

The Effect Of Marketplace Use On Increasing The Revenue Of Micro, Small, And Medium-Sized Businesses In The Bandar Lampung Area

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Abstract

The growth of the digital economy has encouraged Micro, Small, and Medium Enterprises (MSMEs) to utilize online marketplaces for marketing and sales, thereby expanding their market reach and increasing revenue. This study aims to determine the impact of marketplace usage on revenue growth among MSMEs in the Bandar Lampung area. A quantitative approach with an associative method was employed. Data were collected via questionnaires from 96 respondents representing 48 MSMEs in Bandar Lampung, with two respondents representing each enterprise. Data analysis was conducted using simple linear regression with the aid of SPSS. The results indicate that marketplace usage has a positive and significant effect on MSME revenue growth, with a regression coefficient of 0.957, a t-statistic of 11.746, and a significance level of 0.000 ($p < 0.05$). The R-squared value of 0.595 indicates that marketplace usage explains 59.5% of the variation in MSME revenue growth, while the remaining 40.5% is influenced by factors outside the research model. Thus, the more effectively marketplaces are utilized for marketing and sales, the greater the revenue growth MSMEs in Bandar Lampung can achieve.

Keywords: Use of the Marketplace, Increasing MSME Revenue, Bandar Lampung.

INTRODUCTION

Advances in information and communication technology have driven the transformation of economic activities, including trade and marketing through e-commerce. The internet enables businesses to reach consumers more broadly, quickly, and efficiently without being limited by physical location. These developments have also spurred the use of marketplaces as a digital marketing platform that brings sellers and

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consumers together within an integrated system and provides various facilities for transactions, promotions, payments, and distribution (Kotler & Keller, 2016; Chaffey & Ellis-Chadwick, 2019).

The growth of e-commerce in Indonesia shows a significant trend. Google, Temasek, and Bain & Company (2023) note that the value of Indonesia's digital economy reached USD 77 billion in 2022 and is projected to rise to USD 130 billion by 2025, with e-commerce as the largest contributor. In line with this, the growing number of internet users has driven the increasingly widespread use of digital platforms by Micro, Small, and Medium Enterprises (MSMEs). MSMEs play a strategic role in Indonesia's economy as they contribute significantly to GDP and employment. The use of marketplaces has become one alternative for MSMEs to expand their markets, increase consumer access, and support sales growth.

Nevertheless, digital transformation has not yet yielded uniformly positive results for all MSMEs. Some business owners still face challenges such as limited digital literacy, marketing capabilities, online store management, price competition, service quality, and distribution. Previous research has also shown inconsistent results. Wulandari and Pratiwi (2021) found that the use of marketplaces has a positive and significant effect on increasing MSME revenue, whereas Hidayat (2022) showed that the use of marketplaces does not always have a significant effect if it is not supported by adequate digital marketing capabilities. These differing findings indicate an empirical gap regarding the effectiveness of marketplaces in increasing MSME revenue.

This situation is relevant to examine in Bandar Lampung, a major center for trade and services in Lampung Province, which has a substantial number of SMEs and increasingly intense business competition. Although some SMEs have utilized marketplaces such as Shopee and TikTok Shop to expand their market reach and boost sales, their use does not necessarily result in the same increase in revenue for every business owner. Differences in management capabilities and digital marketing strategies are among the factors that can influence the outcomes of marketplace utilization.

Given these circumstances, this study was conducted to analyze the impact of marketplace usage on increasing the revenue of MSMEs in Bandar Lampung. This study is expected to provide empirical evidence regarding the effectiveness of marketplaces in supporting revenue growth for MSMEs and to serve as a reference for business owners and policymakers in promoting the optimization of digital transformation among MSMEs.

LITERATURE REVIEW

Marketing is an activity aimed at satisfying consumer needs while supporting business sustainability and growth. Kotler and Keller (2009) define marketing as the process of creating, offering, and exchanging value to satisfy consumer needs and wants.



Thus, marketing focuses not only on sales but also on value creation and customer relationships.

The marketing mix refers to a set of marketing tools used to achieve objectives in the target market (Kotler & Keller, 2009). It consists of four elements: Product, Price, Place, and Promotion, which are integrated to meet consumer needs and improve marketing performance.

Digital marketing utilizes digital technology and the internet to promote products, reach consumers, and increase sales (Chakti, 2022). One form of digital marketing is the marketplace, which facilitates online transactions between sellers and buyers.

The Resource-Based View (RBV) explains that business performance and competitive advantage depend on the effective management of resources. Barney (1991) states that valuable, rare, difficult-to-imitate, and non-substitutable resources can provide a source of competitive advantage. In this study, marketplaces are viewed as digital resources that can help MSMEs expand their market reach and increase revenue.

A marketplace is a digital platform that connects sellers and buyers for online transactions (Laudon & Traver, 2021). It enables MSMEs to expand market reach, facilitate promotion and transactions, and increase sales opportunities.

Revenue refers to the total income generated from sales within a specific period (Swastha, 2018). An increase in revenue can be reflected in higher sales value, transaction volume, and number of customers. Therefore, marketplace utilization has the potential to increase MSME revenue through broader market access and more convenient transactions.

METHODOLOGY

This study employs a quantitative method with a causal-associative approach to analyze the impact of marketplace usage on revenue growth among MSMEs in Bandar Lampung. Data were collected through questionnaires and observations, with a sample of 96 respondents from 48 MSMEs selected using purposive sampling based on specific criteria. The instrument used a 1–5 Likert scale. Data were analyzed using validity and reliability tests, classical assumptions, simple linear regression, t-tests, and the coefficient of determination (R^2).



DISCUSSION**Validity Test Results****Table 1. Validity Test**

Variable	Indicators	KMO Value	MSA Value	Factor Loadings	Description
Use of the Marketplace (X)	X.1	0,878	0,816	$\geq 0,50$	Valid
	X.2	0,878	0,884	$\geq 0,50$	Valid
	X.3	0,878	0,833	$\geq 0,50$	Valid
	X.4	0,878	0,923	$\geq 0,50$	Valid
	X.5	0,878	0,910	$\geq 0,50$	Valid
Increasing MSME Revenue (Y)	Y.1	0,878	0,846	$\geq 0,50$	Valid
	Y.2	0,878	0,884	$\geq 0,50$	Valid
	Y.3	0,878	0,851	$\geq 0,50$	Valid
	Y.4	0,878	0,898	$\geq 0,50$	Valid
	Y.5	0,878	0,917	$\geq 0,50$	Valid
	Y.6	0,878	0,908	$\geq 0,50$	Valid

Source: Data compiled by the researcher (2026)

Based on Table 1, the KMO value of 0.878 indicates good sample adequacy. All indicators have MSA values > 0.50 , ranging from 0.816 to 0.923. With a sample size of 96, which is close to 100, the threshold of factor loadings ≥ 0.50 can be applied in practice. Thus, all indicators meet the criteria and are suitable for further analysis using factor analysis.

Reliability Test**Table 2. Reliability Test**

Variable	Cronbach's Alpha
Use of the Marketplace (X)	0,840
Increasing MSME Revenue (Y)	0,899

Source: Data compiled by the researcher (2026)

Based on Table 2, the Cronbach's Alpha values for the variables "Marketplace Usage" (X) and "Increase in MSME Revenue" (Y) were 0.840 and 0.899, respectively. Since both values are greater than 0.70, all items in the questionnaire are considered reliable and demonstrate good internal consistency.



Normality Test**Table 3. Results of the Normality Test**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	4.27310816
Most Extreme Differences	Absolute	.082
	Positive	.044
	Negative	-.082
Kolmogorov-Smirnov Z		.803
Asymp. Sig. (2-tailed)		.539
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Data compiled by the researcher (2026)

Based on Table 3, the Asymp. Sig. (2-tailed) value of 0.539 > 0.05 indicates that the residuals are normally distributed. Thus, the regression model satisfies the assumption of normality and can proceed to the next analysis.

Linearity Test**Table 4. Linearity Test Results**

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Increasing Sales Revenue Utilizing Marketplaces	Between Groups	(Combined)	2819.144	18	156.619	8.252	.000
		Linearity	2545.977	1	2545.977	134.138	.000
		Deviation from Linearity	273.167	17	16.069	.847	.636
	Within Groups		1461.481	77	18.980		
	Total		4280.625	95			

Source: Data compiled by the researcher (2026)

Based on Table 4, the significance value for *Linearity* is 0.000 < 0.05 and the value for Deviation from Linearity is 0.636 > 0.05, indicating that the relationship between Marketplace usage (X) and the increase in MSME revenue (Y) is linear. Thus, the



assumption of linearity is met, and the analysis can proceed using simple linear regression.

Heteroscedasticity Test

Table 5. Results of the Heteroscedasticity Test

Model		t	Sig.
1	(Constant)	1,294	0,202
	Use of the Marketplace	0,413	0,681

Source: Data compiled by the researcher (2026)

Based on Table 5, the White test shows a significance value for the “Marketplace Usage” variable of $0.681 > 0.05$. Thus, there is no evidence of heteroscedasticity in the regression model.

Multiple Linear Regression Test

Table 6. Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.159	1.393		2.268	.026
	Utilizing Marketplaces	.957	.081	.771	11.746	.000

a. Dependent Variable: Increase in Sales Turnover

Source: Data compiled by the researcher (2026)

Based on Table 6, the constant is 3.159 and the regression coefficient for Marketplace Usage (X) is 0.957; thus, the regression equation is $Y = 3.159 + 0.957X$. The positive coefficient indicates that every one-unit increase in Marketplace Usage is followed by a 0.957-unit increase in MSME Revenue. This indicates a positive relationship between marketplace usage and increases in MSME revenue in Bandar Lampung.

Partial Test / T-Test**Table 7. Partial Test / T-Test**

Hypothesis	t	Sig.	Conclusion
The use of online marketplaces has had a positive and significant impact on increasing the revenue of MSMEs in the Bandar Lampung region	11,746	0,000	Accepted

Source: Data compiled by the researcher (2026)

Based on Table 7, Marketplace Use (X) has a t-value of 11.746 with a significance level of $0.000 < 0.05$. These results indicate that Marketplace Use has a positive and significant effect on the increase in MSME revenue. Thus, the research hypothesis is accepted.

The impact of marketplace usage on the increase in MSME revenue in the Bandar Lampung area.

The research results indicate that marketplace usage has a positive and significant impact on increasing the revenue of MSMEs in the Bandar Lampung area, with a significance value of $0.000 (< 0.05)$ and a positive regression coefficient. Descriptive analysis shows that marketplace usage falls into the "fairly good" category with a mean score of 3.25, while revenue growth has a mean score of 3.11. These findings demonstrate that marketplaces have been utilized as platforms for sales, promotion, transactions, and consumer interaction, although their utilization could still be further optimized. Conceptually, marketplaces can expand market access, enhance product visibility, facilitate promotions and transactions, and open opportunities to acquire new customers—thereby potentially increasing sales volume and revenue. These findings align with the digital marketing concepts of Chaffey and Ellis-Chadwick (2019) and the Resource-Based View (RBV) perspective, which positions technology and the capability to manage it as resources that support business performance. The results are also consistent with studies by Aulia et al. (2023), Indriani (2023), Bambang et al. (2024), Tarungan (2023), Rut Stefani et al. (2026), and Putri et al. (2024), but differ from the findings of Ayunda et al. (2022)—who found no impact of e-commerce on revenue—and Musvira et al. (2022), who found a positive but insignificant impact. Such discrepancies may stem from variations in respondent characteristics, business types, locations, research periods, duration of marketplace usage, digital literacy, and the intensity of feature utilization. Thus, marketplaces can serve as a strategic tool for MSMEs to expand

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markets and boost sales activities, although revenue growth is also influenced by other factors such as capital, pricing, product quality, promotional strategies, customer service, purchasing power, and business competition.

Results of the Simultaneous Test (F-Test)

Table 8. Results of the Simultaneous Test (F-Test)

Model	R	R Square	Adjusted R Square
1	0,771 ^a	0,595	0,590

Source: Data compiled by the researcher (2026)

An R-squared value of 0.595 indicates that the use of marketplaces explains 59.5% of the variation in MSME revenue growth, while the remaining 40.5% is explained by factors outside the research model.

CONCLUSION

Overall, this study shows that Psychological Detachment, Relaxation, Mastery, and Control have a positive and significant effect on the work-life balance of attorneys at law firms in the Bandar Lampung area. These findings confirm that restorative experiences outside of work are an important aspect in helping attorneys manage the demands of their professional and personal lives in a balanced way. Therefore, lawyers need to optimize their restorative activities, while law firms need to create a work environment that supports the healthy use of time outside of work. Given that 56.5% of the variation in work-life balance is still explained by factors outside the model, future research may consider additional variables and a more diverse research context to gain a more comprehensive understanding.

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