



# The Effect of The Number of Tiktok Account Followers in Determining the Number of Sales

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## ABSTRACT

The development of technology is increasingly rapid, with technology social media was born. The purpose of this study is to find out what Tiktok is, the influence of the number of followers of Tiktok accounts in determining the number of sales, disadvantages and advantages of using the Tiktok application as a means of promotion. The research method used is a quantitative method that is a type of systematic research on each part and event and its cause-and-effect relationship. The results of this research analysis show that the number of followers of Tiktok accounts has a positive effect on determining the number of sales. However, there are other factors that influence, for example, such as price, quality of goods, and uploading good content that can attract buyers. Business owners are advised to use Tiktok regularly to market their products. It is hoped that business owners will use Tiktok as well as possible so that their sales will increase.

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## 1. Introduction

In today's digital era, almost all people know social media. The use of social media in Indonesia is very rapid. The occurrence of COVID-19 has a major impact on people's lives, especially in terms of the economy (Achmad, Azhari, Esfandiar, Nuryaningrum, Syifana, Cahyaningrum, 2020). Since then, people have turned to the online world, utilizing digital platforms or better known as social media for various activities. Social media has not only become a forum for entertainment and hobbies, but has also become an important means for business activities.

So, what exactly is Tiktok? An application that people are addicted to until people are addicted to using it. Each tiktok account has a different number of followers. Well, the question is, how much influence does this Followers have on sales figures. If you think about it, Tiktok as a promotional medium has its disadvantages and advantages. Nowadays, promotion is not only through TV or billboards which are quite expensive. Through Tiktok, business owners can show off their products in a more exciting and affordable way. Who would have thought that the application that was originally only for dances is now a source of income for many people.

The research we conducted aims to provide a clear picture of Tiktok, which is an application that is currently popular. We will explore how the number of followers on Tiktok can affect sales figures. We will also thoroughly address the shortcomings and advantages of using Tiktok as a promotion. I think this research is important because no one has researched this before. Who knows, it could be a compass for their business strategy going forward.

The benefits of this research have become a friend for business people. It really helps business people to promote their products, especially through this Tiktok application which is a hit. Not only that, this research also provides solutions so that their business grows rapidly. How? Yes, by being creative and always innovating so that the product is looked at by many people. Result? New innovations in marketing, keep up with evolving technology, and make businesses more advanced.

This research still has shortcomings or limitations. In this study, the data collection process only focused on five TikTok accounts. This research study is considered new because, generally, studies only focus on the benefits of TikTok. Afiah, Hasan, Ratnah, and Arisah (2022) explained the use of TikTok in Makassar MSMEs, while Pozzo, Biegelmeier, and Pedroza (2024) explored the role of TikTok as an educational tool, examining its impact on the performance of students in international business classes in Peru and Colombia. Their study shows how TikTok, when used as an educational platform, enhances learning outcomes and fosters greater student engagement. Similarly, Sunusi and Novia (2024) analyzed the perception of business English communication students toward online shopping on TikTok social media. They found that TikTok plays a significant role in shaping students' purchasing behavior, particularly in the context of online shopping. These studies highlight the diverse applications of TikTok, demonstrating its growing influence in both education and business contexts. Kulkarni (2025) describes the use of TikTok as a culinary promotion in Yogyakarta. Additionally, Augustinah, Herawati, and Oktaviana (2024) highlight how TikTok's video content has become an effective digital promotion medium to increase the sales volume of MSMEs in Surabaya City. Similarly, Aulia and Kusumaningrum (2022) emphasize the effect of promotion through food vloggers on TikTok social media, showcasing its impact on consumer buying interest in culinary businesses, such as Dobro Coffee. Mukhlisin and Utami (2025) emphasize the importance of optimizing TikTok Shop as a marketing strategy to increase MSME sales in Sidoarjo. These studies provide valuable insights into the diverse applications of TikTok in different regions and industries, demonstrating its growing significance as a marketing tool for MSMEs.

This research is different from previous research. Other researchers mostly just research Facebook or Instagram. Well, here I now want to explore the relationship between the number of Tiktok followers and the sales of the product. No one has ever researched this before.

## **2. Methodology**

This study uses a quantitative method. The quantitative method is a type of systematic research on each part and event and its cause-and-effect relationship (Weinbrenner, 2022). Weinbrenner (2022) explains that quantitative methods focus on analyzing variables and testing hypotheses, which allows researchers to identify patterns and causal relationships in a structured manner. Furthermore, Mishra and Alok (2022) highlight that research methodology textbooks provide students with a comprehensive understanding of various quantitative techniques, from data collection to analysis, ensuring that researchers can rigorously evaluate their hypotheses and models. The quantitative approach employed in this study aims to measure and quantify the impact of specific factors, making it particularly useful in examining cause and effect relationships across diverse events and contexts.

The purpose of quantitative research is to improve mathematical models, theories, and create hypotheses for an event (Ghanad, 2023). According to Ghanad (2023), quantitative research methodologies help researchers in examining numerical data and establishing clear relationships between variables, which can be vital in analyzing and predicting outcomes. Furthermore, Pandey, Madhusudhan, and Singh (2023) assert that the quantitative research approach provides a solid foundation for gathering empirical data, particularly in areas like library and information science, and can be applied broadly in various industries. Data collection was obtained from five TikTok accounts of business owners. This research will take place from May 2025. The main event in this study was the discovery of the influence of the number of followers in determining the number of sales.

The framework of this research is as follows Figure 1:

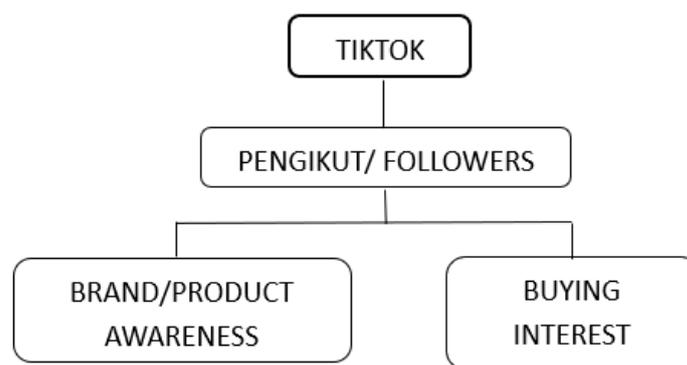


Figure 1. Conceptual Framework

### 3. Results and Discussion

TikTok is a social media platform used to share information or news in the form of photos or videos online (Zulianti, Fatmawati, Ningtyas, Sari, & Wulandari, 2022). The TikTok application has been downloaded by more than 1 billion users and has been declared the most successful social media platform globally (Zhang, Zhang, & Daim, 2023). TikTok has gained immense popularity across all age groups, from children to the elderly, due to its diverse content, ranging from cooking tutorials to educational content. One of its flagship features for business owners is TikTok Shop. In this TikTok Shop, users can sell products directly on the platform without needing to visit other websites or applications to make transactions (Darullah & Tanamal, 2023). Zhang, Zhang, and Daim (2023) explore how TikTok has revolutionized online social media marketing, emphasizing its role in driving consumer purchase intentions. Additionally, Widodo (2023) highlights the impact of social media marketing through TikTok on brand engagement, particularly for large companies like Adidas, showcasing the platform's effectiveness in fostering consumer-brand relationships. As a result, the use of TikTok Shop for business activities is gaining tremendous popularity, as its e-commerce functionality is more accessible and affordable compared to other platforms.

If you want to increase the number of sales, business owners should use Tiktok as a means of promotion. Regular and manageable uploading of content. Based on the results of the observations made, I found several tiktok shop accounts. Here I focus on five Tiktok accounts only. The selection of these five tiktok shop accounts is because their sales are the most discussed lately. Some of my tiktok shop accounts are displayed in the following Table 1:

**Table 1.** TikTok Shop Sales Accounts

No.	Account name	Number of followers	Total sales
1	Glad2glow.indo	2.6 million	14.3 million
2	Madame Gie Cosmetics	1.3 million	10.9 million
3	Indonesia Wholesale Center	16.200	4.3 million
4	Skintific id	3.5 million	654.000
5	Cemilan Sartika	47.600	1.7 million
6	Owner Sajodo	2.2 million	1.9 million
7	Batik Nawilis Solo	791,100	18.800
8	Ls Skincare	60.200	1.6 million
9	Ms Glow Beauty Store	480.400	664.700
10	Batik Arkanza.id	543.200	205.200
11	72Batik	235.100	2576
12	Basreng Sultan Bandung	1.1 million	1.9 million
15	By Renald Fadli	93.000	270.500
16	Azarinecosmetic	1 million	4 million
17	Hanasui official	1.9 million	6 million
18	Cece Celo	4 million	5.9 million
19	Kamila.wardrobe	108,300	49.500
20	Seruniskincareofficial	429.900	1.5 million
21	DFM	818.600	474.800
22	Putrikus	563.900	903.100
23	Luxedlabel	1.2 million	2.8 million
24	Jiniso Jeans	3.3 million	2.9 million
25	Begs	1.2 million	2.9 million
26	Pinkflash Indonesia	2.7 million	6.3 million
27	Wardahbeautyid	1.7 million	8.7 million
28	COSRX ID	432.200	279.500
29	Viva Cosmetics	518.600	111.800
30	The Originote	2 million	17.6 million

From the table above, there are 30 Tiktok shop accounts that have a fairly large number of followers. In this case I want to research the Tiktok account . The data above takes place from May 2025. In this study, I only researched five Tiktok shop accounts. Business owners make regular and interesting content posts so that they will FYP. "For You Page" or commonly called FYP is your content that will appear on the home page or recommendations when users open the Tiktok application.

### 3.1 Validity Test Results

The validity test is used to find out whether the measurement instrument used in this study is correct and can measure the variables to be measured. In this study, the variables to be observed are the number of TikTok accounts and total sales.

**Table 2.** Validity Test Results

Question items	Loading factor	t-value	p-value	Correlation
Number of followers	0,92	12,34	0,000	0,85
Total sales	0,89	10,56	0,000	0,85

The correlation value between the number of followers and total sales is 0.85, which indicates that there is a strong positive correlation between the two variables.

### Construct Validity Test

The purpose of the construct validation test is to evaluate whether the measuring tool is able to accurately construct its research. The results of the construct validity test explain that the number of followers and total sales can be used to measure accurate variables.

To analyze the relationship between the number of followers on a Tiktok account and total sales using correlation analysis. The formula is (1):

$$r = \frac{\sum[(x_i - \bar{x})(y_i - \bar{y})]}{(\sqrt{\sum(x_i - \bar{x})^2} * \sqrt{\sum(y_i - \bar{y})^2})} \quad (1)$$

Denotes:

$r$  = correlation coefficient

$x_i$  = the value of the number of followers on TikTok

$\bar{x}$  = average number of followers on TikTok

$y_i$  = total value of sales

$\bar{y}$  = average total sales

The result is the number of followers on Tiktok and the total sales with a correlation coefficient of 0.85. With that, there is a considerable positive relationship. So, the more followers, the more sales.

### Content Validity Test

The results of the content validity test are used to take into account by adjusting the concept to be measured. In this study, the concept to be calculated is the number of Tiktok accounts and total sales on each Tiktok shop account. The results show that the data obtained about the number of followers of the Tiktok account and the number of sales, so the calculation is considered correct or valid.

To analyze the validation of the content, we can use the CVR formula and we use 5 experts, then the formula is as follows:

$$CVR = (N_e - N/2) / (N/2) \quad (2)$$

Where:

$N_e$  = Number of members who voted "important".

$N$  = The total number of experts who selected the item.

A CVR > 0 indicates that the account has good content validity.

A CVR of  $\geq 0.78$  indicates that the account has very good content validity.

The relationship between construct validation and content validation can help validate the measurement instruments used are valid that will have to be measured. Construct and content validation are closely linked. If the content validation shows that the item being developed is related to the concept to be measured, then the counter validation can ensure that the measurement to be measured is correct or valid.

### 3.2 Reliability Test

Reliability tests ensure that our research results are trustworthy and reliable. In this study, we will analyze the relationship between the number of followers and the number of sales to prove the state of the data.

### Internal Reliability Test

The results of the reliability test showed a strong positive relationship between the number of followers and the number of sales (correlation 0.85; significance <0.01). This means that the measurements we use are accurate and reliable.

**Table 3.** Internal Reliability Test

No.	Account name	Number of followers	Total sales	Correlation
1	Glad2glow.indo	2.6 million	14.3 million	0,92
2	Madame Gie Cosmetics	1.3 million	10.9 million	0,89
3	Indonesia Wholesale Center	16,200	4.3 million	4,3
4	Skintific id	3.5 million	654.000	0,65
5	Cemilan Sartika	47,600	1.7 million	0,81

The average correlation value is 0.806 which has a positive impact. So, the measurements used are reliable and reliable. Thus, the results of the validity and reliability test are accurate and concrete, so that they can be used to determine what you want to measure.

### Correlation Analysis

The results of our analysis show a strong positive relationship between the number of followers and the number of sales on Tiktok ( $r = 0.85$ ,  $p < 0.01$ ). In essence, the more followers you have, the higher the sales.

### Regression Analysis

Regression analysis showed a significant positive influence of the number of followers on sales ( $\beta = 0.85$ ,  $p < 0.01$ ). 73% of sales variations can be explained by the number of followers. This means that every additional one follower has the potential to increase sales by around 0.854 units. In conclusion, the number of followers has a great influence on sales on Tiktok.

TikTok as a means of product promotion has both advantages and disadvantages. The disadvantage of TikTok is the lack of buyer trust due to the fact that buyers and manufacturers do not meet directly, and the emergence of fraud cases makes creators doubt the credibility of products. Negative comments can also be easily disseminated and spread, which can affect the reputation of businesses. However, the advantages of using TikTok for promotion are substantial. According to Nurhasanah, Day, and Sabri (2023), using TikTok allows businesses to build stronger relationships with buyers through direct interactions, such as Live sessions. Additionally, TikTok offers a more affordable promotional option compared to traditional in-person meetings, and transactions on TikTok are secured by the platform itself, providing a layer of supervision that increases buyer confidence. These benefits make TikTok an attractive option for businesses looking to expand their reach while minimizing costs and enhancing customer engagement.

## 4. Conclusion

In this study, we found the impact of Tiktok account followers in determining the number of sales, disadvantages and advantages of Tiktok as a means of promotion. In this study, we find that the number of followers of Tiktok accounts has a positive impact on the number of sales. However, there are other factors that can affect such as price, quality of goods, and uploading content that attracts buyers. The disadvantages of Tiktok are the lack of buyer trust because buyers and manufacturers do not meet in person, the emergence of fraud cases that cause buyers to doubt, bad comments and are easily spread. The advantage of Tiktok is that

through online only manufacturers can build relationships with buyers, use Tiktok Live to interact easily, promotional expenses are much cheaper than having to meet in person. In this study, there are limitations that only five Tiktok accounts are researched. Well, it is hoped that the next researcher will research much deeper and use other methods. This study suggests that business owners or producers make the best use of Tiktok for the sake of their business sustainability.

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