SYSTEMATIC LITERATURE REVIEW PROTOCOL

Effectiveness of Template-Based Website Development for Small Business Digital Presence

Judul SLR: Effectiveness of Template-Based Website Development for Enhancing Digital Presence of Small Businesses: A Systematic Literature Review

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Bidang Penelitian: Software Engineering, Information Systems, Digital Marketing

1.0 BACKGROUND

The digital transformation of small and medium enterprises (SMEs), particularly in the food and beverage sector like coffee shops, is crucial for competitiveness. Many SMEs face resource constraints (budget, technical expertise) in establishing a professional online presence. Template-based website development offers a potential solution, promising efficiency and cost-effectiveness.

2.0 RESEARCH QUESTIONS (RQs)

RQ1: What is the comparative effectiveness of template-based websites versus custom-coded websites or social-media-only presence in improving business outcomes for small businesses?

RQ2: What are the comparative software quality attributes and development process efficiencies between template-based and custom-coded website development?

3.0 REVIEW METHODOLOGY

3.1 Search Strategy

Databases: IEEE Xplore, ACM DL, Scopus, Web of Science, Google Scholar.

Search String:

("template-based website" OR "website template" OR "theme-based development" OR CMS) AND ("small business" OR SME OR F&B;) AND ("digital presence" OR "brand awareness" OR "usability" OR "development cost").

3.2 Inclusion and Exclusion Criteria

Population: SMEs, startups, F&B; outlets.

Intervention: Template-based websites or CMS themes.

Comparison: Custom-coded websites or social-media-only presence.

Outcomes: Business outcomes or software quality attributes.

Study Type: Empirical studies (2014–2024).

3.3 Study Selection Process

Follows PRISMA: Identification → Screening → Eligibility → Included.

3.4 Data Extraction Strategy

Data extracted: Study ID, method, context, intervention, comparison, findings, metrics.

3.5 Quality Assessment

Assessed using CASP and technical checklists.

3.6 Data Synthesis

Narrative synthesis; meta-analysis if possible.

4.0 EXPECTED OUTCOMES

- Summary of empirical evidence on template-based websites.

- Comparison of quality, cost, and time trade-offs.

- Research gap identification.

- Practical guidelines for SMEs and developers.

5.0 PROJECT TIMELINE

Planning (Week 1–2)

Execution (Week 3–5)

Data Collection (Week 6–7)

Synthesis & Reporting (Week 8–10)

6.0 REFERENCES

Nielsen (1994). Usability Engineering.

Kitchenham & Charters (2007). SLR Guidelines.

Lampiran:

PRISMA Flow Diagram Template

Data Extraction Form

Quality Assessment Checklist