

## E-Commerce In Purchase Decision: A Systematic Literature Review

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### ABSTRACT

This study reviews the connection between e-commerce and its influence on purchase decisions on e-commerce platforms through a Systematic Literature Review (SLR) method. The main factors that have been proven to significantly influence purchase decisions include product quality, product ratings and reviews, price, information quality, trust, security, service quality, perceived risk, and purchase intention. These findings indicate that a deep understanding of these variables can help business actors and marketers develop more effective strategies to increase purchase conversions in the e-commerce domain. Furthermore, this study also identifies opportunities for further research related to the integration of e-commerce systems and the development of marketing strategies based on consumer behavior data. This SLR seeks to encourage future research and practical applications within e-commerce.

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## INTRODUCTION

The rapid advancement of digitalization and information technology has fundamentally transformed the landscape of global business, giving rise to the exponential growth of e-commerce as a dominant mode of trade and transaction. E-commerce platforms have enabled businesses to reach wider markets, streamline processes, and offer enhanced convenience to consumers, resulting in significant changes in consumer purchasing behavior and decision-making processes. The increasing reliance on online shopping has prompted both practitioners and researchers to explore the various factors that influence purchase decisions in the e-commerce environment (Pasaribu et al., 2022).

Despite the abundance of research on e-commerce, there remain notable gaps in understanding the complex interplay of variables that drive consumer choices, particularly as new technologies and market trends continue to emerge. Previous studies have highlighted the importance of factors such as product quality, trust, security, service

quality, and user experience, but comprehensive syntheses of these findings are still limited. Moreover, the diverse methodologies and research focuses across existing literature present challenges in drawing holistic conclusions and identifying consistent patterns (Necula & Păvăloaia, 2023; Rahmatullah et al., 2023)

Despite extensive research, gaps remain in understanding the dynamic interplay between emerging technologies (such as social commerce) and purchase intention. Future studies are encouraged to explore these evolving factors, as well as to conduct longitudinal analyses to capture changing consumer behaviors over time. In summary, systematic literature reviews on e-commerce purchase intention consistently highlight the importance of trust, perceived usefulness, risk, value, and social influence, while also emphasizing the need for context-specific and up-to-date research as the digital marketplace evolves (Nasution et al., 2020a, 2020b; Suryaningsih et al., 2019; Zhao & Zhang, 2023)

To address these challenges, this study employs a Systematic Literature Review (SLR) approach to systematically collect, analyze, and synthesize existing research on the role of e-commerce in purchase decision-making. By doing so, this review aims to provide a clearer understanding of the key determinants influencing consumer behavior in e-commerce, map out research trends, and identify areas for future investigation. Through a rigorous and structured analysis of relevant literature, this study seeks to contribute valuable insights for academics, practitioners, and policymakers seeking to optimize e-commerce strategies and enhance consumer engagement in the digital marketplace (Grimmer et al., 2018; Louis et al., 2024; Nasution et al., 2020a; Otim & Grover, 2010).

## **LITERATURE REVIEW**

### **Concept of E-Commerce**

The concept of e-commerce (electronic commerce) encompasses various aspects related to the buying and selling of goods and services through electronic media, especially the internet. The following is a discussion of the e-commerce concept based on information obtained from relevant sources (Qurtubi et al., 2022).

E-commerce is defined as any form of commercial transaction conducted electronically, including the purchase and sale of goods and services. E-commerce includes business-to-business (B2B) transactions that occur via the internet, and this is part of the broader e-business, which also covers business collaboration and customer service. The main dimensions of e-commerce consist of information and Technology, where e-commerce utilizes information and communication technology to support transactions.

The internet functions as the primary medium for exchanging information and conducting transactions between sellers and buyers. Transaction systems, meaning e-commerce, involves systems that enable efficient transaction processes, including payment systems, inventory management, and product delivery. e-commerce is a business models, which refer to the forms of e-commerce that can be divided into several business models based on the type of transaction:

1. B2B (Business-to-Business) transactions between companies.
2. B2C (Business-to-Consumer) transactions between companies and consumers.
3. C2C (Consumer-to-Consumer) transactions between consumers.
4. C2B (Consumer-to-Business), where individuals sell products or services to companies.

E-commerce offers various benefits for business actors and consumers. Wide Market Reach: E-commerce allows sellers to reach customers worldwide without geographical limitations. Online businesses can operate and provide convenience for consumers to shop anytime. E-commerce can reduce rental and operational costs compared to physical stores. Integrated database systems facilitate transaction management and consumer behavior analysis. Despite many advantages, e-commerce also faces several challenges, such as transaction security, protection of personal data, and payment security, which are important issues in e-commerce. Intense competition arises due to the uncertainty of the business environment and the large number of business actors on online platforms, making competition increasingly fierce. The customer satisfaction management, maintaining customer satisfaction through after-sales service and timely delivery is crucial (Pedersen & Ritter, 2024).

E-commerce has revolutionized the way business is conducted by leveraging technology to improve efficiency and accessibility. By understanding the basic concepts, business models, benefits, and challenges of e-commerce, business actors can design more effective strategies to compete in the digital market.

### **Concept of Purchase Intention**

Purchase intention refers to a consumer's conscious plan or willingness to buy a particular product or service in the future. It is a key psychological construct in consumer behavior studies, serving as a strong predictor of actual buying behavior. Understanding purchase intention helps businesses anticipate demand, tailor marketing strategies, and improve customer engagement.

Purchase intention is commonly defined as the likelihood that a consumer will make a purchase decision based on their attitudes, preferences, and perceptions toward a product or brand. It reflects the consumer's readiness to act and is influenced by various internal and external factors. This concept is critical because it bridges the gap between consumer attitudes and actual purchase behavior. While positive attitudes toward a product are important, they do not always translate into purchases unless accompanied by a strong purchase intention. Several factors shape purchase intention, including:

1. Perceived Value: The consumer's evaluation of the product's benefits relative to its cost.
2. Trust: Confidence in the seller's reliability and the security of the transaction.
3. Product Quality and Information: The availability of accurate, relevant, and comprehensive product details.
4. Price: The consumer's perception of affordability and fairness.
5. Social Influence: Recommendations, reviews, and opinions from peers and influencers.
6. Convenience: Ease of purchase, including website usability, payment options, and delivery services.
7. Risk Perception: Concerns about financial loss, product performance, or privacy.

Purchase intention is often examined through models such as the Theory of Planned Behavior (TPB), which suggests that attitudes, subjective norms, and perceived behavioral control influence intention. Another common framework is the Technology Acceptance Model (TAM), emphasizing perceived usefulness and ease of use as determinants of intention in online contexts. Purchase intention is a pivotal element in understanding consumer decision-making. This involves identifying and influencing the

factors that drive purchase intention, enabling businesses to enhance marketing effectiveness, improve customer satisfaction, and ultimately increase sales conversion rates.

## RESEARCH METHODS

The research adopts the standard PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analysis) methodology to conduct and report systematic reviews and meta-analyses. The PRISMA checklist is linked with Mendeley software. The main objective of this research analysis is to examine the application in the current generation of SLR articles, in order to identify emerging trends and research directions. To identify a set of enhanced SLR articles on e-commerce, the researcher first formulated three inclusion criteria and two exclusion criteria. Research Method: Systematic Literature Review (SLR) on e-commerce (Hiray & Anjum, 2022).

1. Research Question Formulation. The research begins by clearly defining the research questions related to e-commerce and purchase decision factors. This step ensures the review remains focused and relevant to the intended objectives.
2. Identification of Inclusion and Exclusion Criteria: The relevant criteria are established to select studies for review. Inclusion criteria may include articles written in English, studies focused on e-commerce implementation or purchase decisions, and those that present empirical data or evaluated models. Exclusion criteria may involve studies focusing solely on technical aspects (e.g., algorithms), conceptual or review papers without empirical evidence, duplicates, and articles not accessible in full text.
3. Literature Search Strategy: A comprehensive search is conducted across major academic databases such as Scopus, ScienceDirect, and Google Scholar. Keywords used include “e-commerce,” “purchase decision,” “online shopping,” and related terms. The search is typically limited to articles published within a specific timeframe (e.g., 2015– 2024) to ensure relevance.
4. Selection and Screening of Studies: The initial pool of articles is screened by reviewing titles, abstracts, and keywords. Duplicates and irrelevant studies are removed. Full texts of potentially relevant articles are then assessed based on the inclusion and exclusion criteria.
5. Data Extraction and Coding, key information is systematically extracted from each selected study, including research objectives, methodologies, main findings, and identified factors influencing e-commerce purchase decisions. This process often uses spreadsheets or dedicated software for documentation and organization.
6. Synthesis and Analysis, the extracted data are synthesized using qualitative or quantitative approaches. Studies are grouped by themes, such as product quality, trust, service, and risk perception. Thematic coding is applied to integrate findings and highlight trends, gaps, and consensus in the literature.
7. Reporting and Discussion, the results are reported in a structured manner, summarizing the main findings, implications for e-commerce practice, and suggestions for future research. The review also discusses limitations and potential areas for further investigation. This systematic and reproducible process ensures a comprehensive, unbiased, and transparent review of existing literature on e-commerce and purchase decisions.

## **RESULTS AND DISCUSSION**

### **Overview of Research Findings**

This study explores a systematic literature review (SLR) related to e-commerce and purchase decisions. The SLR process involves several stages. The search stage aims to identify relevant articles using search strategies, snowballing, or a hybrid approach. Search strategies are typically applied by creating a framework based on a combination of terms using Boolean operators. The study is then conducted on designated search engines. In snowballing, researchers examine the references and citations of the initial group of articles (also known as seed articles) to identify additional articles. This process is repeated iteratively until no new relevant scientific documents are found. The hybrid approach is a combination of search strategies and snowballing. Traditionally, the search phase has not been significantly supported by e-commerce techniques. This innovative approach enables the formulation of precise questions and complex queries in natural language, surpassing the capabilities of traditional keyword-based searches.

This study analyzes the screening phase using a series of inclusion and exclusion criteria to further filter articles obtained from the search stage. This typically consists of two stages: title and abstract screening, and full-text screening. In the first step, reviewers filter relevant articles based solely on the title and abstract. The second step requires a detailed evaluation of the content of each article, a task that demands considerable effort but leads to a more thorough assessment. It is also customary to document the reasons for excluding certain articles during this process. The dominant application of E-commerce in SLR relates to this phase. The use of machine learning classifiers, trained on an initial set of user-selected articles and then used to identify additional relevant articles, is common. This process often involves iteration, where users refine automated classifications or select the latest articles, followed by classifiers to better identify further related literature. The following are the findings from this research.

### **E-Commerce Review**

The search yielded 19 SLR articles on e-commerce and purchase decisions. From this collection, the study identified surveys focusing on SLR articles. The selection process was conducted in two stages. This process resulted in the identification of additional surveys, which involved examining the references and citations of five survey articles. As before, the researcher applied a two-stage selection process, first screening titles and abstracts, followed by a full-text analysis of potentially relevant articles (Qurtubi et al., 2022)

The survey search aims to characterize the literature review related to e-commerce and purchasing decisions using five main features, namely: (1) The first research approach identifies the method used to perform a particular task. This is the most researched feature, receiving attention from four studies. (2). Text representation: describes the process used to transform text into suitable input for the algorithm. Determination of variable operations and options available to previous researchers, as well as user interface characteristics. This is one of the least explored features with only one study. The input of this study determines the type of content (full text or just title and abstract) that the article needs to train its model (Otim & Grover, 2010). The output of this study is the results produced by the trained algorithm, and has been analyzed in three studies.

Table 1. Input and Output SLR

<b>Id</b>	<b>Tool</b>	<b>Approach</b>	<b>Text Representa tion</b>	<b>Human Interactio n</b>	<b>Input</b>	<b>Output</b>	<b>Literature</b>
1	Abstract	Y	Y	Y	Y	Y	Cowie et al. (2022), Burgard and Bittermann (2023), de la Torre-López et al. (2023)
2	ASReview	Y	Y	N	N	Y	Burgard and Bittermann (2023), Robledo et al. (2023)
3	Colandr	Y	Y	N	N	Y	Cowie et al. (2022), Burgard and Bittermann (2023)
4	Covidence	Y	Y	N	N	Y	Cowie et al. (2022), Burgard and Bittermann (2023)
5	DistillerSR	Y	Y	N	N	Y	Cowie et al. (2022), Burgard and Bittermann (2023)
6	EPPI-Reviewer	Y	Y	Y	Y	Y	Cowie et al. (2022), Burgard and Bittermann (2023), de la Torre-López et al. (2023)
7	FASTREAD	Y	Y	Y	Y	Y	Burgard and Bittermann (2023), de la Torre-López et al. (2023)
8	Giotto Compliance	Y	N	N	N	N	Cowie et al. (2022)
9	Nested Knowledge	Y	N	N	N	N	Cowie et al. (2022)
10	PICOPortal	Y	N	N	N	N	Cowie et al. (2022)
11	Rayyan	Y	Y	N	N	Y	Cowie et al. (2022), Burgard and Bittermann (2023), Robledo et al. (2023)
12	Research Screener	Y	Y	N	N	Y	Burgard and Bittermann (2023)
13	RobotAnalyst	Y	Y	N	N	Y	Cowie et al. (2022), Burgard and Bittermann (2023)
14	RobotReviewer/Robot Search	Y	Y	N	N	Y	Cowie et al. (2022), Burgard and Bittermann (2023)
15	SWIFT-Active Screener	Y	Y	N	N	Y	Cowie et al. (2022), Burgard and Bittermann (2023)
16	SWIFT-Review	Y	Y	N	N	Y	Burgard and Bittermann (2023), Robledo et al. (2023)
17	SysRev	Y	N	N	N	N	Cowie et al. (2022)

Table 2. The Result of E-commerce

<b>Reference</b>	<b>Purpose</b>	<b>Findings</b>	<b>Methodology</b>	<b>Recommendations</b>
(Fernández-Bonilla et al., 2022; Ratu Fadliah, 2022)	Explore the role of e-commerce, examining its impact on consumer behavior and market trends. It investigates how it enhances customer engagement, satisfaction, and loyalty through personalized experiences.	1) E-commerce significantly enhances customer engagement by delivering tailored content, product recommendation s, and user experiences. 2) Key trends include the use of chatbots, virtual assistants, and predictive analytics in e-commerce.	Comprehensive literature review	Businesses should use e-commerce to stay competitive, focusing on balancing customization with ethical considerations like privacy and bias.

Reference	Purpose	Findings	Methodology	Recommendations
(Louis et al., 2024; Priowidodo et al., 2019)	Explore the impact of on online buying behavior in the e-commerce sector, investigating both the positive and negative effects of e-commerce on consumer purchase decisions.	e-commerce significantly influences online purchasing behavior by analyzing large data sets, improving search results, personalizing recommendation s, and enabling voice and visual searches. These advancements are transforming how consumers make online purchases.	Conceptual method	The research offers practical implications for both research practitioners and industries, emphasizing the importance of understanding e-commerce's role in shaping consumer behavior.
(Kewas et al., 2019; Qurtubi et al., 2022)	To investigate the critical role of improving customer experience on global e-commerce platforms through an extensive literature review.	1) E-commerce - driven technologies, such as personalized recommendations, chatbots, and predictive analytics, significantly enhance customer interactions and satisfaction by tailoring experiences to individual preferences. 2) Challenges and ethical considerations, like data privacy and transparency, are also highlighted.	Comprehensive literature review.	E-commerce businesses should balance technological innovation with ethical practices to maintain data privacy and transparency.
(Hendri & NR, 2020; Pramestya et al., 2020; M. Yusuf, 2021) (Chao et al., 2007; FFB Wahdah et al., 2022)	1) To explore the implementation of e-commerce, focusing on how it transforms online business operations through personalization, customer service automation, and market trend prediction.	1) E-commerce enhances operational efficiency and provides a personalized, responsive shopping experience. Key applications include recommendation systems, chatbots, and price optimization algorithms. 2) Challenges such as data privacy and algorithmic bias are also addressed.	Mixed-methods approach combining qualitative and quantitative methods	Developers, entrepreneurs, and researchers should integrate effective and ethical e-commerce solutions into e-commerce strategies, balancing innovation with considerations for data privacy and fairness. Future research should focus on the long-term effects of e-commerce adoption and ethical considerations in e-commerce. Research should further investigate its long-term impacts and ethical implications.

Reference	Purpose	Findings	Methodology	Recommendations
	2)To examine the factors influencing e-commerce-supported consumer value co-creation from the perspective of human-to- non-human interactions, using the stimulus–organism–response framework with consumer engagement (CE) as the intermediary.	Personalization, autonomy, community identity, trust in e-commerce, and self-efficacy significantly influence consumer value co-creation behaviors, with consumer engagement playing a crucial intermediary role.	Data collection from 528 respondents in various online communities (Huawei Huaafen Club, Xiaomi BBS, Apple China Virtual Brand, Micromobile Phone, and Lenovo)	Developers of e-commerce enabled products and service managers should focus on enhancing personalization, autonomy, community identity, trust in e-commerce, and self-efficacy to boost consumer value co-creation. Future research should delve deeper into the long-term impacts of these factors.
(Purwanti & Ernawati, 2021) (Li et al., 2023; Pinto et al., 2023)	To develop a more efficient product recommendation algorithm for e-commerce by comparing collaborative filtering algorithms e-commerce	E-commerce - based recommendation algorithms significantly outperform collaborative filtering, with a recall rate approximately 0.1 higher. E-commerce algorithms improved eBay's recommendation accuracy by about 8.26%, enhancing the overall shopping experience.	Data mining.	E-commerce platforms should invest to enhance recommendation accuracy and meet personalized consumer needs. Future research should focus on optimizing e-commerce algorithms and exploring their long-term benefits in various e-commerce contexts.
(Irfan et al., 2023; Rodrigues et al., 2022a; A. Yusuf et al., 2023)	To provide insights into the role of e-commerce, focusing on how e-commerce technologies such as chatbots, CRM, and PCM enhance operational efficiency, customer experience, and sales.	E-commerce significantly benefits by improving customer support through chatbots, enhancing CRM with data-driven insights, achieving sales goals through predictive analytics, managing product content effectively, and providing superior customer service. It also helps automate processes and forecasts sales, leading to cost savings and higher customer satisfaction.	Analysis of e-commerce applications in e-commerce	E-commerce businesses should use technologies to enhance customer support, streamline operations, and improve sales. Future research should focus on the long-term benefits of in e-commerce and the ethical considerations of marketing deployment.

The tabulation results demonstrate that e-commerce variables are developing rapidly, and there is a growing body of research on this topic. The variables that frequently appear in



several studies include the following (FFB Wahdah et al., 2022; Nasution et al., 2020a; Paris et al., 2016; Rodrigues et al., 2022b; Rodríguez-Calmet & Gallardo-Echenique, 2024; Xu et al., 2023).

1. Number of Internet Users, the size of the potential market, represented by the number of internet users, is a decisive factor in the development of e-commerce. A larger user base directly correlates with higher e-commerce sales volume.
2. Technological Infrastructure, the availability and advancement of technology, such as broadband internet and secure servers, significantly influence the growth and adoption of e-commerce.
3. Legal and Regulatory Framework, the presence of consumer protection laws and a supportive legal environment positively impacts e-commerce development.
4. IT Skills and Education, the higher levels of IT skills and investment in education contribute to increased e-commerce activity and online purchases.
5. Competitive Environment, the factors such as brand image, product quality, customer service, and price competitiveness are important determinants of e-commerce success.
6. Trust and Security: Consumer trust in the platform and the perceived security of transactions are crucial for encouraging online buying behavior.
7. User Experience and Website Usability: The ease of navigation, accessibility, and user-friendliness of e-commerce platforms are frequently cited as key variables influencing consumer decisions.
8. Marketing and Communication, the effective marketing strategies and interactive communication channels also play a significant role in attracting and retaining customers.

These findings confirm that the variables influencing e-commerce are multifaceted and continue to evolve alongside technological, economic, and regulatory changes. The successful e-commerce businesses consistently excel in several core areas that directly impact growth, customer loyalty, and profitability (Irfan et al., 2023; Qurtubi et al., 2022; Rodríguez-Calmet & Gallardo-Echenique, 2024; M. Yusuf, 2021). The most critical factors include:

1. The Customer-Centric Experience, building every aspect of the business around customer needs and expectations, is fundamental. This includes offering seamless navigation, clear product value, easy returns, and responsive customer service. Personalization—such as relevant product recommendations and tailored content—significantly boosts engagement and conversion rates.
2. Website Usability and User Experience, a user-friendly website with intuitive navigation, fast load times, and mobile responsiveness is essential. If customers struggle to use your site or find what they need, they are likely to leave without purchasing.
3. Efficient Operations and Technology Integration, Leveraging technology to streamline business processes, such as inventory management, order fulfillment, and cross-channel sales, ensures reliability and scalability. The e-commerce solution should complement existing business processes and enable real-time adjustments.
4. Effective Branding and Marketing, strong branding and consistent messaging across all channels help build trust and differentiate your business. Utilizing cross-channel marketing and SEO increases visibility and attracts more qualified traffic.

5. **Competitive Pricing and Value**, the offering of valuable products at competitive prices, along with transparent shipping costs (ideally free and fast), directly influences purchase decisions. Customers are highly sensitive to shipping speed and price.
6. **Customer Retention and Loyalty**, retaining existing customers is more cost-effective than acquiring new ones. High re-purchase rates, loyalty programs, and excellent after-sales support are key to long-term success
7. **Healthy Profit Margins and Cost Management**, maintaining low customer acquisition costs and healthy margins ensures business sustainability and growth potential
8. **Data-Driven Decision Making**, the monitoring of key metrics like website traffic, conversion rates, average order value, and customer retention allows for continuous optimization and informed strategic decisions (Qurtubi et al., 2022)

Table 3. Key Success Factors of E-Commerce

Factor	Description
Customer Experience	Personalization, seamless navigation, and responsive service
Website Usability	Fast, intuitive, mobile-friendly design
Operations & Tech	Integrated systems for inventory, fulfillment, and cross-channel sales
Branding & Marketing	Strong, consistent branding and multi-channel marketing
Pricing & Value	Competitive prices, valuable products, free/fast shipping
Customer Retention	Loyalty programs, high repurchase rates, and after-sales support
Profit Margins	Low acquisition costs, healthy margins
Data-Driven Optimization	Regular tracking and analysis of key performance metrics

The resume of focusing on these factors enables e-commerce businesses to stand out, adapt to changing consumer behaviors, and achieve sustainable growth in a competitive digital marketplace (Louis et al., 2024; Mokha & Kumar, 2022; Otim & Grover, 2010; Oumar et al., 2017).

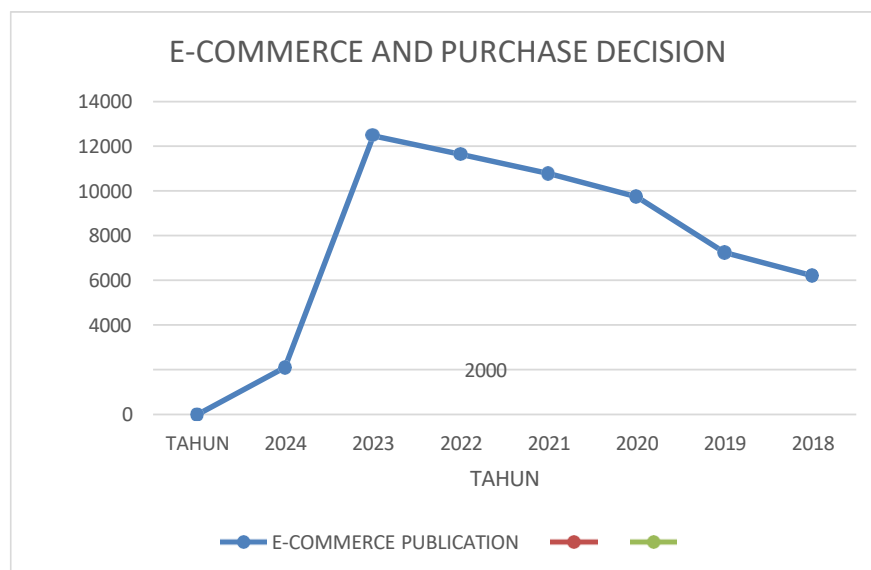


Figure 1. The E-Commerce Rate

The figure of Explanation of the Development of E-Commerce Dimensions and Variables. The development of e-commerce has involved various dimensions and variables that play a crucial role in shaping consumer experiences and decisions when transacting online. Based on literature reviews from various sources, the dimensions of e-commerce can be explained as follows:

1. Main Dimensions of E-Commerce are (1) Commerce via Internet and Intranet, e-commerce utilizes the internet and intranet as the primary media for conducting electronic transactions of goods and services, replacing conventional face-to-face methods. (2) Transaction Systems and Information Technology. This includes the use of information and communication technology to support transaction processes, such as payment systems, inventory management, and product delivery. (3) E-Commerce Business Models. Business models are categorized based on transaction types, including Business to Business (B2B), Business to Consumer (B2C), Consumer to Consumer (C2C), and Consumer to Business (C2B).
2. Technological Dimensions of E-Commerce are (1) Ubiquity. E-commerce can be accessed anytime and anywhere via mobile devices, eliminating geographical barriers and providing convenience for consumers. (2) the global reach, technology enables trade across countries and cultures easily without major modifications. (3) The ability to enable two-way communication between companies and consumers through technologies such as chat and virtual reality, enhancing personalized experiences. (4) The increase in the amount and quality of information available to all stakeholders allows for better data analysis and more accurate decision-making. Technology enables the delivery of messages and services tailored to previous buyer preferences and behavior (Deng et al., 2023)
3. Service Quality and Security Dimensions, (1) E-commerce sites must be easily accessible and usable by customers to ensure smooth transactions. (2) Protecting customers' personal data and payment security is essential for building consumer trust. (3) Customer Technical Support, support services that facilitate transactions and resolve customer issues during the purchasing process.
4. Variables Supporting Purchase Decisions, Product and Information Quality. Complete, relevant, and easy-to-understand product information greatly influences purchase decisions. Trust and Reputation. Trust in the seller and the credibility of the e-commerce platform are key factors influencing purchase intention. Price and Value Consumers' assessment of price relative to the benefits received affects purchase decisions. Reviews and Recommendations (Electronic Word-of-Mouth), reviews and recommendations from other consumers are important information sources that can reinforce purchase decisions.
5. Recent Developments and Trends, the rapid growth of e-commerce in Indonesia and globally is driven by advances in the internet, web, and digital platform technologies, as well as changes in consumer behavior that increasingly rely on online transactions. In addition, the integration of data analytics technologies further enhances the personalization capabilities and operational efficiency of e-commerce. Overall, the dimensions and variables of e-commerce continue to evolve along with technological advancements and changing consumer needs. A deep understanding of these dimensions enables business actors to optimize marketing strategies, improve service quality, and strengthen consumer trust in the digital ecosystem (Fernández-Bonilla et al., 2022; FFB Wahdah et al., 2022; Pasaribu et al., 2022; Paul & Nikolaev, 2021; Purwanti & Ernawati, 2021; Terzi, 2011; Zhang, 2023).

## CONCLUSION

Based on the research findings, workload has been shown to have a positive and significant effect on employee performance and organizational learning, while organizational culture does not have a direct significant effect on employee performance but has a positive effect on organizational learning. Furthermore, organizational learning has a significant impact on employee performance and mediates the relationship between organizational culture and employee performance, but it does not mediate the relationship between workload and performance. These findings address the research problem by highlighting that workload and organizational learning are key factors in enhancing performance, while organizational culture plays a role through the learning process.

The conclusion of the study is limited in its explanation of the study's limitations, managerial implications, and recommendations for future research to enhance the clarity and impact of findings. The results of this SLR study provide some insights into the role of E-commerce in purchasing decisions. Conclusions in a systematic literature review refer to the extent to which the conclusions drawn from the review are supported by data and can be reproduced. In this review, the researcher proposed several mitigations for purchasing decisions. This study concluded that the conclusions were drawn using a systematic process to identify relevant E-commerce software and extract relevant data for analysis of the articles.

To ensure accuracy and consistency in data collection, this researcher developed a data extraction form based on the general and specific features of E-commerce identified during this researcher's meta-review and feature analysis. The first author applied this form to a small subset of devices to test its effectiveness. Next, all authors independently used the same form to extract data for the same subset of devices. Comparative analysis of the extracted data revealed a high degree of consistency across authors, thus validating the data extraction process. Following this validation, the first author proceeded with data extraction for the remaining articles. Throughout the data analysis and synthesis phase, this researcher engaged in several rounds of discussions to refine this researcher's feature categorization and representation. This collaborative approach aims to reduce bias and increase the reliability of these researchers' findings.

To give a well-rounded answer, we can infer some potential limitations based on common limitations in similar research and the content of this scope of literature review. The review's comprehensiveness depends on the databases searched, keywords used, and inclusion/exclusion criteria. If the search was limited to specific databases or a narrow set of keywords, relevant studies might have been missed. The Systematic literature reviews can be susceptible to publication bias, where studies with significant or positive results are more likely to be published than those with null or negative findings. Subjectivity in Study Selection and Data Extraction. Although the authors mention steps to reduce bias, there's always a degree of subjectivity in selecting studies for inclusion and extracting data, which can influence the review's findings. The findings of the review might not be generalizable to all e-commerce contexts or regions, as the included studies may vary in terms of geographical focus, industry, or type of e-commerce platform. If the review included studies from a specific time frame, the findings might not fully capture the most recent developments and trends in the rapidly evolving field of e-commerce.

Based on the literature review and findings in the file, here's a detailed explanation of the managerial implications for e-commerce businesses are Enhancing Customer

Engagement and Experience. E-commerce businesses should prioritize creating personalized experiences for customers. This can be achieved by using data to provide tailored content, product recommendations, and user-friendly interfaces. Optimizing Website Usability. Websites should be designed to be intuitive, with fast load times and mobile responsiveness. This ensures that customers can easily navigate the site and complete purchases, which can reduce abandonment rates. These implications emphasize the importance of customer-centricity, technology integration, and strategic management in achieving success in the e-commerce landscape.

Based on the content of the file, here are some detailed recommendations for future research are Investigate the Impact of Emerging Technologies. Further research could explore the influence of new technologies, such as artificial intelligence, virtual reality, and augmented reality, on consumer behavior and purchase decisions in e-commerce. Longitudinal Studies on Consumer Behavior. Future studies could conduct longitudinal analyses to examine how consumer behavior in e-commerce evolves over time, capturing changes in preferences, attitudes, and purchasing patterns. Cross-Cultural Studies. It would be valuable to conduct cross-cultural research to compare e-commerce adoption and consumer behavior across different countries and cultural contexts, identifying potential differences and similarities. Further investigation is needed into the integration of online and offline channels to create seamless omnichannel shopping experiences and their effect on purchase decisions.

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