

DAFTAR SINGKATAN

Singkatan	Nama	Halaman pertama digunakan
AHP	<i>Analytical Hierarchy Process</i>	14
AI	<i>Artificial Intelligence</i>	20
B2B	<i>Business to Business</i>	4
B2C	<i>Business to Consumer</i>	4
BIHD	<i>Buy In-Store Home Delivery</i>	55
BNPL	<i>Buy Now, Pay Later</i>	54
BOCP	<i>Buy Online Curbside Pickup</i>	55
BOPI	<i>Buy Online Pick-Up In-Store</i>	55
CAGR	<i>Compound Annual Growth Rate</i>	3
CI	<i>Consistency Index</i>	28
COD	<i>Cash on Delivery</i>	76
CR	<i>Consistency Ratio</i>	28
CRM	<i>Customer Relationship Management</i>	100
FAQ	<i>Frequently Asked Questions</i>	34
IMC	<i>Integrated Marketing Communication</i>	18
KPI	<i>Key Performance Indicator</i>	25
MDS	<i>Multidimensional Scaling</i>	29
PDB	Produk Domestik Bruto	1
Q&A	<i>Question and Answer</i>	11
RI	<i>Random Index</i>	28
SEO	<i>Search Engine Optimization</i>	21
SMM	Social Media Marketing	2
SMS	<i>Short Message Service</i>	53
UI	<i>User Interface</i>	98
UMKM	Usaha Mikro, Kecil, dan Menengah	1
USD	<i>United States Dollar</i>	3
UX	<i>User Experience</i>	98
VoC	<i>Voice of Customer</i>	11