Berry & A. Parasuraman (1990). *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. The Free Press, New York. |
| 15 | Relationship Development and Management(2) | Akbar, Waidi (2007). *Self Empowerment by NLP*. Jakarta, Elex Media Komputindo. |
| 16 | Ujian Akhir Semester (UAS) |  |

Bandung, 30 Desember 2017

Dosen Pengampu