1. **TUJUAN ANALISIS**

Analisis Loyalitas Pelanggan Berdasarkan Efisiensi Promosi, Kualitas Layanan Pelanggan dan Kinerja Penjualan Pada Produk SIPSTER Periode Q1 2025.

1. **REVIEW KPI & RUMUS**

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| **Pilar** | **KPI (Prioritas)** |
| Loyalitas | Repeat Order Rate, Subscription Rate, Subscription Revenue Share |
| Promosi | Diskon Share, Ongkir Share, Net Margin Rate |
| Kepuasan | Complaint Rate, Review Rate |
| Channel | Total Revenue per Channel, Channel Share |

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| **KPI** | **Rumus** | **Status & Catatan** |
| **Repeat Order Rate** | Jumlah repeat order / jumlah pesanan × 100% | > 25% |
| **Subscription Rate** | Jumlah pelanggan subscription / total pelanggan × 100% | 40% |
| Pendapatan dari pelanggan subscription / total pendapatan × 100% |
| **Subscription Revenue Share** | Pendapatan dari pelanggan subscription / total pendapatan × 100% |
| **Customer Tenure** | Tanggal analisis - Join date | analisis pelanggan lama-baru |
| **Diskon Effectiveness** | Total diskon / total harga jual × 100% | < 20% |
| **Biaya Ongkir Effectiveness** | Total biaya pengiriman / total belanja × 100% | <10% |
| **Net Revenue Share** | Net revenue / Gross revenue × 100% | >75% |
| **Complaint Rate** | Jumlah complaint / jumlah pesanan × 100% | < 5% |
| **Review Rate** | Jumlah rating / jumlah pesanan × 100% | >25% |
| **Total Revenue per Channel** | Agregasi net\_revenue by channel | Evaluasi performa masing-masing |
| **Channel Share** | Revenue per channel / total revenue × 100% | Website ≥ 30%, GoFood ≥ 20%, Gym ≥ 10% |
| **Repeat Order Rate** | Repeat / Total Order × 100% | > 25% |
| **Subscription Rate** | Subscription Customer / Total Customer × 100% | > 30% |
| **Subscription Revenue Share** | Revenue dari Subs / Total Revenue × 100% | > 35% |
| **Diskon Share** | Diskon / Gross Revenue × 100% | < 20% |
| **Ongkir Share** | Ongkir / Gross Revenue × 100% | < 10% |
| **Net Margin Rate** | Net Revenue / Gross Revenue × 100% | > 75% |
| **Complaint Rate** | Complaint / Order × 100% | < 5% |
| **Review Rate** | Rating / Order × 100% | > 25% |
| **Channel Revenue Share** | Channel Revenue / Total Revenue × 100% | Perbandingan Channel |