

The Evolution of Service Marketing Research: A Bibliometric Analysis of Global Trends and Knowledge Structure

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INFO	ABSTRACT
Submitted: 23-02-2026, Revised: 10-03-2026, Accepted: 28-03-2026 Available Online: 15-04-2026 Copyright©2026 by author(s) This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.  OPEN ACCESS Keywords: Service marketing, bibliometrics, Science mapping, Knowledge mapping, Research trends	<i>The development of service marketing has undergone a very rapid transformation in line with the increasing role of the service economy, business digitalization, and technology integration in service delivery. These changes have led to an increase in the number of scientific publications on service marketing spread across various disciplines, resulting in an increasingly complex and multidisciplinary knowledge structure. This condition makes it difficult for researchers to gain a comprehensive understanding of the development of the field of science, the relationship between concepts, the main actors, and the direction of research in the future if they only use the conventional literature review approach. On the other hand, most previous bibliometric research still focused on certain subthemes, such as service quality, service recovery, service ecosystem, or customer engagement, so it did not provide a comprehensive picture of the evolution of service marketing as a field of science. Therefore, bibliometric research is needed that is able to comprehensively map the development of service marketing to identify conceptual structures, intellectual structures, social structures, and the development of research themes. This study aims to analyze the development of research on service marketing indexed in the Scopus database using a bibliometric approach. Analysis was carried out on publications that met the inclusion criteria by utilizing Scopus metadata. Furthermore, data were analyzed using Bibliometrix/Biblioshiny and VOSviewer software to identify publication productivity, distribution of fields of knowledge, types of documents, publication sources, author affiliations, funding institutions, patterns of collaboration between authors and institutions, citation analysis, co-citation, bibliographic coupling, keyword co-occurrence, and evolution of research themes.</i>

INTRODUCTION

The development of the service sector in recent decades has been one of the main drivers of global economic growth. The shift in economic structure from the dominance of the manufacturing sector to the service sector has changed the paradigm of organizations in creating value for customers. If in the previous era, competitive advantage was more determined by the company's ability to produce quality physical products, then in the era of *the knowledge-based economy* and digital economy, the success of the organization is increasingly determined by its ability to provide a superior *service experience*, create long-term relationships with customers, and generate mutual value (*value co-creation*). This condition shows that services are no longer seen as supporting activities of a product, but have become the main source of sustainable creation of competitive advantage. Therefore, the concept of *service marketing* has developed into one of the fields of study that has a strategic role in explaining how organizations design, deliver, and manage services that are able to meet the changing needs of customers.

This transformation is further accelerated by the development of digital technology that changes almost all aspects of interaction between organizations and customers. Digitalization not only changes the way companies promote services, but also changes the process of service delivery, communication patterns, transaction mechanisms, and the formation of the overall customer experience. The presence of technologies such as *artificial intelligence* (AI), *big data analytics*, *cloud computing*, Internet of Things (IoT), *machine learning*, and various digital platforms has encouraged the birth of new business models that place services at the core of the value creation process. Customers are no longer just recipients of services, but also play the role of partners who actively interact in the value creation process through various digital media. Thus, the scope of *service marketing* has undergone a significant expansion, from a conventional transaction-oriented approach to one that emphasizes relationships, collaboration, customer experience, and technology-based service innovation.

These changes have caused the development of service marketing theory to become increasingly complex. Various new concepts such as *service-dominant logic*, *customer engagement*, *customer experience*, *relationship marketing*, *service ecosystem*, *digital service innovation*, and *transformative service research* show that service marketing has evolved into a multidisciplinary discipline. This development is not only influenced by changes in consumer behavior, but also by the increasing integration between management science, information technology, psychology, economics, social sciences, and environmental science. As a result, research on *service marketing* is no longer limited to discussing service quality and customer satisfaction, but has evolved towards various strategic issues such as *sustainability*, artificial intelligence, digital transformation, the platform economy, and the creation of shared value in the service ecosystem.

This complexity has an impact on the increasing number of scientific publications that discuss various aspects of *service marketing*. Every year, new research emerges that offers different theoretical perspectives, methodological approaches, and empirical contexts. Various reputable international journals consistently publish research on service marketing with increasingly diverse focuses, ranging from health services, education, banking, tourism, logistics, government, to digital technology-based services. On the one hand, the increase in the number of publications makes a positive contribution to the development of science. But on the other hand, the large number of research spread across various disciplines actually poses challenges for researchers in understanding the direction of scientific development as a whole. Researchers not only need to know who is most productive in producing publications, but also need to understand how the relationship between concepts is formed, how the pattern of collaboration between researchers develops, which institutions are the center of research, and what themes are developing and potentially becoming the research agenda in the future.

LITERATURE REVIEW

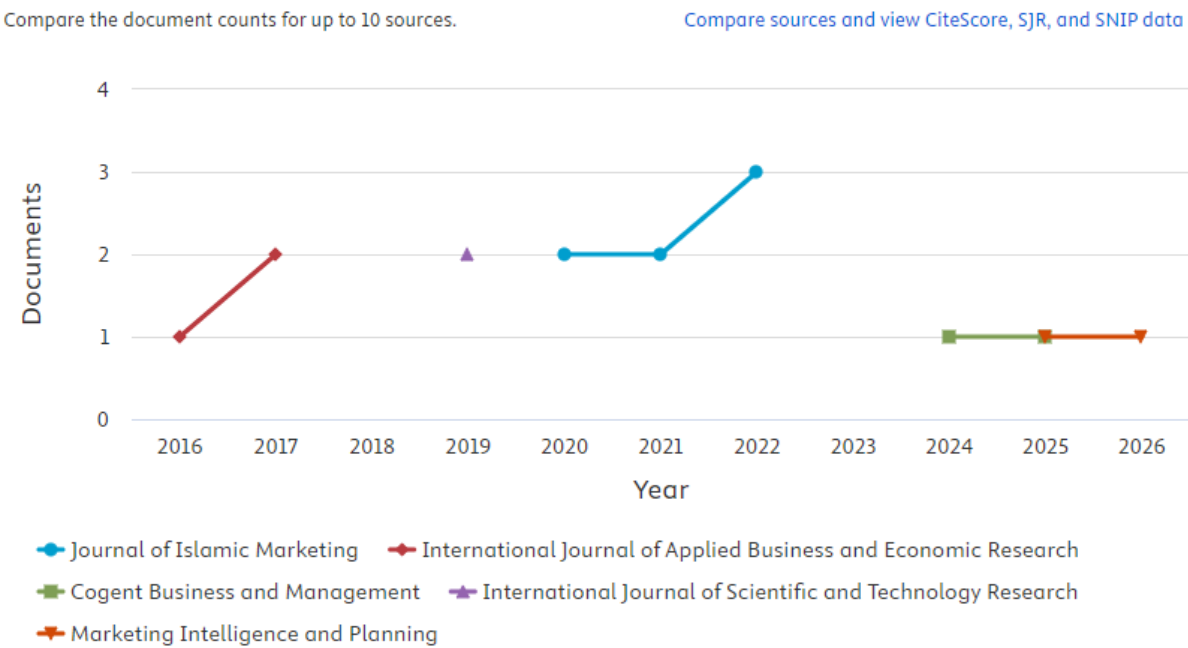
This research is expected to produce a comprehensive mapping of the development of *service marketing*, identify authors, institutions, countries, and journals that have the greatest influence on the formation of knowledge structures, and explain the main themes, emerging themes), and the direction of future research development. In addition, this research is expected to be able to reveal the relationship between conceptual structures, intellectual structures, and social structures that shape the development of *the field of service marketing* so that it can provide a more complete picture of scientific dynamics compared to previous bibliometric research.

The novelty of this research lies in the comprehensive mapping of *service marketing* by integrating various bibliometric indicators in one analytical framework, including publication productivity, collaboration networks, conceptual structure, intellectual structure, social structure, and evolution of research themes. This multidimensional approach is expected to be able to produce more comprehensive *knowledge mapping*, identify research *gaps*, and formulate future *research agendas*. The results of the research are expected to make a theoretical contribution to the development of *service marketing* science as well as a strategic reference for academics,

practitioners, universities, funding institutions, and policymakers in designing more directed, collaborative, and evidence-based research.

This phenomenon shows that the development of *service marketing* has entered a phase marked by increasing complexity of knowledge structures. Research no longer develops in a linear manner, but forms an interconnected scientific network through citations, author collaboration, similarity of research themes, and inter-concepts. In such conditions, the traditional *literature review* approach is often limited because it emphasizes the researcher's subjective interpretation of a selected number of literature. This approach is generally not able to describe the intellectual *structure*, *conceptual structure*, and social structure that form a field of science as a whole. As a result, the opportunity to identify research development patterns, dominant themes, and research *gaps* is less than optimal.

Documents per year by source



In this context, bibliometric analysis has developed as one of the approaches that is able to provide a more comprehensive picture of the development of a field of research. Bibliometric analysis utilizes bibliographic data from various scientific publications to identify research productivity, scientific influence through citations, patterns of collaboration between authors and institutions, keyword development, and the formation of research theme clusters. Through this approach, the development of science can be objectively mapped based on the relationships formed among various bibliographic elements. With the help of software such as VOSviewer and Bibliometrix, the results of the analysis are not only presented in the form of descriptive statistics, but also visualized in the form of scientific networks (*science mapping*) that show the relationship between concepts, authors, countries, institutions, and publication sources.

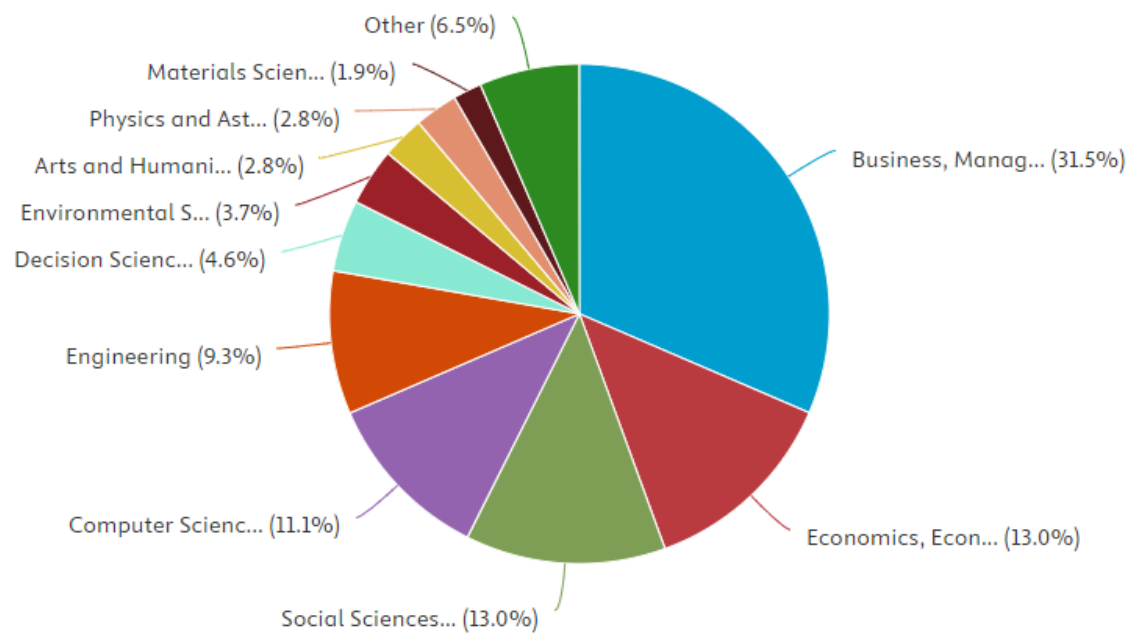
The use of bibliometric analysis becomes increasingly relevant when a field of research is developing rapidly and involves various disciplines. In such conditions, researchers need an approach that is able to integrate thousands of bibliographic information into a systematic map of knowledge. Through bibliometric analysis, various indicators such as publication productivity, distribution of fields of knowledge, types of documents, author affiliations, funding institutions, and publication sources can be analyzed simultaneously to produce a more complete picture of the development of the field of research. This information is not only useful for academics in identifying the direction of scientific development, but also for policy makers, funding

institutions, and higher education institutions in formulating more effective research development strategies.

The rapid development in the field of *service marketing* is also reflected in the increasing diversity of research published in various disciplines. Changes in the business environment influenced by globalization, digital transformation, changes in consumer behavior, and the development of information technology have caused service marketing to develop into a multidisciplinary field. This condition shows that solving various problems in service marketing can no longer be done only through conventional marketing management approaches, but requires the integration of various scientific perspectives. Therefore, understanding the structure of research development is increasingly important so that the direction of scientific evolution can be mapped more comprehensively.

The results of initial exploration using the Scopus database show that research on *service marketing* has developed in various subject *areas*. The field of Business, Management and Accounting is the discipline that contributes the largest publications, followed by Social Sciences, Computer Science, Economics, Econometrics and Finance, Engineering, Decision Sciences, Environmental Science, and several other fields such as Medicine, Arts and Humanities, and Earth and Planetary Sciences. The distribution shows that the development of *service marketing* has gone beyond the boundaries of traditional marketing disciplines and has developed into an interdisciplinary study.

Documents by subject area



The dominance of the fields of Business, Management and Accounting shows that research still focuses on the development of service marketing theories and practices, such as *service quality*, *customer satisfaction*, *customer loyalty*, *value creation*, and *relationship-based marketing strategies*). That perspective remains the primary foundation in explaining how organizations create a competitive advantage through services. However, the development of knowledge no longer stops at the managerial aspect alone. The high contribution of the field of Social Sciences shows that research is increasingly examining the dimensions of human behavior, social interaction, organizational culture, consumer psychology, and customer *experience* as the main factors that determine the success of a service. These shifts show that the success of service

marketing is increasingly influenced by the organization's ability to understand the dynamics of customer behavior in various social contexts.

On the other hand, the increasing contribution of Computer Science indicates a major transformation in service marketing practices. The integration of digital technology has changed almost the entire process of service delivery, ranging from marketing communication, reservation systems, *self-service technology*, artificial intelligence-based chatbots, customer data analytics, to personalization of services based on *machine learning*. Thus, *current service marketing* research not only addresses the interaction between companies and customers, but also how technology is integral in creating a more effective, efficient, and valuable service experience. These findings also show that the development of service marketing science is moving towards the concept of a *digital service ecosystem*, where the interaction between humans, organizations, and technology takes place simultaneously in creating shared value.

METHODS

In The multidisciplinary character is further strengthened by the contributions of Economics, Econometrics and Finance, Engineering, and Decision Sciences. From an economic perspective, the research mostly discusses service efficiency, organizational productivity, pricing strategies, and customer economic value. Meanwhile, the engineering approach contributes to the development of technology-based service systems, business process optimization, and service innovation that utilizes artificial intelligence and information systems. At the same time, *the Decision Sciences* field contributes through the development of a decision-making model that is able to support organizations in improving the quality of services. This condition shows that the development of *service marketing* has transformed into a field of science that integrates managerial, social, economic, technological, and analytical approaches simultaneously.

In addition to showing the diversity of fields of science, the results of Scopus' exploration also show that the dissemination of research results is more widely done through journal articles than other forms of publication. The dominance of journal articles shows that research on *service marketing* has entered a phase of scientific maturity, where research results are generally published after going through *a strict peer review process*. The high proportion of scientific articles reflects that the development of theories, methodologies, and applications of service marketing is increasingly directed towards publications that have high academic quality. However, the relatively large number of conference papers shows that the field is still developing dynamically. Scientific conferences are an important medium for researchers to disseminate new ideas, obtain input from the academic community, and build research collaborations before research results are published in international journals. This condition indicates that the development of *service marketing* is still ongoing and is influenced by the emergence of various new innovations that require academic forums to be discussed.

In addition, the relatively small proportion of review articles indicates that synthesis research that seeks to map the development of science as a whole is still limited. Most research is more oriented towards testing empirical models rather than evaluating the structure of scientific development. In fact, the increasing number of publications spread across various disciplines causes researchers to need an approach that is able to integrate the results of these studies into a systematic map of knowledge. In other words, the more research is published, the greater the need for studies that are able to identify the development of concepts, relationships between themes, and the direction of research that is developing.

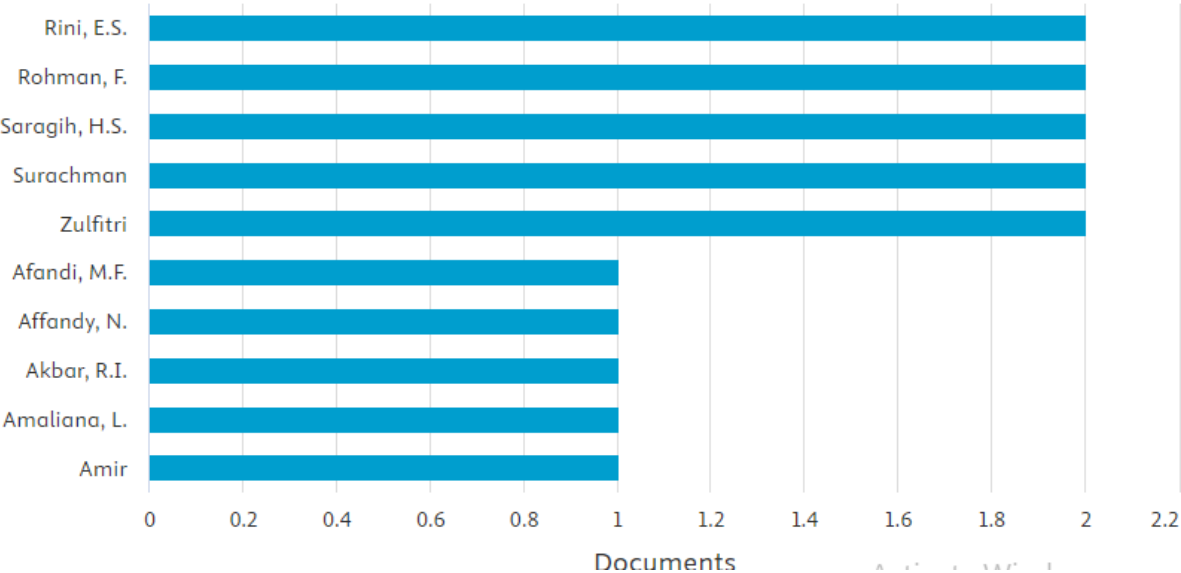
RESULTS AND DISCUSSION

The characteristics of research development can also be seen from the publication media used by the researchers. The results of the exploration show that publications on *service marketing* are not concentrated in one particular journal, but are spread across various international journals and conference proceedings. The pattern shows that research is still developing dynamically and involving various academic communities from different disciplines. The absence of absolute

dominance from a single source of publication indicates that the field of *service marketing* has a wide scope and is able to adapt to the development of various other disciplines. On the one hand, this condition enriches the research perspective because it allows the integration of various conceptual approaches. But on the other hand, the wide spread of publications also makes it difficult for researchers to obtain a comprehensive picture of the direction of scientific development.

Documents by author

Compare the document counts for up to 15 authors.



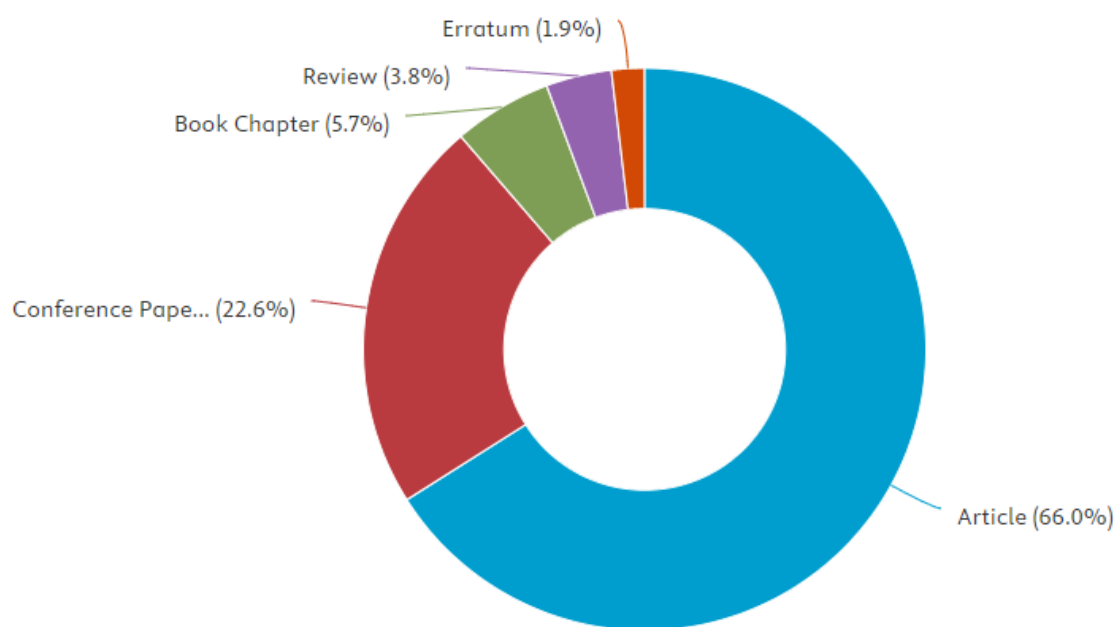
The productivity of the research is also reflected in the distribution of the author's affiliation. Scopus data shows that several universities in Indonesia have a relatively high contribution to publications in this field, with Bina Nusantara University as the most productive institution, followed by the Bandung Institute of Technology, Airlangga University, Brawijaya University, Hasanuddin University, University of Indonesia, Gadjah University Mada, Diponegoro University, Telkom University, and Muhammadiyah University of Yogyakarta. These findings show that the development of research on *service marketing* is no longer centered on one institution, but has become the concern of various universities that have research strengths in the fields of business, technology, and social sciences. On the other hand, there is still a productivity gap between institutions, which indicates that research capacity has not developed evenly. This condition opens up opportunities to identify patterns of scientific collaboration between institutions as one of the indicators of the development of the research ecosystem.

Another interesting aspect is the distribution of funding *sponsors*. The results of the analysis show that most of the research received support from national funding institutions, such as the Education Fund Management Institute (LPDP), various universities, and ministries in charge of research and higher education. However, there are also several international institutions that have begun to contribute to supporting research in this field. This pattern shows that *service marketing* research is starting to gain attention not only at the national level, but also in international academic networks. The funding support has an important role in improving the quality of research, expanding international collaboration, and accelerating the dissemination of research results through reputable publications.

Overall, the results of the initial exploration of Scopus data show that *service marketing research* has developed quite rapidly, both in terms of diversity of fields of knowledge, types of

publications, publication sources, researcher affiliations, and funding support. However, these developments have also resulted in an increasingly complex and scattered literature structure across various disciplines. This complexity causes understanding the direction of research development to no longer be enough through a review of the conventional literature. An approach is needed that is able to map the relationship between concepts, scientific collaboration, the evolution of research themes, and the intellectual structure of the field of *service marketing* in a more systematic and objective manner. This condition is an important foundation for the use of bibliometric analysis as a method that is able to provide a comprehensive picture of the dynamics of scientific development while identifying research opportunities that are still open.

Documents by type



Although the development of research on *service marketing* shows an increasing trend, it does not provide a comprehensive picture of the direction of scientific development in this field. The increase in the number of publications every year does reflect the high attention of academics to the issue of service marketing, but the increase in the quantity of research is not always followed by an increase in understanding of the *knowledge structure* that is formed. Most research is still oriented towards testing the relationship between variables in certain contexts, such as the influence of service quality on customer satisfaction, the relationship between customer experience and loyalty, and the impact of digital transformation on organizational performance. These studies make a significant contribution to the development of theories and practices of service marketing, but they are still partial and have not been able to show how the relationships between concepts develop collectively within the scientific community.

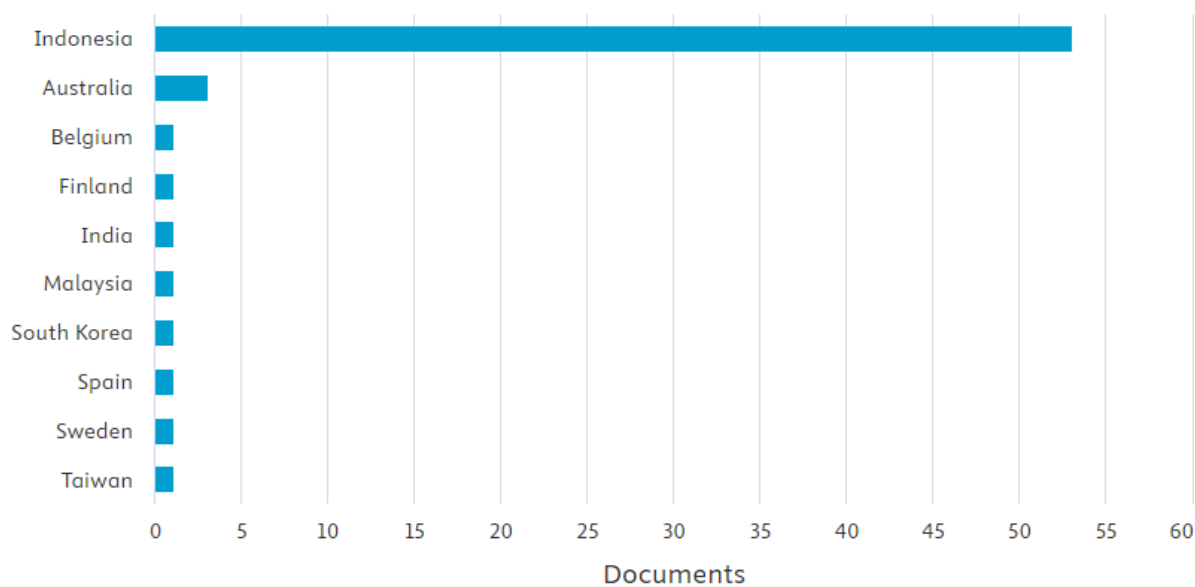
This condition causes the development of the *service marketing* literature to become increasingly complex. New concepts continue to emerge in response to changes in the business environment, technological advancements, and consumer behavior dynamics. In recent years, for example, researchers' attention has begun to shift from classic concepts such as *service quality* and *customer satisfaction* to more contemporary issues, such as *customer experience*, *service ecosystem*, *digital service innovation*, *artificial intelligence*, *big data analytics*, *platform economy*, *omnichannel service*, to *sustainable service*. The shift in focus of the research shows that the field of *service marketing* is undergoing a very dynamic conceptual evolution. However, there has not been much

research that has systematically mapped how these themes change, which concepts are central to the development of knowledge, and how the relationship between old themes and new themes is formed over time.

In addition to the development of the concept, the complexity of research can also be seen from the wider involvement of various disciplines. The results of Scopus' exploration that have been previously explained show that *service marketing research* is not only developing in the fields of Business, Management and Accounting, but also involves Social Sciences, Computer Science, Engineering, Economics, Decision Sciences, and Environmental Science. This phenomenon indicates that service marketing has evolved into a multidisciplinary field of science. Although these conditions provide opportunities for conceptual innovation through the integration of various perspectives, on the other hand, cross-disciplinary developments also cause the structure of literature to become more dispersed. As a result, researchers often have difficulty identifying the interconnectedness between fields of science, the contribution of each discipline to the development of theory, and the direction of ongoing science integration.

Documents by country or territory

Compare the document counts for up to 15 countries/territories.



Another problem that still rarely receives attention is the social structure in *service marketing research*. The results of the affiliation analysis show that research productivity is still concentrated in a certain number of institutions, while other institutions make a relatively smaller contribution. These findings indicate that there are differences in research capacity between universities, but they have not been able to explain how the pattern of collaboration between researchers, between institutions, and between countries is formed. In fact, from a bibliometric perspective, a collaborative network is one of the important indicators that shows the level of maturity of a field of knowledge. Mature research fields are generally characterized by the formation of broad and intensive collaboration networks, while emerging fields tend to have fragmented collaboration networks. Therefore, mapping collaborative networks is important to understand how knowledge is produced and disseminated within the scientific community.

Another limitation is related to the intellectual *structure* of the *service marketing* field. Until now, most studies have mostly discussed specific theories or models individually, without identifying the relationship between studies through citation patterns. As a result, it is not clear who the most influential authors are, which articles are the foundation of scientific development, and which research *clusters* form the main paradigm in the field of *service marketing*. In fact, the analysis of

intellectual structures is very important to understand the evolution of a discipline because it can show how a theory develops, how new paradigms emerge, and how the scientific community builds consensus on a concept.

In addition, although the results of Scopus' exploration show the dominance of journal articles as the main publication medium, the proportion of *review articles* is still relatively low compared to empirical articles. This condition indicates that research aimed at synthesizing scientific developments is still limited. Most studies produce empirical findings in specific contexts, while research that integrates the overall development of the literature systematically is still underperformed. As a result, new researchers often have difficulty understanding the map of scientific development, identifying key themes, and determining the position of research to be carried out among various previous studies.

On the other hand, the development of information technology has resulted in a huge volume of scientific publications. Thousands of articles on *service marketing* have been published in various international journals, conference proceedings, and academic books. This condition makes the *traditional literature review approach* increasingly difficult to use to obtain a complete picture of the development of the field of science. The review of the narrative literature is highly dependent on the subjectivity of the researcher in selecting literature so that it has the potential to produce different interpretations. In addition, this approach is not able to quantitatively map the relationships between concepts and collaboration networks. Therefore, a more systematic, objective, and data-based approach is needed to understand the development of science.

In this context, bibliometric analysis is a very relevant approach because it is able to integrate large amounts of bibliographic data into a comprehensive map of knowledge. Bibliometric analysis not only describes the productivity of publications, but is also able to identify conceptual *structures*, social *structures*, and intellectual *structures* that form a field of research. Through *co-occurrence* analysis, for example, the most dominant research themes and the relationships between concepts can be identified. *Co-authorship analysis* allows the identification of collaborative networks of authors, institutions, and countries. Meanwhile, the analysis of *co-citation* and *bibliographic coupling* was able to reveal articles that became the basis of the theory as well as research groups that formed the main paradigm in the field of *service marketing*. Thus, bibliometrics not only produces a statistical picture of the development of publications, but also provides a deeper understanding of the dynamics of the evolution of science.

Based on this description, it can be concluded that although research on *service marketing* has developed significantly, there is still a knowledge gap related to the mapping of conceptual structures, intellectual structures, collaboration structures, the evolution of research themes, and the identification of emerging *themes*). This gap is the basis for the need to conduct bibliometric research using the Scopus database. Through this approach, this research is expected to be able to provide a more comprehensive picture of the development of *service marketing*, identify the direction of research evolution, find themes that have the potential to be developed in the future, and provide a scientific basis for researchers, practitioners, and policy makers in formulating a more targeted research agenda.

CONCLUSION

The rapid development of science demands the availability of information that not only explains the amount of research that has been carried out, but is also able to comprehensively describe the direction of science evolution. In the context of *service marketing*, the increase in the number of international publications over the past two decades shows that this field has developed into one of the main studies in management science. However, these developments have also resulted in an increasing complexity of the literature. Various new concepts have emerged in response to digitalization, changes in customer behavior, the development of artificial intelligence, business sustainability, and the transformation of service models. As a result, the boundaries between fields of science have become increasingly blurred so that researchers are no longer only dealing with

the problem of service marketing, but also with issues of technology, psychology, social sciences, economics, and even environmental science. This condition shows that the development of *service marketing* has entered a phase where the synthesis of knowledge becomes as important as the creation of new knowledge.

In the midst of this complexity, bibliometric research has an increasingly strategic position. In contrast to conventional literature reviews that rely more on the subjective interpretation of researchers, bibliometrics allows the objective identification of patterns of scientific development through the analysis of bibliographic data. This approach not only answers the question of who is most productive or which articles are cited the most, but also explains how a field of science develops, how concepts are interconnected, who are the main actors in the research network, and how a theme grows or declines over time. In other words, bibliometrics provides an overview of the knowledge architecture *that cannot be obtained through the narrative literature review method*.

The urgency of this research is even stronger when it is associated with the results of the initial exploration of the Scopus database. Descriptive analysis shows that *service marketing research* has developed in various fields of science, dominated by journal articles, supported by various higher education institutions and funding institutions, and published through various scientific sources. However, this information only provides an overview of the characteristics of publications in general. These results have not been able to explain the relationship between research topics, the dynamics of scientific collaboration, the evolution of concepts, and the intellectual structures that shape the development of *the field of service marketing*. Thus, there is a need to conduct a more in-depth analysis so that the development of science is not only understood in terms of the quantity of publications, but also in terms of the quality of the scientific relationships formed between various research elements.

This research also has high relevance to the development of research methodology. So far, most research on *service marketing* has focused on developing empirical models, testing hypotheses, or evaluating relationships between variables. This approach makes an important contribution to the development of the theory, but has not been able to provide a comprehensive picture of the *research landscape*. In a situation where the number of publications continues to increase, the ability to understand the structure of knowledge becomes increasingly important so that the research carried out is not repetitive, but is able to fill the *knowledge gap* that is really still open. Therefore, bibliometric research not only functions as a literature mapping, but also as a strategic instrument in designing future *research agendas*.

In terms of *novelty*, this research offers a different contribution compared to previous studies. Many previous studies have discussed *service marketing* from a conceptual or empirical perspective in certain sectors, such as banking, tourism, health, education, or e-commerce. Instead, this study seeks to view *service marketing* as a field of science that develops as a whole. The focus of the research is not on testing the relationship between variables, but on mapping the development of knowledge through comprehensive bibliometric analysis. This approach allows the identification of *conceptual structures*, *intellectual structures*, *social structures*, the evolution of research themes (*thematic evolution*), and new themes (*emerging themes*) that have the potential to be the direction of research in the future.

Another novelty lies in the integration of various bibliometric indicators in a single analytical framework. This study not only examines the productivity of publications based on year, type of document, field of science, affiliation, publication source, and funding institution, but also combines citation analysis, *co-authorship*, *co-occurrence*, *bibliographic coupling*, and *co-citation* to produce a more comprehensive mapping of knowledge. This multidimensional approach allows for a more in-depth interpretation of the development of *service marketing*, rather than a descriptive analysis that focuses only on publication statistics. Thus, the results of the research are expected to be able to provide a more complete understanding of the dynamics of scientific development, the relationship between concepts, and the main actors that shape the development

of the field.

In addition to making a theoretical contribution, this research also has important practical implications. For academics, research results can be used as a reference in identifying research themes that still have opportunities to be developed, understanding theoretical developments, and determining the position of new research in the international literature map. For universities and research institutions, research results can be the basis for developing research development strategies, building collaborations with other institutions, and improving the quality of international publications. Meanwhile, for funding institutions, bibliometric mapping can be considered in determining funding priorities based on scientific developments, research needs, and potential scientific impacts. Thus, the benefits of research are not only academic, but also have strategic value for the development of research policies.

Furthermore, this research is expected to strengthen Indonesia's position in the development of *service marketing* research at the international level. The results of the affiliate analysis show that a number of Indonesian universities have made significant contributions to international publications. However, this increase in productivity needs to be followed by strengthening the quality of international collaboration, increasing the impact of citations, and developing research themes that have global relevance. Through bibliometric mapping, this study can identify the relative position of Indonesian institutions in international research networks as well as provide strategic recommendations on the direction of more competitive research development.

Based on the overall description, this study aims to analyze the development of research on *service marketing* indexed in the Scopus database using a bibliometric approach. The analysis was carried out to identify the productivity of publications, distribution of fields of knowledge, types of documents, publication sources, author affiliations, funding institutions, collaboration networks of authors and institutions, conceptual structure through keyword analysis, intellectual structure through citation and *co-citation* analysis, and the development of research themes over time. Through this approach, this research is expected to be able to produce a comprehensive mapping of knowledge, identify research gaps that are still open, and formulate a future research agenda that can be a reference for the development of service marketing theories and practices.

Thus, this study not only provides an overview of the development of scientific publications, but also seeks to explain how *the science of service marketing* is developing, who are the actors who play an important role in the development, what concepts are the main foundations, and in which direction research is expected to develop in the future. Therefore, the results of this research are expected to make a significant contribution to the development of service marketing science as well as a reference for researchers, practitioners, and policymakers in formulating more targeted and evidence-based research strategies.

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