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# E-COMMERCE AND CHALLENGE: INSIGHT THE START-UP IMPROVEMENT IN HIGHER EDUCATION KNOWLEDGE

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**ABSTRACT**

Over time, numerous eCommerce platforms have emerged and rapidly evolved, with notable examples including Lazada, Tokopedia, Shopee, Blibli, and Bukalapak. Bukalapak has transcended its role as merely an online shopping platform, positioning itself as a partner for both consumers and sellers. A significant shift in consumer behavior has been observed, as an increasing number of individuals transition from offline to online shopping, driven by the convenience, ease, and diverse product offerings available. The eCommerce sector has also been instrumental in generating new job opportunities across various fields, such as logistics, information technology, digital marketing, and customer service. Furthermore, eCommerce has empowered micro, small, and medium enterprises (MSMEs) to market their products on a broader scale, unhindered by geographical limitations. This study aims to explore the development of eCommerce in Indonesia through a literature review framework. The writing methodology employs a literature review supported by NVivo software. The research findings reveal a model for sustainable eCommerce enhancement in Indonesia, culminating in a business model that emphasizes high competitiveness within the eCommerce landscape. However, the study acknowledges limitations related to the inductive and deductive model findings, which are constrained by a limited database.

**KEYWORDS:-** e-commerce, consumer behaviour, the establishment of employment opportunities.



## 1. INTRODUCTION

The groundwork for digital commerce and consumer behaviour is fundamentally linked to the creation of employment opportunities. E-commerce, an abbreviation for electronic commerce, has become an integral aspect of modern society. In Indonesia, this phenomenon has evolved beyond a mere trend to become a significant and influential industry. The e-commerce sector in Indonesia has witnessed rapid growth in recent years, driven by the increasing penetration of the internet and a shift in consumer behavior from offline to online shopping. Key players in this industry include major platforms such as Tokopedia, Shopee, Lazada, Blibli, and Bukalapak. Bukalapak has established itself not only as an online shopping platform but also as a partner for both customers and sellers. With reliable financial guarantees and platform services, Bukalapak has built a solid reputation in the e-commerce market, attracting 11.2 million visits each month and maintaining its status as a leading player in the industry. Meanwhile, Shopee stands out as one of the largest names in Indonesia's e-commerce landscape, boasting a strong market presence across various Asian countries. Its impressive monthly visitor count of 237 million underscores its undeniable popularity. The growth of ecommerce is further propelled by enhanced internet access throughout Indonesia and the widespread adoption of smartphones, which facilitate easy access to ecommerce applications, allowing consumers to shop anytime and anywhere. (https://www.online-pajak.com/seputar-efaktur-ppn/e-commerce-di-indonesia, Haddawi, 2024).

E-commerce plays a crucial role in fostering the growth and development of Indonesia's economy. The rise of e-commerce has led to a significant increase in business transaction volumes, both in terms of quantity and value. This encompasses sales of products and services among businesses, between businesses and consumers (B2C), as well as transactions among consumers (C2C). Furthermore, the e-commerce sector has generated new job opportunities across various fields, including logistics, information technology, digital marketing, and customer service. This job creation contributes to reducing unemployment rates and enhancing the economic well-being of the community (Jiang et al., 2016a). Additionally, the evolution of e-commerce has spurred technological innovations in multiple areas, such as online shopping platforms, digital payment systems, and artificial intelligence. These advancements have opened new avenues for technology companies to grow and contribute to the digital ecosystem. E-commerce has also introduced a range of more efficient and user-friendly payment solutions, including e-wallets, credit cards, and online bank transfers, thereby facilitating business transactions and broadening consumer access to products and services (Goldman et al., 2021a).

Encouraging the Growth of MSMEs: E-commerce presents a significant opportunity for micro, small, and medium enterprises (MSMEs) to market their products on a broad scale, unencumbered by geographical limitations. This capability enhances revenue and fosters the growth of MSMEs, which are vital pillars of Indonesia's economy. Global Expansion: Through e-commerce platforms, local businesses can effortlessly tap into global markets and sell their products internationally. This access not only facilitates business expansion but also strengthens Indonesia's position in the realm of international trade. Technology remains a crucial driver of e-commerce transformation in Indonesia. By embracing technologies such as artificial intelligence and data analytics, e-commerce companies can enhance consumer shopping experiences and optimize their business operations. Creativity and innovation are essential for distinguishing oneself from competitors and addressing the ever-evolving needs of consumers. E-commerce firms must continually develop unique and appealing products and services to maintain relevance in a competitive marketplace. Furthermore, this industry holds substantial potential for ongoing growth and can make a positive contribution to the nation's economic advancement (Haddawi, 2024).

On January 16, 2025, the Ministry of Trade, through the Directorate of PMSEPJ, organized a coordination dialogue involving representatives from small and medium-sized enterprises (SMEs), e-commerce platforms, and the Ministry of Cooperatives and Small and Medium Enterprises. The purpose of this dialogue was to address the challenges affecting the competitiveness of SMEs. The government identified several key issues, including insufficient digital literacy, obstacles related to product certification, and platform fees that are perceived as burdensome for SME operators. In response, the Ministry of Trade and the Ministry of Cooperatives and SMEs, as regulatory bodies, will endeavor to formulate policies aimed at addressing these challenges. Nevertheless, the government also seeks support from e-commerce platforms, particularly through the reduction of platform fees for business operators (https://www.idea.or.id/artikel/koordinasi-peningkatanpenetrasi-produk-dalam-negeri-dan-daya-saing-umkm-di-e-commerce?lang=undefined, 2025).

Based on the aforementioned paradigm concerning e-commerce, the author formulates the research question: how can the development of e-commerce in Indonesia be understood through a literature review? The objective of this writing is to explore the models for e-commerce development within the Indonesian context. In light of the previously discussed framework regarding e-commerce, the authors articulate the research inquiry: in what ways can the evolution of ecommerce in Indonesia be comprehended through a review of existing literature? The aim of this paper is to investigate the various models pertinent to the advancement of e-commerce specifically within the Indonesian setting.

## 2. LITERATURE REVIEW

Digital commerce refers to the buying and selling of goods and services through electronic platforms. This encompasses a wide range of activities, including online retail, electronic payments, and digital marketing strategies. As technology continues to evolve, digital commerce has transformed traditional business models, enabling companies to reach a global audience and streamline their operations. The integration of advanced technologies, such as artificial intelligence and data analytics, further enhances the efficiency and effectiveness of digital commerce, allowing for personalized customer experiences and improved supply chain management (Goldman et al., 2021b).

Goal setting theory is fundamentally rooted in the basic human awareness that behavior is inherently purposeful. This behavior is influenced by the individual goals of each person. Living organisms, including plants, exhibit direction and purpose, which implies that the principles guiding human actions regarding direction and objectives extend beyond mere conscious actions. Humans possess a heightened level of awareness, logical thinking capabilities, and the strength to formulate and establish long-term goals. The domain of goal setting theory resides within the realm of intentionally directed actions. This theory seeks to address the question of why some individuals can perform their tasks more effectively than others. When individuals possess similar abilities and

  

Knowledge, the distinguishing factor often lies in their motivation. The initial approach to goal setting theory emphasizes motivation as the simplest and most direct explanation. This theory is predicated on the belief that life is a process of goal-oriented actions. Goals can be defined as the outcomes that individuals strive to achieve. Within organizations, individuals are motivated to focus their attention on and attain these goals. Goals encompass both internal and external aspects for individuals. Internally, goals represent desired achievement targets; externally, they guide employees toward specific objects or conditions sought, such as performance levels, customer sales, or promotions. When specific and challenging goals are established for employees, achieving these goals provides them with an objective and unambiguous basis for evaluating their performance effectiveness. Goals influence performance levels by affecting the direction of actions, the amount of effort exerted, and the persistence of actions over time (Gibran et al., 2021; Nurhayati & Susilo, n.d.; van der Hoek et al., 2018).

Transformational leadership is a leadership style that encourages followers to transcend their individual self-interests and work towards shared objectives. This implies that transformational leadership involves the ability to inspire and motivate subordinates to achieve outcomes that exceed their initial expectations, driven by intrinsic rewards. According to Bass and Avolio (2011), transformational leadership serves as a model aimed at enhancing human resources, where the impact of leaders on their followers can be accessed through indicators such as trust, admiration, loyalty, and respect for the leader. This approach seeks to motivate followers to engage in actions that contribute to improved performance and collective success (Al Zefeiti & Mohamad, 2015; Bush, 2018).

## 3. METHODS

This research study explores the premises and potential of a new model related to e-commerce business activities through a qualitative methodology. The research design incorporates a literature review based on the PRISMA model, utilizing NVivo software as a tool for analysis. The criteria for the articles underpinning this scientific study are those that are related to e-commerce-based businesses, along with the elements of business and human resources that enhance corporate performance. Such performance is essential for generating profits and maintaining a high level of competitiveness, as well as for accessing a broad market (Maher et al., 2018; Spencer, 2007).

This research investigation delves into the foundations and possibilities of a novel model pertaining to e-commerce operations within the realms of product and service activities, employing a qualitative research methodology. The study's framework includes a comprehensive literature review guided by the PRISMA model, with NVivo software utilized for analytical purposes. The selection criteria for the articles that form the basis of this scholarly inquiry focus on those pertinent to e-commerce enterprises, alongside aspects of business and human resources that contribute to enhanced corporate performance. Such performance is crucial for driving profitability, sustaining a competitive edge, and facilitating access to a wide market, thereby enabling the swift acquisition of numerous customers and ensuring efficient financial transactions and timely delivery handling (Lovelace et al., 2020).

  

## 4. RESULT AND DISCUSSION

This research study delves into the foundational concepts and prospective uses of a novel model pertaining to e-commerce operations, particularly in relation to product and service activities, employing a qualitative research methodology. The investigation's framework is grounded in a comprehensive literature review organized in accordance with the PRISMA model, with the analytical phase bolstered by the use of NVivo software. The selection criteria for the articles that inform this scholarly inquiry focus on those pertinent to e-commerce enterprises, alongside aspects of business and human resources that significantly contribute to enhancing organizational performance. Such performance is crucial for boosting profitability, sustaining a competitive edge, and ensuring access to a wide market, which subsequently aids in the swift acquisition of a substantial customer base and fosters efficient financial transactions and prompt delivery processes (Spencer, 2007).

The text search query could be more insight to potential model finding within the many topics that the main potential topics should be the e-commercial improvement business model development as below (Bella et al., 2024; Chugh & Jain, 2024; Goyal, 2017; Jiang et al., 2016b; Zhu et al., 2019):

<Files\\al-omoush-2024-fostering-women-entrepreneurs-exploring-the-drivers-of-successful-social-commerce-businessadoption> - § 9 references coded [0,05% Coverage]

**Reference 1 - 0,01% Coverage**
commerce, as an integration of e-commerce with social media platforms, has

**Reference 2 - 0,01% Coverage**
et al., 2022). This emerging e-commerce paradigm provided innovative platforms that

**Reference 3 - 0,01% Coverage**
on this new chapter of e-commerce from a business perspective. Little

**Reference 4 - 0,01% Coverage**
2013). It amalgamates elements of e-commerce and social networking to offer

**Reference 5 - 0,01% Coverage**
utilize social media platforms for e-commerce purposes. In the context of

**Reference 6 - 0,01% Coverage**
in how e-business and e-commerce contribute to women's empowerment is

**Reference 7 - 0,01% Coverage**
which includes social networking and e-commerce continually evolves. Women entrepreneurs who

**Reference 8 - 0,01% Coverage**
and support in digital marketing, e-commerce strategies, and social media management

  

**Reference 9 - 0,01% Coverage**
2021). Investigating the antecedents of e-commerce satisfaction in social commerce context
<Files\\chugh-jain-2024-artificial-intelligence-(ai)-empowerment-in-e-commerce-a-bibliometric-voyage> - § 124 references coded [1,07% Coverage]

**Reference 1 - 0,01% Coverage**
Artificial Intelligence (AI) Empowerment in E-Commerce: A Bibliometric Voyage
Priya Chugh1

**Reference 2 - 0,01% Coverage**
research in the realm of E-commerce. Potential research themes, explored through

**Reference 3 - 0,01% Coverage**
a significant focus on advanced E-commerce analytics within AI research, with

**Reference 4 - 0,01% Coverage**
emphasizing AI's interdisciplinary applications in E-commerce. The research's novelty lies in

**Reference 5 - 0,01% Coverage**
to leverage AI in their E-commerce operations.
Keywords Artificial intelligence, bibliometrics

**Reference 6 - 0,01% Coverage**
Artificial intelligence, bibliometrics, competitive edge, e-commerce
NMIMS Management Review 32(3

**Reference 7 - 0,01% Coverage**
sagepub.com/home/nrm
Introduction E-commerce entails the activities and services

**Reference 8 - 0,01% Coverage**
social media to facilitate transactions. E-commerce has revolutionized business operations and

**Reference 9 - 0,01% Coverage**
2023). Increasingly, firms engage in e-commerce activities due to growing customer

**Reference 10 - 0,01% Coverage**
Artificial intelligence (AI) is revolutionizing e-commerce by analyzing data and using

**Reference 11 - 0,01% Coverage**
applications have become essential in e-commerce, revolutionizing how businesses interact with

**Reference 12 - 0,01% Coverage**
data analysis. Integrating AI with e-commerce means using smart systems, tools

  

**Reference 13 - 0,01% Coverage**
Reviewing studies on AI in e-commerce is crucial for advancing understanding

**Reference 14 - 0,01% Coverage**
research on AI
applications in e-commerce, utilizing bibliometric analysis to identify

**Reference 15 - 0,01% Coverage**
foundation for advancing AI-driven e-commerce research.
Rationale of the Study

**Reference 16 - 0,01% Coverage**
Existing research on AI in e-commerce often focuses on specific platforms

**Reference 17 - 0,01% Coverage**
can transform various facets of e-commerce, from customer experience to operational

**Reference 18 - 0,01% Coverage**
to a wider range of e-commerce settings. Similarly, Zhu et al

**Reference 19 - 0,01% Coverage**
the broader implications for the e-commerce sector.
Our study addresses these

**Reference 20 - 0,01% Coverage**
early integration of AI in e-commerce (Lingnau et al., 1995), and

**Reference 21 - 0,01% Coverage**
trends and AI development in e-commerce. VOS viewer (Van Eck & Waltman

**Reference 22 - 0,01% Coverage**
yearly trends in AI and e-commerce publications?
2. Who are the

**Reference 23 - 0,01% Coverage**
countries) in AI applications within e-commerce?
3. Which scholarly papers are

**Reference 24 - 0,01% Coverage**
the field of AI and e-commerce?
Research Methodology
This study employs

**Reference 25 - 0,01% Coverage**

  

Reviews AI's role in crossborder e-commerce, focusing on specific areas like

**Reference 26 - 0,01% Coverage**
synthesis of AI applications in e-commerce using advanced bibliometric techniques, clustering

**Reference 27 - 0,01% Coverage**
view of AI applications in e-commerce.
Lacks generalizability across various e

**Reference 28 - 0,01% Coverage**
commerce.
Lacks generalizability across various e-commerce
platforms, limiting its broader applicability

**Reference 29 - 0,01% Coverage**
AI's impact on the broader e-commerce sector.
It fails to explore

**Reference 30 - 0,01% Coverage**
the integration of AI and e-commerce. From 1995 to 2006, publications

**Reference 31 - 0,01% Coverage**
underscoring AI's growing importance in e-commerce and the increasing scholarly attention

**Reference 32 - 0,01% Coverage**
leading authors in AI and E-commerce research. Beverley Yi Zhang is

**Reference 33 - 0,01% Coverage**
leading institutions in AI and e-commerce research. Zhejiang University and Bina

**Reference 34 - 0,01% Coverage**
Yearly Trends in AI and E-commerce Publications. Source: Elsevier Scopus.
Table

**Reference 35 - 0,01% Coverage**
the Domain of AI and E-commerce.
Rank Affiliation 1 2 3

**Reference 36 - 0,01% Coverage**
country's dominance in AI and e-commerce research. An analysis of AI

**Reference 37 - 0,01% Coverage**
analysis of AI implementation in e-commerce across 64 countries identifies the
**Reference 38 - 0,01% Coverage**

  

Influential Keywords in AI and E-commerce. Keyword
E-commerce
Artificial intelligence

**Reference 39 - 0,01% Coverage**
AI and E-commerce. Keyword
E-commerce
Artificial intelligence Machine learning Deep

**Reference 40 - 0,01% Coverage**
forefront of AI integration in e-commerce.
Keyword Analysis Table 5 showcases

**Reference 41 - 0,01% Coverage**
analysis. The leading keywords are "E-commerce" (279 occurrences), "Artificial Intelligence" (248

**Reference 42 - 0,01% Coverage**
this field. Among the keywords, "e-commerce" and "artificial intelligence" have the

**Reference 43 - 0,01% Coverage**
topics and techniques explored in e-commerce and AI research. This analysis

**Reference 44 - 0,01% Coverage**
the Domain of AI and E-commerce
To address the research question

**Reference 45 - 0,01% Coverage**
field of AI within the e-commerce sector, the following works (Table

**Reference 46 - 0,01% Coverage**
cybersecurity, and social media for e-commerce in the Fourth Industrial Revolution

**Reference 47 - 0,01% Coverage**
suggest that integrating AI
into e-commerce can enhance marketing strategies, utilize

**Reference 48 - 0,01% Coverage**
recent advancements in AI and e-commerce research through author keywords. Each

**Reference 49 - 0,01% Coverage**
keyword frequency. Core terms like "e-commerce," "artificial intelligence," "machine learning," and

**Reference 50 - 0,01% Coverage**

  

linked, illustrating their application in e-commerce. Early studies focused on fuzzy

**Reference 51 - 0,01% Coverage**
the Domain of AI and E-commerce. Rank
Article 1. 2. 3

**Reference 52 - 0,01% Coverage**
emphasize AI's growing role in e-commerce (Jing et al., 2023).
Interpretive

**Reference 53 - 0,01% Coverage**
Approach Research on AI in e-commerce encompasses various themes that highlight

**Reference 54 - 0,01% Coverage**
characterize research on AI in e-commerce (Table 7):
Theme 1: AI

**Reference 55 - 0,01% Coverage**
experience and operational efficiency in e-commerce through intelligent agents. These agents

**Reference 56 - 0,01% Coverage**
a more dynamic and competitive e-commerce environment.
Theme 2: Tech-Driven

**Reference 57 - 0,01% Coverage**
are transforming business operations. In e-commerce, emerging technologies like AI, IoT

**Reference 58 - 0,01% Coverage**
Thematical Areas of AI in E-commerce Based on Co-occurrence Analysis

**Reference 59 - 0,01% Coverage**
product recommendations
Cluster 6: Advanced e-commerce analytics
Cluster 7: Customer
support

**Reference 60 - 0,01% Coverage**
AI

★ Purchase intention ★ Cross-border e-commerce ★Mobile commerce ★Online shopping ★Social

**Reference 61 - 0,01% Coverage**
The integration of AI into e-commerce platforms fosters a new, diversified

  

**Reference 62 - 0,01% Coverage**
and competitive advantage in the e-commerce sector.
Theme 3: AI-Driven

**Reference 63 - 0,01% Coverage**
optimizing supply chain management and e-commerce
processes. Ant colony optimization (ACO

**Reference 64 - 0,01% Coverage**
Ushada et al., 2022). In e-commerce, AI scrutinizes user behavior to

**Reference 65 - 0,01% Coverage**
Shopping Experience
AI is transforming e-commerce by boosting operational efficiency and

**Reference 66 - 0,01% Coverage**
increasing retention and sales for e-commerce. Theme 5: AI-Powered Product

**Reference 67 - 0,01% Coverage**
and recommender systems are transforming e-commerce by providing personalized product suggestions

**Reference 68 - 0,01% Coverage**
personalized product suggestions. Integrated into e-commerce platforms, recommender systems help users

**Reference 69 - 0,01% Coverage**
user engagement.
Theme 6: Advanced E-commerce Analytics In the dynamic world

**Reference 70 - 0,01% Coverage**
In the dynamic world of e-commerce, a suite of innovative technologies

**Reference 71 - 0,01% Coverage**
3)
extracting vital information from e-commerce platforms, facilitating text retrieval, and

**Reference 72 - 0,01% Coverage**
these advanced tools are reshaping ecommerce,
facilitating more personalized and efficient

**Reference 73 - 0,01% Coverage**
of AI-powered chatbots by e-commerce enterprises to elevate customer satisfaction

  

**Reference 74 - 0,01% Coverage**
Technologies on various aspects of e-commerce, from personalized recommendations and predictive

**Reference 75 - 0,01% Coverage**
AI-driven
Strategies and solutions, e-commerce businesses can stay competitive, drive

**Reference 76 - 0,01% Coverage**
Frontiers in AI for the E-commerce Sector The application of the

**Reference 77 - 0,01% Coverage**
Multifaceted impact of AI in e-commerce, especially as this field continuously

**Reference 78 - 0,01% Coverage**
The field of AI and e-commerce is evolving rapidly, offering innovative

**Reference 79 - 0,01% Coverage**
Research prospects in AI-driven e-commerce through the TCCM framework, which

**Reference 80 - 0,01% Coverage**
of AI's transformative potential in e-commerce. By identifying theoretical insights, contextual

**Reference 81 - 0,01% Coverage**
and practice in AI-driven e-commerce. This comprehensive perspective ensures that

**Reference 82 - 0,01% Coverage**
Publication
Trend in AI and e-commerce
Research (RQ1) shows a consistent

**Reference 83 - 0,01% Coverage**
Prospects for AI Integration in e-Commerce Using TCCM Framework. Theory
Context

**Reference 84 - 0,01% Coverage**
Theoretical foundations for AI in E-commerce)
Leveraging theories like cognitive load

**Reference 85 - 0,01% Coverage**
Trust, and ethical standards in e-commerce.
(Regional and situational factors in

**Reference 86 - 0,01% Coverage**

  

needs shape AI’s impact on e-commerce.
Future Research Prospects and Key

**Reference 87 - 0,01% Coverage**
consumer trust and loyalty in e-commerce?
To what extent can experimental

**Reference 88 - 0,01% Coverage**
evaluate AI adoption across global e-commerce platforms?
The most influential scholarly

**Reference 89 - 0,01% Coverage**
keywords (RQ4.1) such as “E-Commerce,” “Artificial
Intelligence,” “Machine Learning,” “Deep

**Reference 90 - 0,01% Coverage**
research foci in AI and e-commerce. Analyzing the co-occurrence of

**Reference 91 - 0,01% Coverage**
how machine learning,
deep learning,
e-commerce, and AI work together to

Actually, the potential business model base on e-commerce improvement would display in Figure 1 below (Chen et al., 2021; Goldman et al., 2021c; Guo et al., 2024; Yang et al., 2022):

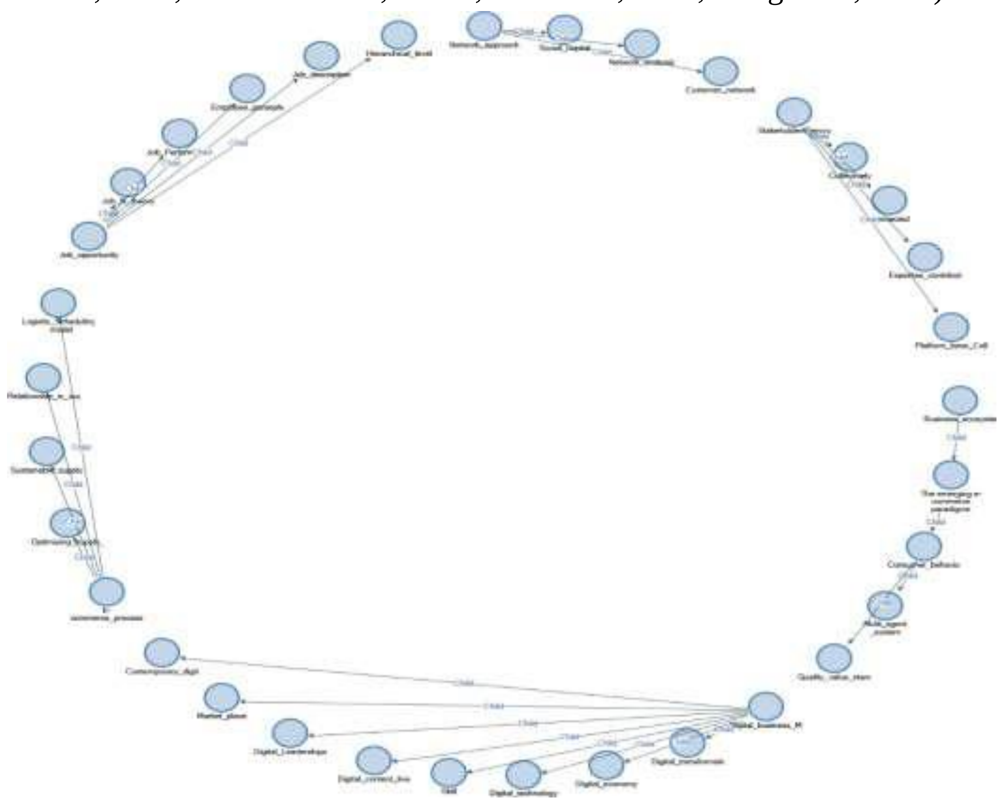

**Figure 1**. the potential business model base on e-commerce improvement

**Digital commerce encompasses** the transactions involving the purchase and sale of products and services via electronic means. This domain includes various activities such as online shopping, electronic payment systems, and digital marketing initiatives. With the ongoing advancements in technology, digital commerce has revolutionized conventional business practices, allowing organizations to connect with a worldwide customer base and optimize their operational processes. The incorporation of cutting-edge technologies, including artificial intelligence and data analytics, significantly boosts the efficiency and impact of digital commerce, facilitating tailored customer interactions and enhanced management of supply chains (Goldman et al., 2021c; Goyal, 2017; John et al., n.d.; Mukhopadhyay, 2025).

**Consumer behavior** refers to the study of how individuals make decisions to spend their available resources, such as time, money, and effort, on consumption related items. This field of research encompasses various aspects, including the psychological, social, and cultural factors that influence purchasing decisions. Understanding consumer behavior is essential for businesses as it helps them tailor their marketing strategies, product offerings, and overall customer experience to meet the needs and preferences of their target audience. By analyzing patterns in consumer behavior, companies can gain insights into market trends and improve their competitive advantage (Aima et al., n.d.; Chaudhary et al., 2020; Kantono et al., 2021).

**The generation of job opportunities** is fundamental to driving economic progress and improving the overall welfare of communities. The establishment of employment prospects is critical in mitigating unemployment challenges and supporting social harmony. The creation of job openings is essential for encouraging economic development and elevating the living standards within society. Furthermore, the nurturing of employment opportunities is key to addressing issues related to unemployment and enhancing social unity (Lei et al., 2021)(Jordan & Richterich, 2022; Ramoglou et al., 2023; Van Crombrugge et al.,2023).

## 4. CONCLUSION

This research study explores the underlying principles and potential applications of an innovative model related to e-commerce operations, specifically within the context of product and service activities, utilizing a qualitative research approach. The framework of the investigation incorporates an extensive literature review structured according to the PRISMA model, with the analytical component supported by NVivo software. The criteria for selecting the articles that underpin this academic exploration emphasize those relevant to e-commerce businesses, as well as elements of business and human resources that play a significant role in improving organizational performance. Such performance is vital for enhancing profitability, maintaining a competitive advantage, and ensuring access to a broad market, which in turn facilitates the rapid acquisition of a large customer base and promotes effective financial transactions and timely delivery processes.

The investigation highlights aspects pertinent to the foundational concepts of e-commerce enterprises, alongside the critical components of business operations and human resource management that significantly contribute to the enhancement of organizational effectiveness. This effectiveness is essential for boosting profitability, sustaining a competitive edge, and securing entry into expansive markets, which subsequently aids in the swift development of a substantial customer base while fostering efficient financial transactions and prompt delivery mechanisms.

The foundation of digital commerce and consumer behavior is intrinsically connected to the generation of job opportunities. E-commerce, which stands for electronic commerce, has emerged as a vital component of contemporary society. In Indonesia, this development has transcended being a fleeting trend, evolving into a substantial and impactful industry. The e-commerce landscape in Indonesia has experienced swift expansion in recent years, propelled by the rising accessibility of the internet and a notable transition in consumer habits from traditional shopping to online purchasing.

The first premise for the Digital commerce refers to the buying and selling of goods and services through electronic platforms. This field encompasses a range of activities, including e-commerce shopping, online payment solutions, and digital marketing strategies. As technology continues to evolve, digital commerce has transformed traditional business methodologies, enabling companies to engage with a global audience and improve their operational efficiencies. The integration of advanced technologies, such as artificial intelligence and data analytics, plays a crucial role in enhancing the effectiveness and reach of digital commerce, promoting personalized customer experiences and better supply chain management.

The second premise for consumer behavior involves investigating the processes through which individuals allocate their limited resources—such as time, financial assets, and effort—toward the acquisition of goods and services. This area of study incorporates a range of elements, including psychological, social, and cultural influences that shape buying choices. For businesses, grasping the nuances of consumer behavior is crucial, as it enables them to customize their marketing approaches, product designs, and overall customer interactions to align with the desires and expectations of their intended market. By scrutinizing consumer behavior patterns, organizations can uncover valuable insights into prevailing market dynamics and enhance their competitive positioning.

Finally, the premise of the creation of job opportunities plays a crucial role in fostering economic advancement and enhancing the well-being of communities. Establishing viable employment options is vital for alleviating the challenges associated with unemployment and promoting social cohesion. Moreover, the development of job openings is indispensable for stimulating economic growth and improving the quality of life within society. Additionally, the cultivation of employment prospects is essential for tackling unemployment issues and strengthening social solidarity.

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