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Analysis Of The Impact Of Internet Technology Advancement Innovations On Its Use As One Of The *Marketplace* Platforms And Sales Levels While Using The Platform

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Abstract

Internet technology has brought great changes in various aspects of human life, including in the fields of business and economics. Online marketplace platforms act as intermediaries that provide additional infrastructure, rules, and services that can facilitate and improve the quality of transactions, as well as address market issues such as access fees, information asymmetry, or trust. This article tries to analyze the impact of internet technology advancement innovations on the use of online marketplace platforms as a form of digital business, as well as the level of sales while using the platform. In this study, we analyze the impact of internet technology advancement innovations on the utilization of marketplace platforms and sales levels. The results of the study show that the use of marketplace platforms has provided a number of benefits for business actors, including increased market access, operational efficiency, increased visibility and brand awareness, as well as collaboration and networking opportunities.

Keywords: internet technology, *marketplace,* sales levels

INTRODUCTION

The development of internet technology has brought great changes in various aspects of human life, including in the fields of business and economics. The internet has created new opportunities for businesses to reach a wider market, improve operational efficiency, and innovate in providing products and services that suit consumer needs and preferences. The development of information technology in the last two decades has

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changed so many patterns of human life, one of which is in the field of trade (Pudjisaputro, 2020). One form of innovation that emerges from the advancement of internet technology is the online marketplace platform (Verhoef et al, 2021)

An online marketplace platform is a website or application that facilitates transactions between different sellers and buyers, without the need to have their own stock of goods. Online marketplace platforms act as intermediaries that provide additional infrastructure, rules, and services that can facilitate and improve the quality of transactions, as well as address market issues such as access fees, information asymmetry, or trust. The use of an online marketplace is one of the choices of online distribution channels that can be chosen by business people. The online marketplace platforms circulating in the world today are also very diverse (Bisma & Pramudita, 2019). Some examples of popular online marketplace platforms in the world are Amazon, eBay, Airbnb, Uber, and Udemy (Gielens & Steenkamp, 2019).

In Indonesia, marketplace platforms have also become one of the main choices for business actors, especially micro, small, and medium enterprises (MSMEs) to sell their products or services online. Marketplace platforms in Indonesia are one of the driving media of the national economy in order to face the era of globalization (Fadillaha & Subchan, 2021). Online buying and selling transactions are increasing in Indonesia due to the ease of use of marketplace platforms, and online shopping saves more time than offline shopping (Kurniawan et al., 2023). According to data from the Ministry of Communication and Information Technology (Kominfo), the number of MSMEs selling online through marketplace platforms reached 13.7 million in 2020, an increase of 189% from 2019 which was only 4.7 million. This shows that marketplace platforms have great potential to improve the performance and growth of MSMEs in Indonesia.

Online marketplace platforms have the potential to transform existing industries and markets in disruptive ways. According to the theory of disruptive innovation put forward by Christensen (1997), a disruptive innovation is a product or service that initially underperforms according to the traditional measures valued by the current market, but is good enough for a new group of consumers who value aspects such as affordability, affordability, and convenience. These disruptive innovations can then gradually improve their performance until they can compete with or even replace existing products or services (Christensen et al., 2018). The current era of disruptive innovation allows the development of various services that make it easier for consumers. With a technology base, it allows products to offer new and different things with an increasingly cheap level

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of convenience and cost (Kusnandar & Rinandiyana, 2017). The use of marketplace platforms in marketing products to increase turnover and income of business people. This can make Micro, Small and Medium Enterprises (MSMEs) more open to new innovations to advance their business activities using the marketplace (Hakim & Awantagusnik, 2022). So that marketplace platforms can play an important role in increasing the competitiveness of MSMEs in Indonesia (Saputri et al., 2023).

Online marketplace platforms can be said to be disruptive innovations because they are able to attract new consumers or producers who were not previously involved in traditional markets. For example, Airbnb offers cheaper and more diverse lodging alternatives for travelers who are not satisfied with conventional hotels. Uber offers people who own cars the opportunity to become drivers and earn extra income, while providing faster and more convenient transportation options for passengers. Udemy offers an online learning platform that allows anyone to become an instructor or course participant at a low cost. Disruptive innovations in Indonesia began to attract attention in 2010 when Nadiem Makarim established and then developed GO-JEK which serves transportation through motorcycle taxis based on information technology (Nurhajati et al., 2018).

Thus, online marketplace platforms have a positive impact on the economy and society in general. Marketplace platforms can provide opportunities to do business and carry out transactions through internet-based electronic channels (Rahmadi, 2016). Online marketplace platforms can improve the efficiency of resource allocation, reduce transaction costs, create new jobs, expand access to information and education, and encourage economic growth and social welfare. Marketplace platforms can accommodate transaction needs and can make it easier for customers to buy products quickly, so that they can increase transactions to expand sales areas (Fatimah, 2019). However, online marketplace platforms also pose new challenges and problems that need to be overcome by business actors, governments, and the public. The growth of marketplace platforms has caused many marketplaces to emerge and compete with each other (Puri & Mulyono, 2023). One of the challenges of marketplaces is attracting potential consumers. After a consumer successfully makes a transaction on a certain marketplace, the way e-retailers persuade those consumers to intend to repurchase products on the same platform will be a challenge (Trivedi & Yadav, 2018). Some of the other challenges and problems are increasingly fierce competition, lack of reliability, trust, protection of consumer and producer rights, legal and tax regulations, and environmental impact (Dwivedi et al., 2021; Dunensa et al., 2021; Fachriyan & Wijaya, 2019).

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Based on observations that have been made in one of the cosmetics stores that also use the marketplace platform to expand their market, and one of the marketplaces it uses is Shopee. They said that, by adding their shopping places on the Shopee marketplace, their buyers became not only the people of Makassar and its surroundings, but those who are outside the city. Not only that, they also often get reseller/dropshipper orders that also benefit them.

However, the use of marketplace platforms also brings impacts and implications that need to be further researched. How does a marketplace platform affect business processes, marketing strategies, competition, and customer service quality? How does the marketplace platform affect the sales level and income of business actors? How does the marketplace platform affect the innovation and creativity of products or services? How does marketplace platforms affect customer satisfaction and loyalty?

Therefore, this study aims to analyze the impact of internet technology advancement innovations on the use of online marketplace platforms as a form of digital business, as well as the level of sales while using the platform. This research is expected to contribute to the development of science and business practices in the digital era.

This research is expected to contribute to the development of science, especially in the fields of business management and information technology. This research is also expected to provide benefits for business actors, especially MSMEs, in utilizing marketplace platforms as one of the effective and efficient online business strategies. This research is also expected to provide input for the government and other stakeholders in formulating policies and programs that support the development of marketplace platforms in Indonesia.

Several previous studies have discussed topics related to online marketplace platforms from various theoretical and empirical perspectives. The following are some examples of previous research that are relevant to this study. 1.) Novitasari and Sari (2019) with the title "Analysis of Factors Affecting Online Consumer Buying Interest in *the Marketplace*". This study aims to analyze the factors that affect the buying interest of online consumers in the marketplace. The method used is quantitative by using a questionnaire as a data collection tool. The population in this study is students of the Faculty of Economics and Business, Hasanuddin University of Makassar who have made online purchases in the marketplace. The sample in this study is 100 respondents who were selected by purposive sampling technique. The data analysis technique used is multiple linear regression using the SPSS version 23 program. The results of the study

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show that the perception of product quality, price, promotion, and social influence has a positive and significant effect on the buying interest of online consumers in the *marketplace*. 2.) Zulfiqry (2021) with the title "The Influence of Product Quality Perception, Price, and Promotion on Buying Interest in Flash Sale 12.12 on the Shopee Marketplace". This study aims to analyze the influence of product quality perception, price, and promotion on the buying interest of flash sale 12.12 on the Shopee market place. The method used is quantitative by using a questionnaire as a data collection tool. The population in this study is Shopee application users in students of the Faculty of Economics and Business, Hasanuddin University, Makassar. The sample in this study is 100 respondents who were selected by purposive sampling technique. The data analysis technique used is multiple linear regression using the SPSS version 25 program. The results of the study show that the perception of product quality, price, and promotion has a positive and significant effect on the buying interest of flash sale 12.12 on the Shopee market place. 3.) Sofyan et al. (2021) with the title "Analysis of the Online Purchase Decision Process at Shopee Mall Indonesia". This study aims to find out the online purchase decision process at Shopee Mall in Indonesia during the Covid-19 Pandemic. The method used is qualitative by using in-depth interviews as a data collection tool. The informants in this study are five online shoppers at Shopee Mall in Indonesia who were selected using the snowball sampling technique. The data analysis technique used is thematic analysis using the NVivo version 12 program. The results of the study show that the online purchase decision process at Shopee Mall in Indonesia includes five stages, namely: (1) introduction of needs, (2) search for information, (3) alternative evaluation, (4) purchase, and (5) post-purchase evaluation. Factors that affect the online purchase decision process at Shopee Mall in Indonesia include: (1) internal factors, such as motivation, attitude, personality, lifestyle, and knowledge; (2) external factors, such as the social environment, physical environment, the Covid-19 pandemic situation, and Shopee Mall marketing.

This research is different from previous research because this research focuses more on the impact of internet technology advancement innovations on the use of online marketplace platforms as a form of digital business, as well as the level of sales while using the platform.

RESEARCH METHODS

In this study, we use a qualitative research method with a descriptive approach.

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Qualitative research methods are research approaches that aim to understand phenomena in depth through descriptive and non-numerical data descriptions, interpretations, and analysis. This method focuses more on understanding the context, meaning, and experience of the research subject. In contrast to quantitative research methods that use numbers and statistics, qualitative research methods are more oriented towards a deep understanding, social context, and human complexity. Qualitative research methods are research methods that produce and process descriptive data, such as interview transcriptions, field notes, images, photographs, video recordings, and so on (Arifin et al., 2023).

The descriptive approach is one of the methods used in research to describe or systematically describe the characteristics, traits, or phenomena observed. The descriptive approach is based on a number of activities and activities that support the decision to optimally use the elements of production that have been discussed, within the framework of overlapping production lines (Ahmeda & Al-fadelb, 2019). This approach aims to provide a clear, detailed, and objective overview of a research topic. A descriptive approach is used in research methodology, with the population or all components of the research subject as the source of data (Noerlina & Mursitama, 2023). In a descriptive approach, the researcher does not attempt to explain the cause-and-effect relationship or conclude the cause behind the observed phenomenon. Rather, the goal is to provide an accurate picture of what exists, how it happens, and what can be seen or observed. A descriptive approach is used to match the problem and research objectives (Abu-Alruz, 2023). Descriptive approaches are often used in a variety of disciplines, including social sciences, psychology, education, economics, and others. This approach helps researchers to thoroughly understand the characteristics and properties of the phenomenon being studied before moving on to more in-depth analysis or further research (Anwar, 2017).

Data collection techniques refer to the methods or means used to collect relevant and necessary information in a research or analysis. There are a variety of data collection techniques that can be used, depending on the type of data you want to collect, the characteristics of the research subject, the available data sources, and the purpose of the research. Each data collection technique has its own advantages and disadvantages. The selection of the right technique should be based on the context of the research, the purpose of the research, and the available resources. The combination of several data collection techniques is also often used to obtain a more comprehensive and valid

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understanding. The data collection techniques in this study include:

1. ***In-depth interview***, *In-depth interview* is a qualitative data collection method conducted by in-depth dialogue with a small number of respondents (Rutledge & Hogg, 2020). This method has its own advantages and disadvantages, and requires careful preparation and implementation. The advantage of in-depth interviews is that they can produce rich and in-depth data about respondents' behaviors, attitudes, and perceptions of a particular topic or problem (Sutton et al., 2023). By using *in-depth* interviews, researchers can capture nuances, emotions, and meanings that may not be revealed through other methods, such as surveys or observations. The disadvantage of *in-depth interviews* is that they require considerable time, cost, and resources. Researchers must conduct interviews with each respondent individually, which can take hours or even days. Researchers must also prepare adequate recording, transcription, and data analysis equipment. By careful preparation and implementation, *in-depth interviews* can be an effective tool to explore and understand social or humanitarian phenomena (Brounéus, 2017).

As for some points for the interview, below:

1.	How is your business after using the marketplace platform for some time?
2.	Are you able to balance your time for your offline store with your online store?
3.	Has your business experienced an increase in buying interest while using the marketplace platform? As well as whether it is prone to problems such as buyer fraud and the like?
4.	Can you still communicate with your buyers on the marketplace platform?
6.	Have you ever thought about closing your offline store and focusing on running your online store?
7.	How do you face competition between other stores that are familiar with selling the same items as your store?
8.	Do you still provide your best service for your buyers on the marketplace?
9.	How do you promote your store?

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2. ***Participatory observation***, Participatory observation is a qualitative data collection method that is carried out by participating in the daily activities of the person being observed or used as a source of research data. Participatory observation is a method in which researchers take part in the activities, interactions, and events of a group of people as one way of studying explicit and tacit aspects of their routines, ideals, and goals (Musante & DeWalt, 2010). This method aims to get sharper data and know the meaning of each apparent behavior. The advantage of participatory observation is that it can produce rich, in-depth, and holistic data on social or humanitarian phenomena or problems. The disadvantage of participatory observation is that it requires considerable time, cost, and resources. Researchers have to spend long periods of time in the field, both to make observations and to establish relationships with the people being observed.
3. **Documentary study**, Documentation study is a research method that involves collecting and analyzing data from existing written documents or sources of information (Wibowo, 2019). Documentation studies are a classification of data collection sources that focus on documents called primary sources (Santo, et al., 2022). Documentation studies were carried out using descriptive analytical methods (Mousavi & Azimi, 2020). This method is used to study, analyze, and understand a particular topic based on previously documented data. This method is more widely used in social research (Sari et al., 2022). The main purpose of a documentation study is to gather relevant information, restructure existing data, identify patterns or trends, and gain a better understanding of the topic being researched.

Data analysis techniques are a series of processes, methods, and tools used to process raw data into meaningful information and valuable insights. The main goal of data analysis techniques is to uncover patterns, trends, relationships, and knowledge hidden in the data that has been collected. Data analysis techniques in this study include:

1. **Data reduction**, Data reduction is the process of reducing the number of variables or dimensions in a data set without eliminating important information. The main goal of data reduction is to eliminate redundant or redundant variables, reduce data complexity, speed up analysis, and improve efficiency.
2. **Data display**, also known as data visualization, is the process of visually

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describing data to make it easier to understand and interpret. In a broader sense, data presentation involves the use of graphs, diagrams, and layouts arranged in an informative and easy-to-understand manner to effectively convey the information contained in the data. The main purpose of data presentation is to communicate the patterns, relationships, trends, and insights hidden in the data in a way that is easy for users to understand.

3. **Drawing *conclusions* and verification**, drawing conclusions and verifications is an important stage in the data analysis process. Once the data has been processed and valuable information has been disclosed, the next step is to draw relevant and valid conclusions based on the findings found. Verification is then carried out to ensure the correctness and reliability of the conclusions produced.

RESULTS AND DISCUSSION

In this study, we involved 5 respondents consisting of business owners, sellers, and users of marketplace platforms. Respondents have a variety of businesses that include the fashion, electronics, food, and other sectors. Business sizes also vary, from small businesses to mid-sized businesses. The majority of respondents have been using the marketplace platform for at least one year.

The results of the interviews with the respondents produced several opinions of their respective opinions:

No.	Seller 1	Seller 2	Seller 3	Seller 4	Seller 5
.	Alhamdulillah It is very well developed, compared to relying only on offline stores.	Yes, for the time being it has been going well.			
.	Of course you can, because we have a team for offline and online sales so everything is well organized.	Yes, I have divided my employees into two, namely for offline stores and online.			
.	There has been an increase in	For buying interest, there is			

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	buying interest, but the problem that often occurs is in the COD or *cash on delivery* system or pay on the spot. Because there are usually buyers who when the ordered goods have arrived, they want to see the condition of the goods first before completing the payment, and if it turns out that the goods they are buying are not suitable, it is not uncommon for buyers to *return* the goods.	a slight increase but it does not take place continuously, sometimes the buyer's demand is very strong sometimes it is not, it all depends. For the problems so far, thankfully we have never experienced them.			
.	We can still communicate with consumers when someone wants to ask about our products through the chat forum on the Shopee marketplace.	Yes, we have a dedicated admin in that section. And we will answer all incoming chats from buyers.			
.	Again, we have enough admins and are always ready for our merketplace store so that we can respond to buyers quickly, and	We manage it almost the same way we manage our offline store, where our employees greatly optimize the latest status			

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	everything goes smoothly.	of our goods by constantly updating them.			
.	I personally have never thought like that. Because, our offline store is also still in great demand in the community because some of them prefer to come directly and see firsthand the goods they want.	Yes, because there are usually not many sales in the store, but I think that in managing the store must indeed require a certain process that sometimes goes up and sometimes down.			
.	We use bonus or rebate strategies	Provide attractive promotions so that people have purchase intent			
.	Yes, service to buyers is the number 1 thing that we always pay attention to.	Of course, we will always provide our best service to our customers.			
.	At first I promoted my store by introducing it to friends, then I started promoting it through social media until it grew like a shell	Now that the times are getting more modern and technology is getting more awkward, to promote something can be online. Be it through social media and so on.			

Based on the results of data analysis, several important findings were found as follows:

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1. Increased Market Access

One of the positive impacts of internet technology innovation is the increase in market access for business actors. In the interview, many respondents stated that since using the marketplace platform, they have been able to reach new customers from various regions. This expands their business reach and increases sales potential. Respondents also felt that there was ease in accessing market information, such as demand, prices, and product trends. This helps them in tailoring their products and business strategies to the needs and preferences of customers.

2. Operational Efficiency

With the existence of a marketplace platform, respondents reported an increase in operational efficiency in their business. They can manage inventory, process payments, and arrange shipping more easily through the features provided by the platform. This saves them time and operational costs, which ultimately results in higher sales rates. Respondents also appreciated the support and facilities from the marketplace platform, such as promotional assistance, training, and guidance. This helps them in improving the quality of their products and services.

3. Increased Visibility and *Brand Awareness*

Marketplace platforms provide an opportunity for businesses to increase their visibility and brand awareness. In the interview, some respondents revealed that through marketplace platforms, they can showcase their products to a wider audience. The platform's advanced search features and recommendation algorithms help attract the attention of potential customers, which in turn increases their sales rates. Respondents also feel that marketplace platforms provide legitimacy and credibility to their business, as they have high standards of quality and security.

4. Collaboration and Networking

Apart from being a place to sell, the marketplace platform is also a space for collaboration and networking for business actors. Some respondents reported that they were able to interact with other sellers and business owners through the community features provided by the platform. It provides an opportunity to share experiences, learn from others, and even forge new partnerships that can contribute to business growth and increased sales. Respondents also benefit from feedback and reviews from customers

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and other business partners, which can help them improve the performance and innovation of their products.

5. Reduction of Technical Barriers

Internet technology innovation in marketplace platforms has reduced the technical barriers previously faced by business actors in running online businesses. Respondents reported that marketplace platforms provide reliable technical infrastructure, such as transaction security, integrated payment systems, and responsive technical support. This helps to increase customer trust and drive increased sales. Respondents also feel that marketplace platforms make it easier for them to adapt the latest technologies relevant to their business, such as mobile applications, social media, and data analytics.

6. Changes in Business Strategy

Along with the use of marketplace platforms, many respondents revealed that they experienced changes in their business strategies. Some respondents have shifted their focus from offline sales to exclusively online, while others are integrating online sales with their physical stores. This change is a response to changing market demand and improves their sales performance. Respondents also made changes in terms of market segmentation, product differentiation, and price position, in accordance with conditions and competition on marketplace platforms.

7. Challenges in Managing Competition

While marketplace platforms provide significant benefits, some respondents also voiced the challenges they face in managing competition within the platform. The presence of many sellers and similar products can make the competition even more intense. Some respondents felt the need to develop more aggressive marketing strategies or offer product differentiation in order to stay competitive and maintain their sales levels. Respondents also face challenges in managing customer reputation and loyalty, due to the risk of complaints, negative reviews, or customer turnover to other sellers.

8. Quality of Customer Service

Respondents are aware of the importance of providing quality customer service to maintain and increase their sales through marketplace platforms. They recognize that

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quick responses, clarity of product information, and timely delivery are important factors in building customer trust and getting positive reviews that can improve reputation and sales. Respondents also strive to provide added value for customers, such as providing discounts, bonuses, or after-sales service.

9. Changes in the Marketing Process

Marketplace platforms have changed the way respondents market their products. Many respondents reported that they shifted their marketing budgets from conventional media such as newspapers, radio, or television to digital media such as the marketplace platform itself, social media, or search engines. This is done to increase their marketing effectiveness and efficiency, as digital media can reach more specific and relevant audiences to their products. Respondents also take advantage of marketing features provided by marketplace platforms, such as paid ads, flash sale promotions, or affiliate programs.

In this study, we analyze the impact of internet technology advancement innovations on the utilization of marketplace platforms and sales levels. The results of the study show that the use of marketplace platforms has provided a number of benefits for business actors, including increased market access, operational efficiency, increased visibility and brand awareness, as well as collaboration and networking opportunities.

With a marketplace platform, businesses can reach new customers and increase their sales significantly. Increased visibility and brand awareness through marketplace platforms helps to expand market share and reach a wider audience. In addition, improved operational efficiency and reduced technical bottlenecks help optimize business processes and increase productivity.

However, the use of marketplace platforms also presents challenges, especially related to the increasingly fierce competition within the platform. Business actors need to develop effective marketing strategies, provide quality customer service, and continue to adapt to changing market demands.

CONCLUSION

Innovations in internet technology advancements have a positive impact on the use of marketplace platforms as a marketing medium for products or services. With increasingly sophisticated internet technology, business actors can access marketplace platforms easily, quickly, and cheaply. In addition, internet technology also allows

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business actors to display their products or services in a more interesting, informative, and interactive way. This can increase consumer interest and trust in the products or services offered.

The use of marketplace platforms as a marketing medium for products or services has a positive impact on the sales level of business actors. By using the marketplace platform, business actors can reach a wider market, both local and global. In addition, marketplace platforms also provide convenience in the transaction process, such as payment, delivery, and after-sales service. This can increase consumer satisfaction and loyalty to the product or service purchased.

There are several factors that affect the sales level of business actors while using the marketplace platform as a marketing medium for products or services. These factors include the quality of products or services, prices, promotions, competition, market demand, and government regulations. Business actors must be able to manage and adjust these factors to dynamic and competitive market conditions.

In this context, business owners and users of marketplace platforms can leverage the findings of this study as a foundation to optimize the use of the platform and increase their sales. In addition, this research also provides valuable insights for marketplace platform providers in developing new features that can help business actors achieve better results.

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