ABSTRACT

By providing the technological infrastructure, small and medium-sized companies are trying to use technology to provide customer satisfaction and gain profit more. In this context, this study examines the role of website quality among small and medium enterprises. In this study, a content analysis of over 35 international studies, 27 of the key variables were identified in five main categories. The main factors were namely; quality of content, quality of service, operational efficiency, long-term, short-term operational efficiency and technical quality. In this study, the authors have reported the managerial implications of each factor to give a hand to businessmen to improve their websites.

Keyword: Content Quality, Long-Term Operational Efficiency, Service Quality, Short-Term Operational Efficiency, Technical Quality

INTRODUCTION

The increasing growth of global trade has led to accessibility of goods and services worldwide, as a result there has been changes regarding consumers demands. This phenomenon, which is called goods pluralism, has made major industries challenged to meet the needs of consumers. The challenges have paved the path for the development of small and medium enterprises. In Asian developing countries, small and medium enterprises play a vital role regarding potential contributions to employment, improved income distribution, poverty reduction, growth and development of entrepreneurship and rural economies and export their manufactured products (Tambunan, 2009, P, 23). Most companies among small and medium enterprises are really small, and about 70 to 80 percent employ fewer than 5 people. Only a small number of companies, about 1 to 4 percent have more than 100 workers (Tambunan, 2009, P, 26). On the other hand, by definition Peter et al., 2005 companies with fewer than

DOI: 10.4018/ijide.2014100105
250 workers are defined as small and medium enterprises.

In today’s world with technological advancements using novel technologies is vital for each enterprise, therefore more enterprises to enter national and international markets use novel technologies as websites. Enterprises welcoming being online and also the increasing number of websites have demonstrated the important issue known as the quality evaluation of the websites.

The quality evaluation of the websites with a variety of new technologies by the web has become a critical issue for enterprises. But, in some occasion, decision makers in electronic business provide big investments without having appropriate knowledge on the issue (Irani, 2002; Thornton and Marche, 2003) which leads to the frustration about the media (Hanafizadeh and Behboudi, 2009) and as a secondary consequence they avoid using it (Bahboudi et al., 2011). The main concern of this study is to address the above issue. The purpose of this study is to identify the factors forming quality websites as well as determining the most important factors in Iranian Web sites. The question of this paper is as follows:

What is the factor influencing the quality of electronic services of small and medium enterprises websites in Iran?

LITERATURE REVIEW

In recent decades, factors such as high costs of production and storage as well as lack of market security has made big industries to separate unnecessary units, which in turn has led to the development of small and medium size businesses. These industries could success by using new technologies and lowering the costs. Nevertheless, the development of small and medium size businesses is a big deal. One way to develop these industries is the use of information systems. Therefore, companies invest huge amounts of money on information systems hoped for gaining benefits as efficacy enhancement and operational and official costs lowering. Similarly, researchers have started studying methods for information systems evaluations to gain this goal. These studies can be classified into two: first offers methods to develop information systems evaluations (Irani, 2002; 2003; Mcaulay, 2002) and second addresses identification (DeLone and McLean, 1992).

Factors Affecting Information Systems Success

Having the knowledge of factors affecting website qualities can help enterprises to gain their goals. According to Lee and Kozar, 2006 study a high quality website can lead to higher business performance. This necessity has led researchers to investigate factors affecting website quality, accordingly, Rocha in 2011 the high structure to evaluate a worldwide quality of a website. He indicated that the quality of a website can be based on three dimensions, content quality, service quality and technical quality. This study stated that content quality evaluates attitudes such as content accuracy, content comprehensiveness, content updating, orthography content, and the syntax content. The second dimension refers to the quality of services, evaluates factors as service security, reliability, privacy, service performance, service integrity, availability, response time, time saving, empathy, fame, and personalization. According to this study, the third dimension is related to technical quality which focuses on the quality standards of software installed on the website. In this dimension factors as navigation map, search engine path, download times, browser compatibility, and accessibility are evaluated. Another study particularly relevant to this study has been conducted in 2003 (Nagi, 2003).

This researcher studied online advertising using a hierarchical analysis of site selection for paid advertisers. This study introduced options as the release rate, the rate at which a web page displays, appropriate user, the compatibility of user’s age and education with advertised goods, content quality of released content, utility and
8 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the product's webpage: www.igi-global.com/article/the-effectiveness-of-website-quality-and-sems-successful-in-iran/119464?camid=4v1

This title is available in InfoSci-Journals, InfoSci-Journal Disciplines Computer Science, Security, and Information Technology. Recommend this product to your librarian: www.igi-global.com/e-resources/library-recommendation/?id=2

Related Content

Bridging the Digital Divide by Open Source: A Theoretical Model of Best Practice
www.igi-global.com/article/bridging-digital-divide-open-source/43685?camid=4v1a

Effect of Access to Formal Market Information on Prices Received by Smallholder Farmers in Uganda
www.igi-global.com/article/effect-access-formal-market-information/46097?camid=4v1a

Diffusion of E-Learning Practice in an Educational Institution: Organizational Learning Attributes and Capabilities
Keith Thomas, Paul Lam and Annisa Ho (2012). E-Adoption and Technologies for Empowering Developing Countries: Global Advances (pp. 143-155).
www.igi-global.com/chapter/diffusion-learning-practice-educational-institution/62011?camid=4v1a
Exploring the Potential of e-CRM in SME Marketing Practice
Fiona McMahon and Aodheen O'Donnell (2011). E-Adoption and Socio-Economic Impacts: Emerging Infrastructural Effects (pp. 149-166).
www.igi-global.com/chapter/exploring-potential-crm-sme-marketing/55006?camid=4v1a