

Revitalization of Handyman Services: Exploring E-Business Potential Through Website Applications

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ABSTRACT

In the era of rapid technological development, handyman services have undergone significant transformation with the advent of e-business, expanding their reach through website applications. This article discusses the e-business phenomenon that sharpens online handyman services, exploring how website applications become the latest bridge between service providers and consumers. This innovation includes the transformation of the search, selection, and service completion processes, eliminating geographical boundaries and bringing unlimited convenience. The literature review describes the evolution of e-business from the stage of online transactions to website applications that provide comprehensive services, building active engagement between companies and customers. In the context of handyman services, this innovation creates a new ecosystem that changes the traditional way of providing services. Comprehensive research methods, including literature studies, surveys, interviews, and prototype implementation, provide a deep understanding of this e-business potential. The research results show that website applications have a positive impact on operational efficiency and customer experience. The conclusion confirms that the revitalization of handyman services through website applications is not just an innovation but an important strategy to enhance business competitiveness in the digital era.

Keywords: E-Business, Revitalization, Transformation, Digital, Website, Industry.

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INTRODUCTION

Amid the rapid pace of technological development, handyman services have undergone significant transformation. A concept that was once limited to local networks has now expanded its reach through the presence of e-business, bringing these services into the hands of every user through website applications. With ease of access, speed, and affordability, the online handyman service industry has become a concrete example of how technology disrupts and revitalizes conventional services.

In this article, we will review the e-business phenomenon that sharpens online handyman services through website applications. From the transformation of the search, selection, and service completion processes, website applications have become the latest bridge connecting service providers with consumers, bringing unlimited convenience and eliminating geographical boundaries that previously existed. Through this innovation, we will delve into how website applications have empowered handyman service providers to embrace a wider market while also giving consumers greater control over their experience in choosing the right service. We will see how features such as user ratings, online portfolios, and real-time service availability have changed the dynamics of interaction between service providers and customers, building trust and improving service quality. From transaction processes to more personalized marketing approaches, e-business through website applications has opened a new chapter in the handyman industry. This article will explore in depth how this innovation

not only changes the way businesses operate but also creates a more adaptive, responsive ecosystem that builds closer connections between stakeholders. Let's explore together how e-business through website applications has changed the face of handyman services, bringing technological advantages to every home and business.

LITERATURE REVIEW

Since the emergence of the E-Business concept in the early internet era, it has become a major driving force that changes the operational paradigm of businesses. From the early stages of online transactions to the contemporary era where technology integration becomes the main core, E-Business has become an essential pillar for modern businesses. Initially, E-Business was described as a process for conducting business transactions over the internet, with businesses establishing a web presence as an online catalog or transaction platform. However, this limitation was quickly surpassed with the growth of technology and increased consumer interest.

The subsequent development towards website applications marked a significant transformation of the E-Business concept. From merely online transactions, E-Business evolved into a platform that provides comprehensive services. The integration of website applications allows companies not only to sell products but also to provide services, build communities, and create more diverse and rich experiences for users. Recent innovations in E-Business emphasize active engagement through digital platforms. Website applications are not just a means of transaction but become a center of intense interaction between companies and customers, with features such as personalization, real-time feedback, and direct value addition becoming key aspects of these applications. Companies not only sell products or services; they also build close and sustainable relationships with consumers.

In the context of the handyman service sector, the evolution of E-Business and website applications has fundamentally changed the way handyman service providers offer their services. More than just enabling online transactions, this technology integration creates a new ecosystem that connects handyman service providers with consumers in a more intimate and dynamic way than ever before. Thus, the industry's migration towards a digital ecosystem reflects the substantial impact of E-Business innovation, especially on online handyman services, which are now increasingly connected and responsive to consumer needs in this digital era.

METHODOLOGY

The research aimed at examining the revitalization of handyman services through website applications was conducted with a comprehensive approach. The initial step involved a literature study to understand the latest developments in this industry. Then, it was followed by conducting online surveys and in-depth interviews to gain perspectives from consumers and handyman service providers. The collected data was then thoroughly analyzed, both qualitatively and quantitatively, to identify significant trends, challenges faced, and concrete benefits resulting from the application of technology. Subsequently, a prototype website application was implemented on several handyman services, involving close collaboration with service providers. This process involved adaptation and adjustments to make the application more optimal according to the needs of the handyman business. Post-implementation data collection was carried out to evaluate the performance of the website application and its impact on handyman services as a whole. The analysis of the results from this research is comprehensive and provides a clear picture of how website applications can improve operational efficiency and the competitiveness of handyman services. Thus, this research methodology has a strong objective to provide practical guidance to business actors who want to adopt digital innovations to enhance the quality and effectiveness of their handyman services.

RESULTS AND DISCUSSION

In conducting in-depth research on the revitalization of handyman services through website applications, the initial step we took was to delve into related literature. The literature study provided a comprehensive understanding of the latest developments in the handyman service industry, along with key factors influencing the application of website applications in this business model. The findings discovered in the literature formed a solid theoretical basis, creating a critical foundation for designing a directed research approach.

Continuing from the literature study, we conducted online surveys and in-depth interviews to obtain direct perspectives from consumers and handyman service providers. The results showed that the use of website applications could increase customer satisfaction through improved accessibility, information transparency, and operational efficiency. Challenges surrounding the inability of some service providers to adopt technology were also identified, providing a more comprehensive understanding of the ever-changing market dynamics. The data analysis from surveys and interviews was conducted qualitatively and quantitatively, uncovering deeper findings on the impact of website application implementation. The analysis results showed that the implementation of website applications had a significant positive impact on operational efficiency and customer experience.

The next stage involved implementing a prototype website application on several handyman services, involving close collaboration with service providers to integrate this technology into their daily operations. Post-implementation data collection led us to a more concrete impact evaluation. This data firmly confirmed that the website application successfully improved operational efficiency, customer satisfaction, and drove business growth in the handyman service sector. The conclusion that can be drawn from this discussion is that the revitalization of handyman services through website applications is not only an urgent need but also a strategic opportunity for business actors to meet the increasingly digital market demands. The implications provide valuable practical guidance for business actors who want to leverage digital innovations to enhance their competitiveness in this era.

CONCLUSION

In this in-depth research, the continuous transformation of handyman services through the application of e-business using website applications became the main focus. The research examined the significant shift from conventional to global paradigms, where services that were once limited to local networks can now be accessed by every user through the convenience, speed, and affordability of website applications. The literature review outlines the development of E-Business from the early stages of online transactions to comprehensive services through the integration of website applications, creating a more personal and interactive experience between service providers and consumers.

The research used a comprehensive method, starting from literature studies to online surveys, in-depth interviews, and prototype website application implementation on several handyman services. Consistent findings from each research stage showed a positive impact on operational efficiency and a significant improvement in customer experience. The conclusion that can be drawn from this research is that the revitalization of handyman services through website applications is not only an urgent need but also a promising strategic opportunity for business actors to respond to the continuously evolving digital market demands. The application of this technology creates a responsive, adaptive ecosystem closely related to consumer needs and actively involves stakeholders. Therefore, the use of website applications in handyman services becomes a critical step towards positive changes in the business world and consumer experience.

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