

DAFTAR SINGKATAN

Singkatan	Nama	Pemakaian Pertama Kali Pada Halaman
AHP	<i>Analytical Hierarchy Process</i>	20
CI	<i>Consistency Index</i>	30
CR	<i>Competitive Ratio</i>	30
KPI	<i>Key Performance Indicator</i>	26
PPC	<i>Pay-Per-Clicks</i>	76
RI	<i>Random Index</i>	30
4P	<i>Price, Promotion, Place, dan Product</i>	23
7P	<i>Price, Promotion, Place, Product, People, Physical Evidence, dan Process</i>	23