LAPORAN WEB SITE DATA

GOOGLE ANALYTICS dan SERVER

BANK SULSELBAR SEPTEMBER 2019

Active User (Pengguna Aktif) September 2019

1 Day Active Users	7 Day Active Users	14 Day Active Users	28 Day Active Users
117	1,705	3,801	7,994
% of Total: 100.00% (117)	% of Total: 100.00% (1,705)	% of Total: 100.00% (3,801)	% of Total: 100.00% (7,994)

Dimensi Pengunjung September 2019

User Type	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	7,586 % of Total: 100.00% (7,586)	6,258 % of Total: 100.06% (6,254)	11,498 % of Total: 100.00% (11,498)	66.24% Avg for View: 66.24% (0.00%)	2.31 Avg for View: 2.31 (0.00%)	00:02:00 Avg for View: 00:02:00 (0.00%)
1. New Visitor	6,248 (72.63%)	6,258 (100.00%)	6,258 (54.43%)	66.55%	2.28	00:01:52
2. Returning Visitor	2,355 (27.37%)	0 (0.00%)	5,240 (45.57%)	65.86%	2.34	00:02:10

Demografi Lokasi Pengguna Aktif September 2019

City	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	7,263 % of Total: 95.74% (7,586)	5,952 % of Total: 95.17% (6,254)	11,136 % of Total: 96.85% (11,498)	65.64% Avg for View: 66.24% (-0.90%)	2.33 Avg for View: 2.31 (0.88%)	00:02:02 Avg for View: 00:02:00 (1.56%)
1. Makassar	4,176 (55.77%)	3,201 (53.78%)	6,825 (61.29%)	67.14%	2.29	00:01:56
2. Surabaya	1,299 (17.35%)	1,069 (17.96%)	1,705 (15.31%)	64.57%	2.33	00:02:20
3. Jakarta	930 (12.42%)	794 (13.34%)	1,244 (11.17%)	61.25%	2.30	00:02:01
4. Palu	447 (5.97%)	345 (5.80%)	588 (5.28%)	58.33%	2.96	00:02:35
5. Bandung	76 (1.01%)	59 (0.99%)	93 (0.84%)	60.22%	2.19	00:01:46
6. Medan	51 (0.68%)	48 (0.81%)	53 (0.48%)	86.79%	1.43	00:00:29
7. Bekasi	39 (0.52%)	31 (0.52%)	49 (0.44%)	69.39%	2.29	00:01:46
8. Denpasar	37 (0.49%)	32 (0.54%)	75 (0.67%)	76.00%	1.79	00:01:57
9. Palembang	31 (0.41%)	29 (0.49%)	31 (0.28%)	64.52%	2.29	00:01:38
10. (not set)	28 (0.37%)	19 (0.32%)	33 (0.30%)	57.58%	3.48	00:02:39

*) Data diambil 10 kota terbesar

Perangkat Pengguna Akses Bank Sulselbar September 2019

Device Category	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	7,586 % of Total: 100.00% (7,586)	6,258 % of Total: 100.06% (6,254)	11,498 % of Total: 100.00% (11,498)	66.24% Avg for View: 66.24% (0.00%)	2.31 Avg for View: 2.31 (0.00%)	00:02:00 Avg for View: 00:02:00 (0.00%)
1. mobile	5,669 (74.79%)	4,715 (75.34%)	8,298 (72.17%)	66.85%	2.29	00:01:58
2. desktop	1,860 (24.54%)	1,495 (23.89%)	3,137 (27.28%)	64.68%	2.36	00:02:06
3. tablet	51 (0.67%)	48 (0.77%)	63 (0.55%)	63.49%	1.83	00:01:25

Sumber Akses Pengguna September 2019

Default Channel Grouping	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	7,586 % of Total: 100.00% (7,586)	6,258 % of Total: 100.06% (6,254)	11,498 % of Total: 100.00% (11,498)	66.24% Avg for View: 66.24% (0.00%)	2.31 Avg for View: 2.31 (0.00%)	00:02:00 Avg for View: 00:02:00 (0.00%)
1. Organic Search	6,013 (78.32%)	5,048 (80.66%)	8,359 (72.70%)	61.74%	2.54	00:02:18
2. Direct	855 (11.14%)	759 (12.13%)	1,190 (10.35%)	67.14%	2.13	00:01:49
3. Referral	759 (9.89%)	404 (6.46%)	1,894 (16.47%)	85.16%	1.38	00:00:53
4. Social	49 (0.64%)	47 (0.75%)	54 (0.47%)	79.63%	1.61	00:00:09
5. (Other)	1 (0.01%)	0 (0.00%)	1 (0.01%)	0.00%	3.00	00:01:11

Source / Medium	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	7,586 % of Total: 100.00% (7,586)	6,258 % of Total: 100.06% (6,254)	11,499 % of Total: 100.01% (11,498)	66.24% Avg for View: 66.24% (0.00%)	2.31 Avg for View: 2.31 (0.00%)	00:02:00 Avg for View: 00:02:00 (-0.01%)
1. google / organic	5,959 (77.52%)	5,001 (79.91%)	8,295 (72.14%)	61.74%	2.55	00:02:18
2. (direct) / (none)	855 (11.12%)	759 (12.13%)	1,190 (10.35%)	67.14%	2.13	00:01:49
3. hotspotbssb.com / referral	475 (6.18%)	207 (3.31%)	1,350 (11.74%)	88.96%	1.25	00:00:52
4. research.net / referral	61 (0.79%)	26 (0.42%)	195 (1.70%)	88.72%	1.30	00:00:25
5. ppm-rekrutmen.com / referral	55 (0.72%)	29 (0.46%)	80 (0.70%)	52.50%	2.80	00:02:15
6. sulselsatu.com / referral	51 (0.66%)	45 (0.72%)	61 (0.53%)	75.41%	1.39	00:00:32
7. bing / organic	36 (0.47%)	32 (0.51%)	45 (0.39%)	66.67%	2.22	00:01:42
8. facebook.com / referral	35 (0.46%)	35 (0.56%)	35 (0.30%)	100.00%	1.00	00:00:00
9. kabarnusantaranews.com / referral	24 (0.31%)	23 (0.37%)	26 (0.23%)	76.92%	1.42	00:00:26
10. id.search.yahoo.com / referral	18 (0.23%)	13 (0.21%)	22 (0.19%)	50.00%	2.18	00:00:51

Data Rekap Upload Berita – Bank Sulselbar

September 2019

No.	Tanggal	Judul Berita	View
1	2 September 2019	Taufan Lepas Peserta Jalan Santai di Tonrangeng River Side	47
2	2 September 2019	Bantaeng Mulai Terapkan Aplikasi M-Pos, Bisa Cegah Kebocoran PAD	61
3	2 September 2019	Bapenda Mamuju Siapkan Jurus Baru Tingkatkan PAD, Bank Sulselbar Siap Mendukung	79
4	3 September 2019	Bank Sulselbar Bagikan 90 Hadiah ke Nasabah di Sulbar, Ada Empat Paket Umroh	60
5	3 September 2019	Ini Empat Nasabah Bank Sulselbar Pemenang Paket Umroh Pengundian Periode II di Sulbar	95
6	3 September 2019	13 Sekolah di Lutim Jadi Pilot Project Implementasi SiBos	85
7	3 September 2019	Mudahkan Kerja Bendahara Desa, Bank Sulselbar Malili Buatkan Rekening	69
8	5 September 2019	Bapenda Wajo Launching Alat Transaksi Online MPOS	55
9	5 September 2019	Bank Sulselbar Bone Serahkan Alat Perekam Pajak Online	62
10	5 September 2019	Terapkan Pajak On Line, Pemkab Toraja Utara Pasang Alat Mpos Di Restoran Dan Cafe	91
11	5 September 2019	Warung Terapkan Pajak Online Dipasangi Banner KPK	55
12	6 September 2019	Pertumbuhan Tabungan Bank Sulselbar Naik 42,7 Persen Berkat Double Untung	31
13	6 September 2019	Nasabah Cabang Palopo Bawa Pulang Mobil Grand Prize Double Untung Bank Sulselbar	87
14	6 September 2019	Juara Liga Pelajar U-14, PS Bank Sulselbar Menuju Putaran Nasional	61
15	6 September 2019	Genjot Pengembangan Desa Wisata, Disparbud Sinjai Benchmark Ke Bali	64
16	6 September 2019	Sosok Direktur Umum Bank Sulselbar Peraih Kabar Makassar Award 2019	124
17	9 September 2019	Bank SulSelbar Cabang Sinjai Berikan Pelayanan Kesehatan Gratis Kepada Nasabahnya	66
18	9 September 2019	Tekuk Persibo Bone, Bank Sulselbar Puncak Klasemen Grup B Liga 3 Sulsel	297
19	9 September 2019	KINERJA BANK SULSELBAR : Masa Depan Ada di Digital Banking	70
20	9 September 2019	Bank Sulselbar Targetkan Dividen Rp112 Miliar	59
21	10 September 2019	Pengisian Jabatan Dirut Bank Sulselbar Tunggu Keputusan RUPS	124
22	10 September 2019	UPT. Dinas Kesehatan Takalar, Terima 1 Unit Mobil Ambulance Bantuan Bank SulSelbar Cabang Takalar	88
23	11 September 2019	OJK Masih Kaji Status Devisa Bank Sulselbar	80
24	11 September 2019	90 Alat Perekam Transaksi Online di Gowa Siap Dipasang	120
25	12 September 2019	Puluhan Pedagang di Parepare Ikut Program Sekolah Pasar	47
26	13 September 2019	Disdag Sulsel dan OJK Bekali Pelaku UMKM Target Ekspor	54
27	16 September 2019	Peringati HUT ke-53, Kohati Enrekang Gelar Donor Darah dan Senam Bersama	40
28	16 September 2019	Program KPK Ihwal Optimalisasi PAD di Makassar Dinilai Berhasil	32
29	16 September 2019	Bapenda Makassar Imbau Warga Bayar Pajak PBB Tepat Waktu	58

30	16 September 2019	Bupati Lutim Resmikan Kantin Sehat SDN 238 Mallaulu	37
31	17 September 2019	BPD Genjot Kredit Konsumer untuk Kejar Target	26
32	17 September 2019	Bank Sulselbar Kampiun Basket Ball Competition Toyota Kalla 2019	35
33	17 September 2019	Nasabah Bank Sulselbar Palopo Terima Mobil Hadiah Utama Program Double Untung	59
34	17 September 2019	Bupati Sinjai Pantau MPOS di Salah Satu Warung di Sinjai	60
35	18 September 2019	Bank Sulselbar Serahkan Bantuan Mobil Ambulance Kepada PMI Cab. Selayar	51
36	18 September 2019	Bank Sulselbar kucurkan kredit Rp 16.08 triliun di Semester I 2019	63
37	23 September 2019	Catat Performa Positif, Bank Sulselbar Raih Penghargaan di BIFA Award 2019	40
38	23 September 2019	Bank Sulselbar Dinobatkan Jadi BPD Berkinerja Paling Moncer Se-Nusantara	53
39	23 September 2019	Realisasi Pajak PBB-P2 di Makassar Meningkat Rp2 Miliar	49
40	23 September 2019	Bank Sulselbar Menargetkan Jadi Bank Devisa Pada Akhir Tahun	61
41	25 September 2019	Pajak Kendaraan Bisa Dicicil di Bank Sulselbar	41