



User perceptions of the TikTok shop application for selling

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ABSTRACT

Keywords

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TikTok has incorporated e-commerce capabilities via TikTok Shop, allowing users to market and sell things on the platform. The purpose of this research is to look into how users perceive TikTok Shop as a marketing tool. The research employs a qualitative approach, collecting information through interviews with three Tiktok Shop users who are actively engaged in product sales. The descriptive analysis is used to analyze data. This study will examine how users view tiktok shop in a number of contexts, including usability, dependability, difficulties, and dangers of selling on the platform. Nothing textual exists. The research results show that merchants have expressed good feedback on TikTok Shop because of its easy-to-use interface and supportive technical support. Advertising and product management are made easier by the simple interface, while functions like trade statistics enhance consumer connections. This suggests that Tiktok Shop is an effective choice for business owners seeking streamlined procedures because it successfully facilitates online sales. Reliability is a crucial element for establishing trust among merchants in relation to the platform. Reliable payment systems enhance trust in online transactions by showing how rarely there are disruptions or downtime and emphasizing the excellent technological infrastructure that enables smooth transactions. The merchants' extended and problem-free encounters further strengthen the positive perception of the platform's dependability. Merchants have specific problems and hazards when selling on TikTok Shop. Merchants commonly face obstacles such as intense rivalry, algorithm modifications, and the necessity for more thorough guidance. Risks to data security and the significance of understanding and managing customer data are both serious concerns.

1. Introduction

Social media is essential in the realm of sales and marketing. It enables firms to improve their web presence. Companies can expand their audience and enhance brand recognition by disseminating pertinent and captivating information (Kaplan & Haenlein, 2010). Social media offers a great platform for directly engaging with customers. Businesses may promptly address client concerns, comments, and feedback. Developing strong ties with customers can enhance customer loyalty (Smith et al., 2012).

Sosial media can be used by businesses to directly promote their products. Merchants can strengthen their commerce by sharing product photos, customer evaluations, and special deals (Mangold & Faulds, 2009). Social networking has become an effective tool for companies looking to directly market their goods to a larger consumer base. Distributing product images, demo videos, and customer reviews on social media sites like Facebook, Instagram, and Twitter is a critical component of digital marketing for firms. Businesses may attract potential buyers and offer clear product information by uploading appealing, high-quality product photos. Merchants can use positive

client testimonials to build credibility and enhance their brand image (Mangold & Faulds, 2009). Promoting sales and discounts on social media can encourage consumers to make purchases, increase commerce, and create long lasting relationships with clients (Smith, Fischer, & Yongjian, 2012).

E-commerce in Indonesia has experienced tremendous growth, especially during the COVID-19 pandemic, leading to notable changes in shopping habits. Many consumers were forced to switch to internet purchasing during the pandemic to reduce the risk of viral transmission in physical stores. Furthermore, the internet's extensive availability and the growing use of smartphones have played a crucial role in driving this change. This has created significant opportunities for online retailers and e-commerce companies to gain a larger market share in Indonesia (Saputra, 2021).

Furthermore, improved logistics and developments in digital payments have fueled this change. Providing a selection of easy and safe online payment options, like purchases through banking apps and digital wallets, has increased the accessibility of online shopping to a wider audience. Enhancements in logistics infrastructure, such as expedited delivery and reduced shipping expenses, have enhanced the efficiency and reliability of product deliveries throughout Indonesia. The expansion of e-commerce in Indonesia indicates shifts in consumer behavior as well as advancements in infrastructure and innovations that facilitate the transition toward a more electronic method (Research & Markets, 2021).

TikTok is a social networking platform that focuses on short-form videos and has distinct features that can impact how users view selling on the platform. The interesting and dynamic content on TikTok plays a crucial role in shaping users' perceptions of TikTok Shop. The importance of TikTok Shop has grown in the present e-commerce environment. The increasing utilization of social media platforms, particularly TikTok, for marketing has given people and small businesses a lot of opportunity to advertise their goods. With the introduction of the "TikTok Shop" feature, users may now sell goods straight on the app.

TikTok Shop is now a popular platform for several enterprises and merchants to do online sales. This is in line with the idea of social media marketing, which emphasizes the value of being present on websites where prospective customers are engaged (Kaplan & Haenlein, 2010). Millions of people use TikTok, a popular social networking site, every day, including people in Indonesia. Businesses are drawn to using TikTok as a sales channel due to its ability in producing brief and captivating video content. This idea highlights the significance of adjusting to current technological trends to effectively reach the intended audience (Chaffey & Smith, 2017). Businesses can participate in the growing trend of digital age commerce by using TikTok Shop.

The notion of social media marketing highlights the importance of the relationships that businesses have with their clients (Mangold & Faulds, 2009). Businesses can interact with their consumers via live streaming, direct message, and comments on TikTok Shop. Within sales, this allows for addressing consumer inquiries, offering in-depth product details, and reacting to customer input immediately. These engagements can strengthen client connections, bolster trust, and provide useful input for enhancing the quality of products or services given (Kaplan & Haenlein, 2010).

Businesses can utilize analytics and data tools on TikTok Shop to analyze client behavior and evaluate the effectiveness of their campaigns (Chaffey & Smith, 2017). Businesses can use data analysis, including video views, likes, comments, and trade conversions, to determine the effectiveness of their marketing strategies. This enables them to effectively modify their strategies and make the most of TikTok Shop's potential as a powerful marketing tool (Mangold & Faulds, 2009).

Understanding how the convenience of utilizing the TikTok Shop application for selling impacts online retailers' behavior is vital. Per the Technology Acceptance Theory, the perceived ease of use significantly impacts individuals' decision to adopt or decline new technology (Davis, 1989). Within TikTok Shop, ease of use encompasses characteristics like a user-friendly design, easy navigation, and seamless integration with the various TikTok platform tools and capabilities. Merchants are more inclined to utilize TikTok Shop as a sales channel when they perceive it as user-friendly and not demanding additional work (Davis, 1989).

The perceived level of technical support that tiktok shop provides could have an impact on how simple it is to use. Merchants that have access to robust resources like user guides, tutorials, and responsive customer care are more likely to feel at ease and self-assured when using the application (Venkatesh et al., 2003). Tiktok shops user experience as seen by merchants can influence the platforms ongoing development of features and services tailored to their needs.

Reliability perception is crucial while utilizing the TikTok Shop app for sales. In this context, reliability refers to the merchants confidence in the platforms ability to efficiently facilitate their business dealings. Tiktok shops user experience as seen by merchants can influence the platforms. The importance of this component of technology is highlighted by the tecnology acceptance theory adoption (Davis, 1989). Companies who use tiktok shop want guarabtees that there wont be any major outages or technical issues that could hinder their operations. Thus, TikTok Shop's focus on maintaining system intergrity and stability can greatly influence how merchants view and utilize the platform.

Merchants' interaction with the TikTok Shop application when selling is influenced significantly by their perception of danger. In this context, risk refers to the unpredictability or possible losses that merchants can experience while deciding to use the platform for selling. The technology risk perception theory states that peoples decision to accept or reject new technology can be influenced by their perceptions of risk (Hair et al., 2011). Merchants using TikTok Shop may have issues regarding data security, fraud, and platform stability. TikTok Shop must identify and manage these issues to increase merchants' trust when use the platform.

Moreover, technology cceptance theory relates perceptions of usefulness and ease of use with perceptions of danger (Venkatesh et al., 2003). Companies who consider the danger associated with using tiktok shop to be serious may decide that the advantages they get outweigh the risk. In an attempt enhance tiktok shop activity, the website must offer compelling proof of its security and dependability, and also explain the measures taken to reduce possible hazards (Hair et al., 2011).

Additionally, merchants risk might be influenced by customer evaluations, recommendations from peers in the industry, and the reputation of the assessment (Venkatesh et al., 2003). Businesses might become more confident about using tiktok shop by seeing favorable reviews left by other businesses or by getting recommendations from associates or business partners. Establishing creat a community and offering assistance to companies using the platform lower risk perception and increases tiktok shops acceptability.

Merchants often encounter significant challenges related to data security risk. Merchants on TikTok Shop frequently need to keep sensitive data, including client information and financial details. Insufficient security measures may allow hackers to gain access to this data, leading to potential fraudulent activities, identity theft, or other types of misuse. This has the ability to harm merchants and undermine their credibility and the faith of their clients.

The commercial operations of merchants can potentially be disrupted by hackers, for instance cybercriminal have the ability to get control of a merchant's account, modify product details, reroute trade finances, or erase important data. This may lead to substantial financial losses and necessitate additional resources and expenses to regain control of the account and identify the individuals responsible for the breach. To combat security difficulties affecting merchants, TikTok Shop must enhance its security systems, educate merchants on appropriate security procedures, and provide help for handling future hacking situations.

2. Method

This study is qualitative in nature. A method for gaining a thorough grasp of sosial phenomena through a descriptive, analytical, and interpretive approach is called qualitative research. This strategy emphasizes interpreting the significance and societal background of a phenomenon, as opposed to quantifying characteristics. Qualitative research involves gathering descriptive data using

methods such as case studies, observations, interviews, and text analysis. It method enables Academics to thoroughly examine different viewpoints and get profound understanding of the subject being studied (Creswell & Poth, 2017).

This research utilized thorough interviews as the method of gathering data method. In-depth interviews are a qualitative method that involves direct interaction between the researcher and respondents to get a thorough grasp of a phenomenon or issue. The primary objective the purpose of in depth interviews is to fully understand the viewpoints, experiences, and opinions of the participants regarding the research topic (Denzin & Lincoln, 2018).

Three retailers utilizing a TikTok Shop application It's research informants. Data analysis is performed in a descriptive manner. Descriptive data analysis is a prevalent technique in research, utilized in both qualitative and quantitative studies. Descriptive analysis aims to simplify and illustrate data without engaging in testing of hypotheses or statistical inference.

3. Result and Discussion

TikTok Shop users' opinions about how easy it is to sell anything

Active merchants using the site have given excellent feedback to TikTok Shop. Merchants continually emphasize the technical support's quickness and ease of usage help as key elements. The straightforward and TikTok Shop's intuitive design is a key factor in enabling successful sales. Merchants think that this interface lets them enter products, set prices, and set out marketing materials quickly and easily without major obstacles. The success of TikTok Shop lies in its provision of technologies that are easy to use and accessible for retailers, creating a setting that encourages interaction between retailers and the platform.

It is well know that TikTok Shop is a platform that improves interactions between companies and clients. According to merchants, they can easily interact with clients, get their opinios, and encourage closer bonds. Trade data offer vital insights into business success, aiding merchants in comprehending consumer preferences and trade trends. Merchants highly value the capability to receive straight comments from clients as it helps them change and enhance their offerings based on customer requirements.

Merchants have a favorable view of TikTok Shop because of its intuitive interface and robust technical support. A platform has improved sales efficiency, enabled individualized connection with customers, and offered detailed perspectives on business performance. TikTok Shop is seen by the merchants as a smart and effective way to handle their online business operations. This viewpoint was reflected by the merchants the researcher spoke with.

"Saya merasa bahwa TikTok Shop sungguh memudahkan saya dalam berjualan. Antarmuka yang simpel dan mudah dipahami memungkinkan saya untuk dengan cepat memasukkan produk, mengatur harga, dan berbagi konten promosi. Saya juga sangat menghargai dukungan teknis yang responsif dari tim TikTok Shop yang membantu mengatasi masalah teknis dengan cepat." (A, Pedagang)

"TikTok Shop benar-benar mempermudah hidup saya sebagai pedagang. Saya bisa langsung menghubungi pelanggan, mendapatkan umpan balik, dan berinteraksi dengan mereka secara pribadi. Fitur-fitur seperti statistik perdagangan juga membantu saya dalam memahami kinerja bisnis saya. Semua ini membuat saya merasa bahwa berjualan di TikTok Shop adalah pilihan yang cerdas." (W, Pedagang)

Merchants that lack experience in online selling or are uncertain about technology sometimes react with initial suspicion towards e-commerce platforms like TikTok Shop. Initially apprehensive, some retailers' perceptions of TikTok Shop changed significantly after using the site. The user finds

TikTok Shop easy to use, which is great. Merchants may effortlessly handle product inventory and fulfill orders using the user-friendly interface using their mobile gadgets. This enhances user Lessens technological barriers for retailers with less technical know.

The TikTok Shop's user friendly design is a major draw for retailers and assisting them in overcoming obstacles to online sales. For merchants lacking technological expertise, user-friendliness is crucial for a smooth onvert to online shopping. Shop on TikTok, similar to offers tools and technical assistance to help merchants better grasp and utilize the platform's features in comparison to other e-commerce platforms capabilities. E-commerce platforms serve a crucial role in assisting merchants with various backgrounds and technological ability levels, as shown by merchant experiences. TikTok Shop and similar platforms can assist cautious merchants overcome barriers to implementing e-commerce. The researchers' interviews with merchants expressed this.

"Saya awalnya skeptis tentang TikTok Shop, tapi setelah menggunakannya, saya sangat terkesan dengan kemudahan penggunaannya. Saya bahkan bisa mengelola inventaris dan memproses pesanan langsung dari ponsel saya. Bagi saya, yang tidak memiliki latar belakang teknologi yang kuat, TikTok Shop membantu menghilangkan hambatan dalam berjualan online."

Merchants' positive experiences on TikTok Shop, such as the platform's user-friendliness and By linking them to the technology Acceptance Model, the high degree of technical assistance can be investigated (TAM). This concept emphasizes how consumers' perceptions of the technology's usability will indleence their inclination to accept and utilize it (Davis, 1989). Merchants using TikTok Shop have reported a great user experience due to the platform's user-friendly layout and accessible resources. This can boost merchants' motivation to persist in utilizing TikTok Shop for sales, in accordance using the model of Acceptance of technology.

Moreover, the Technology Acceptance Model may have something to do with TikTok Shop's quick and high-quality technical help. According to this theory, the backing and guidance provided by technology suppliers might impact consumers' views on ease of use (Davis, 1989). TikTok Shop's rapid service can swiftly resolve technical issues, minimize merchants' anxiety, and improve their opinion of the platform's user-friendliness. This fosters a friendly atmosphere and enhances merchants' inclination to persist in utilizing TikTok Shop for sales.

Consumer Views of the Trustworthiness of Selling on the TikTok Shop App

The opinions and trust that merchants have in an e-commerce platform are significantly influenced by its stability selling online. Merchants view TikTok Shop as a highly reliable platform for boosting sales activity. The secure and guaranteed payment method is a highly stressed component that ensures transactions on the platform are protected from financial threats, instilling confidence in users. Ensuring payment security is crucial for online retailers and plays a vital role in establishing confidence.

Additionally, retailers note that TikTok Shop rarely experiences significant outages or disruptions. This demonstrates how well the platform's technical architecture ensures operational effectiveness. On TikTok Shop, technical issues like sytem outages or extended downtime that typically impede the selling process on e-commerce platforms are rare. The platform's stability positively affects merchants' selling experiences by enabling them to function smoothly without major technological obstacles.

Merchants' extended use of TikTok Shop contributes to their view of the platform's reliability. Merchants have not seen any dependability concerns while using TikTok Shop. Shipment monitoring and payment confirmations, key aspects of the platform, have regularly worked effectively, giving merchants comfort and increased trust. The consistent positive experience indicates that merchants can now trust TikTok Shop as a reliable platform for conducting their online commercial activities.

Ultimately, the dependability of TikTok Shop is a crucial element that fosters confidence among merchants and facilitates the efficiency of their sales operations. This was stated by the retailers the researcher spoke with.

"Saya merasa bahwa TikTok Shop sangat andal sebagai platform berjualan. Sistem pembayaran yang aman dan terjamin memberi saya keyakinan bahwa transaksi saya aman. Selain itu, platform ini jarang mengalami gangguan atau downtime yang signifikan, jadi saya dapat terus berjualan tanpa masalah teknis yang berarti." (A, Pedagang)

"Saya telah menggunakan TikTok Shop cukup lama dan belum pernah mengalami masalah besar terkait keandalan. Fitur-fitur yang diberikan oleh platform ini, seperti pelacakan pengiriman dan konfirmasi pembayaran, selalu berjalan dengan baik. Ini membuat saya merasa nyaman dan mempercayai platform ini." (W, Pedagang)

The merchant's experience demonstrates a notable change in their view of the dependability using TikTok Shop as a platform for online shopping. Upon joining, they had some initial misgivings about the platform, which may have been brought on by their lack of experience with online sales in the past or the fact that it was still relatively new. Their opinion changed for the better when they used TikTok Shop for a few months.

The attentiveness of TikTok Shop's customer service team is a factor affecting this transformation. The merchant saw that the customer support service was consistently available and immediately addressed any difficulties or inquiries. The merchant was reassured by the responsive help from TikTok Shop, indicating a focus on platform reliability and readiness to handle technological concerns. Having an effective and responsive support crew is vital for the smooth operation of an online selling organization.

The merchant ultimately determined that TikTok Shop is definitely trustworthy for selling. This favorable perception stems from their positive experiences throughout several months of using the site. The significance time and expertise in establishing on an e-commerce site, trust is obvious because a satisfying experience can allay any early reservations. Ultimately, this shift in the merchant's perspective shows how a positive perception of an e-commerce platform may be influenced by reliability and excellent customer service. The retailer the researcher spoke with had this opinion.

"Ketika saya pertama kali bergabung dengan TikTok Shop, saya agak skeptis tentang keandalannya. Namun, setelah beberapa bulan, saya bisa mengatakan bahwa platform ini sangat andal. Tim dukungan pelanggan selalu responsif dan membantu dalam mengatasi masalah jika ada. Saya merasa bahwa TikTok Shop benar-benar bisa diandalkan untuk berjualan." (Rr, Pedagang)

The trustworthiness of TikTok Shop in online selling can be analyzed through the lens of Technology Reliability Theory adoption. Davis (1989) proposed that the dependability of technology systems influences how consumers see comfort level and faith in the technique. Merchants' assessments of the TikTok Shop platform's utility and reliability are greatly influenced by its stability.

The TikTok Shop's safe and reliable payment method enhances retailers' impression of reliability. Ensuring payment security is crucial in online selling due to the involvement of monetary exchanges. According to the Reliability Theory, merchants' propensity to stick with this platform may rise if they have faith in a trustworthy payment system.

TikTok Shop's dependability from a technical standpoint is crucial. On this platform, merchants notice occasional disturbances or outages, indicating a robust technical infrastructure. Merchant's trust in tiktok shop may be strengthened by the platform's high technical reliability,

according to the Reliability Theory. Vendors possessing a wealth of knowledge and no significant issues provide verifiable evidence of the application trustworthiness.

Consumers' Views on the Difficulties in Using the TikTok Shop App to Sell

Merchants suffer issues similar to those faced by internet retailers, particularly on sites such as TikTok Shop. The challenges mentioned involve fierce competitiveness. Merchants find it challenging to stand out and attract potential clients due to the large number of sellers on this platform. This reflects a typical obstacle in internet commerce - the task of establishing a distinctive personality and brand to differentiate oneself in a saturated market. Merchants think that continuous innovation Being competitive in content and product offerings is crucial highly competitive economy.

The TikTok Shop algorithm modifications present another difficulty by potentially impacting the visibility of posts. This is a frequent limitation where content is controlled by algorithms in social media and e-commerce platforms presentation may undergo periodic alterations. These modifications can directly influence how much visibility a merchant's posts receive from users. Merchants need to comprehend the algorithms' dynamics and promptly adjust their plans accordingly.

The absence of thorough training and guidance from TikTok Shop presents another problem. Merchants seem to want additional resources and guidance to enhance their comprehension and utilization of the platform. New merchants often encounter this typical difficulty and may need further coaching to comprehend the complexities of e-commerce systems. Enhanced training assistance can boost the confidence of new merchants in their sales endeavors and decrease the time needed to learn.

Merchants' challenges mirror the typical issues encountered in internet sales, especially on rival e-commerce sites. Merchants' views on fierce Competition, changes to algorithms, and the requirement for more comprehensive coaching are crucial factors for e-commerce platforms such as TikTok Shop to address in order to assist its merchants and improve the sales process. The retailers the researchers spoke with communicated this information.

"Meskipun saya sangat menyukai TikTok Shop, satu kendala yang saya alami adalah persaingan yang ketat. Karena begitu banyak pedagang di platform ini, terkadang sulit untuk membedakan diri dan menarik perhatian pelanggan. Saya harus terus-menerus berinovasi dalam konten dan penawaran produk agar tetap bersaing." (A, Pedagang)

"Kendala lain yang saya temui adalah perubahan algoritma TikTok Shop yang bisa memengaruhi visibilitas postingan saya. Terkadang, postingan yang biasanya memiliki banyak tampilan tiba-tiba kurang terlihat oleh pengguna. Ini membuat saya harus lebih memahami dan menyesuaikan diri dengan perubahan tersebut." (R, Pedagang)

"Bagi saya, satu kendala yang signifikan adalah kurangnya dukungan pelatihan dan panduan yang komprehensif dari TikTok Shop. Saya merasa akan lebih mudah jika ada lebih banyak sumber daya untuk membantu pedagang baru seperti saya memahami seluk-beluk platform ini. Saya harus banyak belajar secara mandiri." (Rr, Pedagang)

Merchants on TikTok Shop encounter typical obstacles seen in a competitive e-commerce setting. Merchants on this platform frequently face intense competition as a major challenge. This difficulty is in line using theories of business and marketing that emphasize the need of creating a brand's identity on product differentiation in a market that is highly competitive (Kotler et al., 2022). Shop owners on TikTok need to consistently come up with new ideas for their content and products to create a distinct brand and attract customers.

Additionally, alterations to the algorithm of TikTok Shop impact the prominence of merchants' posts, reflecting typical obstacles seen within e-commerce and social networking networks. As such, aligns the opinions expressed in the literature suggesting that algorithms controlling material presentation can be altered, leading to direct effects on exchanges and visibility (Smith et al., 2019). In order to effectively understand and respond to these algorithm changes, merchants on TikTok Shop must modify their marketing strategies.

Online shops require education and help, as demonstrated by the most recent issue with TikTok Shop's inadequate training and support. In Order to help merchants maximize their utilization and comprehend the intricacies of the platform, e-commerce platforms provide training and support services. This is related to concepts that have been covered in literature on support and education and could raise user' comfort levels and confidence with technology (Venkatesh et al., 2003).

Users' perceptions of the risks involved in using the TikTok Shop app to sell

Selling on the TikTok Shop platform poses many concerns that provide important information about security and competition in e-commerce. Merchants first emphasize the risk associated with data security. When engaging in online sales, it is crucial to evaluate the potential of data misuse, particularly when handling consumer information. Merchants stress the significance of protecting their accounts with robust passwords and exercising caution while interacting with customers. Ensuring data security is crucial for upholding commercial ethics and customer confidence.

The potential impact of changes to the TikTok shop algorithm on product exposure raises more concerns. Retailers are concerned that alterations in the platform's algorithm could reduce the visibility of their posts to customers. This highlights the significance of having a profound comprehension of algorithms that control content presentation on e-commerce platforms. Merchants must consistently evaluate and adjust their tactics in reaction to platform changes, which pose common risks in many e-commerce platforms.

Merchants' declared risks on the TikTok Shop platform illustrate the intricate nature of e-commerce operations. Merchants must consider data security, fierce competition, and the potential impact of algorithm modifications to effectively operate in this dynamic and cutthroat market, their enterprises climate. Recognizing the initial stage of addressing and lessening these risks possible negative effects on internet enterprises. The interviewed shopkeepers communicated these insights.

"Saya merasa ada risiko terkait keamanan data ketika menggunakan TikTok Shop. Karena kami harus menyimpan informasi pelanggan, kami selalu waspada terhadap potensi risiko penyalahgunaan data. Oleh karena itu, kami selalu memastikan untuk menjaga keamanan akun kami dengan kata sandi yang kuat dan melibatkan pelanggan dengan bijak." (A, Pedagang)

"Saya mengakui bahwa ada risiko dalam berjualan di TikTok Shop, terutama terkait dengan persaingan yang ketat. Banyak pedagang bersaing untuk perhatian pelanggan yang sama, jadi kami harus terus berinovasi dan memikirkan strategi pemasaran yang efektif untuk tetap relevan di platform ini." (W, Pedagang)

"Saya lebih khawatir tentang perubahan algoritma TikTok Shop yang dapat memengaruhi visibilitas produk kami. Terkadang, postingan kami mungkin kurang terlihat oleh pelanggan karena perubahan ini. Ini menunjukkan bahwa risiko perubahan dalam platform ini selalu ada." (Rr, Pedagang)

Merchants stress the importance of being cautious in protecting critical information including client data and financial details. These activities including often updating establishing two-factor authentication on their account and changing their passwords. They are optimal methods keeping

account security and data safe, displaying retailers' dedication to safeguarding sensitive information. Moreover, it is important to be cautious about sharing critical information on the platform. Merchants have confidence in the platform's efforts to protect their consumers and data.

Breach of data is a common occurrence in the digital sphere, although TikTok Shop has implemented measures to enhance its security. Merchants must utilize safe payment systems and adhere to top security protocols in online transactions. Merchants are showing fear for the confidentiality of customer information and transactions.

Shopkeepers on TikTok are cognizant between the dangers potential security lapses in data and implement necessary measures to safeguard their information. They trust the platform's security protections and make an effort to follow the finest security standards in their online ventures. Emphasizing data security is essential for upholding client trust and ensuring the safety of an e-commerce organization. The interviewed shopkeepers communicated these insights.

"Saya menyadari bahwa risiko peretasan data adalah sesuatu yang perlu diperhatikan ketika berjualan online, termasuk di TikTok Shop. Oleh karena itu, saya selalu berhati-hati dalam melindungi informasi penting seperti data pelanggan dan informasi keuangan. Saya sering mengganti kata sandi dan mengaktifkan sistem keamanan ganda untuk akun saya." (A, Pedagang)

"Saya cukup prihatin tentang risiko peretasan data. Namun, saya merasa bahwa TikTok Shop memiliki tim keamanan yang kuat yang bekerja keras untuk melindungi data kami. Selain itu, saya juga selalu memastikan untuk tidak membagikan informasi sensitif secara sembarangan di platform ini." (W, Pedagang)

"Risiko peretasan data adalah sesuatu yang selalu ada di dunia digital. Namun, saya merasa bahwa TikTok Shop telah memperkuat langkah-langkah keamanannya. Saya juga memilih untuk menggunakan metode pembayaran yang aman dan selalu mengikuti praktik keamanan terbaik dalam berjualan online." (Rr, Pedagang)

Additionally, the possibility of alterations in TikTok Shop's algorithm impacting product display highlights a typical issue on social media and e-commerce sites. Stage algorithm modifications may significantly impact the visibility of content, thus merchants should fully understand these algorithms to improve their marketing tactics (Senthil Kumar et al., 2020). Merchants must tackle the difficulty of adapting to platform changes to stay competitive.

TikTok Shop merchants prioritize preserving consumer personal and financial details, showing a thorough understanding of e-commerce security issues. According to suggested practices for consumer data protection in the online space, it is advisable to regularly change password and use two-factor authentication in order to improve security for accounts and sensitive data (Mukherjee et al., 2013). Moreover, being cautious about sharing sensitive information shows a crucial level of alertness in preventing possible data abuse threats.

Breaches are an unavoidable aspect of the digital realm. TikTok Shop's initiatives to enhance platform security gives businesses greater assurance when managing their internet enterprises. Employing safe ways to make payments and implementing top precautions taken for security in online transactions is a prudent measure to safeguard transactions and consumer data. Knowledge of these by merchants threats and their participation in security protocols show a committed effort to maintain company security and build client trust.

4. Conclusion

Merchants have expressed positive appreciation for tiktok shop because of its user- friendly ui and quick technical help. The user-friendly interface makes product and advertising simpler administration for retailers, but functions such as transaction statistics enhance relationships with customers. TikTok

Shop is excellent in boosting online sales, therefore this is a smart choice for entrepreneurs aiming for productive company activities. One reason for TikTok Shop's reliability is a vital element in establishing merchant confidence within the platform. A trustworthy method of payment boosts trust in online transaction security, while the rarity of interruptions or downtime indicates the superior technical infrastructure that supports sales activities. Merchants' extended history without major problems enhances the perception of the platform's dependability.

Merchants encounter hurdles and hazards when selling on TikTok Shop. Merchants commonly face obstacles such as intense rivalry, algorithm modifications, and the necessity for more thorough guidance. Concerns about consequences of data security include understanding and managing customer data.

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