**DESKRIPSI TUGAS**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Mata Kuliah** | | **:** | **Perilaku Konsumen** | | | **Kode Mata Kuliah** | **:** | **BM62G3** |
| **Semester** | | **:** | **4** | | | **SKS** | **:** | **3** |
| **Minggu ke -** | | **:** | **4** | | | **Tugas ke -** | **:** | **1** |
| **1.** | **Tujuan Tugas** | | | **:** | Memahami pengaruh internal: Persepsi terhadap perilaku konsumsi dari konsumen. | | | |
| **2.** | **Uraian Tugas** | | | **:** |  | | | |
|  |  | | | | | | | |
| **3.** | **Kriteria Penilaian** | | | **:** | Format tugas: 5% | | | |
| Isi, kedalaman bahasan, dan tanya jawab: 90% | | | |
| Ketepatan waktu penyerahan: 5% | | | |