



UNIVERSITY OF BRAWIJAYA
FACULTY OF ADMINISTRATIVE SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION / TOURISM STUDY PROGRAM

SEMESTER LEARNING PLAN

SEMESTER LEARNING PLAN						
SUBJECT	CODE	COURSE CLUBS		WEIGHT (credits)	SEMESTER	Date of Compilation
COMPLAINT MANAGEMENT & SERVICE QUALITY	PAR60007	MKWPS		3	3	July 20, 2023 Revision I: Revision II:
AUTHORIZATION	RPS Developer Lecturer		RMK Coordinator		Head of Study Program	
	Aniesa Samira Bafadhal, SAB., MAB. Signature		Signature		Dr. Drs. Edy Yulianto, MP Signature	
Learning Outcomes	CPL PROGRAM					
	CPL1	Students are able to integrate nationalistic attitudes, behavioral values and ethics both in the community and work environment.				
	CPL2	Students are able to produce critical and innovative thinking to support business decision making in the tourism sector.				
	CPL3	Students are able to produce scientific studies to answer current issues in the tourism sector.				
	CPL4	Students are able to practice communication skills, both oral and written, effectively.				

	CPL5	Students are able to manage businesses in the tourism sector by prioritizing entrepreneurial values.
	CPL6	Students are able to implement science and technology in solving tourism problems
	CP – MK	
	After taking this course, students are able to	
	CPMK1	Understand the concepts, elements, principles, criteria, types, sources and behavior of customer complaints for complaint management in the tourism and hospitality business (CPL1, CPL2, CPL3, CPL6)
	CPMK2	Understand and analyze the risks and benefits of complaint management and service quality on customer satisfaction and customer loyalty in the tourism and hospitality business (CPL1, CPL2, CPL3, CPL4, CPL6)
	CPMK3	Design and implement skills in complaint management, complaint channels, complaint procedures, service encounters and effective and efficient service delivery in the tourism and hospitality business (CPL1, CPL2, CPL3, CPL4, CPL5, CPL6)
	CPMK4	Understanding and evaluating service quality in various tourism, hospitality and tourism technology businesses (CPL1, CPL2, CPL3, CPL4, CPL5, CPL6)
	CPMK5	Understanding and evaluating service failure, service recovery and service assurance in tourism and hospitality businesses (CPL1, CPL2, CPL3, CPL4, CPL5, CPL6)
CPMK-CPL Weight Mapping		

	CPL1	CPL2	CPL3	CPL4	CPL5	CPL6
CPMK1	0.4	0.2	0.2	0	0	0.2
CPMK2	0.2	0.2	0.2	0.2	0	0.2
CPMK3	0.1	0.2	0.2	0.2	0.2	0.1
CPMK4	0.1	0.2	0.2	0.2	0.2	0.1
CPMK5	0.1	0.2	0.2	0.2	0.2	0.1

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MK Brief Description	After completing the Complaint Management and Service Quality course, students are able to explain the basic concepts of complaint management. In addition, students are also expected to be able to design and apply skills in excellent service. Students are also expected to be able to measure and evaluate elements of service quality in various tourism, hospitality and tourism technology businesses and improve service failures.	
Learning Materials / Topics	<ol style="list-style-type: none"> 1. Benefits of Complaint Management and Service Quality on Customer Satisfaction and Loyalty 2. Customer Complaint Behavior 3. Complaint channels 4. Complaint Management Skills 5. Complaint Management Procedure 6. <i>Service Dominance Logic</i> 7. Service encounter 8. Excellent Service 9. Service Quality and Tourism Service Quality 10. Quality of Tourism Services in the Leisure and Tourism business 11. Quality of Tourism Services in the Hospitality Business 12. Quality of Tourism Services in the Tourism Transportation Business 13. Quality of Tourism Services in the Tourism Technology Business 14. Failure, Recovery and Service Guarantee 	
Library	Main	
	<ol style="list-style-type: none"> 1. Bryson, J.R., Sundbo, J., Fuglsang, L., & Daniels, P. (2020). Service Management. Theory and Practice. Palgrave Macmillan. 2. Stauss, B., & Seidel, W. (2019). Effective complaint management: The business case for customer satisfaction. Springer. 3. Lovelock, C., & Patterson, P. (2015). Marketing services. Pearson Australia. 4. Mok, C., Sparks, B., & Kadampully, J. (2013). Service quality management in hospitality, tourism and leisure. Routledge. 5. Buswell, J., Williams, C., Donne, K., & Sutton, C. (2016). Service quality in leisure, events, tourism and sport. CABI. 6. Bafadhal, AS (2021). Complaint Management and Tourism Service Quality. Deepublish. 	

	Supporters		
	<div>a. Parasuraman, A., Zeithaml, VA and Berry, LL (1988) SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. Journal of Retailing, 64, 12-40.</div> <div>b. Eraqi, MI (2006), "Tourism services quality (TourServQual) in Egypt: The viewpoints of external and internal customers", Benchmarking: An International Journal, Vol. 13 No. 4, pp. 469-492</div> <div>c. Zeithaml, VA and Bitner, MJ (2000) Services Marketing: Integrating Customer Focus across the Firm. 2nd Edition, McGraw-Hill, Boston</div> <div>d. Berry, L.L., & Parasuraman, A. (2004). Marketing services: Competing through quality. Simon and Schuster</div> <div>e. Tax, S. and Brown, S. (2000). Service Recovery: Research Insights and Practices. In: 2000. Handbook of Services Marketing & Management, Thousand Oaks, CA: SAGE Publications, Inc.</div>		
Instructional Media	Software:	Hardware:	
	Ms Office Gmeet/Zoom, GCR, VLM	Smart TV, WiFi, Laptop	
Team Teaching	<div>1. Aniesa Samira Bafadhal, SAB, MAB.</div> <div>2.</div>		
Course Requirements	Interpersonal Communication		

Week 2-	Sub-CP-MK (as the expected final capability)	Indicator	Assessment Criteria & Forms	Learning methods (Lectures / Assignments / other forms of learning)	Time (Duration)	Learning Materials / Study Materials [Library]	Assessm ent Weight (%)
1	Students are able to understand and explain the importance of complaints from tourists as consumers of tourism products and the benefits of complaint management, service quality towards tourist satisfaction and loyalty.	<ol style="list-style-type: none"> Students are able to understand the relationship between service quality and complaint management towards tourist satisfaction and loyalty. Students understand and are able to explain the meaning and elements of tourist satisfaction. Students are able to understand the concept and elements of tourist loyalty. 	<ul style="list-style-type: none"> Assessment criteria: Understanding Form of assessment: <ol style="list-style-type: none"> Non-exam basis: Class Discussion and Assignments Test basis: UTS 	<ol style="list-style-type: none"> Lecture Question and answer Structured tasks Independent assignment 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> Benefits of complaints from tourists Relationship between Service Quality, Complaint Management and Tourist Satisfaction and Loyalty Tourist Satisfaction Tourist Satisfaction Model Types of Customer Satisfaction and Dissatisfaction Traveler Loyalty [2]; [6]	5%

2	Students are able to understand and explain the types, sources and behavior of customer complaints (customer complaint behavior)	<ol style="list-style-type: none"> 1. Students are able to understand the concept of customer complaint behavior and complaint management. 2. Students understand and are able to explain the forms, sources and types of customer complaint behavior. 	<ul style="list-style-type: none"> ● Assessment criteria: Understanding ● Form of assessment: <ol style="list-style-type: none"> a. Non-exam basis: Group Presentations, Class Discussions and Assignments b. Test basis: UTS 	<ol style="list-style-type: none"> a. Lecture and Q&A b. Group presentations and class discussions 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> 1. Customer Complaint Behavior 2. Complaint Management Concept 3. Types and Sources of Customer Complaints [2]; [6]	8%
3	Students are able to understand and explain the advantages and disadvantages of complaint channels.	<ol style="list-style-type: none"> 1. Students are able to understand the classification of complaint channels 2. Students understand and are able to explain the advantages and disadvantages of each complaint channel. 	<ul style="list-style-type: none"> ● Assessment criteria: Understanding ● Form of assessment: <ol style="list-style-type: none"> a. Non-exam basis: Group Presentations, Class Discussions and 	<ol style="list-style-type: none"> a. Lecture and Q&A b. Group presentations and class discussions 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> 1. Complaint Channel Classification 2. Advantages and Disadvantages of Complaint Channel Variations 3. Complaint Channel Suitability with Customer Characteristics [2]; [6]	5%

		3. Students are able to explain the appropriate complaint channels for each customer characteristic.	Assignments b. Test basis: UTS				
	QUIZ I						
4	Students are able to understand and explain skills in complaint management.	Students are able to explain the various skills needed to carry out complaint management.	<ul style="list-style-type: none"> Assessment criteria: Understanding Form of assessment: <ol style="list-style-type: none"> Non-exam basis: Group Presentations, Class Discussions and Assignments Test basis: UTS 	<ol style="list-style-type: none"> Lecture and Q&A Group presentations and class discussions 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> Listening Skills Effective Communication Skills Problem Solving Skills Interpersonal Skills Persuasion Skills Customer Service Skills Integrity [2]; [6]	6%
5	Students are able to understand and explain complaint management procedures.	1. Students understand and are able to explain the elements and principles of	<ul style="list-style-type: none"> Assessment criteria: Understanding Form of assessment: 	<ol style="list-style-type: none"> Lecture and Q&A Group presentation 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> Elements and Principles of Complaint Management 	8%

		<p>complaint management.</p> <p>2. Students are able to understand and explain the complaint management process.</p>	<p>a. Non-exam basis: Group Presentations, Class Discussions and Assignments</p> <p>b. Test basis: UTS</p>	ns and class discussions		<p>2. Complaint Management Process</p> <p>3. Complaint Management Guidelines based on the International Organization for Standardization (ISO)</p> <p>[2]; [6]</p>	
6	Able to understand and explain the Service Dominance Logic paradigm in the tourism business	Students are able to understand the relationship between the Service Dominant Logic perspective and complaint management.	<ul style="list-style-type: none"> Assessment criteria: Understanding Form of assessment: <p>a. Non-exam basis: Group Presentations, Class Discussions and Assignments</p> <p>b. Test basis: UTS</p> 	<p>a. Lecture and Q&A</p> <p>b. Group presentations and class discussions</p>	<p>[TM:3x50']</p> <p>[BM+TT : {1+1}x{3x60'}]</p>	<p>1. Characteristics of Tourism Services</p> <p>2. Service Dominance Logic Paradigm in Tourism Business</p> <p>3. The Relationship between Service Dominance Logic and Complaint Management</p> <p>[1]; [3]; [6]; [c]; [d]</p>	8%

7	Able to understand and explain the concept of service encounter	Students understand and are able to explain service encounters as an important part of customer complaint behavior.	<ul style="list-style-type: none"> Assessment criteria: Understanding Form of assessment: <ol style="list-style-type: none"> Non-exam basis: Group Presentations, Class Discussions and Assignments Test basis: UTS 	<ol style="list-style-type: none"> Lecture and Q&A Group presentations and class discussions 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> Level of service encounter with consumers (Low-contact service, Medium-contact service and High-contact service) Characteristics of low contact and high contact systems High and Low Contact Service System [1]; [3]; [6]; [c]; [d]	8%
8	UTS						
9	Students are able to understand and explain the concept of excellent service	Students are able to understand and explain the meaning and benefits of excellent service.	<ul style="list-style-type: none"> Assessment criteria: Understanding Form of assessment: <ol style="list-style-type: none"> Non-exam basis: Group Presentations, Class Discussions and 	<ol style="list-style-type: none"> Lecture and Q&A Group presentations and class discussions 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> Definition of Excellent Service Elements and Measurement of Excellent Service [1]; [3]; [6]; [c]; [d]	10%

			Assignments b. Test basis: UTS				
10	Students are able to understand and explain the basic concepts of service quality and tourism service quality.	Students are able to understand the concept and elements of service quality and tourism service quality.	<ul style="list-style-type: none"> Assessment criteria: Understanding Form of assessment: <ol style="list-style-type: none"> Non-exam basis: Group Presentations, Class Discussions and Assignments Test basis: UTS 	<ol style="list-style-type: none"> Lecture and Q&A Group presentations and class discussions 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> Definition of Quality Understanding Service Quality Principles of Service Quality Models and Criticism of the SERVQUAL Service Quality Concept Elements and Measurement of Service Quality Understanding Tourism Service Quality Tourism Service Quality Concept Model TOURSERVQUAL Elements and Measurement of Tourism Service Quality [4]; [5]; [6]; [a]; [b]	10%
11	Students are able to understand and explain the concept and practice	Students understand and are able to explain the concept	<ul style="list-style-type: none"> Assessment criteria: Understanding 	<ol style="list-style-type: none"> Lecture and Q&A 	[TM:3x50']	<ol style="list-style-type: none"> Theme park service quality THEMEQUAL 	10%

	of tourism service quality in the field of leisure and tourism.	and elements of tourism service quality in several examples of the leisure and tourism sector.such as theme parks (theme park service quality), museums and historical sites (historical site service quality), festivals and events (festival service quality)	<ul style="list-style-type: none"> Form of assessment: <ol style="list-style-type: none"> Non-exam basis: Group Presentations, Class Discussions and Assignments Test basis: UTS 	b. Group presentations and class discussions	[BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> Museum and historical site service quality HISTOQUAL Festival and event service quality (festival service quality) FESPERV [4]; [5]; [6]	
12	Students are able to understand and explain the concept and practice of tourism service quality in the hospitality sector.	Students understand and are able to explain the concept and elements of tourism service quality in several examples of the hospitality sector.such as hotels (hotel service quality), green hotels (green lodging service quality), restaurants (dining service quality),	<ul style="list-style-type: none"> Assessment criteria: Understanding Form of assessment: <ol style="list-style-type: none"> Non-exam basis: Group Presentations, Class Discussions and Assignments 	<ol style="list-style-type: none"> Lecture and Q&A Group presentations and class discussions 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> Hotel Service Quality (HOLSERV and LODGSERV) Green lodging service quality GLSERV Restaurant Service Quality (dinning service quality) DINESERV Green Restaurant Service Quality GRSERV [4]; [5]; [6]	10%

		green restaurants (green restaurant service quality)	c. Test basis: UTS				
	QUIZ II						
13	Students are able to understand and explain the concept and practice of tourism service quality in the field of tourism transportation.	Students understand and are able to explain the concept and elements of tourism service quality in several examples of tourism transportation fields such as airlines (in-flight service quality) and railways (rail service quality).	<ul style="list-style-type: none"> Assessment criteria: Understanding Form of assessment: <ol style="list-style-type: none"> Non-exam basis: Group Presentations, Class Discussions and Assignments Test basis: UTS 	<ol style="list-style-type: none"> Lecture and Q&A Group presentations and class discussions 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> Airline Service Quality (in-flight service quality) Pre Flight Service Quality, In-Flight Service Quality, and Post Flight Service Quality Rail Service Quality (rail service quality) RAILQUAL [4]; [5]; [6]	10%
14	Students are able to understand and explain the concept and practice of tourism service quality in the field of tourism support technology.	Students understand and are able to explain the concept and elements of tourism service quality in several examples of tourism support technology fields such as mobile application service	<ul style="list-style-type: none"> Assessment criteria: Understanding Form of assessment: <ol style="list-style-type: none"> Non-exam basis: Group Presentatio 	<ol style="list-style-type: none"> Lecture and Q&A Group presentations and class discussions 	[TM:3x50'] [BM+TT : {1+1}x{3x60'}]	<ol style="list-style-type: none"> Mobile application service quality Website service quality [4]; [5]; [6]	10%

		quality and website service quality.	ns, Class Discussions and Assignments b. Test basis: UTS				
15	Students are able to understand and explain service failure, service recovery, service guarantee.	<ol style="list-style-type: none"> 1. Students are able to identify and understand service failures 2. Students are able to identify and understand service recovery 3. Students are able to identify and understand service guarantees 	<ul style="list-style-type: none"> • Assessment criteria: Understanding • Form of assessment: <ol style="list-style-type: none"> a. Non-exam basis: Group Presentations, Class Discussions and Assignments <p>b. Test basis: UTS</p>	<ol style="list-style-type: none"> a. Lecture and Q&A b. Group presentations and class discussions 	<p>[TM:3x50']</p> <p>[BM+TT : {1+1}x{3x60'}]</p>	<ol style="list-style-type: none"> 1. Service Failure 2. Service Recovery 3. Service Guarantee <p>[1]; [2]; [3]; [6]; [e]</p>	10%
16	UAS						

CPL PS Tourism

The learning outcomes of graduates (CPL) of the UB Tourism Study Program are as follows.

CPL1. Students are able to integrate nationalistic attitudes, behavioral values and ethics both in the community and work environment.

CPL2. Students are able to produce critical and innovative thinking to support business decision making in the tourism sector.

CPL3. Students are able to produce scientific studies to answer current issues in the field of tourism.

CPL4. Students are able to practice communication skills, both oral and written, effectively.

CPL5. Students are able to manage a business in the tourism sector by prioritizing entrepreneurial values.

CPL6. Students are able to implement science and technology in solving tourism problems.

ASSIGNMENT DESIGN

The assignments carried out in this lecture are in the form of Structured Assignments and Independent/Group Assignments.

- Structured lecture assignments are independent assignments, namely students submitting a written review of the results of the lecture at that meeting, and then presenting it at the next meeting.
- Independent/group assignments consist of creating individual/group papers in the form of reviews of each material, and presented in class.

Percentage of Assessment

Types of Assessment	Weight
Task	10%
Quiz	5 %
UTS	15%
Project/Case Base	50%
UAS	20%

CPL assessment and evaluation table at MK

Week to:	CPL	CPMK	Questions (Weight%)	Assessment Weight (test/non-test)	Weight (%)
1	1,2,3	1	Task 1 Essay Quiz Questions 1 (Material 1)	2.5 2.5	5
2	1,2,3	1	Task 2 Essay Quiz Questions 1 (Material 2) Mid-term exam questions (Question 1)	2.5 2.5 3	8
3	1,2,3	1	Task 3 Essay Quiz Questions 1 (Material 3)	2.5 2.5	5
	1,2,3	1	QUIZ I: material 1, material 2, and material 3		
4	1,2,3,4	2	Task 4 Mid-term exam questions (Question 2)	3 3	6

5	1,2,3,4	2	Task 5 Mid-term exam questions (Question 3)	4 4	8
6	1,2,3,4,6,	2,3,4	Task 6 Mid-term exam questions (Question 4)	4 4	8
7	1,2,3,4,6,	2,3,4	Task 6 Mid-term exam questions (Question 4)	4 4	8
8 Mid-Semester Exam (UTS): Question 1, Question 2, Question 3, and Question 4					
9	1,2,3,4	2,3,4	Task 7 Essay Quiz Questions 2 (Material 4) Final Exam Questions (Question 5)	2.5 2.5 5	10
10	1,2,3,4,6,	2,3,4	Task 8 Essay Quiz Questions 2 (Material 5)	5 5	10
	1,2,3,4,6,	2,3,4	Task 9 Essay Quiz Questions 2 (Material 6)	5 5	10
11	1,7,8	2,3,4	QUIZ 2: Material 4, Material 5, and Material 6		
12	1,2,3,4	2,3,5	Task 10 Final Exam Questions (Question 6)	5 5	10
13	1,2,3,4	2,3,5	Task 11 Final Exam Questions (Question 7)	5 5	10
14	1,2,3,4,6,	2,3,5	Task 12	5 5	10

			Final Exam Questions (Question 8)		
15					
16.	Final Semester Exam (UAS): Question 5, Question 6, Question 7, and Question 8				
Total weight (%)				100	100

DETERMINATION OF FINAL VALUE

Final Value Range (NA)	Quality Letters	Quality Score
> 80	A	4
75 < NA ≤ 80	B+	3.5
69 < NA ≤ 75	B	3
60 < NA ≤ 69	C+	2.5
55 < NA ≤ 60	C	2
50 < NA ≤ 55	D+	1.5
44 < NA ≤ 50	D	1
0 < NA ≤ 44	E	0

Assessment Weight Mapping - CPMK

Assessment	CPMK1	CPMK2	CPMK3	CPMK4	CPMK5
Quiz 1	1	0	0	0	0
Quiz 2	0	0.3	0.3	0.4	0

Task 1	1	0	0	0	0
Task 2	1	0	0	0	0
Task 3	1	0	0	0	0
Task 4	0	1	0	0	0
Task 5	0	1	0	0	0
Task 6	0	0.4	0.4	0.2	0
Task 7	0	0.2	0.3	0.5	0
Task 8	0	0.2	0.3	0.5	0
Task 9	0	0.2	0.4	0.4	0
Task 10	0	0.2	0.2	0	0.6
Task 11	0	0.2	0.2	0	0.6
Task 12	0	0.2	0.2	0	0.6
UTS1	0.4	0.3	0.3	0	0
UAS1	0	0	0.3	0.3	0.4