



# Satuan Acara Pengajaran

ECMS801023 - Metode Kuantitatif untuk Pemasaran

Pengajar

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## Minggu 1

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**Materi** Pengantar (Introduction)  
a. Penjelasan mata kuliah dan kontrak belajar  
b. Jenis Statistik Dan Multivariat: Descriptive, Inference, Parametric, Nonparametric, Multivariate Dan Jenis-Jenisnya

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**Media** Komputer, LCD

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**Referensi** BAB 1 : Joseph F. Hair, William C. Black, Barry J. Bagin, Rolph E. Anderson, and Ronald L. Tatham (2006), Multivariate Data Analysis, Sixt Edition, Prentice Hall. (Hair).

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**Aktivitas** Penjelasan mata kuliah  
Lecturing  
Tanya jawab

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## Minggu 2

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**Materi** Pola Data  
a. Jenis Distribusi Dan Sebaran Data,  
b. Central Limit Theorem,  
c. Error Type 1&2,

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**Media** Computer dan LCD

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**Referensi** BAB 2 Joseph F. Hair, William C. Black, Barry J. Bagin, Rolph E. Anderson, and Ronald L. Tatham (2006), Multivariate Data Analysis, Sixt Edition, Prentice Hall. (Hair).

BAB 5 dan 8 3. Levin, Richard I. Rubin, David S (2006). Statistic for Management, Prentice Hall. (LR)

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**Aktivitas** Lecturing  
Diskusi  
Tanya Jawab

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### Minggu 3

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**Materi** Uji Perbedaan  
a. Anova-Manova,  
b. Sign Test, Run Test, Kruskal Wallis  
c. Cross sectional dan longitudinal survey

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**Media** Computer dan LCD

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**Referensi** HAIR ( BAB 6)  
LR (BAB 14)

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**Aktivitas** Lecturing  
Diskusi  
Tanya Jawab

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### Minggu 4

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**Materi** Univariat - Korelasi  
a. Rank correlation, pearson, spearman?s,  
b. Kendall, Komolgorov Smirnov, Mc Nemar, Wilcoxon

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**Media** Computer dan LCD

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**Referensi** LR (Bab 12 & 19)

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**Aktivitas** Lecturing  
Diskusi  
Tanya jawab

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### Minggu 5

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**Materi** Factor Analysis  
a. Data reduction  
b. Exploratory factor analysis - Confirmatory factor analysis

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**Media** Computer dan LCD

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**Referensi** HAIR (Bab 3)

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**Aktivitas** Lecturing  
Diskusi  
Tanya Jawab

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## Minggu 6

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**Materi** Regression  
a. Multi-regression, quadratic,  
b. Path analysis with mediating and moderating

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**Media** Computer dan LCD

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**Referensi** HAIR (Bab 4)

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**Aktivitas** Lecturing  
Diskusi  
Tanya jawab

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## Minggu 7

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**Materi** Desain Eksperimen  
a. Jenis-jenis eksperiman  
b. Desain Faktorial  
c. General Linear Model

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**Media** Computer dan LCD

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**Referensi** HAIR (Bab 7)  
IGA

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**Aktivitas** Lecturing  
Diskusi  
Tanya jawab

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## Minggu 8

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**Materi** Structural Equation Modeling (1)  
a. What is SEM  
b. SEM procedure  
c. Develop model  
d. Path Model Estimate  
e. Problem and Cases

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**Media** Computer dan LCD

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**Referensi** HAIR (Bab 7)  
BYRNE  
SHW

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**Aktivitas** Lecturing  
Diskusi dan tanya jawab

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## Minggu 9

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**Materi** Structural Equation Modeling (2)  
a. Structural Model  
b. Moderating Variable  
c. Reciprocal Model  
d. Latent Variable Score  
e. Structural Model Test  
f. Goodness of Fit

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**Media** Computer dan LCD

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**Referensi** HAIR (Bab 11)  
BYRNE  
SHW

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**Aktivitas** Lecturing  
Diskusi  
Tanya jawab

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## Minggu 10

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**Materi** Discriminant Analysis & Logistic Regression

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**Media** Computer dan LCD

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**Referensi** HAIR (Bab 5)

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**Aktivitas**    Lecturing  
                  Diskusi  
                  Tanya jawab

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## Minggu 11

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**Materi**        Cluster Analysis

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**Media**        Computer dan LCD

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**Referensi**    HAIR (Bab 8)

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**Aktivitas**    Lecturing  
                  Diskusi  
                  Tanya jawab

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## Minggu 12

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**Materi**        Perceptual Mapping  
                  a. Multidimensional Scaling (MDS)  
                  b. Correspondence Analysis (CA)  
                  c. Biplot analysis

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**Media**        Computer dan LCD

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**Referensi**    HAIR (Bab 9)

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**Aktivitas**    Lecturing  
                  Diskusi  
                  Tanya jawab

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## Minggu 13

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**Materi**        Praktek 1

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**Media**        Computer dan LCD

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**Referensi**    SPSS Guide Book  
                  Lisrel Guide Book

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**Aktivitas**    Praktikum  
                  Diskusi  
                  Tanya jawab

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## Minggu 14

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**Materi**      Praktek 2

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**Media**        Computer dan LCD

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**Referensi**    SPSS Guide Book  
Lisrel Guide Book

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**Aktivitas**    Praktikum  
Diskusi  
Tanya Jawab

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