

## Literature Study E-Commerce: Background, Methods Development System, Trend Topic, and Features

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### Article Info

#### Article history:

Received April 28, 2023

Revised Juni 02, 2023

Accepted Juni 14, 2023

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#### Keywords:

Background,  
Methods Development System,  
Trend Topic,  
Features,  
Literature Study,  
E-Commerce

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### ABSTRACT

This research focuses on conducting a literature review on e-commerce. With such extraordinary developments, users demand more functions and features. This has the impact of continuous development to attract more users to transact on e-commerce platforms. The research uses a systematic literature review approach with 30 appropriate and relevant articles in the 2017 - 2022 timeframe. Findings The findings of e-commerce development occurring at this time have different backgrounds. Transaction service systems and the absence of online marketing media are the most dominant backgrounds for e-commerce development. The topic of e-commerce development that has been widely developed is the sale of clothing, followed by development for SMEs. Many system development uses the waterfall method approach. In addition to discovering 27 features designed just for online shopping. These findings may serve as an example of how future developments in e-commerce might be improved to be more user-friendly and in tune with the requirements of the customer base.

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## 1. INTRODUCTION

Current technological developments change all processes in an activity [1], [2]. One of the buying and selling transactions that used to be conventional face-to-face with technology can be done online [3], [4]. Sellers and buyers can meet directly on an application to transact [5]–[7]. This application is currently known as e-commerce [5]. E-commerce is a technological innovation for transactions. Transactions are carried out online in order to complete the process of purchasing and selling goods from vendors to consumers [6], [7].

The development of online business has been going on for a fairly extended period of time. In this context, a large number of businesses are developing e-commerce to support their various transactional operations. E-commerce can potentially reach a bigger audience and provide indefinite time to complete transactions. This process is very profitable for many parties, both sellers and buyers [8]–[10]. With this development, users demand more of its functions and features. This has the effect of supporting continued expansion, which in turn stimulates a rise in the number of users who do business via various platforms that facilitate e-commerce. [11]–[13].

In this study, it tries to explore further to find the latest and reliable information about the development of e-commerce in terms of development carried out on features, a background of e-commerce development,

system development methods used, and fields. As a result, gaining an awareness of a range of aspects of e-commerce is important, such as building a marketing plan, creating products, and managing customers. In addition, innovative strategies or ideas for the administration of companies involved in e-commerce.

## 2. METHOD

This study uses a literature study approach. This approach is for searching e-commerce journals that are relevant to the research topic. This literature study was conducted to find the latest and most reliable information regarding the development of e-commerce and identify gaps or lack of information that still exist in that field. It collects, studies, and analyzes journals relevant to the researched topic [14]. The first activity is collecting similar articles using the Google Scholar search engine. The search uses keywords and involves boolean structures. The keywords are e-commerce, e-commerce and features, e-commerce and background, and e-commerce and fields. The second step is to examine the articles found by considering the title and other relevant criteria. The next step is to analyze. This is done by understanding the background of the journal search and the goals to be achieved. The requirements for this journal might include a subject or theme that is thought to be significant, a year of publication, or a journal that a reputable scientific organization published.

## 3. RESULTS AND DISCUSSION

In this research, we use publications published during the previous ten years that highlight the growth of e-commerce. The sources of the articles that were carefully collected are from the many different sorts of publications in Indonesia that are undertaking research there.

Table 1. Article Identity

| No  | Author                              | No  | Author  |
|-----|-------------------------------------|-----|---|
| 1.  | (Juniansyah et al., 2020) [15]      | 16. | (Abdul Aziz & Fajar K, 2020) [16]               |
| 2.  | (Pangestu et al., 2021) [17]        | 17. | (Rachman Andi et al., 2017) [18]                |
| 3.  | (Putra & Putra, 2020) [19]          | 18. | (Wijayakusuma et al., 2021) [20]                |
| 4.  | (Mughtar & Munir, 2019) [21]        | 19. | (Suharya & Azhari, 2021) [12]                   |
| 5.  | (Dewantoro et al., 2020) [22]       | 20. | (Lesmono & Romadoni, 2018) [13]                 |
| 6.  | (Dedi et al., 2020) [23]            | 21. | (Amaliah Dewi & Agus Prasetyo Utomo, 2022) [11] |
| 7.  | (Puspa & Wulandari, 2021) [24]      | 22. | (Risald, 2021) [10]                             |
| 8.  | (Darnis & Azdy, 2019) [25]          | 23. | (Irwanda et al., 2022) [9]                      |
| 9.  | (B. C. Hartanto & Palit, 2017) [26] | 24. | (Aisyah et al., 2021) [27]                      |
| 10. | (Rivanthio, 2020) [28]              | 25. | (Sari et al., 2020) [7]                         |
| 11. | (Saputra & Rachman, 2021) [29]      | 26. | (Faqih & Wahyudi, 2022) [6]                     |
| 12. | (Lesmono, 2018) [30]                | 27. | (Fabiana Meijon Fadul, 2019) [5]                |
| 13. | (Pratama et al., 2019) [31]         | 28. | (Aditya, 2020) [3]                              |
| 14. | (Widodo & Saputra, 2018) [32]       | 29. | (A. A. Hartanto, 2021) [2]                      |
| 15. | (Handayani, 2018) [33]              | 30. | (Triawan & Effendi, 2019) [16]                  |

### 3.1 Background of e-commerce development

The development of e-commerce that is happening at this time has different backgrounds. Transaction service systems and the absence of online marketing media are the most dominant backgrounds for e-commerce development. Difficulty in making a CV and portfolio, Not having a well-known brand image, Increasing product discovery, and Very tight competition is not the dominant background. So that it can be said that e-commerce was built to help transaction service systems and marketing media.

Table 2. Background of Development

| No. | Definition                             | Article  |
|-----|--|--|
| 1.  | Do not yet have a known brand image    | (1)  |
| 2.  | Difficulty making CV and portfolio     | (2)  |
| 3.  | Transaction Service System             | (3),(4),(6),(9),(11),(13),(17),(19),(20),(22),(23),(24),(25), (26),(27),(29) |
| 4.  | Increase product discovery             | (5)  |
| 5.  | There is no online marketing media yet | (7),(8),(14),(15),(16),(18),(21),(28),(30)                                   |
| 6.  | Very tight competition                 | (10),(12)  |

### 3.2 E-commerce system development methods

In the development of e-commerce systems, there are four approaches used, including using the spiral method, using the prototyping method, using the extreme programming method, and using the waterfall method. It can be seen in Table 3 that system development uses a lot of the waterfall method approach.

Table 3. System Development Methods

| No | Method                               | Article  |
|----|--------------------------------------|--|
| 1. | Using the waterfall method           | (2),(4),(5),(6),(7),(10), (11),(12),(13),(14),(15),(17),(19),(20),(21),(22),(23),(24),(30) |
| 2. | Using the extreme programming method | (1),(3),(25),(26),(27)   |
| 3. | Using the spiral method              | (8),(9)  |
| 4. | Using the prototyping method         | (16),(18),(28),(29)  |

### 3.3 Method Topic of e-commerce

The e-commerce development area that has received the most attention and attention to detail is the sale of clothes, followed by the development of SMEs. So that we can provide a clear image of what e-commerce is like. The contents of these are shown in Table 4.

Table 4. Topic in E-commerce

| No. | Topic                                | Article                                |
|-----|--------------------------------------|--|
| 1   | E-commerce services                  | (1)                                    |
| 2   | E-commerce template creation         | (2)                                    |
| 3   | Helmet sales e-commerce              | (3)                                    |
| 4   | MSME e-commerce                      | (4),(8),(23),(25)                      |
| 5   | Agricultural e-commerce              | (5)                                    |
| 6   | E-commerce grocery store             | (6),(16)                               |
| 7   | Transformer sales e-commerce         | (7)                                    |
| 8   | E-commerce market segmentation       | (9)                                    |
| 9   | E-commerce selling clothes           | (10),(11),(15),(17),(21),(26)(27),(28) |
| 10  | Shoe sales e-commerce                | (12)                                   |
| 11  | E-commerce selling handmade          | (13)                                   |
| 12  | E-commerce sales of sports equipment | (14)                                   |

| No. | Topic                           | Article   |
|-----|---------------------------------|-----------|
| 13  | E-commerce selling coffee       | (18),(30) |
| 14  | Plant sales e-commerce          | (19)      |
| 15  | E-commerce sales of merchandise | (20)      |
| 16  | SME sales e-commerce            | (22)      |
| 17  | E-commerce sales of cosmetics   | (24)      |
| 18  | Furniture sales e-commerce      | (29)      |

### 3.4 Features of the e-commerce system

The investigation was carried out on published journal papers to locate 27 e-commerce-related features. These features can serve as an example for future e-commerce development, enabling it to be more helpful and more in touch with the user's expectations. This will allow it to be more successful. Table 5 makes this clear, as can be seen here.

Table 5. Features

| No. | Feature                           | Article   |
|-----|-----------------------------------|---|
| 1   | Display Registration Form         | (1),(2),(4),(13),(16),(17),(22),(27),(30)   |
| 2   | Show Menu Events                  | (1)   |
| 3   | Order Package Menu Display        | (1)   |
| 4   | Admin page display                | (1),(4),(8),(9),(13),(16),(17),(21),(22),(23),(27)  |
| 5   | Main page display                 | (2),(3),(4),(5),(8),(9),(10),(11),(12),(13),(14),(15),(16),(17),(18),(19),(22),(23),(25),(27),(28),(30) |
| 6   | Transaction page display          | (2),(8),(11),(25),(26),(29),(30)  |
| 7   | Purchase page display             | (3),(4),(6),(16),(17),(18),(20),(21),(22),(24),(25)   |
| 8   | Order page display                | (3),(21),(25),(30)  |
| 9   | Login page display                | (4),(5),(6),(8),(10),(17),(20),(21),(22),(25),(26),(27)   |
| 10  | Product page display              | (5),(10),(11),(12),(16),(17),(18),(20),(21),(22),(25),(27),(26),(28),(30)                               |
| 11  | Cart page view                    | (5),(10),(11),(15),(17),(24),(25)   |
| 12  | Product management page display   | (6),(16),(20),(26),(27),(28)  |
| 13  | Customer homepage view            | (6),(25),(27)   |
| 14  | Dashboard page display            | (7),(24),(26),(28),(29),(30)  |
| 15  | Payment page display              | (10),(11),(12),(24),(28)  |
| 16  | Catalog Page Display              | (11),(21),(25),(27)   |
| 17  | View the latest news page         | (11)  |
| 18  | Shop page view                    | (19)  |
| 19  | View the track order page         | (19)  |
| 20  | Payment confirmation page display | (19)  |

| No. | Feature                                    | Article |
|-----|--|---------|
| 21  | Product search display                     | (21)    |
| 22  | Display product description page           | (21)    |
| 23  | Transaction notification page display      | (21)    |
| 24  | Display customer database page             | (21)    |
| 25  | Settings page display                      | (26)    |
| 26  | Display forgot page and reset the password | (27)    |
| 27  | Sales page display                         | (30)    |

#### 4. Discussion

The results of the literature study that has been carried out, it can be concluded that the creation of e-commerce is one way to face competition in the increasingly fierce business world. Using e-commerce, entrepreneurs or SMEs can develop online sales and increase opportunities to reach a wider market. E-commerce also provides advantages and convenience for buyers and sellers, so it becomes an important strategy to consider in managing a business. However, keep in mind that the creation of e-commerce also requires careful preparation and preparation of the right strategy in order to provide optimal results.

The development of e-commerce is carried out by entrepreneurs or micro, small, and medium-sized businesses (SMEs) for the following reasons: (1) It makes it simpler for entrepreneurs to market the products they sell. E-commerce enables business owners to sell their wares to a much wider audience than was previously possible, as the locations of their physical stores do not constrain them. (2) Make it easier for customers to purchase things. Customers benefit from the ease offered by e-commerce because it enables them to shop for products without requiring them to leave their homes. (3) Make the buying and selling of items easier to accomplish through the use of the online technique.

E-commerce allows buying and selling transactions to take place online using secure payment methods, such as wire transfers from one bank account to another or payments made using credit cards. E-commerce also enables customers to make purchases without leaving the comfort of their own homes. The whole purchasing process is made easier, which is to the advantage of both the buyer and the seller involved. The buyer and the seller are not needed to take any action throughout the buying process.

#### 5. CONCLUSION

Based on the results of the analysis that has been done, it can be concluded that most journals that discuss e-commerce development use the SDLC (System Development Life Cycle) method called the waterfall method. This is because this method has a clear final picture and is one of the simplest methods, so it is easy for system developers to understand and implement. It is important to keep in mind, however, that every system development project has its own unique features; as a result, the selection of the appropriate approach must be carefully reviewed in light of the requirements and constraints of the project. E-commerce product sales make up the vast bulk of issues covered in academic publications dedicated to e-commerce. This demonstrates that one of the e-commerce features that receive the most attention from researchers is the sale of items. Online marketing tactics, inventory management, and customer happiness in online shopping are all potential topics to discuss concerning selling items through electronic commerce. However, keep in mind that the sale of items is only one aspect of e-commerce; the term can also refer to providing services or services offered online.

#### ACKNOWLEDGEMENTS

The study was done with the help and support of Universitas Multimedia Nusantara. I want to thank you for all the help and support you gave me while I was writing this post.

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