DAFTAR SINGKATAN

AHP – Analytic Hierarchy Process

AI – Artificial Intelligence

BSC – Balanced Scorecard

CAGR – Compound Annual Growth Rate

CRM – Customer Relationship Management

ERP – Enterprise Resource Planning

G-AHP – Grey-Analytic Hierarchy Process

HR – Human Resources

IDC – International Data Corporation

IE – Internal-External Matrix

IFE – Internal Factor Evaluation

IoT – Internet of Things

IT – Information Technology

KPI – Key Performance Indicator

MCDM – Multi-Criteria Decision Making

PESTEL – Political, Economic, Social, Technological, Environmental, and Legal

QSPM – Quantitative Strategic Planning Matrix

ROA – Return on Assets

ROI – Return on Investment

SBU – Strategic Business Unit

SCM – Supply Chain Management

SIM – Strategy Interaction Model

SWOT – Strengths, Weaknesses, Opportunities, and Threats

TOWS – Threats, Opportunities, Weaknesses, Strengths

UX – User Experience