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THE IMPACT OF VILLAGE ONLINE MARKETS ON INCREASING THE INCOME OF SMALL AND MEDIUM ENTERPRISES (MSMES) IN INDONESIA

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ABSTRACT

This study aims to analyze the impact of village online markets on increasing the revenue of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. The development of digital technology has driven changes in consumer shopping behavior, making village online platforms a strategic alternative for MSMEs in expanding market access. The research method used was a quantitative approach, collecting data through questionnaires from MSMEs, and analysis using simple regression/PLS-SEM to test the relationship between the use of village online markets and increased revenue. The results show that village online markets have a positive and significant impact on increasing MSME revenue. The use of digital platforms allows MSMEs to reach a wider range of consumers, reduces marketing costs, and increases the competitiveness of local products. These findings emphasize the importance of strengthening digital literacy and supporting technological infrastructure in villages as key to local economic sustainability.

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1. INTRODUCTION

The development of globalization and the rapid advancement of digital technology have had a significant impact on the lifestyles of individuals, society, and the Indonesian economy as a whole [1]. The digital era has driven social and economic activities to become faster, more adaptive, and more responsive to change [2]. The Proper use of information technology not only accelerates business processes but also increases operational efficiency and the competitiveness of business actors in various sectors [3]. In this context, the existence of the internet has become a crucial factor changing the marketing and product distribution landscape, including for Micro, Small, and Medium Enterprises (MSMEs) [4]. Digital transformation has triggered a shift in marketing strategies from conventional systems to digital platforms, marked by the significant growth of online markets as the main channel for expanding marketing networks and increasing revenue [5].

Indonesia's digital market potential is growing as the number of internet users continues to increase [6]. Data from the Indonesian Internet Service Providers Association (APJII) indicates that by 2025, the number of internet users in Indonesia is projected to reach 229.4 million out of a total population of 284.4 million, with a penetration rate of 80.66 percent [7]. This situation opens up significant opportunities for MSMEs to utilize e-

commerce, marketplaces, and social media as marketing and sales tools. Through online marketplaces, MSMEs can expand their market share, reach new customers, and increase revenue without being hampered by geographic boundaries [8]. Digitalization also encourages MSMEs to innovate more interactive, efficient, and adaptive marketing strategies, thereby strengthening their competitiveness amidst increasingly fierce business competition, both locally, nationally, and globally [9].

MSMEs play a strategic role in supporting the Indonesian economy. According to data from the Ministry of Cooperatives and Small and Medium Enterprises (KemenKopUKM) in 2023, there were more than 66 million MSME units contributing approximately 60% of Gross Domestic Product (GDP) or equivalent to IDR 9,580 trillion, and absorbing 97% of the national workforce [10]. However, this enormous potential faces various structural challenges. The MSME Empowerment Report revealed that although 83.8% of MSMEs have utilized digital technology, 70.2% still face marketing constraints, 51.2% struggle to access capital, and 30.9% struggle with technology implementation [11]. These problems are exacerbated by the digital divide, particularly for MSMEs in remote areas experiencing limited internet infrastructure and low digital literacy [12]. This situation emphasizes the importance of optimizing digital marketing strategies based on online marketplaces to sustainably increase MSME revenue.

The COVID-19 pandemic has become a catalyst for accelerating the adoption of digital technology by MSMEs [13]. Mobility restrictions and decreased economic activity have forced many businesses to turn to digital platforms for survival. Online sales, delivery services, and social media-based promotions increased significantly during the pandemic [14]. However, technology adoption by some MSMEs tends to be temporary due to limited infrastructure, limited funding, and a lack of human resource skills. Therefore, more planned, sustainable, and collaborative efforts are needed between the government, the private sector, and digital platforms to optimally encourage MSME digital transformation.

Based on these conditions, this study aims to analyze the influence of online marketplaces on increasing MSME revenue in Indonesia. The novelty of this research lies in its focus, which specifically positions online marketplaces as the primary independent variable, with a national-scale analysis. Theoretically, this research is expected to contribute to the digital marketing literature for MSMEs by presenting empirical evidence regarding the strategic role of online marketplaces in increasing revenue. Practically, the results of this study can serve as policy recommendations for the government, digital platform managers, and MSMEs to optimize the use of online marketplaces as an effort to empower the national economy. Furthermore, the research findings are expected to strengthen the digital transformation of MSMEs to increase competitiveness at the national and global levels.

2. RESEARCH METHODS

This study employed a quantitative approach [15]. The study population comprised all MSMEs using online marketplaces, thus achieving an infinitely large population [16]. The sample size was determined using the Slovin formula with a 5% margin of error, achieving a representative sample size. This study employed a convenience sampling technique, a method of selecting samples based on ease of access and practical availability of respondents [17]. Data collection was conducted using an online questionnaire [18] distributed to respondents in various regions of Indonesia.

This study used two main variables: the independent variable online marketplace (X) with indicators of convenience, information availability, and persuasion, and the dependent variable MSME income (Y) with indicators of capital, labor, and working hours. The research instrument was a structured questionnaire using a Likert scale of 1–5, ranging from "strongly disagree" to "strongly agree" [19]. Secondary data were obtained from reports [20] publications from the Central Statistics Agency (BPS), the Ministry of Cooperatives and SMEs, and literature related to the development of MSME digitalization in Indonesia. This technique enabled researchers to obtain valid and relevant data for the research context.

Data analysis was conducted using Smart PLS 3 with a variance-based Structural Equation Modeling (SEM) approach [21]. The analysis stage includes: Outer Model (Measurement Model) [22] to test the validity and reliability of indicators with Convergent Validity (loading factor > 0.7) [23], Discriminant Validity (AVE > 0,5) [24], and Composite Reliability (CR > 0,7) [25]. Inner Model (Structural Model) [26] to evaluate the relationship between variables by looking at the R-Square (R^2) value to measure the strength of the model [27], Q-Square (Q^2) for predictive relevance [28], Effect f-Square (f2) [29], and model suitability [30]. Hypothesis Testing (Bootstrapping) was conducted to determine the significance of the influence of independent variables on the dependent variable [31].

3. RESULT AND ANALYSIS

Research Data

This study uses primary and secondary data. Primary data were collected through a Likert scale questionnaire (1–5) from MSMEs using the Village Online Market to measure Online Market variables (ease, information, and little persuasion) and MSME income (capital, labor, and working hours). Secondary data came

from books, journals, and relevant documents to strengthen the theoretical basis. Data analysis was conducted quantitatively through descriptive and inferential analysis. Descriptive analysis describes the characteristics of respondents and the distribution of data, while inferential analysis utilizes SEM-PLS, which involves evaluating measurement and structural models, calculating R^2 and Q^2, and conducting hypothesis testing through bootstrapping.

Outer Model Results

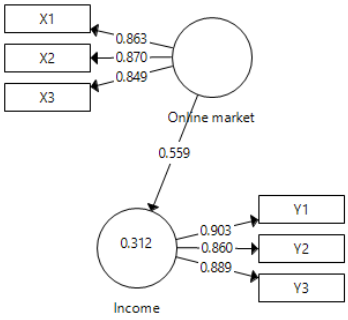

Figure 1. Outer Loadings Convergent Validity

The figure displays the convergent validity values for each measurement variable within the research construct. The value in each cell indicates the convergent validity of the corresponding indicator. The higher the value (0–1), the better the indicator represents the construct. The results of this study indicate that all indicators have high values (0.849–0.903), thus concluding that the variables and indicators adequately represent the construct being measured.

Table 1. Discriminant Validity Results

	Online market	Income
X1	0,863	0,501
X2	0,870	0,490
X3	0,849	0,449
Y1	0,521	0,903
Y2	0,489	0,860
Y3	0,471	0,889

Table 2. Construct Reliability Results

	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Online market	0,825	0,827	0,895	0,740
Income	0,860	0,863	0,915	0,782

Cronbach's Alpha and Composite Reliability were used to assess construct reliability, with values >0.7 considered good. Composite Reliability was superior because it was unaffected by the number of items and non-normality issues. AVE assessed construct validity, with values >0.5 indicating adequate validity. The analysis results indicated that the constructs in this study were reliable and valid, making them suitable for further analysis.

Table 3. Fornell-Larcker Criterion Results

	ID	KS
Online market	0,860	
Income	0,559	0,884

The Fornell-Larcker Criterion table shows that the AVE value on the main diagonal is greater than the cross-correlation, indicating that discriminant validity is met. Thus, this research instrument is considered valid, reliable, and suitable for measuring the construct.

Result Inner Model

Table 4. R Square Test Results

	R Square	R Square Adjusted
Income	0,312	0,311

Based on the R-Square test results shown in Table 4, the R-Square value for the dependent variable Income is 0.312. This means that 31.2% of the variation in the Income variable can be explained by the independent variables in the model, while the remaining 68.8% is influenced by other factors outside the model. This value indicates that the model has a moderate ability to explain Income variability.

Table 5. Predictive Relevance Test Results (Q2)

	Q2 Predict	RMSE	MAE
Income	0.307	0,837	0,697

Based on the results of the predictive relevance (Q^2) test shown in Table 5, the Q^2 value for the dependent variable Income was 0.307. A Q^2 value greater than zero indicates that the model has adequate predictive relevance, so it can be used to predict the Income variable with a fairly good level of accuracy.

Table 6. Uji Effect f-Square (f2)

	Online market	Income
Online market		0,454
Income		

Based on the effect size (f^2) test results shown in Table 6, it is known that the online market variable contributes 0.454 to the income variable. This value indicates that the influence of online markets on income is moderate to strong. Therefore, it can be concluded that the greater the role of online markets, the more significant their contribution to increasing income.

Table 7. FIT Model Results

	Saturated Model	Estimated Model
SRMR	0,067	0,067
d_ULS	0,093	0,093
d_G	0,069	0,069
Chi-Square	159,397	159,397
NFI	0,857	0,857
rms Theta	0,320	

Based on the model fit test results in Table 7, several indicators of model fit with the research data were obtained. The Standardized Root Mean Square Residual (SRMR) value of 0.067 is below the 0.10 threshold, indicating a good level of fit for the model. Furthermore, the Normed Fit Index (NFI) value of 0.857 is still slightly below the ideal criterion of >0.90, indicating a fairly good model fit but not yet optimal.

Furthermore, the obtained rms Theta value of 0.320 is relatively higher than the ideal limit of 0.102, indicating potential model inconsistencies in several aspects. Overall, although some indicators do not fully meet the criteria, the results of this model fit test still indicate that the research model has an adequate level of fit and can be used for further analysis

Hypothesis Testing

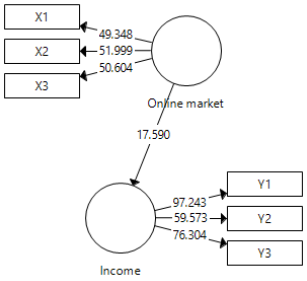

Figure 2. SEM-PLS Subpath Analysis

Table 8. Path Correlations

	Original Sample	Std Deviation	T Statistics	P Values	Information.
Online market → Income	0,559	0,031	17,914	0,000	Ha accepted

Based on the path analysis results presented in Figure 2 and Table 8, information was obtained regarding the relationship between the online market variable and income. The path coefficient (original sample) of 0.559 indicates that the online market has a positive influence on income. The standard deviation of 0.031 is relatively small, so the data variation can be considered stable.

Furthermore, the T-statistic of 17.914 with a p-value of 0.000 (<0.05) indicates that the influence of the online market on income is statistically significant. Therefore, the alternative hypothesis (Ha) is accepted, indicating that the online market has been proven to significantly contribute to increasing income.

These results indicate that the more optimal the utilization of the online market, the greater the increase in income. Therefore, it can be concluded that the online market variable plays a significant role as a factor supporting income growth in this research model.

Discussion

The results of this study clearly demonstrate that the presence of online markets has a positive and significant impact on increasing the income of MSMEs in Indonesia. The path coefficient of 0.559, with a high level of significance ($p < 0.001$), confirms that the more intensive the use of online markets by MSMEs, the greater the potential for increased income. This effect can be categorized as quite strong, as indicated by the effect size (f^2) of 0.454, which falls within the moderate to strong category. This finding aligns with Rogers' Diffusion of Innovation theory, which explains that the adoption of new technology, in this case, online marketplace platforms, will have a faster and broader impact when the innovation is perceived as having relative advantages, is easy to use, and is compatible with business needs.

In the context of MSMEs, the use of online markets can be understood through the Technology Acceptance Model (TAM) framework, which emphasizes the perceived usefulness and ease of use of technology. This research data demonstrates that online market indicators, including ease of access, information availability, and promotional appeal, have high outer loading values (0.849–0.903), thus proving valid and reliable in representing the construct. Therefore, it is understandable that online markets are perceived as beneficial by MSMEs in reducing geographical barriers, accelerating distribution processes, and increasing marketing efficiency, thus directly impacting income growth.

Furthermore, the analysis results show that the online market variable explains 31.2% of the variation in MSME income ($R^2 = 0.312$). This figure indicates that although online markets play a significant role, other factors still influence MSME income by 68.8%, such as product quality, business innovation, access to capital, logistics infrastructure, and digital literacy levels. This condition supports the Resource-Based View (RBV), which emphasizes that competitive advantage is not determined by a single resource, but by a combination of internal capabilities and external support. In other words, the online market is a strategic resource that strengthens the competitiveness of MSMEs, but its success still requires the support of other factors so that its impact is maximized.

In terms of predictive ability, the Q^2 value of 0.307 indicates that the research model has adequate predictive relevance. This means that online markets can be viewed not as a mere passing trend, but as a reliable strategic instrument for projecting future MSME income growth. This finding aligns with Transaction Cost Economics theory, which asserts that the use of digital technology can reduce transaction costs by reducing customer search, negotiation, and distribution costs. This efficiency ultimately contributes to increased MSME sales margins and volume.

However, the model fit test results also provide important caveats. The SRMR value of 0.067 indicates good model fit, but other indicators, such as the NFI (0.857), are still below the ideal standard, and the RMS Theta (0.320) is relatively high compared to the reference limit. This indicates potential model inconsistency, suggesting the possibility of mediating or moderating variables not yet included in the research model, such as the role of digital literacy, logistics quality, or product innovation. Thus, although this research model is adequate, there is still room for improvement to broaden and deepen the understanding of the factors influencing MSME income.

Theoretically, the results of this study reinforce the paradigm that online markets are a crucial catalyst in digital economic transformation, especially for MSMEs that have historically faced limited market access. Through the network effect, the more businesses and consumers connected in online markets, the greater the potential benefits, both in terms of market reach and increased consumer trust. Practically, these results imply

that MSME empowerment strategies are not sufficient simply by providing online market access; they must also be accompanied by increased digital literacy, internet infrastructure support, and a strengthened logistics ecosystem to optimize the online market's contribution to increasing income.

Therefore, this study concludes that online markets have been proven to have a significant impact on increasing MSME income in Indonesia, both through market expansion mechanisms, transaction efficiency, and increased consumer trust. However, this influence must still be viewed as part of a broader ecosystem, so that collaborative policy support and strategies between the government, digital platforms, and business actors are key to maximizing the potential of MSME digitalization towards increasing sustainable competitiveness

4. CONCLUSION

The results of this study confirm that village online markets have a positive and significant impact on increasing the income of MSMEs in Indonesia. Utilizing online markets not only expands consumer reach and increases sales volume but also provides operational cost efficiencies and strengthens the competitiveness of local products. The presence of village online markets can overcome the limited market access experienced by MSMEs in rural areas, thereby opening up opportunities for more inclusive and sustainable economic growth.

From a theoretical perspective, these findings reinforce the concept that digital transformation through village online markets plays a strategic role in empowering the local economy. Practically, this study underscores the importance of government policy support in improving digital literacy, expanding technological infrastructure, and encouraging collaboration between stakeholders. Thus, village online markets function not only as a means of digital commerce but also as a catalyst for strengthening MSMEs and sustainable village economic development.

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