

Content website of small and medium enterprises

E Satria*

Department of Informatics, Sekolah Tinggi Teknologi Garut, Jl. Mayor Syamsu no 1, Garut, 44151, Indonesia

*erisatria@sttgarut.ac.id

Abstract. Aim this paper to describe content website of small and medium enterprises (SME). The method used is descriptive statistics using contingency tables and graph. The sample is selected purposively consisting 32 websites. The research results show that content, layout, customer care, search engine, responsive and language are the important things. Generally, the content website of SME already has a minimum standard. The role of policy-makers is required to help business people to have professional staff in information systems for good website management.

1. Introduction

Small and Medium Enterprises (SME) has a significant role in the economy of a country, such as Indonesia [1]. SME actors these days still use the traditional way of transaction frequently. But, as the technology and information are growing in Indonesian, the number of businessmen using e-commerce kept increasing from 700 to 1.7 millions in 2016 [2]. The data of economic census of *Badan Pusat Statistik* (Central Bureau of Statistics) in 2016 showed that in the last ten years, the number of online businessmen had reached 26.2 million, making Indonesia as a country with the highest e-commerce growth in the world [3]. Indeed, the fact becomes a challenge for technology and information provider to facilitate the needs of businessmen on the internet.

Web content is the textual, visual, or aural content that is encountered as part of the user experience on websites. It consists of text, images, sounds, videos, and animations [4]. The website is an area of cyberspace that can be used for a variety of things [5], including for business. In this digitalized era, the attachment and interaction between businessmen and consumers can occur in a website [6]. A good website can, of course, provide us with various necessities of the consumers in attractive and also reliable ways. The change in consumers' way of transacting to become online transaction is highly influenced by the consumers' cognitive side [7] and the consumers' trust which is established by the businessmen [8] [9]. The consumers' loyalty will be established by the time that the trust has been gained. The website providing complete information and having a good interface will be the bargaining power of the consumers in terms of amenities, safety, trust, and consumers' loyalty [10]. The difference of this paper with the above mentioned is in terms of methods, content and coverage of more problems into SME. The purpose of this research is to explore the contents website, especially for the SME actors. With a specific serving of SME website corresponding to the business, it is expected to boost the consumers' trust in the online transaction and to improve the work of the SME.



2. Methodology

This research uses the descriptive statistics methods [11]. The description is given in the forms of cross-section table [12] [13] and graph [14]. The samples are chosen based on non-probability sampling [15] using the purposive technique sampling [16] [17]. The samples consist of 32 units of SME actors. SME is categorized into several business areas, i.e. culinary/food, convection/garment/ accessories, services, agriculture, computer/electronics, mine/ energy, and construction. The exploration of the website's contents adopts the human-computer interaction in web design [18]. The description of the SME website's content in this research is divided into 8 observation aspects: layout, font, white space, color and the quality of the graphics, navigation and searching tools, customer care, additional tools and the language used.

3. Result and discussion

3.1. Result

First; the layout of a website considers the layout of designing elements which make it easier for users to get the information. The hierarchy and the balance of the layout have to be considered as a whole. The findings of SME website layout on the home page is shown in table 1, mostly attach the company logo, identity, and header. This is very important to show the image of the company on the homepage.

Table 1. The layout of the website's homepage.

Criteria(s)	yes	No
The availability of the company's logo	84.4%	15.6%
The company's identity	84.4%	15.6%
The use of header	87.5%	12.5%

Next, the setting of the SME website's main post is shown on figure 1a, dominated more by the center alignment than the left or right alignment. The placement of menu/sidebar is mostly on the top of the page (figure 1b), while for the responsiveness of the operation in the android operating system mostly have to adopt the use on the phone and tablet (figure 1c). The layout of columns is characterized by the business theme, for the use of columns 1 and 2 used by SME which shows more text information, such as construction, agriculture and service, while the use of columns 3, 4 and after 4 is used by the website showing the pictures of the products of the company, such as culinary/food, convection/garment/accessories and computer/phone/electronics (figure 1d).

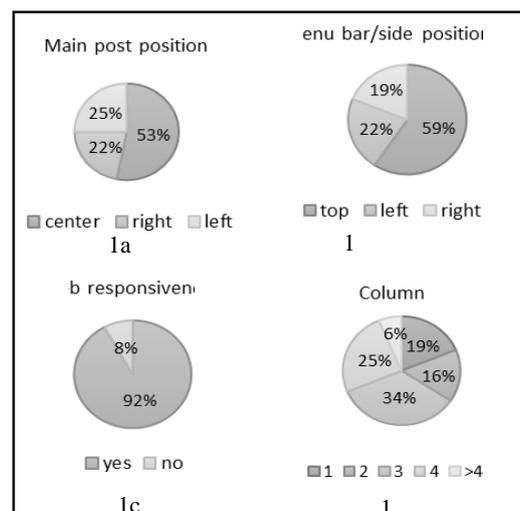


Figure 1. SME website layout based on main post, menu, responsiveness, columns.

Second; the use of fonts are categorized by the types, colors, and variety. Font on the SME body text, it is known that 78.1% serif, 15.6% sans serif and 6.3% script or decorative. Furthermore, the choice of the font color on the body text are diverse, the use of black color on the SME website is 46.9%, while the others use other colors. The fonts choice on the SME website puts forward the formality, using the black color which makes it easier for the users in getting information, while there are just a few SME websites which choose script/decorative types of fonts with the combination of colors for an artistic purpose.

Third; the availability of white space on the picture and paragraph (figure 2). White space helps the users in data organizing, work as space which divides one element with another. The website is a space containing various information, so that the information can be managed well by the users, space works as a pause. About 82% of SME website uses white space on the picture layout, and 94% on the paragraph layout. This makes the users to be focused more on getting the important information.

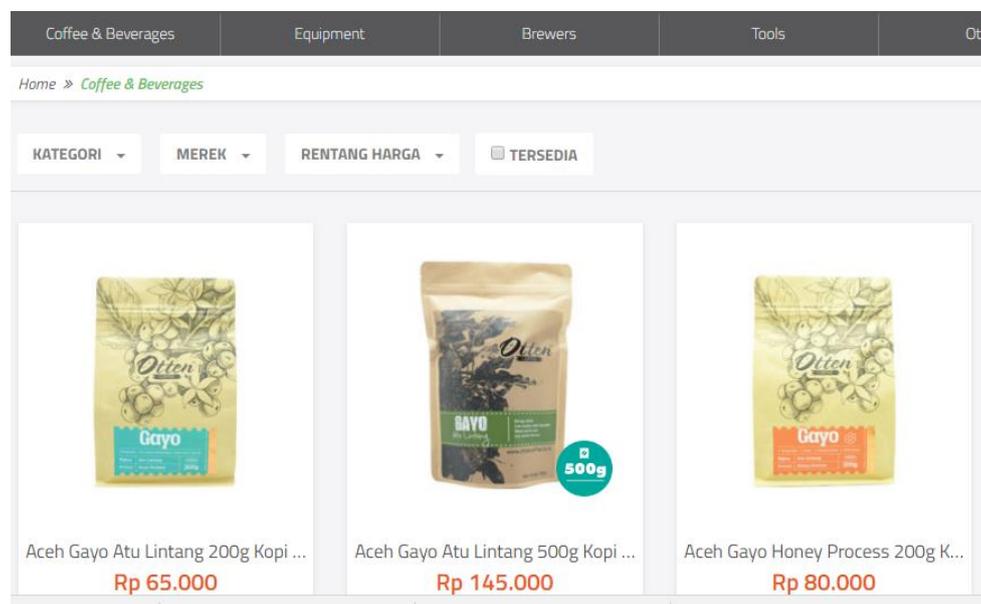


Figure 2. Screen capture on white space layout of picture and paragraph.

Fourth; color and quality of graphics. The choice of color is distinguished on the background, theme, and the shade. SME website's background is dominated by 87.5% bright color and the rest is dark. As for the choice of the theme color, it is more various; 18.8% dark, 15.6% red, and the others with less portion with the choice of colors are green, grey, blue, pink, etc. Meanwhile, the use of shade is dominated by the combination of shades (62.5%) more than gradation shade (37.5%). Furthermore, on the quality of image/graphic on SME website, 93% uses images or animations/videos with good quality. It shows that the SME website is more dynamic in the choice of colors and use good quality pictures to support their businesses.

Fifth; navigation and search. Navigation is a guide that makes it easier for the users in searching the categories of contents or any products that they want. Navigation is aimed at archiving, data storage, and data finding systems purposes. The navigation system is divided into 2: linear and hamburger. Figure 3 shows that the use of linear is more favored than hamburger.



Figure 3. The navigation layout.

The availability of searching tools become a very important thing, SME websites uses 3 types of tools: square, symbols, and the combination of two (figure 4). The placement of searching tool is generally on the top of the website, but some of them are placed on the sidebar. The function of search on SME websites is necessary, especially those showing the products with various kinds.

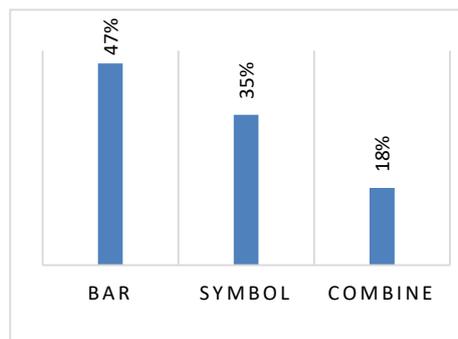


Figure 4. The proportion of searching types.

Sixth; customer care. It is a service feature available on the websites as a form of concern towards the consumers. This part consists of the menus of about me/us, social media links, contact us page, member login, and help. The about me/us page is used by SME websites to introduce the business profile, achievements, and also the general information on the company. Meanwhile, the availability of social media links today has become an inevitable thing in which the interaction between the company and consumers can actively happen in the social media. About 75% of SME websites attach those links. Meanwhile, the availability of contact page will influence the authority of the page to understand if it is a personal website or in possession of an organization and convince the users that a website is real and not fictitious. 91% of SME websites have a contact page. Another facility i.e. member login as a special facility provided by the SME, only about 40% have it, and the others do not provide that kind of facility. This feature is considered unnecessary, as the user's management needs more attention, this can be hard for several SME website managers.

Seventh; additional tools. This part consists of the availability of advertisements outside the organization, the availability of the financial links, the availability of shipping service links, the pages for help, terms and conditions, and testimonials (table 2). Only 18.8% of SME websites have advertisements on the website, and the rest of it doesn't. External advertisement as an additional source of income is considered irrelevant and disturbing their own product sales. The insertion of advertisements is found on SME websites whose business is non-product or service and is not affected by the advertisements of other companies.

Table 2. Additional tools on SME websites.

Criteria	Yes	No
External advertisements	18.8%	81.2%
Financial institution	31.3%	68.7%
Shipping service	15.6%	84.4%
Help	62.5%	37.5%
Terms & conditions	43.8%	56.2%
Testimonials	28.1%	71.9%

The attachment of financial institutions/banks within the website's interface is not considered important in the SME websites, only 31.3% attach the logos of financial institutions. Most SME websites show the bank accounts during the transaction, available on a special feature/menu for consumers' transaction. The same applies to the link of shipping service, but the link of shipping service will appear on the feature of product shipping. The help page becomes the most necessary feature in the additional tools, in which it is attached to 62.5% of SME websites. This is considered important to guarantee the users in getting the needed information. Meanwhile, the terms and conditions, and testimonials mostly are not attached on the SME websites, as they have put it on the about me/us page, so that it is not shown anymore (figure 5).

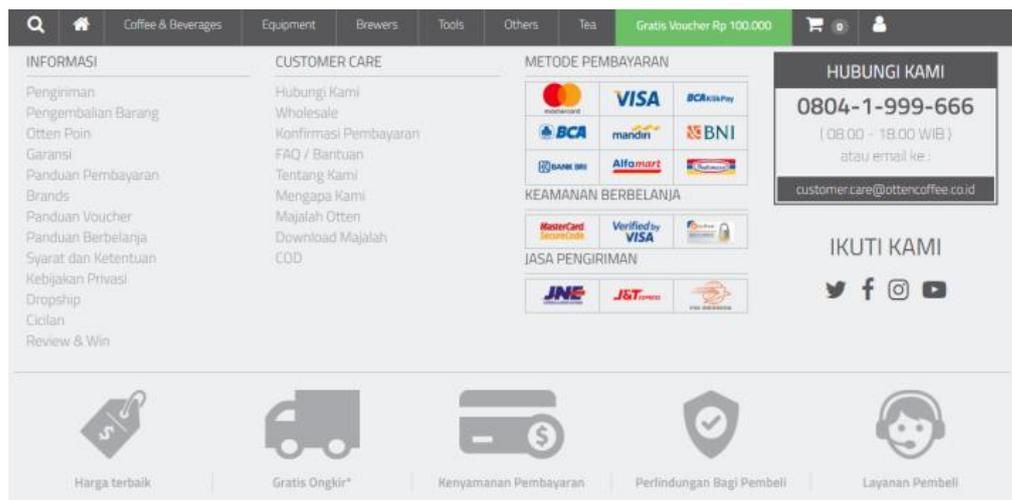


Figure 5. Screen capture of the availability of social media, shipping service, and financial institution links.

And last; language. The use of language is categorized in three: single, bilingual, and multilingual. The use of language indicates that the SME website is established for a certain market purpose. The use of one language, i.e. Bahasa Indonesia, indicates that the target of consumers is for the Indonesians. Meanwhile, the use of two or several languages, in this case, Bahasa Indonesia – English and others (figure 6), indicates that SME targets not only local consumers, but also expects the consumers globally. Generally, 91% of SME websites use one language only, and just a few that use two or several languages. It shows that the simplicity of communication on the language side has played an important role in a business transaction.



Figure 6. Screen capture on languages feature.

3.2. Discussion

The design of a high-quality website becomes one of the business strategies, especially in the online market. For SMEs to get the good results of website design, they need to pay attention to the main theme of the ongoing business. First, a business website layout which shows more information in the form of text will be different with a website layout that shows more images. The well-structured navigation system will make the users feel convenient during the browsing. Besides, the availability of search feature will help the users in finding information more quickly. The organization structure and layout gives greater effect on the users' convenience than the layout of colors and typography [19] [20]. Second, the fast-growing development of mobile technology, so that the necessities of website responsiveness on a smartphone or tablet will determine the success of a website. The screen resolution has to be able to adjust automatically, whether it's the page layout, image size, or the cropping of view proportionally [21], this has become a new standard in website serving today [22]. Finally, the use of language on a website shows market target, the understanding of languages become the key of successful transaction, the users become more attracted to the similar language used, although cross-language has become easier with the translator feature, but this doesn't mean the use of multi-language on a website as an important key to business [23].

4. Conclusion

Most business people available have already had website content that meets the minimum standard, such as the layouts, customer care, searching tools, responsiveness and the languages used.

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