THE EFFECT OF EASE OF ACCESS AND MARKET REACH ON USED GOODS SALES REVENUE THROUGH FACEBOOK MARKETPLACE IN YOGYAKARTA CITY

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Abstract

This research was conducted in Yogyakarta. The goal is to find out how the sales revenue of sellers on Facebook Marketplace gets a large revenue affected by Ease of access and Market reach. 80 Yogyakarta locals who sell second-hand goods on the Facebook Marketplace participated in this study. The calculated t-value for the Ease of access variable was 2.134 > t table, or 1.191, with significant values of 0.036 and < 0.05, according to the researchers' findings. This indicates that sales revenue is affected by the Ease of access variable. The t-value calculated by the researcher for the variable Market reach was 2.402 > t table, or 1.191, with a significant value of 0.009 and > 0.05, according to the findings of this study showing that sales revenue is influenced by market reach. And it was found that 12,294 > 3,115 are the F-values calculated > from table F. This shows that the Ease of access and market reach factor drives customers' desire to make purchases on Facebook Marketplace which affects the amount of sales revenue of second-hand sellers on Facebook Marketplace.

Keywords: Ease of Access, Market Reach, Sales Revenue

INTRODUCTION

Today, humans are in a period often referred to as the modern era, which is a time in which progress in various areas of life occurs very quickly and dynamically. The transformation that takes place is not only physical, but also affects social, cultural, and human aspects of interacting with each other. One of the main factors of this change is the increasing advancement in information and communication technology. This provides an opportunity for the birth of various types of digital businesses that utilize the internet as the main tool for doing business (Nuraini and Widhajati, 2019).

Digital transformation has changed the way people live today. The Internet has not only served as a tool, but has become an essential element in daily activities. With digital technology, everyone can connect across borders, exchange information directly, and communicate with anyone around the world. This incident also opens up new opportunities in the business sector, especially in the marketing approach that now focuses more on the use of online platforms or commonly called digital marketing (Putri, 2025). The development of information technology has changed people's consumption patterns, especially through the presence of e-commerce as an efficient and practical digital transaction medium (Rinaldi, 2026).

E-commerce is a transaction of buying and selling products or services over the internet. Among others, online shopping, online banking, and digital services. In Indonesia, e-commerce is growing rapidly with platforms such as Tokopedia, Shopee, Tiktok, and Lazada, as well as online stores and social media (Rinaldi, 2026).

In Indonesia, the use of social media as a means of business has increased significantly, such as Facebook, Tiktok, Instagram and so on. This social media platform also provides a feature for shopping, especially with the presence of a marketplace feature on platforms such as Facebook. Facebook Marketplace is one of the most widely used media because of its ease of access, low operational costs, and ability to reach consumers widely. In the city of Yogyakarta, this platform is used by various groups, such as students and micro business actors, to carry out transactions to buy and sell used goods, ranging from electronic products to household needs.

Buyers can find as many suppliers (sellers) as possible with the desired criteria, so as to obtain according to the market price. Meanwhile, *suppliers* (sellers) can market their goods and products through internet media such as on Facebook social media which is in great demand by the public. Here is the Facebook Marketplace Shopping by Category data:

Figure 1. Facebook Marketplace Shopping by Category

Source: Emarketer

However, the phenomenon in the field shows that there is a difference in revenue levels between sellers who use the same platform. This indicates that not all business actors are able to take advantage of the platform's features and potential optimally. This condition is an important problem, because success in social commerce is not only determined by the existence of the platform, but also by the ability of users to access and utilize the technology effectively (Farida et al., 2025).

Furthermore, ease of transaction can also affect purchase decisions because the ease of transactions will be considered by consumers before making online purchases. This user convenience factor is related to how to operate how to shop online (Fauzan & Sujana, 2022). Although online shopping has many advantages, sometimes online shopping applications can be confusing and make it difficult for users to interact (Fauzan & Sujana, 2022).

One easy way to buy thrift products from the Facebook marketplace is to use a Shopee joint account. This joint account offers many features that make it easier for potential buyers and provide a sense of security when transacting (Supartono, 2022).

Flexible payment options, such as bank transfers, digital wallets, and cash on the spot (COD), make transactions easier for customers. Sellers who offer a variety of easy payment and checkout methods tend to be more in demand because it can reduce the chances of errors or failures in transactions. Consumer confidence can increase due to cost transparency, prompt payment confirmation, and easy access to information about order status. As a result, the easier and more secure it is to make transactions using a shared account on Shopee, the more likely customers are to choose to buy second-hand goods on Facebook's marketplace. In addition, market reach is also an important factor in increasing revenue, because the ability to reach a wider range of consumers will increase the chances of transactions (Wijayanto et al., 2024).

Thus, based on the phenomenon that occurs regarding the number of Indonesian people in using the Facebook marketplace as a place to transact used goods, therefore the author is interested in making the Facebook Marketplace as an object of research.

The formulation of the problem of this study is as follows: (1) How does the effect of ease of access on sales income, (2) How does market reach affect sales revenue, and (3) How does the simultaneous influence of ease of access and market reach on the sales income of second-hand goods through Facebook Marketplace in Yogyakarta City

LITERATURE REVIEW

E-commerce

According to Sengkey (2022: 169), electronic *commerce* or *e-commerce* is part of the space known as e-business. This means *that e-commerce* is seen as the application of e-business, which relates to the sale and purchase of products and services that include the exchange of data during the transaction process.

According to Achmad and Jannah (2021: 167), *E-commerce* is an activity of selling or buying products online by consumers and from companies to companies with computers or electronic devices as intermediaries for business transactions.

Ease of Access

Ease of access is a level where a person believes that using a system can be used easily without requiring much effort (Davis, 1989) in a journal (Amalia and Saryadi, 2018) referring to the theory above that consumers will use a service if they feel that it will be easier to use the service. This concept includes clarity of the purpose of using technology and the ease of use of the system for purposes according to the user's wishes. Ease of access needs to be considered so that what is conveyed by the company can be understood by consumers.

The convenience in question is a belief about the decision-making process. If someone believes that an information system is easy to use, then he will use it. On the other hand, if a person believes that information systems are not easy to use, then he will not use them (Jogiyanto in Rahman, 2020).

Market Reach

The ability of a business to reach consumers from different geographical and demographic regions is called market reach (Kurtz, 2018). In the digital age, market reach is determined by a business's ability to effectively use digital platforms to distribute product information.

Research shows that *social commerce* allows business actors, especially MSMEs, to expand market reach through social networks, information-sharing features, and platform algorithms that support product visibility (Rezkia, 2024). The wider the market reach, the greater the opportunity to attract new consumers and increase sales volume. Recent studies also confirm that market reach has a significant effect on business performance and revenue growth, especially in the context of digital-based businesses (Wijayanto et al., 2024; Muhammad & Adalier, 2025).

Sales Revenue

Revenue is an economic profit generated by an entity during the accounting period that shows cash inflows or an increase in assets, a decrease in liabilities that must be paid, which has an impact on the net profit to be obtained (Suhardi and Indrawati, 2023).

Operating income is income that arises in the implementation of the usual activities of entities and is known by different names such as sales, rewards, interest, dividends, royalties, and rents, Indonesian Accounting Association (2019:22).

Hartanto (2019:102) states that operating income is an increase or increase in assets and a decrease or decrease in the company's liabilities which are a result of operating activities or procurement of goods and services to the public or consumers in particular.

RESEARCH METHOD

This research is quantitative research, and SPSS 25 data processing. In addition, the dependent variable in this study is Sales Revenue (variable Y), while the independent variables are Ease of Access (variable X1) and Market Reach (variable X2).

According to Sugiyono (2022), Samples are part of the total number of population attributes. In this study, it is non-probability sampling because there are characteristics of respondents who are the focus of this study, namely having made sales and getting buyers of more than 2× purchases using the Facebook application *Marketplace* feature. So sampling using the Hair Formula is taking the entire number of samples as many as the number of X variable indicators available × 5. Namely, as many as 16 indicators so that (16 × 5) = 80 respondents/sample.

The sample or respondents in this study are the people of Yogyakarta who sell on Facebook Marketplace. The research questionnaire was distributed directly to the community, where the respondents were the Yogyakarta Community. The number of samples or respondents in this study is 80.

Frame of Mind

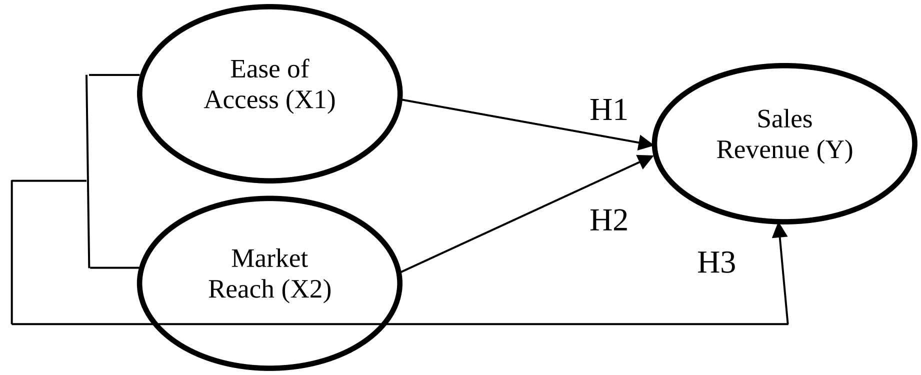

Figure 2. Frame of Mind

Operational Definitions of Variables and Indicators

The definitions and indicators of the variables used in this study are as follows:

Table 1. Operational Definitions of Variables and Indicators

Yes	Variabel	Operational Definition	Indicator
1	Ease of Access (X1)	Ease of access is a level where a person believes that using a system can be used easily without requiring much effort (Amalia and Saryadi, 2018)	1. Easy and skilled in using a technology 2. Easy to learn 3. Easy to operate.
2	Market Reach (X2)	A business's ability to reach consumers from different geographic and demographic regions is called market reach (Kurtz, 2018).	1. Number of Leads Generated 2. Conversion Rate 3. Customer Retention Rate 4. Market Share 5. Brand Awareness Level 6. Social Media Interaction Levels 7. Customer Retention Rate 8. Return on Investment (ROI) 9. Customer Satisfaction Level 10. Number of Customer Referrals
3	Sales Revenue (Y)	Revenue is an economic profit generated by an entity during the accounting period that shows cash inflows or an increase in assets, a decrease in liabilities that must be paid, which has an impact on the net profit to be obtained (Suhardi and Indrawati, 2023).	1. Achieving Sales Volume 2. Earn Profit 3. Supporting Company Growth.

Data Collection Methods

Research data was collected through interviews and questionnaires or questionnaires that were distributed. Interviewing means asking leaders and employees for direct information for research questions. However, a questionnaire or questionnaire is a data collection method that involves compiling a list of questions that are short, easy to understand, and easy to understand by the selected respondents. This method is used to collect data and information as needed; the author uses a Likert scale from 1–5 to measure all indicators for each variable.

RESULTS AND DISCUSSION

Data on the age and gender of the respondents were presented in this study. The information is as follows:

a. Gender

Based on the data in the questionnaire, the respondent data by gender is as follows:

Table 2. Distribution of Sample/Respondent Frequency by Gender

No.	Gender	Quantity	Percentage (%)
1.	Female	18	22,5%
2.	Male	62	77,5%
	Total	**80**	**100%**

Source: Processing, 2026

Table 2 shows that, with 62 respondents, or 77.5% of the total, men dominated respondents based on gender characteristics. However, 18 responses, or 22.5% of the total, were female

b. . Age

Based on the data on the questionnaire, Table 3 shows the identification of respondents based on age type as follows:

Table 3. Frequency Distribution of Respondents by Age

No.	Age	Quantity	Percentage (%)
1	18-22 years old	25	31,25%
2	>23 years old	55	68,75%
	Total	**80**	**100%**

Source: Processed Data, 2026

From table 3, it can be seen that respondents based on the age characteristics of the respondents are more dominated by >23 years old with a total of 55 people with a percentage of 68.75%. Meanwhile, the number of respondents aged 18-22 years amounted to 25 people with a percentage of 31.25%.

Data Analysis

Research Instruments

Validity Test Results

If the questions in the instrument can reveal something that the questionnaire can measure, then the instrument is considered valid. 80 respondents were used in the validity test. To test its validity, the correlation value between the r count and the r table is compared. The test criteria determine that if the count r is greater than or equal to the table r, the statement item is considered valid; If the R count is less than or equal to the R table, the item is considered invalid.

Table 4. Validity Test Results

Variabel	Statement	r count	r table
Ease of Access (X1)	X1.1	0,185	0,400
	X1.2	0,185	0,612
	X1.3	0,185	0,581
	X1.4	0,185	0,689
	X1.5	0,185	0,672
	X1.6	0,185	0,590
Market Reach (X2)	X2.1	0,185	0,306
	X2.2	0,185	0,436
	X2.3	0,185	0,461
	X2.4	0,185	0,418
	X2.5	0,185	0,320
	X2.6	0,185	0,276
	X2.7	0,185	0,406
	X2.8	0,185	0,354
	X2.9	0,185	0,274
	X2.10	0,185	0,285
Sales Revenue (Y)	Y1.1	0,185	0,199
	Y1.2	0,185	0,486
	Y1.3	0,185	0,467
	Y1.4	0,185	0,690
	Y1.5	0,185	0,461
	Y1.6	0,185	0,392

Source: Processed Data 2026

If r counts ≥ r table, then the statement item is considered valid. Using the formula N-2 = 80 – 2 = 78 = 0.185, table r displays the r-value of the table (see table r on df 78). Further, the calculated r value for each statement is derived from the previous table and is higher than the r of the table (0.185). This shows that the measuring tool is safe to use.

Reliability Test

Questionnaires are reliable if the respondents have consistent answers. If *Cronbach's alpha* is calculated to be> 0.6, then reliability is acceptable. The reliability test of each variable is as follows:

Table 5. Reliability Testing

Variabel	***Cronbach's Alpha***	**Batasan**	**Verdict**
Ease of Access (X1)	0,637	0,60	Reliabel
Market Reach (X2)	0,633	0,60	Reliabel
Sales Revenue (Y)	0,639	0,60	Reliabel

Source: Processed Data

A measuring instrument or variable is considered reliable if it has a Cronbach Alpha number greater than 0.6. The reliability value of the entire variable is greater than 0.6, as shown in this table.

Classic Assumption Test

The histogram curve and the normal p-p plot graph show the pattern of the distribution of the research data, which the normality test seeks to ascertain.

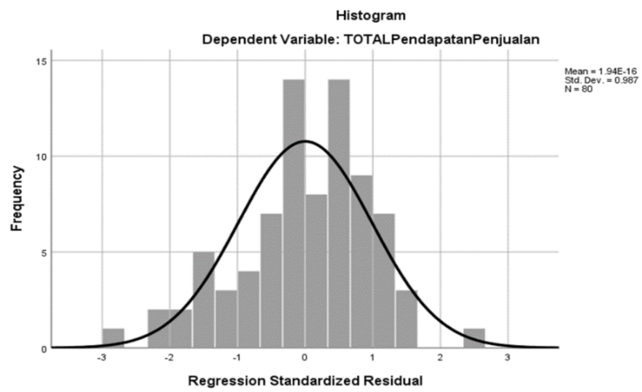

Figure 3. Histogram

Source: Processed Data 2026

The data has a normal distribution, as shown by the histogram image above.

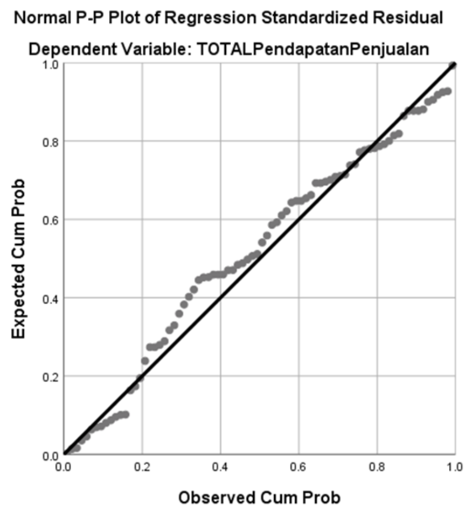

Figure 4. Normal p-p plot chart

Source: SPSS 2026 Processed Data

It can be concluded that the data is normally distributed because the dots in the Normal P-P Plot image above are scattered and follow a diagonal line.

Multikolinearitas

The partial correlation coefficient of each independent variable is calculated by the size of the correlation. If the correlation coefficient is high, then there is multicollinearity between independent variables.

Table 6. Multicollinearities

Collinearity Statistics	
Tolerance	LIVE
.989	1.011

.989	1.011

Source: Processed 2026

The VIF values are 1.011 and 1.011, which are less than 10, and the tolerability values for the three independent variables are (0.989) and (0.989), which are greater than 0.05. As a result, the regression model shows that symptoms of multicollinearity are absent.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is unequal variance from one observation to another. If the variance of the residue of observation to another is fixed, it is called homoscedasticity, and if it is different, it is called heteroscedasticity. There are several ways to test the presence or absence of heteroscedasticity in the variance of the *error term* for regression models.

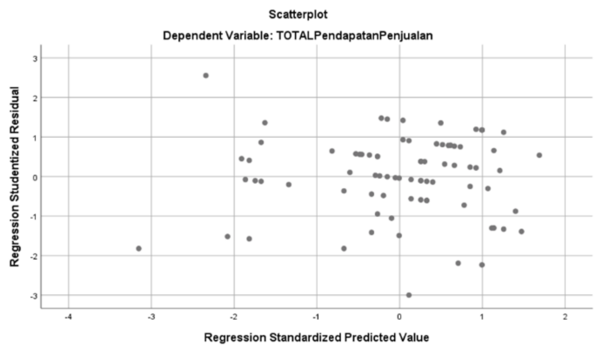

Figure 5. Heteroscedasticity Test

Based on the image above, it can be seen that the data points are evenly distributed diats and below the zero line, do not gather in one place, and do not form a certain pattern, so it can be concluded that in this regression test there is no heteroscedasticity.

Multiple Linear Regression

In this study, the author used multiple linear regression analysis; this study aims to see the influence of the relationship between independent variables and dependent variables by using multiple linear regression analysis.

Table 7. Multiple Linear Regression Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	LIVE
1	(Constant)	23.288	4.176		5.576	.000		
	TOTALSeaseAccess	.167	.078	.238	2.134	.036	.989	1.011
	TOTALReachMarket	.186	.090	.345	2.402	.009	.989	1.011

a. Dependent Variable: TOTALsales revenue

Source: SPSS 2026 Processed

The results are entered into the multiple linear regression equation until the following equations are known:

$$Y = 23,288 + 0.167X_1 + 0.186X_2$$

The explanation of each coefficient is as follows:

1. Ease of access (0.167)
   A positive value coefficient indicates that every ease of access of 1 unit will increase sales revenue by 0.167 units, assuming other variables are fixed. This shows that ease of access has a positive influence on sales revenue. The greater the ease of access provided by Facebook, the greater the sales revenue that will be obtained by the seller.
2. Market Reach (0.186)
   A positive value coefficient indicates that each Market Reach of 1 unit will increase sales revenue by 0.186 units, assuming other variables are fixed. This shows that Market Reach has a positive influence on sales revenue. The wider the market reach provided by Facebook, the greater the opportunity for goods to be sold, which can increase the sales revenue that will be obtained by the seller.

Simultaneous Test (Test f)

The F test was used to determine the influence of all independent variables in the regression model on the bound variables tested at a significance level of 0.05. The results of the Simultaneous Test (F Test) can be seen in Table 8 as follows:

Table 8
Simultaneous Test (F Test)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	19.814	2	9.907	12.294	.008b
	Residual	332.574	77	4.319		
	Total	352.388	79			

a. Dependent Variable: TOTAL sales revenue
b. Predictors: (Constant), TOTALmarket value, TOTALACCESSEase of Access

From Table 8, the F value of 12.294 with a significance of 0.008 was obtained. While the value of F is tabled at a significance level of 5% with the equation:

F table = n – k – 1 ; k
= 80 – 2 – 1 ; 2
= 77 ; 2
= 3.115 (see Table F with df1=2 and df2=77)

Description: n = Number of samples
k = Number of independent variables
1 = constant.

Thus, the result of the F calculation (12.294) > the F table (3.115) or significance (0.000) < 0.05 is obtained. Thus, it can be seen that the ease of access and market reach together have a significant effect on sales revenue.

Partial Test (t-test)

The t-test or partial test is used to determine the individual influence of each independent variable of Ease of access and market reach on sales revenue. In this study, the significance level is 5% (0.05). The results of the Partial Test (t-test) can be seen in Table 9 as follows:

Table 9. Partial Test (t-test)

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Say.
	B	Std. Error	Beta		

1	(Constant)	23.288	4.176		5.576	.000
	TOTALSeaseAccess	.167	.078	.238	2.134	.036
	TOTALReachMarket	.186	.090	.345	2.402	.009

a. Dependent Variable: TOTALsales revenue

From Table 9, it can be seen that each t-value is calculated and the significance of the independent variable. It is known that the t-value of the table (2-sided test at alpha 5%) is known with the equation:

t table = n – k – 1: alpha/2
= 80 – 2 – 1: 0.05/2
= 77 : 0.025
= 1.991 (see table t with df= 77 at *significance level* 0.025)

Description: n = Number of samples
k = sum of independent variables
1 = constant.

Thus, the following results were obtained:

a. Ease of Access. A calculated t-value of 2.132 with a significance of 0.036 was obtained. Thus, it is known that t calculates (2.132) > t tables (1.991) or significance (0.036) < 0.05. This means that Ease of Access has a significant effect on Sales Revenue.
b. Market Reach. A calculated t-value of 2.402 with a significance of 0.009 was obtained. Thus, it is known that t count (2.402) > t table (1.991) or significance (0.009) < 0.05. This means that Market Reach has a significant effect on Sales Revenue.

Discussion

Based on the results of the research that has been carried out, the following matters are discussed:

Ease of Access Experience has a Significant Impact on Sales Revenue

Ease of access is a level where a person believes that using a system can be used easily without requiring much effort (Davis, 1989) in a journal (Amalia and Saryadi, 2018), referring to the theory above, consumers will use a service if they feel that it will be easier to use the service. This concept includes clarity of the purpose of using technology and the ease of use of the system for purposes according to the user's wishes. Ease of access needs to be considered so that what is conveyed by the company can be understood by consumers.

Based on the results of the study, it can be concluded that the significance value is 0.036. We found that the t-count was greater than the t-table, and the significance of 0.036 was smaller than 0.05 in the t-test. This shows that the ease of access variable has a partial influence on sales revenue. Therefore, H1 is accepted.

Ease of Access Experience has a Significant Impact on Sales Revenue

The ability of a business to reach consumers from different geographical and demographic regions is called market reach (Kurtz, 2018). In the digital age, market reach is determined by a business's ability to effectively use digital platforms to distribute product information.

Based on the results of the study, it can be concluded that the significance value is 0.009. We found that the t-count was larger than the t-table and the significance of 0.009 was smaller than 0.05 on the t-test. This shows that the market reach variable has a partial influence on sales revenue. H2 is therefore accepted.

Experience, Ease of access and Market reach have a significant impact on sales revenue

Simultaneous tests were used in this study, resulting in an F count of 12.294. Ease of access (X1) and Market reach (X2) to Sales Revenue (Y) have simultaneous significance values of 0.008 < 0.05, and F calculate > t table, which is 3.115, according to the test results. Thus, it can be concluded that consumers' tendency or desire to buy goods is significantly influenced by the ease of access and market volatility.

So, if the ease of access and market reach provided make consumers feel satisfied. It will also be able to increase the desire to buy and encourage them to continue to buy again in the future.

CONCLUSION

The following conclusions can be drawn based on the discussion and findings of the study: people's interest in repurchasing is influenced by the variables of Ease of Access and Market Reach:

1. The sales revenue variable, based on the results of the study, shows that sales revenue ariabel is significantly influenced by the ease of access and market reach.
2. The ease of access significantly affects sales revenue.
3. The Market Reach variable, based on the results of the research, has a significant impact on sales revenue.

Suggestions

It is necessary for the owners and managers of the Facebook Marketplace online shopping application to increase the ease of access so that it will bring in many more users who are likely to shop on the Facebook Marketplace. As well as increasing the reach of seller sales posts on Facebook Marketplace, so that they can reach more buyers.

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