ABSTRACT

Indonesia is a country with 269.54 million populations, 63.5% or 171.17 million of the total population are active internet users which predicted to continue to increase in the following years (APJII, 2018). This increases competition in the business sector to keep innovating follows the times. One company that innovates with internet technology is Elzatta that uses websites to promote their products and describe their companies. To help understand what visitors want, websites need a tool to see statistics from visitors, the tools is Google Analytics.

The purpose of this study was to determine the statistical results of the Elzatta's website analysis using Google Analytics. This type of research is descriptive with a qualitative approach using observation data collection techniques at Elzatta's office and secondary data from Elzatta's Google Analytics.

The results of the study showed that Elzatta's visitors on January 1 2020 - June 30 2020 totaled 187,163 visitors and increasing every month, the average visitor is female aged 18 years to 34 years came from Indonesia, especially Jakarta, Surabaya and Bandung, most accessed by mobile. phone via browser or social media Facebook and Instagram. High bounce rate, 51.48%, which means 96,351 visitor sessions failed. And finally Elzatta's goals: place an order shows there are 1,226 orders with a quantity of 2,934 products on January 1, 2020 - June 30, 2020.

Keywords: Elzatta, Google Analytics, Website