

## The Influence of Accessibility, Design, and BUMDes Website Features on the Effectiveness of BUMDes Management in Sumberpucung District

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### ABSTRACT

Good management of Village-Owned Enterprises (BUMDes) is very important to support economic growth in the region. The BUMDes website of Sumberpucung District has been developed to support the effectiveness of BUMDes management there. This study aims to explore the influence of the existence of the website in terms of accessibility, interface design, and website features on the effectiveness of BUMDes management. Research data were obtained through literature studies and filling out questionnaires from 25 research samples. The research instruments used were tested through validity and reliability tests, and the data and regression models used were tested through classical assumption tests and hypothesis tests. The results of the study showed that accessibility, interface design, and website features had a significant positive effect on the effectiveness of BUMDes management in Sumberpucung District. The three variables also had a simultaneous effect on the effectiveness of BUMDes management. The results of this study are expected to be a consideration in the management of BUMDes in Sumberpucung District in the future and provide broader insights regarding the use of information technology and organizational management.

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## **INTRODUCTION**

Village economic development is one of the important things in efforts to improve community welfare. As the smallest government unit, villages play an important role in sustainable economic development. This is supported by Law No. 6 of 2014 which states that villages are given the authority to organize, build, foster, and empower communities independently. These efforts can be realized through the formation and implementation of BUMDes. BUMDes (Village-Owned Enterprises) is a business institution managed by the government and village communities by utilizing village potential which aims to improve the village economy. The existence of BUMDes plays a strategic role in improving the village economy because it involves the active role of village communities in their buying and selling activities so that it can be used as a marketing medium for local potential and village community production (Sulaksana & Nuryanti, 2019).

BUMDes as a supporter of the village economy, requires good management so that it can function as intended. However, currently there are still several problems faced by village and sub-district officials in managing the BUMDes they have. The first problem is the lack of product branding and potential in the area because so far the branding media has only relied on the village website. The second problem is related to the lack of competent human resources and BUMDes management governance which is still not optimal. The third problem is related to the inequality in the achievement of success of the eight BUMDes units in Sumberpucung District. There are only two BUMDes that are included in the advanced BUMDes category, namely BUMDes Jati Diri and BUMDes Luhur Sejahtera. This indicator is obtained from the description of the condition of BUMDes that is published to the public and the results of products that are already known to the wider community, such as products managed by BUMDes Jati Diri which have succeeded in becoming superior BUMDes products in Malang Regency. BUMDes requires serious management efforts so that they can run independently, effectively, and efficiently (Sasauw et al., 2018). This is because effective management of BUMDes can enable BUMDes to maximize the potential of village resources, expand market access for local products, and contribute to the development of village infrastructure through Village Original Income.

BUMDes management can be done by utilizing technological advances. Current technological advances have greatly helped human life. The existence of technology makes work faster and more efficient. One form of technology is information technology. Information technology consists of tools and methods used to present information needs electronically that are useful for users (Khoirunisa and Khoiriawati, 2022). The development of information technology means that data processing can be done electronically using computers (Paranoan et al, 2019). One form of information technology is a website that functions as a digital platform and presents information, services, which can be accessed online by its users. The existence of a website can help manage BUMDes activities by providing various features so that BUMDes can

be known to the wider community. The website can consist of a composition of village officials, community data, commodities for sale, and others.

Website BUMDes was developed to assist in the management of BUMDes in Sumberpucung District. The website is equipped with a list of BUMDes in Sumberpucung District, a map of BUMDes locations, village commodities/potentials, product information, savings and loan features, and the latest information on Sumberpucung District. The development of these various features is adjusted to the needs of BUMDes in Sumberpucung District. In addition to assisting in the management of BUMDes, the website is also used as a branding medium for products and commodities owned by the village. The existence of a website as a form of application of advances in information technology can support the progress of Sumberpucung District. Without adequate information system technology, villages will be left behind and the efficiency of village apparatus performance will decrease (Abdulghani & Solehudin, 2018). In the digital era like today, the existence of a website as one of the media to assist in the management of BUMDes is a very important factor. In the service carried out by Yuliana and her colleagues in 2022, the website that was developed has helped develop valuable potentials in Cipta Karya Village (Yuliana et al., 2022). Therefore, the development of this website is expected to help the management of BUMDes to be more optimal so that it can improve the welfare of the community in Sumberpucung District.

Currently, many websites are developed to assist BUMDes management in various regions. However, most of these websites are made to suit the needs and conditions of each region. In Sindangasih Village, Karangtengah District, a client-server-based BUMDes administration management information system has been created to assist village officials in managing BUMDes administration and operations (Abdulghani & Solehudin, 2018). Cipta Karya Village, Bengkayang Regency has also developed a website using the Wordpress platform with the aim of marketing natural potential to the outside community through the display of natural tourism potential and advantages, tourist location maps, and other information (Yuliana et al, 2022). Sidokayo Village also has a BUMDes information system based on a mobile web which was created to support the marketing of products from BUMDes management (Afandi et al., 2020). Most of the research is conducted to develop information systems or websites without analyzing the influence of the existence of the website on the effectiveness of BUMDes management, even though this analysis is important to determine whether the platform created is able to overcome existing problems.

In Sumberpucung District, the BUMDes management website is still newly developed, so it requires further analysis if you want to know whether the website is effective in helping BUMDes management. Therefore, this study was conducted to analyze the influence of the existence of a website on the effectiveness of BUMDes management using relevant variables, namely accessibility, design, and website features. The purpose of using these variables is to find out whether the features and functions of the website are in accordance with the needs and users can use the website easily. Through this

study, it is expected to provide a clearer picture of the existence of a website in supporting BUMDes management in Sumberpucung District, as well as provide broader implications in the development of management and information technology.

## **LITERATURE REVIEW**

### ***Website Accessibility***

Website accessibility is the accessibility of a website that can be used by someone. Website accessibility aims to facilitate reading the appearance and pages on the website (Zhafirah et al, 2022). In addition, it can be interpreted that users can access the website, understand, use the features and information contained on the website. Accessibility allows everyone to access the website so that it can be used to introduce BUMDes and market village products or commodities to a wider reach. The existence of website accessibility also facilitates the management of BUMDes and can increase the effectiveness of BUMDes management. The openness of website accessibility makes it easier for several parties, such as the village government, village communities, and business partners to access information related to BUMDes management. In addition, accessibility allows village communities to play an active role in various activities, such as submitting business ideas, providing constructive criticism & suggestions, and accessing the features and services available on the website. Accessibility is an important aspect that determines the success of the implementation and use of a website (Hamid et al, 2020). The provisions regarding website accessibility have been regulated by the W3C (World Wide Web Consortium). W3C is an international organization tasked with compiling website standards in the form of general guidelines for developing website standards (Raharjo et al, 2023) in (Abuaddous et al, 2016). Good website accessibility can increase the effectiveness of website management so that accessibility becomes one of the important factors considered in website development (Raharjo et al, 2023).

### ***Interface Design***

Interface design refers to the appearance of the website that determines whether users are interested in the website or not. Website interface design focuses on the visual appearance of the website consisting of color selection; typography (font); and the use of graphic elements in the form of images, videos, or relevant icons (Santoso et al, 2024). Furthermore, there is the website structure which refers to the arrangement of elements on the website so that users can easily find the information they are looking for. The existence of an interface design aims to provide a good visual impression so that in its use, someone does not get bored quickly and is comfortable to look at. The BUMDes website interface design needs to be designed according to the needs and conditions of the BUMDes so that information can be delivered clearly and easily understood, providing a good user experience, and as a forum or facility for communication between BUMDes managers and the community. An informative and effective interface design can make user adaptation time more

efficient with the website (Arifin et al, 2018). So it can be concluded that interface design also influences the effectiveness of BUMDes management.

### ***Website Features***

Website features are elements designed to provide functionality and convenience for users to access the website. The features on the website aim to facilitate access to information and services available on the website. On the BUMDes website, the features help managers in carrying out operational and management activities of BUMDes so that they can increase the involvement of the village community in its use. When designing a website, it is necessary to identify the features that will be created on the BUMDes website. This identification is based on the needs and objectives of BUMDes so that it can provide effective solutions for BUMDes management (Dananjaya, 2023).

### ***Effectiveness of BUMDes Management***

Effectiveness is a measure of the achievement of an organization based on the targets that have been implemented (Hafni et al, 2021). Effectiveness will affect the achievement of organizational goals, resource optimization, and appropriate decision making so that BUMDes management needs to be carried out effectively. The effectiveness of BUMDes management refers to the performance of BUMDes in carrying out its functions and objectives optimally in order to improve the village economy. Effective BUMDes management contributes to improving community welfare and achieving village development targets. This effectiveness can be realized by providing a website for BUMDes. With the existence of a BUMDes website, it can increase the effectiveness of management by providing information accessibility that supports a better level of communication between managers and the community, providing features and marketing services for village products or commodities that aim to increase BUMDes income and expand the market for village products and those produced by the village community. The website can be accessed online, anytime, and anywhere so that BUMDes is more efficient in handling daily operational activities and accelerating services to the community. Therefore, creating a website for BUMDes is one solution that can be implemented to increase the effectiveness of BUMDes management in order to achieve goals, improve services to village communities in particular, and as a forum to increase accessibility to the potential and products of village communities.

## **METHODOLOGY**

This quantitative research is an explanatory research. Explanatory research is used to explain the relationship between independent variables and dependent variables in a hypothesis testing method. This study was conducted to explore the relationship between the existence of the BUMDes website and the effectiveness of BUMDes management through the website. Random sampling technique was used in the design of this study with a research sample of 25 people who were village officials in Sumberpucung District. This study was conducted using data obtained from literature studies and filling out

questionnaires. Literature studies were conducted by collecting information and supporting data through articles, documents, and archives of Sumberpucung District, while filling out questionnaires was carried out to obtain primary data that would be processed to see the influence between variables in the study.

This study uses three independent variables and one dependent variable. The independent variables used are accessibility, interface design, and BUMDes website features, while the dependent variable used is the effectiveness of BUMDes management. The four variables are used to compile a research instrument in the form of a questionnaire that will be measured using a Likert scale through validity and reliability tests. The questionnaire data were analyzed using three tests, namely descriptive statistics, classical assumption tests, and hypothesis testing. Hypothesis testing uses multiple linear regression analysis which is used to see the dependent variable is influenced by the independent variables used in this study.

## RESEARCH RESULT AND DISCUSSION

### *Research Instrument Test Results*

The research instrument in the form of a questionnaire was tested using validity and reliability testing. Of the total 40 questions, the results of the validity test of the accessibility variables, interface design, website features, and effectiveness of BUMDes management all showed a calculated  $r$  value greater than the  $r$  table value and a significance value less than 0.05. Thus, all questions in the research questionnaire were declared valid. Furthermore, in the reliability test of accessibility, interface design, website features, and effectiveness of BUMDes management, all showed a Cronbach's Alpha value greater than 0.6. Thus, the questionnaire used for the study was declared reliable. From the test results, it can be concluded that this research questionnaire is declared valid and reliable and can be used as a research instrument to conduct hypothesis testing.

### *Descriptive Statistical Test Results*

Table 1. Descriptive Statistical Test Results

	N	Min.	Max.	Mean	Std. Deviation
Accessibility (X1)	25	24	40	31.64	4,202
Interface Design (X2)	25	26	36	30.24	2,538
Features (X3)	25	24	37	31.28	3,373
Effectiveness of BUMDes Management (Y)	25	25	40	31.48	3,537

*Source: Primary data processed by researchers on October 8, 2024*

Based on the data in table 1, it is known that the average value of the accessibility variable (X1) is 31.64, which indicates that respondents generally

give a fairly high assessment of the accessibility of the BUMDes website. The standard deviation value of 4.202 indicates that there is not too much variation in respondents' assessment of website accessibility. This means that most respondents have a perception that tends to be the same regarding the accessibility of the BUMDes website. Furthermore, the interface design variable (X2) has an average value of 30.24, which indicates that most respondents consider that the website interface design is in a fairly good category, although not too prominent. The standard deviation value of the website interface design of 2.538 is relatively low and indicates that the variation in respondents' perceptions of the website interface design tends to be small. This means that most respondents have the same perception of the appearance and orderliness of the BUMDes website. This good interface design is an important factor in attracting the interest of its users.

The website feature variable (X3) has an average value of 31.28, indicating that the features available on the website are considered quite adequate by the respondents. The standard deviation value for this variable, which is 3.373, shows a fairly high value. This high value indicates that there is a fairly large variation in assessments among respondents and indicates that most respondents consider that the website features are still not optimal. This is a separate assessment for Sumberpucung District to further develop the quality and completeness of the features on their BUMDes website. The BUMDes management effectiveness variable (Y) has a fairly high average value of 31.48. This value indicates that respondents consider BUMDes management through the website to be quite effective. The standard deviation value of the Y variable of 3.537 is not too high, indicating that respondents' perceptions regarding the effectiveness of BUMDes management are quite consistent, although there is still a little variation. This shows that there are still a small number of respondents who have different views on the effectiveness of BUMDes management through the website, but most of them consider that the website can function well in supporting BUMDes management.

### ***Classical Assumption Test Results***

The classical assumption test is used to ensure that the data used meets the basic assumptions, so that the regression results are reliable and valid. This test is important to ensure that the regression model used produces estimates that are unbiased, efficient, and consistent. The results of the normality test using Kolmogorov-Smirnov show a significance value of more than 0.05, which is 0.2. This means that the data used is normally distributed, so that the regression model used does not contain bias and can be trusted. Furthermore, in the multicollinearity test, the results show that the tolerance value of the three independent variables (accessibility, interface design, website features) is more than 0.10 and has a VIF value of less than 10. This indicates that there is no strong linear relationship between the three independent variables of the study. Finally, in the heteroscedasticity test, the results show that the significance value of the three independent variables is more than 0.05. So, it can be concluded that there is no heteroscedasticity in the regression model

used. Based on the three test results, it can be concluded that the regression model used in the study has met the basic assumptions and the results can be interpreted correctly and reliably.

**Regression Analysis Results**

Table 2. Regression Analysis Results

Variables	Unstandardized Coefficients (B)	T count	Sig.	Information
(Constant)	12,391			
Accessibility (X1)	0.567	4,102	0.001*	Significant
Interface Design (X2)	0.262	2,831	0.035*	Significant
Features (X3)	0.290	3,600	0.025*	Significant
T table		= 2.07961		
R		= 0.818		
R Square		= 0.670		
F count		= 14,187		
F table		= 3,049		
Sig. F		= 0.05		
*		= 5% significance level		

Source: Primary data processed by researchers on October 8, 2024

The dependent variable in the regression model used is the effectiveness of BUMDes management (Y), while the independent variables are accessibility (X1), interface design (X2), and website features (X3). Based on table 2, the regression model used is:

$$Y=12.391+0.567X1+0.262X2+0.290X3+e$$

In the regression model, the constant value of 12.391 indicates that the effectiveness of BUMDes management increases by 12.391 before or without the accessibility, interface design, and website feature variables. Furthermore, the coefficient value of b1 of 0.567 indicates that every increase in the effectiveness of BUMDes management requires an accessibility variable of 0.567 assuming that other independent variables remain constant. The coefficient value of b2 of 0.262 indicates that every increase in the effectiveness of BUMDes management requires an interface design variable of 0.262 assuming that other independent variables remain constant. Finally, the coefficient value of b1 of 0.290 indicates that every increase in the effectiveness of BUMDes management requires a website feature variable of 0.290 assuming that other independent variables remain constant.

Based on table 2, the accessibility variable (X1) has a t-value of  $4.102 > t$  table  $2.709$  with a significance value of  $0.001 < 0.005$ . This shows that accessibility has a significant positive effect on the effectiveness of BUMDes management. Furthermore, the interface design variable (X2) has a t-value of  $2.831 > t$  table  $2.079$  with a significance value of  $0.035 < 0.05$ . This indicates that interface design has a positive effect on the effectiveness of BUMDes management. The website feature variable (X3) has a t-value of  $3.600 > t$  table  $2.079$  with a significance value of  $0.025 < 0.05$ . This shows that website features have a significant positive effect on the effectiveness of BUMDes management. Table 2 also shows that all independent variables (X1, X2, and X3) simultaneously affect the effectiveness of BUMDes management. This is concluded from the calculated f value of  $14.187 > f$  table  $3.049$  with a significance value of less than 0.05.

The accessibility of the BUMDes website affects the effectiveness of BUMDes management in Sumberpucung District because it facilitates interaction between managers, members, and the community. In this digital era, websites are one of the media that can be used to convey information to the public (Wiratmo et al, 2017). In addition, websites can also be used to help provide public services. This can be seen from the success of the website-based public service information system owned by the Kampar Regency Public Works Agency. The system created has made it easier for the public to convey aspirations and complaints related to the construction or repair of road and bridge infrastructure, as well as increasing the efficiency of related agencies in responding to and managing public aspirations and complaints (Ibrahim & Maita, 2017). If the BUMDes website has good accessibility, then various parties, including administrators, villagers, and external parties such as investors or work partners can easily access the information they need. Through the BUMDes website, village community involvement will increase because they find it easier to provide aspirations, suggestions, or input, and can follow the development of programs run by BUMDes in Sumberpucung District. Thus, website accessibility not only affects the operational effectiveness of BUMDes, but also strengthens the foundation of more transparent and inclusive management.

The interface design of the BUMDes website in Sumberpucung District has a significant effect on the effectiveness of BUMDes management. A website designed with an intuitive and user-friendly interface will help BUMDes managers and the community to more easily understand the information provided and interact through the platform. The interface design not only involves visual elements, but also aims to facilitate user and application interaction by focusing on efforts to meet the needs of user goals in using the system (Rifqi & El Chidtian, 2023). BUMDes management that involves various aspects such as administration, financial reporting, and business promotion will be much more effective if supported by a website with a good interface design. For example, an easy search feature, a clear navigation menu, and a logical information structure will help managers access data quickly and accurately. Thus, a BUMDes website with a good interface design not only makes

management easier, but also strengthens the management aspects of BUMDes. Managers can work faster, village communities are more easily involved, and the information conveyed can be more easily understood, thus creating better BUMDes management effectiveness.

BUMDes website features play an important role in increasing the effectiveness of BUMDes management, because with the right features, it can speed up the administration process, facilitate access to information, and strengthen interaction with the community. Features on the BUMDes website such as product catalogs, community data, the latest program information, and interactive information services can help BUMDes managers and village staff in carrying out their duties. One example is the web application for monitoring and evaluating standard operating procedures (Monev SOP) at the Bale Bandung District Court. The features implemented on the website have helped the Bale Bandung District Court in improving the ease of document management, maintaining document security, and helping improve public services (Ferariani et al., 2024). Website features that are developed appropriately can improve the operational effectiveness of the organization and the quality of services provided. Therefore, website features are an important thing that directly contributes to the effectiveness of BUMDes management in Sumberpucung District.

Accessibility, interface design, and BUMDes website features play an important role in the effectiveness of BUMDes management in Sumberpucung District. In terms of BUMDes management, good website accessibility allows various parties to be actively involved in BUMDes management, so that the website can be an effective and transparent communication tool. The existence of a website also helps in facilitating collaboration between BUMDes and external parties, such as investors or business partners. Overall, the three variables, namely accessibility, interface design, and website features have a direct impact on the effectiveness of management, increasing transparency, and efficiency in managing BUMDes in Sumberpucung District.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study shows that accessibility, interface design, and website features of Village-Owned Enterprises (BUMDes) have a significant positive influence on the effectiveness of BUMDes management in Sumberpucung District. Good accessibility facilitates interaction between managers, the community, and external parties, and increases the involvement of village communities in BUMDes management. An intuitive and user-friendly website interface design facilitates access to information and supports more efficient BUMDes operations. In addition, the right website features can speed up the administration process and strengthen interaction with the community which ultimately has an impact on increasing the effectiveness of BUMDes management.

## **ADVANCED RESEARCH**

This study shows that accessibility, interface design, and website features of Village-Owned Enterprises (BUMDes) have a significant positive influence

on the effectiveness of BUMDes management in Sumberpucung District. Good accessibility facilitates interaction between managers, the community, and external parties, and increases the involvement of village communities in BUMDes management. An intuitive and user-friendly website interface design facilitates access to information and supports more efficient BUMDes operations. In addition, the right website features can speed up the administration process and strengthen interaction with the community which ultimately has an impact on increasing the effectiveness of BUMDes management.

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