

### Bibliometric: E-Marketing, Digital Marketing, Social Media on Marketing Performance

Tikawat(tikawati@uinsi.ac.id)<sup>1</sup>

Universitas Islam Negeri Sultan Aji Muhammad Idris Samarinda

Syarifah Hidayah(syarifah.hidayah@feb.unmul.ac.id)<sup>2</sup>  
Universitas Mulawaman

Zainal Abidin(zainal.abidinfeb.unmul.ac.id)<sup>3</sup>  
Universitas Mulawaman

Rahmawati (Rahmawati@feb.unmul.ac.id)<sup>4</sup>  
Universitas Mulawaman

#### Abstract

*This study conducted a bibliometric analysis of e-marketing, digital marketing, social media, social media marketing, business marketing and marketing performance, by reviewing previous studies in international journals, indexed by the Scopus database from several publishers and reputable international journals. The focus of the study was only on articles published between 2012 and 2022 using the Google Scholar, Scopus, Science Direct and Perish and Publishing search engines. The data obtained from 607 articles were analyzed, and the final data reviewed were 111 to provide a representative picture in line with the analysis of bibliometric practicality in assessing the characteristics of topics, organizations, and authorship. The findings show an increase in interest and the development of studies related to the research topic. Topics and variables are still evolving, opportunities for related research in the future.*

**Keywords:** Bibliometrics, e-marketing, digital marketing, social media, social media marketing, business marketing and marketing performance

#### INTRODUCTION

Marketing performance determines business profits, marketing performance with digital needs to measure company performance in order to get a picture of company profits (Järvinen & Karjaluoto, 2015), performance results in marketing are generally conceptualized and operationalized (Katsikeas et al., 2015). However, there has been no research that has a relationship, correlation between marketing performance influenced by e-marketing, digital marketing, social media marketing. Social media marketing provides opportunities to carry out marketing activities, there are several such as Facebook has a positive impact on the non-financial performance of SMEs (Ainin et al., 2015), business performance and social media (Paniagua & Sapena, 2014), the influence of social media on sales business performance (Rodriguez et al., 2012) is not free from the challenges of performance itself (Simões & Marques, 2012), Instagram in promoting travel and hospitality businesses (Fatanti & Suyadnya, 2015), Instagram social media is used to promote museum management for visitors, as a means of information and promotion (Weilenmann & Hillman, 2013). Through social media that manages negative consumer comments can improve hotel marketing (Kim et al., 2015), the influence of intellectual capital on performance (Hsu & Wang, 2012), the use of social media and organizational performance in Malaysia (Parveen et al., 2015), rural communities in Saudi adopt and diffusion of ICT helps SME business owners or managers (AlBar & Hoque, 2017). Social networks have an impact that social network marketing has on business development, the importance of the benefits of social networks through innovation processes or any method to stimulate collaboration with customers, partner companies, suppliers, and academics (Ioanid et al., 2018), E-marketing, marketing efforts through the power of technology and websites with the support of internet networks, there is the ability to detect search engines - search engines called strategies in implementing e-marketing (Grzywaczewski et al., 2010) ensuring better performance, market-based knowledge resources must be configured with the distribution of marketing and innovation capabilities, organizational innovation improves performance both directly and indirectly by maintaining technological innovation (Azar & Ciabuschi, 2017), SMES performance innovation (Scuotto et al., 2017), resources and capabilities as drivers of the marketing strategy environment that have implications for competitive advantage and performance (Leonidou et al., 2013), analytical capabilities and competitive performance (Mikalef et al., 2020), digital marketing is very necessary today, complex sales processes can take advantage of web analytics to show how digital marketing activities (Järvinen & Karjaluoto, 2015) Literature support on e-marketing, digital marketing, social media and social media marketing, business marketing has been done a lot of research, but research on this keyword does not have a direct relationship or correlation about e-marketing, digital marketing, social media and social media marketing, business marketing to marketing performance, so this research is still open and very interesting to implement. The key questions in this bibliometric are made with six questions, to find an in-depth picture of the topic being reviewed.

In this bibliometric research, several key questions were made as follows:

RQ1. Year and number of publications?

RQ2. Who are the most active researchers?

RQ3. What subtopics are discussed in e-marketing, digital marketing, social media and social media marketing, business marketing?

RQ4. What methods are used?

RQ5. Which countries are the most?

RQ6. Which journals are the most?.

#### METHODOLOGY

This study only uses searching google scholar, scopus, elsevier (science direct) and Perish and Publish, from international publications related to the research field using the keywords "e-marketing", "digital marketing", "social media", "social media marketing", "marketing performance", "business performance" and "international marketing" published in 2012 to 2022 (Wahono, 2016), and this study collected 607 articles found from international sources. To strengthen the research using strategies for bias reduction and dispute resolution, this SLR study with a review of existing systematic reviews was conducted to identify study selection strategies (Petersen & Ali, 2011). The search technique uses keywords and this study has seven key questions or research questions (RQ) that discuss which journals contain the most about marketing performance and halal brands, who are the most active researchers, what subtopics are discussed in Marketing performance and Halal Brands, what methods are used, year and number of publications. The article data set to be discussed in depth is 111 articles, while data processing with Microsoft Word and Excel 2019 also uses the reference manager application "Mendeley" and visual data processing uses VosViewer software.

Clarifying the steps of this bibliometric research is carried out with the following design:

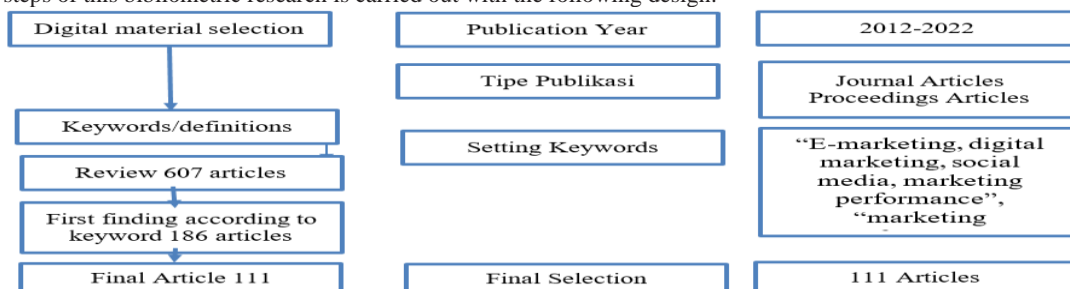


Figure 1. Research flow

**RESULTS**

The initial stage of bibliometric activity is to determine keywords, namely using the keywords "e-marketing", "digital marketing", "social media", "social media marketing", "marketing performance", "business performance" and "international marketing", from the Scopus database search engine with a focus on Article Title, Abstract, and Keywords (Falagas et al., 2008; Wang et al., 2020). Limited to the year published in 2012 to 2022, and this study limited and found 607 articles, all of which were set as standards for further examination in the study, namely English-language articles, from reputable international journals, further filtered to obtain more specific and more concentrated results according to the topics found. Therefore, this study uses a framework review technique led by a set of inclusion and exclusion criteria to filter out irrelevant studies (Wahono, 2016), furthermore, bibliometric analysis requires an evaluation of the suitability and consequences of the available databases compared to others (Alryalat et al., 2019; Petersen & Ali, 2011).

The results of "e-marketing", "digital marketing", "social media", "social media marketing", "marketing performance", "business performance" and "international marketing" are examined deductively and inductively by tracing the evolution of their trends and patterns in scientific production in the disciplines studied (Bonilla et al., 2015). Meanwhile, the literature classification section is completed before accurate or actual data analysis is carried out by combining inductive and deductive methods through triangulation and this allows the use of different data sources from different authors to analyze a particular concept (Scheffler & Brunzel, 2020).

The data were analyzed using bibliometric methods (Bonilla et al., 2015; Herrera-Franco et al., 2020; Scheffler & Brunzel, 2020), then the findings were summarized in the results and discussion sections. In addition, VosViewer was applied to classify published literature and extensive network relationships due to its ability to function effectively with very large data sets, visualizations, analyses, and different breakthrough studies. The previous bibliometric method has been proven to be efficient for scientific mapping of journal articles due to its ability to apply graphical visuals and maps to present different perspectives of a concept (Stopar & Bartol, 2019; Wang et al., 2020).

**RQ1. Year and Number of Publications**

The results of searching and analyzing bibliometric data on journals published and years on e-marketing, digital marketing, social media, social media marketing, business marketing:

Table 1. Year and number of publications

Year	Social media	Digital Marketing	Social media Marketing	Business Performance	e- Marketing	Amount
2012	4	0	1	1	0	6
2013	3	0	1	0	1	5
2014	1	0	0	2	0	3
2015	8	2	1	0	1	12
2016	5	2	1	2	0	10
2017	10	1	6	1	0	18
2018	4	1	2	1	1	9
2019	5	2	1	0	0	8
2020	8	4	4	6	0	22
2021	3	7	2	0	0	12
2022	0	3	0	2	1	6
	51	22	19	15	4	111

This can be seen in the following graphic image:

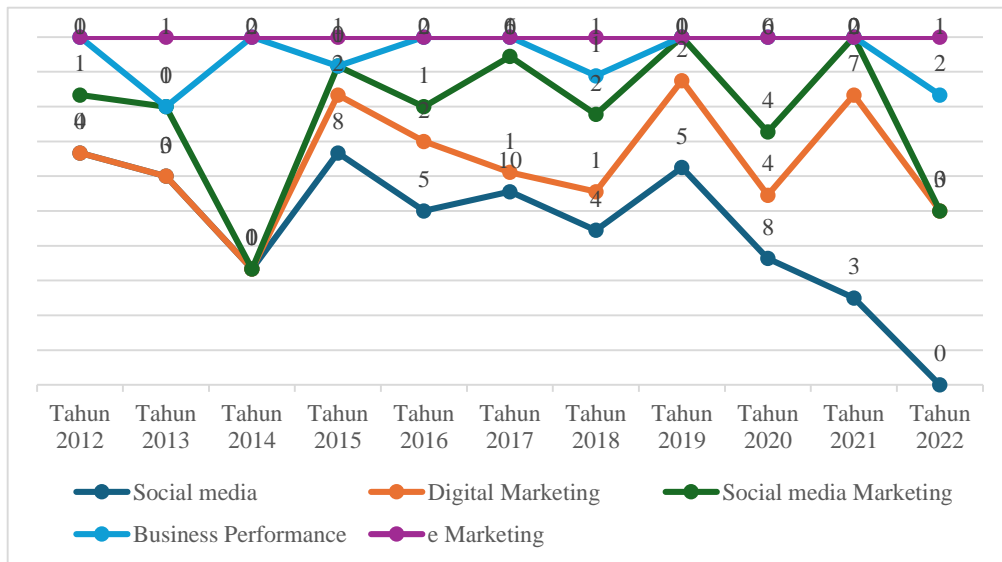


Figure 1. Graph of years and number of publications

**RQ2. Who are the researchers.**

The data of active authors on this topic contains a large number of authors, but those who are active are still very few and those who have relevance to the topics of e-marketing, digital marketing, social media, social media marketing, business performance, marketing performance that are analyzed, then the author data is displayed as follows:

Table 2. Authors from 2012-2022

Year	Count	Author(s)
<b>Digital Marketing</b>		
2015	2	Araújo, R.F, Järvinen, J.
2016	2	Taheam, K, Wątróbski, J.
2017	1	Saura, J.R.
2018	2	Pelsmacker, P. De
2019	2	Eremina, Y, Hwangbo, H.
2020	4	Chinakidzw, Low, S. Melović, Wang, F.
2021	7	Agus, A.A. Erdmann, Djakasari, Goldman, Purba, M Saura, J.R, Saura, J.R.
2022	3	Deb, S.K. Giantari, Tariq, E.
	23	
<b>Social media</b>		
2012	4	Huang, L. Marshall, Neiger, B Rodriguez, M.
2013	3	Malthouse, Peters, K Rapp, A.
2014	1	Trainor, K.J.
2015	8	Ainin, S. Carr, J. Chen, Z. Harrigan, Kim, W. Parveen, Zhang, C. Smith, K.T.
2016	5	Colicev, A. Linné, T. Parveen, Niederme, Zhu, Z.
2017	10	Araújo, M. Arnabold Charoens Dolan, R. Dolan, R. Kim, W. Odoom, F, Pérez-Go Ramanath
2018	4	Cao, Y. Chirumal, Dunn, A. Lund, N.F.
2019	5	Ancillai, C. Jain, G. More, J.S Pourkhan Wardati, N.K
2020	8	Aydin, G. Chen, X. Garg, P Harrigan, Jain, S. Lin, H.C. Liu, L. Magno, F Olanrewa
2021	3	Marchand, Zhan, Y. Zhang, W.
	51	
<b>Social media Marketing</b>		
2012	1	Pentina, I.
2013	1	Luo, X.
2015	1	Minazzi, R.
2016	1	Kasemsap, K.
2017	6	Alalwan, A Keegan, I Keegan, I Wang, Z. Yadav, M Oberoi, P.
2018	2	Miles, S. Tafesse, W.
2019	1	Abbas, J.
2020	4	Chatterjee, Eid, R. Enyinda, Tarsakoo, P.
2021	2	Wibowo, A Syaifullah, J.
	19	
<b>Business Performance</b>		
2012	1	Morgan, N.A.
2014	2	Nieto, J. Paniagua, J.
2016	2	Lee, Y. Mahmoud, M.A.
2017	1	Bruskin, S.N
2018	1	Sheikh, A.A.
2020	6	Garg, P. Maziriri, Nuseir, M Octavia, Varadaraj Sihotang, J.
2022	2	Giantari, I. Obermayer, N.
	15	
<b>e Marketing</b>		
2013	1	Eid, R.
2015	1	Mazzarol, T.
2018	1	Sheikh, A.A.
2022	1	Haudi
	4	

**RQ3. Subtopics and research trends discussed**

Relevant topics on e-marketing, digital marketing, social media, social media marketing, business performance, marketing performance, which are very close in relevance as the first findings from the large amount of literature collected:

**Table 3: First findings of e-marketing, digital marketing, social media, marketing performance**

Topics	Amount
e-marketing	4
Digital Marketing	21
Digital Marketing Performance	1
social media	59
social media marketing	20
Social Networks	21
business performance	16
product innovation - / Performance	42
international marketing	2
AMOUNT	186

After deductive and inductive examination and classification of literature, eliminating the topic of social network, product innovation / performance, the final results that match the topic found 111 literatures, then the literature was analyzed in depth to ensure research trends, authors, countries and years and places of publication carried out by the authors according to the topic, the findings were made visually. For the final data that has been examined including topics, e-marketing, digital marketing, digital marketing performance, social media, social media marketing, business performance and international marketing can be seen in the following table:



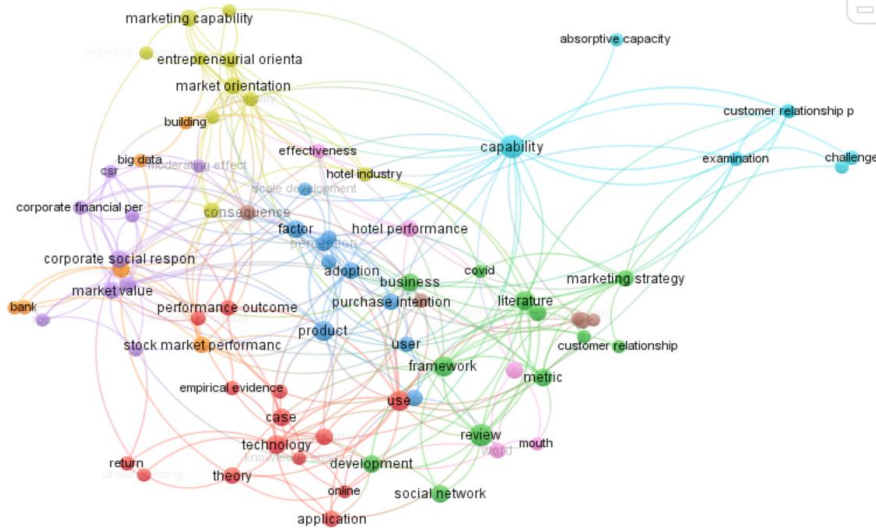


Figure 4 Social media marketing research trends

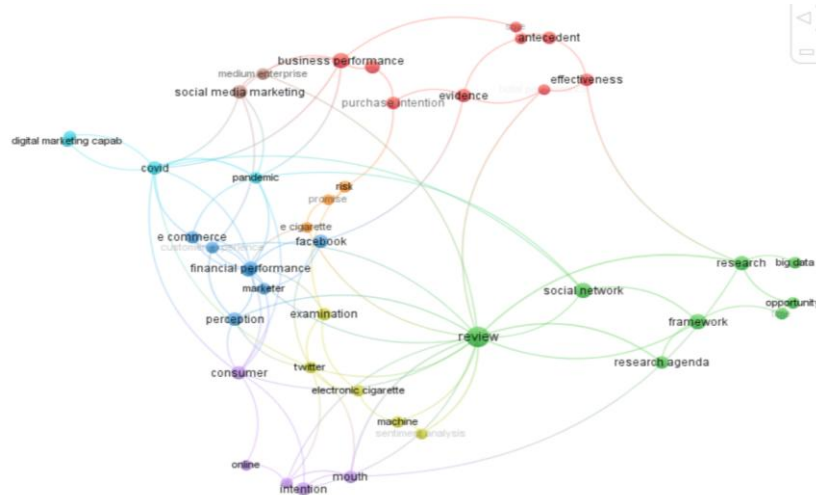


Figure 5. Research trends in e-marketing, digital marketing and social media marketing

**RQ4. What methods are used**

To find out that the topics of e-marketing, digital marketing, social media, social media marketing, business performance in the research that has been carried out, are collected with the type or approach using what method is used in the research, the data from this study are:

Table 5. Commonly used research methods

	Social media	Digital Marketing	Social media Marketing	Business Performance	e Marketing	Amount
<b>Kualitatif</b>	13	8	5	2	0	28
<b>Kuantitatif</b>	31	13	14	13	4	75
<b>Mixed</b>	3	1	0	0	0	4
<b>SLR dan Bibliometrik</b>	4	0	0	0	0	4
	51	22	19	15	4	111

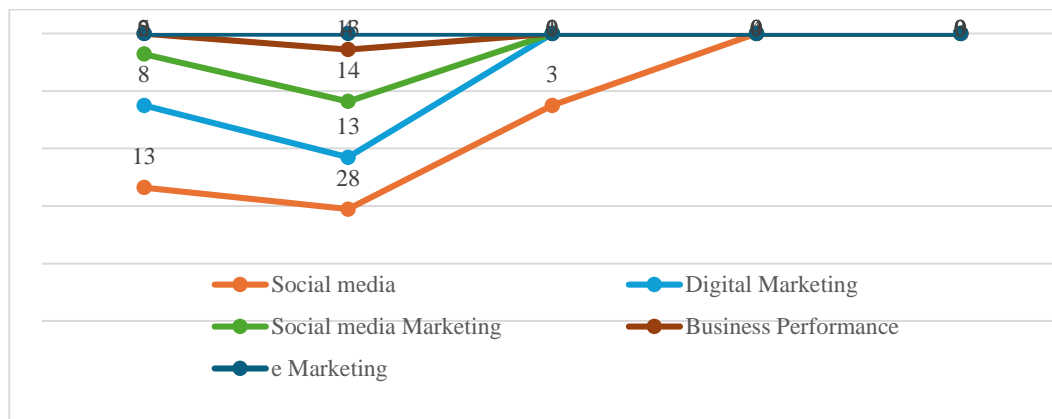


Figure 9. Commonly used research methods

### RQ5. Which countries discuss the most

To find out the trend of selected topics and authors from all data selected from 111 articles, the results are shown from which country the authors come from, including authors from Indonesia, as an illustration, see the following picture:

Table 6. Names of countries that write the most (8 most countries)

Country	Amount
Amerika	8
Afrika selatan	3
Thailand	3
Indonesia	4
Australia	5
Spanyol	4
Rusia	3
Cina	11

### RQ6. Names of journals that publish a lot

Some findings of the names of journals that publish, which are shown in table 7 are journals that publish more than 2 articles, the most journals are the International Journal of Data and Network Science, Sustainability (Switzerland), International Journal of Information Management and Industrial Marketing Management as follows:

Table 7. Names of journals that publish a lot

Nama Jurnal	Jumlah
Cogent Business and Management	3
International Journal of Data and Network Science	6
Sustainability (Switzerland)	4
Industrial Marketing Management	4
International Marketing Review	3
International Journal of Information Management	5
Journal of Business and Industrial Marketing	3
Journal of Interactive Marketing	3
Management Decision	3

## CONCLUSION

The results of the study with a critical analysis of the topics of e-marketing, digital marketing, social media, social media marketing, business performance and marketing performance through a systematic exploratory analysis found that previous studies were conducted on this topic from international journal articles. The findings of 111 reviewed articles show that the research trend between 2012 and 2022, with the topic set there was an increase in 2020, 2021 and there were several authors in 2022, the country and origin of the author's university expanded and spread their country of origin, because they are evenly distributed and none are monopolized by the country and university, then none of the most productive observed focused on this variable. Finally, interesting theories were found regarding new developments in this topic, related to the development and use of variables in research in the last ten years. The findings show that there is an increase in interest and the development of studies related to the topics reviewed and are always open to future knowledge development.

## References

- Ainin, S., Parveen, F., Moghavvemi, S., Jaafar, N. I., & Shuib, N. L. M. (2015). Factors influencing the use of social media by SMEs and its performance outcomes. *Industrial Management and Data Systems*, 115(3), 570–588. <https://doi.org/10.1108/IMDS-07-2014-0205>
- AlBar, A. M., & Hoque, M. R. (2017). Factors affecting the adoption of information and communication technology in small and medium enterprises: a perspective from rural Saudi Arabia. *Information Technology for Development*, 25(4), 715–738. <https://doi.org/10.1080/02681102.2017.1390437>
- Alryalat, S. A. S., Malkawi, L. W., & Momani, S. M. (2019). Comparing bibliometric analysis using pubmed, scopus, and web of science databases. *Journal of Visualized Experiments*, 2019(152). <https://doi.org/10.3791/58494>
- Azar, G., & Ciabuschi, F. (2017). Organizational innovation, technological innovation, and export performance: The effects of innovation radicalness and extensiveness. *International Business Review*, 26(2), 324–336. <https://doi.org/10.1016/j.ibusrev.2016.09.002>
- Bonilla, C. A., Merigó, J. M., & Torres-Abad, C. (2015). Economics in Latin America: a bibliometric analysis. *Scientometrics*, 105(2), 1239–1252. <https://doi.org/10.1007/s11192-015-1747-7>
- Fatanti, M. N., & Suyadnya, I. W. (2015). Beyond User Gaze: How Instagram Creates Tourism Destination Brand? *Procedia - Social and Behavioral Sciences*, 211(September), 1089–1095. <https://doi.org/10.1016/j.sbspro.2015.11.145>
- Grzywaczewski, A., Iqbal, R., Shah, N., & James, A. (2010). E-marketing strategy for businesses. *Proceedings - IEEE International Conference on E-Business Engineering, ICEBE 2010*, 428–434. <https://doi.org/10.1109/ICEBE.2010.61>
- Herrera-Franco, G., Montalván-Burbano, N., Carrión-Mero, P., Apolo-Masache, B., & Jaya-Montalvo, M. (2020). Research trends in geotourism: A bibliometric analysis using the scopus database. *Geosciences (Switzerland)*, 10(10), 1–29. <https://doi.org/10.3390/geosciences10100379>
- Hsu, L. C., & Wang, C. H. (2012). Clarifying the Effect of Intellectual Capital on Performance: The Mediating Role of Dynamic Capability. *British Journal of Management*, 23(2), 179–205. <https://doi.org/10.1111/j.1467-8551.2010.00718.x>
- Ioanid, A., Deselnicu, D. C., & Militaru, G. (2018). The impact of social networks on SMEs' innovation potential. *Procedia Manufacturing*, 22, 936–941. <https://doi.org/10.1016/j.promfg.2018.03.133>
- Järvinen, J., & Karjaluo, H. (2015). The use of Web analytics for digital marketing performance measurement. *Industrial Marketing Management*, 50, 117–127. <https://doi.org/10.1016/j.indmarman.2015.04.009>
- Katsikeas, C. S., Morgan, N. A., Leonidou, L. C., & Hult, G. T. M. (2015). Assessing Performance Outcomes in Marketing Constantine. *Journal of Marketing*.
- Kim, W. G., Lim, H., & Brymer, R. A. (2015). The effectiveness of managing social media on hotel performance. *International Journal of Hospitality Management*, 44, 165–171. <https://doi.org/10.1016/j.ijhm.2014.10.014>

- Leonidou, L. C., Leonidou, C. N., Fotiadis, T. A., & Zeriti, A. (2013). Resources and capabilities as drivers of hotel environmental marketing strategy: Implications for competitive advantage and performance. *Tourism Management*, 35, 94–110. <https://doi.org/10.1016/j.tourman.2012.06.003>
- Mikalef, P., Krogstie, J., Pappas, I. O., & Pavlou, P. (2020). Exploring the relationship between big data analytics capability and competitive performance: The mediating roles of dynamic and operational capabilities. *Information and Management*, 57(2). <https://doi.org/10.1016/j.im.2019.05.004>
- Paniagua, J., & Sapena, J. (2014). Business performance and social media: Love or hate? *Business Horizons*, 57(6), 719–728. <https://doi.org/10.1016/j.bushor.2014.07.005>
- Parveen, F., Jaafar, N. I., & Ainin, S. (2015). Social media usage and organizational performance: Reflections of Malaysian social media managers. *Telematics and Informatics*, 32(1), 67–78. <https://doi.org/10.1016/j.tele.2014.03.001>
- Petersen, K., & Ali, N. Bin. (2011). Identifying strategies for study selection in systematic reviews and maps. *International Symposium on Empirical Software Engineering and Measurement, September*, 351–354. <https://doi.org/10.1109/esem.2011.46>
- Rodriguez, M., Peterson, R. M., & Krishnan, V. (2012). Social media's influence on business-to-business sales performance. *Journal of Personal Selling and Sales Management*, 32(3), 365–378. <https://doi.org/10.2753/PSS0885-3134320306>
- Scheffler, M., & Brunzel, J. (2020). Destructive leadership in organizational research: a bibliometric approach. *Scientometrics*, 125(1), 755–775. <https://doi.org/10.1007/s11192-020-03621-3>
- Scuotto, V., Del Giudice, M., & Carayannis, E. G. (2017). The effect of social networking sites and absorptive capacity on SMES' innovation performance. *Journal of Technology Transfer*, 42(2), 409–424. <https://doi.org/10.1007/s10961-016-9517-0>
- Simões, P., & Marques, R. C. (2012). On the economic performance of the waste sector. A literature review. *Journal of Environmental Management*, 106, 40–47. <https://doi.org/10.1016/j.jenvman.2012.04.005>
- Theodosiou, M., Kehagias, J., & Katsikea, E. (2012). Strategic orientations, marketing capabilities and firm performance: An empirical investigation in the context of frontline managers in service organizations. *Industrial Marketing Management*, 41(7), 1058–1070. <https://doi.org/10.1016/j.indmarman.2012.01.001>
- Wahono, R. (2016). *Systematic Literature Review : Romi Satria Wahono*.
- Weilenmann, A., & Hillman, T. (2013). Instagram At The Museum : Communicating the Museum Experience Through Social Photo Sharing. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*, 1843–1852. <https://doi.org/10.1145/2470654.2466243>