# LAPORAN WEB SITE DATA
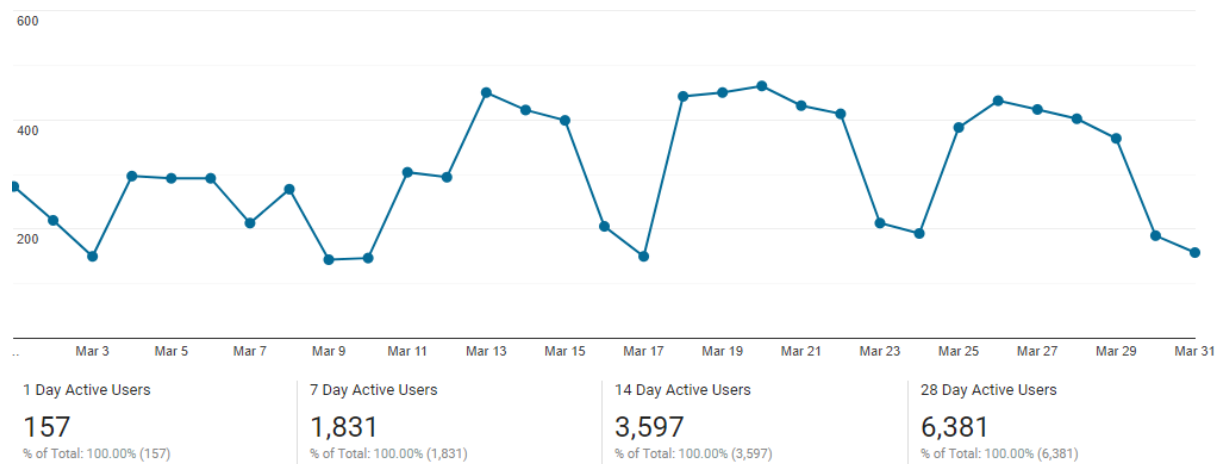
# GOOGLE ANALYTICS dan SERVER

**BANK SULSELBAR MARET 2019**

# Active User (Pengguna Aktif) Maret 2019



| 1 Day Active Users | 7 Day Active Users | 14 Day Active Users | 28 Day Active Users |
|---|---|---|---|
| 157 | 1,831 | 3,597 | 6,381 |
| % of Total: 100.00% (157) | % of Total: 100.00% (1,831) | % of Total: 100.00% (3,597) | % of Total: 100.00% (6,381) |

# Dimensi Pengunjung Maret 2019

| User Type | Acquisition | | | Behavior | | |
|---|---|---|---|---|---|---|
| | Users ↓ | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration |
| | 6,856 % of Total: 100.00% (6,856) | 6,020 % of Total: 100.07% (6,016) | 12,188 % of Total: 100.00% (12,188) | 65.08% Avg for View: 65.08% (0.00%) | 2.32 Avg for View: 2.32 (0.00%) | 00:02:23 Avg for View: 00:02:23 (0.00%) |
| 1. New Visitor | 6,016 (74.98%) | 6,020 (100.00%) | 6,020 (49.39%) | 63.50% | 2.39 | 00:02:01 |
| 2. Returning Visitor | 2,008 (25.02%) | 0 (0.00%) | 6,168 (50.61%) | 66.62% | 2.26 | 00:02:44 |

# Demografi Lokasi Pengguna Aktif Maret 2019

| City | Acquisition | | | Behavior | | |
|---|---|---|---|---|---|---|
| | Users ↓ | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration |
| | 6,587<br>% of Total:<br>96.08% (6,856) | 5,749<br>% of Total:<br>95.56% (6,016) | 11,862<br>% of Total:<br>97.33% (12,188) | 64.71%<br>Avg for View:<br>65.08%<br>(-0.57%) | 2.34<br>Avg for View:<br>2.32<br>(0.65%) | 00:02:24<br>Avg for View:<br>00:02:23<br>(1.23%) |
| 1. Makassar | 3,916 (58.08%) | 3,349 (58.25%) | 8,051 (67.87%) | 68.45% | 2.20 | 00:02:21 |
| 2. Surabaya | 1,101 (16.33%) | 943 (16.40%) | 1,480 (12.48%) | 61.15% | 2.47 | 00:02:34 |
| 3. Jakarta | 735 (10.90%) | 620 (10.78%) | 1,052 (8.87%) | 52.66% | 2.39 | 00:01:54 |
| 4. Palu | 355 (5.26%) | 284 (4.94%) | 456 (3.84%) | 48.25% | 3.63 | 00:03:41 |
| 5. Medan | 95 (1.41%) | 91 (1.58%) | 103 (0.87%) | 75.73% | 1.76 | 00:01:20 |
| 6. Bandung | 77 (1.14%) | 66 (1.15%) | 103 (0.87%) | 57.28% | 2.38 | 00:02:54 |
| 7. (not set) | 47 (0.70%) | 39 (0.68%) | 58 (0.49%) | 53.45% | 3.74 | 00:03:43 |
| 8. Palembang | 44 (0.65%) | 36 (0.63%) | 63 (0.53%) | 63.49% | 6.52 | 00:07:30 |
| 9. Depok | 29 (0.43%) | 26 (0.45%) | 33 (0.28%) | 63.64% | 2.55 | 00:02:11 |
| 10. Surakarta | 24 (0.36%) | 22 (0.38%) | 25 (0.21%) | 68.00% | 2.04 | 00:03:33 |

*) Data diambil 10 kota terbesar

# Perangkat Pengguna Akses Bank Sulselbar Maret 2019

| Device Category | Acquisition | | | Behavior | | |
|---|---|---|---|---|---|---|
| | Users ↓ | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration |
| | 6,856<br>% of Total:<br>100.00% (6,856) | 6,020<br>% of Total:<br>100.07% (6,016) | 12,188<br>% of Total:<br>100.00% (12,188) | 65.08%<br>Avg for View:<br>65.08%<br>(0.00%) | 2.32<br>Avg for View:<br>2.32<br>(0.00%) | 00:02:23<br>Avg for View:<br>00:02:23<br>(0.00%) |
| 1. mobile | 4,985 (72.81%) | 4,424 (73.49%) | 8,258 (67.76%) | 65.90% | 2.30 | 00:02:13 |
| 2. desktop | 1,815 (26.51%) | 1,553 (25.80%) | 3,859 (31.66%) | 63.59% | 2.31 | 00:02:40 |
| 3. tablet | 47 (0.69%) | 43 (0.71%) | 71 (0.58%) | 50.70% | 5.11 | 00:05:12 |

# Sumber Akses Pengguna Maret 2019

| Default Channel Grouping | Acquisition | | | Behavior | | |
|---|---|---|---|---|---|---|
| | Users ↓ | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration |
| | 6,856<br>% of Total: 100.00% (6,856) | 6,020<br>% of Total: 100.07% (6,016) | 12,188<br>% of Total: 100.00% (12,188) | 65.08%<br>Avg for View: 65.08% (0.00%) | 2.32<br>Avg for View: 2.32 (0.00%) | 00:02:23<br>Avg for View: 00:02:23 (0.00%) |
| 1. Organic Search | 5,096 (73.07%) | 4,381 (72.77%) | 7,186 (58.96%) | 56.14% | 2.77 | 00:02:36 |
| 2. Direct | 1,103 (15.82%) | 998 (16.58%) | 1,556 (12.77%) | 63.69% | 2.34 | 00:02:10 |
| 3. Referral | 728 (10.44%) | 598 (9.93%) | 3,392 (27.83%) | 84.55% | 1.38 | 00:02:02 |
| 4. Social | 47 (0.67%) | 43 (0.71%) | 54 (0.44%) | 72.22% | 2.22 | 00:01:01 |

| Source / Medium | Acquisition | | | Behavior | | |
|---|---|---|---|---|---|---|
| | Users ↓ | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration |
| | 6,856<br>% of Total: 100.00% (6,856) | 6,020<br>% of Total: 100.07% (6,016) | 12,188<br>% of Total: 100.00% (12,188) | 65.08%<br>Avg for View: 65.08% (0.00%) | 2.32<br>Avg for View: 2.32 (0.00%) | 00:02:23<br>Avg for View: 00:02:23 (0.00%) |
| 1. google / organic | 5,019 (71.76%) | 4,305 (71.51%) | 7,078 (58.07%) | 56.09% | 2.77 | 00:02:36 |
| 2. (direct) / (none) | 1,103 (15.77%) | 998 (16.58%) | 1,556 (12.77%) | 63.69% | 2.34 | 00:02:10 |
| 3. hotspotbssb.com / referral | 582 (8.32%) | 512 (8.50%) | 3,119 (25.59%) | 87.30% | 1.26 | 00:01:54 |
| 4. bing / organic | 52 (0.74%) | 46 (0.76%) | 64 (0.53%) | 60.94% | 2.56 | 00:01:39 |
| 5. yahoo / organic | 29 (0.41%) | 27 (0.45%) | 32 (0.26%) | 59.38% | 2.16 | 00:01:54 |
| 6. id.search.yahoo.com / referral | 25 (0.36%) | 19 (0.32%) | 59 (0.48%) | 25.42% | 4.88 | 00:10:11 |
| 7. kabarnusantaranews.com / referral | 25 (0.36%) | 6 (0.10%) | 29 (0.24%) | 51.72% | 2.34 | 00:00:19 |
| 8. facebook.com / referral | 24 (0.34%) | 24 (0.40%) | 24 (0.20%) | 87.50% | 1.46 | 00:00:10 |
| 9. sulselsatu.com / referral | 22 (0.31%) | 19 (0.32%) | 24 (0.20%) | 91.67% | 1.12 | 00:00:46 |
| 10. 12.12.0.1 / referral | 9 (0.13%) | 0 (0.00%) | 59 (0.48%) | 74.58% | 1.42 | 00:02:19 |