

## Developing English Website For Customer Service Of Best Gym Malang

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### ABSTRACT

Small and Medium-sized Enterprises (SMEs) in the fitness industry play a vital role in economic growth but often face challenges in market visibility and operational efficiency. This research focuses on developing an English-language website for Best Gym Malang to improve its customer service, accessibility, and reach. Using the ADDIE model, the research followed a structured process: Analysis, Design, Development, Implementation, and Evaluation. The website provides detailed information about the gym's services, facilities, membership options, and schedules. Field testing with 40 respondents revealed that 50% strongly agreed the website was comprehensive and engaging, with features enhancing user satisfaction and driving action. The study concludes that the website effectively addresses customer needs, boosts engagement, and positions the business for digital growth.

**Keywords:** *Customer Service, SMEs, Communication, Website, Gym*

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### INTRODUCTION

SMEs in the fitness industry are crucial for economic growth, job creation, and market competition. Despite challenge, such as adapting to market changes and maintaining operations, franchising has become a strategic solution to enhance their business models and competitiveness according to (Routier, 2016). Key factors influencing their growth include access to finance, labor productivity, and adaptability according to, (Ayandibu & Houghton, 2017).

Despite their pivotal role, SMEs in the fitness center industry struggle with a lot of challenges affecting their market visibility, competitiveness, and customer engagement. The financial issues, like the availability and accessibility of funds, are a major difficulty. Alongside, they struggle with being less competitive and having limited technical innovation (Oghosanine, 2022).

Businesses with a strong online presence gain competitive advantages by leveraging advanced technology to enhance operations. According to, (Voda and Brătucu, 2021) highlight that active online engagement benefits SMEs through streamlined

communication, efficient marketing strategies, and improved customer interactions, boosting overall efficiency and effectiveness.

According to (Armstrong, et al, 2014) marketing managing profitable customer relationship with the goal is to attract new customer by promising superior value and to keep and grow current customer by delivering satisfaction. By focusing on this goal, businesses could develop a strong marketing strategy that not only bring in new client but also growth through customer loyalty and satisfaction

An online presence is essential for SMEs to remain competitive and thrive, as it boosts efficiency, customer engagement, and credibility. According to (Luca, 2023) highlights that SMEs with strong online visibility experience a 5% revenue increase, demonstrating its financial impact. A well-designed website enhances visibility, expands reach, and builds consumer trust. Acting as a 24/7 customer service tool, it provides valuable product and brand information, enabling SMEs to engage a global audience beyond traditional business hours.

Social presence in e-business significantly influences customer behavior, fostering actions like recommendations, feedback, and support for others. Voda and Brătucu (2021) found that a strong social presence enhances purchase intentions, demonstrating that incorporating social elements in web design can boost sales. This highlights the role of online engagement in attracting and maintaining a loyal customer base.

According to (Patil, et al. 2022) website act as a bridge, facilitating that exchange of information between those who wants to share it and those who seek to consume it. Website act as online brochure that effectively advertises the various offerings of a businesses. Also, website play a significant role in engaging potential customers and business growth.

Creating a website is essential for SMEs in the fitness industry, serving as a virtual gateway to showcase services, facilities, and unique value propositions. In an era where people seek information online, a lack of a website renders these businesses nearly invisible to potential customers. A well-designed website acts as a 24/7 customer service platform, offering information and driving action from prospective members, ultimately boosting engagement and visibility.

An online presence significantly enhances customer engagement for fitness SMEs by transforming a website into an interactive communication channel. Features like booking options, class schedules, and forums build community and loyalty while attracting new customers. This interactive approach positions the business as responsive and active in the fitness market.

According to (Bliven, 2024) business communication is the key for sharing important information among everyone connected to businesses. It could be employees, customers, and investors. Business communication help the business run smoothly for the company to have a good communication plan. This help to work together better, smarter decisions, and solve problem.

According to (Allison, et al. 2019), the essential attributes that significantly impact users experience in website include the appearance, content, interactivity, ease of use,

and user satisfaction. Website must have characteristic include attractiveness of visuals, the clarity of information, attractive functionalities, ease of navigation, and overall user loyalty.

A website is crucial for fitness centers to gain a competitive edge by ensuring visibility and accessibility, meeting the needs of consumers who rely on online platforms. It is a strategic move for success in the evolving fitness industry.

An analysis of Best Gym Malang revealed several issues affecting customer satisfaction and business efficiency. Key challenges include the lack of accessible information online, making it difficult for potential clients to learn about services, hours, and memberships. The gym's absence of an online presence limits its reach, and the absence of an online membership registration system hinders convenience and customer service. Implementing an online registration system would enhance user experience and streamline the membership process. Additionally, a need analysis is required to improve and expand the gym's promotional efforts.

Another challenge faced by Best Gym Malang is the need for a website that accommodates customers from diverse linguistic backgrounds. As the gym primarily targets students, employees, and local citizens who are fluent in English, an English-language website is crucial for reaching a wider audience and ensuring long-term sustainability.

The design and development of the website followed a research methodology based on new and innovative technologies. Guided by Richey and Klein's (2007) framework, the research adopted a systematic and empirical approach, focusing on design considerations, development processes, and evaluations to improve the website's functionality and effectiveness for the fitness SME sector.

Building on insights from previous studies, the researcher developed a website to provide information about Best Gym Malang and its memberships for both locals and tourists. By digitizing and automating tasks like membership management, the website simplified the joining process. It also served as a central platform, allowing users to access multiple gym facilities with a single membership, offering greater convenience and accessibility. With modern technology and user-friendly features, the website aimed to enhance the fitness industry and improve the gym's overall services.

In conclusion, the development of a website for Best Gym Malang addresses key challenges related to customer satisfaction, accessibility, and business efficiency. By providing easy access to information, simplifying membership registration, and offering a unified platform for gym facilities, the website enhances both user experience and operational efficiency. With a focus on modern technology and user-friendly features, the website not only improves convenience for local and international customers but also supports the gym's growth and competitiveness in the fitness industry. This initiative highlights the importance of digital transformation for SMEs in the fitness sector to meet evolving customer needs and sustain long-term success.

## **METHOD**

This research used Design and Development Research (DDR). According to (Richey & Klein, 2007) Design and Development Research is a systematic study of design, development, and evaluation to create effective tools or models. This DDR uses the ADDIE method, an acronym for Analysis, Design, Development, Implementation, and Evaluation, consists of five interconnected phases that collectively guide the research and development process. This structured approach ensured the development of a user-centered, efficient, and impactful website for Best Gym Malang, meeting both operational needs and customer expectations.

### **1. Analysis:**

The analysis stage began with the researcher collecting data on the challenges that appear related to the research topic. This stage of problem identification involved the related person in charge by interviewed the owner and some staff in Best Gym Malang. The researcher also interviewed some of members to ensure that the development of the website was necessary.

### **2. Design:**

During the design stage, the researcher developed the overall concept of the website, focusing on creating a user-friendly and engaging online presence for Best Gym Malang. The website was planned to consist of nine pages, each page made with specific needs and provide detailed information about the gym.

### **3. Development:**

The development stage, the researcher using the information and photos that were collected as the website content, the researcher collaborated with a website development expert, selecting a suitable website template, design elements, user experience considerations, and accessibility standards to make a digital space. Each decision was made with precision to immersive the online presence and inform the members/visitors. Also, the researcher developed the website with a registration site for the new members.

### **4. Implementation:**

The implementation stage, the researcher tried out the website by requesting the validation from the owner of Best Gym Malang to validating the content. Followed validation from the IT expert, Ms. Hanna Shafira, an informatics specialist and language expert, Mr. Reza one of the English Department lecturers at State Polytechnic of Malang. The owner of Best Gym Malang checked about the completeness of information while the expert validators conformed from the Information Technology and language aspects.

### **5. Evaluation:**

At the evaluation stage, the researcher shared questionnaire with the potential members/visitors and gym staff to obtain their opinions on the website. After that the researcher presented the results obtained from the survey. Since the research goals are met by the findings, this study is deemed effective.

## FINDING AND DISCUSSION

### FINDING

#### 1. Analysis

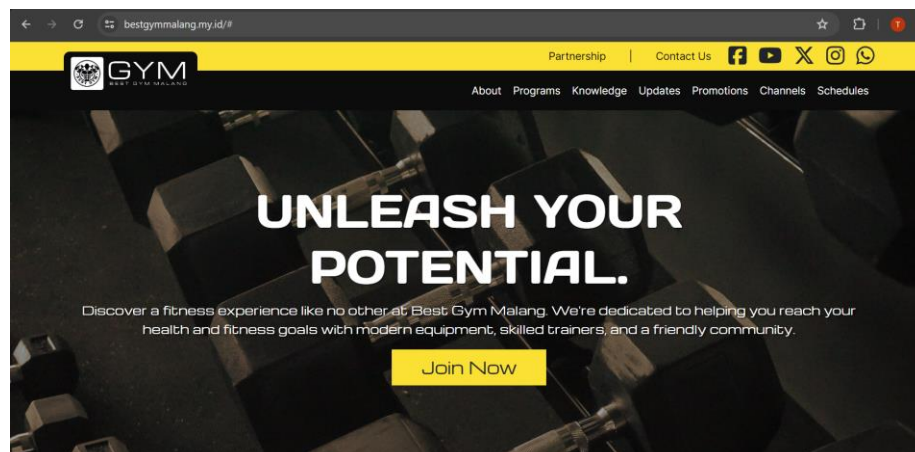
At the analysis stage, the researcher conducted an analysis to identify challenges and requirements for developing a website for Best Gym Malang. This process included a visit on March 4th, 2024, during which interviews and observations were conducted. The gym's owner, Mrs. Rina, highlighted the need for a website to address gaps in online information, including details about personal trainers, schedules, and pricing. Currently reliant on Instagram and WhatsApp, the gym struggled with accessibility and communication, particularly with international customers. Customer service staff confirmed these issues, citing frequent visitor inquiries and language barriers. Observations further informed the website design to accurately reflect the gym and meet user needs.

#### 2. Design

At the design stage, In the design stage, the researcher created the website structure based on the analysis stage findings. The website, built with expert guidance, includes 9 pages: Homepage, About, Contact Us, Join Now/Registration, Programs, Clubs and Schedules, Knowledge, Updates, and Promotions. The design prioritized user-friendliness and comprehensive content.

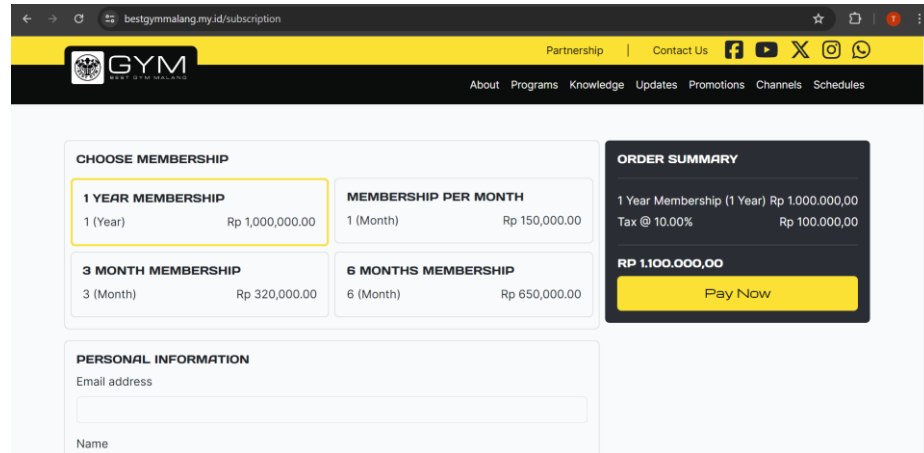
#### 3. Development

At the development stage, the researcher collaborated with a website expert to create the website for Best Gym Malang. The website includes 9 main pages: Homepage, About, Contact Us, Join Now/Registration, Programs, Schedules, Knowledge, Updates, and Promotions. Additionally, an admin login page was added for easy content management.

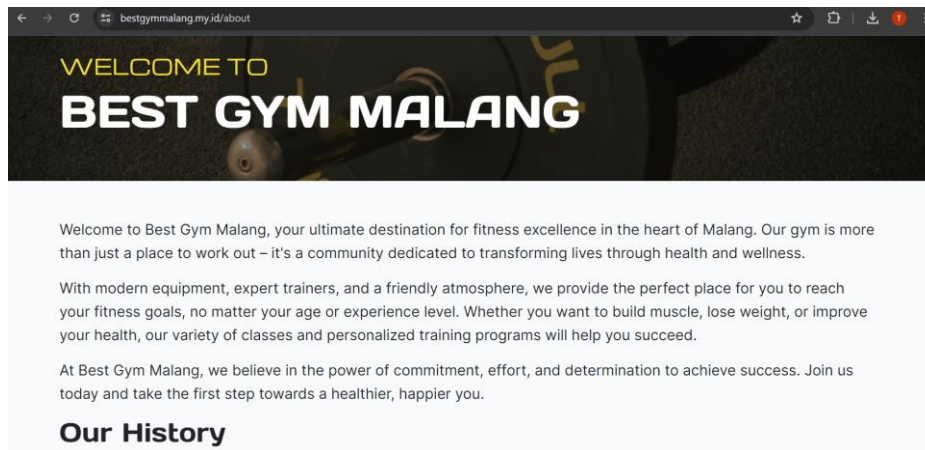


The homepage features a brief introduction, images of the gym's ambiance, a call-to-action button, and a "Contact Us" link for customer inquiries. The "Join Now" page

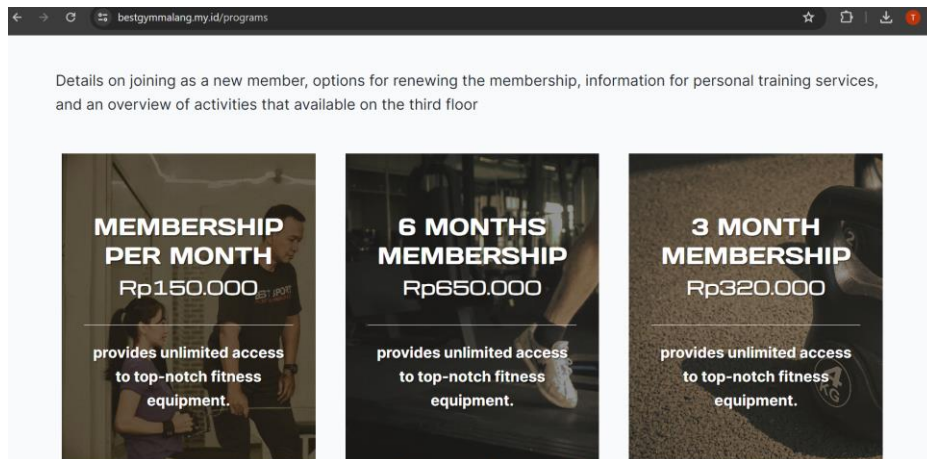
guides potential members through the membership process, including selecting a plan and making a payment.



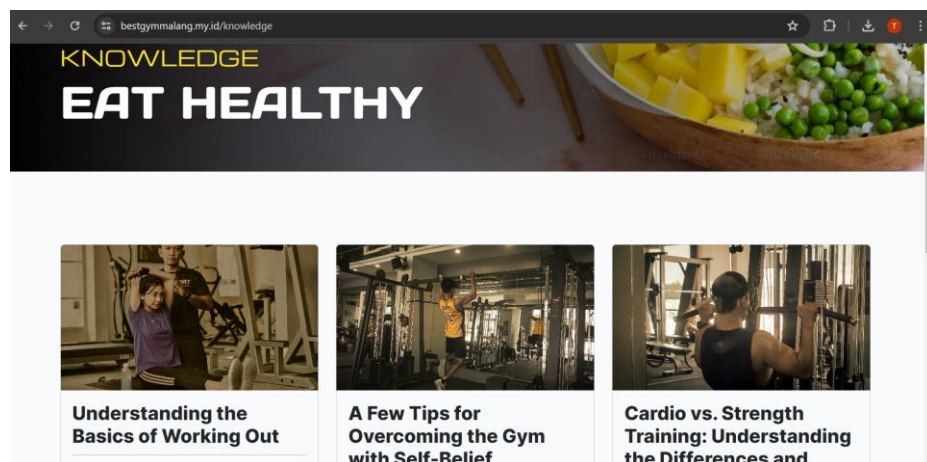
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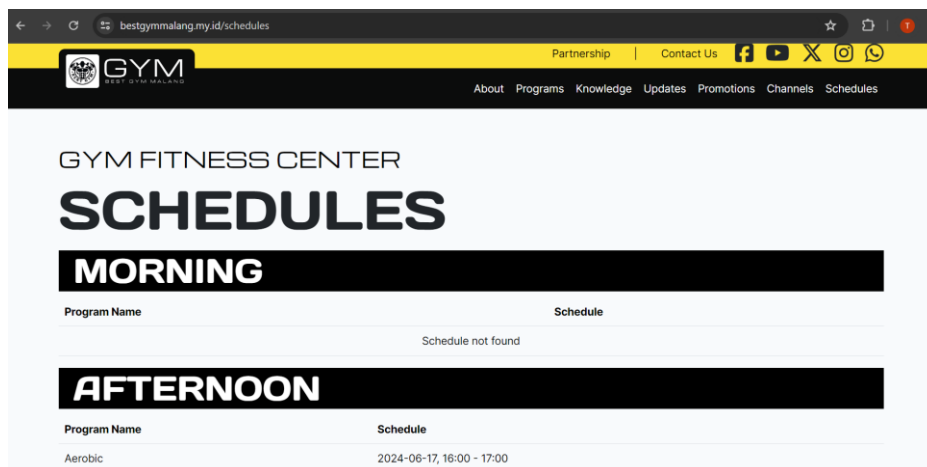
The "About" page provides an overview of Best Gym Malang, including its services, equipment, and history.



The "Programs" page details membership packages, including group classes and personalized training.



The "Knowledge" page offers educational content on fitness and healthy living, such as workout techniques and injury prevention.



The "Schedules" page allows users to view and filter class schedules by week, location, and type, making it easy to find suitable fitness activities.

The "Updates," "Promotions," and "Channels" pages keep users informed with the latest news, special offers, and exercise videos. These pages ensure the website offers comprehensive information and engagement features for users.

In conclusion, the researcher made the website to improve and corrected errors on the website. The researcher also asked some supervisors to examine the website such as content, grammar, and IT fields before the website launched. The supervisors gave some revisions to improve the errors, then the researcher correcting them.

#### 4. Implementation

At the implementation stage, the researcher conducted product validation. The website was validated by experts in content, IT, and language. Mrs. Estherina Permanasari praised its accurate information, visual appeal, and user-friendly design. IT expert Mrs. Hanna Shafira highlighted its strong performance, security, and accessibility. Language expert Mr. Andi Reza Maulana noted minor issues in spelling and formatting but found the grammar clear and instructions easy to follow, suggesting updates to certain pages. Revisions were made, and the website was reassessed positively, confirming its functionality and quality.

#### 5. Evaluation

In the final stage, the researcher conducted field testing using a Google Form questionnaire distributed to 40 potential customers to evaluate the website's functionality and effectiveness. The results are summarized as follows:

- **Information Quality:** Respondents rated the website highly for clear and easy-to-understand information (3.55/4), comprehensive and detailed content (3.42/4), encouraging action (3.25/4), and up-to-date content (3.25/4). This indicates that the website effectively delivers relevant and updated information.

- **Design:** The website's design received positive feedback for being visually appealing and professional (3.27/4) and for its interactive elements functioning efficiently (3.52/4).
- **Performance:** The website performed well, with fast loading speeds (3.45/4) and proper display across various devices (3.47/4), ensuring a smooth user experience.
- **Navigation and Support:** Respondents found the navigation and call-to-action features user-friendly and accessible (3.47/4), with contact information and support options easy to locate and use.
- **Customer Satisfaction:** The website was rated as a useful tool for accessing complete information about Best Gym Malang (3.45/4), with respondents expressing high interest in taking action.

Overall, the field testing confirmed the website's effectiveness in delivering a functional, user-friendly, and well-designed platform that meets customer expectations and supports Best Gym Malang's goals.

## DISCUSSION

The researcher developed a website for Best Gym Malang to address gaps in previous research, which primarily focused on management systems. This website integrates a management system while also providing comprehensive information and updates about the gym, enhancing its online presence and customer service. Field testing and expert validation confirmed its effectiveness, with 50% of respondents strongly agreeing and 47.5% agreeing that the website met their needs and improved satisfaction.

## CONCLUSION

This research focused on developing an English website as a customer service tool for Best Gym Malang, addressing the gym's need for an improved online presence and customer service. The website includes comprehensive information such as the gym's history, contact details, locations, programs, price lists, schedules, and healthy lifestyle tips. It also incorporates a management system, allowing users to register for memberships, access online payment methods, and automatically log member data for administrative use.

The development process began with the analysis stage, where the researcher interviewed the gym's owner and staff to identify the need for a website. The insights confirmed that such a tool would enhance customer service and provide a central platform for public and potential members to access gym-related information. In the design stage, the researcher collaborated with a website expert to plan the site's structure, selecting a domain, hosting provider, and layout to ensure usability.

During the development stage, the expert integrated features like user-friendly templates, well-structured pages (e.g., About, Programs, Knowledge, Updates, Promotions, and Schedules), and customer-focused content. In the implementation stage, the product was validated by experts who evaluated its content, IT functionality, and

language. Their feedback informed revisions that improved the website's quality. Finally, in the evaluation stage, field testing with 40 respondents confirmed the website's effectiveness, with feedback highlighting high levels of satisfaction.

The final product is a functional, user-friendly English website designed to support Best Gym Malang in customer interaction and service delivery. It provides detailed gym information, facilitates membership registration, and improves communication with customers. The website is now live and accessible at [<https://bestgymmalang.my.id/>].

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