

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

Received: 25 January 2026; Accepted: 29 June 2026; Published: 30 June 2026

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To cite this document:

Putri, Anggun Rianda. (2026). The Influencer of Creator and MSME Collaboration on Store Growth in TikTok Shop. *JDBIM (Journal of Digital Business and Innovation Management, Vol 5 No.1, 363-378. DOI: 10.26740/jdbim.v5i1.75466.*

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 development of digital technology has encouraged major changes in marketing and trading patterns, particularly through social commerce platforms. TikTok Shop, as part of the TikTok ecosystem, has become one of the media widely utilized by Micro, Small, and Medium Enterprises (MSMEs) to reach consumers more broadly and interactively. Through short video features, live streaming, and an affiliate system, TikTok Shop allows MSMEs to promote their products creatively while simultaneously conducting transactions directly within one platform.

Amidst the increasingly tight competition on TikTok Shop, MSMEs are not only required to have quality products, but also marketing strategies capable of attracting consumer attention. One strategy that is becoming increasingly popular is collaboration with content creators. Content creators have the ability to build audiences, create engaging content, as well as influence the perceptions and purchasing decisions of their followers. Therefore, collaboration between creators and MSMEs has the potential to become an effective marketing tool to increase 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.

LITERATURE REVIEW

Social Commerce

Social commerce is a development of e-commerce that integrates social media features into online buying and selling activities. According to Hajli, social commerce enables consumers to interact, share information, and influence purchasing decisions through digital platforms. In the context of TikTok Shop, social commerce combines entertainment, interaction, and transactions in one ecosystem, allowing users to purchase products directly through content created by creators or influencers.

According to Kotler and Keller (2025), social commerce emphasizes customer engagement, digital interaction, and consumer trust as the main factors influencing purchasing behavior in modern digital markets. Social commerce also encourages MSMEs to expand market reach through creator-based promotional strategies and algorithm-driven content exposure.

Furthermore, Turban et al. (2025) explain that social commerce creates a collaborative environment between sellers, creators, and consumers, where user-generated content and live interactions significantly influence purchase intentions and store development. Thus, TikTok Shop becomes not only a marketplace platform but also a digital communication ecosystem that strengthens business growth.

Creator and MSME Collaboration

Creator and MSME collaboration refers to cooperation between digital content creators and small businesses to promote products through social media platforms. According to Freberg (2025), creators act as opinion leaders who can shape audience perceptions, increase product awareness,

and influence consumer purchasing decisions through authentic communication styles.

Meanwhile, Lou and Yuan (2025) state that collaboration effectiveness is influenced by creator credibility, audience engagement, content quality, and trustworthiness. In TikTok Shop, creators often promote MSME products through short videos, affiliate content, and live streaming activities, which help businesses attract consumers more effectively.

According to Schiffman and Wisenblit (2025), consumers are more likely to trust product recommendations delivered by relatable creators compared to traditional advertisements. Therefore, creator collaboration has become one of the most effective digital marketing strategies for MSMEs in the social commerce era.

Store Growth

Store growth refers to the improvement of business performance indicators such as sales volume, customer engagement, number of transactions, brand awareness, and market expansion. According to Armstrong and Kotler (2025), business growth in digital commerce is influenced by marketing communication effectiveness, customer trust, and platform visibility.

In TikTok Shop, store growth can be observed through increasing followers, product reach, conversion rates, and repeated purchases. According to Chaffey (2025), digital platforms supported by interactive content and influencer collaboration can significantly accelerate online store performance because they create stronger consumer engagement.

Moreover, Ryan (2025) explains that creator-driven marketing strategies increase emotional connections between brands and consumers, which ultimately contributes to sustainable business growth. Therefore, collaboration between creators and MSMEs is considered an important strategy in improving store performance on TikTok Shop.

Previous Studies

Several previous studies have discussed influencer marketing and social commerce in digital platforms. Research by Lou and Yuan (2025) found that influencer credibility positively affects consumer trust and purchase intention in social commerce platforms.

Another study conducted by Hajli (2025) revealed that social interaction and online trust significantly influence consumer participation in digital commerce. Meanwhile, research by Chaffey (2025) explained that creator-based promotional content can improve online business visibility and customer engagement.

Although many studies have discussed influencer marketing and social commerce, research specifically examining creator and MSME collaboration toward store growth in TikTok Shop is still limited. Therefore, this study aims to fill the research gap by analyzing the influence of creator and MSME collaboration on store growth in TikTok Shop.

Conceptual Framework

This study examines the influence of creator and MSME collaboration as the independent variable (X) on store growth in TikTok Shop as the dependent variable (Y). Creator collaboration is expected to improve product exposure, audience engagement, and consumer trust, which ultimately contribute to store growth.

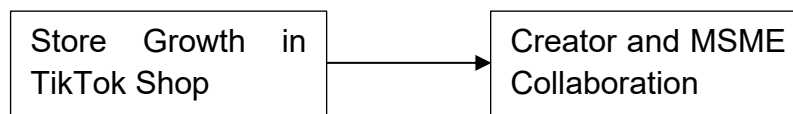


Figure 1. Research Framework

X : Creator and MSME Collaboration

Y : Store Growth in TikTok Shop

Hypothesis

Based on the theoretical review and conceptual framework above, the hypothesis proposed in this study is:

H₁: Creator and MSME collaboration has a positive and significant influence on store growth in 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:

- a. MSMEs have an active store on TikTok Shop.
- b. MSMEs have collaborated with creators.
- c. 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.

Sampling Technique

The sampling technique used in this study was purposive sampling, where respondents were selected based on specific criteria relevant to the research objectives. According to purposive sampling principles, respondents are chosen because they possess characteristics that can provide information related to the phenomenon being studied.

The study involved 200 respondents who met the following criteria:

- a. Active users of TikTok Shop.
- b. Have purchased products from MSMEs through TikTok Shop at least once in the last six months.
- c. Have watched creator promotional content or live streaming related to MSME products on TikTok Shop.
- d. Aged between 17–35 years, representing the dominant productive and digital consumer age group.

Data were collected through an online questionnaire distributed via Google Forms and social media platforms.

Data Collection Technique

The data used in this research were primary data collected through an online questionnaire distributed using Google Forms. The questionnaire consisted of closed-ended statements measured using a five-point Likert scale, ranging from:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

The questionnaire items were developed based on indicators from previous studies related to influencer marketing, social commerce, and business growth.

Research Variables and Operational Definitions

Independent Variable (X): Creator and MSME Collaboration

Creator and MSME collaboration refers to cooperation between TikTok creators or influencers and MSMEs in promoting products through TikTok Shop content, live streaming, endorsements, and affiliate activities. The indicators used include:

1. Content attractiveness
2. Creator credibility
3. Communication effectiveness
4. Audience engagement
5. Promotional consistency

Dependent Variable (Y): Store Growth

Store growth refers to the increase in business performance experienced by MSMEs after collaborating with creators on TikTok Shop. The indicators used include:

1. Increase in sales volume
2. Increase in store visitors
3. Growth in customer engagement
4. Increase in repeat purchases
5. Expansion of market reach

Instrument Validity and Reliability Test

Validity Test

The validity test was conducted to determine whether the questionnaire items accurately measured the intended variables. The Pearson Product Moment correlation method was used to test item validity. An item was considered valid if the significance value was less than 0.05 and the correlation coefficient (r-count) was greater than the r-table value.

The results showed that all questionnaire items had significance values below 0.05 and correlation coefficients higher than the r-table value of 0.153, indicating that all items were valid.

Reliability Test

Reliability testing was conducted using Cronbach's Alpha to measure the consistency of the research instrument. A variable was considered reliable if the Cronbach's Alpha value exceeded 0.70.

The reliability test results indicated that the Creator and MSME Collaboration variable obtained a Cronbach's Alpha value of 0.874, while the Store Growth variable obtained a value of 0.861. Therefore, all variables were categorized as reliable.

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. Instrument Validity and Reliability Test**

A. Validity Test

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4. Classical Assumption Tests

A. Normality Test

The normality test was conducted using the Kolmogorov-Smirnov test to determine whether the data distribution was normal. The test results showed a significance value greater than 0.05, indicating that the data were normally distributed.

B. Multicollinearity Test

The multicollinearity test aimed to determine whether there was a strong correlation among independent variables. The test was conducted using Tolerance and Variance Inflation Factor (VIF) values. The results showed a tolerance value greater than 0.10 and a VIF value less than 10, indicating no multicollinearity problem.

C. Heteroscedasticity Test

The heteroscedasticity test was conducted using the Glejser test. The significance values for all variables were above 0.05, indicating that heteroscedasticity was not present in the regression model.

5. Simple Linear Regression Analysis

6. 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)

Characteristics	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%
	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

Brief interpretation: high average → the majority of MSMEs experience good collaboration and growth.

Instrument Validity and Reliability Test

Validity Test

The validity test was conducted using the Pearson Product Moment Correlation method. An instrument item is considered valid if the correlation coefficient value (r-count) is greater than the r-table value. With a total sample of 200 respondents, the r-table value at a significance level of 0.05 is 0.138.

Table 3. Validity Test

Variable	Item	r-count	r-table	Result
Creator Collaboration	X1	0.712	0.138	Valid
Creator Collaboration	X2	0.745	0.138	Valid
Creator Collaboration	X3	0.701	0.138	Valid
Creator Collaboration	X4	0.768	0.138	Valid
MSME Store Growth	Y1	0.734	0.138	Valid
MSME Store Growth	Y2	0.779	0.138	Valid
MSME Store Growth	Y3	0.721	0.138	Valid
MSME Store Growth	Y4	0.756	0.138	Valid

Based on the table above, all questionnaire items have r-count values greater than r-table (0.138), indicating that all items are valid and suitable for research use.

Reliability Test

Reliability testing was conducted using Cronbach's Alpha. A variable is considered reliable if the Cronbach's Alpha value exceeds 0.70.

Table 4. Reliability Test

Variable	Cronbach's Alpha	Standard	Result	Result
Creator Collaboration	0.841	0.7	Reliable	Valid
MSME Store Growth	0.856	0.7	Reliable	Valid

The results show that all variables have Cronbach's Alpha values above 0.70, meaning the research instrument is reliable and consistent.

Classical Assumption Tests

Normality Test

The normality test was performed using the Kolmogorov–Smirnov Test. Data are normally distributed if the significance value is greater than 0.05.

Table 5. Normality Test

Test	Significance Value	Standard	Result
Kolmogorov–Smirnov	0.2	> 0.05	Normal

The significance value of 0.200 indicates that the research data are normally distributed.

Multicollinearity Test

The multicollinearity test aims to determine whether there is a high correlation between independent variables. The test uses the Tolerance and Variance Inflation Factor (VIF) values.

Table 6. Multicollinearity Test

Variable	Tolerance	VIF	Standard	Result
Creator Collaboration	0.812	1.231	VIF < 10	No Multicollinearity

The VIF value of 1.231 indicates that there is no multicollinearity problem in the regression model.

Heteroscedasticity Test

The heteroscedasticity test was conducted using the Glejser Test. If the significance value is greater than 0.05, the model is free from heteroscedasticity.

Table 7. Heteroscedasticity Test

Variable	Significance	Standard	Result
Creator Collaboration	0.317	> 0.05	No Heteroscedasticity

The significance value of 0.317 indicates that the regression model does not experience heteroscedasticity problems.

Simple Linear Regression Analysis

Table 8. 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.

Coefficient of Determination

Table 9. 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.).

Discussion

The findings of this study indicate that collaboration between creators and MSMEs has a significant positive influence on store growth in TikTok Shop. This result strengthens the concept of social commerce, where social interaction, digital engagement, and community-based communication become important factors in encouraging purchasing behavior and business growth. In the context of TikTok Shop, creators function not only as content producers but also as social intermediaries who connect products with consumers through interactive and persuasive communication. The collaboration enables MSMEs to increase visibility, audience reach, and consumer engagement, which ultimately contributes to store growth.

From the perspective of influencer marketing theory, the effectiveness of creator collaboration can be explained through the ability of influencers to

shape consumer perceptions and purchasing decisions. Creators who possess credibility, attractiveness, and strong communication skills are able to influence audience attitudes toward products promoted on TikTok Shop. Consumers tend to trust product recommendations delivered by creators because the promotional content is perceived as more authentic and relatable compared to conventional advertising. This finding supports previous studies stating that influencer marketing can increase brand awareness, consumer engagement, and purchase intention in digital commerce environments.

In addition, the results are also closely related to the theory of consumer trust. Trust plays a crucial role in online shopping activities because consumers cannot directly evaluate product quality before purchasing. Creator and MSME collaboration helps reduce consumer uncertainty by providing product demonstrations, reviews, testimonials, and real-time interactions through live streaming features. These activities increase perceived transparency and credibility, which then strengthen consumer trust toward the store and products offered. Higher consumer trust encourages repeat purchases, positive word-of-mouth, and long-term customer relationships that support sustainable store growth.

Furthermore, TikTok Shop as a social commerce platform creates an ecosystem where entertainment and shopping activities are integrated simultaneously. The algorithmic exposure provided by TikTok also amplifies the effectiveness of creator collaborations because engaging content has the potential to reach wider audiences quickly. Therefore, creator and MSME collaboration not only functions as a promotional strategy but also as a mechanism for building digital consumer relationships and strengthening competitive advantage in the online marketplace.

Overall, this study contributes theoretically by reinforcing the relationship between social commerce, influencer marketing, and consumer trust in explaining MSME store growth on TikTok Shop. The findings demonstrate that creator collaboration can serve as an effective digital marketing strategy for MSMEs in increasing competitiveness and expanding market reach in the rapidly growing social commerce industry.

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