Six Decades of the e-Services Research: A Bibliometric Overview

Agung Purnomo
Entrepreneurship Department
BINUS Business School Undergraduate Program
Bina Nusantara University
Jakarta 11480, Indonesia
agung.purnomo@binus.ac.id

Andre Septianto
Chemical Engineering Department
Universitas Nahdatul Ulama Sidoarjo
Sidoarjo 61218, Indonesia
andreseptianto@unusida.ac.id

Riefky Prabowo
Entrepreneurship Department
BINUS Business School Undergraduate Program
Bina Nusantara University
Jakarta 11480, Indonesia
riefky.prabowo@binus.edu

Fairuz Iqbal Maulana
Computer Science Department
Bina Nusantara University
Jakarta 11480, Indonesia
fairuz.maulana@binus.edu

Elsa Rosyidah
Environmental Engineering Department
Universitas Nahdlatul Ulama Sidoarjo
Sidoarjo 61218, Indonesia
elsarosyidah@unusida.ac.id

Abstract
Research on e-services continues to develop but is limited to one field or one country. From a bibliometric overview, this study aims to visually research mapping and research trends in the field of e-services. This study used bibliometric techniques with secondary data from Scopus. Analyze and visualize data using the VOSViewer program and the analyze search results function on Scopus. This study analyzed 1,970 academic documents published from 1959 to 2020. According to the research, Hewlett Packard Laboratories and Soetsyr Yuan had the most active affiliated institutions and individual scientists in e-services publications. HP Laboratories Technical Report was the most disseminated outlet of e-services research. There were five category maps of collaborative researchers. Based on the identification of a collection of knowledge generated from six decades of publication, this study proposes a grouping of e-services research themes: Service quality, E-commerce, Marketing, Information technology, and Human, abbreviated as the SEMIH research themes.

Keywords
Bibliometric, E-services, Marketing, Research themes, Research mapping
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Biographies

Agung Purnomo, is a researcher and faculty member of Bina Nusantara University, Entrepreneurship Department, BINUS Business School Undergraduate Program, Indonesia.

Andre Septianto, is a researcher of Universitas Nahdlatul Ulama Sidoarjo, Chemical Engineering Department, Indonesia.

Riefky Prabowo, is a researcher and faculty member of Bina Nusantara University, Entrepreneurship Department, BINUS Business School Undergraduate Program, Indonesia.

Fairuz Iqbal Maulana, is a researcher and faculty member of Bina Nusantara University, Computer Science Department, Indonesia.

Elsa Rosyidah, is a researcher and faculty member of Universitas Nahdlatul Ulama Sidoarjo, Environmental Engineering Department, Indonesia.