

A Bibliometric Analysis of The Term E-Commerce Performance

Axel Aryo Widikdo¹, Efrem Meilyanto Hiwono¹

¹Department of Management, Faculty of Humanities and Business, Universitas Pembangunan Jaya, Indonesia

Email : widikdoaxel078@gmail.com, meilyantofrem7@gmail.com

Abstract - This abstract provides a concise overview of the insights derived from a bibliometric analysis using VOS Viewer, focusing on the intricate relationship between e-commerce performance, business performance, e-commerce site optimization, performance evaluation, e-commerce applications, and firm success. In today's digital age, e-commerce has become a critical driver of business strategy, and understanding its impact on overall performance is paramount. The analysis reveals that e-commerce site optimization significantly influences user experience, ultimately leading to higher customer satisfaction and improved conversion rates. Efficient performance evaluation mechanisms, including metrics like website traffic and conversion rates, are vital for businesses to adapt and thrive in the digital landscape. Moreover, the study highlights the pivotal role of e-commerce applications, especially mobile apps, in driving growth, enhancing customer engagement, and contributing to improved firm performance. Notably, a positive correlation emerges between effective e-commerce strategies and overall firm success, emphasizing the value of strategic e-commerce investments. Finally, as businesses navigate the digital realm, this research underscores the importance of continuously monitoring and adapting e-commerce strategies. Staying attuned to e-commerce site optimization, performance evaluation, and the strategic development of e-commerce applications are vital steps toward achieving sustained business success in an ever-evolving digital landscape.

Keywords: E-Commerce Performance, Management

1. INTRODUCTION

The relationship between Knowledge Management (Organizational Memory, Knowledge Sharing, Knowledge Absorption, Knowledge Acceptance), Organizational Innovativeness, Competitive Advantage (Time, Quality, Cost, Flexibility) and E-Commerce (Humanistic Factors: Management, Competence, Organizational Structures) examined in this case study. Research design, data, and methodology. (1) This study aims to examine the extant E-commerce performance literature to derive a coherent framework to further the understanding, identify research gaps and suggest potential future study directions (2). The purpose of this paper was to explore how the behavior of online shoppers and sellers changed because of the COVID-19 outbreak (3).

The purpose of this paper is to analyse whether the adoption of e-commerce improves company business, innovation and operational performance and whether sales internationalisation might moderate this relationship (4) we developed a set of constructs to measure e-commerce capability in Internet- enhanced organizations (5) This research is important because it can impact companies in Indonesia to actively confront and find solutions to survive in this digital era with strategies that can improve performance in e-commerce as a means to meet the needs of their customers. This is also supported by the market share of Indonesia itself and the culture of its people that are quick in adopting things related to technology (1).

This research also can be our understanding, identify research gaps and suggest potential future study directions (2) the research is important to learn the behavior of online shoppers and sellers changed because of the COVID-19 outbreak (3) The research should be created because a clear analysis within the fashion industry is missing: therefore, this paper investigates the impact on business performance in the fashion industry (4) The research should be done because while sizeable investments in e-commerce are being made, researchers and practitioners are struggling to determine whether and how these expenditures improve the business performance of firms, or even how to measure the Internet-based, e-commerce initiatives in the first place (5).

This study focuses on examining the performance of Indonesian companies in response to the evolving e-commerce landscape, specifically delving into the intricate relationships between various dimensions, including Knowledge Management (comprising Organizational Memory, Knowledge Sharing, Knowledge Absorption, and Knowledge Acceptance), Organizational

Innovativeness, Competitive Advantage (encompassing Time, Quality, Cost, and Flexibility), and E-Commerce (in terms of Humanistic Factors like Management, Competence, and Organizational Structures).

The research design incorporates both qualitative and quantitative methods, employing a survey approach to gather data from key stakeholders, including company directors and managers, academics, government regulators, and experienced management professionals. A total of 114 samples were collected and analyzed using the Smart PLS statistical tool. The results affirm that Knowledge Management and Organizational Innovativeness jointly exert a positive influence on Competitive Advantage, while Knowledge Management, Organizational Innovativeness, and Competitive Advantage collectively exert a positive influence on E-commerce, with Competitive Advantage significantly impacting E-commerce performance. In conclusion, the strategic recommendations derived from this study aim to guide organizations in implementing effective knowledge management systems and fostering organizational innovativeness to enhance their performance in the dynamic realm of e-commerce (1).

This study adopts a methodological approach that combines literature review and field research, aiming to comprehensively examine the existing body of literature on E-commerce performance within the realms of both mainstream business and the hospitality and tourism industry. The research methodology incorporates elements such as theoretical sampling, as per Corbin and Strauss (2008), for the selection of relevant articles, and follows the approach proposed by Greenhalgh et al. (2009) for the systematic collection of paper samples. The study initially employs exploratory methods to identify key themes in E-commerce performance and subsequently utilizes the snowballing technique to uncover additional sources that contribute to the development of a coherent and integrated framework for understanding E-commerce performance.

The findings reveal that E-commerce performance can be delineated into three primary dimensions, influenced by the E-commerce environment of the market, the E-commerce environment within organizations, and the dynamic interactive relationships between these factors. Notably, this research not only addresses the existing fragmentation in understanding E-commerce performance in hospitality and tourism but also provides a valuable framework that can be utilized by industry practitioners to grasp determinants and stay updated on current E-commerce practices, thereby enhancing their overall E-commerce performance (2).

This study delves into the transformation of online shopping and selling behaviors driven by the COVID-19 pandemic's disruptions and its impact on consumer behavior. The research aims to examine the interplay of key constructs, namely digital promotion capability, supply chain capability, customer experience, and the performance of e-commerce platforms. It also takes into account intervening variables such as seasonal pricing and logistics outsourcing within the unique context of the COVID-19 pandemic.

The primary findings indicate that, prior to the pandemic, customer review ratings significantly influenced e-commerce platform performance, but this relationship weakened in the post-outbreak period. Additionally, logistics outsourcing no longer acted as an intervening factor in the connection between perceived supply chain capability and e-commerce platform performance, unlike the pre-pandemic scenario. This research adopts a longitudinal approach, spanning both pre- and post-COVID-19 periods, with a sample size consisting of 88 end customer respondents and 55 seller respondents. Data collected from previous and ongoing e-commerce studies were subjected to multivariate regression analysis using SPSS software.

The specific location or setting for this research is not explicitly mentioned in the provided text, suggesting that the study may have a broader scope and not be tied to a particular geographical location. It likely draws on data and experiences from various online shopping and selling contexts affected by the global COVID-19 pandemic (3).

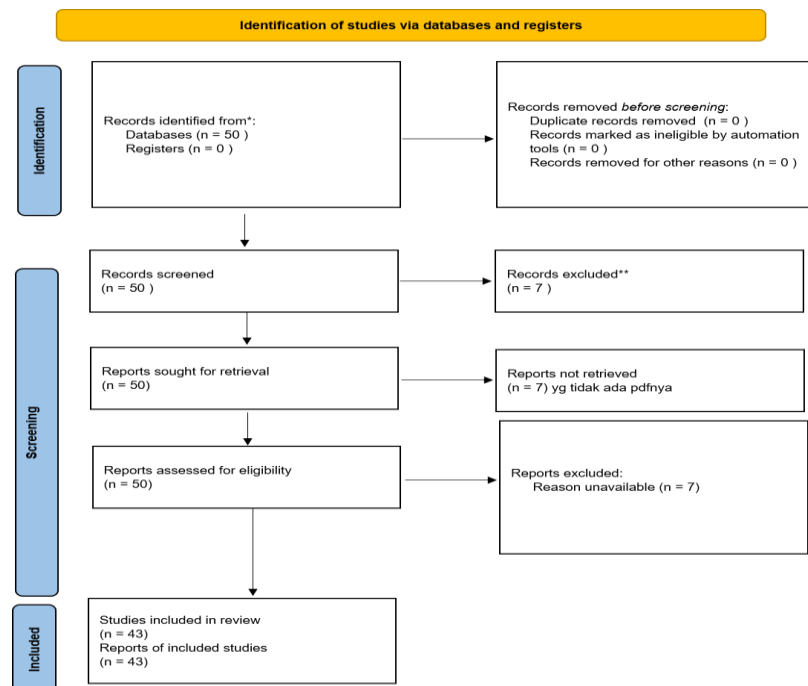
The purpose of this paper is to investigate the impact of e-commerce adoption on various facets of company performance, including business, innovation, and operational performance, while also examining the potential moderating role of sales internationalization in these relationships. The research methodology relies on a survey conducted within the fashion industry, employing a multi-

step linear regression model to analyze the relationships between e-commerce and performance indicators. The findings indicate that e-commerce adoption positively affects innovation performance but does not exhibit significant relationships with business and operational performance. Moreover, when exploring the moderating effect of sales internationalization on the e-commerce-performance relationship, the results suggest that the utilization of e-commerce tools might even yield negative outcomes, particularly in the context of innovation operational practices.

The research underscores the importance for fashion companies to prioritize the development of strong market knowledge and brand awareness among foreign markets and customers before embarking on international expansion. This study contributes to the literature by offering an original analytical approach to understanding the interplay between e-commerce adoption, performance, and internationalization within the fashion industry. The specific location or setting of the research within the fashion industry is not explicitly mentioned in the provided text, suggesting a more generalized approach that may encompass various fashion industry contexts (4).

In this study, researchers aimed to develop a comprehensive set of constructs for measuring e-commerce capability within Internet-enhanced organizations. These e-commerce capability metrics were designed to encompass four key dimensions: information, transaction, customization, and supplier connection. The study underwent empirical validation to assess reliability, content, and construct validity of these metrics. Subsequently, the research delved into examining the nomological validity of these e-commerce metrics by investigating their relationships with firm performance, utilizing data from 260 manufacturing companies, which were further categorized into high IT-intensity and low IT-intensity sectors. Drawing upon the dynamic capabilities perspective and resource-based theory of the firm, the study formulated several hypotheses. After controlling for industry-specific variations and firm size, the empirical analysis uncovered a significant association between e-commerce capability and specific measures of firm performance, such as inventory turnover, indicating the practical utility of the proposed metrics in capturing the effects of e-commerce.

Notably, the analysis also revealed distinct outcomes, with e-commerce appearing to increase the cost of goods sold for traditional manufacturing companies but exhibiting an opposite relationship for technology firms. This finding underscores the importance of resource complementarity, suggesting that traditional companies need enhanced alignment between their e-commerce capability and existing IT infrastructure to fully harness the benefits of e-commerce. While the specific location or setting of the research is not explicitly mentioned in the provided text, it can be inferred that the study involves a diverse set of manufacturing companies and is not limited to a particular geographical location or context (5).



2. RESULTS AND DISCUSSION

The result show that e-commerce has emerged as a pivotal component of business strategy. Companies that effectively harness the power of e-commerce often witness significant improvements in their overall business performance. In this article, we delve into the intriguing relationship between e-commerce performance, business performance, e-commerce site optimization, performance evaluation, e-commerce applications, and firm success. Our insights are gleaned from a comprehensive analysis conducted using VOS Viewer, a robust bibliometric tool

The digital marketplace has undergone a profound transformation over the years, and e-commerce has played a central role in this evolution. With the advent of smartphones, improved internet connectivity, and changing consumer preferences, e-commerce has grown exponentially. As businesses increasingly shift their focus to online platforms, understanding the impact of e-commerce on overall business performance becomes crucial.

To gain valuable insights into this complex relationship, we conducted an analysis using VOS Viewer. This bibliometric tool allowed us to explore the existing body of research on e-commerce and its correlation with business performance. Our findings revealed several key takeaways:

1. E-commerce Site Optimization Matters

The literature emphasizes the significance of optimizing e-commerce websites for enhanced user experience. Studies have shown that well-designed and user-friendly websites lead to higher customer satisfaction, improved conversion rates, and ultimately, better business performance.

2. Performance Evaluation is Key

Efficient performance evaluation mechanisms are vital for e-commerce success. Metrics like website traffic, click-through rates, and conversion rates are crucial indicators that influence overall business performance. Businesses that continuously monitor and adapt to these metrics tend to outperform their competitors.

3. E-commerce Applications Drive Growth

E-commerce applications, especially mobile apps, have become indispensable for businesses. Our analysis revealed that companies investing in user-friendly, feature-rich applications tend to enjoy higher sales, customer engagement, and consequently, improved firm performance.

4. E-commerce and Firm Success

Research consistently demonstrates a positive correlation between effective e-commerce strategies and firm performance. Businesses that strategically leverage e-commerce platforms often witness increased revenue, market share, and profitability.

2.1 Descriptive Analysis

Journal in Which Relevant Articles Appeared

VAR00003

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4,0	4,0	4,0
... International Conference on ...	1	2,0	2,0	6,0
... Management, Analytics and Innovation: Proceedings of ...	1	2,0	2,0	8,0

... of the 5th ACM conference on ...	1	2,0	2,0	10,0
... Surveying Geology and Mining Ecology Management ...	1	2,0	2,0	12,0
2009 IEEE International ...	1	2,0	2,0	14,0
2009 Second International Symposium on ...	1	2,0	2,0	16,0
2011 International ...	1	2,0	2,0	18,0
2013 10th ...	1	2,0	2,0	20,0
2015 IEEE International Conference on ...	1	2,0	2,0	22,0
2016 international conference on ...	1	2,0	2,0	24,0
2019 Fifth International ...	1	2,0	2,0	26,0
Aptisi Transactions On ...	2	4,0	4,0	30,0
arXiv preprint arXiv:1806.07833	1	2,0	2,0	32,0
Behaviour & Information ...	2	4,0	4,0	36,0
Communications of the IBIMA	1	2,0	2,0	38,0
Electronic Commerce Research	1	2,0	2,0	40,0
Expert Systems with ...	1	2,0	2,0	42,0
Expert Systems with Applications	2	4,0	4,0	46,0
Gadjah Mada International Journal ...	1	2,0	2,0	48,0
Human Systems Management	1	2,0	2,0	50,0
IAENG International Journal of Computer Science	1	2,0	2,0	52,0
ICT for a Better Life and ...	1	2,0	2,0	54,0
International Journal of Computer ...	2	4,0	4,0	58,0
International Journal of Society ...	1	2,0	2,0	60,0

International small business ...	1	2,0	2,0	62,0
Internet Research	1	2,0	2,0	64,0
Journal of Electronic Commerce in ...	1	2,0	2,0	66,0
Journal of Information ...	1	2,0	2,0	68,0
Journal of Physics: Conference Series	1	2,0	2,0	70,0
Journal of Retailing and Consumer Services	1	2,0	2,0	72,0
Journal of Website Promotion	1	2,0	2,0	74,0
Jurnal Sisfokom (Sistem ...	1	2,0	2,0	76,0
Knowledge-Based Systems	1	2,0	2,0	78,0
Mathematics	1	2,0	2,0	80,0
Narada	1	2,0	2,0	82,0
Procedia Computer Science	1	2,0	2,0	84,0
Procedia-social and ...	1	2,0	2,0	86,0
Proceedings of the International ...	1	2,0	2,0	88,0
Proceedings. 28th Euromicro ...	1	2,0	2,0	90,0
Symmetry	1	2,0	2,0	92,0
Total Quality Management and Business Excellence	1	2,0	2,0	94,0
US Patent 7,469,233	1	2,0	2,0	96,0
US Patent App. 11/940,974	1	2,0	2,0	98,0
US Patent App. 12/153,168	1	2,0	2,0	100,0
Total	50	100,0	100,0	

2.2 Thematic Analysis

a. Types of Research

VAR00006

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid -	9	18,0	18,0	18,0

Literature Review	8	16,0	16,0	34,0
MIX	2	4,0	4,0	38,0
Qualitative	6	12,0	12,0	50,0
Quantitative	25	50,0	50,0	100,0
Total	50	100,0	100,0	

b. Countries journal

VAR00005

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid -	14	28,0	28,0	28,0
Amerika	2	4,0	4,0	32,0
Brazil	1	2,0	2,0	34,0
Bulgaria	1	2,0	2,0	36,0
China	4	8,0	8,0	44,0
India	7	14,0	14,0	58,0
Indonesia	4	8,0	8,0	66,0
Japan	1	2,0	2,0	68,0
Jerman	1	2,0	2,0	70,0
Kanada	1	2,0	2,0	72,0
Korea	1	2,0	2,0	74,0
Malaysia	4	8,0	8,0	82,0
Prancis	1	2,0	2,0	84,0
Singapore	2	4,0	4,0	88,0
Spanyol	1	2,0	2,0	90,0
Taiwan	1	2,0	2,0	92,0
Turkey	1	2,0	2,0	94,0
United Kingdom	2	4,0	4,0	98,0
Yordania	1	2,0	2,0	100,0
Total	50	100,0	100,0	

c. Years

VAR00001

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2000	1	2,0	2,0	2,0
2002	1	2,0	2,0	4,0
2004	2	4,0	4,0	8,0
2005	1	2,0	2,0	10,0
2006	2	4,0	4,0	14,0
2007	1	2,0	2,0	16,0
2008	3	6,0	6,0	22,0
2009	4	8,0	8,0	30,0
2010	1	2,0	2,0	32,0
2011	1	2,0	2,0	34,0
2012	4	8,0	8,0	42,0
2013	1	2,0	2,0	44,0
2014	1	2,0	2,0	46,0
2015	3	6,0	6,0	52,0
2016	2	4,0	4,0	56,0
2018	6	12,0	12,0	68,0
2019	8	16,0	16,0	84,0
2020	5	10,0	10,0	94,0
2021	1	2,0	2,0	96,0
2022	1	2,0	2,0	98,0
2023	1	2,0	2,0	100,0
Total	50	100,0	100,0	

3. CONCLUSION

The relationship between e-commerce performance, business performance, and related factors is intricate and dynamic. VOS Viewer analysis highlights the growing body of research in this domain, shedding light on the importance of e-commerce site optimization, performance evaluation, e-commerce applications, and their impact on overall firm success. In an increasingly digital world, staying attuned to the evolving dynamics of e-commerce is essential for businesses seeking to thrive. As technology continues to advance, understanding and harnessing the potential of e-commerce will remain a cornerstone of success for businesses across industries.

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