



DOI: <https://doi.org/10.31933/dijms.v5i4>

Received: 13 April 2024, Revised: 29 April 2024, Publish: 15 May 2024

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Effect of Product Innovation, Networking and Marketing Innovation on E-Commerce

Nicky Liane Yonatan^{1*}, Hapzi Ali², Yayan Hendayana³

¹ Master of Management Student, Faculty Of Economics and Business Bhayangkara Jakarta Raya University, Jakarta, Indonesia, nicky.liane.yonatan19@mhs.ubharajaya.ac.id

² Lecturer the Faculty of Economics and Business, Bhayangkara Jakarta Raya University, Jakarta, Indonesia, hapzi.ali@gmail.com

³ Lecturer the Faculty of Economics and Business, Bhayangkara Jakarta Raya University, Jakarta, Indonesia, yayan.hendayana@dsn.ubharajaya.ac.id

*Corresponding Author: nicky.liane.yonatan19@mhs.ubharajaya.ac.id¹

Abstract: The effect of Product Innovation, networking and Marketing Innovation on E-Commerce is a scientific article in the literature study within the scope of the field of science. The purpose of this article is to build a hypothesis of the influence between variables that will be used in further research. Research objects in online libraries, Google Scholar, Mendeley and other academic online media. The research method with the research library comes from e-books and open access e-journals. The results of this article: 1) Product Innovation has an effect on E-Commerce; 2) Networking has an effect on E-Commerce; and 3) Marketing Innovation has an effect on E-Commerce.

Keyword: E-Commerce, Product Innovation, Networking, Marketing Innovation.

INTRODUCTION

Every undergraduate, graduate and postgraduate student must conduct research in the form of thesis, thesis and dissertation. Likewise, lecturers, researchers and other functional staff are active in conducting research and making scientific articles for publication in scientific journals.

Scientific work is a requirement for students to complete their studies at most universities in Indonesia. This provision applies to all levels of education, namely undergraduate thesis (S1), undergraduate thesis (S2), undergraduate dissertation (S3).

Based on empirical experience, many students and authors have difficulty in finding supporting articles for their scientific work as previous research or as relevant research. Relevant articles are needed to strengthen the theory being studied, to see the relationship or influence between variables and to build hypotheses. This article discusses the influence of Product Innovation, Networking, and Marketing Innovation on E-Commerce, a literature review study in the field of Marketing and Entrepreneurship.

Based on the background, the purpose of writing this article is to build hypotheses for further research, namely to formulate: 1) The effect of Product Innovation on E-Commerce;

2) The effect of Networking on E-Commerce; and 3) The effect of Marketing Innovation on E-Commerce.

METHOD

The method of writing Literature Review articles is the method of library research and Systematic Literature Review (SLR), analyzed qualitatively, sourced from Google Scholar online applications, Mendeley and other online academic applications.

Systematic Literature Review (SLR) is defined as the process of identifying, assessing and interpreting all available research evidence with the aim of providing answers to specific research questions (Kitchenham et al., 2009).

In qualitative analysis, the literature review should be used consistently with methodological assumptions. One of the reasons for conducting qualitative analysis is that the research is exploratory, (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION

Based on the background, objectives and methods, the results of this article are as follows:

E-Commerce

E-Commerce is a business activity that involves buying, selling, or exchanging goods and services over the internet or other computer networks. (Sihombing & Sukati, 2022)

According to Turban, Lee, King, and Chung; E-Commerce is the use of internet and web technology to conduct business transactions either within the scope of business to business, business to consumer, consumer to business, or consumer to consumer which involves the transfer of information, funds, or value in digital form. (Hendriansa et al., 2021)

According to Andreas Kaplan and Michael Haenlein, E-Commerce is the use of electronic technology and computer networks to carry out various forms of business activities. (Kurniawan & Siswanto, 2022)

The dimensions of E-commerce are; technology, management, market, finance, law and policy. (Sihombing & Sukati, 2022)

Indicators of E-Commerce are; number of transactions, revenue, customer satisfaction, conversion rate, cart abandon rate, and customer retention rate. (Hendriansa et al., 2021)

Factors that influence E-Commerce are user experience, security, product and service quality, digital marketing, technology trends, and economic conditions. (Kurniawan & Siswanto, 2022)

E-Commerce has been widely researched by previous researchers including (Yonatan, 2023), (Rismaya et al., 2022), and (Sihombing & Sukati, 2022)

Product Innovation

Product innovation is the process of developing and implementing new ideas, features, or concepts to create better or more sophisticated products that can better meet customer needs or wants than existing products. (Hendayana et al., 2019)

According to Peter Drucker, innovation includes not only the creation of new products, but also includes creating new markets and defining new ways to produce or provide services. (Muhammad Taufiq et al., 2020)

The dimensions of Product Innovation are; New Product Innovation, Product Improvement, Product Expansion, and Process Innovation. (Wiyono, 2020)

Indicators of Product Innovation are; Number of New Product, Share of Revenue from New Products, Rate of Return on Innovation, Speed of Product Development, and Customer Satisfaction. (Alfin Prahadi et al., 2024)

Factors affecting product innovation are; Research and Development, Creativity and Innovation Culture, Industry Partnership and Networks, Technology Change, Market Demand, and Leadership and Corporate Strategy. (Conference & Proceedings, 2020)

This Product Innovation has been widely researched by previous researchers including (Pranowo et al., 2021), (Utami et al., 2022), and (Kusnandar et al., 2020)

Networking

Networking is the process of building relationships with others in a friendly, constructive, and caring way. (Siti winarsih, 2021)

Networking is an activity that consists of building quality relationships with other people who can then provide mutual support, business references, and opportunities for collaboration. Effective networking requires commitment and consistency in maintaining relationships. (Inigo et al., 2020)

The dimensions of Networking are: connectivity, relationship quality, diversity, and reach. (Salam, 2018)

Indicators of Networking are: Number of Contacts, Activity Level, Meeting Quality, and Engagement Level. (Ullah & Bagh, 2019)

Factors that influence Networking are effective communication, social skills, credibility, initiative, and cultural compatibility. (Alfin Prahadi et al., 2024)

Networking has been widely researched by previous researchers including (Siti winarsih, 2021), (Farahdiba, 2020), and (Hendayana et al., 2019)

Marketing Innovation

Marketing Innovation is a concept that refers to the development and application of new ideas, strategies, or approaches in marketing activities to achieve better business goals. (Utami et al., 2022)

Marketing Innovation according to Gary Armstrong and Philip Kotler is the application of ideas, concepts, or approaches in marketing activities that generate added value for customers and provide a competitive advantage for the Company. (Muhammad Taufiq et al., 2020)

The dimensions of Marketing Innovation are New Products and Services, Marketing Processes, Customer Experience, Promotion Strategies, Partnerships and Collaborations. (Sari et al., 2023)

Marketing Innovation indicators are Number of New Products, Investment in Research and Development, Innovation Adoption Rate, and Employee Creativity and Innovation. (Rakib & Makassar, 2023)

Factors that influence Marketing Innovation are Corporate Culture, Innovative Leadership, Openness to the Company, Resources and Technology, and Customer Engagement. (Nursal et al., 2022)

Marketing Innovation has been researched by many previous researchers including (Dong, 2019), (Purchase & Volery, 2020), and (Sulistyaningsih et al., 2024)

REVIEW OF RELEVANT ARTICLES

Reviewing relevant articles as a basis of determining research hypotheses by explaining the results of previous studies, explaining the similarities and differences with the research plan, from relevant precious studies such as table 1 below:

Table 1: Relevant Research Results

No	Author (Year)	Previous Research Results	Similarities with this article	Differences with this article	H
1	(Cynthia & Tuti, 2023)	Product Innovation and Networking have a positive and significant effect on E-Commerce	Product innovation affects E-Commerce	Service Quality affects E-Commerce	H1
2	(Bayar et al., 2022)	Product Innovation and Price have a positive and significant effect on E-Commerce	Product innovation affects E-Commerce	Price affects E-Commerce	H1
3	(Inigo et al., 2020)	Networking and Information Quality have a positive and significant effect on E-Commerce	Networking affects E-Commerce	Information Quality affects E-Commerce	H2
4	(Wildan & Albari, 2023)	Networking and Website Quality have a positive and significant effect on E-Commerce	Networking affects E-Commerce	Website quality affects E-Commerce	H2
5	(Triwijayati et al., 2023)	Marketing Innovation and Product Quality have a positive and significant effect on E-Commerce	Marketing Innovation affects E-Commerce	Product Quality affects E-Commerce	H3
6	(Sulistyaningsih et al., 2024)	Marketing Innovation and Consumer Behavior have a positive and significant effect on E-Commerce	Marketing Innovation affects E-Commerce	Consumer behavior affects E-Commerce	H3

Based on the theoretical study, the discussion of this literature review article is to review relevant articles, analyze the influence between variables and make a conceptual thinking research plan:

Based on the research results, the discussion of this article is to review relevant articles, analyze the influence between variables and make a conceptual thinking research plan:

Product Innovation's influence on E-commerce.

Product innovation has a significant impact on the e-commerce industry. Here are some of its main impacts Increased Competitiveness, Improved User Experience, Development of New Business Models, Increased Operational Efficiency, New Market Development, and Increased Customer Retention.

The concept of product innovation includes various principles and ideas that form the foundation for successful product development. Here are some of the key principles and concepts in product innovation: Customer Satisfaction, Market Understanding, Use of Technology, Collaboration and Partnership, Iteration and Trial, Flexibility and Adaptability, Continuous Innovation, Importance of Design, Value-Focused, and Risk Management. These principles provide a solid foundation for developing products that are innovative and relevant to the market and customers.

Product innovation affects E-Commerce, if product innovation is perceived well, E-Commerce will be perceived well and vice versa. That product innovation as a whole is related to E-Commerce.

There are various factors that influence product innovation. These factors include internal and external aspects of an organization, as well as various elements that affect product innovation processes. Here are some of the key factors influencing product innovation: Creativity and Culture of Innovation, Research and Development (R&D), Collaboration and Partnership, Resource Availability, Technology and Infrastructure, Markets and Competition, Regulations and Policies, Changes in Consumer Behavior, Organizational Leadership and Strategy, Risk Analysis.

These factors interact and influence the innovation process of a product within an organization. By looking at these factors holistically, organizations can enhance their ability to produce innovative products that meet market needs and create added value for customers.

Product Innovation has an impact on E-Commerce, in line with research carried out by: (Bayar et al., 2022), (Xu, 2020), and (Knudsen et al., 2023)

Networking's influence on E-Commerce

Networking is a process that refers to building and maintaining relationships with various parties involved in the e-commerce ecosystem, including customers, suppliers, partners, influencers, and the e-commerce platform itself with the aim of expanding reach, increasing visibility and promoting products or services online.

The principles or concepts of Networking are quality over quantity, reciprocity, consistency and patience, purposeful networking, value delivery, trust and openness, and network diversification.

Networking affects E-Commerce, if Networking is perceived well, E-Commerce will be perceived well too, and vice versa. It can be explained that by paying attention to Networking in the context of e-commerce, businesses can utilize the power of online connectivity to build strong relationships with various stakeholders, increase consumer confidence, and expand their market share effectively.

The factors that influence Networking are effective communication, social skills, credibility, initiative, and cultural fit.

Networking plays a role in E-Commerce, this is in line with research conducted by: (Siti winarsih, 2021), (Hakim et al., 2018), and (Sinaga & Aslami, 2022)

The influence of Marketing Innovation on E-Commerce.

Marketing Innovation in the context of e-commerce involves the development and implementation of new ideas, strategies, and approaches in marketing activities tailored to the digital environment and the characteristics of e-commerce.

The principles or concepts of Marketing Innovation are creativity and innovation, customer orientation, flexibility and adaptability that is fast and effective, collaborating and partnering with internal and external, measuring and evaluating, involving experimental approaches, and the importance of supportive leadership.

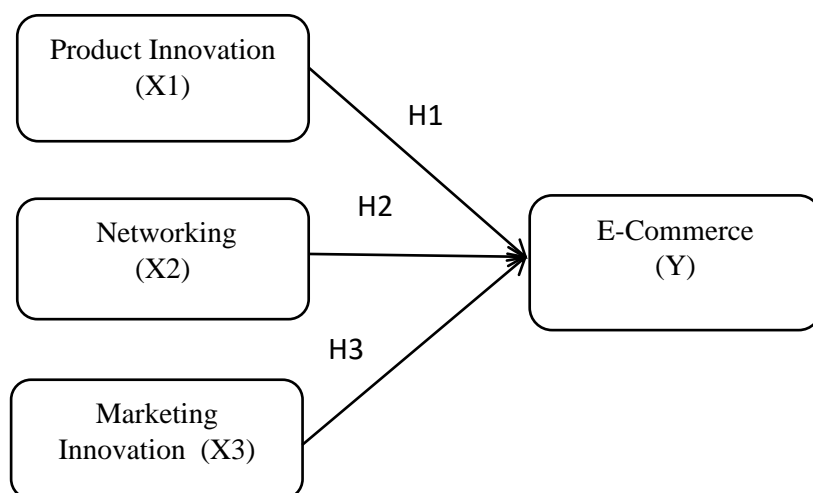
Marketing Innovation affects E-Commerce, if Marketing Innovation is perceived well then E-Commerce will be perceived well too, and vice versa. This can be explained that effective marketing in e-commerce must be designed by considering marketing objectives, target markets, and available budgets, and using various tools and channels available in the digital world to achieve optimal results.

Factors that influence Marketing Innovation are technology, market understanding, creativity, partnership and collaboration, organizational or corporate culture, innovative leadership, analysis and measurement, and flexibility and adaptability.

Promotion plays a role in E-Commerce, this is in line with research conducted by: (Hapriyanto, 2024), (Wiyono, 2020), dan (Triwijayati et al., 2023).

RESEARCH CONCEPTUAL FRAMEWORK

Based on the formulation of the problem, discussion and relevant research, the conceptual framework of this article is as shown in Figure 1 below.



Source: Researcher data

Figure 1. Conceptual Framework

Based on the conceptual framework above, then: Product Quality, Networking, and Marketing Innovation affect E-Commerce. Apart from the three exogenous variables that affect E-Commerce, there are still many other variables, including:

- 1) Price: (Ali et al., 2022) , (Novansa & Ali, 1926), dan (Ali et al., 2016)
- 2) Service Quality: (Ali, Evi, et al., 2018), (Sitio & Ali, 2019), dan (Ali et al., 2022),
- 3) Information Quality: (Ali, Evi, et al., 2018), (Sitio & Ali, 2019), dan (Ali et al., 2022),
- 4) Kualitas Informasi: (M & Ali, 2017), (Ali & Mappesona, 2016), dan (Ali, Narulita, et al., 2018)

CONCLUSION

Based on the objectives, results and discussion, the conclusion of this article is to formulate hypotheses for future research, namely:

- 1) Product Innovation affects E-Commerce;
- 2) Networking affects E-Commerce; and
- 3) Marketing Innovation affects E-Commerce.

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