



Research Mapping of E-Marketplace Adoption to Design a Proposed System for MSMEs

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ABSTRACT

Micro Small and Medium Enterprises (MSMEs) play an important role in driving economic growth and innovation. In recent years, the emergence of digital technology has opened new opportunities for MSMEs to expand their market reach and optimize their procurement processes. This paper sets out to investigate the adoption of e-marketplaces and the design of customized e-marketplaces to improve their business performance. The researchers examined MSMEs and the Office of Cooperatives and Industry on e-marketplace adoption through in-depth interviews, focus groups, and case studies. The prototyping of the proposed e-marketplace system is an important part of this paper. The findings of this study have significant implications for policymakers, e-marketplace operators, and MSME stakeholders. Policymakers can utilize the results of this paper to design a supporting framework that encourages the adoption of e-marketplaces among MSMEs. The results of studies on e-marketplace design are numerous, but the characteristics of users are different, so customization is necessary. The results of this paper can be used as a reference for future research on e-marketplaces.

Keywords: *research mapping, e-marketplace, system design, MSMEs.*

1. INTRODUCTION

E-marketplaces have become a critical aspect of the digital economy in this globalized and technologically advanced era. For Micro, Small, and Medium Enterprises (MSMEs) in particular, embracing e-marketplaces offers new prospects for expanding their reach, increasing visibility, and improving operational efficiency [1][2]. Therefore, fully understanding the process of adopting e-marketplaces by MSMEs and developing an appropriate system is essential. This article provides an overview of the research on adopting e-marketplaces and proposes a system tailored to MSMEs. In many countries, this group of companies is of fundamental importance and can make an important contribution to overall economic development. However, limited resources, limited access to international markets, and difficulties in increasing visibility are often the main obstacles faced by MSMEs [3]. For this reason, the introduction of e-marketplaces has emerged as an important and indeed necessary approach to enable MSMEs to participate in global trade on a competitive basis.

Identifying the influencing factors driving adoption decisions, obstacles faced by MSMEs in adopting new technologies, and the advantages associated with such uptake are pivotal measures in steering the design of systems suitable for MSMEs. Stakeholders can develop more targeted marketing campaigns and training strategies tailored to the specific needs and barriers of each MSME by understanding the factors that influence adoption decisions [4]. By understanding the factors that influence adoption, stakeholders can develop more targeted marketing campaigns and training strategies tailored to the specific needs and barriers of individual MSMEs [5]. Challenges such as budget constraints and concerns about data security can be addressed through specialized support and training [6]. This training program can help MSMEs understand the benefits and drawbacks of the technology, address their concerns, and equip them with the necessary skills to be competent users of e-marketplace platforms. The design of systems will be informed by an analysis of the benefits that MSMEs derive from the use of e-marketplaces, to emphasize features that facilitate the realization of these advantages while incorporating promotional tools, data analytics, and support services to enable MSMEs to optimize the benefits of technology implementation.

Designers can offer customization options that allow them to tailor the platform to meet the different challenges and needs of different MSMEs [7]. This will ensure that the platform is truly supportive of the prosperity and

development of each business. The adoption of e-marketplaces by MSMEs not only brings benefits at the level of the enterprise but also has an impact on the development of the local economy [8]. This study provides a basis for formulating policies that support MSMEs' technology adoption and community economic development. Cross-sectoral collaboration can be stimulated by a thorough understanding of the determinants influencing adoption decisions and the barriers that MSMEs face [9], [10]. Public agencies, educational institutions, and the business sector can work together to provide tailored solutions and support that meet the needs of MSMEs [11]. By understanding the benefits of adopting e-marketplaces, MSMEs can use them as an opportunity to create and lead their businesses. The increased market coverage and global availability of e-marketplaces open new opportunities for MSMEs to expand and thrive in a wider market.

The disparity between research on the adoption of e-marketplaces and the creation of efficient systems for MSMEs is the subject of this article. This article will identify recurring patterns, findings, and barriers in the case of MSMEs by analyzing the research on e-marketplace adoption. Furthermore, this article will develop design principles for systems that can meet MSMEs' exclusive requirements and help them gradually adopt e-marketplace use. This article aims to provide practical guidance to stakeholders, researchers, and developers seeking to develop e-marketplaces that support the sustainable growth of MSMEs by combining an understanding of relevant adoption factors with appropriate system design principles. Thus, this article hopes to provide useful lessons on how the adoption of e-marketplace technologies can support the development of MSMEs and to stimulate practical steps towards an inclusive and competitive digital economy.

2. METHOD

The design and development of a practical application for use by MSMEs is described in this paper as a case study. The purpose of a case study is to have a more detailed, in-depth, and thorough examination of a particular subject, usually a relatively small one, within a certain period. This article is based on an extensive review of the literature and an analysis of relevant studies on the adoption of e-marketplaces by MSMEs. Recommendations on the design of the proposed scheme are based on the information and results of prior research. By integrating insights from a variety of disciplines such as economics, management, information technology, and marketing, this paper attempts to provide a holistic view of the problems faced by MSMEs in the adoption of e-marketplaces. Furthermore, interviews and focus group discussions (FGDs) were conducted with various stakeholders. The results of interviews and FGDs will facilitate the process of creating an e-marketplace model that meets MSME needs and is easy and convenient for users. The e-marketplace needs of MSMEs, and consumers will be identified. The next step is to customize the e-marketplace for MSMEs and consumers so that it is easy to use. Then an outline of the general architecture and the role of the users involved is developed. The limitation of this article is that the discussion focuses only on the initial modeling phase of the e-marketplace for MSMEs and does not cover the testing and evaluation phase.

3. RESULTS AND DISCUSSION

3.1 Mapping Research on E-Marketplace Adoption

Several studies from various disciplines, including economics, business administration, and information technology, have focused on the adoption of e-marketplace technology by MSMEs. The research looks at different issues related to uptake, including factors influencing uptake, benefits, barriers, and effective uptake strategies. As MSMEs may face constraints in this regard, the availability of technological and financial resources is a crucial factor [12]. In addition, technological knowledge, and digital skills play an important role, as MSMEs need to understand how to use e-marketplace platforms. Trust and the perceived risk of new technologies can influence MSMEs' willingness to embrace change [13], [14]. Adoption decisions may also be influenced by business characteristics and market orientation, such as the type of products or services offered [15].

Using e-marketplaces offers several benefits to MSMEs. It allows them to sell their products or services more widely due to increased market reach and global accessibility. The automation of business processes ensures operational efficiency and a reduction in the need for manual labor. Online platforms can help MSMEs build a strong identity in the digital world, helping to strengthen branding and image [16]. In addition, the use of e-marketplaces has the potential to stimulate the growth of MSMEs' businesses through the

introduction of new customers. There are, however, hurdles that MSMEs will need to overcome to adopt e-marketplaces. Budgetary constraints and limited resources can be major barriers to investing in new technology. In addition, unfamiliarity with the potential of new technologies can also discourage MSMEs from making the switch. Concerns about data security and privacy are often raised. This is especially true in a digital environment that is

vulnerable to data breaches. MSMEs can also face barriers to adapting their traditional business models to digital platforms.

Table 1. Summary of Literature Review on E-Marketplace Adoption by MSMEs in System Design

Aspects	Findings	Implication
Influence Factors [7], [21]	<ul style="list-style-type: none"> ▪ Resources Availability. ▪ Technology knowledge and digital skills. ▪ Trust and Risk Perception ▪ Business Characteristics and Market Focus 	<ul style="list-style-type: none"> ▪ Training and Technical Assistance ▪ User-Friendly Interface
Benefits [14], [22],	<ul style="list-style-type: none"> ▪ Expanded Market Reach ▪ Operational efficiency ▪ Enhanced branding ▪ Digital Economy Engagement 	<ul style="list-style-type: none"> ▪ Support for MSMEs Promotion ▪ Efficient Transaction Management
Obstacles [23]	<ul style="list-style-type: none"> ▪ Resource and Budget Constraints ▪ Lack of Tech Understanding. ▪ Data Security Concern. ▪ Challenges in Business Model Adaptation. 	<ul style="list-style-type: none"> ▪ Data Security and Privacy. ▪ Tech Training and Education.
Success Strategy [24], [25]	<ul style="list-style-type: none"> ▪ Digital Literacy Training. ▪ Technical support. ▪ Partnerships with Tech Experts. ▪ Digital Adaptation. 	<ul style="list-style-type: none"> ▪ Effective Training and Support. ▪ Collaboration and Support Features.
Implications for System Design [26], [27]	<ul style="list-style-type: none"> ▪ User-Friendly Interface. ▪ Training and Tech Support. ▪ Prioritizing Data Security. ▪ Scalability and Adaptability 	<ul style="list-style-type: none"> ▪ Secure Architecture and Data Privacy Compliance. ▪ Comprehensive Training and Support.
Classification [28], [29]	<ul style="list-style-type: none"> ▪ Successful adopters. ▪ Technological and Financial Barriers. ▪ Knowledge and Risk Perception Barriers. 	<ul style="list-style-type: none"> ▪ Supporting Diverse MSMEs.
External Environmental Influences [30], [31]	<ul style="list-style-type: none"> ▪ Regulatory and Policy Support. ▪ Technology Infrastructure and Access. ▪ Digital Financial Services. 	<ul style="list-style-type: none"> ▪ Collaboration with Authorities. ▪ Infrastructure and Internet Access.
Digital Economy Development and MSME Inclusion [19], [32], [33]	<ul style="list-style-type: none"> ▪ E-Marketplaces Support Digital Economy. ▪ Wider Market Reach and Increased Revenue. ▪ Strengthened MSME Role in Public Procurement. 	<ul style="list-style-type: none"> ▪ E-Marketplaces Facilitate Market Expansion. ▪ Special Support in Public Procurement.

MSMEs may need to restructure their business to adapt to the digital world and develop specific strategies to use e-marketplaces efficiently. Training and education are essential to improve the digital literacy of MSMEs. Technical assistance in using e-marketplaces helps overcome technical barriers that may arise. MSMEs can gain access to resources and deeper knowledge through partnerships with parties with technological expertise. Business re-engineering may also be necessary for MSMEs to be able to adapt to the digital environment. These findings suggest that e-marketplace systems should be designed with data security and privacy as a top priority. User-friendliness and

intuitive interfaces are also important to enable MSMEs to easily interact with the platform. Training and technical assistance should be built into the system to help MSMEs overcome technical challenges.

Categorizing MSMEs according to their level of adoption helps us to understand the different challenges and needs faced by different types of MSMEs. With this understanding, more appropriate strategies can be developed to support each group of MSMEs. The external environment, such as regulation, technology infrastructure, and digital financial services, plays an important role in facilitating or hindering the adoption of e-marketplaces by MSMEs [5], [17]. Cooperation with government and regulators is essential to create an enabling environment for technology adoption [18]. E-marketplaces can improve the quality of public services by linking the government with qualified suppliers [19],[20]. A rigorous supplier selection process based on expertise and track record can ensure better services for the public. The use of e-marketplaces can have a positive impact on the development of the digital economy and the inclusion of MSMEs in an increasingly digitalized economy [7]. E-marketplaces can help MSMEs participate in global markets and access wider economic opportunities. Each aspect in the table is an illustration of different findings and implications from research on the adoption of e-marketplaces by MSMEs. This will help design better solutions and strategies to help MSMEs grow and thrive in the digital economy. Details of research findings on MSME e-marketplace adoption and important implications for designing an appropriate system to support MSME growth and success in the digital era.

Proposed System Design for MSMEs

The design of an e-marketplace system suitable for MSMEs should consider their specific needs, based on a thorough understanding of the relevant research. Some of the key steps to consider when designing the proposed system include:

1. Customization and usability: The system should be designed with an interface that is intuitive, easy to use, and adaptable to the different business characteristics of MSMEs.
2. Training and support: A successful system requires a strong support approach, including training for MSME owners in using the platform and managing online transactions.
3. Data security and privacy: Data security and privacy should be a top priority in system design, given the sensitivity of customer and business information.
4. Scalability and availability: The system must be able to handle increased traffic and transactions as the MSME business grows.
5. Marketing and promotional features: The system can be enhanced with features that help MSMEs promote their products and services, such as SEO support or social media integration.
6. Business process modeling: The system can be customized to reflect MSME business processes, including inventory management, order processing, and shipment tracking.

Data flow between e-marketplace users

The first step is registration, where users can register as sellers or buyers by providing some information. The second step is login. Here the user can enter his username and password to access the system. The third step is product viewing, where the user can browse the products offered by the sellers. The user will also be able to filter, sort, or search for products based on different criteria. The fourth step is product entry. Here the seller can add new products to the system by providing details such as name, price, description, category, etc. The fifth step is product management. Here the seller can edit, delete, or update his products. The seller can also view the status of their products, such as available, sold out, or pending. The sixth step is a transaction, where the buyer can make the purchase of products from the sellers. The buyer can also have a choice of payment method and delivery option. The system generates an invoice and confirmation for the buyer and the seller. The seventh step is buyer data management. This is where the admin can view, edit, or delete buyer information. The admin can also monitor the transactions and feedback of the buyers. The eighth step is managing seller information, where the admin can view, edit, or delete the information of the seller. The admin can also monitor the products and ratings of the sellers. The ninth step is Manage Master Data, where the admin can manage data used by the system, such as categories, payment methods, shipping options, etc.

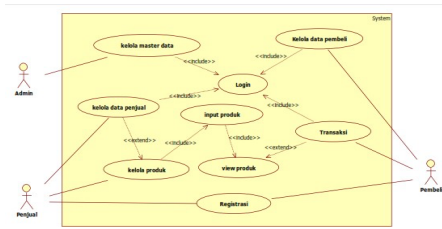


Figure 1 Data Flow

Menu Facilities by User

The flowchart has six steps, each represented by a rectangle with rounded corners and a label. The steps are connected by arrows, indicating the flow of the process. The labels on the steps read "System", "User", "Login Process", "Copy Process", "Print Process", and "System Exit". The screenshot also shows a toolbar on the left side of the screen with various icons for editing the flowchart. The background of the screenshot shows a web browser and other open windows on the computer desktop.

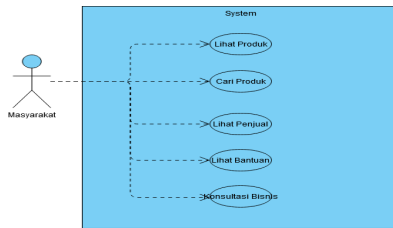


Figure 2 Menu Facilities (user)

Menu facilities by Super Admin

The picture is a flow chart diagram with a blue background. The diagram is divided into two sections, the left side is a vertical list of options, and the right side is a horizontal list of options. The left side has a stick figure labeled "Super Admin" with a line connecting it to the right side. The right side has a list of options labeled "Super Admin", "General Data Page", "Member Data Page", "Personal Data Page", "Member Security Page", "View Graphs", "Web Info Page", and "Admin Profile Page". The options relate to dotted lines and arrows. The diagram is labelled "Login" at the bottom right corner.

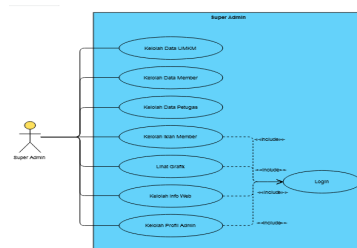


Figure 3 Menu Facilities (Super Admin)

Business Consulting Admin Access

The diagram shows how an admin can access different features of the website after logging in. A stick figure labeled Business Consulting Admin represents the admin user of the website. A door with a keyhole represents the login page of the website. Two oval shapes labeled Manage Chat and Manage Consultant Accounts, represent the features of the website that allow the admin to manage chat messages and consultant accounts. Two arrows pointing from the stick figure to the ovals, labeled Login and ctdlogin, represent the actions that the admin can take to access the features. The admin user visits the website and sees the login page with a door and a keyhole. The admin user enters their username and password and clicks on the Login button to log in to the website. The admin user is redirected to the main page of the website, where they can see two options: Manage Chat and Manage Consultant Account. The admin user can click on either option to access the corresponding feature of the website. The Manage Chat feature allows the admin user to view, send, and delete chat messages with clients or consultants. The Manage Consultant Accounts feature allows the admin user to view, add, edit, and delete consultant accounts on the website.

User Interface

The diagram shows a user interface with a login screen and various data management options. The user

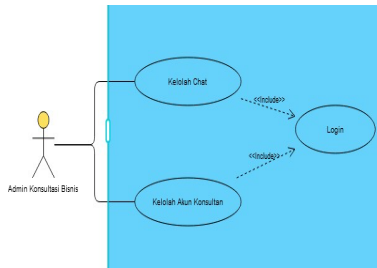


Figure 4 Business Consulting Admin Access

interface is divided into two sections: the left side is for the super admin and the right side is for the regular user. The super admin is the user who has the highest level of authority and control over the data management system. They can access and modify all the data in the system, as well as create, edit, or delete other users' accounts. The super admin can log in to the system by entering their username and password on the login screen. After logging in, they can see a list of options on the left side of the user interface, such as:

- General Data Page: This option allows the super admin to view and edit general data, such as the name, address, and contact information of the organization that uses the system.
- Master Data Page: This option allows the super admin to view and edit master data, such as the categories, subcategories, and attributes of the data in the system.
- Personal Data Page: This option allows the super admin to view and edit personal data, such as the name, email, password, and photo of themselves or other users.
- Admin Profile Page: This option allows the super admin to view and edit their own profile, such as their name, email, password, and photo.
- Logout: This option allows the super admin to log out of the system and return to the login screen.

The regular user is the user who has a lower level of authority and control over the data management system. They can only access and modify some of the data in the system, depending on their role and permissions. The regular user can also log in to the system by entering their username and password on the login screen. After logging in, they can see a list of options on the right side of the user interface, such as:

- Member Data Page: This option allows the regular user to view and edit member data, such as the name, email, password, and photo of themselves or other members who belong to their group or team.

- View Graphics: This option allows the regular user to view graphical representations of the data in the system, such as charts, tables, or maps.
- Web Info Page: This option allows the regular user to view information about the website that hosts the data management system, such as its name, domain, logo, and description.
- Logout: This option allows the regular user to log out of the system and return to the login screen.

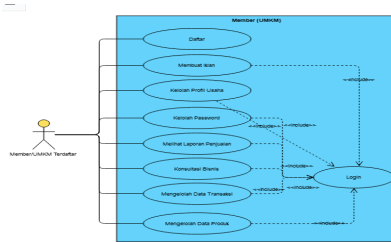


Figure 5 User Interface

Dashboard System

This diagram shows how users move through pages or screens according to what they select and do. The flowchart is divided into three main sections: Main Admin, Select SME Data, and Select SME1 Data. The 'Main Admin' section is the front page of the site, where the user can see the main dashboard, edit their profile, and log off. Various data and statistics about website performance and users are displayed on the dashboard. The user can edit their personal information such as name, email, password, and photo by clicking on the profile icon. The user can also click on the 'log out' button to end their session and return to the 'login' page.

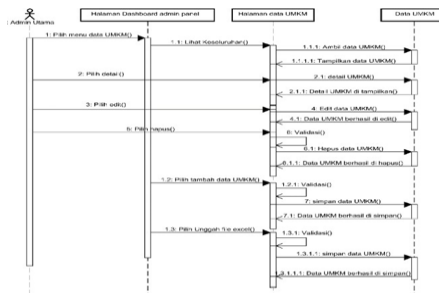


Figure 6 Dashboard System

The 'Select SME Data' section is where the user can view and edit the data for the different types of businesses that are registered on the website. SMEs represent micro, small, and medium businesses. The user can see a list of businesses with their names, categories, locations, and reviews. The user can click on any business to see more details such as description, contact information, products, services, reviews, and transactions. The user can also edit or delete any business details by clicking on the edit or delete buttons. The Select UMKM1 Data section is like the previous section. However, it also allows the user to log in and view data for specific businesses that they own or manage. The user can enter their username and password for access to their business account. The user will then be able to view the same information as in the previous section, but only for his or her own business. The user can also add new products or services by clicking on the Add button.

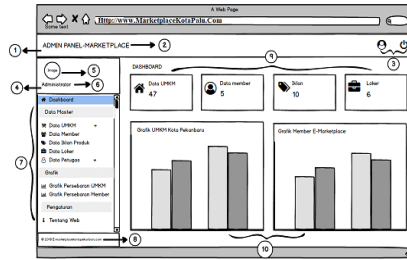


Figure 7 Website's admin panel

The image shows a website's admin panel, which is a set of web pages that allow the website owner or administrator to manage various aspects of the website, such as users, content, software, and data. The process in the image involves using the admin panel to monitor and analyze the performance of the website, such as the number of users, transactions, revenue, and growth. The admin panel has different sections that display different data and statistics in the form of bar graphs. The administrator can use these graphs to get a quick overview of the status and trends of the site. The admin panel can also be used to perform tasks such as adding, editing, or deleting users, content, or software. The Admin Panel is designed to help the administrator optimize the functionality and efficiency of the site. It is a useful tool for managing and improving the quality and user experience of the website. However, designing a good admin panel can be a complicated task, as it requires careful consideration of the user's needs, preferences, and goals.

4. CONCLUSION

In the context of sustainable economic development, this article has broader implications. MSME adoption of e-marketplaces not only affects individual business growth, but can also contribute to job creation, increased community income, and reduced economic inequality. Through the design of systems that are responsive to the needs of MSMEs, we can facilitate their integration into the digital ecosystem without leaving anyone behind. Accelerating digital transformation for MSMEs requires a deep understanding of how e-marketplaces are adopted and how to design appropriate systems. This article aims to provide comprehensive guidance to stakeholders committed to accelerating the growth of MSMEs in the digital economy, through research mapping and identification of effective design principles. This article, therefore, goes beyond analysis and represents a concrete effort to shape an inclusive future in which MSMEs will be able to thrive and make a lasting contribution.

AUTHORS' CONTRIBUTIONS

Femila Zahra: Conceptualization, methodology, data collection, and writing of the introduction and methodology sections.

Suryadi Hadi: methodology, data collection, and writing of the introduction and methodology sections.

Hajra Rasmita Ngemba: analysis, interpretation of results, and writing of the results and discussion sections.

Wardatul Karima: data collection

Syarifah Alya Rumi: data collection

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