

MODULE HANDBOOK

**MARKETING
RESEARCH
METHOD**



BACHELOR DEGREE PROGRAM

DEPARTMENT OF STATISTICS

FACULTY OF SCIENCE AND DATA ANALYTICS

INSTITUT TEKNOLOGI SEPULUH NOPEMBER

ENDORSEMENT

PAGE



MODULE HANDBOOK MARKETING RESEARCH METHODS DEPARTMENT OF STATISTICS

INSTITUT TEKNOLOGI SEPULUH NOPEMBER

Proses Process	Penanggung Jawab Person in Charge			Tanggal Date
	Nama Name	Jabatan Position	Tanda tangan Signature	
Perumus <i>Preparation</i>	Dr. Drs. Agus Suharsono, MS.	Dosen <i>Lecturer</i>		March 28, 2019
Pemeriksa dan Pengendalian <i>Review and Control</i>	Dr. Drs. Agus Suharsono, MS.	Tim kurikulum <i>Curriculum team</i>		April 15, 2019
Persetujuan <i>Approval</i>	Dr. Wibawati, S.Si., M.Si	Koordinator RMK <i>Course Cluster Coordinator</i>		July 17, 2019
Penetapan <i>Determination</i>	Dr. Dra. Kartika Fithriasari, M.Si	Kepala Departemen <i>Head of Department</i>		July 30, 2019

MODULE HANDBOOK


MARKETING RESEARCH METHODS

Module name	Marketing Research Methods
Module level	Undergraduate
Code	KS184736
Course (if applicable)	Marketing Research Methods
Semester	Seventh Semester (Ganjil)
Person responsible for the module	Dr. Drs. Agus Suharsono, MS.
Lecturer	Dr. Drs. Agus Suharsono, MS.
Language	Bahasa Indonesia
Relation to curriculum	Undergraduate degree program, elective , 7 th semester.
Type of teaching, contact hours	Lectures, <50 students
Workload	<ol style="list-style-type: none"> 1. Lectures : 3 x 50 = 150 minutes per week. 2. Exercises and Assignments : 3 x 60 = 180 minutes (3 hours) per week. 3. Private learning : 3 x 60 = 180 minutes (3 hours) per week.
Credit points	3 credit points (sks)
Requirements according to the examination regulations	A student must have attended at least 80% of the lectures to sit in the exams.
Mandatory prerequisites	<ul style="list-style-type: none"> • Regression Analysis • Multivariate Analysis


	• Qualitative Data Analysis	
Learning outcomes and their corresponding to PLOs	<p>CLO.1 Mastering the concept of marketing strategies, products and buyers' behavior</p> <p>CLO.2 Able to formulate, design and implement data collection with the correct methodology to complete marketing problems</p>	PLO.1 , PLO.2
	<p>CLO.3 Able to analyze data, deciding marketing research and writing it in the form of research proposals</p> <p>CLO.4 Able to identify, formulate, and resolve marketing problems</p> <p>CLO.6 Having knowledge of current and future issues relating to the field of marketing research</p>	PLO.3
	<p>CLO.7 Able to communicate effectively and cooperate in interdisciplinary and multidisciplinary teams</p> <p>CLO.8 Having professional responsibility and ethics</p> <p>CLO.9 Able to motivate yourself to think creatively and learn throughout life</p>	PLO.4
Content	This course provides a comprehensive introduction to marketing research, and discusses concepts, processes, and techniques and their applications. Students will understand the depth of this course and its significance for business enterprises. In addition to an overview of marketing research, this course covers research design, including qualitative and quantitative data, and quantitative methods used to analyze research data to make decisions.	
Study and examination requirements and forms of examination	<ul style="list-style-type: none"> ● In-class exercises ● Mid-term examination ● Final examination 	
Media employed	LCD, whiteboard, websites (myITS Classroom), zoom.	

Reading list	<ol style="list-style-type: none"><li data-bbox="557 247 1373 359">1. Iacobucci, Dawn., Churchcill, Jr., and Gilbert, A., 2015. <i>Marketing Research: Methodological Foundations</i>. 11th edition. CreateSpace Independent Publishing Platform.<li data-bbox="557 365 1312 436">2. Kotler, Philip and Armstrong, Gary., 2015. <i>Principles of Marketing</i>. 16th edition. Pearson.<li data-bbox="557 443 1393 514">3. Kotler, Philip and Kertajaya, Hermawan. 2016. <i>Marketing 4.0: Moving from Traditional to Digital</i>. Wiley.<li data-bbox="557 520 1344 592">4. Kusrini dan Endah, Dwi. 2011. <i>Modul Praktikum Jurusan Statistika ITS</i>. Surabaya.<li data-bbox="557 598 1369 669">5. Malhotra, Naresh. 2009. <i>Marketing Research: an Applied Orientation</i>. 6th edition. Pearson Prentice Hall.
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RENCANA PEMBELAJARAN SEMESTER (RPS)
SEMESTER LEARNING PLAN

	Program Studi	Sarjana, Departemen Statistika, FSAD-ITS
	Mata Kuliah	Metode Riset Pemasaran
	Kode Mata Kuliah	KS184736
	Semester/SKS	VII/3
	MK Prasyarat	Analisis Regresi, Analisis Multivariat, Analisis Data Kualitatif
RP-S1	Dosen Pengampu	Dr. Drs Agus Suharsono, MS


Bahan Kajian <i>Study Materials</i>	Teori Statistika, Pengumpulan Data, Deskripsi dan Eksplorasi, Pemodelan, Industri dan Bisnis, Ekonomi dan Manajemen, dan Sosial Humaniora <i>Statistics Theory, Collecting Data, Description and Exploration, Modeling, Industrial and Business, Economic and Management, and Social Humanities</i>
CPL yang dibebankan MK	CPL-1 Mampu menerapkan pengetahuan teori statistika, matematika, dan komputasi CPL-2 Mampu merancang dan melaksanakan pengumpulan data dengan metodologi yang benar CPL-3 Mampu menganalisis data dengan metode statistika yang tepat dan menginterpretasikannya CPL-4 Mampu mengidentifikasi, memformulasi, dan menyelesaikan masalah statistika di berbagai bidang terapan <i>PLO.1 Able to apply knowledge of statistical theory, mathematics, and computation</i> <i>PLO.2 Able to design and collect data with appropriate methods</i> <i>PLO.3. Able to analyze data with appropriate statistical methods and interpret them</i> <i>PLO.4 Able to identify, formulate, and solve statistical problems in various applied fields</i>

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CP-MK	<p>CPMK.1 Menguasai konsep strategi pemasaran, produk dan perilaku pembeli</p> <p>CPMK.2 Mampu memformulasikan, merancang dan melaksanakan pengumpulan data dengan metodologi yang benar untuk menyelesaikan masalah pemasaran</p> <p>CPMK.3 Mampu menganalisis data, mendesaian riset pemasaran dan menuliskannya dalam bentuk proposal penelitian</p> <p>CPMK.4 Mampu mengidentifikasi, memformulasi, dan menyelesaikan masalah pemasaran</p> <p>CPMK.6 Memiliki pengetahuan tentang isu terkini dan mendatang yang berkaitan dengan bidang riset pemasaran</p> <p>CPMK.7 Mampu berkomunikasi secara efektif dan bekerjasama dalam tim yang interdisiplin dan multidisiplin</p> <p>CPMK.8 Memiliki tanggung jawab dan etika profesi</p> <p>CPMK.9 Mampu memotivasi diri untuk berpikir kreatif dan belajar sepanjang hayat</p> <p><i>CLO.1 Mastering the concept of marketing strategies, products and buyers' behavior</i></p> <p><i>CLO.2 Able to formulate, design and implement data collection with the correct methodology to complete marketing problems</i></p> <p><i>CLO.3 Able to analyze data, deciding marketing research and writing it in the form of research proposals</i></p> <p><i>CLO.4 Able to identify, formulate, and resolve marketing problems</i></p> <p><i>CLO.6 Having knowledge of current and future issues relating to the field of marketing research</i></p> <p><i>CLO.7 Able to communicate effectively and cooperate in interdisciplinary and multidisciplinary teams</i></p> <p><i>CLO.8 Having professional responsibility and ethics</i></p> <p><i>CLO.9 Able to motivate yourself to think creatively and learn throughout life</i></p>
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Pertemuan <i>Meeting</i>	Kemampuan Akhir Sub CP-MK <i>Final Ability</i>	Keluasan (materi pembelajaran) <i>Extent (learning material)</i>	Metode Pembelajaran <i>Learning methods</i>	Estimasi Waktu <i>Duration</i>	Bentuk Evaluasi <i>Evaluation Type</i>	Kriteria dan Indikator Penilaian <i>Assessment Criteria and Indicators</i>	Bobot Penilaian <i>Scoring</i>
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1-3	<ol style="list-style-type: none"> Mampu memahami konsep kepuasan pelanggan Menganalisis industri dan pesaing <p>1. <i>Able to understand the concept of customer satisfaction</i></p> <p>2. <i>Analyzing industry and competitors</i></p>	<p>Pengertian MO & Produktivitas</p> <p><i>Understanding MO & Productivity</i></p>	<p>CIDLS</p> <p><i>CIDLS</i></p>	<p>450 menit</p> <p><i>450 minutes</i></p>	<p>TOA</p> <p><i>TOA</i></p>	<ol style="list-style-type: none"> Mendefinisikan nilai dan kepuasan pelanggan Mengukur nilai kepuasan pelanggan Menerapkan metode analisis gap dan analisis statistik untuk mengukur kepuasan pelanggan Mengidentifikasi kekuatan dan kelemahan pesaing Memahami konsep positioning Menerapkan metode analisis statistik untuk mengukur positioning Merancang variabel dan kuisisioner untuk mengukur positioning <p>1. <i>Defining customer value and satisfaction</i></p> <p>2. <i>Measure the value of customer satisfaction</i></p> <p>3. <i>Applying GAP analysis methods and statistical analysis to measure customer satisfaction</i></p> <p>4. <i>Identifying the strengths and weakness of competitors.</i></p> <p>5. <i>Understanding positioning concepts.</i></p>	10%/10%
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						6. <i>Applying statistical analysis methods to measure positioning</i> 7. <i>Designing variables and questionnaires to measure positioning</i>	
4,5	Mampu mengidentifikasi n segmen pasar dan memilih pasar sasaran <i>Able to identify market segments and select target markets</i>	Strategi Global <i>Global Strategy</i>	CIDLS <i>CIDLS</i>	300 menit <i>300 minutes</i>	TOA <i>TOA</i>	1. Memahami konsep segmentasi pasar 2. Menentukan variabel-variabel untuk mengukur segmentasi pasar 3. Menerapkan metode statistik untuk menganalisis segmentasi pasar untuk menentukan pasar sasaran <i>1. Understand the concept of market segmentation</i> <i>2. Determine the variables to measure market segmentation</i> <i>3. Applying statistical methods to analyze market segmentation to determine target markets</i>	10%/20%




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6	<p>4. Memahami konsep riset pemasaran</p> <p>5. Mendefinisikan formulasi masalah dalam riset pemasaran</p> <p>6. Mampu memahami tipe-tipe metode perancangan riset</p>	Mengelola Kualitas	<p>CIDLS</p> <p><i>CIDLS</i></p>	<p>150 menit</p> <p><i>150 minutes</i></p>	<p>TOA</p> <p><i>TOA</i></p>	<p>1. Memahami langkah-langkah riset pemasaran</p> <p>2. Etika dalam riset pemasaran</p> <p>3. Memformulasikan masalah pemasaran</p> <p>4. Merancang variabel penelitian dalam bidang pemasara</p> <p>5. Mampu memahami tipe-tipe desain riset ekplanatory</p> <p>6. Mampu memahami metode riset deskriptif</p> <p>7. Mampu memahami metode riset Causa</p> <p>8. Memilih metode riset pemasaran untuk kasus yang dipilih</p> <p><i>1. Understand marketing research steps</i></p> <p><i>2. Ethics in marketing research</i></p> <p><i>3. Formulating marketing problems</i></p> <p><i>4. Designing research variables in marketing</i></p> <p><i>5. Able to understand the types of explanatory research designs</i></p> <p><i>6. Able to understand descriptive research methods</i></p> <p><i>7. Able to understand the Cause research method</i></p>	10%/30%
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						8. Choose a marketing research method for the selected case	
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7	1. Memahami dan menerapkan metode pengumpulan data 2. Merancang metode survey dan teknik sampling <i>1. Understand and apply data collection methods</i> <i>2. Design survey methods and sampling techniques</i>	Desain Produk dan jasa <i>Product design and services</i>	CIDLS <i>CIDLS</i>	150 menit <i>150 minutes</i>	TOA <i>TOA</i>	1. Memahami tipe-tipe data sekunder, dan sumber-sumber data sekunder dalam pemasaran 2. Memahami tipe-tipe data primer 3. Merancang Tujuan survey 4. Merancang Kuisisioner 5. Melakukan survei pendahuluan 6. Mengevaluasi pertanyaan-pertanyaan dalam kuisisioner 7. Mampu menerapkan rancangan sampling dalam riset pemasaran	10%/40%
						<i>1. Understand secondary data types, and secondary data sources in marketing</i> <i>2. Understand primary data types</i> <i>3. Designing survey objectives</i> <i>4. Designing a Questionnaire</i> <i>5. Conduct a preliminary survey</i> <i>6. Evaluating the questions in the questionnaire</i> <i>7. Able to apply sampling design in marketing research</i>	10%/50%

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8		ETS					
9,10	Merancang proposal	<i>Process strategy and capacity planning</i>	CIDLS	300 menit	TOA	1. Mampu merancang proposal untuk final project 2. Mampu mempresentasikan proposal final project <i>1. Able to design proposals for the final project</i> <i>2. Able to present the final project proposal</i>	10%/60%
	<i>Design a proposal</i>		<i>CIDLS</i>	<i>300 minutes</i>	<i>TOA</i>		

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11,12	Melakukan survey	Strategi Lokasi	CIDLS	300 menit	TOA	<ol style="list-style-type: none"> 1. Mampu melakukan survey sesuai rancangan survey yang telah ditetapkan pada proposal 2. Mampu manajemen survey 3. Mampu bekerja sama dalam kerja tim <ol style="list-style-type: none"> 1. <i>Able to conduct surveys according to the survey design that has been specified in the proposal</i> 2. <i>Able to manage surveys</i> 3. <i>Able to work together in teamwork</i> 	20%/80%
	<i>Conduct a survey</i>	<i>Location Strategy</i>	<i>CIDLS</i>	<i>300 minutes</i>	<i>TOA</i>		

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13	<p>Melakukan manajemen dan analisis data</p> <p><i>Perform data management and analysis</i></p>	<p>Strategi Tata Letak Fasilitas</p> <p><i>Facility Layout Strategy</i></p>	<p>CIDLS</p> <p><i>CIDLS</i></p>	<p>150 menit</p> <p><i>150 minutes</i></p>	<p>TOA</p> <p><i>TOA</i></p>	<ol style="list-style-type: none"> 1. Mampu memahami tahapan dalam manajemen data 2. Mampu melakukan proses manajemen data 3. Mampu menerapkan metode statistika untuk melakukan analisis data <p><i>1. Able to understand the stages in data management</i></p> <p><i>2. Able to perform data management processes</i></p> <p><i>3. Able to apply statistical methods to perform data analysis</i></p>	10%/90%
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14	<p>Merancang pelaporan penelitian dan mempresentasikan hasil riset pemasaran</p> <p><i>Design research reports and present the results of marketing research</i></p>	<p>Sumber Daya Manusia</p> <p><i>Human Resources</i></p>	<p>CIDLS</p> <p><i>CIDLS</i></p>	<p>150 menit</p> <p><i>150 minutes</i></p>	<p>TOA</p> <p><i>TOA</i></p>	<ol style="list-style-type: none"> 1. Memahami proses membuat pelaporan penelitian 2. Membuat laporan penelitian dalam bentuk laporan akhir dan makalah 3. Mampu menerapkan cara membuat presentasi dan mempresentasikan hasil penelitian final projectnya <p><i>1. Understand the process of making research reports</i></p> <p><i>2. Make a research report in the form of a final report and paper</i></p> <p><i>3. Able to apply how to make presentations and present the results of the final research project</i></p>	10%/100%
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15	Manajemen Perawatan <i>Care Management</i>	P-G-LS -D <i>P-G-LS -D</i>	150 menit <i>150 minutes</i>	TT-P-O <i>TT-P-O</i>	1. Dapat meneghitung keandalan suatu sitem 2. Dapat menentukan model perawatan dan MTBF <i>2. Can calculate the reliability of a system 3. Can determine the maintenance model and MTBF</i>	10%/100%
16	EAS					

PUSTAKA/ REFERENCES :

1. Kotler Philip, Manajemen Pemasaran, PT.Prenhallindo, Jakarta, 1997.
2. Malhotra K. Naresh, Riset Pemasaran, PT.INDEKS kelompok Gramedia, Jakarta, 2004.
3. Churchill, Jr.Gilbert.A, Basic Marketing Research, The Dryden Press, New York, 1988.
1. Kusrini, Dwi Endah, Modul PraktikumJurusan Statistika ITS, Surabaya, 2011.