

# Advances in Data-Driven Marketing Technologies: A Bibliometric Analysis of Indonesian Research Trends

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## Abstract

Indonesia, the largest economy in Southeast Asia, has experienced an increase in need for innovative, data-driven marketing research given its fast economic expansion. Business strategy and decision making depend on this study as it let companies adjust to the specificities of local markets affected by socioeconomic, technological, and demographic variables. This study aims to assess the direction and breadth of the research as well as identify any knowledge gaps or underutilized studies in the field of marketing, especially in Indonesia. Bibliometrics is the technique utilized by means of data analysis drawn from the Scopus database in January 2024. Ratih Hurriyati of the Indonesian Education University, with 11 publications to her credit and 209 citations to her works, is the most active writer in this area. The results show the key trends in Indonesian marketing research. Apart from that, the "International Journal of Data and Network Science" is the most often published journal source with 36 papers altogether. Particularly in relation to the use of digital technology to improve consumer satisfaction and promote loyalty in innovative markets, these findings provide new ideas for policy development and more research. Marketing research done in Indonesia has a huge possibility to considerably add to the literature in the globe when one considers both local and global dynamics.

*Keywords:* bibliometric analysis, data driven, marketing technology.

Received: 9 October 2024

Revised: 11 December 2024

Accepted: 24 December 2024

## 1. Introduction

Rapid company growth in Indonesia, the most vital economy in Southeast Asia, has driven up need for data-based creative marketing research (Putranto et al., 2022; Shukla et al., 2023). When it comes to the improvement marketing strategies and the decision-making process for companies has changed to include marketing research as a crucial component. Irma Trimulyawati find that the unique dynamics of the Indonesian market, shaped by socioeconomic, technological, and demographic factors, have influenced marketing research trends (Irma Trimulyawati et al., 2024). Over the last few decades, the method of marketing research in Indonesia has changed dramatically. Khrais and Gabbori (2023) in their research mention that the Internet and social networks' pervasive use has fundamentally changed how the companies interact with clients and do promotion their products and services (Khrais & Gabbori, 2023). Purwanto and Irawan (2023) claim that the digital revolution has changed the topics and approach of marketing research in Indonesia, therefore highlighting the need of a full understanding of the behavior of online consumers.

Digital technology have greatly shaped marketing research in Indonesia. The growth of e-Commerce has increased the need of researching data analytics, digital marketing, and online customer behaviour (F Fitria et al., 2024; Purnomo, 2023; Rosda et al., 2023; Sudirjo et al., 2024; Supardi et al., 2023). Some of Indonesian companies are

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employed digital technique to interact and give service to consumers online that have recently increase. Sociocultural elements have a big impact on how marketing research trends growth in Indonesia. Given the numerous cultures and traditions of Indonesia, it is impossible to fully grasp consumer behavior there without taking into account the local setting. Research on integrated marketing could help to clarify how sociocultural elements influence brand loyalty and consumer decision-making (Diallo et al., 2023).

Indonesian marketing researchers face many challenges, including geographical variety and limited access to trustworthy data (Raya et al., 2021; Umi & Sudrajat, 2024). It gives a many chance to conducted how company can maintain success in a competitive sector even with these challenge (Chen et al., 2023; Prasetyo et al., 2023). Research able to find and solve these issues would help academics as well as business experts. By means of bibliometric study, this paper aims to offer a comprehensive summary of Indonesian trends in marketing research. A bibliometric study of Indonesian marketing research literature can clarify the development of the discipline and highlight the main concerns of academics and practitioners in the area.

Farooq (Farooq, 2023) claims bibliometric analysis helps to track research growth and influence across scientific disciplines. Research domain bibliometric analysis can uncover publishing patterns, researcher collaboration networks, and topic trends. Bibliometric analysis shapes the scientific scene, emphasizes global knowledge contributions, and underlines local business practices in Indonesian marketing research. Comparing some of research in marketing, bibliometric analysis in Indonesian marketing research might found some of tendencies. Future bibliometric investigation in this area will be guided by this work. This research enables decision-makers, academics, and marketing research professionals in Indonesia to concentrate on multidisciplinary approaches, global cooperation, and complicated challenges.

## **2. Methods**

Data in this research used from Scopus database and a bibliometric analysis tool is using to collect and processing data (Iswanto et al., n.d.; Kiki Dianti et al., 2024). Scopus was chosen for its outstanding quality, defined by its capacity for constant analysis, consistent data standards, a robust citation network, a good academic reputation, and thoroughness. This advantage made Scopus as secondry a data source with consistent data and the ranking just behind Web of Science (WOS) in quality and reliability for finding research results (Gusenbauer, 2022; Pölonen et al., 2020). This research was done on 30 January 2024 by using a particular search query to find papers with criteria ( TITLE ( marketing ) AND AFFILCOUNTRY ( indonesia ) ) and years publication between 2014 and 2023, particularly for articles published in journals and published in Indonesia ( SRCTYPE , “j” ) and type of article (DOCTYPE, 'ar'). The study of the Indonesian marketing literature in this book is its main goal.

This bibliometric study aims to investigate and grasp the scientific literature on Indonesian trends in marketing research. The aim is to map out the direction and scope of marketing research in detail and to identify any unmet research gaps in this area. As a result, 746 papers matching the search criteria were discovered. These will be analyzed further to highlight important themes, common subjects, and significant additions to the Indonesian marketing research literature. This study employs Biblioshiny software for data visualization and manages descriptive data processing alongside a conceptual analysis of the gathered dataset. Biblioshiny serves as a user-friendly, web-based interface for the bibliometrix R-package, tailored to facilitate bibliometric analyses through accessible tools for visualizing bibliometric data. It enables the development of meaningful visual representations, including network maps, trend analyses, and thematic diagrams, which assist in the efficient interpretation of complex patterns within extensive datasets. This study utilizes Biblioshiny to effectively uncover important trends, relationships, and conceptual frameworks within the literature, thereby improving the clarity and depth of the analysis for readers, particularly those who may not be well-versed in bibliometric methods.

## **3. Results and Discussion**

A data filtering process produced 746 publications from the Scopus database between 2014 and 2023 that were relevant to research topics in Indonesian marketing. This total number of sources includes 271 books and journals. A 33.6% annual increase in the publication of related materials indicates that researchers and academics are very interested in this field. The keen interest of the academic community in this subject is further evidenced by the fact that 2065 authors have contributed to marketing research in Indonesia. Sub-sections on publication trend analysis and overall trend analysis comprise the research results and discussion. The top 10 productive authors, affiliations, sources, and cited articles are discussed in the publication trend analysis section. These findings and the

accompanying discussion offer a summary of the publications that map the bibliometric landscape; this information will guide future directions for research in Indonesia's marketing research field.

### 3.1. Publication Trends

To collect publication data for this topic, the Scopus database will be used in this bibliometric study of marketing research in Indonesia. Key components of the analysis will include author and collaboration network maps to comprehend the academic framework in the field, the evolution of the number of publications over time to identify prevailing trends, citation analysis to gauge the impact of significant works, and keyword frequency analysis to find new themes and understudied areas. Researchers, decision-makers, and practitioners in Indonesian marketing research will find value in the findings of this bibliometric analysis. The results will guide future lines of inquiry, help shape pertinent policy, and ensure that significant and urgent problems are thoroughly addressed. This trend study of publications will address several subjects including the most prolific authors, notable associations, main publishing outlets, and highly cited papers.

The most prolific authors, organizations, journalistic outlets, and often referenced papers have difficult interactions with publication patterns reflecting the dynamics of the research topic domain. Publication trends are shaped by the combined efforts of driven authors, supportive relationships, and choices of publishing channels. Writers who regularly contribute majorly to the topic of study shape the course of these trends. The focus of the field is influenced by influential sources, as researchers tend to prioritize publications from these sources when determining publication trends. Meanwhile, research direction is greatly influenced by frequently cited articles that are frequently authored by prolific authors or published in prestigious journals. They present fresh ideas, creative approaches, or significant discoveries that spark more discussion of the topic.

The most prolific authors of this field's research were examined in the first examination of publication trends in marketing research in Indonesia. The top ten authors in Indonesia in terms of publications on marketing research are shown in Table 1. Others conducting research in this field can use this analysis as a reference to identify notable figures in the field. Based on the analysis, a total of 2065 authors are identified; The Table 1 displays the ten most prolific authors in terms of research and publications related to marketing research.

**Table 1.** Top ten most productive authors

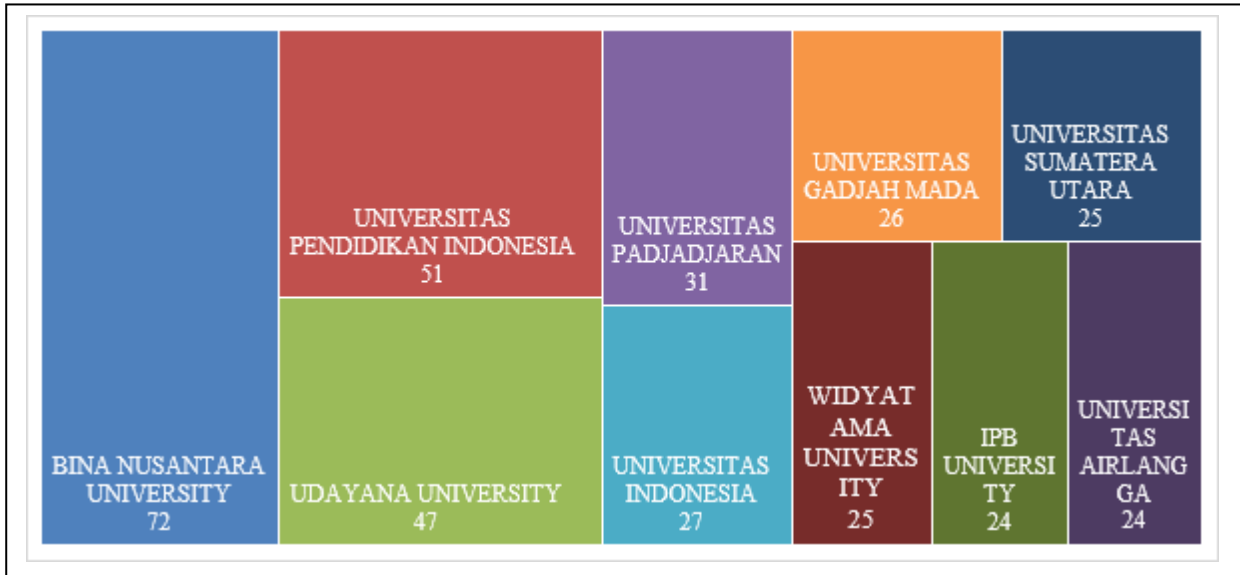
Authors	Articles	Affiliation
Ratih Hurriyati	11	Universitas Pendidikan Indonesia
Vincent Didiek Wiet Aryanto	9	Universitas Dian Nuswantoro
Ahmad Ikhwan Setiawan	8	Universitas Sebelas Maret
Ni Nyoman Kerti Yasa	8	Udayana University
Senny Luckyardi	7	Universitas Komputer Indonesia
Nuryakin	7	Universitas Muhammadiyah Yogyakarta
Yeni Absah	6	Universitas Sumatera Utara
Eli Ardyan	6	Sekolah Tinggi Ilmu Ekonomi Surakarta
Puspo Dewi Dirgantari	6	Universitas Pendidikan Indonesia
Augusty Tae Ferdinand	6	Universitas Diponegoro

The names of the authors are listed in Table 1 under the heading “Top ten most productive authors,” along with their institutional affiliation and the quantity of articles they have published. This list of authors' published articles indicates their level of academic productivity. With 11 articles, Rathi Hurriyati was first, followed by Ahmad Ikhwan Setiawan with 8 and Vincent Didiek Wiet Aryanto with 9. With 11 articles, Rathi Hurriyati, who works at an Indonesian university's Department of Management, is by far the most prolific writer. This could indicate that the department places a lot of emphasis on research and publications, or it could be a reflection of each person's extremely strong work ethic. High productivity may also be a sign of strong institutional support, which includes having access to resources such as data, help with research, and enough time to write and study.

This table only includes affiliations from Indonesian universities; some authors are affiliated with one university but work in different departments. This might suggest that management research in Indonesia is concentrated in certain areas or has centers of excellence. Variations in the number of publications produced by authors affiliated with the same institution may also be a sign of disparities in the resources allocated to various departments or faculties or in the priorities of individual authors. This table sheds light on the individuals who make the greatest contributions to

research and publications, two crucial facets of academic reputation. Additionally, those looking to collaborate on research projects domestically and internationally may find these data beneficial.

This study also reveals the affiliations of the authors conducting marketing research in Indonesia, based on the findings of the ten most prolific writers. The affiliations from all over the world that contribute to this field of study are shown in Figure 1. The 482 affiliates found through the bibliometric analysis, Figure 1 shows you the top 10 affiliates in terms of productivity when it comes to generating research on Indonesian marketing trends.



**Fig. 1.** Top ten most productive affiliations

As a means of visualizing the origins of affiliates who conduct extensive research on marketing-related topics, Figure 1 presents the Treemap visualization. Using area, treemaps are a useful tool for quickly comparing sizes and displaying hierarchies. The treemap in this instance displays the relative productivity of various academic affiliates. Each block's area size gives a clear visual representation of the volume of publications; the bigger the block, the higher the productivity that has been reported. Users can quickly distinguish between different universities by using different colors.

The top three universities on the list were Bina Nusantara University (72), Universitas Pendidikan Indonesia (51), and Udayana University (47). Bina Nusantara University demonstrated a notable initiative, which signifies a proactive involvement in both research and publications. This could be a result of the university successfully attracting productive researchers, allocating resources, or strategically prioritizing research. Both Udayana University and Universitas Pendidikan Indonesia exhibit high enrollment, indicating a thriving academic community. Variations in these numbers could be caused by several things, such as the number of faculty members, the focus of the discipline, and the accessibility of research funding. Researchers and other interested parties can evaluate the caliber and vibrancy of research carried out by Indonesian universities using productivity data, such as those shown in this treemap.

As part of its analysis, the study looked at the researchers' affiliations, as well as the distribution of publications across journals, as this can help determine the direction of future research. For example, the existence of a large number of publications on a given subject in a journal may suggest the significance and viability of that subject for additional study. Ten journals that regularly publish articles on Indonesian trends in marketing research are depicted in Figure 2. Researchers can use this information to identify the journals that would be best for publishing their findings. Article submissions may be appropriate to a particular journal if the research topic is closely related to a theme that appears on a regular basis in that journal. The bibliometric analysis yielded 271 sources or journals in total. Of these, 10 sources or journals are shown in Figure 2 as being particularly productive in publishing articles on trends in marketing research in Indonesia.

Figure 2 shows a horizontal bar chart representing the number of articles published in scientific journals or from different sources. The top three journals on the list are “International Journal of Data and Network Science” with 36 articles, “Quality - Access to Success” with 33 articles, and “International Journal of Scientific and Technology

Research” with 24 articles. The fact that the “International Journal of Data and Network Science” seems to be producing the most research publications on marketing suggests that it may have a more open publishing policy or that it may cover a larger range of topics. Furthermore, the existence of some journals with extremely narrow focus, such as “Uncertain Supply Chain Management,” demonstrates the diversity of specializations and interests within the scientific community, particularly in the field of marketing.

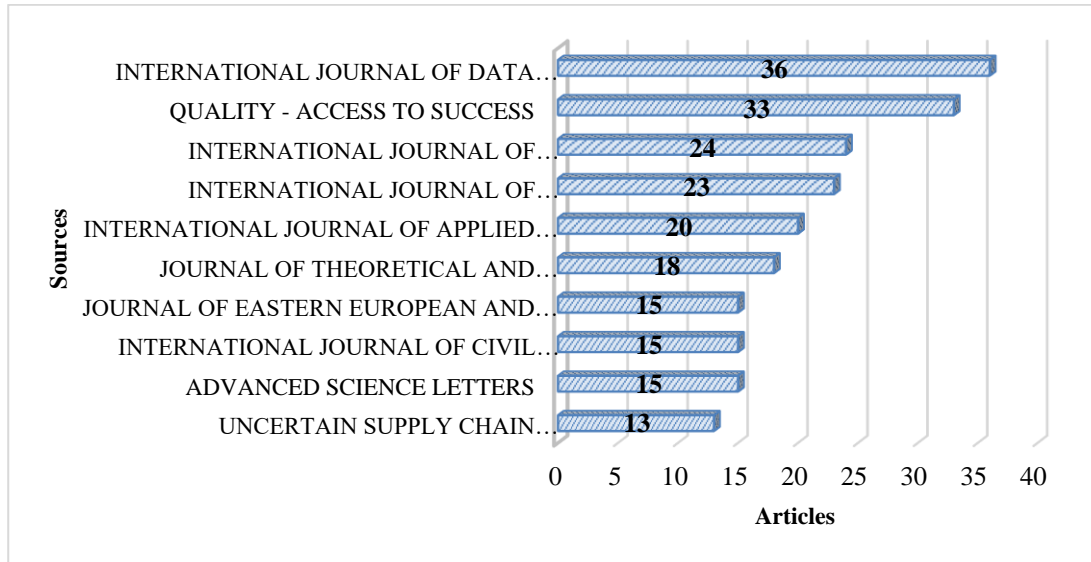


Fig. 2. Top ten most productive sources

This journal or resource information can be helpful to researchers looking for journals to publish articles related to midwife marketing, as it can help them determine which ones are likely to receive greater acceptance. It can indicate areas of current research focus and possibly gaps in the body of literature that require filling for academic institutions. A more thorough analysis that takes into account elements such as the impact factor of the journal, the number of references or citations of published articles, and the caliber of peer review carried out by the journal would be necessary to fully assess the effectiveness and influence of these journals.

The findings of the study on current publication trends reveal articles in Indonesian marketing research subjects with the highest citation rates. The method is citation analysis, which measures a scientific article's effect and relevance by counting the times it is referenced in other works. Table 2 shows the top 10 papers on marketing research in Indonesia. This citation study helps one to identify subjects with significant influence and notice new trends in marketing research. Often cited papers draw attention to issues or subjects in demand in the marketing sector. For academics wishing to broaden their marketing research inquiries, this collection of often referenced papers is an excellent tool. This bibliometric study uncovered 746 papers altogether; the top ten marketing publications from Indonesia were selected and shown in Table 2.

Table 2 displays the top ten scientific articles with the most citations, together with the title of the article, the digital object identifier (DOI), the total citations (TC) earned annually, and the number of citations each article received. With 209 citations and an average yearly total citation of 26,130, the article with the most citations, according to these results, explores the effects of customer engagement, service quality, and particular marketing constructs on airline passenger loyalty. This indicates that a major factor affecting consumer happiness and loyalty is service quality, and the Indonesian airline sector may face strong competition (Hapsari et al., 2017). Similar to the research conducted by Setiawan et al. (Setiawan et al., 2020), found that the necessity of service quality, price fairness and customer pleasure is indicated in the need of these factors in increasing customer confidence in Indonesia's aviation business.

With 120 references, the second most cited article looks at how marketing abilities in SMEs foster creativity and entrepreneurial traits, therefore stressing a notable subject of research. Emphasizing the importance of innovation and relational skills for competitive advantage, this study illustrates how strategic marketing and innovation can help Indonesian SMEs to have a stronger market position (Sulistyo & Siyaminah, 2016). The research by Sulistyo, H, and Ayuni, S is similar in this demonstrated that there is a notable impact on innovation capacity and performance from entrepreneurial orientation and social capital. Improving the performance and competitive edge of SMEs is much influenced by their innovation capabilities.

**Table 2.** Top ten most cited article

Rank	Title	DOI	Citations	TC
1	The impact of service quality, customer engagement and selected marketing constructs on airline passenger loyalty(Hapsari et al., 2017).	10.1108/IJQSS-07-2016-0048	209	26,13
2	Innovation capability of SMEs through entrepreneurship, marketing capability, relational capital and empowerment(Sulistyo & Siyamtinah, 2016).	10.1016/j.apmr.v.2016.02.002	120	13,33
3	Entrepreneurial Innovativeness, Relational Capabilities, and value Co-Creation to Enhance Marketing Performance(Indriastuti, 2019).	10.18510/hssr.2019.7328	90	15,00
4	Partial correlation analysis using multiple linear regression: Impact on business environment of digital marketing interest in the era of industrial revolution 4.0(Syazali et al., 2019).	10.5267/j.msl.2019.6.005	80	13,33
5	The mediation effect of customer satisfaction in the relationship between service quality, service orientation, and marketing mix strategy to customer loyalty(Solimun & Fernandes, 2018).	10.1108/JMD-12-2016-0315	71	10,14
6	What Makes GO-JEK Go in Indonesia? The Influences of Social Media Marketing Activities on Purchase Intention(Moslehpour et al., 2022).	10.3390/jtaer17010005	54	18,00
7	Social Media Marketing and Business Performance of MSMEs During the COVID-19 Pandemic(Syaifullah et al., 2021).	10.13106/jafeb.2021.vol8.no2.0523	51	12,75
8	The role of social media marketing, entertainment, customization, trendiness, interaction and word-of-mouth on purchase intention: An empirical study from Indonesian smartphone consumers(Wijaya et al., 2021).	10.5267/j.ijdns.2021.6.011	41	10,25
9	The role of e-marketing and e-CRM on e-loyalty of Indonesian companies during Covid pandemic and digital era(Haudi, Rahadjeng, et al., 2022).	10.5267/j.uscm.2021.9.006	39	13,00
10	Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry(Aji et al., 2020).	10.5267/j.ijdns.2020.3.002	39	7,80

Furthermore, in the third position, articles that discuss marketing capabilities to increase competitive advantage get 90 citations. This shows the need to understand and develop relevant marketing capabilities as a driving factor for business success, especially in a fast-changing economy like Indonesia (Indriastuti, 2019). Similar to the research conducted by Ferdinand, M. and Ciptono, W. S. (Ferdinand & Ciptono, 2022) industry competitiveness is driven by strategy, structure, competition, and related and supporting industries. The articles most frequently cited on marketing research in Indonesia suggest that, in a variety of industries, including aviation, small businesses and app-based transportation, there appears to be an emphasis on customer engagement, technological innovation, and service quality. Research on how digital technologies can be used to enhance customer experience and foster loyalty in a competitive market is highly sought after, according to the bibliometric analysis of these citations. From a scholarly point of view, this points to a field in which more research is desperately needed and where Indonesia can continue to make more contributions to the international literature.

### 3.2. Trend Analysis

Trend studies provide important insights into the development of a certain field of study. By documenting and evaluating developing trends in the literature across time, this study clarifies the evolution of research methodologies, scholarly interests, and subject areas within a discipline. All those engaged in research will find this work to be

indispensable. Based on the idea that the frequency of co-occurrence of keywords or ideas in scholarly papers indicates a more substantial relationship than mere coincidence, co-occurrence analysis is a bibliometric technique used to investigate trends and patterns in literature (Saha et al., 2020; Su et al., 2021).

Co-occurrence analysis helps researchers to monitor the development of study subjects over time, spot new themes, and maybe predict future research areas when they look at marketing research trends in Indonesia. Moreover, the findings of this trend study could provide a foundation for spotting research gaps calling for future study. Figure 3 shows a network graph showing the structure and interconnection of words inside a text, such a research paper, policy document, or instructional material. The picture shows six groups, the main one being “marketing performance.”

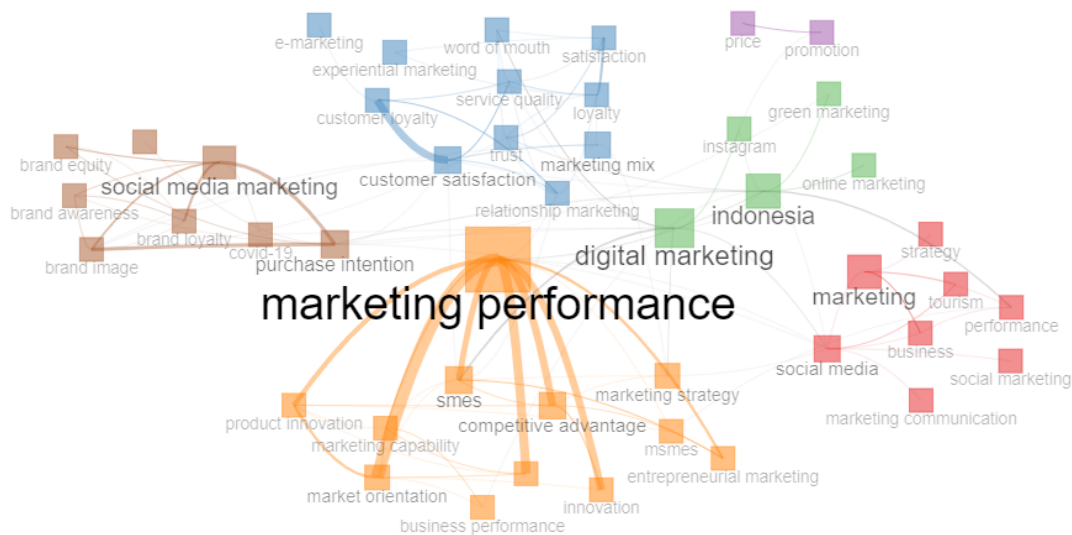


Fig. 3. Co-occurrence analysis

Figure 3 shows the relationship between the word network and marketing performance. Prominent words in the study of the data set are “social media marketing,” “digital marketing,” and “marketing performance.” This suggests that these subjects are significant. This word network helps to find interesting marketing trends and idea links. The phrase “marketing performance” is used. Often linked with sales, market share, or brand awareness, this comment relates to the final outcome of a company’s marketing efforts. “Marketing performance” is closely related to “digital marketing” and “social media marketing,” which suggests that digital channels and social networks are increasingly affecting marketing results. This shows the change in marketing approach from traditional strategies to those using sophisticated digital technology.

Research conducted by Melović (Melović et al., 2020) show that several elements determine how business use digital marketing and different levels of influence: the length of implementation, the knowledge of the responsible person, the perceived cost-effectiveness of digital marketing, the measurability of its impact, and the sufficiency of conventional marketing. Moreover, the results show a close relationship between a company’s dependence on digital marketing and its effect on brand positioning and promotion.

Brand words “social media marketing” frequently show often across the network media social. Modern marketing strategy used social media to show companies interact with their client (Li et al., 2021). Visual communication in “social media marketing,” “brand awareness,” and “customer loyalty” focus vital role on social media in creating and maintained these ideas. Haudi’s (Haudi, Handayani, et al., 2022) found that social media marketing give positive influences brand loyalty, brand equity, and trust. Besides being a communication tool, this stresses how social networks are a powerful tool for building enduring relationships with consumers.

The interrelation of concepts encompasses “customer satisfaction,” “trust,” “service quality,” and “marketing performance.” This indicates that marketing success encompasses more than merely capturing attention with striking commercials; it also involves establishing credibility and ensuring consumer satisfaction (Susiang et al., 2023). This emphasizes the significance of pursuing excellence in all aspects of service as a fundamental component of effective marketing. “Competitive advantage” and “innovation” are perceived as interconnected with marketing strategy and organizational performance. It underscores the necessity for marketing strategies to continually adapt to sustain

corporate performance and asserts that innovation is the key to maintaining a competitive edge (Abdulwase et al., 2020). This correlation demonstrates that organizations employing creative marketing strategies typically observe enhancements in their overall performance. This image provides a comprehensive examination of the interconnections and roles that different components of the marketing ecosystem contribute to success.

A study of the results of the presentation reveals that Indonesian marketing places great emphasis on performance, especially with digital and social media marketing. Building brand awareness and developing customer loyalty depend on social networks. Moreover, good marketing creates interest and meets customer demands, hence building trust. Competitiveness in marketing strategy and general business operations depends on innovation. This finding provides a vital overview of the relevant elements of Indonesian marketing.

#### 4. Conclusion

Indonesia, Southeast Asia's largest country, has seen tremendous corporate growth, increasing demand for innovative and data-driven marketing research. Marketing research, necessary for strategy and business decisions, has been adjusted to the Indonesian market's demographic, technological, and socioeconomic variables. Technology—especially the Internet and social media—has changed customer interactions and product and service offerings, making digital marketing and e-commerce important. Sociocultural study on online customer behavior helps explain purchasing decisions and brand loyalty. Marketing research in Indonesia shows how organizations can succeed in a competitive market despite geographical variability and restricted data access. The findings highlight substantial developments in Indonesian marketing research. Ratih Hurriyati of Universitas Pendidikan Indonesia is the most prolific writer with 11 publications and 209 citations, indicating sector impact. The most-published source was the “International Journal of Data and Network Science,” with 36 papers. These findings, particularly on using digital technology to improve customer experience and promote loyalty in a competitive market, suggest new research and policy directions. Thus, Indonesian marketing research has the potential to considerably contribute to global literature if one examines local and global dynamics.

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