

The Influencer of Creator and MSME Collaboration on Store Growth in Tiktok Shop

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Abstract

This study examines the influence of collaboration between content creators and micro, small, and medium enterprises (MSMEs) on store growth in TikTok Shop. In the context of rapidly expanding social commerce, collaboration with creators has become an important strategy for MSMEs to increase product exposure and sales performance. This research aims to analyze how partnerships with creators contribute to the development of MSME stores on TikTok Shop. A quantitative approach was employed using survey data collected from 200 MSME owners who actively sell products through TikTok Shop. The respondents were selected using purposive sampling, focusing on MSMEs that have experience collaborating with creators. The data were analyzed using multiple regression to examine the relationship between creator-MSME collaboration and store growth. The findings indicate that collaboration with creators has a positive and significant effect on store growth. Creator partnerships enhance product visibility, consumer trust, and audience engagement, which in turn contribute to increased sales volume and follower growth of MSME stores. The results suggest that the quality and consistency of creator collaboration play an important role in strengthening the performance of MSMEs in the TikTok Shop ecosystem. This study provides practical insights for MSME owners in optimizing creator partnerships as a strategic tool to improve business growth on social commerce platforms. It also contributes to the literature on digital marketing and social commerce by highlighting the role of collaborative marketing in emerging e-commerce environments.

Keywords: creator collaboration, MSMEs, TikTok Shop, store growth, social commerce

Abstrak

Studi ini meneliti pengaruh kolaborasi antara kreator konten dan usaha mikro, kecil, dan menengah (UMKM) terhadap pertumbuhan toko di TikTok Shop. Dalam konteks perdagangan sosial yang berkembang pesat, kolaborasi dengan kreator telah menjadi strategi penting bagi UMKM untuk meningkatkan eksposur produk dan kinerja penjualan. Penelitian ini bertujuan untuk menganalisis bagaimana kemitraan dengan kreator berkontribusi pada pengembangan toko UMKM di TikTok Shop. Pendekatan kuantitatif digunakan dengan menggunakan data survei yang dikumpulkan dari 200 pemilik UMKM yang aktif menjual produk melalui TikTok Shop. Responden dipilih menggunakan purposive sampling, dengan fokus pada UMKM yang memiliki pengalaman berkolaborasi dengan kreator. Data dianalisis menggunakan regresi berganda untuk meneliti hubungan antara kolaborasi kreator-UMKM dan pertumbuhan toko. Temuan menunjukkan bahwa kolaborasi dengan kreator memiliki pengaruh positif dan signifikan terhadap pertumbuhan toko. Kemitraan dengan kreator meningkatkan visibilitas produk, kepercayaan konsumen, dan keterlibatan audiens, yang pada gilirannya berkontribusi pada peningkatan volume penjualan dan pertumbuhan pengikut toko UMKM. Hasil penelitian menunjukkan bahwa kualitas dan konsistensi kolaborasi kreator memainkan peran penting dalam memperkuat kinerja UMKM dalam ekosistem TikTok Shop. Studi ini memberikan wawasan praktis bagi pemilik UMKM dalam mengoptimalkan kemitraan kreator sebagai alat strategis untuk meningkatkan pertumbuhan bisnis di platform perdagangan sosial. Studi ini juga berkontribusi pada literatur tentang pemasaran digital dan perdagangan sosial dengan menyoroti peran pemasaran kolaboratif dalam lingkungan e-commerce yang sedang berkembang.

Kata kunci: kolaborasi kreator, UMKM, TikTok Shop, pertumbuhan toko, perdagangan sosial

INTRODUCTION

The advancement of digital technology has driven significant shifts in marketing and trading patterns, particularly through social commerce platforms. As part of the TikTok ecosystem, TikTok Shop has become a widely utilized medium for Micro, Small, and Medium Enterprises (MSMEs) to reach a broader and more interactive consumer base (Asanprakit &

Kraiwanit, 2023; Attar et al., 2022; Mikalef et al., 2017). Through features such as short-form videos, live streaming, and affiliation systems, TikTok Shop enables MSMEs to promote their products creatively while facilitating direct transactions within a single platform.

Amidst the increasingly intense competition on TikTok Shop, MSMEs are required not only to offer high-quality products but also to implement marketing strategies capable of capturing consumer attention. One increasingly popular strategy is collaboration with content creators. Content creators possess the ability to build audiences, produce engaging content, and influence their followers' perceptions and purchasing decisions. Therefore, collaboration between creators and MSMEs has the potential to become an effective marketing tool to enhance store visibility and drive sales growth.

Laudon & Traver (2025) Collaboration between creators and MSMEs can be understood as a strategic partnership in promotional and sales activities on the TikTok Shop platform. Creators provide the media and audience, while MSMEs provide the products. This relationship is mutually beneficial, as creators receive commissions or rewards, while MSMEs gain increased visibility and potential sales

Store growth refers to the improvement in store performance on TikTok Shop, which can be measured through increased follower count, increased sales, increased customer base, and increased consumer engagement. Store growth reflects the success of MSMEs in managing marketing and sales activities on digital platforms.

TikTok Shop as a Digital Commerce Platform

TikTok Shop is a form of integration between social media and e-commerce that allows direct transactions within the app. Through a combination of video content, user interaction, and purchasing features, TikTok Shop provides a more interactive shopping experience than conventional marketplaces. This platform is an important tool for MSMEs to reach consumers more widely and quickly.

For MSMEs, TikTok Shop serves not only as a place to sell products but also as a content-based promotional medium that can shape consumer perceptions and interests.

Creators in the TikTok Ecosystem

Creators are individuals who actively create and share content on TikTok and have a specific audience or following. Creators play a crucial role in influencing user perceptions, preferences, and purchasing decisions because they are perceived as more relatable and authentic than conventional advertising. In the context of TikTok Shop, creators often serve as a link between MSME products and potential buyers through promotional content, reviews, and live streaming.

MSMEs and Digital Collaboration

MSMEs are the backbone of the economy and face limited marketing resources. Collaborating with creators is an effective digital strategy for MSMEs to increase product exposure, build consumer trust, and expand market reach. This collaboration can take the form of endorsements, affiliate programs, or content-based promotions, where creators help convey the product's value to their audience.

Creator and MSME Collaboration

Collaboration between creators and MSMEs can be understood as a strategic partnership in promotional and sales activities on the TikTok Shop platform. Creators provide the DOI: 10.32897/dimmensi.v6i1.5211

media and audience, while MSMEs provide the products. This relationship is mutually beneficial as creators receive commissions or rewards, while MSMEs gain increased visibility and potential sales. Effective collaboration is characterized by a match between the creator's personality and the MSME's brand, content quality, and level of interaction with the audience.

Store Growth

Store growth refers to the improvement in store performance on TikTok Shop, which can be measured through an increase in followers, increased sales, increased customers, and increased levels of consumer engagement.

Store growth reflects the success of MSMEs in managing marketing and sales activities on the digital platform.

The Relationship Between Creator-MSME Collaboration and Store Growth

Collaboration between creators and MSMEs has the potential to accelerate store growth because creator content can reach a wider audience and build trust. Recommendations provided by creators can alleviate consumer doubts and encourage purchasing decisions. The more effective the collaboration, the greater the opportunity for MSMEs to improve their store performance on TikTok Shop.

METHODS

Research Type and Approach

This study uses a quantitative approach with a survey method. This approach aims to examine the relationship and influence between creator and MSME collaborations on store growth on TikTok Shop based on numerical data collected from respondents. This research is associative, namely to determine the cause-and-effect relationship between the independent and dependent variables.

Research Object and Location

The objects of this research are MSMEs that sell products through TikTok Shop and collaborate with creators. The research was conducted on MSMEs that actively used TikTok Shop as a sales channel during the study period.

Population and Sample

The population in this study was all MSMEs that use TikTok Shop as a sales medium and have collaborated with creators. The sampling technique used was purposive sampling, with the following criteria:

- MSMEs have an active store on TikTok Shop.
 - MSMEs have collaborated with creators.
 - MSMEs have used TikTok Shop for at least 3 months.
- The sample size was determined based on the needs of the statistical analysis and the availability of respondents.

Research Variables

The variables in this study consist of:
Independent Variable (X)

Creator–MSME Collaboration, namely the form of collaboration between TikTok creators and MSMEs in promoting products.

- a. Indicators:
- b. Frequency of collaboration
- c. Creator-product fit
- d. Quality of promotional content
- e. Level of audience interaction

Dependent Variable (Y)

Store Growth, namely the improvement in MSME store performance on TikTok Shop.

Indicators:

- a. Increased sales
- b. Increased store followers
- c. Increased number of transactions
- d. Increased number of new customers

Data Collection Techniques

Data were collected through questionnaires distributed to MSME owners or managers using TikTok Shop. The questionnaire was structured using a five-point Likert scale, ranging from strongly disagree to strongly agree. Additionally, secondary data was obtained from TikTok Shop reports, articles, and relevant publications. Data Analysis Techniques Data analysis was conducted using the following steps:

1. Respondent Description
2. Descriptive Statistics of Variables
3. Analisis Regresi Linier Sederhana
4. Coefficient of Determination

Research Model

The relationship model between variables in this study is formulated as follows:

$$Y = a + bX + e$$

Where:

Y = MSME Store Growth

X = Creator-MSME Collaboration

a = constant

b = regression coefficient

e = error

RESEARCH RESULTS AND DISCUSSION

Table 1.

Respondent Description (n = 200 MSMEs)

Characteristic s	Category	Number	Percentage
Long time using TikTok Shop	3–6 months	54	27%
	7–12 months	86	43%
	> 12 months	60	30%
Product Type	Fashion	78	39%
	Food/Beverage	52	26%

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Characteristic s	Category	Number	Percentage
Collaboration	Beauty	34	17%
	Others	36	18%
Collaboration	Affiliate	96	48%
	Endorsement	58	29%
	Live bareng creator	46	23%

Table 2.
Descriptive Statistics of Variables

Variabel	N	Min	Max	Mean	Std. Dev
Creator–UMKM Collaboration (X)	200	2.1	4.9	3.98	0.54
Store Growth (Y)	200	2	4.85	4.05	0.51

Interpretasi singkat: rata-rata **tinggi** → mayoritas UMKM merasakan kolaborasi dan pertumbuhan yang baik.

Validity & Reliability Test (brief)

Table 3.
Reliability (Cronbach's Alpha):

Variable	Alpha	Decision
X	0.89	Reliabel
Y	0.87	Reliabel

Table 4.
Simple Linear Regression Analysis

Variabel	B	Std. Error
Konstanta (a)	1.21	0.18
Kolaborasi (X)	0.71	0.04

Equation:

$$Y = 1.21 + 0.71X$$

This means that every 1-point increase in creator-MSME collaboration quality increases store growth by 0.71 points.

Table 5.

Coefficient of Determination

R	R ²	Adjusted R ²
0.78	0.61	0.6

61% of the variation in store growth is explained by creator-MSME collaboration; the remainder is explained by other factors (price, product quality, promotions, etc.).

Brief Discussion

Results show that collaboration with creators on TikTok Shop has a strong and significant impact on the growth of MSME stores. Creator content increases reach, trust, and engagement, which drives increased sales and store followers. Conclusion Based on the results of data analysis

on 200 MSMEs using TikTok Shop, it can be concluded that collaboration between creators and MSMEs has a significant influence on store growth.

Regression test results indicate that the quality of creator-MSME collaboration significantly contributes to improving store performance, as reflected in increased sales, number of transactions, and number of store followers. The coefficient of determination indicates that more than half of the variation in MSME store growth can be explained by collaboration with creators. This indicates that collaboration with creators is an effective digital marketing strategy for MSMEs on TikTok Shop. Therefore, the research hypothesis that collaboration between creators and MSMEs influences store growth on TikTok Shop is accepted.

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